Marketing as a Belief System: a model of consumer behaviour.

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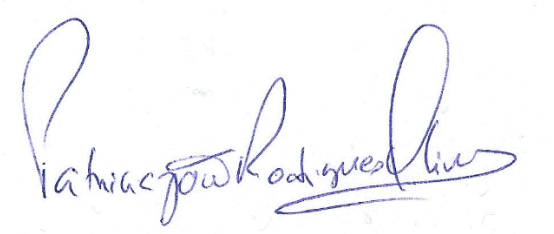

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Resumo

Compreender o comportamento do consumidor e a tomada de decisões é crucial no campo do marketing, uma vez que o objetivo principal das iniciativas de marketing é impactar os processos de tomada de decisão do consumidor. O termo "consumidor" abrange não apenas o ato de comprar, mas também todo o espectro do processo de compra, que envolve atividades anteriores à compra, como criar consciência das necessidades ou desejos, buscar e avaliar informações sobre produtos, serviços ou marcas que possam atender a essas necessidades, bem como atividades após a compra, como avaliar e fornecer feedback sobre o item adquirido. Vários modelos teóricos foram desenvolvidos para elucidar e prever o comportamento do consumidor. No entanto, algumas críticas foram levantadas em relação a esses modelos, incluindo sua ênfase excessiva na tomada de decisões racionais e a falta de consideração das influências subconscientes, incertezas e decisões impulsivas.

Este estudo explora a Teoria dos Sistemas de Crença (TBS) e a sua aplicação na compreensão do comportamento humano, particularmente no comportamento do consumidor, com o objetivo de desenvolver um modelo baseado na TBS para melhorar as estratégias de marketing. O objetivo principal é propor um modelo que incorpore a incerteza na previsão do comportamento do consumidor, contribuindo para a tomada de decisões de marketing baseadas em evidências. Os objetivos específicos incluem a análise dos modelos de comportamento do consumidor na literatura, a exploração da TBS, o teste das suas capacidades para explicar o comportamento humano e a comparação dos resultados com outras teorias do comportamento do consumidor. O estudo utiliza modelação matemática, recorrendo à Teoria das Funções de Crença ou Teoria de Dempster-Shafer (DST), para colmatar lacunas nos modelos de comportamento do consumidor existentes, centrando-se no pensamento racional, nos fatores subconscientes e na incerteza da tomada de decisões.

Foram realizados dois estudos empíricos na região do Douro, um utilizando a TBS e o outro empregando a Teoria do Comportamento Planeado (TPB), para analisar e prever o comportamento do consumidor neste contexto específico. Para a análise dos dados, foi utilizada a Modelação de Equações Estruturais (SEM) e ferramentas de software como o R e o JASP. Os resultados visam fornecer informações para melhorar as atividades de marketing através de uma compreensão mais profunda do comportamento do consumidor. Os estudos empíricos realizados nesta investigação oferecem aplicações práticas do TBS em cenários do mundo real, demonstrando a sua eficácia na previsão e compreensão do comportamento do consumidor. Ao realizar investigações aprofundadas sobre os detalhes dos sistemas de crenças e o seu impacto nos processos de tomada de decisão do consumidor, esta investigação esclarece as diferenças entre a TBS e a TPB elucidando os contextos em que cada teoria se destaca e fornecendo informações valiosas para investigadores e profissionais na área do marketing.

Palavras-chave

Marketing, Comportamento do Consumidor, Tomada de Decisões, Teoria dos Sistemas de Crença, Teoria de Dempster-Shafer

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Abstract

Understanding consumer behaviour and their decisions is essential in marketing because most marketing campaigns try to influence the consumer's decision-making process. The term consumer refers not only to the act of purchase itself but also to the entire purchase journey that includes pre-purchase activities that consist of increasing awareness of a need or wanting and seeking and evaluating information about products and services or brands that can satisfy it, and post-purchase activities that include evaluation and feedback on the purchased item. Many models have been created to explain and predict consumer behaviour. However, some criticisms have also been presented of the various models, such as the focus on rational reasoning and its lack of focus on subconscious factors, uncertainty and spontaneous choices.

This research study explores the Theory of Belief Systems (TBS) and its application in understanding human behaviour, particularly in consumer behaviour, with the aim of developing a model based on TBS to enhance marketing strategies. The primary objective is to propose a model that incorporates uncertainty in predicting consumer behaviour, contributing to evidence-based marketing decision-making. Specific objectives include analysing consumer behaviour models in literature, exploring TBS, testing its capabilities in explaining human behaviour, and comparing results with other consumer behaviour theories. The study utilizes mathematical modelling, using the Theory of Belief Functions or Dempster-Shafer Theory (DST), to address gaps in existing consumer behaviour models, focusing on rational reasoning, subconscious factors, and decision-making uncertainty.

Two empirical studies were conducted in the Douro region, one utilizing TBS and the other employing Theory of Planned Behaviour (TPB), to analyze and predict consumer behaviour in this specific context. Structural Equation Modelling (SEM) and software tools like R and JASP were employed for data analysis. The findings aim to provide insights for improving marketing activities through a deeper understanding of consumer behaviour. The empirical studies conducted in this research offer practical applications of TBS in real-world scenarios, demonstrating its efficacy in predicting and understanding consumer behaviour. By conducting in-depth investigations into the intricacies of belief systems and their impact on consumer decision-making processes, this research sheds light on the differences between TBS and TPB, elucidating the contexts in which each theory excels and providing valuable insights for researchers and practitioners in the field of marketing.

Keywords

Marketing, Consumer Behaviour, Decision Making, Theory of Belief System, Dempster-Shafer Theory

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List of Acronyms

AVE	Average Variance Extracted
BBA	Basic Belief Assignment
BEL	Belief Measure
BPA	Basic Probability Assignment
CFA	Confirmatory Factor Analysis
CR	Construct Reliability
DST	Dempster-Shafer theory
MLE	Maximum Likelihood Estimation
TAM	Technology Acceptance Model
SEM	Structural Equation Modelling
TBS	Theory of Belief Systems
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action
GFI	Goodness-of-Fit Index
RMSEA	Root Mean Square Error of Approximation
SRMR	Root Mean Square Residual
NFI	Normed Fit Index
TLI	Tucker-Lewis Index
CFI	Comparative Fit Index
AGFI	Adjusted Goodness of Fit Index
PNFI	Parsimony Normed Fit Index

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1. Introduction

Behavioural research is fundamental to marketing as it helps understand and predict consumer behaviour, which is crucial for developing effective marketing strategies (Erasmus et al., 2001; Gravite-Lapere, 2022). Consumer behaviour studies and consumer research are important allies of marketers, providing insights into pre-purchase activities and decision-making processes (París, 2015).

Understanding consumer behaviour and their purchasing decision process is a very complex task due to the non-linear nature of the process, which involves elements of complexity and uncertainty. Consumer behaviour, preferences, and external influences significantly shape decision-making (Yuanet et al., 2023). Kotler (1965, p. 37) states, “The human mind, the only entity in nature with profound powers of comprehension, remains the 'least understood'". Furthermore, Eroglu (2014) posits that no single theory or model can comprehensively encapsulate consumer behaviour's multifaceted and intricate nature.

Nevertheless, many consumer decision-making models have been created over time, which has contributed to advancing our knowledge of how consumers make decisions. In addition to other identified models in this research, some highly cited models like the "Grand Models", consisting of the Nicosia-Model by Nicosia (1966), Engel Kollat Blackwell (EKB) Model by Engel et al. (1968), and Howard-Sheth Model by Howard and Sheth (1969), and more recently the Consumer Decision Journey Model (Court et al., 2009) have contributed, over the years, to many researches in this area, despite their limitations and criticisms.

One highly popular model is the Theory of Planned Behaviour (TPB), which has emerged as the primary theoretical framework guiding research on many areas like social behaviour (Hardeman et al., 2002), decision-making (Durac & Moga, 2023) and consumer behaviour in general based on beliefs, attitudes, and intentions. Nevertheless, the consumer decision-making process is still characterised by its complexity, and several authors have criticised it. For instance, Sniehotta et al. (2014) state that one of these criticisms is its emphasis on rational reasoning, neglecting to consider subconscious, associative, impulsive factors, emotions, and uncertainty.

We have had Kotler (1968) defend the adoption of mathematical models as a valuable tool to complement the existing explanations that clarify the complex workings of individual buying behaviour. Thus, creating models allowing marketing to predict behaviour in a digital environment is important. These predictions can go beyond the senses by modelling our perceptions and subsequently acknowledging, recognising, and categorising our knowledge despite uncertainties (Martins, 2015).

We believe it is possible to predict the result of behavioural decisions by employing mathematics, particularly with theories capable of addressing uncertainty and ignorance. The Dempster-Shaffer theory (DST) of belief, which includes the theory of belief functions (Dempster, 1967) and the theory of evidence (Shafer, 1976), is such a theory that it has been used quite extensively in Soft Computing and Expert Systems and is capable of combining evidence from different sources (Beynon et al., 2000) making it widely used in measuring uncertainty involved in big data, and for fusing conflicting evidence with its fusion rule (Yager et al., 1994).

Carvalho-Rodrigues (1997) has proposed a belief-based theory, the theory of belief systems (TBS), compatible with the Dempster-Shaffer theory, that characterises a belief system as the decisive factor behind the reasoning in decision-making. The combination of arguments and their weight can produce the belief as a measure of support for a proposition.

The term belief system is used in different areas of knowledge with different meanings and is strongly rooted in culture as part of a doctrine, and it is often dissociated from empirical and quantitative studies (Martins, 2015); here, it becomes modelled mathematically while still maintaining all of its linguistic meaning.

The purpose of the research in this study is to explore and investigate the TBS and identify its capabilities in understanding human behaviour in general and specifically in consumer behaviour, thus contributing to the marketing field by developing a model of consumer behaviour based on TBS.

Hence, the research question of this study is: Can consumer behaviour be modelled with the mathematics of the belief systems?

We aim to be able to model mathematically consumer behaviour. By modelling, we will consider whether we can or cannot explain or construct consumer behaviour by using mathematical axioms and functions and thus recreating the same observed reality, whether described in English or through mathematics.

The main objective of this study is to propose a model of consumer behaviour based on the TBS.

This model will be able to incorporate uncertainty in the prediction of consumer behaviour and decision-making. By associating with this model, we intend to create the basis for developing a new evidence-based marketing decision space to improve decisions in planning marketing activities.

The specific objectives are to analyse the evolution of consumer behaviour models and theories in the literature; to identify the main consumer behaviour models used in marketing research; to understand and explore the TBS and how it explains human behaviour in general and consumer behaviour in particular; to test the proposed capabilities that will arise from the performed research into the TBS through a dedicated study; and to evaluate its potential to aid, explain or justify phenomena associated with results obtained by other consumer behaviour theories, by performing an analysis of the data originally collected for TPB, using the TBS framework, and attempting to predict the outcomes that TPB produces.

By creating a mathematical model to understand better and predict consumer behaviour, we filled the gap in the literature regarding consumer behaviour models that focus on rational reasoning with the lack of subconscious factors and uncertainty in decision-making.

To analyse the data in TBS, we used belief functions calculations, and regarding TPB, we used the analysis of structural equations; both were computed using software tools capable of performing the required calculations. It was expected that these would be possible through the use of the R-based tools, utilising the available libraries; regarding the TPB, this was the case when we adopted the use of the JASP program (Team, 2018) with package R lavaan (Rosseel, 2012). This was not possible for the TBS. Although libraries for R exist, like the ibelief (Zhou & Martin, 2021), they were only able to be used for initial conceptual proofing and were not adequate for data with a “frame of discernment” as large as our case, we had proposed to develop our software solutions in this type of occurrence, adopting one of the

following programming languages R, Python, .net C# or Java. We opted for .net C# since the issue revolved around the data format; adopting the same programming language that powered the online questionnaire engine meant that there would be no need for additional data transformation processes. During the study, it was necessary to implement multiple DST combination rules since each accommodates best to a particular data format; we explored three combination rules: the classical Dempster combination rule, Smets criterion (using the conjunctive combination rule) and the LNS-CR, the Large Number of Sources – Combination Rule, which proved to be the adequate combination rule for our data in the TBS calculations. The code library that was developed during this study is open-sourced and made available in a GitHub repository (Oliveira, 2024).

The devised strategy for testing the two theories culminated in creating a questionnaire to obtain primary data; the questionnaire accommodated the data requirements for each theory. Aiming to test a practical real case, both theories approached the same topic and endeavoured to obtain their results regarding the intention to visit, or to revisit, a tourism destination; the chosen location for this study was the Douro Region in Portugal.

2. Literature Review

2.1 Consumer Behaviour and Marketing

According to American Marketing Association, (2017), "marketing is the activity, set of institutions, and processes for creating, communicating and delivering offerings that have value for customers, clients, partners, and society". Marketers discover and analyse consumer needs that are not met or are only partially satisfied by available products and create and promote superior offerings. So, marketing is closely linked with understanding human behaviour, making it possible to influence a purchase (Luck, 1969) from a commercial perspective, change an attitude or habit, or even an idea from a social perspective (Peattie & Peattie, 2009).

Consumer goods are formulated to appeal to consumers, inducing them to make purchases (Jovanovic et al., 2016). However, purchasing behaviour is not solely influenced by the product's characteristics. It is also influenced by consumer behaviour, the social environment, competition in the marketplace, and the marketing strategies employed by brands (Nirwana, 2023). The majority of consumers demonstrate a predisposition towards favouring certain brands over others. These predispositions can be shaped by a multitude of factors, including recent experiences, established customs or habits, the influence of reference groups, and exposure to advertising (Valérie et al., 2022; Sukant, 2021).

In a competitive economic system, firms must possess precise knowledge pertaining to consumers to ensure their sustenance and expansion. This knowledge encompasses understanding consumers' purchasing patterns, the rationale behind their purchases, the locations at which they make their purchases, and the specific products they choose to acquire (Foxall, 1980).

Within a marketing context, it is important to understand consumer behaviour and consider the needs of consumers when they make judgments about purchasing specific brands from a range of options (Beynon et al., 2010). Therefore, it is essential for marketing success to understand how each individual perceives information and their reality.

The efforts of all marketers are directed at influencing the behaviour of consumers to be aligned with the company's needs. The success or failure in this process determines the difference between the success and failure of the marketing efforts or the business itself (Foxall, 1980). The objective is to formulate marketing tactics that are in accordance with consumer inclinations and efficiently endorse goods or services (Kotler, 1968).

However, consumer behaviour is a vast and intricate topic, and accurately predicting how consumers will behave in a specific situation is challenging (Kotler, 1968; Jisana, 2014). Several models have been developed over the years to comprehend consumer behaviour and forecast particular purchasing scenarios, which we will discuss in the following section.

2.2 Consumer Behaviour Models

No theory or model can fully describe the diverse and complex phenomenon that is total consumer behaviour (Gelbrich et. al., 2023). However, certain ideas have dominated efforts to explain consumer behaviour and intentions. The complexity inherent in understanding consumer behaviour has led some

researchers to construct buying process models. At the same time, such models usually indicate the social and psychological forces that shape the potential buyer's actions at each stage (Foxall, 1980).

The state of the art on this topic is scattered and complex and presents a combination of perspectives from various authors without presenting a common terminology and structured understanding. To understand and explain consumer behaviour and how the consumer makes decisions, we can find different categorisations of theoretical approaches and models through literature (Kotler, 1965; Kotler, 1968; Antonides, 2008; Bray, 2008; Court et al.,2009; Jisana, 2014; Lemon & Verhoef, 2016; Santos & Gonçalves, 2021; Tueanrat et al., 2021; Santos & Gonçalves, 2022; Gravite-Lapere, 2022).

2.2.1 Classical consumer buying behaviour models

Consumer behaviour is a broad area of marketing theory that draws on ideas from many different scientific fields, including economics, psychology, sociology, social psychology, and anthropology.

Despite the diversity of models for understanding consumer behaviour, the cornerstones of consumer behaviour research are the traditional consumer purchasing behaviour models. Consumer behaviour, according to Engel et al. (1986), involves the selection, use, and subsequent disposal of goods and services, as well as the decision-making processes that precede and follow these acts.

The initial theories, spanning the classical and neoclassical economic traditions that consider an homo-economicus conduct, assume that he is completely rational and self-interested and bases his choices on his capacity to maximise value with the least amount of work (Persky, 1995).

As mentioned earlier, in accordance with Kotler (1965), the human mind, being the sole entity in the natural world possessing profound capabilities of comprehension, continues to be the least comprehended. Despite this, he stresses the importance of research into consumer behaviour to improve the performance of marketing strategies and presents five different approaches related to consumer behaviour models:

(1) The Marshallian model, with a focus on economic incentives, occupies a prominent position in the field of economics. Economists were the pioneers in formulating a distinct theory pertaining to the conduct of buyers. This theory posits that purchasing decisions are predominantly influenced by "rational" and deliberate economic assessments. The individual buyer endeavours to allocate his income towards acquiring goods that will yield the highest level of utility (i.e., satisfaction) in accordance with his preferences and the prevailing prices (Antonides, 2008; Bray, 2008). His aim in his theoretical work was to achieve a sense of realism. To achieve this, he employed a method that involved starting with simplified assumptions. He then proceeded to analyse the impact of a change in one variable, such as price, while keeping all other variables constant.

(2) Pavlovian learning model. The term "Pavlovian learning model" is derived from the studies conducted by the Russian psychologist Pavlov. In his experiments, Pavlov would ring a bell before providing food to a dog. Over time, the dog began to salivate at the sound of the bell, even if no food was present. From this, Pavlov deduced that learning primarily involved forming associations and that a significant portion of behaviour was conditioned in this manner. The Pavlovian model does not purport to furnish a comprehensive theory of behaviour; nevertheless,

the model does proffer a significant degree of illumination into certain facets of behaviour that hold noteworthy appeal for marketers;

(3) The Freudian Psychoanalytic Model. Psychoanalysis introduces the concept of the unconscious as the utmost crucial element of cognitive activities, exerting influence over the entirety of individuals' lifestyles (Stewart, 1994; Bray, 2008). According to Freud, the unconscious consists of longings and motivations that, if suppressed, can inflict detrimental consequences upon the psychological well-being of the individual. This theory suggests that perhaps the most important marketing implication of this model is that buyers are motivated by symbolic as well as economic-functional product concerns;

(4) The Veblenian Social-psychological Model. While the majority of economists were satisfied with interpreting the behaviour of buyers using Marshallian terms, Thorstein Veblen diverged from this approach and transformed into a social thinker who was heavily influenced by the emerging field of social anthropology. Veblen perceived humans as social creatures who acclimated themselves to the overarching conventions and standards of their broader culture, as well as the more specific patterns found within subcultures and intimate social groupings that they are affiliated with. Their desires and actions are predominantly moulded by their present group affiliation and their aspirations to become part of various groups. According to this particular theoretical framework, the viewpoints and conduct of individuals are subject to various societal factors, namely culture, subcultures, social classes, reference groups, and interpersonal associations;

(5) The Hobbesian Organizational-factors Model. The aforementioned models primarily elucidate the conduct of consumers within the familial context, whereas the Hobbesian Organizational-Factors Model was primarily formulated to examine the behaviour of organisational consumers confronted with the procurement of goods on behalf of companies or institutions. The significance of the Hobbesian model lies in the fact that organisational buyers can be influenced based on both personal and organisational factors.

As previously mentioned, several prominent frameworks exist that delineate the patterns of consumer decision-making. Each of these frameworks exhibits distinct biases in relation to economic, social, and psychological variables (Kotler, 1965). Buyer behaviour has been subject to analysis from various theoretical perspectives, thereby yielding a plethora of intriguing and occasionally contradictory or limited explanations.

The complexity of buyer behaviour, as an aspect of human behaviour, necessitates the formulation of theories that specifically address certain facets of this phenomenon. Taking this into account, Kotler (1968) contends that the endeavour to cultivate and compare mathematical expressions of different statements on BuyerOpen-sourced could contribute to the clarification of certain partial or incompatible theories. Moreover, the development of mathematical models for behavioural analysis is a valuable complement to the copious verbal explanations of the underlying dynamics of individual buyer behaviour. The literature on mathematical models of consumer behaviour highlights some works, such as Carman and Nicosia (1965), that present a formulation of buyer decision processes employing five simultaneous differential equations. Kotler (1968), also stated that most articles on Markov processes

related to consumer brand choice tend to focus on aggregate brand loyalty and switching trends rather than individual consumer behaviour. In the domain of business and marketing simulations, only a few have integrated individual buyers as a means of determining market response. Instead, they primarily rely on total market or market segment response functions.

The fundamental principles of traditional theories regarding consumer behaviour are identified as the Grand Models, as labelled by Kassarjian (1982), Erasmus et al. (2001), Kokkinaki and Gemtou (2015) and Santos and Gonçalves (2021a). These models concentrate on ascertaining the pivotal elements of customer behaviour and illustrate the stages of decision-making, influential variables, and broad associations between variables. The three primary consumer-decision models that are regarded as the Grand Models are the Nicosia Model (Nicosia, 1966), Engel Kollat Blackwell (EKB) Model (Engel et al., 1968), and Howard-Sheth Model of Consumer Behaviour (Howard & Sheth, 1969).

According to Kokkinaki and Gemtou (2015), the Nicosia model of consumer behaviour is widely regarded as the first comprehensive model of buyer behaviour and seeks to elucidate buyer behaviour by establishing a connection between the organisation and its (potential) consumer. It posits that the company's messages initially shape the consumer's predisposition towards the product or service. The model is a framework composed of four distinct stages that take into consideration the interactions between buyers and sellers and encompass the impact of marketing endeavours, the development of attitudes, the process of exploring and assessing various options, as well as the subsequent level of contentment or discontentment after purchase.

The model formulated by Engel, Kollat, and Blackwell in the late 1960s represents an adaptation of the Nicosia model, which primarily focuses on problem-solving and learning consumer behaviour. This model effectively describes the consumer information search and evaluation processes (Engel et al., 1968).

According to Milner and Rosenstreich (2013), one of the advantageous aspects of the revised model is the feedback loop or "search" that allows for partial iterations in decision-making. For instance, a consumer may bypass certain inputs and directly proceed to the stage of problem recognition, followed by an external information search. However, for various reasons, the consumer may choose not to complete the decision-making process. Even if the process is completed, there may not be an intention to make a purchase, allowing the process to be halted or postponed. This feedback can then be utilised as input in future instances of need.

Nevertheless, the literature also presents certain criticisms of this model. Some authors, for example, highlight the linear nature of the model, acknowledging that the elements of the buyer's decision-making process do not necessarily occur in a predetermined sequence and may even transpire simultaneously (Brinberg & Lutz, 1986; Phillips & Bradshaw, 1993). Furthermore, other authors point out an additional limitation of the model, specifically its implicit assumption that consumers can evaluate alternatives and make rational judgments regarding the most suitable option. Financial services, for instance, pose difficulties for consumers in terms of evaluation, even after purchase, due to their high credibility characteristics and the presence of numerous moderating circumstances (Milner & Rosenstreich, 2013; Chung-Herrera, 2007; Ennew, 1993; Harrison, 2003; Harrison et al., 2006; McKechnie, 1992). Bray (2008) summarises common objections to the model by emphasising that its mechanistic approach does

not effectively translate to various decision-making scenarios. Additionally, the mechanisms through which environmental and consumer factors may influence decision-making remain inadequately understood.

Howard and Sheth's (1969) framework embodies a noteworthy advancement in the depiction of buyer conduct, as it considers the repetition of purchase conduct and concentrates on the cognitive processes that unfold over time (Kokkinaki & Gemtou, 2015). According to Hunt and Pappas (1969), Howard and Sheth's model (1969) offered a notable progression at the time by presenting greater precision and acknowledging the moderating role of purpose and the influence of attitude on purchase decisions. From the perspective of Milner and Rosenstreich (2013), the model is distinguishing feature lies in its comprehensive incorporation of various marketing elements and social impacts within the process, thereby signifying a substantial advancement compared to traditional input-process-output models.

Specifically, the model has five key elements: inputs, perceptual constructs, learning constructs, outputs, and exogenous factors. Input constructs encompass both functional and symbolic product information, as well as social influences (Kokkinaki & Gemtou, 2015). According to Howard and Sheth (1969), the model consisted of four main parts that facilitated the flow of information. These parts included inputs, which encompassed marketing and social stimuli; perceptual constructs, such as attention and information search; learning constructs, such as motivations, choice criteria, brand comprehension, attitude, confidence, intention, and satisfaction; and outputs, which entailed purchase, intention, attitude, brand comprehension, and attention. However, an additional element known as external variables was introduced as a factor influencing perceptual and learning constructs rather than being an inherent information flow component. This element encompassed factors such as the significance of the purchase, consumer background, reference groups, personality qualities, available time, and financial situation (Howard & Sheth, 1969).

This model, which is more comprehensive, undoubtedly captures the complexity of the process, encompassing various variables and connections to internal processes, external stimuli, and sources of information. While the complexity of the model can be considered a drawback, it has undergone examination by other researchers, such as Farley and Ring (1970), who obtained highly unfavourable and non-confirmatory findings. These results have attracted criticism and stimulated discourse on the general methodology employed to test such models (Hunt & Pappas, 1972).

Although there are variations among these models, it is apparent that they offer us a framework of essential components that elucidate the actions of consumers. These components have been simplified into a five-stage model referred to as the "traditional decision-making process model," which serves as the foundation for the majority of consumer behaviour research and models (Martin & Woodside, 2012; Puccinelli et al., 2009; Wolny and Charoensuksai, 2014). The five stages encompass problem recognition, information search, evaluation of alternatives, purchase, and post-purchase.

In general, the grand models have faced substantial criticism due to their foundation on assumptions of rationality, their hypotheses of a structured sequence of processes, their oversimplification of reality, and most significantly, their lack of suitability for empirical testing (Zaltmanet al., 1973; Rau & Samiee, 1981; Kokkinaki & Gemtou, 2015). Erasmus et al. (2001) also highlight that, in addition to the constrained theoretical framework in which traditional models of consumer decision-making have been

formulated and revised, the various forms of critique can be categorised based on the assumption of rational consumer decision-making behaviour; the generalisation of the decision-making process; the consideration given to the specific details incorporated in consumer decision-making models, as well as the limitations stemming from a positivist approach to the development of such models.

2.2.2 Models based on beliefs, attitudes, and intentions

Based on ideas, attitudes and subjective norms as general determinants of intended and actual behaviour, this approach focuses on models based on beliefs, attitudes and intentions, which predict and explain general consumer behaviour. These models are similar to the previous models presented above in that the evaluation of alternatives, a specific phase of the main models, is influenced by their underlying constructs, which include beliefs, attitudes and intentions (Darley et al., 2010; Engel et al., 1986).

The main models in this group are the Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 1975) and the Theory of Planned Behaviour (TPB) (Ajzen, 1991), which are based on expectancy-value models (Ajzen, 2008) and provide us guidelines to structure consumer behaviour. According to TRA and TPB, an individual's attitude toward an act (formed by behavioural beliefs) and their sense of societal pressures influence their behavioural intention and, ultimately, their actual behaviour.

Ahtola (1975) states that the TRA model was first developed in the 1960s when marketing researchers increasingly focused on beliefs and attitudes as determinants of consumer buying behaviour. Having both of these models include the order in which elements appear and prescribe the effect that should be observed given certain causal factors (Sniehotta et al., 2014). As such, they are very useful to practitioners who can measure what stimuli should be modified or emphasised to attract a consumer response (Bray, 2008).

The TRA was developed by Martin Fishbein and Icek Ajzen in 1967 and derived from previous attitude theory research. Its main goal is to explain the relationship between attitudes and behaviour within human action. The TRA states that any such behaviour is produced by an individual’s intention to perform that behaviour. It also specifies that this intention is produced by both the individual’s attitude toward performing that behaviour and the individual’s perceptions of the social pressures on them to perform or not perform the behaviour that is called “subjective norm” (Hankins et al., 2000). Attitudes refer to the way people feel towards a particular behaviour, and subjective norms refer to the way perceptions of relevant groups or individuals, such as family members, friends, and peers, may affect one's performance of the behaviour (Bray, 2008). By examining attitudes and subjective norms, researchers and managers can understand whether one will perform the intended actions.

The TPB (Ajzen, 1991) is an extension of TRA. To account for the circumstances in which a person lacks complete volitional control over the situation, TPB expands on TRA by including perceived behavioural control as an antecedent to behavioural intentions (formed by control beliefs) (Yousafzai et al., 2010). It was created to improve its predictive power by including perceived behavioural control, which refers to an individual's perceived ease or difficulty in performing a particular behaviour (Hankins et al., 2000). It is assumed that the total set of accessible control beliefs determines perceived behavioural control.

The theory states that three core components, namely, attitude, subjective norm, and perceived behavioural control, shape an individual's behavioural intentions (Ajzen, 2001).

According to TPB, a person's behaviour can be predicted by intention, which is predicted by the person's attitude toward the behaviour, subjective norms, and perceived behavioural control. Attitude toward a behaviour is the first factor and refers to the degree to which a person has a favourable or unfavourable evaluation of the behaviour in question. The second factor, subjective norms, a social factor, refers to the perceived social pressure to perform, or not to perform, the behaviour. The third factor, perceived behaviour control, refers to the sense of self-efficacy or ability to perform the behaviour of interest (Sivaramakrishnan et. al., 2017).

Ajzen (2001) argues that behavioural intention is needed in TPB for individual behaviours to occur. However, not all behaviour intentions lead to behaviour action, and only external locus of control parameters have been found to affect intention turning into behaviour significantly (Goksel & Aydintan, 2017). Behavioural intention is the most proximal determinant of human social behaviour (Ajzen, 2001).

TPB appeared as the main theory-driver model to guide research on health-related behaviour, decision-making, management, and consumer behaviour in general. The theory is well recognised amongst researchers and familiar to many students, practitioners and policymakers (Hankins et al., 2000). It has been conducted broadly in many studies that cover different research areas. Although many studies have stated some limitations of TPB to explain and predict human behaviour (Ulker-Demirel & Ciftci, 2020) and in the literature, we can find that there are some criticisms about the model. According to Ajzen (1991), TPB is a causal model to explain behaviour and behavioural intention is partially determined by the structure of attitude, and intention is a leading predictor of behaviour.

However, Armitage and Conner, (2010) and Sniehotta (2009) stated that in several implementations of the model, correlation models are continuously applied and highlight that more evidence from randomised experiments would be helpful. Sniehotta et al. (2014) state that one of the criticisms of TPB is its focus on rational reasoning and its lack of subconscious, associative and impulse factors, feelings, and private standards and because it is a behavioural theory based on a causal process, it ignores other essential factors such as unconscious motives, uncertainty and spontaneous choices (Yuzhanin & Fisher, 2016). Since it is a deterministic model, it assumes certainty in all aspects. According to Davis et al. (1989), TPB lacks some of the personal decision criteria, such as desires that represent the motivational state of mind and past behaviour. Furthermore, certain variables, such as limited financial sources, may restrict the impact of attitude on behaviour (Ulker-Demirel & Ciftci, 2020). Therefore, TRA or TPB determine only behavioural intent as a compromise between predictions of attitude and predictions of behaviour.

In addition to the TRA and TPB models, the Technology Acceptance Model (TAM) (Davis, 1989; Davis et al., 1989) also stands out. To predict technology acceptance and utilisation, TAM was modified from TRA while maintaining the essential attitude-intention-behaviour pathway. As per TAM, an individual's attitude towards the usage of technology ultimately determines their intention and actual adoption of it. Initially, the model was applied to forecast office technology adoption during a period of rising personal computer usage (Braun, 2013). According to Charness and Boot (2015), this model has been one of the most influential models of technology acceptance, with two primary factors influencing an individual's

intention to use new technology: perceived ease of use and perceived usefulness. If older adults believe digital games are too hard to play or a waste of time, they are unlikely to want to adopt this technology. On the other hand, if they believe digital games are easy to learn and provide the necessary mental stimulation, they are more likely to want to learn how to use them. Even though TAM has drawn criticism for a variety of reasons, it provides a helpful overall framework and is in line with several studies that look into the variables influencing older individuals' intentions to utilise new technology (Braun, 2013). Since the Internet has become more widely used, research on Internet and mobile usage, purchase patterns, and the impact of social interactions and word-of-mouth has been conducted using both the original TAM and its expanded forms (Ha & Stoel, 2009; Vijayasarathy, 2004; Wang & Yu, 2017).

2.2.3 Decision analysis models

In this subchapter, we present the essential models for understanding the consumer purchasing decision process, which belongs to decision analysis. Decision analysis is a field that Keeney (1982) describes as a discipline rooted in utility theory that analyses the systematic processes and complexities associated with decision problems. Decision analysis involves examining the systematic procedures and complexities associated with decision problems. Ulvila and Brown, (1982) also state that decision analysis comes from various academic disciplines, such as statistical decision theory, economics, psychology and the social sciences.

With regard to the decision-making process, (Simon, 1955) argues that it generally takes place under conditions of uncertainty, in which individuals do not have complete information about their environment and do not possess the skills, desire or motivation necessary to make an optimal decision. Other authors also point out that various factors, such as family and friends, advertisers and role models, as well as moods, situations and emotions, influence consumers, including impulse purchases (Pratama, & Roostika, 2023; Smith & Rupp, 2003).

Rational selection assumptions have historically had a significant position in predicting consumer choice, as they effectively engage in cost-benefit analysis and evaluate the effectiveness of various options. However, this methodology has been criticised, and in light of the restrictions of rational selection theory, alternative approaches to information processing have been examined (Bettman et. al., 1998), some of which have been integrated into extensively researched decision-making models.

According to Marsden and Littler, (1998), the information processing approach is a cognitive perspective on consumer behaviour that draws inspiration from cognitive psychology and focuses on consumers' internal information processing mechanisms. From the point of view of Bettman et. al., 1998), this approach aligns with Simon's (1955) concept of bounded rationality, in which decision-makers are constrained by incomplete information, time limitations, complex circumstances and cognitive capacity to process information, resulting in satisfactory but not necessarily optimal decisions (Simon, 1957; Smallman & Moore, 2010).

The assumption of bounded rationality among consumers suggests that behaviours are shaped through interactions between individual information processing and the context of the task. Consequently, the

decision-making process is constructive, varying according to the individuals, the complexity of the decision and the contexts (Bettman et al., 1998).

In decision analysis, the evolution of research into decision-making has followed the transversal changes in the assumption of rational and homo-economicus in all areas of study, and the theory of rational choice was at the heart of the first studies into decision analysis. However, as already mentioned, consumer decision-making choices have more recently been studied from an information processing perspective, which also applies to decision science.

According to Bettman et al. (1998), decision-making processes are constructed using a wide variety of approaches, which are shaped by the consumer's objectives, information processing capacity and preferences, the context of the decision and the complexity of the task.

Santos & Gonçalves, (2021) state that most research into consumer behaviour is based on the conventional model of the decision-making process. However, research focusing on decision science and its models deviates from this approach, extensively examining and elucidating the psychological mechanisms underlying specific phases of the decision-making process, with particular emphasis on search and evaluation behaviour. Furthermore, Erasmus et.al. (2001) argue that consumers adapt and construct their actions and preferences throughout the decision-making process, often resorting to non-conscious behaviour and employing heuristics, or cognitive rules, to simplify complex decisions made under time pressure or with limited information available. Consequently, traditional models of consumer purchasing behaviour, which typically have inflexible structures, are inadequate to account for the vast range of consumer decision-making (Erasmus et al., 2001). Decision analysis models, on the other hand, which make explicit the role of the consumer and their subjective judgment in evaluating the repercussions of alternatives (Keeney, 1982), complement traditional decision-making processes and provide a more comprehensive view of purchasing decisions.

Two major groups of decision analysis models—more sequential decision analysis models and more flexible decision analysis models—that vary in their capacity to capture the dynamic in decision-making were found in the literature.

According to sequential decision analysis models, decision-making is a cognitive process with distinct phases, which often follow a logical sequence (Keeney, 1982; Regan & Holtzman, 1995; Simon, 1960). These phases are as follows: Customers typically begin formulating the decision problem and defining goals and alternatives based on predetermined standards. After that, the consumer evaluates the alternatives by considering their implications and ends up making a decision based on their assessment. The cycle is restarted, and the choice problem is refined if the outcome is unsatisfactory.

As the name suggests, more flexible decision-making is described by flexible decision analysis models (Karimi et. al., 2015; Martin & Woodside, 2012; Mintzberg et al., 1976). Despite the fact that decision-making is broken down into parts that provide the process structure, these models imply that people move between these steps in a non-linear way and that the processes are interactive. While the other models follow the same steps, the main distinction is that during the collection of information phase, the process can be reversed. This results in a review of the formulation of the decision problem and the corresponding decision criteria, which indicates changes in the model's initial mentality of individuals. The implications of this second category of models are significant, as they suggest that decision-making

processes can be very dynamic and differ among individuals. For that reason we should also point out that these models are frequently employed to research online decision-making because of their dynamic character. On the other hand, they do not consider the entire decision-making process as grand models.

2.2.4 Hierarchy of effects models – An approach for the advertising industry

Hierarchy of effects models are extensively utilised in the advertising industry and are founded on the notion that consumers progress through diverse hierarchical stages as they receive and react to advertising messages in a sequential manner. In accordance with the research conducted by Hall and Towers (2017) and Vázquez et al. (2014), a "purchase funnel" is commonly employed to portray these stages, illustrating the consumer's decision-making process from message exposure to the acquisition of a product or service. The objective is to comprehend how consumers assimilate and utilise advertising information to influence their selections of products and brands.

It is widely acknowledged that the hierarchy of effects comprises three distinct phases: a cognitive phase, closely associated with knowledge and cognition; an affective phase, characterised by emotions, sentiments, and preferences; and a conative phase, centred on persuasion and the act of purchasing (Barry & Howard, 1990).

Many authors, including Barry and Howard (1990), Batra and Keller (2016), Lavidge and Steiner, (1961) and Naik and Peters (2009), have posited that research about the hierarchy of effects has predominantly concentrated on the identification of the phases of advertising communication strategies, the determination of the optimal sequence and synchronisation of communication content, and the discernment of the primary and secondary impacts of various media forms on the formation of consumer perceptions. So marketing and communication professionals can adapt their strategies.

Lewis (1903) introduced the AIDA Model, which encompasses the subsequent stages: attention, interest, desire, and action. This theoretical framework posits that the ability to effectively capture the attention of customers (associated with cognitive processes), sustain their interest and stimulate their desire (related to affective aspects), and ultimately prompt them to take action (associated with conation) through the act of making a purchase is the key determinant of sales success.

Barry and Howard (1990) shed light on various models, including the attention-interest-confidence-conviction-action (AICCA) model developed by Hall in 1915, the attention-interest-desire-conviction-action (AIDCA) model developed by Kitson in 1921, and the attention-interest-desire-memory-action (AIDMA) model developed by Devoe in 1956.

The traditional hierarchical model of Lavidge and Steiner, (1961) stands out for having added to Lewis' work. They state that "In other words, the effects of too much advertising are "long term". (Lavidge & Steiner, 1961, p. 59) and argue that consumers move through causally linked stages of the advertising hierarchy, starting with the consumer's unconsciousness and knowledge of the product (cognition), liking and building preference (affect) and finally, conviction and purchase (conation).

Other publications also played a significant role in the expansion of the conventional framework. For instance ACCA model, AIETA model, PAYCYRB model, highlighted by Barry and Howard (1990) and :

- Colley (1961) introduced the ACCA model, which emphasised the importance of conscience, understanding, conviction, and action in the development of advertising goals and the measurement of advertising effectiveness;
- In a similar vein, Rogers (1962) proposed the AIETA model, which applied a hierarchical framework to the process of new product adoption, considering awareness, interest, evaluation, judgment, and adoption;
- Furthermore, McGuire (1969) presented the PACYRB model, suggesting that probabilities could be linked to the stages of hierarchy models to demonstrate the ultimate behavioural impact of advertising;
- Notably, Wijaya (2012) developed the AISDALSLove conceptual model, which addressed some limitations identified by Egan (2007) and Wijaya (2012) regarding the existing hierarchy of effects models. These shortcomings include the inadequate integration of information technology effects and the infrequent consideration of post-purchase experiences;
- Moreover, Colicev et. al. (2018) delved into the investigation of a customer happiness stage beyond awareness and purchase intent;
- Farah et al. (2019) explored the loyalty stage.

It is evident that many consumer decision-making models have been created over time and contribute to our knowledge of how consumers make decisions. These models, in general, break down purchasing decisions into successive steps, enabling researchers and industry professionals to examine consumer behaviours in greater detail. However, many authors agreed that due to today's technological and digital environment, where consumers interact with different touchpoints (online and offline) (Santos & Gonçalves, 2022) and are influenced by AI technologies (Galli, 2022; Vaid et al., 2023; Gerlich, 2023), sequential models are considered to have limited adequacy in capturing consumers' actual decision-making processes and consequent stages (Wijaya, 2012; Santos & Gonçalves, 2021).

More than before, customers do not rely only on the information that organisations offer and keep it in their memory for later use. Rather, they actively seek out and consume knowledge from a diverse range of sources and media. According to Batra and Keller (2016), brand websites, blogs, search engines, and mobile browsers are of particular relevance, and with the advent of social media and growing dependence on comparison websites, customers are more socially affected by word-of-mouth when making purchases. Additionally Galli (2022), stated AI systems have evolved and become one of the most important means and methods that businesses rely on to interact with their customers, for example, spam filters for email, music-recommendation systems, customer relationships management, targeted advertising, search engines, intelligent home devices, healthcare devices, and autonomous vehicles, and so on. Therefore, when consumers choose from a variety of product possibilities, they do so via more complex, non-linear, and less hierarchical paths to purchase.

2.2.5 The consumer decision Journey

Today, the term "consumer decision journey" is widely used in academic literature. The notion of the consumer decision journey has garnered considerable acceptance among scholars and professionals in the marketing discipline in contemporary times (Siebert et al., 2020). This fascination primarily stems

from the growing significance of embracing a consumer-centric approach in the domains of service and marketing. Initially introduced by Court et al. (2009), this term aims to elucidate a consumer decision-making process that is dynamic, complex and less linear. The authors propose the notion that marketing efforts have perpetually sought out cases or junctures in which consumers are susceptible to behavioural influence. Traditionally, these cases are understood through the metaphor of a "funnel", where consumers start with a multitude of potential brands in mind. Subsequently, marketing efforts are targeted at them as they systematically narrow down their options and progress through the funnel, culminating in the selection of a brand for purchase. However, due to the proliferation of product options and digital platforms, along with the rise of an increasingly demanding and well-informed consumer base, the funnel concept inadequately covers all touchpoints and key purchase factors. Consequently, the authors introduce the notion of the consumer decision journey.

Since then, various definitions have been proposed, particularly in the fields of marketing and service design. Vázquez et al. (2014) define the consumer decision journey as the progression of the purchasing process from initial awareness to actual purchase, subsequent consumption, and eventual sharing. Illustratively, Lemon and Verhoef (2016) state that the customer journey encompasses the totality of interaction points and decision-making stages that make up the customer experience. According to Følstad and Kvale (2018), the customer journey refers to the sequence, process or path through which customers access or actually use a service. More recently, Shavitt and Barnes (2020) consider the customer journey to be the series of steps that individuals take in their quest to establish satisfying relationships with brands or experiences.

According to Santos and Gonçalves (2021), Batra and Keller (2016), as well as Lemon and Verhoef (2016), a plethora of models have been introduced and refined since the 1960s and 1970s with the objective of enhancing the examination and comprehension of decision-making and consumption processes. These models are regarded as the foundational models upon which the consumer decision journey originated.

The expeditious progression of technological advancements, such as artificial intelligence, virtual reality, blockchain, chatbots, automated purchasing systems, and the omnichannel environment (Santos & Gonçalves, 2022; Lin et al., 2022; Galli, 2022), is facilitating a more efficient provision of services and products, ultimately culminating in novel value propositions (Zaki, 2019). All of these attributes linked to contemporary digital innovations render it more convenient to satisfy consumer requirements in an unparalleled manner throughout the decision-making procedure (Reinartz, et al., 2019).

2.3 A Mathematical Approach for Behaviour Prediction

2.3.1 Imperfect Information

In life, imperfect information is commonly present in all the components of the decision-making process; a decision-maker is hardly ever given complete or ideal, decision-relevant information in a decision-making situation, be it a human or an algorithm (Gardashova, 2016; Zadeh, 2009).

These flaws happen during the transfer of information when the initial information, which may already be imperfect, is transferred, and the transfer or receiving conditions further degrade it.

As explained by Mercier and Lefèvre, (2022), there are two types of imperfect information, the uncertain and the imprecise information, and sometimes they both happen at the same time. Uncertain information, or information with uncertainty, can be exemplified by the phrase: “I think John is 1.8m tall”, where the information about John’s height is precise but uncertain in regard to it being actually true. This situation is classically tackled in mathematics by using probabilities. Then, there’s imprecise information, or information with imprecision, which can be exemplified by stating: “John is between 1.7m and 1.9m tall.” where the information is certain: John’s height is between 1.7m and 1.9m tall, but imprecise because we don’t really know what it really is. Here, in mathematics, the classical approach would be to use sets. When we have both imprecision and uncertainty, which can again be exemplified with the following statement: “I think John is between 1.7m and 1.9m tall”, we can’t really draw any conclusions from what is stated, what we actually have is, ignorance, and there are difficulties to represent ignorance with probabilities.

Using a different example, we will consider a horse race with three horses, h1, h2 and h3, to exemplify the two sources of uncertainty: Aleatory (randomness) vs Epistemic (lack of knowledge). In this example, we will have two statements: “All three horses have an equal chance of winning." (Aleatory uncertainty), and “I have no idea which will win." (Epistemic uncertainty). These situations would be modelled by $p(h1) = p(h2) = p(h3) = 1/3$.

This presents a problem, for these two distinct pieces of information are modelled identically, which leads us to pursue a richer model later in this chapter.

2.3.2 Behaviour and decision-making

Uncertainty and ignorance are important factors that influence consumer behaviour. Several papers have explored the relationship between these concepts. Luo et al., (2022; 2017) have conducted multiple studies on the impact of uncertainty of parameters and models and overall ignorance. They have shown that the interaction between different types of uncertainty plays a crucial role in determining the demand for precautionary savings and risky assets in financial markets. Additionally, they have quantitatively evaluated the welfare costs of ignorance-induced uncertainty and found them to be significant.

Another study (Safari, 2014) focuses on uncertainty in consumer foreign online purchasing and how it affects consumer behaviour. Korhonen et al. (2011) have also studied uncertainty in consumer decisions and identified four dimensions of uncertainty: knowledge uncertainty, evaluation uncertainty, choice uncertainty, and implementation uncertainty; they conclude from their findings that uncertainty has been recognised as a key factor influencing behaviour.

Consumer decision-making is influenced by risk uncertainty, limited information, perceived cost, and other variables. Tversky and Kahneman's prospect theory is widely used to analyse decision-making under suspicion and ambiguity (Aljazzazen & Balawi, 2022).

These and many other papers provide multiple valuable insights into the relationship between uncertainty, ignorance, and consumer behaviour and how consumer behaviour is impacted by all the uncertainty associated with decision-making.

Every purchase action is preceded by a decision-making action, often based on imperfect, imprecise, and uncertain information, again meaning that mathematical prediction of behaviour cannot be modelled on just probability alone.

Additionally, in consumer behaviour decision-making, we can't consider the causal process, which means that when you have A, which causes B, and B causes C, in consumer decisions, A won't necessarily cause C because, in the middle, you will not always have B.

We must look into other essential factors, such as unconscious motives and spontaneous choices (Yuzhanin & Fisher, 2016) or the needs of consumers to make judgments during their process of purchasing specific brands (products) from amongst a range of brands (Beynon et al., 2010).

The existence of multiple factors in the decision process, and the uncertainty of which will be present and how they might interact with each other, indicates that there is no predictable correlation between cause and effect, which makes the outcomes uncertain. We just can't predict with certainty what a consumer's choice would be, and the lack of causality leads to many decisions being taken with high levels of uncertainty.

Since the mathematics of these processes have no well-established causes and effects, derivatives and differential equations cannot be applied to model marketing in specific consumer behaviour, for they can define the future precisely, which is not what we have. Still, other mathematical approaches can deal with this uncertainty.

2.3.3 The Art of Conjecturing

Therefore, since in consumer behaviour, decision-making, and marketing in general, we will always be dealing with imperfect information, uncertainty will always impact the outcomes, making it so that the future is always uncertain.

Well, the key to knowing how the future will be, started to be constructed in "Ars Conjectandi", the "Art of Conjecturing", a book by Jacob Bernoulli, published posthumously in 1713, eight years after his death, by his nephew, Niklaus Bernoulli, and translated to English in 2008 (Bernoulli, 1713; Hon, 2008).

The "Art of Conjecturing" has two concepts that have become synonyms: chance and probability. Bernoulli's book put forward a distinction between Chance and Probability, stating that these two concepts were not synonymous, and the book is divided into four parts; the first part is essentially about games of chance, stating concepts already published in Huygens' 1657 book, "De Ratiociniis in Ludo Aleae" (On reasoning in games of chance). The second part sets out the laws of combinations, and part three applies these laws to solve more problems in games (Hacking, 1971), so the first three parts were completely devoted to Chance and did not contain the concept of Probability (Collani, 2002). Chance, at the time, had become known by everyone because it was commonly taught. The fourth chapter, however, brings us something completely different (Collani, 2002), and it revolutionises probability theory Hacking (1971). Its' heading, translated, reads "Application of the preceding teachings to civil, moral and economic situations", and it goes on to claim that probability will now be applied to politics, ethics, and economics (Hacking, 1971). At the beginning of part four, Bernoulli announces that probability is the degree of certainty and that certainty is of two sorts: subjective and objective (Hacking, 1971).

According to Bernoulli, probabilities are calculated from arguments and their properties and are dependent on the nature of the arguments. In Bernoulli's book, it was the first time that it was stated that the probabilities of different arguments can be combined to produce what we now call probabilities based on "all the evidence" (Carvalho-Rodrigues, 1997).

We find that there are two interpretations in the literature on questions of certainty, uncertainty and decision possibilities: the first defends the objective character of probabilities as a characteristic of the world, which some authors define as chance or random probability; the second defends the subjective nature of probability, inherent to our state of knowledge or epistemic probability. The theory of epistemic probabilities (Hon, 2008; Kanjanatarakul et al., 2014; Schneider, 2005) allowed the development of the theory of belief functions (Dempster, 1967), having Thomas Bayes publish his theorem in 1764 that introduced the concept of belief, as the measure of support for a proposition, providing a framework for updating beliefs based on new evidence and allowing for a more nuanced understanding of uncertainty (Bayes, 1763; Dale, 2005) and, eventually, the theory of belief systems (Carvalho-Rodrigues & Dockery, 1996; Carvalho-Rodrigues, 1997), which will be explained further on.

Going back to chance, chance is computed through the law of large numbers (Bernoulli, 1713, Hon, 2008), in which it was proved that if the probability is not previously known, it can be calculated after the fact through its frequency, and it is, therefore, random. For example, if I have enough time to perform an experiment a great number of times, then the frequency in which a phenomenon occurs is the chance of it happening.

But still, what is the benefit of knowing that you get heads or tails 50% of the time when what you want to do is to predict which will be the result from the next toss of a coin?

This kind of random probability cannot be part of our knowledge; it is a characteristic of the world, so random probability is just luck or chance. And, if chance is not part of our knowledge, it then is a property of the object, so with chance, it is not possible to forecast or foresee (Carvalho-Rodrigues, 1997).

The fourth part of the book is, then, in fact, about probability, the part that was not taught, where probability is not synonymous with chance and is now regarded as the theory of epistemic probability. This probability is a measure of how certain we are that something will happen and is obtained by combining arguments, or attributes, of the object. But it is not just the argument; it's also its weight, the amount of certainty that we have for each one; this means that the probability is only determined by arguments when there are weights associated with them.

But still, the debate between chance and probability being, or not being, synonymous did persist, as plenty of opinions that preferred to see "chance" and "probability" both incorporated in a general "theory of probability" continued to exist.

We would have to wait until 1966 in the schools of Economics for Dempster, then followed by Shafer (1976), and later contributions in the Physics and Engineering schools with Klir in 1988 (Klir & Folger, 1988), to see mathematics able to produce, with realism, the combination of arguments for calculating the belief, as a measure of support for a preposition, and for the plausibility, as a measure for the capacity to refute the opposite of the proposition. These are measures calculated using arguments and their

weight in the theory of belief functions, which are the basis of the Theory of Belief Systems (Carvalho-Rodrigues, 1997).

2.3.4 Theory of Belief Functions, Dempster–Shafer Theory (DST) and Theory of Evidence

The Theory of Belief Functions, also known as the Dempster-Shafer theory (DST) or the Theory of Evidence, is a mathematical framework for uncertain information processing and fusion, with understood connections to other frameworks such as probability, possibility, and imprecise probability theories. It is used to model and combine uncertain information, especially in the context of classification and decision-making. DST provides a broader framework than probability theory and can handle situations where evidence is inconsistent, incomplete, or uncertain. It offers methods for combining evidence and computing degrees of belief based on the evidence. Various approaches have been proposed to address limitations and challenges in DST, such as the use of correlation belief functions, conditional belief functions, and modified base belief functions. These approaches aim to improve the fusion results, manage conflicts, and provide more intuitive and robust solutions in uncertain information processing (Dempster, 1967b; Fine, 1977; Shafer, 1976).

The basis of the Dempster-Shafer Theory came from the seminal work of Dempster (1967b) and Shafer (1976) in the schools of economics and is often considered a generalisation of Bayesian theory that can robustly deal with incomplete and imprecise data (Shafer, 1990).

Basic knowledge of belief function theory will dictate that if we Let $\boldsymbol{\theta} = \{\boldsymbol{\theta_1}, \cdots, \boldsymbol{\theta_N}\}$ be a collectively exhaustive and mutually exclusive set of hypotheses, called the "frame of discernment". Then a Basic Belief Assignment (bba), sometimes also known as a Basic Probability Assignment (bpa), is a function $\boldsymbol{m}: \boldsymbol{2^{\theta}} \rightarrow [\boldsymbol{0}, \boldsymbol{1}]$, called a mass function and satisfying $\boldsymbol{m}(\boldsymbol{\Phi}) = \boldsymbol{0}, \boldsymbol{m}(\boldsymbol{\theta}) = \boldsymbol{1}$ and $\sum_{A \subseteq \theta} \boldsymbol{m}(\boldsymbol{A}) = \boldsymbol{1}$, where $\boldsymbol{\Phi}$ is the empty set (∅), A is any subset of θ, and $\boldsymbol{2^{\theta}}$ is the power set of θ, which consists of all the subsets of θ. The assigned probability (also called the probability mass) $\boldsymbol{m}(\boldsymbol{A})$ measures the belief exactly assigned to A and represents how strongly the evidence supports A, it is what we have, and will, continuously refer to as the "weights". All assigned probabilities sum to $\boldsymbol{1}$ and there is no belief in the empty set Φ. The probability assigned to $\boldsymbol{\theta}$, i.e. $\boldsymbol{m}(\boldsymbol{\theta})$, is called the degree of ignorance, it measures the belief not assigned to A, accounting for all other possibilities. Each subset $\boldsymbol{A} \subseteq \boldsymbol{\theta}$ such that $\boldsymbol{m}(\boldsymbol{A}) > \boldsymbol{0}$ is called a focal element of $\boldsymbol{m}$. In the theory of Evidence, all the related focal elements are collectively called the body of evidence. Associated with each bba are a belief measure (Bel) and a plausibility measure (Pl) which are both functions defined by the following equations, respectively:

$$\boldsymbol{Bel}(\boldsymbol{A}) = \sum_{\boldsymbol{B} \subseteq \boldsymbol{A}} \boldsymbol{m}(\boldsymbol{B}) \qquad \boldsymbol{and} \qquad \boldsymbol{Pl}(\boldsymbol{A}) = \sum_{\boldsymbol{A} \cap \boldsymbol{B} \neq \boldsymbol{\Phi}} \boldsymbol{m}(\boldsymbol{B})$$

Equation 1 and 2

where $\boldsymbol{A}$ and $\boldsymbol{B}$ are subsets of $\boldsymbol{\theta}$. $\boldsymbol{Bel}(\boldsymbol{A})$ represents the exact support to $\boldsymbol{A}$, i.e. the belief of the hypothesis $\boldsymbol{A}$ being true; $\boldsymbol{Pl}(\boldsymbol{A})$ represents the possible support to $\boldsymbol{A}$, i.e. the total amount of belief that could be potentially placed in $\boldsymbol{A}$. The two functions can be connected by the equation:

$$\boldsymbol{Pl}(\boldsymbol{A}) = \mathbf{1} - \boldsymbol{Bel}(\overline{\boldsymbol{A}})$$

Equation 3

where $\overline{\boldsymbol{A}}$ denotes the complement of $\boldsymbol{A}$. The difference between the belief and the plausibility of a set $\boldsymbol{A}$ describes the ignorance of the assessment for the set $\boldsymbol{A}$ (Shafer, 1976).

$[\boldsymbol{Bel}(\boldsymbol{A}), \boldsymbol{Pl}(\boldsymbol{A})]$ constitutes the interval of support to $\boldsymbol{A}$ and can be seen as the lower and upper bounds of the probability to which $\boldsymbol{A}$ is supported, when they are both the same, the theory of belief functions will behave just like the probability theory.

When we have an exhaustive frame of discernment, we also have, as a result, the belief functions normalized. However, this is not always the case, as the use of unnormalized belief functions can often serve as a way of explicitly representing conflict between different pieces of evidence. When faced with this situation, it is always possible to turn an unnormalized mass function $\boldsymbol{m}$ into a normalized mass function $\boldsymbol{m}'$ (Reineking, 2014).

$$\boldsymbol{m}'(\boldsymbol{A}) = \frac{\boldsymbol{m}(\boldsymbol{A})}{\mathbf{1} - \boldsymbol{m}(\emptyset)} \quad \boldsymbol{when}\ \boldsymbol{A} \neq \emptyset$$

Equation 4

Where $\boldsymbol{m}(\emptyset)$ is the null set (Φ) and $\boldsymbol{m}'(\boldsymbol{A}) + \boldsymbol{m}'(\overline{\boldsymbol{A}}) = \mathbf{1}$, $\boldsymbol{m}'(\overline{\boldsymbol{A}})$ represents all other hypotheses not contained in $\boldsymbol{m}'(\boldsymbol{A})$.

Another fundamental feature of the Dempster-Shafer Theory (DST) is Dempster's rule of combination, by which the evidence from different sources can be combined. The rule assumes that the information sources are independent and uses the orthogonal sum ($\oplus$) to combine multiple belief structures $\boldsymbol{m}_{\boldsymbol{AB}} = \boldsymbol{m}_{\boldsymbol{A}} \oplus \boldsymbol{m}_{\boldsymbol{B}}$, where $\oplus$ represents the operator of combination. With two belief structures $\boldsymbol{m}_{\boldsymbol{A}}$ and $\boldsymbol{m}_{\boldsymbol{B}}$, Dempster's rule of combination is defined as follows:

$$\boldsymbol{m}_{\boldsymbol{AB}}(\boldsymbol{\Phi}) = \mathbf{0}$$

$$\boldsymbol{m}_{\boldsymbol{AB}}(\boldsymbol{W}) = \frac{\sum_{\boldsymbol{X}\cap\boldsymbol{Y}=\boldsymbol{W}} \boldsymbol{m}_{\boldsymbol{A}}(\boldsymbol{X})\boldsymbol{m}_{\boldsymbol{B}}(\boldsymbol{Y})}{\mathbf{1} - \boldsymbol{K}} \quad \boldsymbol{when}\ \boldsymbol{W} \neq \boldsymbol{\Phi}$$

$$\boldsymbol{having}\ \ \boldsymbol{K} = \sum_{\boldsymbol{X}\cap\boldsymbol{Y}=\boldsymbol{\Phi}} \boldsymbol{m}_{\boldsymbol{A}}(\boldsymbol{X})\boldsymbol{m}_{\boldsymbol{B}}(\boldsymbol{Y})$$

Equation 5

$\boldsymbol{K}$ represents the basic probability mass associated with conflict, and this is determined by summing the products of all the $\boldsymbol{m}$'s of all sets where the intersection is null. This rule is commutative and associative but not idempotent nor continuous (Sentz & Ferson, 2002). The denominator, $\mathbf{1} - \boldsymbol{K}$, in Dempster's rule, is a normalisation factor called the "degree of conflict", which measures the conflict between the pieces of evidence or belief functions; the orthogonal sum completely ignores conflict and attributes any probability mass associated with conflict to the null set (Φ) (Yager, 1987). Dempster's rule of combination allows us to combine several belief functions over the same set of hypotheses or arguments to infer a new belief function that considers all the influences of all the masses or weights.

However, Dempster's rule of combination is not perfect; it deals poorly with highly conflicting evidence, as was originally pointed out by Zadeh, (1984) in his review of Shafer's book, "A Mathematical Theory of Evidence", for when two independent Agents, or Experts, assign a very high mass, or weight, to different hypotheses, or arguments, the combination of these belief functions adjust to reflect the conflict diminishing the mass of these highly weighted hypotheses to very low values and consequently end up boosting any common hypothesis by a huge amount, this might reflect incorrect outcomes especially if the data proves to be less reliable than expected. Additionally, when you have multiple sources of evidence, using Dempster's Rule of Combination will also be impacted by the order in which evidence is combined, making it so that $\boldsymbol{m_{AB} = m_A \oplus m_B}$ and $\boldsymbol{m_{ABC} = m_{AB} \oplus m_C}$ potentially different from $\boldsymbol{m_{BC} = m_B \oplus m_C}$ and $\boldsymbol{m_{ABC} = m_A \oplus m_{BC}}$.

In light of the existence of this special condition for counterintuitive results of the normalisation factor in Dempster's rule, a number of methods and combination operations have been developed to address this problem posed by strongly conflicting evidence (Sentz & Ferson, 2002). There's Yager's Modified Dempster's Rule, Inagaki's Unified Combination Rule, Zhang's Centre Combination Rule, Dubois and Prade's Disjunctive Consensus Pooling Rule, Smet's Transferable Belief Model Disjunctive Combination Rule among others.

One of these other proposed rules of combination of belief functions that we are particularly interested in mentioning is the new conjunctive-based combination rule, named LNS-CR, the Large Number of Sources – Combination Rule (Zhou et al., 2019). This rule is proposed on the basis of a simple idea: the more common ideas one source shares with others, the more reliable the source is; it then goes on to be designed with a particular emphasis on the being an appropriate rule for combining any large number of data. This rule ended up being the rule we used in the analysis of the data obtained by the survey that was performed for this research.

The proposed rule LNS-CR is composed of the four following steps (Zhou et al., 2019):

1) Cluster the simple bbas into $\boldsymbol{c}$ groups based on their focal element $\boldsymbol{A_i}$. For the convenience, each class is labelled by its corresponding focal element.

2) Combine the bbas in the same cluster. Denote that the combined bba in cluster $\boldsymbol{A_k}$, is a "Simple Support Function" (SSF), which is a belief function related to bba $\boldsymbol{m}$.

$$\widehat{\boldsymbol{m}}_{\boldsymbol{k}} = (\boldsymbol{A_k})^{\widehat{w}_k}, \boldsymbol{k} = \boldsymbol{1, 2, \cdots, c}.$$

Equation 6

Let the number of bbas in cluster $\boldsymbol{A_k}$ be $\boldsymbol{s_k}$. If the conjunctive rule is adopted, we then have:

$$\widehat{\boldsymbol{m}}_{\boldsymbol{k}} = \bigcirc\!\!\!\!\cap_{\boldsymbol{j = 1, \cdots, s_k}} \boldsymbol{m_j} = (\boldsymbol{A_k})^{\prod_{j=1}^{s_k} wj}.$$

Equation 7

3) Reliability-based discounting. Suppose the fused bba of all the mass functions in $\boldsymbol{A_k}$ is $\widehat{\boldsymbol{m}}_{\boldsymbol{k}}$. At this time, each group can be regarded as a source, and there are c sources in total. The reliability of one source can be estimated as compared to a group of sources. In Zhou, et al., (2017, 2018), opinions, the

reliability of source A_k is related to the proportion of bbas in this group. The larger the number of bbas in group A_k is, the more reliable A_k is. Then the reliability discounting factor of $\widehat{m}_k$ can be defined as:

$$\alpha_k = \frac{s_k}{\sum_{i=1}^{c} s_i}$$

Equation 8

To keep the mass function representing total ignorance as a neutral element of the rule, in Eq. (7) Zhou, et. al. (2017;2019) let $A_k = \mathbf{0}$ for the group with $A_k = \theta$. Another version of the discounting can be given by a factor taking into account the precision of the group by:

$$\alpha_k = \frac{\beta_k^{\eta} s_k}{\sum_{i=1}^{c} \beta_i^{\eta} s_i}$$

Equation 9

where

$$\beta_k = \frac{|\theta|}{|A_k|}$$

Equation 10

Parameter η can be used to adjust the precision of the combination results. The larger the value of η is, the less imprecise the resulting bba is. The discounted bba of $\widehat{m}_k$ can be denoted by SSF . As we can see, when the number of bbas in one group is larger, is closer to $\mathbf{1}$. That is to say, the fused mass in this group is more reliable.

4) Global combine the fused bbas in different groups using the conjunctive rule:

$$m_{LNS-CR} = \bigcirc\!\!\!\!\cap_{k=1,\cdots,c} m_j = \bigcirc\!\!\!\!\cap_{k=1,\cdots,c} (A_k)^{\widehat{w}'_k}.$$

Equation 11

Many of these mathematical functions and methods are supported by modern software packages, and the calculations can be handled using the adequate libraries available in each case, for example, the “ibelief: Belief Function Implementation” available for R from CRAN (“The Comprehensive R Archive Network”) and written by 2 of the authors that developed the LNS-CR, Kuang Zhou and Arnaud Martin.

The theory of belief functions (Dempster, 1967) has been extensively regarded and used in Soft Computing and Expert Systems, with particular emphasis placed on combining evidence from different sources (Beynon et al., 2000) and is an important tool in the measure of uncertainty involved in big data and the fusion rule of conflict evidence (Yager et al., 1994). Both soft computing and Expert systems have been applied in marketing over time, as we can analyse in the work of Casillas and Martínez-lópez (2010) and Galli (2022).

According to Casillas and Martínez-lópez, (2010), marketing is a wonderful application area for intelligent systems, especially soft computing. Soft computing is a computing model designed to solve

nonlinear problems involving uncertain, imprecise, approximate solutions to a problem. These problems are considered real-life problems where human intelligence is needed to solve them. It is an area of artificial intelligence focused on designing intelligent systems to process uncertain, imprecise, and incomplete information from real-world problems (Ibrahim, 2016).

Soft computing is an approach that mimics the human mind to reason and learn in an environment of uncertainty and impression. It combines several methods, such as fuzzy logic, neural networks, and genetic algorithms. All these complement each other and can be used together to solve a given problem. Soft computing aims to solve complex problems by exploiting the imprecision and uncertainty in decision-making processes, which has been applied in marketing (Ibrahim, 2016). Galli (2022) defines expert systems as software that uses a toolkit of knowledge and rules to emulate human experts' decision-making capabilities.

In marketing and consumer relations, many expert systems have been developed to support marketing activities, such as sales promotions and decisions, advertising and recommendations, data analysis, and predictions (Wierenga, 1990). Given its importance in decision-making, the Dempster–Shafer Theory and the theory of belief functions have also become increasingly used in various application areas (Kanjanatarakul et al., 2014), including the uncertainty and indecision reasoning in AI and decision-making in economics, engineering, and management (Newberg & Waldman, 2006) in visual recognition Melo, (1997) in design Martins (2015).

In marketing, we can find some studies applying this theory: Cortes-Rello and Golshani (1990) study techniques for uncertainty management in expert systems, particularly the Dempster-Shafer theory of belief, and to use this method in the construction of an expert system for the field of forecasting and marketing; Beynon et al., (2010) applied the theory to understand consumer behaviour and brand (product) positioning through the exposition of consideration sets; (Volo & Pardew, 2013) evaluated the time course of travellers' post-tragedy perceived risk and travel avoidance; Kanjanatarakul et al., (2014) in marketing econometrics, more specifically, in the forecasting of innovation diffusion; and Jendoub and Martin (2017) created an influence measure for social media influencers that combines many influence indicators.

2.3.5 Agents, Perception, Arguments, Systems and Observables

Today, with the use of belief functions, we can make machines that are better at predicting, because by predicting, we mean it is done in advance. We can also model beyond the senses. In addition to seeing, hearing, liking, smelling, and touching, we also manage to model perceptions and recognise, identify and classify our knowledge with all our uncertainties (Carvalho-Rodrigues, 1997).

The essence of Dempster's and Shafer's Theory is the emphasis on combination, and epistemic probabilities are also obtained by combination of arguments and their weights, the "bbas" or "bpas", which then give us a measure of how certain we are that something will happen, the "belief". The arguments and their weights can be obtained from scientific recorded data, inquiries and surveys, secondary sources such as social media statistics, application programming interfaces (APIs) or just observation.

However, we must remember that even with experimental observation, arguments depend on existence and proof. We might have some arguments that necessarily must exist but do not always prove, and others that only exist sometimes and automatically prove, so, above all, we must think in terms of the reliability and significance of our arguments, and then, with them, build "belief functions" based on the probability of each argument (Carvalho-Rodrigues, 1997).

For a better understanding of how the not-yet-introduced theory of belief systems works, it is important to have a definition of agents, perceptions, arguments, systems and observables.

2.3.5.1 Agents

An “Agent” is any element of a system that can act and interact with other elements. According to Railsback and Grimm (2012), agent-based models reveal that they are an evolution compared to other models, such as pattern-based models, considering that they incorporate rational strategies of inference, systematisation, intuition and creativity associated with agents and determine actions. These new patterns can be identified based on the understanding of the agents' experiences and should be fundamental to the argumentation of marketing practices.

2.3.5.2 Perception

According to Noë (2004), “Perception” is a lived experience and knowledge of the agent's interaction as a whole, of the universe of possible interactions. The author argues, "To perceive, according to this enactive approach to perception, is not merely to have sensations; it is to have sensations that we understand” (p.2).

According to Marr (2010), the perception and behaviour of each agent are interdependent and affect each other. When we talk about visual perception, we refer to the processing and representation of the visual data. Such a representation can acquire different meanings through a belief system that translates data into information (Melo, 1997). What each agent observes at any given time is determined by the mutual affectation of perception and belief system. This literally means that the same data can be translated into different information based on each agent’s perception and belief system.

Data activated in the senses but not processed has no representation; it does not constitute information, and thus, it creates no perception. What we consider to be perception is a sensory system constituted by represented data that establishes systems. These systems, in turn, are abstract, constituted by relativistic information to which belief systems are then applied: in other words, belief systems act on systems.

2.3.5.3 Arguments

The ”Arguments” that are mentioned plentiful throughout this document can, at times, cause the reader some confusion in certain passages since they are sometimes translated to other terms to facilitate their comprehension in the context of each particular situation. An argument can be expressed as a “motivation”, an “action”, an “inspiration”, etc. (Carvalho-Rodrigues, 1997), and it will always be paired up with a value, often regarded as the “weight”, but here again we choose to use other terms that can help in the understanding of its context, such as the “importance”, the “significance”, etc., but, in fact, all that they refer to, the “Arguments” and “Weights”, is the terms, used by the Theory of Belief Systems, that represent what the Theory of Belief Functions calls “hypotheses” and “masses” and that are the constituents of “mass functions”.

2.3.5.4 Systems

According to Carvalho-Rodrigues and Dockery (1996), systems can be defined in several ways depending on the field of science that is describing them. So, having undertaken, for the 1996 Biosystems workshop, the task of exploring and identifying a single definition for a system, they began by focusing on the systems' entropy and how it could define the capability of a system to recover when faced with multiple ratios of damaged components. This, being an area that was well known to them, rapidly led them to understand that what was unique about entropies' ability to model systems' behaviours was that entropy could crudely measure the ability of components to exchange information through interactions. It seemed that removing or damaging the components of a system reduced the system's ability to communicate information between components, and this indicated that interactions might be more fundamental to system properties than components.

This led Carvalho-Rodrigues and Dockery (1996) to explore systems' properties since they might contain clues or evidence for some common underlying mechanism. They explored various properties until they turned their attention to complexity since complex systems seemed to also involve the processing of information.

Carvalho-Rodrigues and Dockery (1996) found it extremely hard to define complexity consistently; it seemed that a definition would always depend on the perspective undertaken. The consequence of this finding was very unexpected, for it would help them realise that the definition of a system depends on the way the information was processed, much like the information that is obtained by a doctor versus what is obtained by a patient, when both look at the same x-ray. The doctor will extract a much greater and richer quantity of information, while the patient will only probably make out the silhouette of all the bones.

This refocused the attention of Carvalho-Rodrigues and Dockery (1996) towards the more fundamental question of what constituted a system. All the existing system characterisations they looked at seemed to define, in different ways, a system in terms of its components, but they were set on exploring an alternative concept, so they ended up producing a definition based on the perception of interactions, where systems are defined by the interactions of their elements, in which their properties and information reside, they are not always well-defined but are always related in some manner.

All these definitions of a system can be written in mathematical form. This is demonstrated in the next chapter, where we pick up again on the definition proposed by Carvalho-Rodrigues and Dockery (1996) and relate it to Marketing. It proposes an association with the mathematics of belief functions, for it results in a system with similar characteristics.

2.3.5.5 Observables

Another important concept is the 'observable' – for instance, in physics, an observable is a property of the state of the system that can be determined by a sequence of physical operations. We can then consider the information an agent perceives through a data set as an observable (Carvalho-Rodrigues & Dockery, 1996).

An observable is naturally different according to each agent, as it depends on the perceptions applied to the universe of interactions. That is to say that an observable is what we see or what we can perceive

when applying our belief system. In simpler terms, the information is available for all to observe, yet different individuals may interpret it differently.

According to Martins (2015), transcomputationality is inherent to the cognitive process. This consists of the ability to, through perception, process information received from different senses, such as sound, light, tactile, and chemical. This includes various processes, including attention, memory, reasoning, language, and learning. The amount of sensory data received is so vast that it cannot be processed entirely. Consequently, only a selected amount of data is processed and apprehended as information.

Furthermore, a system can be understood as the result of the interaction between its constituents. A system only exists if the observer recognises a set of interactions between its constituents. A system is the map of the observer's perceptions about the random set of interactions (Carvalho-Rodrigues & Dockery, 1996; Carvalho-Rodrigues, 1997).

So, what can be observed, measured, and quantified in the system? It's proposed that the observers' perception can be described as a map from a set of interactions into a defined system, much like the map of Dempster-Shaeffer's measures of belief of a system, making them the observables. This means that the observer is free to decide on the system as his determinism and knowledge of it will allow it (Carvalho-Rodrigues, 1997).

2.3.6 The Theory of Belief Systems

The theory of belief functions is currently an effective model for reducing uncertainty (Denoeux & Masson, 2012; Huber & Chmidt-Petri, 2009; Robert, 1990) and has a strong relationship with probability theory, which allows us to establish a degree of certainty in anticipation of behaviours and phenomena.

The application of the theory of belief systems, the theory that is now being explained, includes data processing, classification and recognition to predict phenomena and improve system interactions (Peixoto & Carvalho-Rodrigues, 1991). The main objective of this theory is to quantify, infer and build evidence so that phenomena can be predicted. It has been widely applied in computing, monitoring and pattern recognition, image processing and agent training because of its potential for forecasting based on uncertainty.

Each person lives in their own reality, which is shaped by their past experiences and, therefore, questions related to human behaviour are difficult to quantify, as they relate to a large number of factors for which it is difficult to form valid arguments, as they also vary strongly, based on each individual (Krestel, 2011; Melo, 1997; Peixoto, & Carvalho-Rodrigues, 1991).

The human factors domain, which encompasses human, individual, environmental, and organisational characteristics, involves high levels of epistemic uncertainty. Models representing this type of uncertainty are highly sought-after, emphasising the significance of the exploration of probabilities and beliefs.

The term "belief system" is used in different areas of knowledge with different meanings and is strongly rooted in culture as being part of a doctrine; therefore, due to this reason, it is often dissociated from empirical and quantitative studies (Martins, 2015). Throughout history, it has been argued that the subjective value associated with a belief did not deliver a correct measurement. However, belief systems

are the basis of human behaviour: we know that they are the basis of social behaviours. They are constituted by agents with sets of arguments and weights, which, in turn, determine the actions (Martins, 2015).

The theory of belief systems builds on a model based on the theory of belief functions, which allows us to understand the resulting observable (Carvalho-Rodrigues, 1997). It associates the arguments and the assigned weights in a system of belief functions, increasing our comprehension and presenting a relation between the data and the probability of an outcome (Martins, 2015). When applied in the form of belief functions, belief systems allow for the construction of complex systems and maintain all the existing interactions with all the existing uncertainty.

According to the theory of belief systems, each agent in each system has access to a reality that is his own experience (Carvalho-Rodrigues & Melo-Pinto, 1996), for life systems depend on the models and structures of lived experiences or lived beliefs. It is necessary to understand and to include systems of different natures so that they are part of the experience, that is, the body, the mind, the perception, and the belief systems, or the knowledge of each person concerning everyone and everything else (Carvalho-Rodrigues & Dockery,1996).

Previously, we found that Carvalho-Rodrigues & Dockery (1996) concluded that systems are defined by the interactions of their elements, in which their properties and information reside. Now, we can add that not all elements will necessarily interact, and not all to the same degree, and not all information will be precepted since all will depend on multiple realities made up of past experiences, which may or may not exist.

2.3.6.1 The Associated Mathematics

Furthermore, taking the implications of their definition of systems parameters quite literally, we can examine the proposition that the definition of a system can be explained in terms of interactions based on the exchange of information (Carvalho-Rodrigues & Dockery, 1996).

If we produce a definition based only on the perception of interactions, which will not always be well defined but which will always be somehow interrelated, we can write it as a map of a set of interactions $\boldsymbol{X}$ for a defined system $\boldsymbol{S}$ (Carvalho-Rodrigues & Dockery, 1996).

$$\text{Thus, } \boldsymbol{P}: \boldsymbol{X} \rightarrow \boldsymbol{S} \quad \text{where } P \text{ is the observer's perception.}$$

Equation 12

Having a system $\boldsymbol{S}$ with any observable $\boldsymbol{q}$, we can determine a measurement $\boldsymbol{m}$, which we can identify as the basic probability assignment function (bpa) according to Dempster-Shafer.

$$\boldsymbol{m}: \boldsymbol{S} \rightarrow \boldsymbol{q}$$

Equation 13

Thus, we can link the definition of a system to one that includes the definition of belief functions. Also, based on the work of (Joslyn, 1993) and according to Carvalho-Rodrigues and Dockery (1996), we can say that $\boldsymbol{m}$ is either a measure of possibility or a measure of necessity if $\boldsymbol{S}$ is a random set of perceptions about interactions (Carvalho-Rodrigues & Dockery, 1996; Joslyn, 1993).

In summary, we can write:

$$\boldsymbol{m}: (\boldsymbol{P}: \boldsymbol{X}) \rightarrow \boldsymbol{q}$$

Equation 14

In belief systems, the veracity or falsity of a proposition (the observable $\boldsymbol{q}$) depends on the arguments and weights, or, in other words, the weight of the information that is available (Carvalho-Rodrigues & Dockery, 1996).

Some elementary consequences of the introduction of measures were considered in this treatment. Therefore, it includes some fundamental concepts of fuzzy measures and belief measures taken from Klir and Folger. Thus, a fuzzy measure assigns to a set $\boldsymbol{X}$ a degree of membership within the unit interval $[\boldsymbol{0}, \boldsymbol{1}]$. In the context of belief systems, that membership is equivalent to our belief that the weight of evidence supports that inclusion. Having g as the measure, then it must satisfy the following axioms:

Al. $\boldsymbol{g(0) = 0 \text{ and } g(X) = 1}$

Equation 15

A2. $\forall \boldsymbol{A, B} \in \boldsymbol{X, A} \subseteq \boldsymbol{B} \rightarrow \boldsymbol{g(A)} \leq \boldsymbol{g(B)}$

Equation 15

A3. $\lim_{i} \rightarrow \infty \ \boldsymbol{g(A_i)} = \ \boldsymbol{g}\left(\lim_{i} \rightarrow \infty \boldsymbol{A_i}\right)$ **where either** $\boldsymbol{A_i} \subseteq \boldsymbol{A_j}$ **or** $\boldsymbol{A_j} \subseteq \boldsymbol{A_i}$, $\forall \boldsymbol{i, j}$

Equation 17

When g satisfies the following additional axiom, it becomes a belief measure (*Bel*).

A4. $\boldsymbol{Bel(A_1 \cup A_2) \geq Bel(A_1) + Bel(A_2) - Bel(A_1 \cap A_2)}$ **which can be generalized for** $\boldsymbol{i = 1, n}$.

Equation 18

Having these axioms satisfied, all other properties of belief functions theory also apply.

2.3.6.2 How it relates to Marketing

In marketing, as part of the customer journey, there is a step where the consumer (also regarded as the customer, the client, or the buyer in the literature) is called upon to decide. This is known as the purchase stage or the decision-making process step. As mentioned previously, numerous theories and models have been proposed to aid the comprehension of how decisions are made. All the previous stages and steps, the awareness, the interest, the consideration, the intent and the evaluation, all culminate in the making of a decision: what to purchase or not to purchase at all.

Kotler (1968) alluded to the potential benefits of the development of mathematical models to complement the numerous existing verbal explanations regarding the underlying mechanisms of individual consumer behaviour. He goes on to conclude that the theories and models that had, to that time, adopted any type of mathematical approach to estimate statistically their parameters from real data had run into issues, even with the fitting of simple models, so much so that it was apparent that researchers had objectively developed a bias against the construction of more elaborate models (Kotler, 1968).

Time has passed since, and there has been progress. The adoption of mathematical models has occurred. We have come to witness, for example, the Theory of Planned Behaviour, which is based upon structured equations, but there has not been a real success in producing more complex models that can explain consumer behaviour in general and, in particular, the decision-making process.

This has been greatly due to the type of mathematics that has been adopted. We have been able to show that consumer behaviour is fundamentally affected by the existence of uncertainty and ignorance, which is present at basically every step of the decision-making process. We have also shown that most mathematics is only useful to model situations that have precise conditions, which makes mathematics such as derivatives, differential equations and general probability theory not adequate to model consumer behaviour and decision-making, for they are precise mathematics and cannot deal with uncertainty and ignorance.

With further analysis of the root cause for the existence of uncertainty and ignorance, we have identified that imperfect information is commonly at fault. We have found that a decision-maker is hardly ever given complete, ideal, decision-relevant information, which may already have been imperfect at the start and might have been further degraded upon its exchange.

If we revisit the definition of a system according to Carvalho-Rodrigues and Dockery (1996), which is a definition based on the perception of interactions, and where systems are defined by the interactions of their elements, in which their properties and information reside, producing the exchange of information, extending this definition to have it based, not directly on the interactions, but rather on the perception, that the observer has, of the interactions, like previously shown.

In the decision-making process, a consumer is our observer; the interactions are the result of all the available data being turned into information, and these will be multiple, so in fact, we have not just one, but a set of data being turned into information. This means that we can write it as a map of a set of interactions ($\boldsymbol{X}$), in that for each interaction, the consumer, will have a perspective ($\boldsymbol{P}$) of it. This means that he or she will perceive each interaction, be it each piece of data converted into information, as best as they can, with all the ability that he or she might have to do so. Some data might be incomplete, producing imperfect information; one piece of information will be beyond the consumer's comprehension, most will be irrelevant and therefore discarded, and the rest will be in reach for its perspective to be useful and part of the now-defined system ($\boldsymbol{S}$).

Thus, having again, $\boldsymbol{P}: \boldsymbol{X} \rightarrow \boldsymbol{S}$ where $\boldsymbol{P}$ is the observer's perception, and since the consumer is the observer. What, in fact, we have is:

$$\boldsymbol{P}_{\boldsymbol{consumer}}: \boldsymbol{X} \rightarrow \boldsymbol{S}_{\boldsymbol{consumer}}$$

Equation 19

While $\boldsymbol{P}$ and $\boldsymbol{S}$ are specifically unique to this particular consumer that is making the decision, $\boldsymbol{X}$ will be common to any other consumer that might also be making a decision. What differs is how these interactions $\boldsymbol{X}$, or pieces of data turned into information, are perceived by each consumer, therefore producing a system $\boldsymbol{S}$ that is specific to each consumer (while it might be similar or the same as another consumer, but it is more likely to be different).

However, finding the $\boldsymbol{S_{consumer}}$ is just a first step, for this system ($\boldsymbol{S_{consumer}}$) is just a set of pieces of data translated into information, so all we have is just a set of evidences, or hypothesis, that will culminate in a decision, an outcome that, in the chosen scenario, will turn into a purchase or no purchase at all.

The decision is an event that can if we are witnessing or registering it, be observed; the event is, therefore, what we consider our observable $\boldsymbol{q}$. But $\boldsymbol{q}$ is the result of some type of ponderation being applied to each piece of evidence or hypothesis. Not all information that a consumer can perceive and chooses to consider will have the same amount of importance for the consumer when making a decision. This set of importances are the masses $\boldsymbol{m}$ that are applied to each hypothesis, and that will, inclusively, allow us to obtain the belief (*Bel*) and the plausibility (*Pl*), which is the support for our given proposition, in our case the decision to purchase, or not to purchase.

So, in the same way that it was previously shown, we can write:

$$\boldsymbol{m_{consumer}}: \boldsymbol{S_{consumer}} \rightarrow \boldsymbol{q_{consumer}}$$

Equation 20

Where this annotation is equivalent to writing it the way it is used in the theory of belief systems, $\boldsymbol{m}(\boldsymbol{S})$ $or, in\ this\ case, \boldsymbol{m_{consumer}}(\boldsymbol{S_{consumer}})$, both annotations represent applying one system onto another, which, in simpler terms, is just the multiplication of one system over the other, having $\boldsymbol{q_{consumer}}$ as the result of that multiplication.

This being an arithmetic operation is important to note, for this also means that for a given result of $\boldsymbol{q}$ that was obtained by multiplying $\boldsymbol{m}$ over $\boldsymbol{S}$, and if we, at any other later time, end up with the same $\boldsymbol{m}$ and the same $\boldsymbol{S}$, multiplying them will yield the same result for $\boldsymbol{q}$. This means that if some consumer has the same set of perceptions $\boldsymbol{P}$ over the interactions $\boldsymbol{X}$, they will both have the same system S, furthermore if the masses $\boldsymbol{m}$, or the importances they apply to each hypothesis, are also the same, then our observable $\boldsymbol{q}$ will also be the same.

This just seems logical, for if we have two consumers who think alike and are in a situation with identical conditions, then their purchase decision will, most likely, be the same. What is new now, is that now we have shown this mathematically to be, not just likely, but always true, in accordance with the theory of belief systems.

Although, in this explanation, we have only been regarding our observable as a single outcome from the decision-making process, where we are expecting this outcome to either be a decision to purchase, or not to purchase, the observable $\boldsymbol{q}$ will not be a single observation, in-fact it will be a set of observations, where, for this explanation, we are only interested in one, the result of the purchase decision, and are discarding all others.

This means that alongside the consumer having an enormous quantity of perceptions $\boldsymbol{P}$ of the set of interactions $\boldsymbol{X}$, enormous because we must realise that all senses are at work, and that all of them contribute to what is perceived. We won't be diving into this, for it would be side-tracking a fair bit, but most of the time, a single perception is actually a combination of different perceptions, a perception from each sense able to perceive an interaction, for which we will internally assign a mass, as to the amount of trust we have of that sense being correct, so actually we have many more decisions-making

processes even before we begin perceiving our environment, the set of interactions $\boldsymbol{X}$, and curiously all of these prior decisions will undergo a similar process to the one we are explaining in the context of the consumer making a purchase decision.

To this enormous quantity of perceptions $\boldsymbol{P}$ of the set of interactions $\boldsymbol{X}$, there will be an associated set of designated masses $\boldsymbol{m}$, which will, in turn, result in, what we are now stating will be, a set of multiple observables $\boldsymbol{q}$. Not all observables will be the result of decisions, some will be sensations, some will be memories, some will be intents, some will be physical actions, and so on. This consideration compels us to emphasise the "will always be somehow interrelated" idea, that Carvalho-Rodrigues & Dockery (1996) portrayed when they stated that, if we produce a definition of a system, based only on the perception of interactions, which will not always be well defined, but which will always be somehow interrelated, we can write it as a map of a set of interactions $\boldsymbol{X}$ for a defined system $\boldsymbol{S}$.

Depending on the observable that we are interested in, the associated set of perceptions does not need to include all the perceptions that are present. However, the ones that are included should always be, in some manner, related to the observable in appreciation. For example, a perception of a certain aroma might need to be considered when the purchase decision involves purchasing food but would be hardly necessary when the purchase decision involves purchasing clothes, even if the aroma is present in both situations. This understanding can aid in simplifying the approach taken in situations that may require modelling with the theory of belief systems.

Summarising, and moving on, we found that each consumer will have their own set of perceptions $\boldsymbol{P}$ of the set of interactions $\boldsymbol{X}$. While the interactions $\boldsymbol{X}$ are the same for all consumers, each will have a reality or a belief system that will most likely be different from each other, which means that we will have *n* sets of equations, one for each consumer up to the $\boldsymbol{consumer_n}$.

$$\boldsymbol{P_{consumer_1}: X \rightarrow S_{consumer_1}} \quad , \cdots , \quad \boldsymbol{P_{consumer_n}: X \rightarrow S_{consumer_n}}$$

Equation 21

Which leads us to conclude:

$$\boldsymbol{m_{consumer_1}: S_{consumer_1} \rightarrow q_{consumer_1}} \quad , \cdots , \quad \boldsymbol{m_{consumer_n}: S_{consumer_n} \rightarrow q_{consumer_n}}$$

Equation 22

Now, since brands and products hardly ever target one single consumer, this would mean that, the more consumers a certain brand or product would have, the larger the number of equations we would have to deal with. This is accurate, but it is also fortunate that the fundamental basis of belief functions theory lies in combining, joining, and aggregating. We could even say that the cornerstone of Dempster-Shaeffer and Klir's belief functions theory, an epistemic theory, is the emphasis on combination (Carvalho-Rodrigues, 1997).

So, we have at our disposal ways of combining sets of belief functions, or put another way, ways of combining belief structures or belief systems. Dempster's rule of combination uses the orthogonal sum ($\oplus$) to combine multiple belief structures $\boldsymbol{m_{AB} = m_A \oplus m_B}$, where $\oplus$ represents the operator of combination.

This operation abides by the correspondent, the well-known and debated formula for Dempster's rule of combination. We would like to describe the practical approach and note that the orthogonal sum is an operation only performed on the set masses $\boldsymbol{m}$, but the hypothesis (in the above A and B) are also combined, resulting in a new combined "frame of discernment" that, is an intersection between the two sets, and contains all hypothesis from both belief structures. Dempster's rule of combination ensures that the actual calculations, combine only the masses that are intersected and are paired with a common hypothesis, the hypotheses that are not common are dealt with through its conflict mechanism $\boldsymbol{K}$, as was previously explained, and it ensures that the combined belief structure maintains a combined representation of all hypothesis and, when uncertainty is present, this is also represented.

Using this combination rule we can combine the $\boldsymbol{m}$ of all consumers, two at a time, where the result of the combination of the first two is then combined with the third and so on, as shown:

$$\boldsymbol{m}_{consumer_{12}} = \boldsymbol{m}_{consumer_1} \oplus \boldsymbol{m}_{consumer_2}, \text{ then}$$

$$\boldsymbol{m}_{consumer_{123}} = \boldsymbol{m}_{consumer_{12}} \oplus \boldsymbol{m}_{consumer_3}, \text{ until}$$

$$\boldsymbol{m}_{meta-consumer} = \boldsymbol{m}_{consumer_{1\cdots n}} \oplus \boldsymbol{m}_{consumer_{n+1}}$$

Equation 23

We will be regarding, by our own definition, a full combined group of different sets of masses, pertaining to a certain situation under study, with the prefix "*meta-*", as to clearly identify it as the combined result of a, previously specified and identified, group of different belief structures, or belief systems.

Further relating this to marketing, brands are often regarded as having a personality or identity. The concept of brand personality is based on the idea that brands can possess human-like characteristics and traits. This is important because brands with highly loyal consumers are able to establish a strong identity and image, which in turn drives consumer loyalty (Stanković & Đukić, 2004; Kuo, 2002; Fitri, 2019; George & Anandkumar, 2018). This means that a brand will portray itself as having to have a set of viewpoints and opinions over, real world interactions, and therefore having its own perspective, or its own set perceptions $\boldsymbol{P}_{brand}$ of the same set of interactions $\boldsymbol{X}$ that also exists for the consumers.

Relating this to the theory of belief systems, the brand, and the meta-consumer (which, in this case, will be the combination of all consumers in general), each will have their own set of perceptions of the set of interactions $\boldsymbol{X}$. While the interactions are the same for both, each will have a reality or a belief system that will most likely be different to each other, so here we will have again two sets of equations, one set for the brand (all the way from the $\boldsymbol{P}_{brand}$ to the $\boldsymbol{q}_{brand}$) and one for the meta-consumer (all the way from the $\boldsymbol{P}_{meta-consumer}$ to the $\boldsymbol{q}_{meta-consumer}$).

$$\boldsymbol{P}_{brand}: \boldsymbol{X} \rightarrow \boldsymbol{S}_{brand} \qquad \boldsymbol{P}_{meta-consumer}: \boldsymbol{X} \rightarrow \boldsymbol{S}_{meta-consumer}$$

$$\boldsymbol{m}_{brand}: (\boldsymbol{P}_{brand}: \boldsymbol{X}) \rightarrow \boldsymbol{q}_{brand} \qquad \boldsymbol{m}_{meta-consumer}: (\boldsymbol{P}_{meta-consumer}: \boldsymbol{X}) \rightarrow \boldsymbol{q}_{meta-consumer}$$

$$\boldsymbol{m}_{brand}: \boldsymbol{S}_{brand} \rightarrow \boldsymbol{q}_{brand} \qquad \boldsymbol{m}_{meta-consumer}: \boldsymbol{S}_{meta-consumer} \rightarrow \boldsymbol{q}_{meta-consumer}$$

Equation 24

We can also bring two are sets of equations, which are a subset of the meta-consumer's set of equations, we can bring the set of equations for the meta-brand_consumer and the meta-not_brand_consumer, which will be mutually exclusive, so they will not intercept (meta-brand_consumer ∩ meta-not_brand_consumer = ∅), and, in-fact, they are complementary (meta-brand_consumer ∪ meta-not_brand_consumer = meta-consumer). These new sets of equations are much like the previous ones, where they will be including all equations, from the perceptions ($\boldsymbol{P_{meta-brand_consumer}}$ and $\boldsymbol{P_{meta-not_brand_consumer}}$) to the observables ($\boldsymbol{q_{meta-brand_consumer}}$ and $\boldsymbol{q_{meta-not_brand_consumer}}$).

$$\boldsymbol{P_{meta-brand_consumer}: X \rightarrow S_{meta-brand_consumer}}$$

$$\boldsymbol{m_{meta-brand_consumer}: \left(P_{meta-brand_consumer}: X\right) \rightarrow q_{meta-brand_consumer}}$$

$$\boldsymbol{m_{meta-brand_consumer}: S_{meta-brand_consumer} \rightarrow q_{meta-brand_consumer}}$$

Equation 25

and

$$\boldsymbol{P_{meta-not_brand_consumer}: X \rightarrow S_{meta-not_brand_consumer}}$$

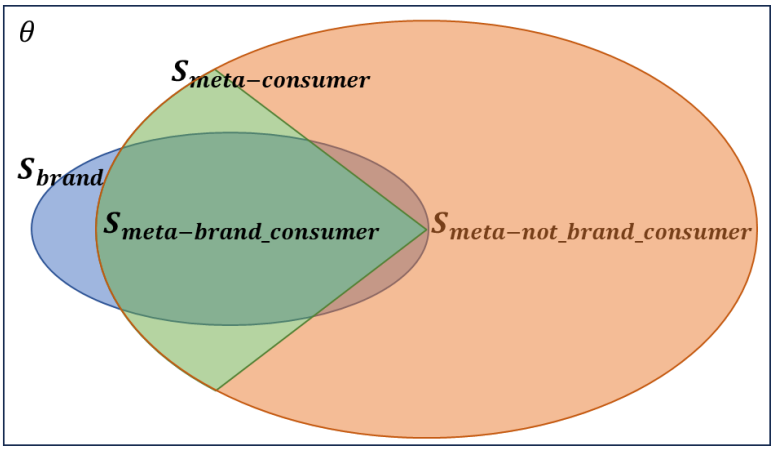
$$\boldsymbol{m_{meta-not_brand_consumer}: \left(P_{meta-not_brand_consumer}: X\right) \rightarrow q_{meta-not_brand_consumer}}$$

$$\boldsymbol{m_{meta-not_brand_consumer}: S_{meta-not_brand_consumer} \rightarrow q_{meta-not_brand_consumer}}$$

Equation 26

If we represent all these different systems as a Venn diagram, we have the following:

Figure 1 – Belief Systems Vehm Diagram



A first aspect, that will be noticed, is that the belief system of the brand S_{brand} is not fully contained within the belief system of the meta-consumer $S_{meta-consumer}$, this occurs because a brand's personality or identity is, essentially, theoretical, and is made up of many concepts that the consumers will not know, or will ever care to know, but still, whilst they might be irrelevant for the consumer, they might be vital to other aspects of a brand's existence, like, for example, a lot of the information that is part of the brand's manual, where most of this information will never be part of the set of perceptions of the meta-consumer $P_{meta-consumer}$, but it will govern many aspects of the brand's life. A second aspect, that stands out, is that the $S_{meta-consumer} \cap S_{brand} \neq S_{meta-brand_consumer}$, so the belief system of the consumers of the brand $S_{meta-brand_consumer}$ is not fully aligned with the part of brand's belief system S_{brand} that is common with the meta-consumers belief system $S_{meta-consumer}$. This aspect has the same explanation as the first, the reality of the consumers and the idealization, of that reality, created by the brand, will rarely be truly aligned, so some of the brand's perspectives contained in the set of perspectives P_{brand} of the set of interactions X will not be part of the belief system of the brand's consumers $S_{meta-brand_consumer}$, as this also occurs with the opposite case, where some of the perspectives contained in the set of perspectives of the brand's consumers $P_{meta-brand_consumer}$ of the set of interactions X will not be part of the belief system of the brand S_{brand}, these will be characteristics of the brand that are perceived by the consumer, but that the brand did not actively define them, and therefore is not aware of their existence.

These, not so well defined boundaries, between what should be considered for a particular outcome to be, or not to be, true, in this case, the consumer making a decision to purchase, or not to purchase, a particular brand, is in fact already explained when Carvalho-Rodrigues and Dockery (1996), talk about the elementary consequences considered in this way of modelling this type of data, where it includes inherently some fundamental concepts of fuzzy measures and belief measures taken from Klir and Folger (1988).

Fuzzy measures are a generalisation of classical measures that allow for more flexibility and uncertainty in the valuation of sets. They are defined by a function that assigns a value between **0** and **1** to each subset of a given set, satisfying some basic properties such as monotonicity and normalisation, by

allowing for a range of values, fuzzy measures provide a more nuanced and flexible representation of set membership, enabling more accurate modelling and analysis (Bouchet et al., 2023).

This means that, whilst we previously indicated that arithmetic stated that with the same $\boldsymbol{m}$ and the same $\boldsymbol{S}$, multiplying them will yield the same result for $\boldsymbol{q}$, when we include in this theory, inherently some fundamental concepts of fuzzy measures (Carvalho-Rodrigues & Dockery, 1996), we no longer need exact precision in having the same $\boldsymbol{m}$ and the same $\boldsymbol{S}$ for the same result for $\boldsymbol{q}$ to occur, this is possible because the occurrence of $\boldsymbol{q}$ will be, it self, defined by a fuzzy measure that will indicate how true it will actually be. We will no longer just have a "will purchase", or "will not purchase" observable, but rather a "will purchase" with a fuzzy measure between **0** and **1** associated with it, where having **0** means the decision will be "will not purchase", **1** will be "will purchase for sure", and all values in the middle will determine how certain that "will purchase" result will be, oscillating between **0** and **1**.

Going back to the idea that the brand, and the meta-consumer will, quite often, have different perceptions ($\boldsymbol{P_{brand}}$ and $\boldsymbol{P_{meta-consumer}}$) of the system $\boldsymbol{X}$, only in rare cases will the observables of the brand $\boldsymbol{q_{brand}}$ be the same as the meta-consumer $\boldsymbol{q_{meta-consumer}}$, even the observables of the meta-brand_consumer $\boldsymbol{q_{meta-brand_consumer}}$ will most likely be different.

This implies that there will exist a distance between them, and, if we understand that a purpose of marketing is the intention to align these belief systems and reduce this distance to **0**, we can propose the following approach. Let's first define a way to measure the distance between them, making sure we will always produce positive values, one way is to use $\boldsymbol{\Delta^2}$.

$$\boldsymbol{\Delta^2 = \left(q_{brand} - q_{meta-brand_consumer}\right)^2}$$

Equation 27

Now, that a measurement is defined, the observable has to be designated, we must understand what we intend to measure. Continuing with our focus on the consumer decision-making process as a part of the customer journey, lets define the outcome to be a positive decision to purchase a particular brand, this means we are not so much interested solely on the **meta-consumer**, but rather on the sub-set of the consumers that will make a positive decision to purchase the brand, the **meta-brand_consumer**, or even multiple single brand consumers analysed individually.

The approach consists in iterating through multiple brand-purchasing decision-making processes, identifying every time, the combined, or singular, belief systems that produced the designated observable, as well as the brand's belief system in effect at the time. In each iteration the marketing's task is to adjust the brands belief system or influence the consumer's belief system through processes of marketing campaigns, awareness campaigns and other marketing processes that will either, create new perceptions $\boldsymbol{P}$ for the consumers of the system $\boldsymbol{X}$, or change the masses $\boldsymbol{m}$ for key hypotheses, which then are capable of creating the desired observable $\boldsymbol{q}$. So, for this, we iterate until we reach $\boldsymbol{\Delta^2}$ of **0**, or a number small enough that results in the capability of obtaining the same desired observable $\boldsymbol{q}$ continuously. The index $\boldsymbol{i}$ represents the counter of the number of iterations.

$$\begin{matrix} m_{brand_i}: S_{brand_i} \rightarrow q_{brand_i} \\ m_{consumer_i}: S_{consumer_i} \rightarrow q_{consumer_i} \end{matrix}$$

$$\Delta^2 = lim \sum_{i \rightarrow \infty} \left(q_{brand_i} - q_{consumer_i} \right)^2 = 0$$

Equation 28

A similar approach can be used for forecasting the outcome a consumer decision-making process, it requires identifying the belief system of the consumer, in this case, the brand's belief system is not needed. First, we need to establish, what we could call, a base line, and as stated before, the data can be obtained from numerous sources, be it from scientific recorded data, inquiries and surveys, secondary sources or just observation. This base line is obtained by designating the desired observable $q_{consumer}$, in this case we will again be relating it to a consumer decision-making process, we will define it as a decision to purchase a specific brand. We must then establish the set of perceptions $P_{consumer}$ of the system X, and the associated set of masses $m_{consumer}$ that produce the desired observable $q_{consumer}$.

When there is more than one consumer in the data, we will need to identify the meta-consumer, which can be achieved by using one the existing combination rules associated with the theory of belief functions, we end up with:

$$m_{meta-consumer}: (P_{meta-consumer}: X) \rightarrow q_{meta-consumer}$$

Equation 29

Where $q_{meta-consumer}$ is a positive purchasing decision for a particular brand.

Let's assume we have several consumers, which requires us to identify the belief system pertaining to the meta-consumer by combining all the belief systems of all consumers with the observable $q_{consumer}$. With this, the meta-consumer's perceptions $P_{meta-consumer}$ will be representing the perceptions of all consumers, where $q_{meta-consumer}$ has the desired result, we can then state that, unless all consumers have exactly the same perceptions, the perceptions of any individual consumer will be different from the combined perceptions of the meta-consumer. We are interested in identifying the range of this difference, as to define a baseline **minimum Δ^2** and **maximum Δ^2** obtained by evaluating each single consumer's $q_{consumer}$ **value** in relation to the meta-consumer's $q_{meta-consumer}$ value.

$$\Delta^2 = (q_{consumer} - q_{meta-consumer})^2$$

Equation 30

The **minimum Δ^2** and **maximum Δ^2** will basically define our fuzzy measure, this will be a range that defines the resulting decision to purchase of a specific brand. A value less or equal to **minimum Δ^2** will mean the consumer has decided to purchase the specific brand, and a value greater than the **maximum Δ^2** will mean that consumer has decided not to purchase the specific brand, any value in between these, will determine a degree of agreement with the negative outcome.

Once this baseline is established, it becomes possible to predict the degree of possibility for a favourable purchase decision of a certain brand, this is performed by analysing the belief system of any other

consumer where equivalent data is available (for it is always necessary to relate the set of perceptions of the interactions with the observable that was defined). The prediction requires that the $\boldsymbol{\Delta^2}$ between the unknown-consumer's $\boldsymbol{q_{unknown-consumer}}$ and the meta-consumer's $\boldsymbol{q_{meta-consumer}}$ to be calculated and that its value be compared with the baseline **minimum** $\boldsymbol{\Delta^2}$ and **maximum** $\boldsymbol{\Delta^2}$ as to determine the degree of agreement with a positive purchase decision of the specified brand.

$$\boldsymbol{\Delta^2_{unknown-consumer} \leq \text{minimum } \Delta^2 \rightarrow a\ brand\ purchase\ decision\ is\ certain}$$

$$\boldsymbol{\text{minimum } \Delta^2 < \Delta^2_{unknown-consumer} \leq \text{maximum } \Delta^2 \rightarrow a\ brand\ purchase\ decision\ is\ probable}$$

$$\boldsymbol{\Delta^2_{unknown-consumer} > \text{maximum } \Delta^2 \rightarrow a\ brand\ purchase\ decision\ is\ not\ likely}$$

Equation 31

In terms of the fuzzy measure, since it will be defined by a function that assigns a value between **0** and **1** providing a representation of a set membership, where after applying this normalization, **0** would be the **minimum** $\boldsymbol{\Delta^2}$ and **1** a value above the **maximum** $\boldsymbol{\Delta^2}$ (note that the fuzzy function will have to make the adjustment to have **1** equal to a value above the **maximum** $\boldsymbol{\Delta^2}$).

$$\boldsymbol{\Delta^2_{unknown-consumer} \leq 0 \rightarrow a\ brand\ purchase\ decision\ is\ certain}$$

$$\boldsymbol{0 < \Delta^2_{unknown-consumer} < 1 \rightarrow a\ brand\ purchase\ decision\ is\ probable}$$

$$\boldsymbol{\Delta^2_{unknown-consumer} \geq 1 \rightarrow a\ brand\ purchase\ decision\ is\ not\ likely}$$

$$\begin{cases} \Delta^2 \leq min\ \Delta^2 = 0 \\ min\ \Delta^2 < \Delta^2 \leq max\ \Delta^2 = \dfrac{\Delta^2}{max\ \Delta^2 - min\ \Delta^2} \\ \Delta^2 > max\ \Delta^2 = 1 \end{cases}$$

Equation 32

However, because the greater the value of $\boldsymbol{\Delta^2}$, the less likely the decision will be to purchase the specific brand, this means that, the actual statement of the set membership will have to be the opposite preposition to the above description, where the interval [**0**, **1**] would represent the membership of the decision portrayed being a decision *not to purchase* a specific brand, the negative result, where **0** means it has no membership with this set, and **1** means it completely belongs to this set. Low values indicate it has a small membership value, the possibility is low that the decision will be not to buy, and high values indicate a strong membership, where the possibility not to buy is quite high.

$$\boldsymbol{\Delta^2_{normalised} = 0 \rightarrow means\ no\ membership\ with\ the\ set\ of\ a\ negative\ decision}$$

$$\boldsymbol{0 < \Delta^2_{normalised} < 1 \rightarrow means\ a\ degree\ of\ membership\ with\ the\ set\ of\ a\ negative\ decision}$$

$$\boldsymbol{\Delta^2_{normalised} = 1 \rightarrow means\ a\ full\ membership\ with\ the\ set\ of\ a\ negative\ decision}$$

Equation 33

One last tool that the theory of belief systems provides to marketing is the ability to analyse the belief system of the **meta-not_brand_consumer** and identify possible perceptions of the set of

interactions, which the theory calls “arguments”, that can be added the brands belief system enabling it to tap into an additional group of consumers.

This approach could require a variable amount of effort on the part of the brand to achieve this, it all depends on how much the $\mathbf{\Delta^2}$ is offset from the **maximum** $\mathbf{\Delta^2}$ for these new potential consumers, a small offset would require a small effort, a medium offset, a medium effort, however, a large offset would, beside it requiring a large effort, it could also increase the $\mathbf{\Delta^2}$ value of the current $q_{meta-consumer}$ and the q_{brand} to an amount that would make the brand loose consumers, so it is probably not an effort worthwhile undertaking.

Many techniques could be used to identify these new groups of consumers, a straightforward one, would be to identify the arguments, that are missing from the brands belief system and which could seamlessly be integrated into it, not straying away from the brand’s already defined personality or identity, and proceeding to segment the consumers where the observable $q_{consumer}$ was not present and perform two analysis, identify the amount of consumers where that argument is significant and combine their belief systems into a new **meta-in_study_consumers**, to identify their $\mathbf{\Delta^2}$ offset from the **maximum** $\mathbf{\Delta^2}$ for this subset of the **meta-not_brand_consumer**.

The following steps would be similar to the steps suggested in the approach for iterating through belief system changes to reduce the $\mathbf{\Delta^2}$ to $\mathbf{0}$.

2.3.6.3 Belief Systems

In the preceding section, various passages mentioned belief systems, however, a clear definition of its meaning or its constituents was not provided. This section will address this lacuna.

A belief system, also regarded as a belief structure in some passages, is essentially a set of basic probability assignments (bpa), that can, themselves, also be known as basic belief assignments (bba), for belief and probability are synonymous and equal when there is no uncertainty.

Basic probability assignments, in turn, are just belief functions, or mass functions. These functions include an assigned probability, or a probability mass, that measures the belief assigned to a system, and represents the strength of the support for it. If we have a system $\boldsymbol{A}$ and masses $\boldsymbol{m}$, then it could be written in the following ways:

$$\boldsymbol{m(A)} \;\; \boldsymbol{or} \; \boldsymbol{m}: \boldsymbol{A}$$

Equation 34

In the theory of belief systems, the system $\boldsymbol{A}$, mentioned above, is a set of perceptions of the set of interactions $\boldsymbol{P}: \boldsymbol{X}$, furthermore, it states that the set masses $\boldsymbol{m}$ applied to the system $\boldsymbol{A}$ will produce a set of observables $\boldsymbol{q}$ (Carvalho-Rodrigues & Dockery, 1996). Therefore, we have the following equation, already demonstrated previously.

$$\boldsymbol{m}: (\boldsymbol{P}: \boldsymbol{X}) \rightarrow \boldsymbol{q}$$

Equation 35

The belief system is the $\boldsymbol{m}: (\boldsymbol{P}: \boldsymbol{X})$ part of the equation, it is made up of the set of masses $\boldsymbol{m}$, which the belief systems theory regards as “weights”, and the set of perceptions $\boldsymbol{P}$ of the set of interactions $\boldsymbol{X}$, or

just $(\boldsymbol{P}:\boldsymbol{X})$, which the belief systems theory regards as "arguments". These arguments and weights, according to the Dempster-Shafer theory can also be hypothesis and masses, or evidences and support.

$$\boldsymbol{m}:(\boldsymbol{P}:\boldsymbol{X}) \text{ or } \boldsymbol{m}(\boldsymbol{A}) \text{ is a belief system, a set of arguments and their weights.}$$

Equation 36

So, a belief system is a set of pairs of arguments and their weights, but the wording, although necessary for the verbalization of its constituents, is not rigid, the arguments and weights can be referred by other terms that might help in their comprehension, as previously explained.

This is actually a common characteristic that is also present in the Dempster-Shafer theory, or DST, or theory of belief functions, or theory of evidence, which are all the same thing, having many possible terms to describe many of its fundamental concepts. Whilst it brings some flexibility that can aid the understanding in particular situations, it does cause a generalised confusion when someone is trying to relate things back to this theory.

The possible adoption of different terms to describe belief systems means that even Marketing has already adopted them, in-fact directly related to the consumer journey and the decision-making process.

If we look particularly into the use of screening rules by consumers as part of their decision-making process in a discrete-choice model. Where these rules determine which alternatives are considered for evaluation and which are and are , also, important for understanding consumer decision-making processes and can help marketers develop strategies to influence consumer choices (Gilbride & Allenby, 2004). We can illustrate this by providing an example using a scoring model for choosing a hotel (Fripp, 2022).

***Table 1** - Scoring model for choosing a hotel.*

Product Attribute	Importance /10	Hotel A /10	Hotel B /10	Hotel C /10	Hotel D /10
Near the beach	5	6	8	10	4
In a big city	6	4	5	3	9
Spacious rooms	10	3	6	9	6
Swimming pool	8	3	10	6	9
Restaurant quality	7	3	10	4	7
Service level	9	6	4	4	6
Good views	4	9	5	10	10

The second column, the importance, relates to the consumer, the following relate to each of the hotels under evaluation. The first column is the product attributes, these, relating back to the belief system model, are the arguments, they are the perceptions of the interactions, they represent characteristics that are perceived as being attributes for a decision or a characteristic of a hotel service. The following columns are the weights given to each argument, in the consumers case, they are regarded as the importance for each attribute in the decision-making process, for the hotels, the weights are a score

given to them as to the degree of fulfilment of each attribute by the facilities, or characteristics, they provide.

These are, however, perfect examples of belief systems according to the belief systems theory. The discrete-choice model, curiously, has an approach not so different from the use of theory of belief functions, as it adopts some of the concepts used by belief functions theory for combining beliefs, one example of these, is the use of the disjunctive rule, which involves setting a minimum level of acceptability for each attribute and selecting the option that meets at least one of the criteria.

The purpose is identical, the approach is different, even if it uses some common concepts, but the data is the same, and this is very useful for the theory of belief systems to be comprehended, usable and applicable by marketing, since the correct type of data is already part of marketing.

Looking back to Table 1 we can clearly identify that we have the following 5 belief systems:

$$\boldsymbol{m}: \boldsymbol{S_{consumer}} \qquad \boldsymbol{m}: \boldsymbol{S_{hotelA}} \qquad \boldsymbol{m}: \boldsymbol{S_{hotelB}} \qquad \boldsymbol{m}: \boldsymbol{S_{hotelC}} \qquad \boldsymbol{m}: \boldsymbol{S_{hotelD}}$$

Equation 37

Let's take this opportunity that we have some data, to illustrate the actual representation of a belief system the $\boldsymbol{m}: \boldsymbol{S_{consumer}}$, first by identifying the information in table form and then in its matrix form. The perceptions $\boldsymbol{P_{consumer}}$ of the set of interactions $\boldsymbol{X}$ will be the system $\boldsymbol{S_{consumer}}$, which has all the arguments (the attributes).

Table 2 *– Arguments (the attributes)*

$\boldsymbol{P_{consumer}} : \boldsymbol{X}$
$\boldsymbol{S_{consumer}}$
Near the beach
In a big city
Spacious rooms
Swimming pool
Restaurant quality
Service level
Good views

Here we add the set of masses $\boldsymbol{m_{consumer}}$, which are the weights (the importance).

Table 3 *– Arguments and Weights (the Importance)*

$$\boldsymbol{m_{consumer}}: \boldsymbol{S_{consumer}}$$

$\boldsymbol{S_{consumer}}$	$\boldsymbol{m_{consumer}}$
Near the beach	5
In a big city	6
Spacious rooms	10
Swimming pool	8
Restaurant quality	7
Service level	9
Good views	4

The matrix representation of the belief system $\boldsymbol{m_{consumer}}: \boldsymbol{S_{consumer}}$ will be the following:

$$\boldsymbol{m_{consumer}}: \boldsymbol{S_{consumer}}$$

$$\begin{bmatrix} \boldsymbol{m_{consumer1}}(\{\textbf{Near the beach}\}) = \mathbf{5} \\ \boldsymbol{m_{consumer2}}(\{\textbf{In a big city}\}) = \mathbf{6} \\ \boldsymbol{m_{consumer3}}(\{\textbf{Spacious rooms}\}) = \mathbf{10} \\ \boldsymbol{m_{consumer4}}(\{\textbf{Swimming pool}\}) = \mathbf{8} \\ \boldsymbol{m_{consumer5}}(\{\textbf{Restaurant quality}\}) = \mathbf{7} \\ \boldsymbol{m_{consumer6}}(\{\textbf{Service level}\}) = \mathbf{9} \\ \boldsymbol{m_{consumer7}}(\{\textbf{Good views}\}) = \mathbf{4} \end{bmatrix}$$

Equation 38

Even though this representation is correct, it needs three things, one thing is the normalization of the weights (note that this is not mandatory, there some belief functions theory operations where normalization is not necessary), a second thing is a nicer way to deal visually with the arguments, where we will rename them into an abbreviated alternative and thirdly a similar approach to the consumer specification. So, let's define them:

Table 4 - *Belief system abbreviations and Arguments abbreviations*

Product Attribute	Abbreviation	Importance /10	Hotel A /10	Hotel B /10	Hotel C /10	Hotel D /10
Belief system designation →		I	A	B	C	D
Near the beach	Att1	5	6	8	10	4
In a big city	Att2	6	4	5	3	9
Spacious rooms	Att3	10	3	6	9	6
Swimming pool	Att4	8	3	10	6	9
Restaurant quality	Att5	7	3	10	4	7
Service level	Att6	9	6	4	4	6
Good views	Att7	4	9	5	10	10

Now let's perform the normalization, note that this a special normalization, each value is potentially 10/10 points, so having 7 arguments there are potentially 70 points of importance (or service score for the hotels) for representing everything in our X, the set of interactions, however, not every attribute (the argument) was given the full 10 points, which to us means that the points not assigned, will account for all other arguments that are not perceived but exist nonetheless. When combining the belief systems, the arguments present in other belief systems, and not in this one, will be considered to be included in this unattributed amount of points.

Table 5 *- Normalization*

Argument	I		A		B		C		D	
Att1	5/10	0.071	6/10	0.086	8/10	0.114	10/10	0.143	4/10	0.057
Att2	6/10	0.086	4/10	0.057	5/10	0.071	3/10	0.043	9/10	0.129
Att3	10/10	0.143	3/10	0.043	610	0.086	9/10	0.129	6/10	0.086
Att4	8/10	0.114	3/10	0.043	10/10	0.143	6/10	0.086	9/10	0.129
Att5	7/10	0.100	3/10	0.043	10/10	0.143	4/10	0.057	7/10	0.100
Att6	9/10	0.129	6/10	0.086	4/10	0.057	4/10	0.057	6/10	0.086
Att7	4/10	0.057	9/10	0.129	5/10	0.071	10/10	0.143	10/10	0.143
Sum	49/70	0.700	34/70	0.486	48/70	0.686	46/70	0.657	51/70	0.729
Φ		0.300		0.514		0.314		0.343		0.271

The new matrix representation of the belief system for the consumer $\boldsymbol{I}$ will be $\boldsymbol{m_I}: \boldsymbol{S_I}$ will be the following:

$$\boldsymbol{m_I}: \boldsymbol{S_I}$$

$$\begin{bmatrix} \boldsymbol{m_{I1}}(\{\mathbf{Att1}\}) = \mathbf{0.071} \\ \boldsymbol{m_{I2}}(\{\mathbf{Att2}\}) = \mathbf{0.086} \\ \boldsymbol{m_{I3}}(\{\mathbf{Att3}\}) = \mathbf{0.143} \\ \boldsymbol{m_{I4}}(\{\mathbf{Att4}\}) = \mathbf{0.114} \\ \boldsymbol{m_{I5}}(\{\mathbf{Att5}\}) = \mathbf{0.100} \\ \boldsymbol{m_{I6}}(\{\mathbf{Att6}\}) = \mathbf{0.129} \\ \boldsymbol{m_{I7}}(\{\mathbf{Att7}\}) = \mathbf{0.057} \end{bmatrix}$$

Equation 39

The other belief systems will have a similar annotation.

$$\boldsymbol{m_A}: \boldsymbol{S_A} \qquad \boldsymbol{m_B}: \boldsymbol{S_B} \qquad \boldsymbol{m_C}: \boldsymbol{S_C} \qquad \boldsymbol{m_D}: \boldsymbol{S_D}$$

$$\begin{bmatrix} \boldsymbol{m_{A1}}(\{\mathbf{Att1}\}) = \mathbf{0.086} \\ \boldsymbol{m_{A2}}(\{\mathbf{Att2}\}) = \mathbf{0.057} \\ \boldsymbol{m_{A3}}(\{\mathbf{Att3}\}) = \mathbf{0.043} \\ \boldsymbol{m_{A4}}(\{\mathbf{Att4}\}) = \mathbf{0.043} \\ \boldsymbol{m_{A5}}(\{\mathbf{Att5}\}) = \mathbf{0.043} \\ \boldsymbol{m_{A6}}(\{\mathbf{Att6}\}) = \mathbf{0.086} \\ \boldsymbol{m_{A7}}(\{\mathbf{Att7}\}) = \mathbf{0.129} \end{bmatrix} \quad \begin{bmatrix} \boldsymbol{m_{B1}}(\{\mathbf{Att1}\}) = \mathbf{0.114} \\ \boldsymbol{m_{B2}}(\{\mathbf{Att2}\}) = \mathbf{0.071} \\ \boldsymbol{m_{B3}}(\{\mathbf{Att3}\}) = \mathbf{0.086} \\ \boldsymbol{m_{B4}}(\{\mathbf{Att4}\}) = \mathbf{0.143} \\ \boldsymbol{m_{B5}}(\{\mathbf{Att5}\}) = \mathbf{0.143} \\ \boldsymbol{m_{B6}}(\{\mathbf{Att6}\}) = \mathbf{0.057} \\ \boldsymbol{m_{B7}}(\{\mathbf{Att7}\}) = \mathbf{0.071} \end{bmatrix} \quad \begin{bmatrix} \boldsymbol{m_{C1}}(\{\mathbf{Att1}\}) = \mathbf{0.143} \\ \boldsymbol{m_{C2}}(\{\mathbf{Att2}\}) = \mathbf{0.043} \\ \boldsymbol{m_{C3}}(\{\mathbf{Att3}\}) = \mathbf{0.129} \\ \boldsymbol{m_{C4}}(\{\mathbf{Att4}\}) = \mathbf{0.086} \\ \boldsymbol{m_{C5}}(\{\mathbf{Att5}\}) = \mathbf{0.057} \\ \boldsymbol{m_{C6}}(\{\mathbf{Att6}\}) = \mathbf{0.057} \\ \boldsymbol{m_{C7}}(\{\mathbf{Att7}\}) = \mathbf{0.143} \end{bmatrix} \quad \begin{bmatrix} \boldsymbol{m_{D1}}(\{\mathbf{Att1}\}) = \mathbf{0.057} \\ \boldsymbol{m_{D2}}(\{\mathbf{Att2}\}) = \mathbf{0.129} \\ \boldsymbol{m_{D3}}(\{\mathbf{Att3}\}) = \mathbf{0.086} \\ \boldsymbol{m_{D4}}(\{\mathbf{Att4}\}) = \mathbf{0.129} \\ \boldsymbol{m_{D5}}(\{\mathbf{Att5}\}) = \mathbf{0.100} \\ \boldsymbol{m_{D6}}(\{\mathbf{Att6}\}) = \mathbf{0.086} \\ \boldsymbol{m_{D7}}(\{\mathbf{Att7}\}) = \mathbf{0.143} \end{bmatrix}$$

Equation 40

2.4 Consumer behaviour and Tourism destinations

This study aims to present a means of validating the theory of belief systems through the demonstration of its application utilizing consumer data. Furthermore, since the TBS could produce results that are aligned with conclusions obtained from other well-established consumer behaviour theories, strengthening its validation, we have also decided to conduct an additional study using the TPB, for it being a well-documented and respected theory present in the current literature.

To perform the study using the TBS and TPB frameworks, we shall conduct an inquiry on the tourism industry, with a particular focus on the Douro region. Through this research, we aim to anticipate individuals' intention to visit or revisit this designated tourist spot.

The acquiring of data for the TBS to analyse, is quite straight forward, and does not require extensive preparation, the aim is to require the inquired to state their motivations for visiting to generically a destination, and then to ask them to classify the importance of each one, in the moment they decide to travel. There will be additional demographic questions, common to both of the studies, allowing for possible segmented analysis of the data, and a contextual question determining the observable, whether the inquired has, or not, already visited the Douro region.

For TBS, it is imperative to comprehend the underlying reasons that drive individuals to embark on a journey to a specific location, as well as the importance attached to each of these motivations. To facilitate this objective, a set of preexisting motivations, that had been subjected to prior testing, was identified and included as suggestions for the inquired to choose to use, without obligation, when answering the TBS section of the inquiry.

For TPB there was a need to research literature on the tourism sector to be able to formulate the hypothesis for the TPB examination, this process is undertaken further on, starting in the next section. Let's first fundament our choice to centre this study on this sector.

The inclusion of the tourism sector, as an option, stems from the recognition of its status as a burgeoning global industry that holds immense potential for generating substantial economic flows and creating new avenues for development. Consequently, the tourism industry is acknowledged for its rapid expansion and profound impact on a nation's economy. However, it also grapples with several challenges, such as intense competition and the swift emergence of novel trends and transformations. In addition, the TPB is widely acknowledged in scholarly literature as the primary theory utilized for forecasting the intentions of tourists to either visit or revisit a destination (Pan et al., 2022; Cahigas et al., 2023; Soliman, 2021; Meng & Cui, 2020; Ulker-Demirel & Ciftci, 2020; Yuzhanin & Fisher, 2016). Ulker-Demirel and Ciftci (2020) assert that the TPB has recently gained substantial traction across various academic discourses concerning tourism, leisure, and hospitality management.

In Portugal, according to Mello, (2023) the estimate, there were 1,609.3 thousand guests and 3,709.1 thousand overnight stays in tourist accommodations in December of last year, compared to 1,116,000 visitors and 2,564.6 thousand overnight stays in December of 2021, respectively. The evolution compared to December 2019, the pre-pandemic month, should be 1.9% more for guests (+30.4 thousand guests) and 5.5% more for overnight stays (+193.1 thousand overnight stays). In comparison to December 2021, positive changes were seen in every part of the nation. Overnight stays were centred in the Lisbon metropolitan area at 31.9%, followed by the North (19.8%), Madeira (15.3%), and the Algarve (14.8%). The autonomous region of Azores (+5.1%), the North (+6.9%), and autonomous region Madeira (+11.8%) all had increased over December 2019, whereas the Algarve (-8.6%), the Lisbon metropolitan area (-3.5%), and the Centre (-0.2%) saw losses.

In this research we will direct our attention to the Douro region, which, as indicated by Turismo Portugal (2023), has been awarded the prestigious title of "European Wine City 2023." Consequently, the Heritage of Humanity will serve as a background to the domains of wine, vineyards, culture, harmonious natural festivities, as the enduring toil performed by generations of Douro inhabitants will be enjoyed. The motto embraced by the Douro European City of Wine 2023 is "All Around Wine, All Around Douro," which the region will actively promote as an indispensable requirement for ensuring the present and future of the territory. It has been strategized for the region to effectively manifest, symbolize, and embody a recognizable economic, social, and cultural emblem, thereby serving as a demonstration of the potential harmony that can be achieved between mankind and nature.

2.4.1 Tourist motivation approaches to destination choices

As mentioned previously, understanding the factors that influence travel decisions and the relative importance of each factor is required to test the TBS. In this way, a set of motivations, that had already undergone testing, was found to be appropriate for the study, for during testing we found that, while suggestions are not essential, often the participants, when surprised with the need to answer questions, tended to freeze up to some extent, and suggestions helped them to loosen up, creating enough drive for further participation.

In the realm of literature, we can find various interpretations of “motivation”. For instance, Bromley, (1990) posits that the term "motivation" refers to a psychological state in which an individual is directed towards and endeavours to attain a sense of fulfilment. Moutinho and Vargas-Sánchez (2000) asserts that motivation is a need or circumstance that propels an individual to undertake specific actions, that are perceived to be capable of gratifying them. Mook (1996) similarly defines motivation as the impetus behind human behaviour.

The study of travel motivations has received significant attention from many authors, who have explored the reasons behind why individuals choose to travel. These motivations have been categorized into pull and push factors, as discussed by Crompton (1979), Dann (1977), Goossens (2000), Shawn and Wu (2006), and Jang et al. (2009). Goossens (2000) argues that push motives are useful in explaining the desire to go on a vacation, while pull motives effectively explain the selection of a specific destination. The “push and pull” theory provides insights into the reasons why individuals engage in travel. One perspective is that internal forces compel individuals to make travel decisions, while another perspective suggests that external factors, such as location characteristics, influence their choice of travel. In simpler terms, pull motivation, which arises from the initial desire to travel, determines the destination choice, whereas push motivation, an internal drive within individuals, intensifies the desire to travel (Dann, 1977). Consequently, it is widely accepted that push motivation precedes pull motivation (Dann, 1981).

According to Plog (2001), it has been widely accepted that the selection of a tourist destination has a notable impact on the competitiveness and life cycle of said destinations. Tourists determine their travel destinations based on their evaluations of the internal and external influences. In other words, tourists' decision-making process regarding destination choice is influenced by their personal characteristics (such as motivation, personality, and attitude) as well as the external factors (such as travel distance, cost, accessibility, and destination authenticity) (Belk, 1975). From the perspective of Yoo et al. (2018), the comprehension of travel patterns and individual decisions made by tourists encompasses three major theoretical concepts associated with motivation. These concepts include the psychographic personality, derived from Plog’s (1974) psychographic profile model; modes of travel experiences as a form of social behaviour, established by Cohen’s (1979) tourist typology; and socio-psychological desires based on past experiences, as discussed in Pearce’s (1988) travel career ladder.

The framework of Plog’s tourist motivation model is widely utilized in the field of tourism research and categorizes tourists into two main groups: allocentrics and psychocentrics. Allocentrics are inclined to select unconventional destinations and unplanned trips, as they have a strong desire to immerse

themselves in the local culture for an extended period. On the other hand, psychocentrics tend to travel to well-known destinations and opt for conventionally packaged trips. To make them more "reader-friendly" Plog later replaced the terms allocentrics and psychocentrics with venturer and dependable, respectively (Hudson, 2008). Between the two main groups, there exist near-psychocentrics, mid-centrics, and near-allocentrics.

Most tourists can be classified as mid-centrics, indicating that they do not fall into either the psychocentric or allocentric categories. According to Plog (2001), as the number of near-allocentric tourists increases, the area develops and establishes tourism attractions.

The final stage of this progression occurs when the area gains a reputation and popularity, attracting psychocentric tourists and leading to a formal transformation of the market. However, as tourism growth reaches its peak, the location eventually loses its viability and experiences a decline. Nevertheless, Plog's (1974) Psychographic Personality Types have faced criticism for their limited applicability, as individuals may have diverse reasons for traveling at different times (Hudson, 2008).

Furthermore, this model fails to account for the influence of external factors on intrinsic motivation (Yoo et al., 2018). Additionally, McKercher (2005) argues that the life cycle of destinations cannot be definitively determined, as they often find themselves in multiple stages simultaneously. This is due to the fact that a location may be considered an allocentric destination for individuals from distant and culturally distinct places, while simultaneously serving as a psychocentric destination for travellers from closer distances and similar cultural backgrounds.

Meanwhile, Pearce (1988) developed the travel career ladder, known as the TCL model, to comprehend the travellers' desires. This model proposes that the motivation of tourists can be visualized as a ladder, starting with the fundamental need for relaxation and progressing towards the needs for security, relationships, self-esteem, and ultimately fulfilment. It is grounded in Maslow's (1970) theory of the hierarchy of motivational needs. The conceptual framework demonstrates how the motivations of travellers can evolve with time, ranging from a minimum requirement for relaxation to a maximum desire for achievement. The levels of motivation are influenced by past experiences. When considering dynamic factors influenced by experiences gained from one's career history, this model showcases its robustness.

Cohen (1979) put forth a categorization of five distinct modes of tourist experiences in his proposal. These modes include recreational, diversionary, experiential, experimental, and existential. The recreational mode, akin to other forms of entertainment such as the theatre, movies, and television, can be seen as a means of amusement. The diversionary mode, on the other hand, serves as a means to escape the monotony of everyday life. It can be categorized as a form of respite from the ordinary. The experiential mode allows individuals to immerse themselves in an authentic encounter, enabling them to experience something different from their usual reality. The experimental mode, in contrast, involves exploring various options to fulfil one's desires, ultimately leading to a process of comparison. Lastly, the existential mode entails a deep commitment to a chosen spiritual centre, often revolving around the native society and culture of the traveller. According to the same author, the social environment's imbalance and the convergence of daily life at the core serve as the catalysts for travel. It is through these experiences that the needs and desires of the five types of tourists become distinct and varied.

Based on the behavioural and psychological attributes exhibited by each cluster, as discussed by Plog (1974), Cohen (1979), Pearce (1988), and other researchers, Yoo et al. (2018) conducted a study proposing a cohesive association linking the psychographic disposition, tourist typology, and travel trajectory, thereby facilitating a comprehensive comprehension of the intrinsic motivational drivers within tourists. Their study reveals six factors regarding travel motivation: (a) Scenery and exotic experience (Natural aesthetics, Unique environmental feature, Experiences of natural habitat (birds/animal/wildlife), Novelty); (b) Culture (Local people, Friendship/social interaction, Knowledge of new places, Historical/cultural sites, Educational value); (c) Relaxation (Emotionally/physically refreshed, Relaxation, Good weather, Fun); (d) Self-actualization (Self-actualization, Self-fulfilment); (e) Physical refreshment (Engaging in sports, Mingling with fellow tourists, Being active, Health and Fitness); Pleasure seeking/fantasy (Getting away from home, Escaping from everyday life, Seeking adventure).

This list led to the suggestion that were provided in questionnaire for the TBS study.

2.4.2 Theoretical background and hypotheses development for TPB

The literature show us that TPB has been frequently in predicting travel behaviour (Park et al., 2017), identifying tourists' visit and revisit intention (Meng & Cui, 2020; Soliman, 2021; Cahigas et al., 2023), and tourists' decision-making process (Girish et al., 2021).

According to the research conducted by O'Shaughnessy and O'Shaughnessy (2002) the philosophical-moral theory known as hedonism posits that pleasure is the ultimate good in human life. It is commonly perceived as a form of egoism wherein the pursuit of pleasure and the avoidance of unpleasant experiences act as the primary motivating factors behind behaviour. It is commonly assumed that consumers are solely concerned with the subjective experience without exerting much effort in evaluating all possible outcomes.

Hedonic consumption refers to the various aspects of consumer behaviour that pertain to the multisensory, imaginative, and emotional elements of the product experience (Hirschman & Holbrook, 1982). Alongside the creation of multisensory images, there exists an alternative form of reaction associated with hedonic consumption, which entails the arousal of emotions. Adopting a hedonic consumption viewpoint, products are not perceived as objective entities, but rather as subjective symbols. The concept of hedonic motivation pertains to the feelings of happiness, relaxation, and enthusiasm that clients experience after utilizing a product or service (Lee & Kim, 2021).

This characteristic is intangible and commonly felt when planning a trip and exploring different destinations (Cahigas et al., 2022), so the hedonic dimension demonstrates a strong association with the field of tourism and the desire to explore a tourist location (Ulker-Demirel & Ciftci, 2020; Meng & Cui, 2020; Cahigas et al., 2022; Mukarommah & Tuti, 2023).

As per Ulker-Demirel and Ciftci (2020), the hedonic aspect of tourism and the visitor experience entails a comprehensive and time-consuming process. This process incorporates various factors, such as ideas and perceptions. It can be divided into three stages: prepurchase, purchase, and post-purchase.

Throughout each stage, psychological elements, including the traveller's motivation, emotions, perceptions, and beliefs, are taken into consideration.

In accordance with Cahigas et al. (2022), hedonic motivations encompass a set of inherent traveller factors, namely, happiness, pleasure, relaxation, and contentment, which have the potential to prompt individuals to engage in specific behaviours. These internal factors become discernible in the context of recreational travel and are regarded as a compelling impetus for individuals' inclination to embark on journeys. The novelty and emotional worth attached to hedonic motivation have established it as a noteworthy determinant of tourists' behavioural intention (Meng & Cui, 2020). Therefore, the following hypothesis is proposed:

H1: Hedonic motivation has a significant positive effect on visit and revisit intention

Electronic word-of-mouth (eWOM) can be defined as a form of User Generated-Content (UGC) in which consumers express opinions or evaluations about a specific brand, product, or organization (Zhang et al., 2017). Unlike traditional media, eWOM in digital platforms allows for real-time communication, as consumers tend to avoid face-to-face confrontation (Belarmino & Koh, 2018).

Multiple studies have provided clear evidence of the adverse impact of negative eWOM on observers' perceptions of a brand, as well as their choices and loyalty behaviours. Notably, the influence of negative eWOM surpasses that of positive eWOM (Levy & Gvili, 2015).

Marketers and researchers have acknowledged the significance of word-of-mouth communication as a means of conveying messages. In the digital era, some marketers employ eWOM as a method of public or anonymous communication across various online platforms, such as social media, emails, forums, blogs, and virtual worlds. Consumers perceive communication through eWOM as more trustworthy and acceptable, especially when initiated by companies themselves (Levy & Gvili, 2015).

Within the context of tourism, many travellers seek information shared by other visitors before embarking on a trip to a particular destination, aiming to enhance their confidence in their choice. These individuals frequently utilize apps and communication platforms designed for eWOM purposes (Cheung & Thadani, 2012). User-generated online reviews pertaining to tourist destinations have become indispensable sources of information (B. Pan et al., 2007).

Positive online reviews can reinforce visitors' attitudes and behaviours (Vermeulen & Seegers, 2009), *and* it has been established that electronic word-of-mouth (eWOM) exerts a notable influence on the perception of a destination. Hanlan and Kelly, (2005) have demonstrated that word-of-mouth (WOM) and various sources of information collectively shape the overall image of a destination. The capacity of WOM to sway the perception of a destination has been substantiated by a limited number of empirical investigations. According to Baloglu (1999), WOM recommendations hold the utmost importance in shaping the perception of a destination. Furthermore, it is widely recognised that WOM yields a significant impact on the final image (Beerli & Martín, 2004; Jalilvand et al., 2012). Consequently, the ensuing hypothesis is put forth because of these findings:

H2: eWOM has a significant effect on destination image.

According to previous studies conducted by Jalilvand et al. (2012) and Söderlund and Rosengren (2007), eWOM has a notable influence on both the behavioural travel intention and the selection of destinations. The relationship between eWOM and travel intention is deemed favourable, as stated by Abubakar et al. (2017). Furthermore, the same authors discovered that eWOM has a significant impact on consumers' intentions to revisit the medical tourism setting. In consideration of the aforementioned debate, the following hypothesis is formulated:

H3: eWOM has a significant influence on tourists' visit and revisit intention.

The destination image, as investigated by Beerli and Martín (2004), is a crucial factor that shapes people's general perceptions of destinations and their notable attributes, which are influenced by a wide range of data sources. This concept serves as one of the most influential predictors affecting visitors' behaviour (Han et al., 2009; Tasci & Gartner, 2007). Within the framework of the destination image, two interconnected dimensions, namely cognitive and emotive, are encompassed (Beerli & Martin, 2004). The affective image pertains to the psychological representation of a given location, whereas the cognitive image refers to individuals' perception of the destination's characteristics (Govers et al., 2007; Baloglu, 1999). According to Stylidis and Cherifi (2018), the four aspects of a destination's image, namely accuracy, specificity, completeness, and complexity, exhibit disparities between tourists and non-visitors.

Extensive research on destination image has consistently revealed its significant impact on travel-related decision-making processes, intentions to revisit, and inclination to recommend a particular place. Furthermore, prior studies have substantiated the positive association between the destination's image and visitors' intentions. For instance, Lin et al. (2007) found that a favourable perception of a specific location heightens tourists' preferences for that destination, a finding that aligns with the results of Ryu et al. (2008) investigation on the relationship between destination image and intentions. Moreover, the destination image emerges as the key determinant of the intention to select a particular location (Han et al., 2009), with Sharma and Nayak (2019) uncovering a significant influence of the overall perception of a destination on tourists' intentions to revisit and recommend the visited place to others. Drawing on previous research, the following hypothesis is proposed:

H4: Destination image has a significant effect on tourists' visit and revisit intention.

Attitude, subjective norm, and perceived behavioural control constitute the three fundamental factors of the TPB (Ajzen, 1991). The assessment of individuals' beliefs and emotions plays a crucial role in shaping their attitude (Soliman, 2021). When tourists are exposed to warm hospitality, a vibrant

atmosphere, authentic culture, and local cuisine, their attitudes become positive (Meng & Cui, 2020). A favourable perception of a destination enhances the likelihood of tourists visiting and returning to it.

Conversely, subjective norm refers to the influence exerted by others (Ajzen, 1991). If tourists lack companionship to support their travel decisions, their enthusiasm for visiting or revisiting a destination diminishes (Zhang et al., 2016).

Furthermore, social media, along with interpersonal relationships, exerts an impact on behavioural intention (Hsiu-Ying et al., 2020). User reviews on social media exemplify eWOM, which significantly affects the subjective norm, as mentioned earlier (Soliman, 2021).

Lastly, perceived behavioural control encompasses the ease or difficulty with which individuals perform a task (Ajzen, 1991). In the tourism sector, perceived behavioural control reflects the extent of visitor involvement in the observed behaviour (Soliman, 2021). Tourists actively seek out characteristics that may either encourage or discourage them from visiting a particular destination. Consequently, the findings presented lend support to the following hypotheses:

H5: Attitude has a significant positive effect on visit and revisit intention.

H6: Subjective norm has a significant positive effect on visit and revisit intention.

H7: Perceived behavioural control has a significant positive effect on visit and revisit intention.

Considering the hypotheses defined, the conceptual model for this study is shown in figure 2, and table 6 presents an overview of the quantity of hypotheses substantiated by the existing body of literature, as well as the constructs and their interconnection.

Figure 2 *- Conceptual Framework*

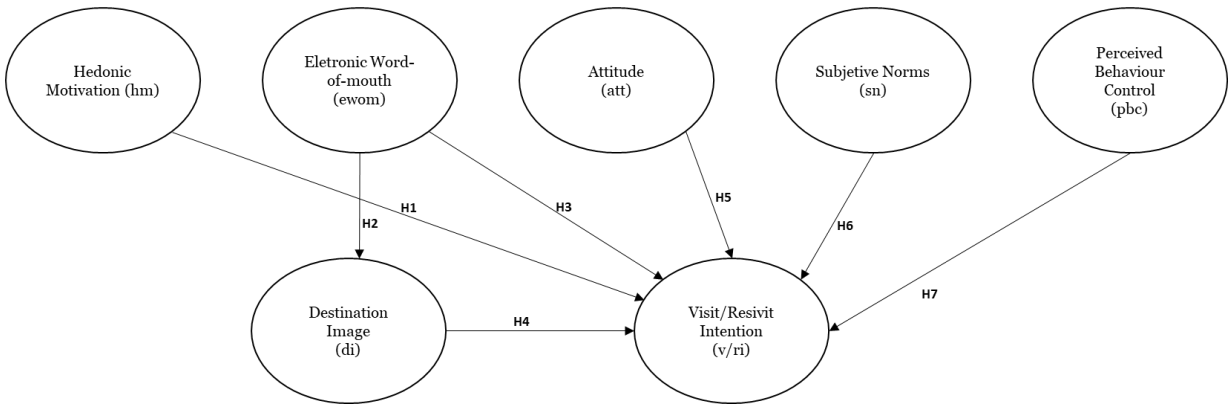


Table 6 – Hypotheses and Constructs

Hypothesis Number	Constructs	Direction	Hypothesis Summary
H1	*Hedonic motivation and visit and revisit intention*	Positive	Hedonic motivations encompass a set of inherent traveller factors, namely, happiness, pleasure, relaxation, and contentment, which have the potential to prompt individuals to engage in specific behaviours, increasing the visit and revisit intention.
H2	*eWOM and destination image*	Positive	eWOM and a variety of information sources form the majority of the destination image.
H3	*eWOM and visit and revisit intention*	Positive	eWOM has a significant impact on behavioural travel intention and destination selection, as well as consumers' intentions to return
H4	*Destination image and visit and revisit intention*	Positive	The destination image, is one of the most significant predictors influencing visitors' behaviour
H5	*Attitude and visit and revisit intention*	Positive	A person's attitude might be influenced by assessing their ideas and emotions. Tourists' attitudes are good and they are more inclined to visit and return to a location if they have a positive view of it when they experience warm hospitality, a vibrant atmosphere, authentic culture, and local cuisine.
H6	*Subjective norms and visit and revisit intention*	Positive	Without companions to support them, tourists lose interest in going or returning to the location. Therefore peer influence can influence tourist decision about a destination
H7	*Perceived behavioural and on visit and revisit intention.*	Positive	The extent of participation by the visitor in the observed behaviour is reflected by perceived behavioural control. When traveling, people look for things that might encourage or discourage them from going to the destination.

3. Methods

As explained in previous chapters, the main objective of this study is to propose a model of consumer behaviour based on the TBS, which is capable of taking uncertainty into account when predicting consumer behaviour. Aiming to validate the TBS through the demonstration of it being applied to consumer data, this study determined it would collect primary data pertaining to the tourism industry by providing an online questionnaire destined for collecting data for two separate consumer behaviour theories the TBS and also the TPB.

3.1 Participants

The sample for this investigation consisted of 156 individuals who have visited the Douro Region and 217 individuals who have not, yielding a total of 372 participants. It was open for participation to any gender, to all nationalities, although it required the capacity to be able to read, either English or Portuguese, and the participants were asked to be 18 years of age or older. All participants were asked to fill some demographic data, most of which had the option not to answer, and no identity of the participation was ever requested or implicitly registered, therefore, all data was acquired anonymously.

3.2 Materials

A questionnaire was designed with the aim of collecting data to help test and validate the proposed theory of the TBS, whilst also collecting data for performing a TPB analysis over the same group of participants.

In relation to the TBS, it was deemed essential that the expected interaction would allow the respondents to express feely their reasons for visiting the Douro region or any other tourist destination. This posed certain difficulties when selecting an already established platform.

This led us to develop our own platform to host the questionnaire for this investigation. The process of development underwent various stages: design, development, and testing, incorporating input from testers and making modifications to enhance the user-friendliness of the platform.

After an initial version that was tested with a sample of 20 respondents, alterations were made to some of the questions and clarifications added to aid the possible answers.

The platform was designed to incorporate the inquiries for the two theories, the TBS and the TPB. Additionally, a landing page was produced to enable the user to select the language, English or Portuguese, in which the questionnaire is presented. The platform is also capable of presenting dynamically different versions of the questions based on whether, or not the user has previously visited the Douro region.

The questionnaire is divided into three distinct sections:

In the first section, demographic information is obtained, and the participant is inquired as to whether or not they have had the opportunity to visit the Douro region; this section has a total of seven questions.

The second section, is dedicated to the TBS, where the participant is presented with the interface created to register the motivations, and their importance, in the moment of making the decision, to, either visit the Douro region (if they have already visited it) or any other tourist destination (if they have not); this

section has just one question that will require the participant to provide at least 5 answers. This section also provides a mechanism to allow for grouping the different submitted motivations, which can be in multiple languages, or have the same meaning and be written in a different form, into one single motivation expression, using a predetermined scale of 0 to 10 to indicate the importance of these motivations.

Lastly, the third section, consists in the questions pertaining to the TPB study, where the ask questions the participant to state the degree of agreement with each of the proposed statements, using a predetermined scale (the Likert Scale, ranging from 1 to 5 points), this section is constituted of a total of thirty questions.

The second and third sections adjust the text in their questions, using a provided custom mechanism, in accordance with the user's response, obtained in section one, to the to the question where it's asked if they have visited the Douro Region previously.

All in all, the questionnaire is made up of thirty-eight questions.

The following hyperlink, "https://douroregionstudy.com/", is where the platform was developed and hosted for the data collection. In the annexes (Annex III) there are captured screens are included in that show all the stages of the survey.

3.2.1 Variables for the Theory of Belief System

For the TBS, the collected data must be able to identify and provide the belief system of the participants in regard to the observable "has visited the Douro Region", this belief system as previously indicated should be composed of sets of arguments and their corresponding weights, that should be somehow related to the observable.

In the questionnaire, the arguments, to facilitate the participant's comprehension, were denoted as "motivations", while the weights, for the same reason, were referred to as the "degree of importance". The rewording of these terms allowed for a more meaningful communication with the participants, such that it became possible to provide phrasings like: "Please indicate all the motivations that are behind your decision to visit the Douro Region. Please indicate the importance of these motivations on a scale of 0 to 10."

In regard to the indication of the motivations, participants had access to a list of suggestions that were based on the study by Yoo et al. (2018). In addition to these suggestions, participants were given the opportunity to write down their own motivations that were not on the list (see interface in Annex III).

Furthermore, to establish the connection between the belief system of each consumer and the positive occurrence of visiting the Douro Region (the observable), the questionnaire needs to ask the participants whether they had previously visited the Douro Region. This was achieved by the questionnaire including the mandatory, multiple choice, question: "Have you already visited Douro Region?", where the possible answers were "Yes" or "No".

This question was the last one in section one and provided the condition for the two alternatives in the wording of some later questions, with, the question created to acquire the TBS data, where it oscillated between using "the Douro Region" or "a travel destination". The importance of this mechanism is to try

to provide identical conditions to both the visitors and the non-visitors, for a later comparison of their belief systems, since the Douro Region, is a travel destination for both, those that have not been there, and those that have, but for the latter, using a more specific wording sets the correct desired mindset for the chosen observable.

3.2.2 Theory of Planned Behaviour

In the same questionnaire, in section three, we have included questions concerning the dimensions of the TPB, allowing us the means to scrutinize the outcomes through the examination of structural equations, which is, as asserted by Iacobucci (2010), a significant instrument for researchers studying consumer behaviour.

For this investigation, TPB is made up of seven primary constructs, specifically hedonic motivation, electronic word-of-mouth, attitude, subjective norm, perceived behavioural control, destination image, visit and/or revisit intention (here, the answer to the last question of section one, that determines if the participant has already visited the Douro Region, will determine the correct wording). The scales employed to measure the significance of each dimension were the Likert Scale, spanning from 1 to 5 points. The items under study were based on previous studies (see Annex IV).

3.3 Procedures

The distribution of the questionnaire occurred in multiple stages:

The initial stage involved testing the questionnaire and making improvements, to evaluate the usability, of the dedicated platform that was developed for acquiring data for the TBS. During this stage, the questionnaire was personally distributed to controlled groups of individuals. Participants completed the survey individually and in a controlled environment, providing feedback on their experience. They highlighted certain challenges encountered and offered suggestions for enhancing the questionnaire's usability. This valuable feedback facilitated the enhancement of the user interface and user experience, resulting in a more user-friendly platform. A total of 30 participants, ranging in age from 20 to 70, received the survey during this phase.

After the testing phase, the questionnaire was distributed in-loco, through the utilization of a QR code, individuals were able to scan it and access the survey on their mobile devices to complete it.

To expand the reach of the questionnaire and obtain more responses from individuals residing in different countries, an online dissemination phase was implemented. The questionnaire was made available on various internet channels, including the www.prolific.com platform. Responses received through the www.prolific.com platform that were deemed invalid were excluded from the analysis.

The prerequisites for participating in this questionnaire were as follows: respondents had to be at least 18 years old, with a significant part of them consisting of participants that have already visited the Douro region, confirming our observable, and another part consisting of participants who had not yet visited the Douro region, where the observable is not yet confirmed.

3.3.1 Theory of Belief System

As previously mentioned, to conduct a study for validating the TBS, it was imperative to identify two distinct groups: a group of participants who had previously visited the Douro Region on at least one

occasion, in line with the confirmation of our observable, which can then serve as a benchmark for comparison with the second group, consisting of participants who had not yet had the opportunity to visit the Douro Region. The responses obtained from the first group, those indicating prior visits to the Douro Region, will be used to identify the meta-visitor, which will be the combination of all the belief systems of participants where the designated observable is verified, from the other group we will identify a meta-nonvisitor.

These two meta-belief systems will be obtained by using the Large Number of Sources – Combination Rule (LNS-CR) (Zhou et al., 2019). This is the combination rule that is most appropriate for our case, taking into account the large number of data we will be combining to obtain each meta-belief system. Other combination rules, associated with the theory of belief functions, might prove more adequate in other situations, but for this case it was chosen the LNS-CR because it was specifically designed to handle a large number of sources (Zhou et al., 2019).

The questionnaire allowed the participants to have total freedom in establishing the arguments and their weights, which we reworded as "motivations" for travelling and the "importance" of the motivation at the decision-making moment for deciding to travel, or to visit a destination, allowing for a better context for the participant.

There are three important details in this approach, the freedom of choice of the participant when choosing the "motivations", the "importance" of the motivation, which is a measure of support for the argument relating directly to the observable, and the third is, offering the best possible perceivable context, of what the observable is, to the participant.

In TBS the arguments will be reflecting the participant's set of perceptions of interactions, which will always be somehow interrelated, having the weight as a measure of possibility or a measure of necessity for arguments to imply the veracity or falsity of a proposition, the observable (Carvalho-Rodrigues & Dockery, 1996).

What the questionnaire achieved is obtaining what the participant perceived as relevant interactions in support for a positive outcome of the given proposition, the travelling to the Douro Region or, to the ones that have not been there, any travel destination, while also indicating the perceived support for each perceived interaction, which fits into the description proposed by Carvalho-Rodrigues & Dockery (1996).

The reason for identifying the meta-visitor, where the observable is true (q), and its counterpart, the meta-nonvisitor, where the observable is false ($\bar{q}$), is to ensure the arithmetic validation of the calculations. By distinguishing these two opposing groups based on the observable outcome, we can verify that the mathematical framework remains consistent when applied to both cases, reinforcing the integrity of the TBS model.

$$\boldsymbol{m_{meta-visitor}: S_{meta-visitor} \rightarrow q} \quad \text{and} \quad \boldsymbol{m_{meta-nonvisitor}: S_{meta-nonvisitor} \rightarrow \bar{q}}$$

Equation 41

This will imply that:

$$\boldsymbol{m_{meta-visitor}: S_{meta-visitor} \neq m_{meta-nonvisitor}: S_{meta-nonvisitor}},$$

Equation 42

The above statement indicates that the belief system of meta-visitor and the meta-NonVisitor will not be the same, and as such this is an expected result.

Another validation we expected to be able to be confirmed through the use of the meta-visitor belief system, is the capability to identify from the other participants, that have not visited the Douro Region, those that are likely to do so, given they are able to do it.

This will require that the **minimum Δ^2** and **maximum Δ^2** are identified to determine the fuzzy measure function with which we can give a measure of certainty of the likelihood of each non-visitor participant, that is likely to visit the Douro Region, if, and when, they get a chance.

An additional analysis that is also planned, is to identify potential measures that could be undertaken by marketing processes to bring new visitors that would otherwise be unaligned with what the Douro Region presently has to offer. This requires using the Meta-NonVisitor belief system, which will already be available at this time, as it was needed by prior validations.

In regard to the TPB data, the plan is to process its data using TBS and analyse it and try to predict some of the conclusions that the TPB will make for a verification and comparison when results are obtained from the study using structured equations.

In using the TPB data it is also planned to use this opportunity to show and elucidate how data from other studies can be analysed using TBS.

The TBS calculations are all processed within the same platform that obtained the data, the decision for this approach had two reasons, the first being that our collected data has such a numerous frame of discernment that using RStudio and ibelief (Zhou & Martin, 2021) was not feasible due to the way the data would need to be formatted, as it assumes a binary input structure, where every bit with the 1 value is an argument, taking into account that, even after grouping them, we have 61 arguments, that would make a binary number with 61 digits, very time consuming and possibly unsupported by the software anyway, for it surpasses the maximum size of all types of all numeric variables, and the second reason for integrating the TBS calculations into the same platform that obtained the data was to simplify the access to the data itself, minimizing the need to make data transformations and creating mechanisms to export it, so all calculations were integrated into a .net C# library for use by the web platform that hosted the questionnaire. Since it's a web platform, special reports were created to visualize de data, before and after processing, facilitating some of the analysis, further analysis was carried out in Excel when necessary.

3.3.2 Theory of Planned Behaviour

The TPB was analysed through the utilization of Structured Equation Modelling (SEM). These models are denoted in numerous manners, such as causal models, causal analysis, systems of simultaneous equations, or analysis of covariance structures (Marôco, 2021). They receive significant popularity within the realm of social sciences, where an increasing interest in measurement techniques prevails and where most theories are expressed in terms of constructs (latent variables), employing measures (indicators) to represent them. Structural equations demonstrate the extent to which the indicators

accurately reflect the construct (Kelloway, 1998). This investigation was conducted utilizing the JASP program (Team, 2018) with package R lavaan (Rosseel, 2012).

3.3.2.1 Structural Equation Modelling

Structural Equation Models encompass a comprehensive range of statistical techniques that enable the examination of relationships between one or more independent variables and one or more dependent variables. According to Marôco, (2021) these models are known by various designations, including causal models, causal analysis, systems of simultaneous equations, or analysis of covariance structures. Path analysis or confirmatory factorial analysis are also sometimes used to describe them, although these are merely two types of structural equation models (Tabachnick & Fidell, 1996).

These models are highly prevalent in the social sciences, where there is a growing interest in measurement techniques and where most theories are formulated in terms of constructs (latent variables), utilizing measures (indicators) to represent them (Marôco, 2021). Structural equations demonstrate the extent to which the indicators accurately reflect the construct (Kelloway, 1998).

Hair et.al. (2010) argue that SEM allows for the examination of multiple dependence relationships simultaneously, resulting in the utilization of multivariate techniques such as factor analysis and multiple regression analysis. Given the abstract nature of the constructs involved, it is necessary to employ a more intricate analysis, such as SEM. In this scenario, the objective is to assess a complex model that encompasses several equations with variables in both dependent and independent features within the same theoretical framework.

According to Hair et al. (2010) the SEM models are formulated based on theory, previous experience, and research objectives. These models aim to identify the independent variables that can predict the dependent variables. The same authors, stated that the equations within SEM models are designed to elucidate the connections between the constructs involved in the model. SEM models possess three primary characteristics that distinguish them:" i) they enable the estimation of multiple and interrelated dependency relationships; ii) they allow for the representation of unobserved concepts in the relationships and account for measurement error in the estimation process; and iii) they establish a model to explicate the presented relationships" (Hair et al., 2010 p.635).

In order to approach SEM models, it is crucial to acknowledge that the utilization of SEM encompasses two primary elements to consider: i) the measurement model and ii) the structural model. The measurement model allows for comprehending the contribution of each variable with respect to the construct and the extent to which the variables accurately represent the corresponding construct. To evaluate the measurement model, an analysis was conducted to assess its reliability and validity using Confirmatory Factor Analysis (CFA). According to Marôco (2021), the traditional and most widely used method in SEM is the Maximum Likelihood method (ML) and this analysis employed the ML method of extraction. Subsequently, the structural model was also examined to facilitate the testing of the hypotheses posited by the earlier developed theoretical model.

The SEM was performed by adopting the six-stage approach of Morocco (2021): Model Specification, Model Identification, Model Estimation, Model Fit Quality assessment, Model Re-specification and Model Validation.

As indicated, the stage 1 is the specification of the model and concerns the initial theoretical model formulated by the researcher, based on the phenomenon under study and the theoretical framework that supports it. We chose to specify a model with a theoretical basis supported by previous studies.

In the identification, the stage 2, the key question is to investigate whether unique values will be obtained for the estimated. This step can be complicated, however, JASP does it automatically.

Stage 3, model estimation, consists of obtaining estimates of the model's parameters that reproduce, as best as possible, the data observed in the sample under analysis. This estimation is based on the covariance matrices of the manifest variables. The aim of estimating the structural equation model is to find a set of estimates for the parameters (factor weights, regression coefficients, covariances, mean, etc.) that maximize the probability of observing the correlational structure of the manifest variables observed in the sample. This is the stage where CFA was performed in order to test the measurement theory. If the measurement model is adequate, the model can be tested in the SEM model. It is important to stress, however, that the specification of the model, i.e. the association of the indicators with the respective constructs and the correlation of the constructs with each other, was established from the outset by the researcher.

Stage 4, known as model quality assessment, aims to evaluate the ability of the theoretical model to accurately replicate the correlational structure of the observed variables being studied. In other words, it focuses on assessing the validity of the measurement model. This involves comparing the theory to real-world data in order to determine how well they align. Construct validity is evaluated by applying the guidelines for a good fit outlined by Marôco (2021). These specific guidelines can be found in Table 7.

Stage 5 encompasses the process of re-specifying the model, wherein, subsequent to stage 3, in the event that we discover the model to be ill-suited, it becomes feasible, through making a few minor adjustments, to re-specify the model in order to achieve a substantially enhanced fit. The majority of software applications possess models of varying degrees of complexity, which facilitate the calculation of Modification Indices (MI) (Marôco, 2021). In this phase, the structural model's specification was conducted. This implies that the connections between the constructs were depicted according to the theoretical model, reflecting the developed hypothesis. The measurement specifications were also incorporated. The diagram merged the measurement and structural model for estimation.

In Stage 6, we assessed the validity of the structural model. Once the specification was complete, we tested the model according to the previously mentioned Step 4.

Table 7 *Fit indices demonstrating goodness-of-fit*

Absolute Fit Indexes		
Statistics	**Name**	**Value**
x^2	Chi-Square GOF	Significant ρ-value expected
x^2/df	Normed Chi-Square	Ratios of 3:1 are associated with better fitting models
GFI	Goodness-of-Fit Index	Values between 0 and 1, higher values indicating better fit (above .90)
RMSEA	Root Mean Square Error of Approximation	Lower values indicate better fit (0.07 or less with CFI above .90)
SRMR	Root Mean Square Residual	Lower values indicate better fit (between 0.08 or less with CFI above .92)
Incremental Fit Indexes		
Statistics	**Name**	**Value**
NFI	Normed Fit Index	Values that approach 1
TLI	Tucker-Lewis Index	Values that approach 1
IFI	Incremental Fit Index	0.9 or higher
CFI	Comparative Fit Index	Values between 0 and 1, higher values indicating better fit (above .90)
Parsimony Fit Indexes		
Statistics	**Name**	**Value**
AGFI	Adjusted Goodness of Fit Index	Values typically lower than GFI
PNFI	Parsimony Normed Fit Index	Higher values indicate better fit

Source: Adapted from Marôco (2021), Hair (2010) and (Bollen, 1989)

4. Results and discussion

4.1 Data Analysis

This chapter presents the results of the data collected from the participants survey in respect to both TBS and TPB. We will first conduct a descriptive analysis of the participants' demographic profiles, followed by the analysis of TBS results, and subsequently, the analysis of TPB results.

The TBS will perform its proposed calculations using the data specifically collected for identifying the belief systems of the participants, the results will be analysed, and validations of the theory identified and noted. A similar approach will follow with the TPB data, where TBS will also attempt to perform its calculations and analysis to predict results that the TPB will produce.

The TPB starts with the adjusted structural equation model and the analysis of the factors determining the intention to visit the Douro Region. It is also intended to confirm or reject the proposed hypothesis.

4.1.1 Profile of the Respondents

Regarding the respondents' gender, in question 1, 54% (200 responses) were females, 48% (170 responses) were males and 1% (2 responses) rather not say.

As for the age of the respondents, in question 2, 30% (113 respondents) have between 18 and 24 years of age, 48% (177 respondents) are between 25 and 44 years old, 16% (60 respondents) are between 44 and 64 years old, 6% (22 respondents) are 65 years old and older, meaning, the sample of respondents is mainly composed by a young audience and older caps of the population have a lower representativity.

Question 3 asked where the respondents lived, and more than half 54% responded that they lived in Portugal, 24% responded that they lived in southern Africa, 4% responded that they lived in the United Kingdom of Great Britain and the remainder with the same percentage or below responded other countries.

In terms of Marital Status, question 4, 57% (212 respondents) are single, 30% (112 respondents) are married and 13% (48 respondents) chose the third option "other".

In terms of the Job Status, in question 5, 50% (186 respondents) stated that are Full-time Employee, 23% (87 respondents) are students, 7% (27 respondents) are Part-time Employee, 11% (40 respondents) are Self-employed , and 9% (32 respondents) Unemployed, meaning that most of the respondents have an occupation.

In question 6, "How do you Travel?", most respondents, 56% (188 respondents) stated that they travel Accompanied, 8% (31 respondents) stated Alone and 41% (153 respondents) stated both ways.

When it comes the question 7, "Have you already visited Douro Region?", 42% (156 respondents) answered Yes, and 58% (216 respondents) answered No.

Table 8 *Socio-demographic characteristics*

Variable	Category	Quantity	%
Gender	Female	200	54%
	Male	170	48%
	Rather not say	2	1%
Age	Between 18 and 24 years old	113	30%
	Between 25 and 44 years old	177	48%
	Between 44 and 64 years old	60	16%
	65 years old and older	22	6%
Country	Portugal	202	54%
	Anguilla	1	0%
	Albania	1	0%
	Austria	1	0%
	Australia	2	1%
	Åland Islands	1	0%
	Belgium	1	0%
	Brazil	2	1%
	Germany	1	0%
	Denmark	1	0%
	Spain	7	2%
	United Kingdom of Great Britain	16	4%
	Greece	10	3%
	Hungary	5	1%
	Ireland	2	1%
	India	1	0%
	Italy	6	2%
	Netherlands	2	1%
	New Zealand	2	1%
	Poland	16	4%
	Russia	1	0%
	South Africa	91	24%
Marital Status	Single	212	57%
	Married	112	30%
	Other	48	13%
Job Status	Full-time Employee	186	50%
	Student	87	23%
	Part-time Employee	27	7%
	Self-employed	40	11%
	Unemployed	32	9%
Travel Habit	Accompanied	188	51%
	Alone	31	8%
	Both	153	41%
Visited Douro	Yes	156	42%
	No	216	58%

4.1.2 TBS Analysis

4.1.2.1 Identifying the Frame of Discernment

The frame of discernment, which is the union of all arguments from all the combined belief systems requires a prior action before the calculations start. The questionnaire permitted users to identify their "motivations", or the arguments, for visiting a tourist destination, in our case the Douro Region, by electing from some previously identified suggestions or by writing their own.

While this produces good data, in line with the theories' needs, it brings some challenges. The questionnaire targeted two different languages, English, and Portuguese, which means that the motivations have been written in both languages also, additionally the same motive can possibly be written in many different forms, dispersing the same motivation over different textual versions. To aid in fixing this, the platform provided a mechanism for grouping identical wordings, or wordings in different languages, into unique single terms. This mechanism permitted to produce only 61 different motivations, or the arguments, instead of the initial 177. The frame of discernment is as follows:

Table 9 *– The Frame of Discernment*

Argument (Motivation)	Abbreviated argument
Good weather	mot_003
Making Friends/Social Interaction	mot_005
Novelty factor	mot_006
Educational value	mot_007
Natural habitat experiences	mot_008
Local people	mot_009
Relaxation	mot_010
Discover new places	mot_012
Enjoy natural landscape	mot_013
Unique environmental resources	mot_014
Visit Historical/Cultural Sites	mot_019
Self-realization	mot_021
Self-Updating	mot_022
Feel physically refreshed	mot_026
Play sports	mot_035
Be active	mot_038
Feel emotionally refreshed	mot_041
Being away from home	mot_052
Pursuit of pleasure	mot_055
Escape everyday life	mot_056
Discover new experiences	mot_057
Seek adventure	mot_058
Discover new knowledge	mot_059

Argument (Motivation)	Abbreviated argument
Climate	mot_064
Distance of Destination	mot_065
Museums	mot_066
Be with friends	mot_068
Visit Cultural Sites	mot_070
Listen to music	mot_073
Go out at night	mot_074
Health and fitness	mot_076
Wine Tourism	mot_078
Self-Knowledge	mot_080
Vacations	mot_083
Quality time	mot_084
Visit family	mot_085
Like the Region	mot_087
Gastronomy	mot_090
Enjoy the river	mot_094
Local people	mot_096
Ease of access	mot_097
Discover new Gastronomic culture	mot_101
Region culture	mot_103
Leisure	mot_104
Interest	mot_113
Rest	mot_114
Photography	mot_119
Place of origins	mot_122
Professional work	mot_127
Tourism	mot_129
escape from everyday life	mot_133
Architecture	mot_134
Cost	mot_138
Make memories	mot_146
Visit Historical places	mot_152
Notoriety of Wine Tourism	mot_153
Cheap Gastronomy	mot_158
Archaeological interest	mot_159
Hospitality	mot_163
Enjoy time with family	mot_176
Visit Religious places	mot_183

Please note the "Abbreviated argument" column, as it will be the preferred form of presenting the argument in the data structures in the mathematical calculations. The number that is suffixed after the text "mot_" is generated from the database tables and won't be sequentially numbered.

4.1.2.2 The Meta-Visitor Belief System

As indicated in various previous passages, the combination rule that will be used is the LNS-CR, due to its better fit, and the large number of belief systems involved. The rule is explained in a previous chapter, and it has been implemented into the platform as part of the developed software library. After the calculations we end up with the following table that represents the Meta-Visitor, it was decided that using a table would be preferable to its mathematical matrix form.

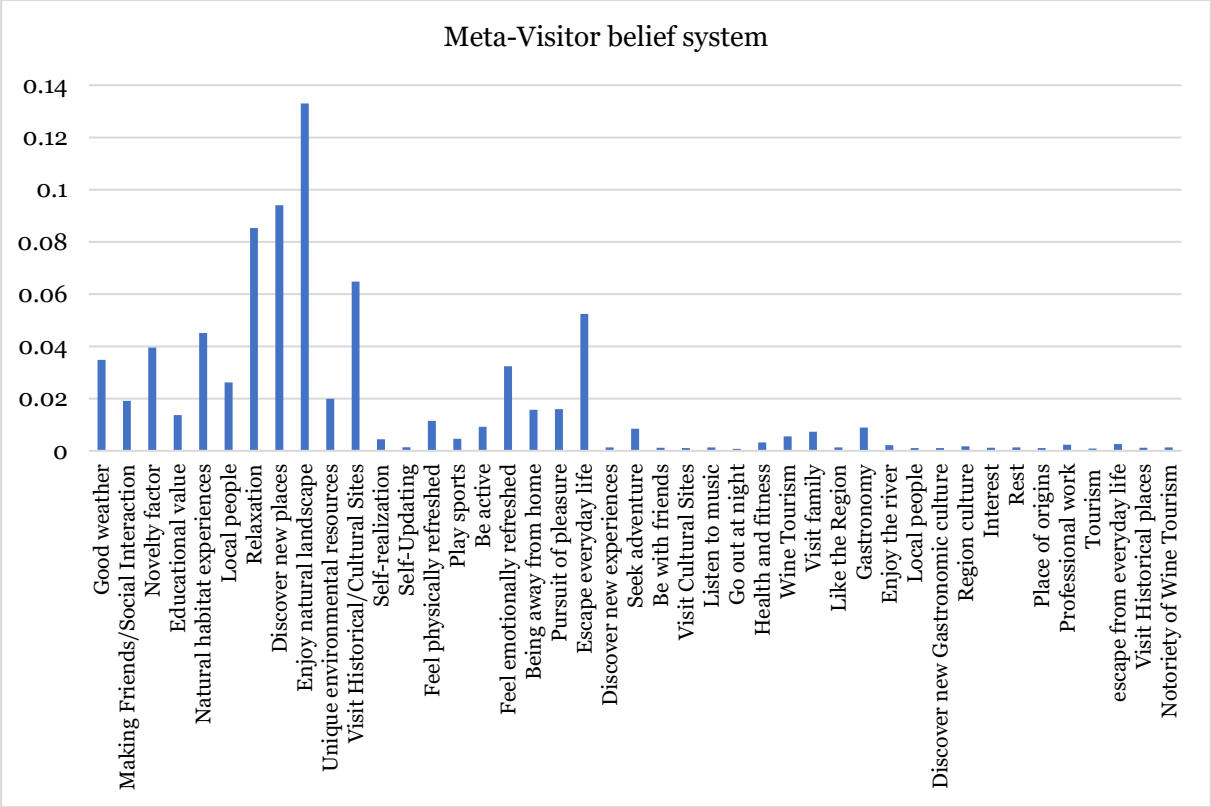
Table 10 *– Meta-Visitor belief system*

Argument (Motivation)	Abbreviated argument	Normalized weight
Good weather	mot_003	0.034804
Making Friends/Social Interaction	mot_005	0.019146
Novelty factor	mot_006	0.039526
Educational value	mot_007	0.01369
Natural habitat experiences	mot_008	0.045151
Local people	mot_009	0.026197
Relaxation	mot_010	0.085312
Discover new places	mot_012	0.094026
Enjoy natural landscape	mot_013	0.133004
Unique environmental resources	mot_014	0.019925
Visit Historical/Cultural Sites	mot_019	0.064806
Self-realization	mot_021	0.004446
Self-Updating	mot_022	0.001346
Feel physically refreshed	mot_026	0.011466
Play sports	mot_035	0.004594
Be active	mot_038	0.009193
Feel emotionally refreshed	mot_041	0.032374
Being away from home	mot_052	0.015718
Pursuit of pleasure	mot_055	0.015925
Escape everyday life	mot_056	0.052408
Discover new experiences	mot_057	0.001282
Seek adventure	mot_058	0.008446
Be with friends	mot_068	0.001154
Visit Cultural Sites	mot_070	0.001026
Listen to music	mot_073	0.001282
Go out at night	mot_074	0.000769
Health and fitness	mot_076	0.003189
Wine Tourism	mot_078	0.005513
Visit family	mot_085	0.007323
Like the Region	mot_087	0.001282
Gastronomy	mot_090	0.008878
Enjoy the river	mot_094	0.002137

Argument (Motivation)	Abbreviated argument	Normalized weight
Local people	mot_096	0.001026
Discover new Gastronomic culture	mot_101	0.001026
Region culture	mot_103	0.001709
Interest	mot_113	0.001154
Rest	mot_114	0.001282
Place of origins	mot_122	0.001026
Professional work	mot_127	0.002308
Tourism	mot_129	0.000897
escape from everyday life	mot_133	0.002564
Visit Historical places	mot_152	0.001154
Notoriety of Wine Tourism	mot_153	0.001282

For a visual representation of the belief system, we can plot it as a bar chart.

Figure 3 *– Meta-Visitor belief system*



Note that the frame of discernment, for this belief system, has less elements than was stated in the previous section, this results from the fact that some arguments are exclusive to either visitors, or non-visitors, of the Douro Region, so there are some arguments will only be part of this belief system, while some others will only be part in the Meta-NonVisitor belief system, but when we decide to compare them both, these will need to be included in the resulting frame of discernment, which is what as stated in the previous section.

The developed software is also prepared to identify the **minimum Δ^2** and **maximum Δ^2** by comparing all participants that indicated they have visited the Douro Region, with the meta-visitor and it produced the following results:

Table 11 – Minimum Δ^2 and Maximum Δ^2

minimum Δ^2	0.012349	**maximum Δ^2**	0.16196

We will be using these values, in a section further on, to identify from the non-visitors those that have the predisposition to visit the Douro Region but have not done it yet.

4.1.2.3 The Meta-NonVisitor Belief System

After combining all participants that have not visited the Douro Region, we get the following Meta-NonVisitor belief system:

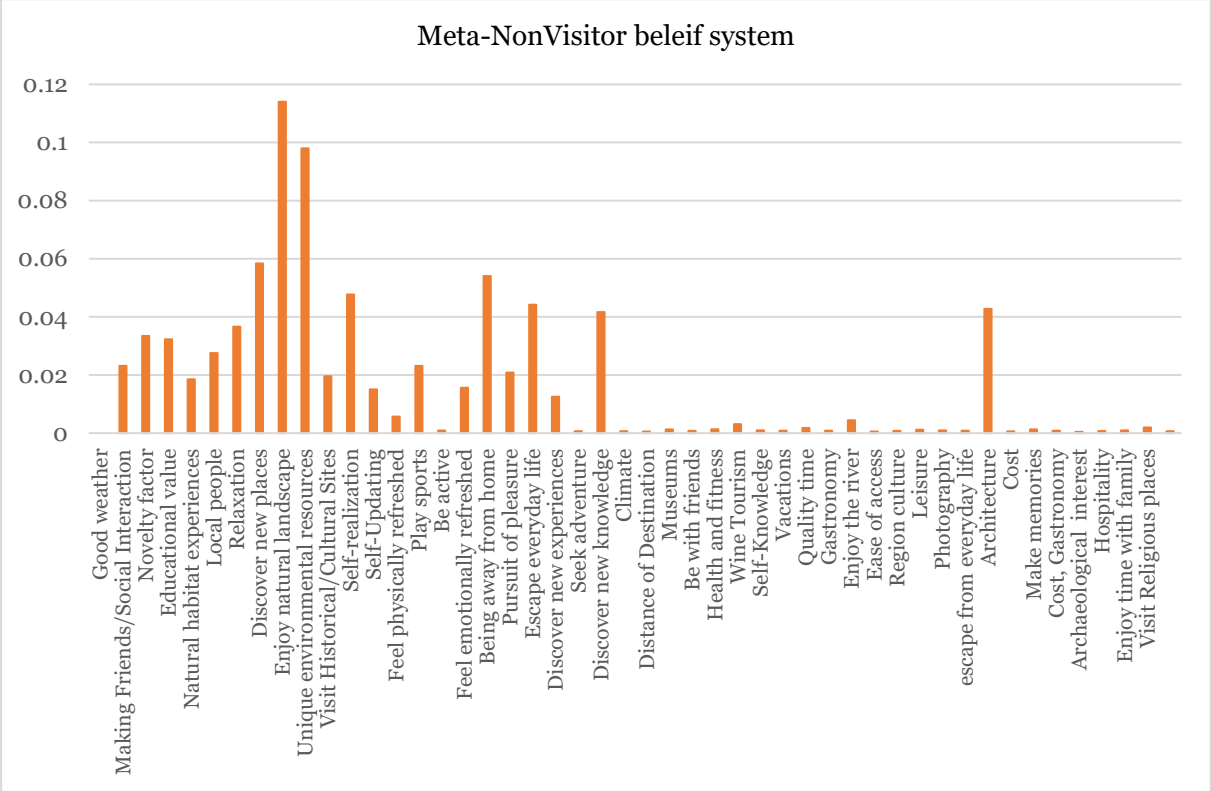
Table 12 – *The Meta-NonVisitor Belief System*

Argument (Motivation)	Abbreviated argument	Normalized weight
Good weather	mot_003	0.023162111
Making Friends/Social Interaction	mot_005	0.033434377
Novelty factor	mot_006	0.032295675
Educational value	mot_007	0.018523295
Natural habitat experiences	mot_008	0.02754152
Local people	mot_009	0.03663966
Relaxation	mot_010	0.058383838
Discover new places	mot_012	0.114010124
Enjoy natural landscape	mot_013	0.098010345
Unique environmental resources	mot_014	0.019541997
Visit Historical/Cultural Sites	mot_019	0.047683164
Self-realization	mot_021	0.01506263
Self-Updating	mot_022	0.005674403
Feel physically refreshed	mot_026	0.023116165
Play sports	mot_035	0.000887346
Be active	mot_038	0.01557062
Feel emotionally refreshed	mot_041	0.054055318
Being away from home	mot_052	0.020830026
Pursuit of pleasure	mot_055	0.044157063
Escape everyday life	mot_056	0.012492651
Discover new experiences	mot_057	0.000661376
Seek adventure	mot_058	0.041622909
Discover new knowledge	mot_059	0.000648148
Climate	mot_064	0.000540123
Distance of Destination	mot_065	0.001280864
Museums	mot_066	0.000771605
Be with friends	mot_068	0.001311728
Health and fitness	mot_076	0.003090278
Wine Tourism	mot_078	0.000925926

Argument (Motivation)	Abbreviated argument	Normalized weight
Self-Knowledge	mot_080	0.000833333
Vacations	mot_083	0.001759259
Quality time	mot_084	0.000833333
Gastronomy	mot_090	0.0044393
Enjoy the river	mot_094	0.000555556
Ease of access	mot_097	0.000771605
Region culture	mot_103	0.001177249
Leisure	mot_104	0.000925926
Photography	mot_119	0.000833333
escape from everyday life	mot_133	0.042755899
Architecture	mot_134	0.000595238
Cost	mot_138	0.00125
Make memories	mot_146	0.000833333
Cost, Gastronomy	mot_158	0.000462963
Archaeological interest	mot_159	0.000740741
Hospitality	mot_163	0.000925926
Enjoy time with family	mot_176	0.00191358
Visit Religious places	mot_183	0.000661376

For a visual representation of the belief system, we can plot it as a bar chart.

Figure 4 – *The Meta-NonVisitor Belief System*



4.1.2.4 Validation of the arithmetic inequality of the Meta Belief Systems

Now that we have obtained both belief systems, the Meta-Visitor and the Meta-NonVisitor, we can perform the first validation using real data, lets confirm the following:

$$m_{meta-visitor}: S_{meta-visitor} \neq m_{meta-nonvisitor}: S_{meta-nonvisitor},$$

Equation 42

If we project each of these beliefs systems using the full frame of discernment and present their weights next to each other, their equality or inequality should be very perceptible. Let's create a table with those results.

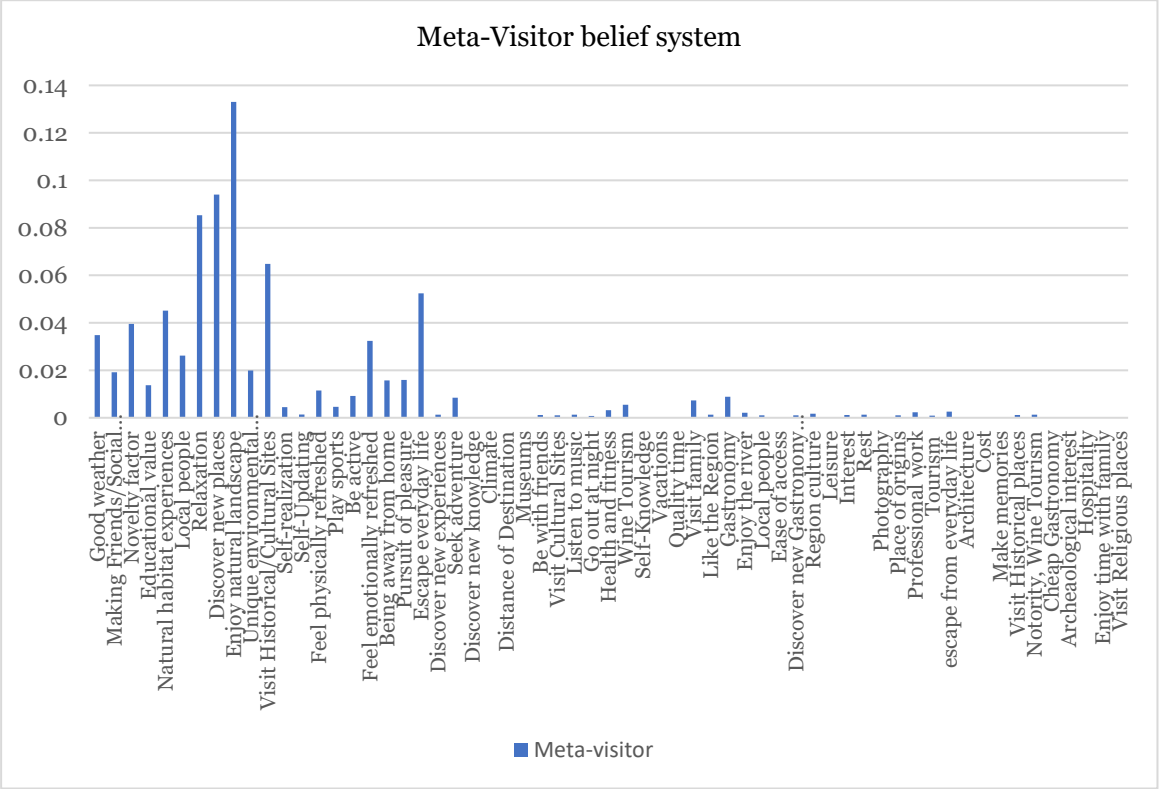
Table 13 *– Comparison between Meta-Visitor the Meta-NonVisitor Belief System*

Argument (Motivation)	Abbreviated argument	Meta-visitor Normalized weight	Meta-NonVisitor Normalized weight
Good weather	mot_003	0.03480419	0.023162111
Making Friends/Social Interaction	mot_005	0.019145598	0.033434377
Novelty factor	mot_006	0.039525864	0.032295675
Educational value	mot_007	0.01368983	0.018523295
Natural habitat experiences	mot_008	0.045150688	0.02754152
Local people	mot_009	0.026197275	0.03663966
Relaxation	mot_010	0.085312049	0.058383838
Discover new places	mot_012	0.094025915	0.114010124
Enjoy natural landscape	mot_013	0.13300409	0.098010345
Unique environmental resources	mot_014	0.019924666	0.019541997
Visit Historical/Cultural Sites	mot_019	0.064806029	0.047683164
Self-realization	mot_021	0.004446179	0.01506263
Self-Updating	mot_022	0.001346154	0.005674403
Feel physically refreshed	mot_026	0.011466039	0.023116165
Play sports	mot_035	0.004594017	0.000887346
Be active	mot_038	0.009193376	0.01557062
Feel emotionally refreshed	mot_041	0.032374335	0.054055318
Being away from home	mot_052	0.015718149	0.020830026
Pursuit of pleasure	mot_055	0.015924866	0.044157063
Escape everyday life	mot_056	0.052407662	0.012492651
Discover new experiences	mot_057	0.001282051	0.000661376
Seek adventure	mot_058	0.008445998	0.041622909
Discover new knowledge	mot_059	0	0.000648148
Climate	mot_064	0	0.000540123
Distance of Destination	mot_065	0	0.001280864
Museums	mot_066	0	0.000771605
Be with friends	mot_068	0.001153846	0.001311728
Visit Cultural Sites	mot_070	0.001025641	0
Listen to music	mot_073	0.001282051	0
Go out at night	mot_074	0.000769231	0
Health and fitness	mot_076	0.003189103	0.003090278
Wine Tourism	mot_078	0.005512821	0.000925926
Self-Knowledge	mot_080	0	0.000833333

Argument (Motivation)	Abbreviated argument	Meta-visitor Normalized weight	Meta-NonVisitor Normalized weight
Vacations	mot_083	0	0.001759259
Quality time	mot_084	0	0.000833333
Visit family	mot_085	0.007322955	0
Like the Region	mot_087	0.001282051	0
Gastronomy	mot_090	0.008878205	0.0044393
Enjoy the river	mot_094	0.002136752	0.000555556
Local people	mot_096	0.001025641	0
Ease of access	mot_097	0	0.000771605
Discover new Gastronomic culture	mot_101	0.001025641	0
Region culture	mot_103	0.001709402	0.001177249
Leisure	mot_104	0	0.000925926
Interest	mot_113	0.001153846	0
Rest	mot_114	0.001282051	0
Photography	mot_119	0	0.000833333
Place of origins	mot_122	0.001025641	0
Professional work	mot_127	0.002307692	0
Tourism	mot_129	0.000897436	0
escape from everyday life	mot_133	0.002564103	0.042755899
Architecture	mot_134	0	0.000595238
Cost	mot_138	0	0.00125
Make memories	mot_146	0	0.000833333
Visit Historical places	mot_152	0.001153846	0
Notoriety, Wine Tourism	mot_153	0.001282051	0
Cheap Gastronomy	mot_158	0	0.000462963
Archaeological interest	mot_159	0	0.000740741
Hospitality	mot_163	0	0.000925926
Enjoy time with family	mot_176	0	0.00191358
Visit Religious places	mot_183	0	0.000661376

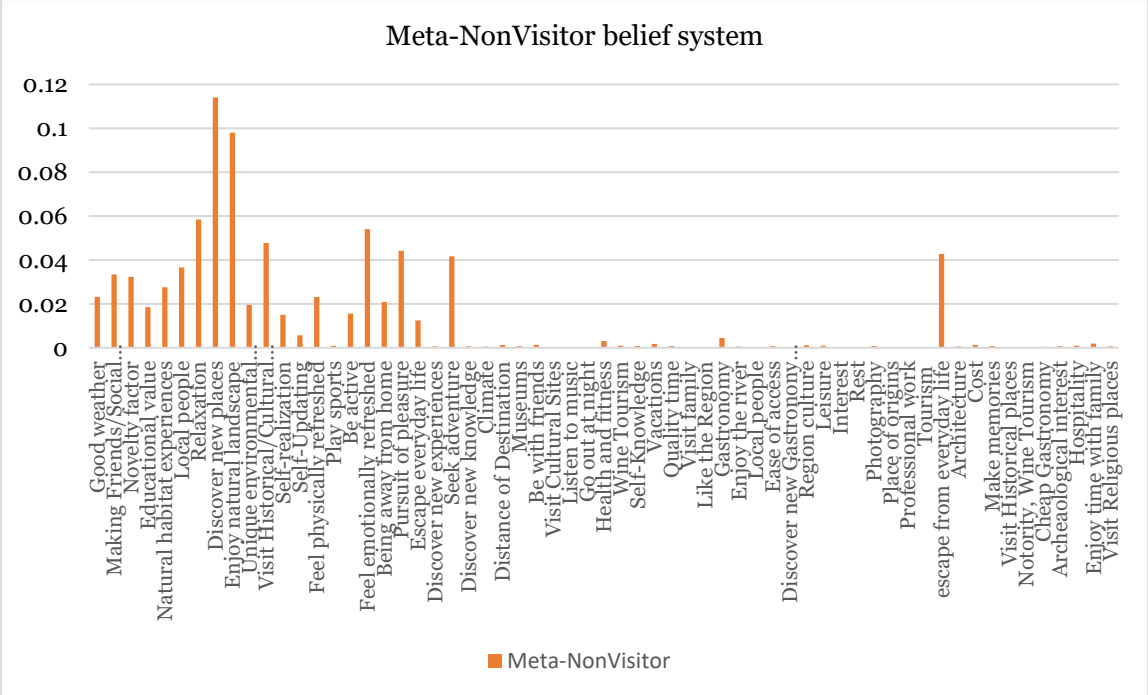
Let's aid our grasp of the differences with a visual representation of the two belief systems, by plotting them as a bar chart, first the Meta-Visitor:

Figure 5 *– Comparison*



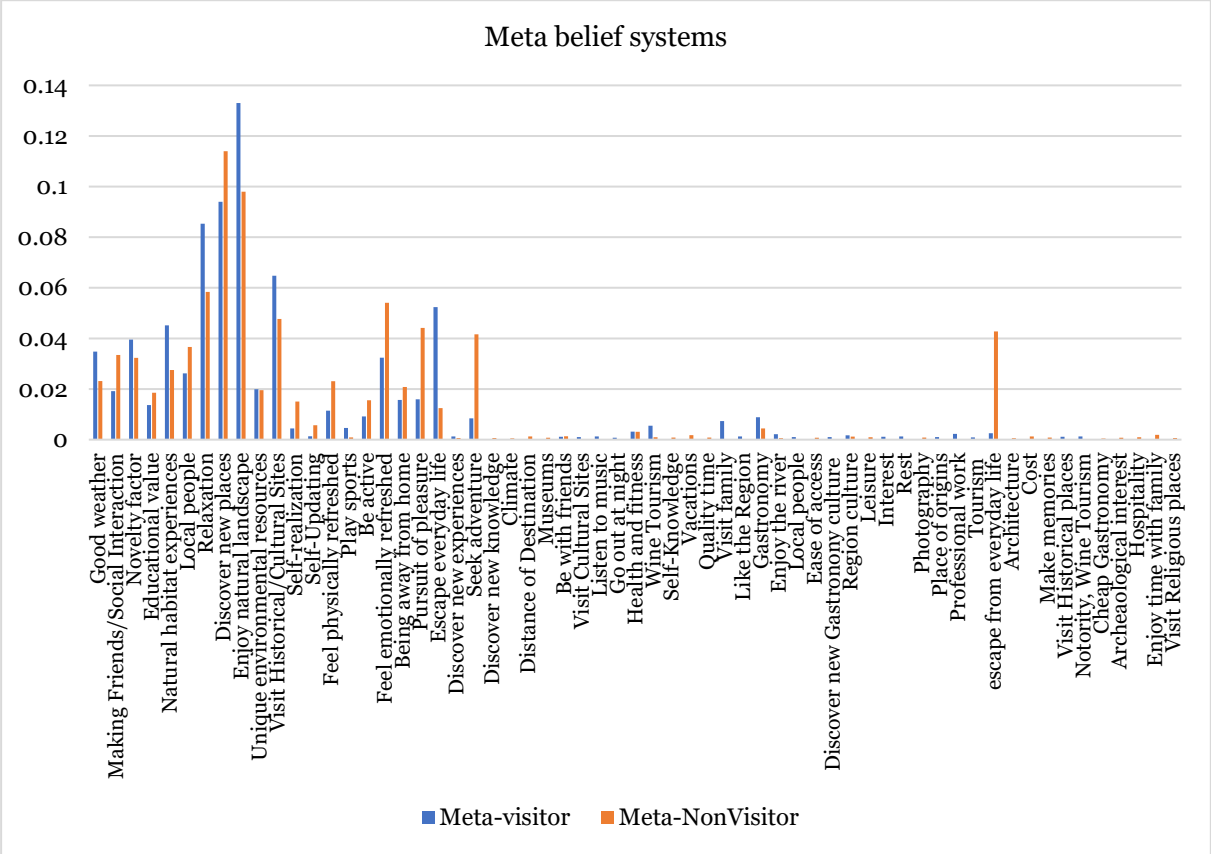
Secondly, the Meta-NonVisitor:

Figure 6 *– Meta-NonVisitor belief system*



And lastly, both together, side-by-side:

***Figure** 7 – Comparison of the Meta belief systems*



The existence of differences between these two belief systems is confirmed, indicating that two different belief systems will produce different observables, like it was proposed and expected, confirming also this first validation test using real data.

4.1.2.5 Finding NonVisitors with the predisposition to visit the Douro Region

One of the objectives of this study and of this theory is to be able to explain human behaviour in general and consumer behaviour in specific, well as proposed in a previous explanation a belief system with a confirmed observable, will produce that observable every time it will exist again, further more multiple belief systems are able to produce the same observable, as we verified by having multiple, different participants belief systems, where 156 have all visited the Douro Region.

We have combined all those belief systems in our Meta-Visitor belief system, and as to identify our fuzzy measure, the **minimum Δ^2** and the **maximum Δ^2** obtained by evaluating the Δ^2 of each 156 participants that visited the Douro Region and the Meta-Visitor, and found them to be 0.012349 and 0.16196, respectively. These two values are put into our fuzzy function that will enable us to predict the which non visitors have the predisposition to visit the Douro Region, and in-fact anticipate the outcome of their decision to make that visit if the opportunity for them arises.

$$\begin{cases} \Delta^2 \leq 0.012349 = 0 \\ 0.012349 < \Delta^2 \leq 0.16196 = \dfrac{\Delta^2}{0.16196 - 0.012349} \\ \Delta^2 > 0.16196 = 1 \end{cases}$$

Equation 43

Applying the above fuzzy function to all of the NonVisitors belief systems we obtain the following results (the full table is available in Annex V).

Table 14 *- Fuzzy function to all of the NonVisitors*

Fuzzy Membership	Visited Douro	Country	Gender	Age	Marital Status	Job Status	Travel Habit
0	No	PT	Female	21	Single	Student	Both
0	No	ZA	Female	25	Single	Full-time Employee	Both
0.09	No	PT	Male	39	Married	Full-time Employee	Accompanied
0.13	No	PT	Female	50	Single	Full-time Employee	Accompanied
0.17	No	ZA	Male	27	Other	Student	Both
0.17	No	GB	Female	32	Married	Full-time Employee	Accompanied
0.17	No	PT	Female	37	Married	Full-time Employee	Alone
0.18	No	PT	Female	20	Single	Student	Accompanied
0.19	No	ZA	Female	27	Single	Student	Both
0.19	No	GB	Female	24	Single	Full-time Employee	Accompanied
0.19	No	RU	Female	42	Single	Self-employed	Both
0.20	No	PT	Male	44	Single	Full-time Employee	Accompanied
0.20	No	ZA	Female	23	Single	Student	Both
0.20	No	GR	Female	26	Single	Full-time Employee	Alone
0.20	No	NL	Female	26	Single	Part-time Employee	Both
				...			
0.76	No	GB	Female	25	Single	Full-time Employee	Accompanied
0.76	No	HU	Male	28	Married	Full-time Employee	Both
0.77	No	ZA	Female	41	Single	Full-time Employee	Accompanied
0.77	No	GR	Female	25	Single	Student	Accompanied
0.78	No	GR	Male	22	Single	Full-time Employee	Alone
0.78	No	PT	Male	21	Single	Full-time Employee	Accompanied
0.79	No	ZA	Male	43	Married	Full-time Employee	Both
0.82	No	ZA	Female	22	Single	Self-employed	Both
0.83	No	PT	Male	38	Single	Full-time Employee	Both
0.87	No	ZA	Female	38	Married	Self-employed	Both
0.88	No	PT	Female	23	Married	Full-time Employee	Both

Applying this operation to each of the NonVisitors revealed 2 participants, that have not visited the Douro Region, and that have a complete predisposition of making that visit, as well as the degree of membership to the preposition that they will not visit the Douro Regions, where it is found that none of them will completely disregard the possibility of not making that visit.

Let's provide this data in a graphical form, by plotting the frequency graph and the cumulative frequency graph.

Figure 8 *– Frequency of Non-Visitors by Fuzzy Membership*

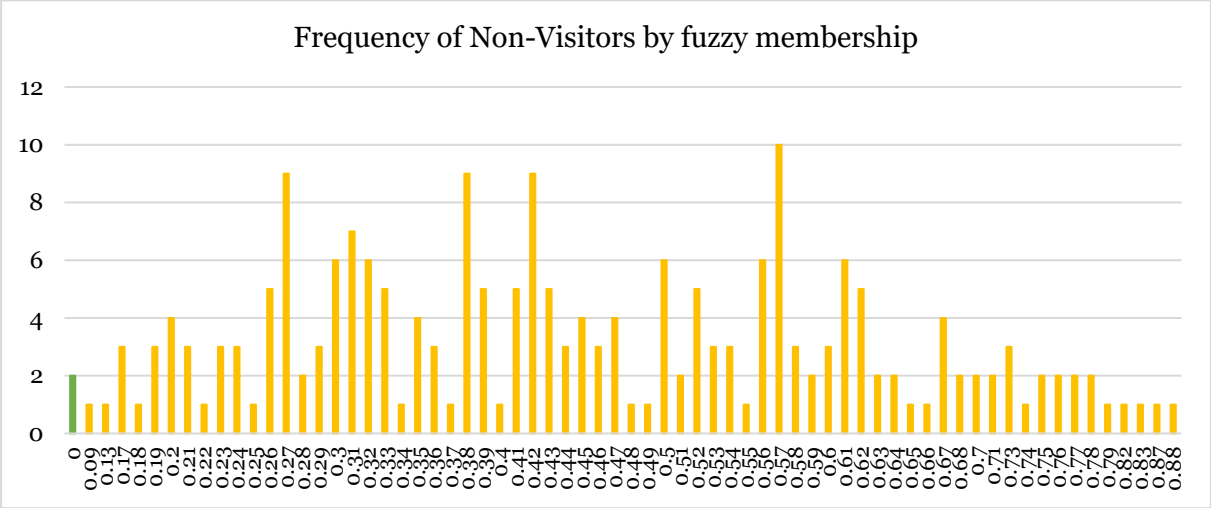
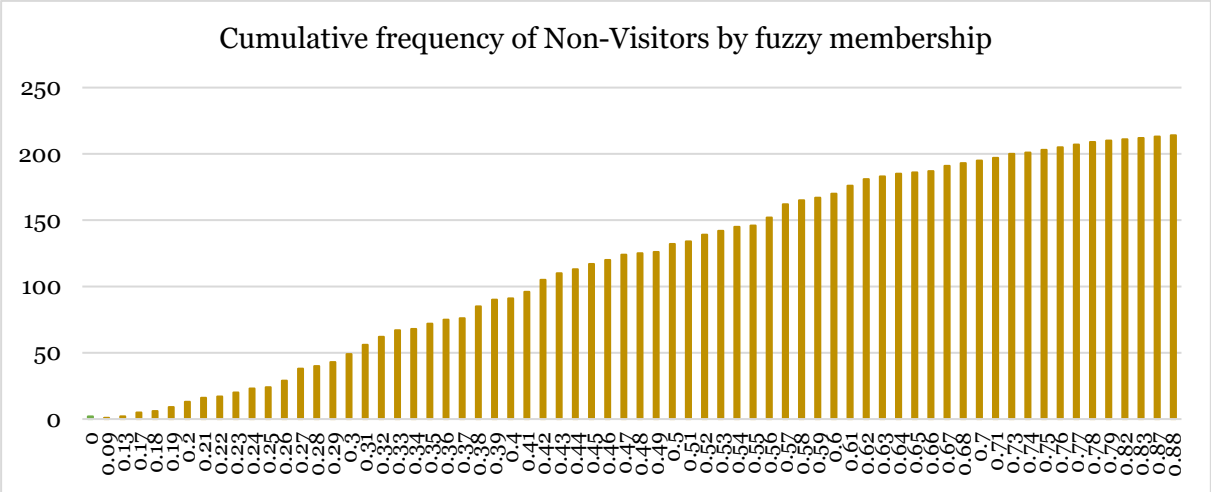


Figure 9 *– Cumulative Frequency of Non-Visitors by Fuzzy Membership*

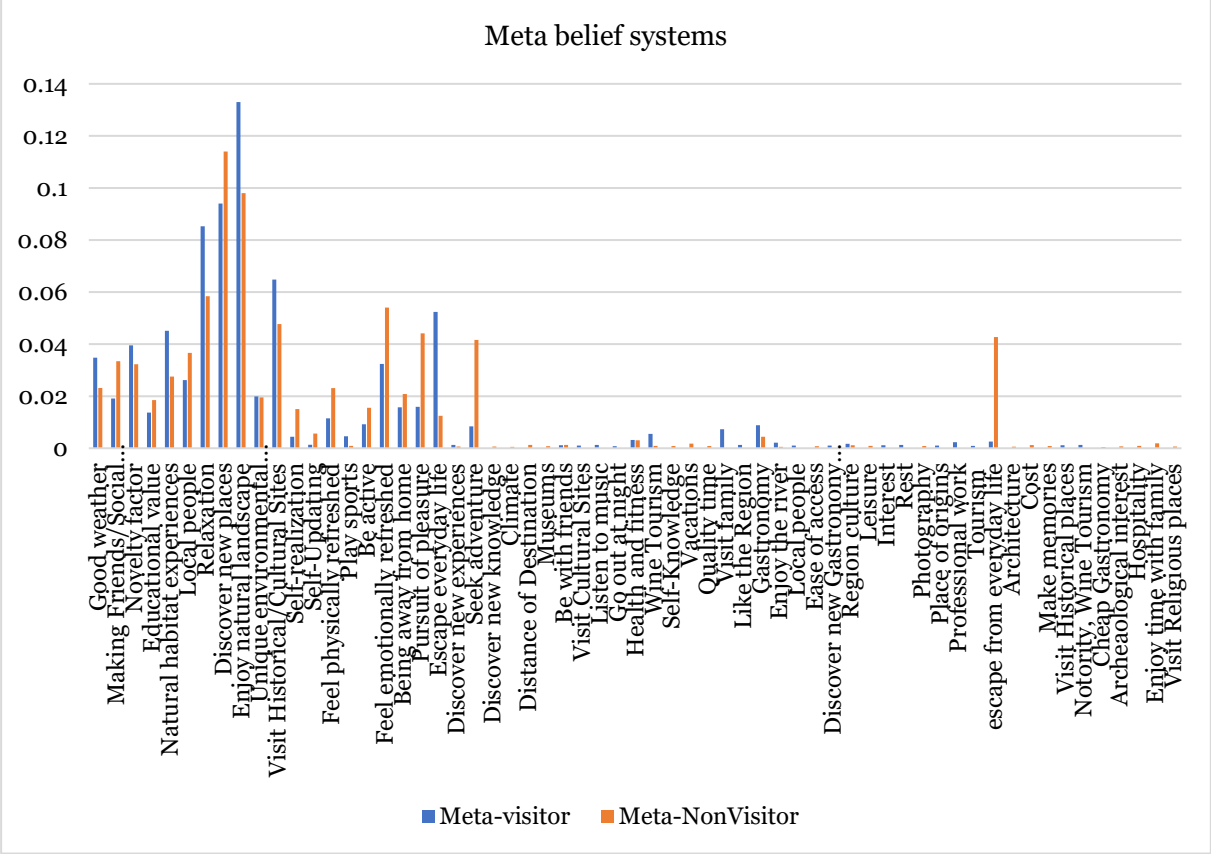


Forecasting the predisposition of a consumer's decision-making outcome is a powerful tool for marketing to have, the possibilities and implications are enormous.

4.1.2.6 Using TBS to help Marketing plan strategies and activities

Let's recover the graph with the comparison between the Meta-Visitor and the Meta-NonVisitor to identify how marketing can identify the areas where it can focus its plans and strategies.

Figure 10 *- Meta Belief System*



The arguments, which represent motivations for visiting a tourist destination, for the Meta-Visitor they are comprehended perceptions of the possible set of interactions with the Douro Region, for they have already visited and experienced it firsthand.

For the Meta-NonVisitor, the arguments have a similar meaning, only they won't be perceptions of possible interactions with the Douro Region, since those participants have not experienced it, has they have never been there. They represent other perceptions of interactions of other places; however, they still represent motivations and importance for those participants when they are deciding to travel to a tourist destination.

This knowledge represents opportunities for marketing to tap new niches of consumers, here by offering new interactions, interactions that are indicated to have some amount of importance when they are deciding a tourist destination.

The belief system of the Meta-NonVisitor provides this information, marketing just has to analyse it and to decide which ones are viable and financially worth the investment. In this particular case, "escape from everyday life", "seek adventure", "pursuit of pleasure" and, maybe, "feel emotionally refreshed", should be motivations that could be the target of planned strategies and activities.

4.1.2.7 Analysing the TPB data with the TBS for prediction of TPB results

For TBS to be able to use the TPB data it is important that the data has an adequate structure. TBS expects the data to be formatted in pairs, for each pair it is expected to have an argument (in text format) and a weight (in number format), the argument can be common to all belief systems, or they can be indicated individually, resembling the following examples:

Table 15 - Multiple Belief Systems in one table

Arguments	Weights bs1	Weights bs2	Weights bs3
Arg1	.3432	1.234	12
Arg2		2.465	5
Arg3	.7801	4	78
Arg4	.125	0.3	309

or,

Table 16 - Multiple Belief Systems each in this own table

Arguments	Weights bs1
Arg1	.3432
Arg3	.7801
Arg4	.125

Arguments	Weights bs2
Arg1	1.234
Arg2	2.465
Arg3	4
Arg4	0.3

Arguments	Weights bs3
Arg1	12
Arg2	5
Arg3	78
Arg4	309

The data in TPB is not in any of the above formats, however, it is just rotated 90º out of alignment, as we can demonstrate:

***Table 17** - The format of the TPB data if we rotate it 90° anti-clockwise.*

	hm1	hm2	hm3	…	vi2	vi3
Person1	5	5	5	…	5	5
Person2	4	3	3	…	3	5
Person3	5	5	5	…	5	5
Person4	3	5	5	…	5	5
Person5	3	3	3	…	3	3
Person6	3	5	5	…	5	5

The format of the data in TPB

↺

	Person 1	Person 2	Person 3	Person 4	Person 5	Person 6
hm1	5	4	5	3	3	3
hm2	5	3	5	5	3	5
hm3	5	3	5	5	3	5
…	…	…	…	…	…	…
vi2	5	3	5	5	3	5
vi3	5	5	5	5	3	5

The format of the TPB data if we rotate it 90° anti-clockwise.
(the transpose operation in Excel)

Now that we have the data in the correct format for it to be calculated using the TBS, we must also analyse if the data is valid for TBS to use.

Let's start with the arguments, will they be reflecting the participant's set of perceptions of interactions, and will they be somehow interrelated (Carvalho-Rodrigues & Dockery, 1996). Well, yes, it seems so, the questions put forward by the TPB section of the questionnaire are statements that appeal for the participant to evaluate the statement as if it was being stated by themselves, this in turn appeals that the participant achieve a perception of that interaction, and, even though they don't allow for the participant a degree of freedom to make their own statements, which would be better, the statements are all interrelated.

Next, we have the weight, but here the scale is not ideal, it lacks the possibility for the participant to completely disagree with a statement by awarding it zero weight, since the scale is between 1 and 5, which is also too coarse, it lacks the granularity that can be obtained by larger scales. The participants can "sit on the fence", which might not reflect their real feeling towards the statement, as the agree, or disagree, very slightly, is not an option. In regard to having the weight as a measure of possibility or a measure of necessity for arguments to imply the veracity or falsity of a proposition, the observable (Carvalho-Rodrigues & Dockery, 1996), yes, again this verified, the participant is stating a degree of support for each statement, which falls into the definition.

Which leads us to the observable, this is less well defined, the participants do not clearly understand that all their support for the statements are destined to evaluate their predisposition to visit, or re-visit, the Douro Region, and additionally the observable is not established in a "beyond a doubt" manner.

There are two statements to which the participants are asked to give a degree of support (from 1 to 5), these are the manifest dependent variables vi2 (I'd love to visit/revisit Douro) and vi3 (I plan to visit/revisit Douro), where both, or either, can potentially confirm this intention, making it so that there is no clear yes or no answer. Again, this is not ideal, and if the questionnaire was destined to be treated using the TBS, then this would have to be revised and approached differently, there would have to be a clear yes or no answer for the observable to be identified and classified.

The TBS theorises that, based on an observable being confirmed among the participants of the study, the belief system obtained from those participants, with that confirmation, will contain the arguments and the associated weights that produced that confirmation of that observation and, if these arguments and weights reoccur, there will be a high probability of the observable reoccurring.

The TPB study has its focus on identifying the exogenous variables influence on each other and, ultimately, on the endogenous variable vi which represents the intention to visit/revisit the Douro Region, which is a different objective that the TBS intends to identify.

However, there is room for exploration, and by stating the conditions where we could infer that there is an intention to visit or revisit, we might just be able to carry on with an analysis using TBS that potentially indicate there is, or not, support for the hypothesis that have been formulated for the TPB study.

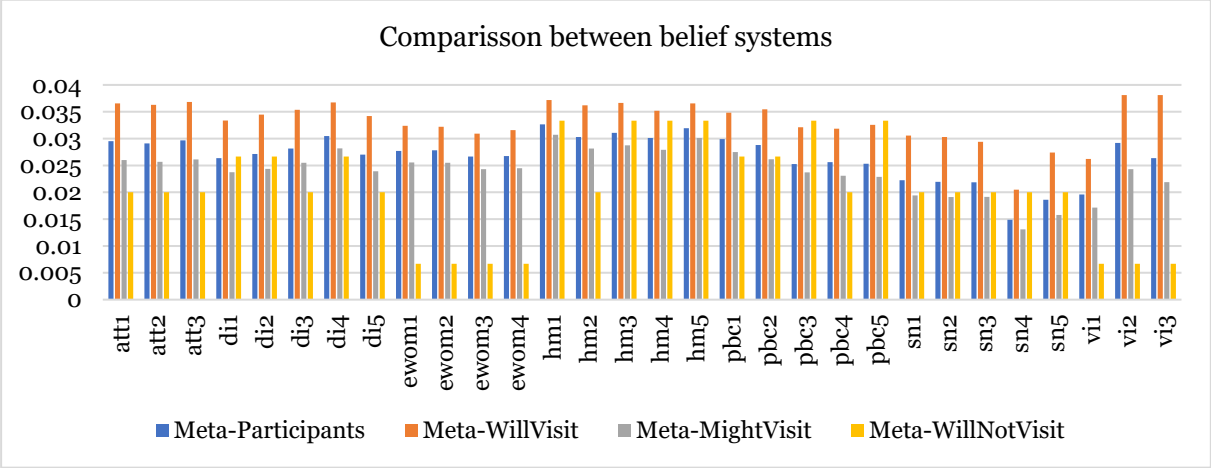
So, our conditions will be: we will identify the belief systems, using the TPB data, for all the participants, regardless of their answers, then we will identify the participants that have a predisposition to visit, or re-visit, the Douro Region, the condition for this classification will be those participants that gave a support of 5 to both vi2 and vi3, we will also identify the participants that do not have a predisposition

to visit, or re-visit, the Douro Region, these will be those participants that gave a support of 1 to both vi2 and vi3, and finally we will group all other participants not identified in the previous two categories, these will be participants that might, or might not, visit/revisit the Douro Region.

After having identified the 3 groups, we need to combine all belief systems of each group of participants, and also all of the participants regardless of their answers, in order to find the "meta-belief system" of the different grouped-participants.

Once these calculations have been processed, we obtain those 4 belief systems, we will have the Meta-Participants, the Meta-WillVisit, the Meta-MightVisit and the Meta-WillNotVisit belief systems. The simplest and best way to see how they compare to each other is to plot them in a bar graph side by side as shown below.

Figure 11 *– Comparison between Belief System*



Having done this, we continue to be able to show that we obtain different belief systems for opposing values of the same observable, the Meta-WillVisit is the combination of all participants where the observable "has predisposition to visit, or re-visit, the Douro Region" was verified, in accordance to the conditions that were stated to allow for this analysis, and the Meta-WillNotVisit is the combination of all participants where the observable "has predisposition to visit, or re-visit, the Douro Region" was **not** verified, in accordance with the same condition. Obtaining different belief system, besides being in line with the expected results, it also clearly states that the arguments and weights that lead to opposing states of an observable, are in fact different, as the TBS proposes.

Since we are analysing the observable "has predisposition to visit, or re-visit, the Douro Region", which can the obtained by the visit intention (vi), endogenous variable, which, in turn, is operationalized by the dependent manifest variables of vi1, vi2 and vi3, where we are not using vi1 (I tend to visit/revisit Douro) as part of our conditions, because vi1 does not establish directly an intent to visit.

Now, the endogenous variable vi, is defined as being influenced by other endogenous variables in the hypothesis H1, H3, H4, H5, H6 and H7. The hypothesis H2 (***ewom → di***) is not regarding the influence on vi and therefore will not be considered in this analysis.

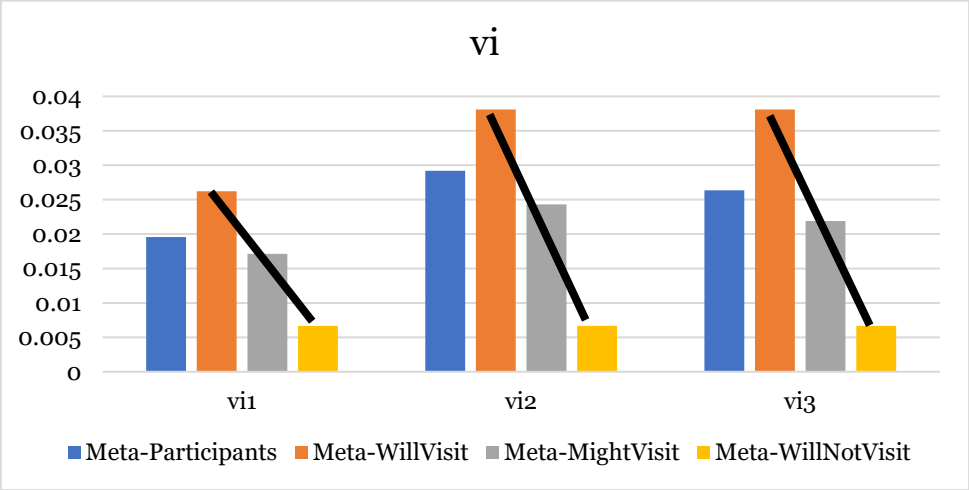
Table 18- TPB Hypothesis and Influence direction

Hypothesis	*Influence direction*
H1	$\boldsymbol{hm \rightarrow vi}$
H3	$\boldsymbol{ewom \rightarrow vi}$
H4	$\boldsymbol{di \rightarrow vi}$
H5	$\boldsymbol{att \rightarrow vi}$
H6	$\boldsymbol{sn \rightarrow vi}$
H7	$\boldsymbol{pbc \rightarrow vi}$

The reason for identifying these four different meta-belief systems is because, in the exploration and comparisons performed on the data, there was a clear pattern that emerged and which is worth exploring as a way to potentially assert for the possibility of each of the hypothesis being supported or not, using a TBS analysis of the TPB data.

The pattern that emerged is defined by the weights associated with the arguments vi1, vi2 and vi3, and the weights associated with them in each meta-belief system, prevenient from the support for the dependent manifest variables.

Figure 12 – vi arguments and weights pattern



Obviously the weights of vi2 and vi3 influence the intention to visit/revisit Douro, as they are the associated directly with the observable "has predisposition to visit, or re-visit, the Douro Region", which is not exactly the same case with vi1, since it was not regarded in obtaining the state of the observable, none-the-less the relation between the Meta-WillVisit, the Meta-MightVisit and the Meta-WillNotVisit demonstrate that the weight supporting argument, in each meta-belief system, follow the same pattern. The Meta-WillVisit has the higher weight, the Meta-WillNotVisit has the lower weight, and the Meta-MightVisit has a weight situated in the middle of the two. Let's keep in mind that, from this pattern, we should denote the direction of the gradient between the two opposite sates of the observable as a fundamental characteristic.

The Meta-Participants does not add to the pattern, it serves only as a reference to the weight of each argument obtained using all the participants answers.

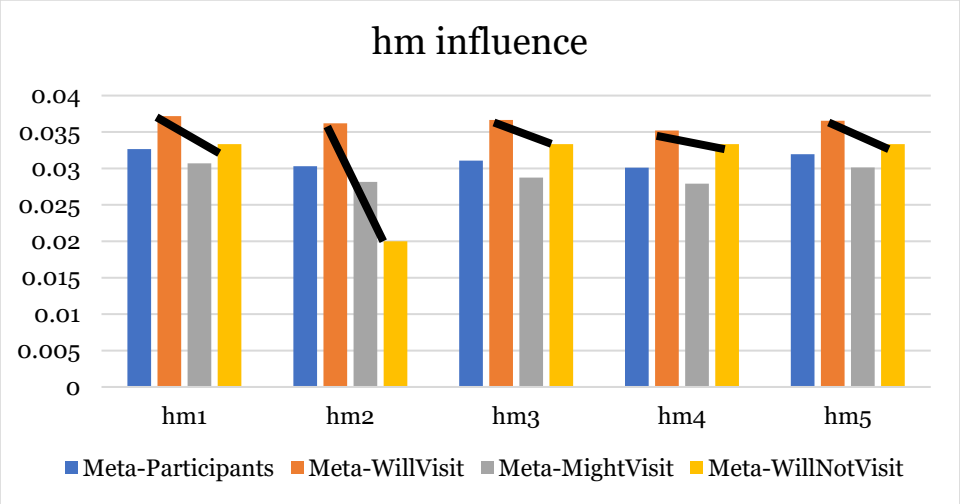
Now, a higher weight means that a participant stated a higher support for those dependent manifest variables. If we also take into consideration that in each case that each meta-belief system is representing a subset of the participants in which the observable obtained a certain state, for that given state to have been influenced by the other dependent manifest variables, the support would have to be of a reasonable magnitude, especially for the positive state of the observable, and it should be greater than the weight for the negative state, if these were inverted there could still be an influence, but it would be in the opposite direction, hence the importance of the direction of the gradient, they should all have the same direction .

So, let's analyse the previously obtained meta-belief systems, focusing on each endogenous variable, one at a time, and try to make some prediction as to the influence having, or not having, support. We will plot the dependent manifest variables in a separate graph, for each case, to facilitate visualization.

We will be making references to "aligned with pattern" or "misaligned with pattern" behaviours, this will regard on how well the graphs fit the previously described pattern. A misalignment with this pattern will indicate that a lack of support for the influence stated in the hypothesis, or at the very least a weak support, inversely a good alignment with the pattern should indicate a support for the hypothesis.

H1: $\boldsymbol{hm \rightarrow vi}$

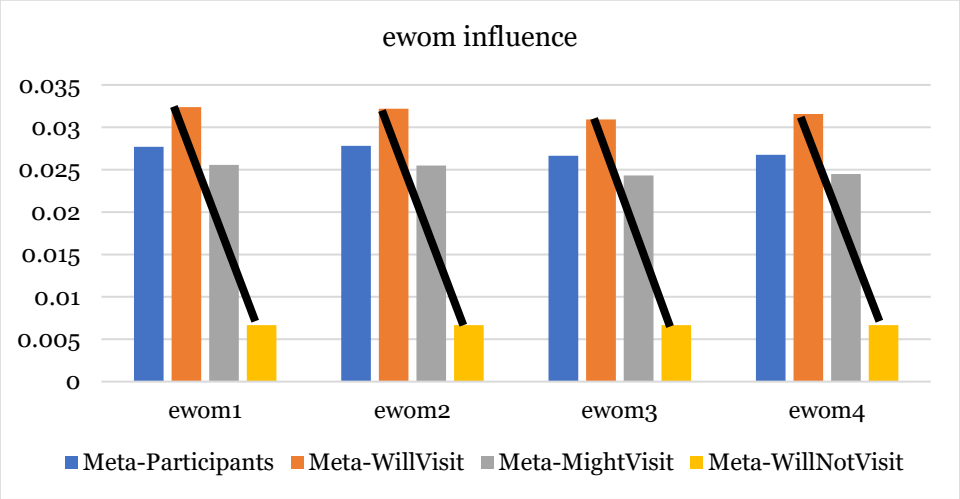
Figure 13 - hm influence



The hm has all its arguments with weights that produce the correct gradient which should indicate that this hypothesis is supported, however only one of the arguments, hm2, is truly aligned with the pattern, and this implicates that the support will most likely be not very strong.

H3: $\boldsymbol{ewom \rightarrow vi}$

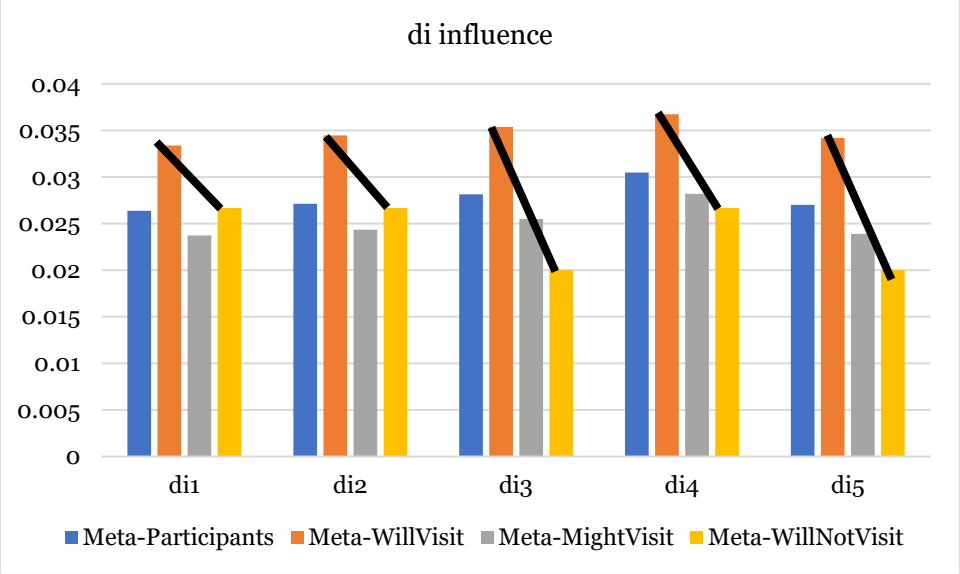
Figure 14 - ewom influence



In ewom we see a pattern that matches the pattern set by the vi arguments and is, therefore, supported. However, we find that the Meta-WillNotVisit has values that very low when compared, not to the pattern, but to other arguments in the other endogenous variables, it lacks the reasonable magnitude to support the negative influence, which leads us to think there might be some particularities in the influence that the ewom exerts over the observable, but what it is exactly is not clear from this analysis alone.

H4: $\boldsymbol{di \rightarrow vi}$

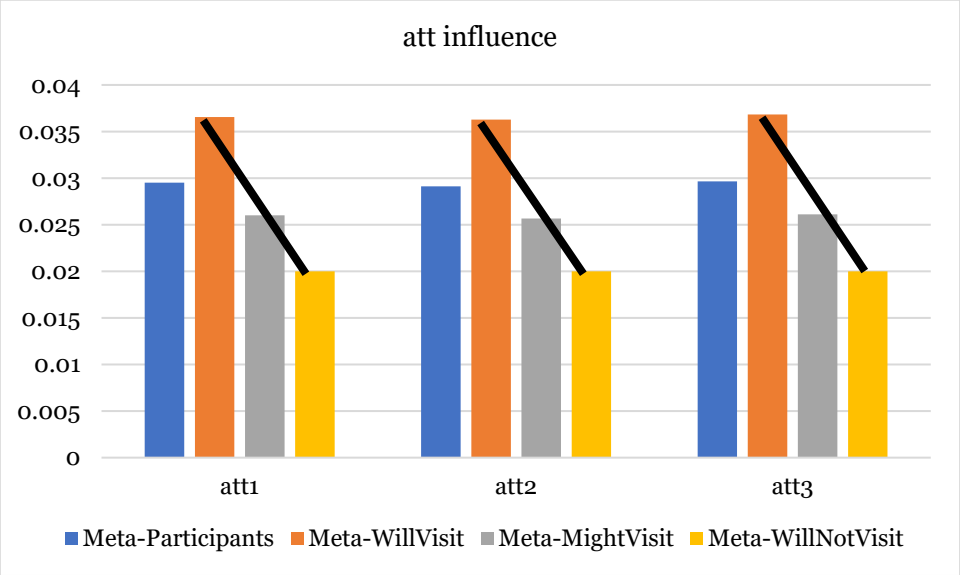
Figure 13 – di influence



With di, we see di3, di4 and di5 with the expected pattern, but di1 and di2, while not matching exactly the pattern, the follow the right gradient and, therefore, this hypothesis will be supported.

H5: $\boldsymbol{att \rightarrow vi}$

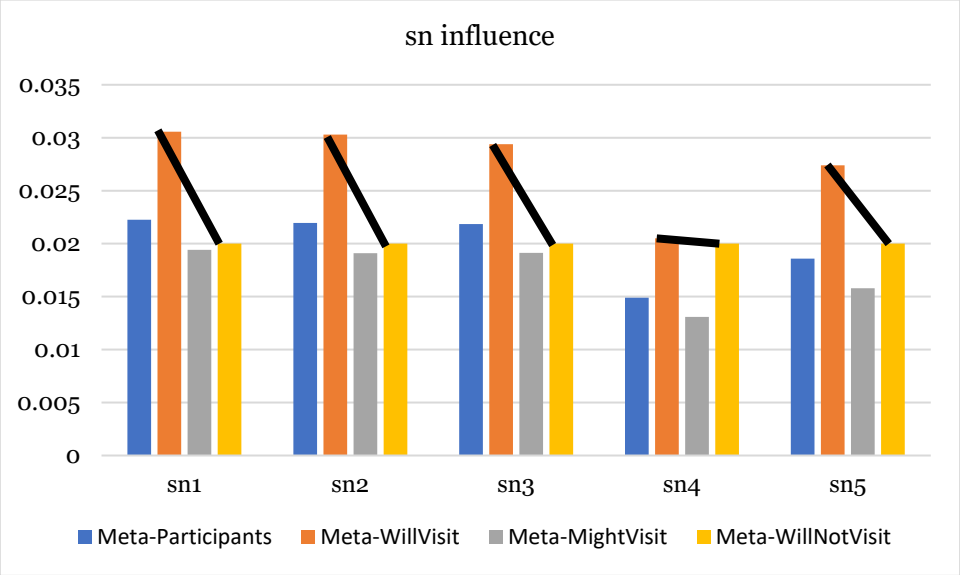
Figure 14 – att influence



We find that att will have its influence supported as it follows the expected pattern.

H6: $\boldsymbol{sn \rightarrow vi}$

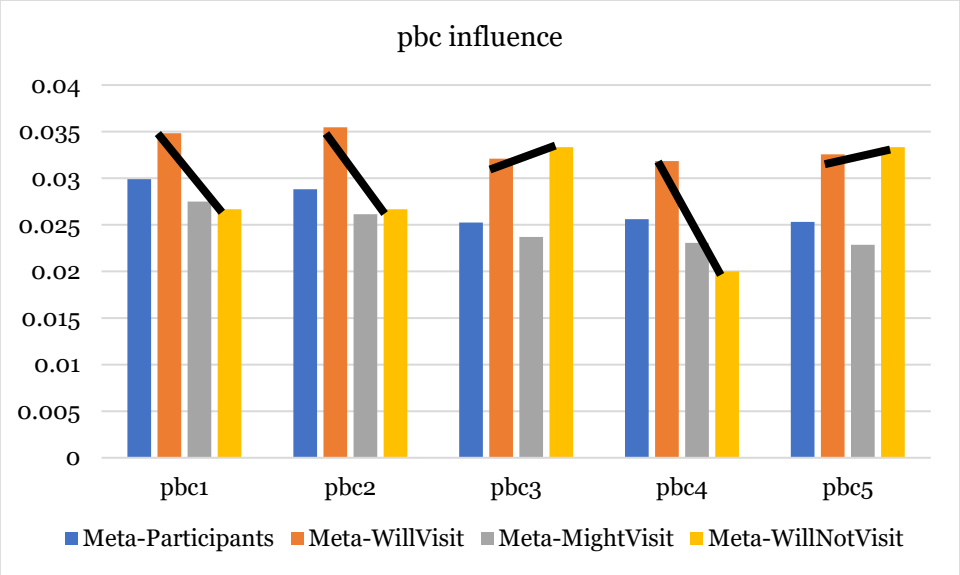
Figure 15- sn influence



It would seem that sn will have its influence supported, but it might be weak. It does not follow the expected pattern in any of the arguments, but it does have the correct gradient on all of them, even though sn4 is quite flat.

H7: $\boldsymbol{pbc \rightarrow vi}$

Figure 16 – pbc influence



The pbc will not be supported, it has pbc1 and pbc4 following the expected pattern, but it has pbc3 and pbc4 with the incorrect gradient, leading us to believe that if will support contradictory influences depending on the dependent manifest variables (the arguments in TBS), these will have a cancelation effect and therefore not exert a resultant influence.

We can summarise the predicted support for the TPB hypothesis, using a TBS analysis, with the following table.

Table 18- Hypothesis and Influence direction

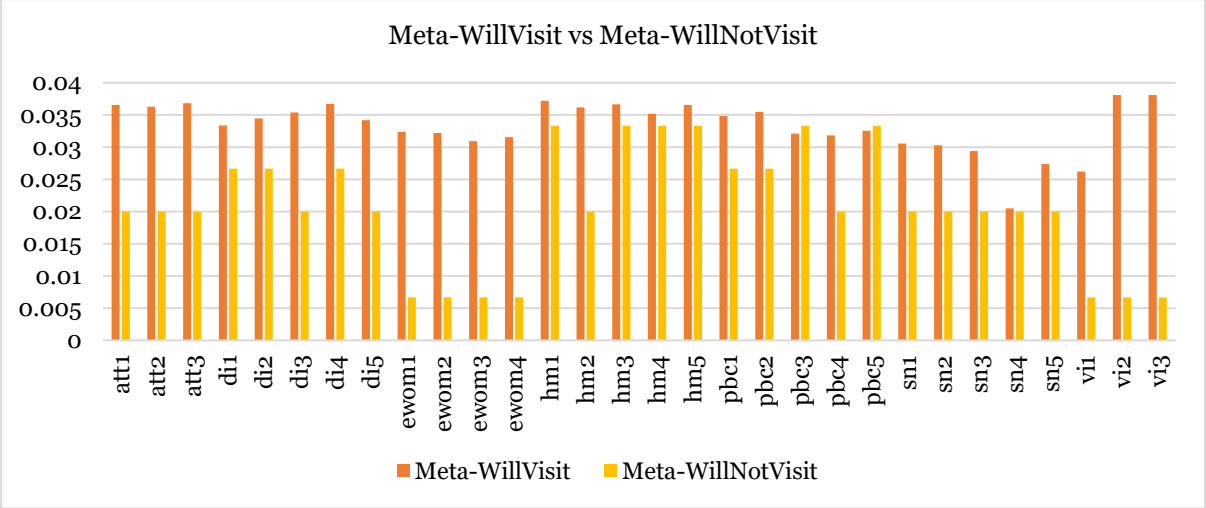
Hypothesis	*Influence direction*	*Predicted Support*
H1	$\boldsymbol{hm \rightarrow vi}$	***Supported (weak)***
H3	$\boldsymbol{ewom \rightarrow vi}$	***Supported (very low value)***
H4	$\boldsymbol{di \rightarrow vi}$	***Supported***
H5	$\boldsymbol{att \rightarrow vi}$	**Supported**
H6	$\boldsymbol{sn \rightarrow vi}$	**Supported (weak)**
H7	$\boldsymbol{pbc \rightarrow vi}$	**Not Supported**

Having made these predictions, it must be noted that all of these predictions are just the result of pattern interpretations, which were identified while analysing the results using the TBS, however, and since both theories are based on mathematics, the patterns are obtained due to the mathematics behind them, and therefore they could be explored further mathematically, which is not the objective of this study.

Thus, the objective of this section is just to evaluate the TBS' ability to aid in explaining results obtained by other theories, which could also aid in its validation and acceptance. As shown further on in the study (see section 4.1.4), this ability shows some promising potential for TBS to serve such a role, as referred in the conclusions section, when the predicted results are matched with those obtained by the TPB.

If we were to leverage the TBS analysis to obtain further insights from the information which these participants provided, we could look into the meta-belief systems for the positive and negative state of the observable and compare them.

Figure 17 *– Comparison between Meta-WillVisit and Meta-WillNotVisit belief systems*



Looking at these two meta-belief systems and comparing them, we notice immediately that the weights of some arguments between the Meta-WillVisit and the Meta-WillNotVisit belief systems are very different while others are much closer to each other. Excluding the vi2 and vi3 arguments which are intentionally different because we have extracted the state of the observable from them, all other weights reflect the support for the statements read in the questionnaire by the participants, and inherently associated with the arguments that we are using in these belief systems.

Where we see the weights far apart in the same arguments, this reflects a difference in opinion and mindset between the participants that have predisposition to visit, or re-visit, the Douro Region, and those that do not. Where the weights are closer together, their opinions and mindsets are more aligned. The TBS provides this extra insight, and it can be used by marketing professionals to devise strategies to attempt to shift opinions and mindsets to align their consumers to give a stronger support to the statements and, in turn, align their belief systems with the Meta-WillVisit belief system.

All separate analysis using the TBS can occur alongside the actual analysis that is performed by the TPB using structural equations, and the TBS does not intend, or require, the replacement of that study, the two studies are included in the questionnaire to show that the two theories can work in conjunction even though the data wasn't specifically collected with the TBS in mind.

4.1.3 TPB Analysis

4.1.3.1 Structural Equation Analysis

A Structural Equations Modelling (SEM) technique was employed to analyse and test the hypotheses formulated in the TPB. The process to employ SEM was based on the guidelines provided by Hair et al. (2010) and Marôco (2021), as mentioned in the data analysis methods section (see section 3.3.2). The process includes the measurement model, the structural model, and the assessment of its validity.

SEM consists of a measurement assessment component and a structural assessment component, according to Hair et al. (2010). Therefore, the objective of performing SEM is twofold. Firstly, it aims to assess the degree to which data meet the expected structure of the model developed upon theory. Secondly, it intends to estimate the relationships between the constructs present in the model.

To conduct the structural equation modelling using JASP, a two-step approach was followed. Firstly, a Confirmatory Factor Analysis (CFA) measurement model was assessed. The objective was to provide a confirmatory test of the measurement theory developed, validate the measured variables, and investigate the model fit. Confirming the measurement model allows us to understand how well the variables represent the latent constructs that cannot be measured directly, as explained by Hair et al. (2010).

Secondly, SEM was used to determine whether there was empirical support for the proposed factor structure and the relationships between the variables of the model. This analysis allowed for testing the hypothesis presented in section 2.4.2.

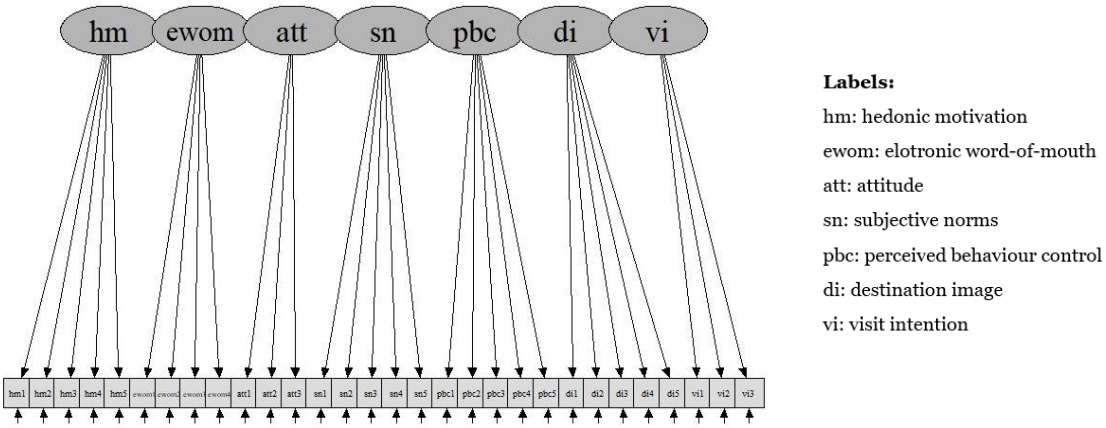
4.1.3.1 Measurement Model Analysis

A Confirmatory Factor Analysis (CFA) was conducted, taking into account the structures of the scales as suggested in the literature (refer to section 3.2.2).

The complete constructs of the model were included to establish an overall measurement model, following the approach outlined by Hair et al. (2010). This portion of the SEM aligns with the first four phases of the SEM approach outlined by the authors (refer to section 3.3.2). The measurement model is visually depicted in Figure 18, prepared with R package semPlot (Epskamp & Stuber, 2022).

The latent constructs are represented by "paths" to the measurement items. The connections between the latent constructs and the measured items are depicted with arrows. It is understood that all the constructs may be correlated with one another.

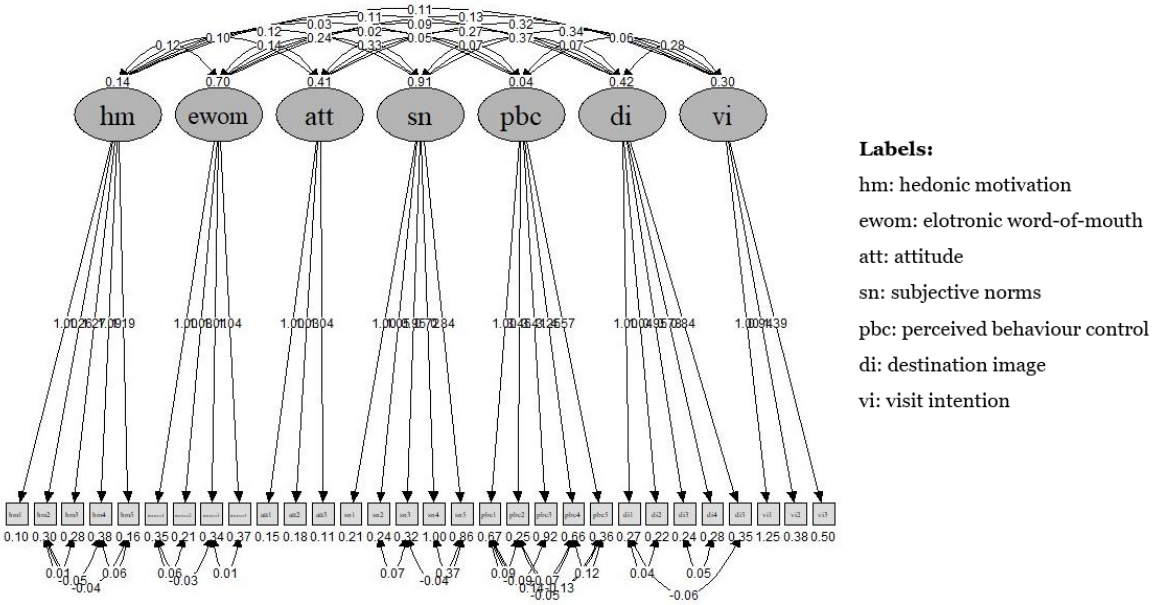
Figure 18 - Visual diagram of the initial measurement model



The model includes seven constructs with the respective measurement items. The Hedonic Motivation (hm) construct is indicated by 5 measurement items; Eletronic Word-of-Mouth (ewom) is indicated by four measurement items and Atittude (att) is indicated by three measurement items, as well as Visit Intention (vi). Perceived Behaviour Control (pbc), Subjective Norms (sn) and Destination Image (di) are indicated by five measurement items. This allows an over identification of the model under analysis, having a sufficient number of items for each construct. The visual representation of the measurement model is then presented on Figure 18.

After specifying the constructs, the development of the measurement model was undertaken for the purpose of testing. The estimation process utilized the maximum likelihood method. All constructs were allowed to freely correlate, while the measurement items were loaded onto their respective constructs. Furthermore, the errors were specified for each measurement variable. At this juncture, the assessment of the measurement model's validity was conducted, taking into account both the model fit and the criteria for construct validity. In order to compare the measurement model with the proposed theoretical model, the Goodness-of-Fit indices presented in section 3.3.2.1 were employed. As the attainment of a better fit was crucial for the subsequent analysis, a re-specification of the model was carried out, with the modification indices being accessed to enhance the model. Following the application of the modification indices, the measurement model was presented in Figure 19.

Figure 19 – Measurement Model



The metrics fit of the final iteration model improved are presented in Table 19.

Table 19 *- Summary of Goodness-of-fit measures*

Measure	Measurement Model	Expected
chisq	798.76	
df	364.00	χ2/df <3 (ρ<.05)
pvalue	0.00	
χ2/df	2,194	
GFI	0.87	>0.9
IFI	0.93	≥0.9
TLI	0.92	Close to 1
RMR	0.05	Close to 0
RMSEA	0.06	<0.08
NFI	0.87	Close to 1
CFI	0.912	>0.9
AGFI	0.83	>0.9
PNFI	0.70	High values

The measurement model presented a χ2 of 798.76 and 364 degrees of freedom (df). The metrics fit of the final iteration model improved to χ2/df = 2,194; CFI =0.912; IFI= 0.93; TLI = 0.92; GFI = 0.87; RMR = 0.05 and RMSEA = 0.06, suggesting a very reasonable model fit. Although, GFI and AGFI present value below the minimum this model was considered the final model, that would proceed to further analysis. In conclusion, the CFA suggested that the measurement model was acceptable.

In order to verify the convergent of the measurement model, construct reliability (CR) and average variance extracted (AVE) were computed. Table 20 provides information regarding CR and AVE, for the constructs Hedonic Motivation, Electronic Word-of-Mouth, Attitude, Subjective Norms, Perceived Behavioural Control, Destination Image, Visit Intention. According to Hair et al. (2019), the following values can be considered acceptable for each metric: AVE ≥0.5 and CR ≥0.7.

We can see that Hedonic Motivation, Perceived Behavioural Control and Visit Intention, show value well below the benchmark.

Table 20 – AVE and CR

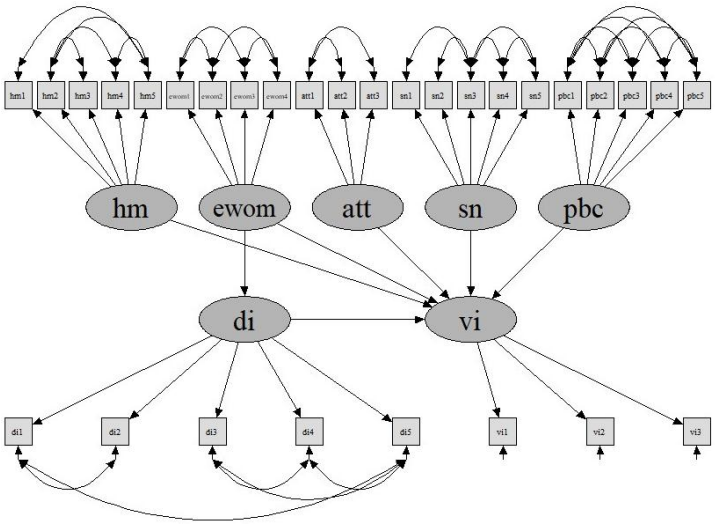
Construct	AVE	CR
Hedonic Motivation	0.44	0.80
Electronic Word-of-Mouth	0.70	0.90
Attitude	0.75	0.90
Subjective Norms	0.59	0.84
Perceived Behavioural Control	0.41	0.75
Destination Image	0.57	0.86
Visit Intention	0.29	0.48

Despite the limitations of measuring the constructs, and the fact that it was not possible to improve the results, it was decided to move forward.

4.1.3.2 Structural Model and Hypothesis Test

After the evaluation and verification of the measurement model in Confirmatory Factor Analysis, the structural model is communicated and examined. The aim is to verify the research hypotheses. The structural model indicated good fit indices: χ2/df = 2,194; CFI =0.912 ; IFI= 0.93; TLI = 0.92; GFI = 0.87; RMR = 0.05 and RMSEA = 0.06. The confirmation of the good fit allowed to proceed the analysis and Figure 20 presents the structural model.

Figure 20 *- Structural Equation Model*



Labels:

hm: hedonic motivation

ewom: elotronic word-of-mouth

att: attitude

sn: subjective norms

pbc: perceived behaviour control

di: destination image

vi: visit intention

It is important to mention that the metrics depicted in Table 21 do not reveal any inconsistencies between the measurement model and the structural model. The coherence of the model's appropriateness metrics indicates the steadiness of the model variables and the lack of significant discrepancies between the measurement and structural models.

Table 21 *- Summary of Goodness-of-fit Measure*

Measure	Stuctrural Model	Expected
chisq	798.76	
df	364.00	χ2/df <3 (ρ<.05)
pvalue	0.00	
χ2/df	2,194	
GFI	0.87	>0.9
IFI	0.93	≥0.9
TLI	0.92	Close to 1
RMR	0.05	Close to 0
RMSEA	0.06	<0.08
NFI	0.87	Close to 1
CFI	0.912	>0.9
AGFI	0.83	>0.9
PNFI	0.70	High values

Having the structural model validated, the next step consisted on accessing the validity of the theoretical hypotheses defined in section 2.4.2. The evaluation of the structural relationships and the respective significance provided statistical evidence for the assessment of the hypothesis next examined.

Hypothesis 1: Hedonic motivation have a positive relationship with visit and revisit intention

Results suggest that the Hedonic motivation have a positive relationship with the visit and revisit intention. Therefore, Hypothesis 1 is supported as the relationship is significant path estimate of 0.175, and a ρ-value of 0.053. Here, we should exert some caution because it´s support is not very strong. Nevertheless, these findings are in line with those presented in the works of Cahigas et al., (2022) and Meng and Cui, (2020), which highlight that hedonic motivations encompass a set of inherent traveller factors, namely, happiness, pleasure, relaxation, and contentment, which have the potential to prompt individuals to engage in specific behaviours.

Hypothesis 2 Electronic word-of-mouth have a positive relationship with destination image

Results also suggested that electronic word-of-mouth have a positive relationship with destination image. Therefore, Hypothesis 2 is supported, as highlighted by the significant and positive path estimate of 0.131, with a ρ-value of 0.001. Considering the point of view of Zhang et al. (2017) and Belarmino and Koh (2018) that defined Electronic word-of-mouth as a form of UGC that allows real-time communication, the results are in line with the ideas of Vermeulen and Seegers (2009), Hanlan and Kelly (2005), Beerli and Martín (2004) and Jalilvand et al. (2012) that favourable online reviews can strengthen the beliefs and actions of individuals who visit a particular place. Moreover, they argue that eWOM plays a substantial role in shaping people's perception of a destination and has a significant effect on final destination image.

Hypothesis 3: Eletronic word-of-mouth have a positive relationship with visit and revisit intention

The analysis of the results showed that electronic word of mouth has a negative relationship with the intention to visit and revisit, since it shows a negative path estimate of -0.017, with a ρ value of 0.592. Although, we can consider that hypothesis 3 is partially supported because it is mediated by the construct di. Specifically by the mediation of hypotheses 2 (estimate 0.131 and p< .001) and 4 (estimate 0.240 and p< .001). This means that eWOM does not directly influence the intention to visit or revisit a destination but it does positively influence the image of the destination, which in turn indirectly influences the intention to visit or revisit a destination.

The mediation effect can be assessed by multiplying the estimated values for hypotheses 2 and 4, resulting in a value of 0.031 (0.131 × 0.240 = 0.031). Consequently, the mediation value for hypothesis 3 is determined to be 0.031. Therefore, we can assert that Hypothesis 3 is partially supported, as indicated by a positive path estimate of 0.031 and a ρ-value of 0.592.

These results show that ewom has an indirect relationship with visit and revisit intention, since as demonstrated in the results of hypothesis 2 and in line with the authors Vermeulen and Seegers (2009), Hanlan and Kelly (2005), Beerli and Martín (2004) and Jalilvand et al. (2012), ewom has a positive influence on destination, thus playing a fundamental role in people's perception of the final image of the destination. In turn, destination image, once again proven in this study with the results of the hypothesis 4 and in line with the authors Beerli and Martín (2004), Han et al. (2009), Tasci and Gartner (2007), Govers et al. (2007), Baloglu (1999), Lin et al. (2007), Ryu et al. (2008), have a positive relationship with visit and revisit intention, indicating that a favourable perception of a specific location heightens tourists' preferences for that destination. Furthermore, the destination image emerges as the key determinant of the intention to select a particular location (Han et al., 2009), with Sharma and Nayak (2019) uncovering a significant influence of the overall perception of a destination on tourists' intentions to revisit and recommend the visited place to others.

Hypothesis 4: Destination image have a positive relationship with visit and revisit intention

Results suggest that the Destination image have a positive relationship with the visit and revisit intention. Therefore, Hypothesis 4 is supported as the relationship is significant and positive path estimate of 0.240, and a ρ-value of 0.001. The results are in line with the literature that emphasizes the influence of a favourable impression of a tourist destination spot in augmenting tourists' inclination towards that particular place. Moreover, as previously mentioned, Han et al. (2009) and Sharma and Nayak (2019) emphasize the notion that the perception of a destination plays a crucial role in the decision-making process of choosing a specific location. This is due to the revelation of a substantial impact of the overall image of a destination on tourists' intentions to revisit and recommend the place to others.

Hypothesis 5: Attitude have a positive relationship with visit and revisit intention

Results also suggest that Attitude have a positive relationship with visit and revisit intention. Therefore, Hypothesis 5 is supported as the relationship is significant and positive path estimate of 0.512, and a ρ-value of 0.001. Attitude is fundamental factor of the TPB, according to Ajzen, (1991). Attitude toward a behaviour is the first factor and refers to the degree to which a person has a favourable or unfavourable evaluation of the behaviour in question Assessing the beliefs and emotions of individuals holds great significance in influencing their attitude (Soliman, 2021). When tourists encounter warm hospitality, a lively ambiance, genuine culture, and local delicacies, their attitude turns optimistic (Meng & Cui, 2020), thereby increasing the likelihood of visiting and revisiting the same destination.

Hypothesis 6: Subjective norms have a positive relationship with visit and revisit intention

Regarding Subjective norm, the results suggest that this construct have a positive relationship with visit and revisit intention. Therefore, Hypothesis 6 is supported as the relationship is positive path estimate of 0.060, and a ρ-value of 0.055. Here, we should exert some caution because it´s support is not very

strong. According to Ajzen (1991), subjective norms is also a key factor of TPB, and it refers to the influence exerted by others. In the context of tourism, it has been asserted by Zhang et al. (2016) that the absence of company to endorse the decisions made by tourists leads to a decline in their eagerness to visit or revisit a particular destination. Consequently, the manner in which one's perception of pertinent collectives or individuals, such as family members, friends, and peers, may influence the execution of a tourist's behaviour.

Hypothesis 7: Perceived behavioural control have a positive relationship with visit and revisit intention

The results suggest that Perceived behavioural control does not have a positive relationship with visit and revisit intention. Therefore, Hypothesis 7 is not supported as the relationship is not significant path estimate of 0.257, and a ρ-value of 0.147. As elucidated in the literature review, perceived behavioural control pertains to the sensation of self-efficacy or ability to execute the behaviour of interest. In accordance with the findings of Ajzen (1991), perceived behavioural control encompasses the level of ease or difficulty with which individuals engage in a given task. Within the domain of tourism, as posited by Solimano (2021), perceived behavioural control manifests as the extent of visitor engagement in the observed behaviour, specifically the active pursuit of attributes that may either foster or deter their inclination to visit a specific destination. Nevertheless, within the context of this particular investigation concerning the Douro Region, we can conclude that this particular factor does not exert a significant influence on the intention to visit or revisit said region.

Table 22 *- Summary of the results of the hypotheses tests*

Hypotheses	Path	Direction	UE [a]	p	Result
H1	$hm \rightarrow vi$	Positive	0.175*	0.053	Supported
H2	$ewom \rightarrow di$	Positive	0.131***	< .001	Supported
H3	$ewom \rightarrow vi$	Positive	-0.017	0.592	Partially Supported
H4	$di \rightarrow vi$	Positive	0.240***	< .001	Supported
H5	$att \rightarrow vi$	Positive	0.512***	< .001	Supported
H6	$sn \rightarrow vi$	Positive	0.060*	0.055	Supported
H7	$pbc \rightarrow vi$	Positive	0.257	0.147	Not Supported

Note: ***p<.001 **p<.05 *p<.1
[a] Unstandardized Estimate

4.1.4 TBS Predictions and TPB Results Comparison

This study collected data through an online questionnaire to perform two distinct types of analysis. One analysis aimed to demonstrate and validate the TBS, while the other aimed to perform a TPB analysis using structured equations in order to allow for the exploration of similarities in results of the analysis of the TPB data using the TBS. Adding an additional TPB analysis was considered because of it being a widely recognized and accepted consumer behaviour theory, even though these two studies do not have similar objectives, they both describe approaches to produce the ability to forecast consumer behaviour and both are fundamentally based on mathematics, providing room for finding similarities that can help

to further validate the TBS by demonstrating that the results confirm an agreeable outcome between the two theories.

Since both theories produce different types of results, for TBS bases itself on identifying arguments and weights that have resulted in the confirmation of an observable, producing in the process multiple belief systems with that same common outcome, which are then combinable into a new belief system that represents them all, the meta-belief system, the TPB is based on the idea that an individual's behaviour is determined by their intention to perform the behaviour, which is influenced by three main key factors, Personal Attitudes, Subjective Norms and Perceived Behavioural Control, resulting in the confirmation, or not, of the influence each factor will have on the behavioural intention.

We could simplify the above by stating that these differences are that, the TBS identifies the conditions present when a behaviour occurs and it theorises that the same conditions will produce the same behaviour, and also, by analysing the conditions of consumers without that behaviour, it is possible to understand how distant they are from adopting it and what conditions need to be changed to achieve it, while TPB focus on conditions that create intentions, and it only relates them, as strong or weak influences, between each other, in order to create the intent on adopting the behaviour, without focusing on each individual consumer and without and actual indication, or not, that the behaviour will happen.

With a clear understanding that TBS and TPB try to yield different results, we demonstrated how data, that was gathered with intent for a TPB study, could be used to perform a TBS analysis and then, through the analysis of visual representations of the resulting data, identified a pattern based on logical consequential relationships between the results, such as if the consumers have a predisposition to visit the Douro region, then they cannot simultaneously not have that predisposition, and attempted to predict the TPB results, based solely on alignments, or misalignments, with this pattern.

Table 23 *- Summary of the results of the hypotheses tests using TPB and TBS*

Hypothesis	*Influence direction*	p	*TPB Result*	*TBS Predicted Support*
H1	$\boldsymbol{hm \rightarrow vi}$	0.053	*Supported*	*Supported (weak)*
H3	$\boldsymbol{ewom \rightarrow vi}$	0.592	*Partially Supported*	*Supported (very low value)*
H4	$\boldsymbol{di \rightarrow vi}$	< .001	*Supported*	*Supported*
H5	$\boldsymbol{att \rightarrow vi}$	< .001	*Supported*	Supported
H6	$\boldsymbol{sn \rightarrow vi}$	0.055	*Supported*	Supported (weak)
H7	$\boldsymbol{pbc \rightarrow vi}$	0.147	*Not Supported*	Not Supported

Using the previous table 23, it is possible to observe that both theories seem to show an agreeable outcome in the results concerning the support for the designated hypothesis, all supported and not supported results match, and when it comes to the support being "weak", this also matches with the TPB results, for the ρ value is quite high, hinting towards that same conclusion.

When it comes to the partially supported hypothesis, H1, the TBS predicted it would be supported but it also alerted for a very low value on the support in the weight of the arguments for the Meta-WillNotVisit. The TBS could not make a direct conclusion from that obtained result, but it seems TPB has clarified that it is supported, although indirectly, making it only partially supported. Which sheds some light on the results TBS produced, for in the case of the Meta-WillVisit it showed that the hypothesis was

supported but this support was not confirmed for the Meta-WillNotVisit, which fully coincides with the TPB result of "Partially Supported".

4.2 The Differences between TBS and TPB

Having performed the two studies, the first aimed at demonstrating and validating a new theory, the Theory of Belief Systems (Carvalho-Rodrigues, & Dockery, 1996), as a tool for modelling consumer behaviour, and the second as an alternative study, the Theory of Planned Behaviour (Ajzen, 1991), both focused on the same topic, which provided us a prominently excepted study within the marketing community, allowing for a comparison of results and, with this comparison, further validating the TBS. However, the results made it quite clear that they offer distinct perspectives on understanding and predicting human decision-making processes. This chapter aims to elucidate differences between TBS and TPB, highlighting the unique characteristics of each theory and delineating situations where one theory may be more suitable than the other in empirical studies.

The Theory of Belief Systems, rooted in the mathematical framework of belief functions, emphasizes that previous frameworks fail to model and consider the role of uncertainty and incomplete information in shaping individual beliefs and subsequent behaviours. TBS posits that human decision-making is influenced by an inherent system of beliefs, that are the product of the set of perceptions over the set of possible interactions. Then, for each of these beliefs, there is a weight, which is an order of grandeur of importance or relevance, related to a specific observable outcome.

Being able to deal with uncertainty provides a means for dealing with the inherent ambiguity and variability in human cognition, allowing TBS to offer a nuanced understanding of consumer behaviour that extends beyond traditional rational choice models.

TBS states that the same belief system, with the same set of weights, will produce the same observable outcome, making it possible to predict unknown outcomes by comparing the new observed belief systems and their weights, with those which the outcomes are known. Having perfectly matching comparisons is not very likely, and the theory handles this using a fuzzy measure that will determine the degree of similarity as the result of the comparison, and thus predicting that possibility of the same resulting outcome repeating when based on the same conditions(Carvalho-Rodrigues, & Dockery, 1996; Joslyn, 1993).

Furthermore, TBS also suggests that Brands also have belief systems, and that, by adjusting the beliefs and the weights, they can better align their products with their targeted audiences, maximising the possibility of their brand being the natural choice when a targeted consumer undergoes a decision-making process to purchase a product.

In contrast, the Theory of Planned Behaviour, developed by Ajzen in the realm of social psychology, focuses on the influence of attitudes, subjective norms, and perceived behavioural control on behavioural intentions and subsequent actions. TPB posits that individuals are more likely to engage in a behaviour if they have a positive attitude towards it, perceive social pressure to perform the behaviour, and believe they have the necessary control over the behaviour. This theory has been widely applied in

various fields, including marketing, to predict and explain consumer behaviour based on individuals' intentions(Ajzen, 2001).

When considering the application of TBS and TPB in empirical studies, researchers must carefully evaluate the nature of the research question and the underlying assumptions of each theory. TBS is particularly well-suited for contexts characterized by high levels of uncertainty, incomplete information, and cognitive biases, where traditional rational choice models may fall short in capturing the complexity of decision-making processes. In such situations, TBS offers a valuable framework for modelling and predicting consumer behaviour by incorporating the nuances of belief systems and uncertainties.

On the other hand, TPB may be more appropriate in studies where the focus is on understanding the role of attitudes, social influences, and perceived control in shaping specific behaviours. In instances where individuals' intentions play a crucial role in determining their actions, TPB provides a structured framework for analysing the factors that drive behavioural intentions and subsequent behaviours. Moreover, TPB's simplicity and ease of application make it a practical choice for studies seeking to predict and influence consumer behaviour based on individuals' attitudes and social norms.

In conclusion, the choice between TBS and TPB in empirical studies should be guided by the specific research objectives, the level of uncertainty and complexity inherent in the research context, and the underlying mechanisms driving the behaviour under investigation. By recognizing the distinct strengths and limitations of each theory, researchers can make informed decisions regarding the most appropriate theoretical framework to employ in their studies, thereby enhancing the depth and accuracy of their analyses of consumer behaviour.

5. Conclusions and Implications

Our study has shown that behavioural research is a critical component of marketing, as it helps businesses understand the factors that influence consumer decision-making. It allows marketers to gain insights into consumer behaviour, preferences, and motivations, which in turn helps them develop effective marketing strategies and by studying consumer behaviour, marketers can identify patterns, trends, and preferences that can inform product development, pricing strategies, and promotional activities. Understanding consumer behaviour also enables marketers to tailor their marketing efforts to specific target audiences and create personalized experiences that resonate with consumers. Overall, behavioural research provides valuable insights that can help businesses make informed decisions and ultimately drive sales and customer satisfaction (Gravite-Lapere, 2022; Adams, 2022; Huang & Huo, 2021).

The research demonstrated that the current behaviour models can be divided into different approaches: models based on information processing and decision-making, and models based on beliefs, attitudes, and intentions. One approach has models that focus on understanding the consumer's information processing and decision-making processes, of these, the three primary consumer-decision models that are regarded as the Grand Models are Nicosia-Model (Nicosia, 1966), Engel Kollat Blackwell (EKB) Model (Engel et al., 1968), and Howard-Sheth Model of Consumer Behaviour (Howard and Sheth, 1969). The second approach has models that focus on forecasting and explaining general consumer behaviour based on ideas, attitudes, and subjective norms as general determinants of intended and actual behaviour. The main models in this group are the Theory of Reasoned Action (Fishbein & Ajzen, 1975) and the Theory of Planned Behaviour (Ajzen, 1991) .

Additionally, there are also behaviour models related to the consumer journey. This research examined the notion of the consumer decision journey, which has been proposed as an alternative to the traditional funnel metaphor for understanding consumer behaviour. The consumer decision journey refers to the progression of the purchasing process from initial awareness to actual purchase, subsequent consumption, and eventual sharing. The concept of the consumer decision journey has been widely adopted in the fields of marketing and service design, and various definitions have been proposed. For instance, Lemon and Verhoef (2016) state that the customer journey encompasses the totality of interaction points and decision-making stages that make up the customer experience. The consumer decision journey model emphasises the importance of understanding the various touchpoints and key purchase factors that influence consumer behaviour, rather than simply focusing on the result of a purchase. Overall, the consumer decision journey model provides a more comprehensive and nuanced understanding of consumer behaviour, which can help marketers develop more effective strategies for engaging with consumers throughout the entire purchasing process.

While the behavioural models and consumer journey models provide valuable insights into consumer behaviour, they are not without limitations and criticisms. The Grand Models have faced substantial criticism due to their foundation on assumptions of rationality, their hypotheses of a structured sequence of processes, their oversimplification of reality, and most significantly, their lack of suitability for empirical testing (Zaltmanet al., 1973; Rau & Samiee, 1981; Kokkinaki & Gemtou, 2015). In the

second group of approaches, we have, for example, TPB that has also been criticized for its focus on rational reasoning and its lack of subconscious, associative and impulse factors, feelings, private standards, and lack of uncertainty (Sniehotta et al., 2014) and, because it is a behavioural theory based on a causal process, it ignores other factors that may influence consumer behaviour. Furthermore, some studies have stated limitations of TPB to explain and predict human behaviour, and there are criticisms about the model. According to Ajzen (1991), TPB is a causal model to explain behaviour, and behavioural intention is partially determined by the structure of attitude, and intention is a leading predictor of behaviour.

And, in regard to, the consumer journey model, it may not be suitable for all types of products or services, as some purchases may be more impulsive or emotional, and may not follow a linear decision-making process. Decision-makers often have to make decisions based on incomplete or imperfect information, which can lead to unpredictable or irrational behaviour (Gardashova, 2016; Zadeh, 2009).

All these criticisms point to the same missing component in these models, namely the understanding or modelling of how the decision-making process is carried out by each individual consumer, with all their different characteristics and with all the effects of all the different environmental and social influences to which they are exposed, each time a decision is made and thus a behaviour produced. This lack of understanding of how the decision-making process takes place for each individual consumer can begin to be modelled by first analysing the environmental and social influences and identifying what they are and how they exert their influence.

Environmental and social influences reach individuals in the form of information. However, this information originates as raw data from multiple sources and is received through all the available senses of each individual consumer, having, most of the time, some degree of loss. The conversion of data into information can be subject to interference, resulting in imperfect or incomplete information that distorts the intended interpretation. This imperfect information can lead to flaws in the transfer of information, which can even further degrade the initial data, and as explained by Mercier and Lefèvre (2022), there are two types of imperfect information: uncertain and imprecise information, and sometimes they both happen at the same time. Prediction of behavioural outcomes has been traditionally handled using the probability theory, which is known to have difficulty handling uncertainty, having imperfect information as a source of influence warrants for the adoption of mathematics that can handle the uncertainty inherent in this imprecision.

One such mathematical theory has its origins in the “Ars Conjectandi”, the “Art of Conjecturing”, a book by Jacob Bernoulli, published posthumously in 1713, where the key to knowing “how the future will be”, started to be constructed. This key is presented as being the distinction of two concepts, chance and probability.

These two concepts, which have been considered synonymous for many years, are, in-fact, distinct, chance is the objective character of probabilities, it is random probability, and it can be computed through the law of large numbers (Bernoulli, 1713, Hon, 2008), in which it was proved that if the probability is not previously known, it can be calculated after the fact through its frequency, and it is, therefore, random.

The other, is the subjective nature of probability, inherent to our state of knowledge or epistemic probability, Bernoulli (1713) states that probability is the degree of certainty of an event happening, and that probabilities are calculated from arguments and their properties and are dependent on the nature of the arguments. According to Carvalho-Rodrigues (1997), it was also the first time that it was stated that the probabilities of different arguments can be combined to produce what we now call probabilities based on "all the evidence".

So, the theory of epistemic probabilities, which began to be described, in the 17th century, by philosophers such as Blaise Pascal, Pierre de Fermat, and Gottfried Leibniz, had its development tied to the foundations of the probability theory, but differed away when it was applied to questions of rational belief and decision-making (Hon, 2008; Kanjanatarakul et al., 2014; Schneider, 2005). Then, Thomas Bayes published his theorem in 1764 that introduced the concept of belief, as the measure of support for a proposition, providing a framework for updating beliefs based on new evidence and allowing for a more nuanced understanding of uncertainty (Bayes, 1763; Dale, 2005).

This, and Bernoulli's separation of the two concepts, paved the way for the development of a new theory, the theory of belief functions (Dempster, 1967). This theory, emerges in 1966 in the schools of Economics by Arthur P. Dempster, followed by contributions from Glenn Shafer (1976), and later with contributions, like in the Physics and Engineering schools with Klir in 1988 (Klir & Folger, 1988), here we find a mathematics that is able to produce the belief, as a measure of support for a preposition, and for the plausibility, as a measure for the capacity to refute the opposite of the proposition, capable of dealing with all the uncertainty.

This theory, the theory of belief functions, also known as the Dempster-Shafer theory, or DST, or also the Theory of Evidence, and it is important, not just because it can deal with uncertainty, but also because it was found that it is the basis to the Theory of Belief Systems (Carvalho-Rodrigues & Dockery, 1996; Carvalho-Rodrigues, 1997).

We stated that the criticisms, concerning the existing behavioural models, revolved around the lack of understanding, or modelling, of the decision-making process at the individual level, and how all the environmental and social data influence that process. We have also noted that the existing data is transformed into information before it can be perceived by the consumer, this transformation, of course, can be subjected to interference, altering the perception of the original data through its transformed information. The theory of belief systems goes further in this explanation, it states that it's not just environmental and social data that is present as a precursor to a decision being made, it is in-fact all available data, and not just a subset that other existing models choose to consider.

Furthermore, all this data can be represented as a map of a set of interactions, over which we can apply a set of perceptions, representing the experiences and knowledge each individual has acquired over his/her lifetime, producing thus a system that will only contain the perceived information, for it is no longer just data as it has been transformed by each individuals perceptions and subjected to all the possible interferences.

This system, which is in every way comparable to a set of evidence relating to a certain outcome, or as the TBS refers, the observable, is just missing the degree of certainty for each piece of evidence in regard to the proposed outcome for it to be a complete fit into Dempster-Shafer theory, but these degrees of

certainty are also part of the theory, they are regarded as weights and are assigned to each argument, or each piece of evidence.

In simpler terms, we have found that the theory of belief systems states that, for every decision in a decision-making process, a consumer will be the target of all available data at that moment, this data will be transformed into information by the consumers set of perceptions, resulting from life experiences, and by any other interference that might exist at the time. The information obtained, which might be immense, is then pondered by a set of weights that will classify each information as pertinent and how pertinent it is to produce a favourable resulting observable, or, in this case, a decision.

This is how a decision is made by any individual every time a decision is made, but it goes beyond humanity, Carvalho-Rodrigues (1997) proposes that all carbon-based and all silicon-based beings undergo a similar process every time a decision is made, effectively resorting to the use of a belief system that will govern each outcome, and since this system can, by satisfying certain identified axions, produce a belief measure (Bel) it can be written mathematically using the theory of belief functions.

This leads us to reinstate the main objective of this study, which is to is to propose a model of consumer behaviour based on the TBS that can incorporate uncertainty in the prediction of consumer behaviour and decision-making. TBS is able to incorporate and deal with uncertainty as it is based on the Dempster-Shaffer theory, which is a mathematical framework for uncertain information processing and fusion, with known connections to other frameworks such as probability, possibility, and imprecise probability theories. According to Carvalho-Rodrigues (1997), the TBS characterizes a belief system as the decisive factor behind the reasoning in decision-making. It can produce, through the combination of arguments and their weight, the belief as a measure of support for a proposition. As such, the TBS is capable of providing a mathematical framework for representing and combining different sources of information and beliefs, which can be used to make decisions in situations where information is incomplete or uncertain.

The capability of these mathematics being able to handle data fusion is of immense usefulness in the proposition of a model for consumer behaviour, most of the time analysing the individual behaviour of consumers is particularly hard or of limited value when products or services targeted audiences are the masses. In these cases, multiple consumers, with their individual belief systems, can be combined into a single believe system, which we prefix with the word “meta” and designate as the meta-consumer. The combined belief system is representative of all included consumers, effectively representing all consumers as one entity.

To aid in the validation of the TBS as a proposed model of consumer behaviour, a study was carried out that collected primary data pertaining to the tourism industry, in specific to visiting the Douro Region, this data was then treated and analysed using the TBS, where various approaches were executed and exemplified as possible methodologies for adoption by Marketing Professionals in real case scenarios. In the process it was shown that this model can effectively designate predictions as to identify potentially predisposed non-visitors to potentially visit the Douro Region, a second approach was also exemplified that showed by using TBS, the meta belief systems can be an aid to brands, in making decisions in order to align their products and services with the consumers perceptions of how they are viewed. We also concluded that fundamental characteristics of TBS were validated by this study, like the expected

characteristic of different observables being the result of physically different belief systems, and the combining of belief systems was also exemplified, the study also made an effort to process data gathered to be specifically analysed by a different theory, the TPB, and even though the data was not a perfect fit, a TBS analysis was successfully performed, leading to an identification of a proposed pattern that would yield a positive influence by each hypothesis on the intent to visit. Then we compared the results obtained using TBS with TPB data with those produced with the TPB, which produced aligned conclusions, aligned enough to maybe warrant further research into this topic.

This research identified the importance of understanding the various factors that influence the individual consumer's behaviour, in regard to the decision-making process, accounting for the uncertainties in limited and incomplete information, and in each's perception of all the available data, that is fundamentally derived from all lived experiences. Having identified a theory that models the perceived set of interactions with all the available data, producing a belief system that adds the weight of each piece of information in a resulting observable outcome, the Theory of Belief Systems, and having it associated with the mathematical Theory of Belief Functions, capable of dealing with uncertainty and data fusion, fundaments the objective of presenting a new theory for consumer behaviour which will address most of the current existing criticisms, such as the lack of subconscious factors, being able to deal with uncertainty and incomplete information among others.

In conclusion, we propose that the Theory of Belief Systems will become a valuable tool for marketing, especially in the current era where technology plays an increasingly significant role in daily life. The mathematical principles associated with this theory are already widely applied in various fields such as machine learning, information retrieval, sensor data fusion, conflict resolution, and decision-making. Understanding how decisions are made, whether by algorithms or humans, is crucial for marketing success. Therefore, we firmly believe that the Theory of Belief Systems will emerge as an essential tool in the marketing domain.

6. Limitations and Future Research

We are satisfied that the study carried out to provide validation of the Theory of Belief Systems (TBS) has achieved the desired evidence to fulfil this purpose. However, it is understood that the coverage or scope of the study could be seen as a limitation. It is possible that other situations could have yielded different results or, conversely, they might have been the same. Thus, not having validated the TBS in other scenarios is what we consider to be a significant limitation. For example, having studies that focus on other geographic regions, different products or services, or specific demographic groups could prove beneficial in further validating the theory. Performing these validations using secondary data could also enhance this validation further.

In the context of contemporary academic initiatives and advancements within the marketing domain, several promising avenues for further exploration can enrich the application of the Theory of Belief Systems.

Possible future research in this area could focus on utilising more of the mathematical aspects of the theory of belief functions, or its derivatives, to further enhance this model of consumer behaviour with the TBS, and to explore the complexity of decision-making processes. Another area of future research interest could be exploring new approaches to acquiring consumer behaviour data by identifying belief systems using big data and machine learning techniques.

Thus, the integration of artificial intelligence (AI) and machine learning techniques presents a compelling opportunity for researchers to delve into the intersection of the Theory of Belief Systems and advanced analytics. By harnessing the power of big data analytics and sophisticated algorithms, researchers can deepen their understanding of consumer beliefs and decision-making processes, thereby enhancing the predictive capabilities of the model.

Moreover, fostering cross-disciplinary collaborations with experts from diverse fields such as psychology, cognitive science, and computer science holds significant potential for illuminating the practical implications of belief systems theory in marketing. By embracing interdisciplinary perspectives, researchers can cultivate more comprehensive models that capture the intricate nuances of consumer behaviour.

Furthermore, the conduct of experimental studies stands as a pivotal strategy for validating the Theory of Belief Systems in authentic marketing contexts. Through the design of experiments that manipulate key belief system variables and scrutinise their impact on consumer decisions, researchers can refine the model and elucidate its practical utility in informing marketing strategies.

Additionally, undertaking comparative analyses with established consumer behaviour theories, such as the Theory of Planned Behaviour or the Hierarchy of Effects models, can offer valuable insights into the distinct strengths and advantages of the Theory of Belief Systems. By juxtaposing these theories, scholars can discern the unique contributions of each approach in elucidating and forecasting consumer behaviour.

Longitudinal studies represent another promising avenue for research, offering a longitudinal lens through which to examine the evolution of belief systems and their influence on decision-making

processes over time. By tracking individuals or consumer cohorts longitudinally, researchers can uncover patterns, trends, and shifts in belief systems that shape purchasing behaviour and brand preferences.

Also, the exploration of ethical considerations in the application of belief systems theory in marketing is imperative. Future research endeavours should delve into the ethical implications of leveraging belief systems theory in marketing campaigns, emphasising principles of consumer privacy, consent, and data transparency to uphold ethical standards in both research and practice.

It should also be noted that the Theory of Belief Systems demonstrates promising potential to model other aspects of marketing beyond consumer behaviour and decision-making. This could represent another avenue of research, potentially uncovering further paths and leading in directions not considered in this study.

We believe that by embracing these avenues for further research, researchers can propel the understanding and application of the Theory of Belief Systems in marketing to new heights, fostering innovation and insights in consumer behaviour analysis and prediction.

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Annexes

Annex I – TPB Data

Id	Lang.	Survey Date	Gender	Age	Country	Marital Status	Job Status	Travel Habit	Visited Douro	hm1	hm2	hm3	hm4	hm5	ewom1	ewom2	ewom3	ewom4	att1	att2	att3	sn1	sn2	sn3	sn4	sn5	pbc1	pbc2	pbc3	pbc4	pbc5	di1	di2	di3	di4	di5	vi1	vi2	vi3
28	PT	24/abr	Female	37	PT	Married	Full-time Employee	Accompanied	No	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00
29	PT	24/abr	Male	20	PT	Single	Student	Accompanied	No	4,00	4,00	5,00	3,00	4,00	2,00	2,00	2,00	3,00	4,00	4,00	4,00	1,00	1,00	2,00	2,00	2,00	5,00	5,00	5,00	5,00	5,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00
30	PT	24/abr	Male	20	PT	Single	Student	Accompanied	No	5,00	5,00	5,00	3,00	5,00	5,00	5,00	5,00	5,00	4,00	4,00	4,00	5,00	5,00	4,00	4,00	3,00	4,00	5,00	5,00	5,00	5,00	5,00	4,00	5,00	5,00	3,00	2,00	4,00	4,00
31	PT	24/abr	Female	20	PT	Single	Student	Accompanied	No	5,00	5,00	5,00	4,00	5,00	5,00	5,00	3,00	3,00	4,00	4,00	4,00	3,00	3,00	2,00	2,00	2,00	4,00	4,00	5,00	4,00	4,00	4,00	4,00	4,00	5,00	4,00	2,00	5,00	5,00
33	PT	24/abr	Male	20	PT	Single	Student	Accompanied	No	5,00	3,00	5,00	5,00	5,00	1,00	1,00	1,00	1,00	3,00	3,00	3,00	3,00	3,00	3,00	3,00	3,00	4,00	4,00	5,00	3,00	5,00	4,00	4,00	3,00	4,00	3,00	1,00	1,00	1,00
34	PT	24/abr	Female	20	PT	Single	Student	Accompanied	No	5,00	5,00	5,00	5,00	5,00	2,00	3,00	2,00	2,00	3,00	3,00	3,00	3,00	3,00	3,00	3,00	3,00	4,00	3,00	5,00	2,00	4,00	3,00	3,00	3,00	4,00	4,00	1,00	2,00	1,00
35	PT	24/abr	Male	19	PT	Single	Student	Accompanied	No	5,00	5,00	5,00	5,00	5,00	4,00	4,00	3,00	3,00	3,00	2,00	3,00	2,00	2,00	3,00	2,00	2,00	5,00	3,00	4,00	3,00	3,00	3,00	4,00	4,00	4,00	3,00	2,00	2,00	2,00
36	PT	24/abr	Male	23	PT	Single	Student	Accompanied	Yes	5,00	5,00	5,00	4,00	4,00	5,00	5,00	5,00	4,00	5,00	5,00	5,00	3,00	3,00	4,00	2,00	2,00	4,00	5,00	5,00	4,00	4,00	5,00	3,00	4,00	5,00	4,00	3,00	4,00	5,00
37	PT	24/abr	Female	20	PT	Single	Student	Accompanied	Yes	5,00	5,00	5,00	5,00	4,00	4,00	4,00	4,00	4,00	5,00	4,00	4,00	3,00	4,00	3,00	2,00	3,00	5,00	4,00	3,00	4,00	4,00	5,00	5,00	5,00	5,00	4,00	2,00	5,00	4,00
38	PT	25/abr	Female	37	PT	Married	Full-time Employee	Alone	No	4,00	5,00	4,00	4,00	5,00	5,00	5,00	4,00	5,00	5,00	5,00	5,00	2,00	3,00	3,00	2,00	4,00	5,00	5,00	5,00	5,00	5,00	4,00	4,00	4,00	4,00	4,00	5,00	5,00	5,00
39	PT	25/abr	Female	25	PT	Single	Full-time Employee	Both	Yes	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	4,00	4,00	4,00	4,00	5,00	5,00	5,00	5,00	5,00	5,00	4,00	4,00	4,00	4,00	4,00	5,00	5,00	5,00
40	PT	26/abr	Female	37	AL	Single	Student	Both	No	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	4,00	4,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00
42	PT	26/abr	Female	25	AX	Married	Full-time Employee	Alone	No	5,00	5,00	5,00	5,00	5,00	4,00	4,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00
43	PT	26/abr	Male	25	AI	Married	Part-time Employee	Accompanied	Yes	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	4,00	4,00	4,00	4,00	4,00	5,00	5,00	5,00
45	PT	26/abr	Female	25	AT	Single	Employee	Alone	Yes	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	4,00	4,00	3,00	3,00	3,00	3,00	5,00	4,00	4,00	4,00	4,00	5,00	5,00	5,00	5,00
46	PT	26/abr	Male	19	PT	Single	Self-employed	Both	No	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00
47	PT	26/abr	Female	19	PT	Another	Unemployed	Alone	No	5,00	5,00	5,00	3,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	5,00	3,00	3,00	3,00	3,00	3,00	5,00	5,00	5,00	5,00	5,00	4,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00
48	PT	26/abr	Male	21	PT	Another	Student	Both	No	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	3,00	3,00	3,00	3,00	3,00	3,00	3,00	3,00	3,00	3,00	3,00	3,00	3,00	3,00	3,00	3,00	3,00	3,00	5,00	5,00	5,00
49	PT	26/abr	Male	18	PT	Single	Student	Accompanied	No	5,00	5,00	4,00	4,00	4,00	3,00	3,00	3,00	3,00	4,00	3,00	3,00	3,00	4,00	4,00	4,00	3,00	3,00	4,00	4,00	4,00	3,00	3,00	3,00	3,00	3,00	3,00	3,00	3,00	3,00
50	PT	26/abr	Female	23	PT	Single	Student	Both	No	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	3,00	2,00	3,00	5,00	5,00	5,00	5,00	5,00	3,00	3,00	5,00	5,00	3,00	3,00	3,00	5,00
51	PT	26/abr	Male	20	PT	Another	Student	Accompanied	Yes	5,00	4,00	5,00	5,00	5,00	3,00	2,00	4,00	4,00	5,00	5,00	5,00	3,00	3,00	3,00	3,00	3,00	5,00	5,00	5,00	5,00	5,00	3,00	4,00	5,00	5,00	4,00	4,00	5,00	5,00
52	PT	26/abr	Male	19	PT	Single	Student	Both	Yes	4,00	4,00	3,00	4,00	4,00	1,00	1,00	1,00	1,00	2,00	2,00	2,00	2,00	2,00	2,00	2,00	2,00	4,00	2,00	2,00	2,00	2,00	4,00	4,00	3,00	5,00	3,00	1,00	3,00	2,00
53	PT	26/abr	Male	18	PT	Single	Student	Accompanied	Yes	5,00	5,00	5,00	4,00	5,00	3,00	3,00	3,00	3,00	4,00	3,00	4,00	3,00	4,00	3,00	3,00	4,00	3,00	4,00	5,00	4,00	5,00	4,00	4,00	5,00	5,00	4,00	4,00	4,00	4,00
54	PT	26/abr	Female	19	PT	Single	Student Part-time	Accompanied	Yes	5,00	5,00	5,00	5,00	5,00	2,00	2,00	2,00	2,00	5,00	5,00	5,00	3,00	3,00	3,00	3,00	3,00	5,00	5,00	4,00	4,00	5,00	4,00	5,00	5,00	5,00	5,00	1,00	5,00	5,00
55	PT	26/abr	Female	26	PT	Single	Employee	Accompanied	Yes	4,00	4,00	4,00	4,00	4,00	3,00	4,00	4,00	4,00	3,00	4,00	4,00	3,00	3,00	3,00	3,00	3,00	3,00	3,00	3,00	3,00	3,00	3,00	4,00	4,00	4,00	4,00	3,00	3,00	4,00	3,00
56	PT	26/abr	Female	20	PT	Single	Student	Accompanied	Yes	5,00	4,00	4,00	3,00	4,00	4,00	4,00	4,00	4,00	4,00	3,00	5,00	3,00	3,00	3,00	3,00	3,00	5,00	5,00	4,00	4,00	4,00	5,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00
58	PT	26/abr	Female	24	PT	Single	Student	Accompanied	No	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	3,00	2,00	3,00	5,00	5,00	5,00	5,00	5,00	4,00	3,00	4,00	4,00	3,00	1,00	3,00	3,00	3,00	3,00	1,00	1,00	4,00
59	PT	26/abr	Female	20	PT	Single	Student	Accompanied	No	5,00	5,00	5,00	5,00	5,00	3,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	5,00	4,00	4,00	4,00	4,00	4,00	5,00	4,00	5,00	5,00	4,00	4,00	4,00
60	PT	26/abr	Male	24	PT	Single	Student	Accompanied	Yes	5,00	5,00	5,00	5,00	5,00	5,00	5,00	4,00	4,00	4,00	4,00	4,00	3,00	3,00	3,00	1,00	3,00	5,00	5,00	2,00	4,00	5,00	3,00	4,00	4,00	5,00	4,00	2,00	5,00	5,00
61	PT	26/abr	Female	18	PT	Single	Student	Accompanied	Yes	5,00	5,00	5,00	5,00	5,00	5,00	5,00	4,00	5,00	4,00	4,00	4,00	3,00	3,00	3,00	3,00	3,00	3,00	4,00	5,00	2,00	5,00	4,00	4,00	4,00	5,00	4,00	2,00	4,00	4,00
62	PT	26/abr	Male	21	PT	Single	Student	Both	Yes	3,00	3,00	3,00	3,00	3,00	2,00	2,00	2,00	2,00	3,00	3,00	3,00	2,00	2,00	2,00	1,00	1,00	5,00	4,00	4,00	2,00	2,00	3,00	3,00	4,00	4,00	4,00	1,00	3,00	3,00
63	PT	26/abr	Female	21	PT	Single	Student	Both	No	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	4,00	4,00	4,00	4,00	4,00	3,00	3,00	3,00	2,00	3,00	2,00	3,00	3,00	3,00	3,00	3,00	3,00	4,00	4,00	4,00	4,00
64	PT	26/abr	Male	76	PT	Married	Self-employed Full-time	Both	Yes	5,00	4,00	5,00	5,00	5,00	4,00	4,00	4,00	4,00	5,00	4,00	5,00	5,00	4,00	5,00	4,00	5,00	3,00	4,00	4,00	4,00	4,00	5,00	5,00	5,00	5,00	4,00	5,00	4,00	5,00
65	PT	26/abr	Male	23	PT	Single	Employee Full-time	Accompanied	Yes	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	4,00	4,00	4,00
68	PT	26/abr	Male	46	PT	Another	Employee Full-time	Both	Yes	4,00	4,00	4,00	4,00	4,00	2,00	2,00	2,00	2,00	4,00	4,00	4,00	4,00	3,00	3,00	3,00	3,00	4,00	4,00	4,00	4,00	4,00	3,00	2,00	3,00	4,00	3,00	3,00	3,00	4,00
70	PT	26/abr	Male	45	PT	Married	Employee Full-time	Both	No	4,00	4,00	4,00	4,00	3,00	5,00	4,00	4,00	3,00	4,00	4,00	4,00	3,00	4,00	3,00	1,00	2,00	4,00	4,00	4,00	3,00	4,00	3,00	3,00	4,00	4,00	3,00	1,00	4,00	4,00
71	PT	26/abr	Male	27	PT	Single	Employee Part-time	Accompanied	Yes	5,00	5,00	5,00	4,00	5,00	4,00	4,00	4,00	4,00	3,00	3,00	3,00	3,00	3,00	3,00	3,00	3,00	4,00	3,00	4,00	2,00	2,00	3,00	3,00	4,00	4,00	4,00	1,00	3,00	3,00
73	PT	26/abr	Female	21	PT	Single	Employee Full-time	Accompanied	No	5,00	5,00	5,00	5,00	5,00	4,00	4,00	4,00	4,00	5,00	5,00	5,00	4,00	5,00	4,00	3,00	4,00	4,00	3,00	4,00	3,00	5,00	5,00	5,00	4,00	5,00	4,00	5,00	5,00	5,00
74	PT	26/abr	Female	23	PT	Married	Employee	Both	No	5,00	5,00	5,00	5,00	5,00	5,00	4,00	5,00	3,00	4,00	4,00	4,00	3,00	3,00	3,00	1,00	1,00	4,00	3,00	4,00	2,00	3,00	3,00	3,00	3,00	3,00	3,00	3,00	4,00	3,00
75	PT	26/abr	Female	37	PT	Single	Self-employed Full-time	Both	Yes	5,00	5,00	5,00	5,00	5,00	3,00	4,00	4,00	4,00	5,00	5,00	5,00	3,00	3,00	3,00	3,00	3,00	4,00	5,00	4,00	3,00	3,00	4,00	4,00	5,00	5,00	4,00	4,00	5,00	5,00
76	PT	26/abr	Male	25	PT	Single	Employee Full-time	Accompanied	No	5,00	5,00	5,00	4,00	5,00	4,00	4,00	4,00	3,00	5,00	5,00	5,00	4,00	4,00	4,00	2,00	2,00	5,00	5,00	5,00	3,00	4,00	4,00	4,00	4,00	5,00	5,00	2,00	5,00	5,00
77	PT	26/abr	Male	21	PT	Single	Employee	Accompanied	No	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	4,00	5,00	4,00	5,00	4,00	4,00	5,00	4,00	5,00	4,00	5,00

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326	PT	11/jul	not say	22	GB	Single	Student	Both	No	4,00	5,00	4,00	3,00	4,00	5,00	5,00	5,00	5,00	4,00	5,00	4,00	3,00	4,00	3,00	1,00	1,00	5,00	5,00	4,00	2,00	2,00	3,00	3,00	4,00	5,00	5,00	1,00	4,00	2,00
327	PT	11/jul	Male	21	ZA	Other	Student	Both	No	5,00	5,00	4,00	4,00	4,00	5,00	3,00	4,00	4,00	4,00	5,00	4,00	4,00	3,00	4,00	1,00	3,00	5,00	5,00	3,00	3,00	4,00	3,00	3,00	3,00	3,00	3,00	1,00	5,00	2,00
328	PT	11/jul	Female	22	ZA	Single	Student Part-time	Both	No	4,00	4,00	4,00	5,00	4,00	4,00	4,00	4,00	4,00	3,00	3,00	3,00	1,00	1,00	2,00	1,00	3,00	4,00	1,00	1,00	3,00	1,00	3,00	3,00	3,00	4,00	3,00	1,00	3,00	3,00
329	PT	11/jul	Female	24	PL	Single	Employee	Accompanied	No	5,00	5,00	4,00	4,00	4,00	4,00	5,00	5,00	4,00	3,00	3,00	5,00	2,00	2,00	4,00	1,00	4,00	5,00	4,00	2,00	4,00	4,00	3,00	4,00	4,00	5,00	5,00	1,00	5,00	4,00
330	PT	11/jul	Male	22	ZA	Single	Unemployed Full-time	Both	Yes	5,00	5,00	5,00	4,00	5,00	5,00	5,00	4,00	5,00	5,00	4,00	5,00	5,00	5,00	4,00	2,00	4,00	5,00	5,00	2,00	4,00	2,00	4,00	5,00	4,00	5,00	4,00	5,00	5,00	5,00
332	PT	11/jul	Male	26	IN	Single	Employee Part-time	Both	No	5,00	5,00	4,00	5,00	5,00	5,00	5,00	5,00	5,00	4,00	4,00	5,00	4,00	4,00	4,00	2,00	2,00	5,00	4,00	3,00	3,00	4,00	3,00	4,00	3,00	4,00	4,00	4,00	5,00	3,00
333	PT	11/jul	Female	24	ZA	Single	Employee	Alone	No	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	4,00	5,00	5,00	1,00	5,00	5,00	5,00	3,00	5,00	5,00	5,00	5,00	4,00	5,00	5,00	5,00	5,00	5,00
334	PT	11/jul	Male	32	GB	Single	Student Part-time	Alone	No	5,00	4,00	5,00	5,00	5,00	3,00	3,00	4,00	3,00	5,00	5,00	4,00	3,00	3,00	3,00	1,00	2,00	5,00	5,00	5,00	5,00	5,00	3,00	3,00	3,00	4,00	4,00	4,00	4,00	3,00
335	PT	11/jul	Male	29	ZA	Single	Employee Full-time	Both	No	5,00	4,00	5,00	3,00	4,00	2,00	3,00	1,00	3,00	5,00	5,00	5,00	3,00	1,00	3,00	3,00	3,00	4,00	3,00	5,00	4,00	4,00	3,00	4,00	4,00	5,00	5,00	3,00	4,00	3,00
336	PT	11/jul	Male	34	ZA	Married	Employee	Accompanied	No	5,00	5,00	3,00	4,00	4,00	4,00	4,00	4,00	4,00	3,00	4,00	4,00	2,00	2,00	2,00	1,00	1,00	4,00	4,00	5,00	4,00	4,00	3,00	3,00	3,00	4,00	5,00	3,00	4,00	3,00
337	PT	11/jul	Female	23	NL	Other	Student Full-time	Both	Yes	5,00	5,00	5,00	4,00	5,00	4,00	3,00	3,00	5,00	4,00	5,00	5,00	3,00	3,00	3,00	1,00	1,00	5,00	5,00	5,00	5,00	5,00	4,00	5,00	5,00	4,00	3,00	5,00	5,00	3,00
338	PT	11/jul	Male	30	ZA	Single	Employee Full-time	Both	No	5,00	3,00	5,00	4,00	5,00	5,00	5,00	5,00	5,00	4,00	4,00	4,00	3,00	3,00	3,00	1,00	1,00	5,00	5,00	5,00	5,00	5,00	4,00	4,00	4,00	4,00	4,00	1,00	5,00	4,00
339	PT	11/jul	Male	28	ES	Other	Employee	Both	No	4,00	4,00	5,00	4,00	4,00	4,00	5,00	4,00	4,00	4,00	4,00	5,00	3,00	3,00	3,00	2,00	2,00	5,00	4,00	4,00	4,00	4,00	3,00	4,00	3,00	4,00	4,00	3,00	4,00	3,00
340	PT	11/jul	Male	21	PL	Single	Student	Accompanied	No	5,00	4,00	5,00	5,00	5,00	5,00	5,00	4,00	5,00	5,00	5,00	5,00	3,00	3,00	3,00	2,00	1,00	5,00	5,00	4,00	4,00	4,00	4,00	4,00	5,00	4,00	4,00	4,00	5,00	4,00
341	PT	11/jul	Female	29	ZA	Single	Unemployed Full-time	Accompanied	No	5,00	3,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	3,00	3,00	3,00	1,00	1,00	5,00	5,00	3,00	5,00	1,00	3,00	3,00	3,00	4,00	3,00	1,00	5,00	4,00
342	PT	11/jul	Female	33	ZA	Single	Employee Full-time	Both	No	5,00	4,00	4,00	5,00	5,00	4,00	5,00	4,00	5,00	3,00	2,00	4,00	2,00	2,00	1,00	1,00	1,00	5,00	1,00	1,00	4,00	1,00	3,00	1,00	1,00	3,00	1,00	3,00	4,00	3,00
343	PT	11/jul	Male	27	ZA	Single	Employee Full-time	Accompanied	No	5,00	5,00	4,00	5,00	5,00	4,00	5,00	2,00	5,00	4,00	4,00	4,00	2,00	1,00	1,00	1,00	1,00	5,00	5,00	3,00	4,00	4,00	3,00	3,00	3,00	3,00	3,00	4,00	5,00	3,00
344	PT	11/jul	Male	28	HU	Married	Employee	Both	No	5,00	4,00	2,00	4,00	5,00	2,00	2,00	2,00	2,00	4,00	4,00	4,00	1,00	1,00	1,00	1,00	1,00	4,00	3,00	4,00	3,00	3,00	3,00	3,00	3,00	4,00	3,00	3,00	4,00	2,00
345	PT	11/jul	Female	22	ZA	Single	Student Full-time	Both	No	5,00	4,00	4,00	4,00	5,00	4,00	4,00	5,00	4,00	3,00	4,00	4,00	3,00	3,00	3,00	1,00	2,00	4,00	4,00	3,00	3,00	3,00	3,00	3,00	3,00	3,00	3,00	2,00	3,00	4,00
346	PT	11/jul	Female	32	GB	Married	Employee	Accompanied	No	4,00	5,00	5,00	3,00	4,00	3,00	4,00	3,00	4,00	4,00	5,00	4,00	3,00	3,00	3,00	1,00	1,00	5,00	5,00	3,00	4,00	4,00	5,00	5,00	4,00	5,00	5,00	3,00	4,00	4,00
347	PT	11/jul	Female	19	ZA	Single	Student	Alone	No	5,00	3,00	4,00	5,00	4,00	5,00	5,00	4,00	4,00	3,00	4,00	4,00	3,00	2,00	2,00	2,00	3,00	5,00	3,00	2,00	4,00	2,00	4,00	4,00	4,00	4,00	4,00	1,00	5,00	3,00
348	PT	11/jul	Female	26	PT	Single	Unemployed Part-time	Both	Yes	5,00	5,00	5,00	4,00	5,00	4,00	4,00	4,00	3,00	4,00	5,00	5,00	4,00	4,00	3,00	1,00	3,00	3,00	4,00	4,00	3,00	3,00	4,00	4,00	4,00	5,00	3,00	3,00	4,00	4,00
349	PT	11/jul	Female	27	GB	Married	Employee Full-time	Accompanied	No	5,00	3,00	2,00	4,00	5,00	4,00	5,00	4,00	3,00	4,00	4,00	5,00	2,00	3,00	3,00	1,00	2,00	4,00	4,00	1,00	2,00	3,00	4,00	4,00	3,00	4,00	4,00	3,00	5,00	3,00
350	PT	11/jul	Female	35	ZA	Single	Employee	Both	Yes	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	3,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00
351	PT	11/jul	Female	22	ES	Single	Student Full-time	Alone	No	5,00	4,00	5,00	5,00	5,00	4,00	4,00	5,00	5,00	5,00	4,00	5,00	1,00	1,00	3,00	1,00	1,00	5,00	4,00	2,00	4,00	4,00	3,00	4,00	4,00	5,00	3,00	3,00	4,00	1,00
353	PT	11/jul	Female	34	GR	Married	Employee Part-time	Accompanied	No	4,00	4,00	5,00	3,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	3,00	1,00	3,00	1,00	1,00	5,00	3,00	2,00	2,00	2,00	3,00	3,00	4,00	4,00	4,00	2,00	4,00	3,00
354	PT	11/jul	Female	20	PT	Single	Employee	Both	No	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	4,00	4,00	3,00	3,00	3,00	4,00	2,00	2,00	5,00	5,00	5,00	3,00	3,00	3,00	3,00	4,00	5,00	4,00	1,00	3,00	3,00
355	PT	11/jul	Female	22	ZA	Single	Student Full-time	Both	No	5,00	4,00	5,00	4,00	5,00	5,00	5,00	5,00	5,00	4,00	4,00	5,00	3,00	2,00	1,00	1,00	2,00	5,00	5,00	3,00	4,00	4,00	4,00	5,00	4,00	5,00	5,00	4,00	5,00	3,00
356	PT	11/jul	Male	30	PT	Single	Employee Full-time	Accompanied	Yes	5,00	5,00	4,00	5,00	4,00	2,00	4,00	5,00	3,00	5,00	5,00	5,00	4,00	4,00	5,00	4,00	4,00	5,00	4,00	5,00	5,00	5,00	3,00	4,00	5,00	5,00	5,00	4,00	5,00	3,00
357	PT	11/jul	Male	43	PL	Other	Employee	Accompanied	No	5,00	5,00	4,00	5,00	5,00	1,00	1,00	1,00	1,00	5,00	5,00	5,00	3,00	3,00	3,00	1,00	1,00	5,00	4,00	3,00	3,00	3,00	4,00	4,00	4,00	4,00	4,00	4,00	5,00	3,00
358	PT	11/jul	Female	30	ZA	Married	Unemployed Full-time	Alone	No	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	4,00	2,00	3,00	2,00	3,00	5,00	5,00	3,00	5,00	2,00	5,00	4,00	4,00	5,00	4,00	4,00	4,00	4,00
359	PT	11/jul	Male	22	ZA	Single	Employee Full-time	Both	Yes	5,00	5,00	5,00	5,00	5,00	5,00	5,00	4,00	3,00	5,00	5,00	5,00	4,00	3,00	4,00	1,00	3,00	5,00	5,00	3,00	4,00	4,00	5,00	5,00	5,00	5,00	5,00	4,00	5,00	4,00
360	PT	11/jul	Female	30	ZA	Married	Employee Full-time	Both	No	5,00	5,00	5,00	5,00	5,00	5,00	5,00	4,00	4,00	5,00	5,00	5,00	4,00	4,00	3,00	2,00	2,00	5,00	4,00	4,00	3,00	3,00	3,00	3,00	4,00	4,00	4,00	3,00	4,00	5,00
361	PT	11/jul	Female	42	ZA	Married	Employee Full-time	Accompanied	No	5,00	4,00	5,00	4,00	4,00	4,00	5,00	3,00	5,00	4,00	5,00	5,00	3,00	3,00	3,00	3,00	4,00	5,00	4,00	3,00	4,00	4,00	4,00	4,00	4,00	5,00	4,00	4,00	5,00	5,00
362	PT	11/jul	Female	35	ZA	Single	Employee	Both	No	5,00	4,00	5,00	5,00	5,00	5,00	4,00	4,00	4,00	4,00	5,00	4,00	3,00	4,00	3,00	2,00	2,00	4,00	4,00	3,00	4,00	4,00	3,00	4,00	4,00	5,00	5,00	3,00	4,00	3,00
363	PT	11/jul	Female	23	ZA	Single	Student	Both	No	5,00	4,00	4,00	5,00	5,00	5,00	5,00	4,00	5,00	4,00	4,00	3,00	2,00	3,00	3,00	2,00	3,00	5,00	4,00	4,00	2,00	2,00	3,00	4,00	3,00	4,00	4,00	4,00	4,00	3,00
364	PT	11/jul	Female	29	AU	Married	Self-employed	Accompanied	No	5,00	3,00	3,00	4,00	4,00	5,00	5,00	5,00	5,00	3,00	3,00	3,00	3,00	3,00	3,00	3,00	3,00	3,00	3,00	3,00	3,00	3,00	3,00	3,00	3,00	3,00	3,00	3,00	3,00	3,00
366	PT	11/jul	Female	21	ZA	Single	Student	Both	No	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	4,00	4,00	5,00	4,00	3,00	2,00	5,00	5,00	5,00	5,00	5,00	4,00	4,00	5,00	5,00	5,00	2,00	5,00	5,00

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Annex II – TBS Data

DouroRegionStudyEntries > Validated

Users in this Account (index.html#)

Douro Region Study Entries

Douro Region Study Entries (/DouroRegionStudyEntries)

Combine Meta-Visitor Belief Systems (/DouroRegionStudyEntries/CombineBeliefSystems)

Combine Meta-Visitor Planned Behavior (/DouroRegionStudyEntries/CombinePlannedBehaviour)

Download CSV results (/DouroRegionStudyEntries/DownloadCSV)

DouroRegionStudyEntries- 372

Validated Surveys (/DouroRegionStudyEntries/Validated) All Surveys (/DouroRegionStudyEntries/AllSurveys)

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
	4/24/2023 10:30:52 AM	PT	No	PT	Female	37	Married	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	3
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	5
People who influence my behavior think I should visit Douro	5
People whose opinions I value prefer that I visit Douro	5
I think I am under peer pressure to visit Douro	5
I think society urges everyone to visit Douro	5
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	5
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	5	0.01	mot_013
Fator Novidade	5	0.01	mot_016
Fazer Amizade/ interação social	5	0.01	mot_024
O valor educacional	5	0.01	mot_029
Conhecer os hábitos das pessoas locais	10	0.02	mot_017

Matrix (abreviated)

```
mot_013 0.01
mot_016 0.01
mot_017 0.02
mot_024 0.01
mot_029 0.01
Pheta   0.94
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
	4/24/2023 10:38:47 AM	PT	No	PT	Male	20	Single	Student	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	3
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	2
To make sure I select the correct destination, I read other tourists' online travel reviews	2
I consult other travelers' online travel reviews to aid the selection of an attractive destination	2
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	1
People who influence my behavior think I should visit Douro	1
People whose opinions I value prefer that I visit Douro	2
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	4
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Conhecer Locais históricos/ culturais	8	0.016	mot_032
Disfrutar de uma paisagem natural	6	0.012	mot_013
Fator Novidade	9	0.018	mot_016
Fazer Amizade/ interação social	7	0.014	mot_024
Estar longe de casa	10	0.02	mot_054

Matrix (abreviated)

```
mot_013 0.012
mot_016 0.018
mot_024 0.014
mot_032 0.016
mot_054 0.02
Pheta   0.920
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
	4/24/2023 10:54:31 AM	PT	No	PT	Female	20	Single	Student	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	3
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	5
People who influence my behavior think I should visit Douro	5
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	4
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	5
Douro has a good quality of life	4
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	3
I tend to visit Douro	2
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Conhecer de novos lugares	8	0.016	mot_025
A busca de prazer	10	0.02	mot_055
Fazer Amizade/ interação social	7	0.014	mot_024
Ter momentos para relaxar	10	0.02	mot_042
Ter acesso a recursos ambientais exclusivos	8	0.016	mot_014

Matrix (abreviated)

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mot_014 0.016
mot_024 0.014
mot_025 0.016
mot_042 0.02
mot_055 0.02
Pheta   0.914
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
	4/24/2023 10:57:12 AM	PT	No	PT	Male	20	Single	Student	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	2
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	5
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	2
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
A auto-realização	8	0.016	mot_028
Fugir da vida cotidiana	10	0.02	mot_056
Conhecer Locais históricos/ culturais	10	0.02	mot_032
Disfrutar de uma paisagem natural	7	0.014	mot_013
Fator Novidade	10	0.02	mot_016

Matrix (abreviated)

```
mot_013 0.014
mot_016 0.02
mot_028 0.016
mot_032 0.02
mot_056 0.02
Pheta   0.910
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
	4/24/2023 10:57:33 AM	PT	No	PT	Female	20	Single	Student	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	3
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	1
To make sure I select the correct destination, I read other tourists' online travel reviews	1
I consult other travelers' online travel reviews to aid the selection of an attractive destination	1
I frequently gather information from tourists' online travel reviews before I travel to anywhere	1
For me, visiting Douro for travel would be extremely enjoyable	3
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	5
I have the time to visit Douro	3
I have opportunities to visit Douro	5
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	3
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	3
I tend to visit Douro	1
I'd love to visit Douro	1
I plan to visit Douro	1

Argument	Weight	Normalised Weight	Abreviated Argument
Ter uma nova experiência	10	0.014285714285714285714285	mot_057
Disfrutar de uma paisagem natural	5	0.007142857142857142857142857	mot_013
Fator Novidade	10	0.014285714285714285714285	mot_016
Conhecer de novos lugares	10	0.014285714285714285714285	mot_025
Disfrutar de bom tempo	10	0.014285714285714285714285	mot_027
Procurar aventura	10	0.014285714285714285714285	mot_058
Fugir da vida cotidiana	10	0.014285714285714285714285	mot_056

Matrix (abreviated)

```
mot_013 0.007142857142857142857142857
mot_016 0.014285714285714285714285743
mot_025 0.014285714285714285714285743
mot_027 0.014285714285714285714285743
mot_056 0.014285714285714285714285743
mot_057 0.014285714285714285714285743
mot_058 0.014285714285714285714285743
Pheta   0.907142857142857142857142857
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
	4/24/2023 10:57:48 AM	PT	No	PT	Male	19	Single	Student	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	2
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	2
To make sure I select the correct destination, I read other tourists' online travel reviews	3
I consult other travelers' online travel reviews to aid the selection of an attractive destination	2
I frequently gather information from tourists' online travel reviews before I travel to anywhere	2
For me, visiting Douro for travel would be extremely enjoyable	3
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	3
I have the money to visit Douro	5
I have the time to visit Douro	2
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	1
I'd love to visit Douro	2
I plan to visit Douro	1

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	7	0.014	mot_013
Conhecer de novos lugares	10	0.02	mot_025
Fator Novidade	7	0.014	mot_016
Fazer Amizade/ interação social	5	0.01	mot_024
Ter momentos para relaxar	10	0.02	mot_042

Matrix (abreviated)

```
mot_013 0.014
mot_016 0.014
mot_024 0.01
mot_025 0.02
mot_042 0.02
Pheta   0.922
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
	4/24/2023 10:58:12 AM	PT	Yes	PT	Male	23	Single	Student	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	3
I feel very positive in visiting Douro	2
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	2
People who influence my behavior think I should visit Douro	2
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	3
I have the money to visit Douro	4
I have the time to visit Douro	3
I have opportunities to visit Douro	3
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	3
I tend to visit Douro	2
I'd love to visit Douro	2
I plan to visit Douro	2

Argument	Weight	Normalised Weight	Abreviated Argument
Turismo, Cultura, Descanso, Novo			
Conhecimento, Nova experiência de vida	7	0.014	mot_059
Fator Novidade	8	0.016	mot_016
Ter acesso a recursos ambientais exclusivos	10	0.02	mot_014
Conhecer os hábitos das pessoas locais	7	0.014	mot_017
Fazer Amizade/ interação social	4	0.008	mot_024

Matrix (abreviated)

```
mot_014 0.02
mot_016 0.016
mot_017 0.014
mot_024 0.008
mot_059 0.014
Pheta   0.928
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
2	4/24/2023 10:59:17 AM	PT	Yes	PT	Female	20	Single	Student	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	5
Douro has a good quality of life	3
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	9	0.018	mot_013
Conhecer de novos lugares	8	0.016	mot_025
Sentir-me fisicamente revigorado	10	0.02	mot_026
Fugir da vida cotidiana	8	0.016	mot_056
Ter experiências em habitats naturais	10	0.02	mot_015

Matrix (abreviated)

```
mot_013 0.018
mot_015 0.02
mot_025 0.016
mot_026 0.02
mot_056 0.016
Pheta   0.910
```

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N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
1	4/25/2023 4:32:01 PM	PT	No	PT	Female	37	Married	Full-time Employee	Alone

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	3
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	2
I'd love to visit Douro	5
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	10	0.02	mot_013
Sentir-me emocionalmente revigorado	10	0.02	mot_041
Disfrutar de bom tempo	7	0.014	mot_027
Fugir da vida cotidiana	8	0.016	mot_056
Ter experiências em habitats naturais	7	0.014	mot_015

Matrix (abreviated)

```
mot_013 0.02
mot_015 0.014
mot_027 0.014
mot_041 0.02
mot_056 0.016
Pheta   0.916
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
3	4/25/2023 4:40:32 PM	PT	Yes	PT	Female	25	Single	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	5
Travelling increases my motivation	4
Travelling is relaxing	4
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	2
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	5
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	5	0.01	mot_013
Fator Novidade	5	0.01	mot_016
Conhecer os hábitos das pessoas locais	5	0.01	mot_017
Fazer Amizade/ interação social	5	0.01	mot_024
Procurar aventura	5	0.01	mot_058

Matrix (abreviated)

```
mot_013 0.01
mot_016 0.01
mot_017 0.01
mot_024 0.01
mot_058 0.01
Pheta   0.95
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
2	4/26/2023 11:43:44 AM	PT	No	AL	Female	37	Single	Student	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	4
I think society urges everyone to visit Douro	5
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	5
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	5	0.01	mot_013
Fator Novidade	5	0.01	mot_016
Conhecer os hábitos das pessoas locais	5	0.01	mot_017
Sentir-me fisicamente revigorado	5	0.01	mot_026
Fazer Amizade/ interação social	10	0.02	mot_024

Matrix (abreviated)

```
mot_013 0.01
mot_016 0.01
mot_017 0.01
mot_024 0.02
mot_026 0.01
Pheta   0.94
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
4	4/26/2023 11:50:28 AM	PT	No	AX	Female	25	Married	Full-time Employee	Alone

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	5
People who influence my behavior think I should visit Douro	5
People whose opinions I value prefer that I visit Douro	5
I think I am under peer pressure to visit Douro	5
I think society urges everyone to visit Douro	5
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	5
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Ter experiências em habitats naturais	5	0.01	mot_015
Disfrutar de uma paisagem natural	10	0.02	mot_013
Fator Novidade	5	0.01	mot_016
Conhecer de novos lugares	9	0.018	mot_025
Sentir-me emocionalmente revigorado	10	0.02	mot_041

Matrix (abreviated)

```
mot_013 0.02
mot_015 0.01
mot_016 0.01
mot_025 0.018
mot_041 0.02
Pheta   0.922
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
4	4/26/2023 11:52:14 AM	PT	Yes	AI	Male	25	Married	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	5
People who influence my behavior think I should visit Douro	5
People whose opinions I value prefer that I visit Douro	5
I think I am under peer pressure to visit Douro	5
I think society urges everyone to visit Douro	5
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	5
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	5	0.01	mot_048
The novelty factor	5	0.01	mot_061
Making Friends/ Social Interaction	5	0.01	mot_049
The educational value	10	0.02	mot_062
Have access to unique environmental resources	5	0.01	mot_063

Matrix (abreviated)

```
mot_048 0.01
mot_049 0.01
mot_061 0.01
mot_062 0.02
mot_063 0.01
Pheta   0.94
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
5	4/26/2023 11:56:20 AM	PT	Yes	AT	Female	25	Single	Part-time Employee	Alone

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	5
People who influence my behavior think I should visit Douro	5
People whose opinions I value prefer that I visit Douro	5
I think I am under peer pressure to visit Douro	5
I think society urges everyone to visit Douro	5
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	5
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	5	0.01	mot_048
The novelty factor	10	0.02	mot_061
Making Friends/ Social Interaction	10	0.02	mot_049
Visit Historical/ Cultural Sites	10	0.02	mot_019
The educational value	5	0.01	mot_062

Matrix (abreviated)

```
mot_019 0.02
mot_048 0.01
mot_049 0.02
mot_061 0.02
mot_062 0.01
Pheta   0.92
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
6	4/26/2023 2:37:58 PM	PT	No	PT	Male	19	Single	Self-employed	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	5
People whose opinions I value prefer that I visit Douro	5
I think I am under peer pressure to visit Douro	4
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	3
I am confident that I can visit Douro	3
I have the money to visit Douro	3
I have the time to visit Douro	3
I have opportunities to visit Douro	5
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	5
I tend to visit Douro	5
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Have experiences in natural habitats	5	0.01	mot_050
The novelty factor	5	0.01	mot_061
Have access to unique environmental resources	5	0.01	mot_063
The educational value	5	0.01	mot_062
Enjoy a natural landscape	5	0.01	mot_048

Matrix (abreviated)

```
mot_048 0.01
mot_050 0.01
mot_061 0.01
mot_062 0.01
mot_063 0.01
Pheta   0.95
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
7	4/26/2023 2:38:28 PM	PT	No	PT	Female	19	Another	Unemployed	Alone

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	5
People who influence my behavior think I should visit Douro	5
People whose opinions I value prefer that I visit Douro	5
I think I am under peer pressure to visit Douro	5
I think society urges everyone to visit Douro	5
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	5
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	10	0.02	mot_013
Ter acesso a recursos ambientais exclusivos	10	0.02	mot_014
Conhecer os hábitos das pessoas locais	10	0.02	mot_017
Fator Novidade	8	0.016	mot_016
Sentir-me emocionalmente revigorado	10	0.02	mot_041

Matrix (abreviated)

```
mot_013 0.02
mot_014 0.02
mot_016 0.016
mot_017 0.02
mot_041 0.02
Pheta   0.904
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
8	4/26/2023 2:41:01 PM	PT	No	PT	Male	21	Another	Student	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	3
I feel pleasure when I'm travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	4
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	5
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Clima	7	0.011666666666666666666666667	mot_064
Distância	7	0.011666666666666666666666667	mot_065
Museus	10	0.016666666666666666666666667	mot_066
Beleza das paisagens	8	0.013333333333333333333333333	mot_067
Ser com amigos ha atividades para fazer	8	0.013333333333333333333333333	mot_068
Auto-atualização	10	0.016666666666666666666666667	mot_069

Matrix (abreviated)

```
mot_064 0.011666666666666666666666667
mot_065 0.011666666666666666666666667
mot_066 0.016666666666666666666666667
mot_067 0.013333333333333333333333333
mot_068 0.013333333333333333333333333
mot_069 0.016666666666666666666666667
Pheta   0.916666666666666666666666666
```

The format image cannot be displayed. The file may have been moved, renamed, or deleted. Verify that the link points to the correct file and location.

Nº	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
1	4/26/2023 2:41:34 PM	PT	No	PT	Male	18	Single	Student	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	3
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	3
I am confident that I can visit Douro	3
I have the money to visit Douro	3
I have the time to visit Douro	3
I have opportunities to visit Douro	3
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	3
Douro has its unique ways of life and customs	3
I tend to visit Douro	3
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Conhecer de novos lugares	8	0.016	mot_025
A auto-realização	8	0.016	mot_028
Conhecer os hábitos das pessoas locais	8	0.016	mot_017
A busca de prazer	8	0.016	mot_055
Fator Novidade	8	0.016	mot_016

Matrix (abreviated)

```
mot_016 0.016
mot_017 0.016
mot_025 0.016
mot_028 0.016
mot_055 0.016
Pheta   0.920
```

Nº	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
2	4/26/2023 2:47:40 PM	PT	No	PT	Female	23	Single	Student	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	4
Travelling is relaxing	4
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists' online travel reviews	3
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	4
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	3
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	3
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	3
Douro has its unique ways of life and customs	3
I tend to visit Douro	3
I'd love to visit Douro	3
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Conhecer de novos lugares	9	0.018	mot_025
Ter momentos para relaxar	9	0.018	mot_042
A auto-realização	7	0.014	mot_028
A atividade física	6	0.012	mot_060
A busca de prazer	9	0.018	mot_055

Matrix (abreviated)

```
mot_025 0.018
mot_028 0.014
mot_042 0.018
mot_055 0.018
mot_060 0.012
Pheta   0.920
```

Nº	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
6	4/26/2023 3:06:12 PM	PT	Yes	PT	Male	20	Another	Student	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	5
People who influence my behavior think I should visit Douro	5
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	3
I tend to visit Douro	3
I'd love to visit Douro	3
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	10	0.02	mot_013
Conhecer de novos lugares	7	0.014	mot_025
Ter experiências em habitats naturais	10	0.02	mot_015
Sentir-me emocionalmente revigorado	10	0.02	mot_041
Fugir da vida cotidiana	10	0.02	mot_056

Matrix (abreviated)

```
mot_013 0.02
mot_015 0.02
mot_025 0.014
mot_041 0.02
mot_056 0.02
Pheta   0.986
```

Nº	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
7	4/26/2023 3:06:43 PM	PT	Yes	PT	Male	19	Single	Student	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists' online travel reviews	2
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	4
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
conhecer melhor o meu país, ver as vinhas do douro porque sou um grande fã de vinho, conhecer o Norte do país, passar férias lae enriquecer culturalmente	8	0.016	mot_070
Conhecer de novos lugares	10	0.02	mot_025
Disfrutar de uma paisagem natural	8	0.016	mot_013
Fator Novidade	8	0.016	mot_016
O valor educacional	9	0.018	mot_029

Matrix (abreviated)

```
mot_013 0.016
mot_016 0.016
mot_025 0.02
mot_029 0.018
mot_070 0.016
Pheta   0.914
```

Nº	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
8	4/26/2023 3:06:44 PM	PT	Yes	PT	Male	18	Single	Student	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	3
Travelling is relaxing	4
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	1
To make sure I select the correct destination, I read other tourists' online travel reviews	1
I consult other travelers' online travel reviews to aid the selection of an attractive destination	1
I frequently gather information from tourists' online travel reviews before I travel to anywhere	1
For me, visiting Douro for travel would be extremely enjoyable	2
I feel very positive in visiting Douro	2
I think that visiting Douro is a great idea	2
People who are important to me think I should visit Douro	2
People who influence my behavior think I should visit Douro	2
People whose opinions I value prefer that I visit Douro	2
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	2
I have the money to visit Douro	2
I have the time to visit Douro	2
I have opportunities to visit Douro	2
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	3
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	3
I tend to visit Douro	1
I'd love to visit Douro	3
I plan to visit Douro	2

Argument	Weight	Normalised Weight	Abreviated Argument
Conhecer de novos lugares	5	0.01	mot_025
Estar longe de casa	7	0.014	mot_054
Fugir da vida cotidiana	9	0.018	mot_056
Disfrutar de bom tempo	6	0.012	mot_027
Disfrutar de uma paisagem natural	6	0.012	mot_013

Matrix (abreviated)

```
mot_013 0.012
mot_025 0.01
mot_027 0.012
mot_054 0.014
mot_056 0.018
Pheta   0.934
```

Nº	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
9	4/26/2023 3:07:20 PM	PT	Yes	PT	Female	19	Single	Student	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists' online travel reviews	3
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	3
I am confident that I can visit Douro	4
I have the money to visit Douro	5
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	5
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	4
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	7	0.014	mot_013
Ter experiências novas	10	0.02	mot_071
Conhecer pessoas de outros sitios	8	0.016	mot_072
Fator Novidade	10	0.02	mot_016
Conhecer Locais históricos/ culturais	7	0.014	mot_032

Matrix (abreviated)

```
mot_013 0.014
mot_016 0.02
mot_032 0.014
mot_071 0.02
mot_072 0.016
Pheta   0.916
```

Nº	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
10	4/26/2023 3:07:50 PM	PT	Yes	PT	Female	26	Single	Part-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	2
To make sure I select the correct destination, I read other tourists' online travel reviews	2
I consult other travelers' online travel reviews to aid the selection of an attractive destination	2
I frequently gather information from tourists' online travel reviews before I travel to anywhere	2
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	5
Douro offers personal safety	4
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	1
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Conhecer de novos lugares	10	0.016666666666666666666666667	mot_025
Disfrutar de uma paisagem natural	6	0.01	mot_013
Conhecer Locais históricos/ culturais	9	0.015	mot_032
Ter momentos para relaxar	10	0.016666666666666666666666667	mot_042
A busca de prazer	10	0.016666666666666666666666667	mot_055
Fugir da vida cotidiana	10	0.016666666666666666666666667	mot_056

Matrix (abreviated)

```
mot_013 0.01
mot_025 0.016666666666666666666666667
mot_032 0.015
mot_042 0.016666666666666666666666667
mot_055 0.016666666666666666666666667
mot_056 0.016666666666666666666666667
Pheta   0.9083333333333333333333333332
```

Nº	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
11	4/26/2023 3:17:31 PM	PT	Yes	PT	Female	20	Single	Student	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	4
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	3
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	3
I am confident that I can visit Douro	3
I have the money to visit Douro	3
I have the time to visit Douro	3
I have opportunities to visit Douro	3
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	3
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Ter momentos para relaxar	4	0.008	mot_042
Conhecer Locais históricos/ culturais	4	0.008	mot_032
Fugir da vida cotidiana	5	0.01	mot_056
Conhecer de novos lugares	4	0.008	mot_025
Disfrutar de uma paisagem natural	5	0.01	mot_013

Matrix (abreviated)

```
mot_013 0.01
mot_025 0.008
mot_032 0.008
mot_042 0.008
mot_056 0.01
Pheta   0.956
```

Nº	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
12	4/26/2023 3:27:37 PM	PT	No	PT	Female	24	Single	Student	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	3
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	5
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	4
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Ouvir música	10	0.02	mot_073
Fazer Amizade/ interação social	5	0.01	mot_024
Ter experiências em habitats naturais	10	0.02	mot_015
Sair a noite	6	0.012	mot_074
Conhecer de novos lugares	10	0.02	mot_025

Matrix (abreviated)

```
mot_015 0.02
mot_024 0.01
mot_025 0.02
mot_073 0.02
mot_074 0.012
Pheta   0.918
```

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N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
1	4/26/2023 3:32:58 PM	PT	No	PT	Female	20	Single	Student	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	3
I feel very positive in visiting Douro	2
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	5
People who influence my behavior think I should visit Douro	5
People whose opinions I value prefer that I visit Douro	5
I think I am under peer pressure to visit Douro	5
I think society urges everyone to visit Douro	5
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	3
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	3
Douro offers personal safety	1
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	3
Douro has its unique ways of life and customs	3
I tend to visit Douro	1
I'd love to visit Douro	1
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	7	0.014	mot_013
Ter experiências em habitats naturais	5	0.01	mot_015
Conhecer de novos lugares	10	0.02	mot_025
Fazer Amizade/ interação social	8	0.016	mot_024
Ter momentos para relaxar	10	0.02	mot_042

Matrix (abreviated)

```
mot_013 0.014
mot_015 0.01
mot_024 0.016
mot_025 0.02
mot_042 0.02
Pheta   0.920
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
2	4/26/2023 3:38:04 PM	PT	Yes	PT	Male	24	Single	Student	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	4
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	5
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	4
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	8	0.00333333333333333333333333	mot_013
Ter acesso a recursos ambientais exclusivos	9	0.00375	mot_014
Ter experiências em habitats naturais	7	0.00291666666666666666666667	mot_015
Fator Novidade	9	0.00375	mot_016
Conhecer os hábitos das pessoas locais	9	0.00375	mot_017
Fazer Amizade/ interação social	8	0.00333333333333333333333333	mot_024
Conhecer de novos lugares	7	0.00291666666666666666666667	mot_025
Conhecer Locais históricos/ culturais	10	0.00416666666666666666666667	mot_032
O valor educacional	8	0.00333333333333333333333333	mot_029
Sentir-me emocionalmente revigorado	9	0.00375	mot_041
Sentir-me fisicamente revigorado	8	0.00333333333333333333333333	mot_026
Disfrutar de bom tempo	9	0.00375	mot_027
Ter momentos para relaxar	8	0.00333333333333333333333333	mot_042
A auto-realização	9	0.00375	mot_028
A auto-atualização	9	0.00375	mot_069
A atividade física	10	0.00416666666666666666666667	mot_060
Praticar desporto	8	0.00333333333333333333333333	mot_035
Convivio a praticar desporto	10	0.00416666666666666666666667	mot_075
Ser ativo	7	0.00291666666666666666666667	mot_038
A saúde e fitness	7	0.00291666666666666666666667	mot_076
A busca de prazer	8	0.00333333333333333333333333	mot_055
Estar longe de casa	8	0.00333333333333333333333333	mot_054
Fugir da vida cotidiana	10	0.00416666666666666666666667	mot_056
Procurar aventura	10	0.00416666666666666666666667	mot_058

Matrix (abreviated)

```
mot_013 0.003333333333333333333333333
mot_014 0.00375
mot_015 0.002916666666666666666666667
mot_016 0.00375
mot_017 0.00375
mot_024 0.003333333333333333333333333
mot_025 0.002916666666666666666666667
mot_026 0.003333333333333333333333333
mot_027 0.00375
mot_028 0.00375
mot_029 0.003333333333333333333333333
mot_032 0.004166666666666666666666667
mot_035 0.003333333333333333333333333
mot_038 0.002916666666666666666666667
mot_041 0.00375
mot_042 0.003333333333333333333333333
mot_054 0.003333333333333333333333333
mot_055 0.003333333333333333333333333
mot_056 0.004166666666666666666666667
mot_058 0.004166666666666666666666667
mot_060 0.004166666666666666666666667
mot_069 0.00375
mot_075 0.004166666666666666666666667
mot_076 0.002916666666666666666666667
Pheta   0.914583333333333333333333333
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
3	4/26/2023 3:44:25 PM	PT	Yes	PT	Female	18	Single	Student	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	2
I have the time to visit Douro	2
I have opportunities to visit Douro	5
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	2
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Ter acesso a recursos ambientais exclusivos	7	0.014	mot_014
Fator Novidade	7	0.014	mot_016
Conhecer de novos lugares	7	0.014	mot_025
Sentir-me emocionalmente revigorado	6	0.012	mot_041
A auto-realização	8	0.016	mot_028

Matrix (abreviated)

```
mot_014 0.014
mot_016 0.014
mot_025 0.014
mot_028 0.016
mot_041 0.012
Pheta   0.930
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
4	4/26/2023 3:46:11 PM	PT	Yes	PT	Male	21	Single	Student	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	3
I am confident that I can visit Douro	4
I have the money to visit Douro	5
I have the time to visit Douro	2
I have opportunities to visit Douro	5
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	4
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	10	0.00416666666666666666666667	mot_013
Ter acesso a recursos ambientais exclusivos	7	0.00291666666666666666666667	mot_014
Ter experiências em habitats naturais	10	0.00416666666666666666666667	mot_015
Fator Novidade	10	0.00416666666666666666666667	mot_016
Conhecer os hábitos das pessoas locais	10	0.00416666666666666666666667	mot_017
Fazer Amizade/ interação social	10	0.00416666666666666666666667	mot_024
Conhecer de novos lugares	10	0.00416666666666666666666667	mot_025
Conhecer Locais históricos/ culturais	9	0.00375	mot_032
O valor educacional	7	0.00291666666666666666666667	mot_029
Sentir-me emocionalmente revigorado	6	0.0025	mot_041
Sentir-me fisicamente revigorado	6	0.0025	mot_026
Ter momentos para relaxar	10	0.00416666666666666666666667	mot_042
Disfrutar de bom tempo	10	0.00416666666666666666666667	mot_027
A auto-realização	6	0.0025	mot_028
A auto-atualização	9	0.00375	mot_069
A atividade física	0	0	mot_060
Praticar desporto	0	0	mot_035
Convivio a praticar desporto	0	0	mot_075
Ser ativo	7	0.00291666666666666666666667	mot_038
A saúde e fitness	7	0.00291666666666666666666667	mot_076
A busca de prazer	10	0.00416666666666666666666667	mot_055
Estar longe de casa	10	0.00416666666666666666666667	mot_054
Fugir da vida cotidiana	10	0.00416666666666666666666667	mot_056
Procurar aventura	10	0.00416666666666666666666667	mot_058

Matrix (abreviated)

```
mot_013 0.004166666666666666666666667
mot_014 0.002916666666666666666666667
mot_015 0.004166666666666666666666667
mot_016 0.004166666666666666666666667
mot_017 0.004166666666666666666666667
mot_024 0.004166666666666666666666667
mot_025 0.004166666666666666666666667
mot_026 0.0025
mot_027 0.004166666666666666666666667
mot_028 0.0025
mot_029 0.002916666666666666666666667
mot_032 0.00375
mot_035 0
mot_038 0.002916666666666666666666667
mot_041 0.0025
mot_042 0.004166666666666666666666667
mot_054 0.004166666666666666666666667
mot_055 0.004166666666666666666666667
mot_056 0.004166666666666666666666667
mot_058 0.004166666666666666666666667
mot_060 0
mot_069 0.00375
mot_075 0
mot_076 0.002916666666666666666666667
Pheta   0.923333333333333333333333328
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
5	4/26/2023 3:57:15 PM	PT	No	PT	Female	21	Single	Student	Both

Statement	Degree of Agreement
Travelling makes me feel happy	3
Travelling makes me feel realized	3
Travelling increases my motivation	3
Travelling is relaxing	3
I feel pleasure when I´m travelling	3
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	2
To make sure I select the correct destination, I read other tourists' online travel reviews	2
I consult other travelers' online travel reviews to aid the selection of an attractive destination	2
I frequently gather information from tourists' online travel reviews before I travel to anywhere	2
For me, visiting Douro for travel would be extremely enjoyable	3
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	2
People who influence my behavior think I should visit Douro	2
People whose opinions I value prefer that I visit Douro	2
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	2
I have opportunities to visit Douro	2
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	1
I'd love to visit Douro	3
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Conhecer de novos lugares	5	0.01	mot_025
Fugir da vida cotidiana	0	0	mot_056
Ter experiências em habitats naturais	2	0.004	mot_015
Fazer Amizade/ interação social	2	0.004	mot_024
O valor educacional	2	0.004	mot_029

Matrix (abreviated)

```
mot_015 0.004
mot_024 0.004
mot_025 0.01
mot_029 0.004
mot_056 0
Pheta   0.978
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
6	4/26/2023 6:02:35 PM	PT	Yes	PT	Male	76	Married	Self-employed	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	2
I am confident that I can visit Douro	3
I have the money to visit Douro	2
I have the time to visit Douro	3
I have opportunities to visit Douro	3
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	3
Douro has its unique ways of life and customs	4
I tend to visit Douro	4
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	8	0.016	mot_013
Conhecer os hábitos das pessoas locais	5	0.01	mot_017
Ter experiências em habitats naturais	2	0.004	mot_015
Sentir-me emocionalmente revigorado	4	0.008	mot_041
Fazer Amizade/ interação social	3	0.006	mot_024

Matrix (abreviated)

```
mot_013 0.016
mot_015 0.004
mot_017 0.01
mot_024 0.006
mot_041 0.008
Pheta   0.956
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
7	4/26/2023 7:37:42 PM	PT	Yes	PT	Male	23	Single	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	5
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	5
I think I am under peer pressure to visit Douro	4
I think society urges everyone to visit Douro	5
Whether or not I visit Douro is completely up to me	3
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	5
I'd love to visit Douro	4
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	7	0.014	mot_048
Visit Historical/ Cultural Sites	10	0.02	mot_019
Have moments to relax	9	0.018	mot_020
The pursuit of pleasure	10	0.02	mot_077
ENJOYA GREAT PORT	10	0.02	mot_078

Matrix (abreviated)

```
mot_019 0.02
mot_020 0.018
mot_048 0.014
mot_077 0.02
mot_078 0.02
Pheta   0.988
```

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Nº	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
17	4/26/2023 7:43:10 PM	PT	Yes	PT	Male	46	Another	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	4
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	5
People who influence my behavior think I should visit Douro	5
People whose opinions I value prefer that I visit Douro	5
I think I am under peer pressure to visit Douro	5
I think society urges everyone to visit Douro	5
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	4
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Conhecer os hábitos das pessoas locais	10	0.02	mot_017
Disfrutar de uma paisagem natural	7	0.014	mot_013
A atividade física	9	0.018	mot_060
Ter acesso a recursos ambientais exclusivos	6	0.012	mot_014
A saúde e fitness	6	0.012	mot_076

Matrix (abreviated)

```
mot_013 0.014
mot_014 0.012
mot_017 0.02
mot_060 0.018
mot_076 0.012
Pheta   0.924
```

Nº	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
18	4/26/2023 7:43:55 PM	PT	Yes	PT	Male	27	Single	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	4
I feel pleasure when I´m travelling	3
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	3
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	3
I tend to visit Douro	1
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Conhecer de novos lugares	10	0.02	mot_025
Ter momentos para relaxar	9	0.018	mot_042
Fator Novidade	8	0.016	mot_016
Conhecer Locais históricos/ culturais	7	0.014	mot_032
Disfrutar de uma paisagem natural	6	0.012	mot_013

Matrix (abreviated)

```
mot_013 0.012
mot_016 0.016
mot_025 0.02
mot_032 0.014
mot_042 0.018
Pheta   0.920
```

Nº	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
19	4/26/2023 7:48:19 PM	PT	No	PT	Female	21	Single	Part-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	3
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	3
I have the money to visit Douro	4
I have the time to visit Douro	2
I have opportunities to visit Douro	2
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	1
I'd love to visit Douro	3
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Estar longe de casa	7	0.014	mot_054
Disfrutar de uma paisagem natural	6	0.012	mot_013
Disfrutar de bom tempo	8	0.016	mot_027
A atividade física	8	0.016	mot_060
Ter experiências em habitats naturais	8	0.016	mot_015

Matrix (abreviated)

```
mot_013 0.012
mot_015 0.016
mot_027 0.016
mot_054 0.014
mot_060 0.016
Pheta   0.926
```

Nº	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
20	4/26/2023 7:49:50 PM	PT	No	PT	Female	23	Married	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	5
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	3
I have the money to visit Douro	4
I have the time to visit Douro	3
I have opportunities to visit Douro	5
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	5
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Ter acesso a recursos ambientais exclusivos	8	0.016	mot_014
Fator Novidade	5	0.01	mot_016
Conhecer de novos lugares	10	0.02	mot_025
Ter experiências em habitats naturais	7	0.014	mot_015
Disfrutar de uma paisagem natural	9	0.018	mot_013

Matrix (abreviated)

```
mot_013 0.018
mot_014 0.016
mot_015 0.014
mot_016 0.01
mot_025 0.02
Pheta   0.922
```

Nº	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
21	4/26/2023 7:50:12 PM	PT	Yes	PT	Female	37	Single	Self-employed	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	3
I have the money to visit Douro	4
I have the time to visit Douro	2
I have opportunities to visit Douro	3
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	3
Douro has its unique ways of life and customs	3
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Autoconhecimento	9	0.018	mot_080
Relaxar	10	0.02	mot_081
Descanso	10	0.02	mot_082
Férias	10	0.02	mot_083
Tempo de qualidade	9	0.018	mot_084

Matrix (abreviated)

```
mot_080 0.018
mot_081 0.02
mot_082 0.02
mot_083 0.02
mot_084 0.018
Pheta   0.904
```

Nº	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
22	4/26/2023 7:50:22 PM	PT	No	PT	Male	25	Single	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	5
I have the money to visit Douro	4
I have the time to visit Douro	3
I have opportunities to visit Douro	3
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	4
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Ter experiências em habitats naturais	9	0.018	mot_015
Disfrutar de uma paisagem natural	9	0.018	mot_013
Conhecer de novos lugares	8	0.016	mot_025
Ter momentos para relaxar	9	0.018	mot_042
Convivência praticar desporto	7	0.014	mot_075

Matrix (abreviated)

```
mot_013 0.018
mot_015 0.018
mot_025 0.016
mot_042 0.018
mot_075 0.014
Pheta   0.916
```

Nº	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
23	4/26/2023 7:50:27 PM	PT	No	PT	Male	21	Single	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	3
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	2
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	7	0.014	mot_013
Ter experiências em habitats naturais	7	0.014	mot_015
Conhecer de novos lugares	8	0.016	mot_025
Conhecer Locais históricos/ culturais	7	0.014	mot_032
A auto-realização	8	0.016	mot_028

Matrix (abreviated)

```
mot_013 0.014
mot_015 0.014
mot_025 0.016
mot_028 0.016
mot_032 0.014
Pheta   0.926
```

Nº	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
24	4/26/2023 7:52:57 PM	PT	Yes	PT	Male	28	Single	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	5
People who influence my behavior think I should visit Douro	5
People whose opinions I value prefer that I visit Douro	5
I think I am under peer pressure to visit Douro	5
I think society urges everyone to visit Douro	5
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	4
I have the time to visit Douro	5
I have opportunities to visit Douro	4
Douro offers personal safety	5
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	5
I'd love to visit Douro	4
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
A busca de prazer	10	0.02	mot_055
Ter experiências em habitats naturais	9	0.018	mot_015
Fazer Amizade/ interação social	9	0.018	mot_024
Conhecer de novos lugares	10	0.02	mot_025
Sentir-me emocionalmente revigorado	10	0.02	mot_041

Matrix (abreviated)

```
mot_015 0.018
mot_024 0.018
mot_025 0.02
mot_041 0.02
mot_055 0.02
Pheta   0.904
```

Warning: The format image cannot be displayed. The file may have been removed, renamed, or deleted. Verify that the link points to the correct file and location.

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
21	4/26/2023 7:52:59 PM	PT	Yes	PT	Male	47	Another	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	4
Travelling is relaxing	4
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	3
I have opportunities to visit Douro	3
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	2
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	8	0.016	mot_013
Fator Novidade	7	0.014	mot_016
Ter momentos para relaxar	9	0.018	mot_042
Fugir da vida cotidiana	8	0.016	mot_056
Conhecer de novos lugares	9	0.018	mot_025

Matrix (abreviated)

```
mot_013 0.016
mot_016 0.014
mot_025 0.018
mot_042 0.018
mot_056 0.016
Pheta  0.918
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
22	4/26/2023 7:59:10 PM	PT	Yes	PT	Male	24	Single	Student	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	4
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	3
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Ter experiências em habitats naturais	10	0.02	mot_015
Disfrutar de uma paisagem natural	7	0.014	mot_013
Fator Novidade	9	0.018	mot_016
Fugir da vida cotidiana	10	0.02	mot_056
Procurar aventura	10	0.02	mot_058

Matrix (abreviated)

```
mot_013 0.014
mot_015 0.02
mot_016 0.018
mot_056 0.02
mot_058 0.02
Pheta  0.908
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
23	4/26/2023 8:00:58 PM	PT	Yes	PT	Male	29	Single	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	3
I feel pleasure when I'm travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	2
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	3
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	2
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Conhecer de novos lugares	6	0.012	mot_025
Disfrutar de uma paisagem natural	6	0.012	mot_013
Conhecer Locais históricos/ culturais	8	0.016	mot_032
Fator Novidade	8	0.016	mot_016
Ter momentos para relaxar	7	0.014	mot_042

Matrix (abreviated)

```
mot_013 0.012
mot_016 0.016
mot_025 0.012
mot_032 0.016
mot_042 0.014
Pheta  0.930
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
24	4/26/2023 8:02:17 PM	PT	Yes	PT	Male	22	Single	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	4
I feel pleasure when I'm travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	3
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	1
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de bom tempo	5	0.01	mot_027
Disfrutar de uma paisagem natural	5	0.01	mot_013
Ter experiências em habitats naturais	5	0.01	mot_015
Fator Novidade	5	0.01	mot_016
Conhecer Locais históricos/ culturais	5	0.01	mot_032

Matrix (abreviated)

```
mot_013 0.01
mot_015 0.01
mot_016 0.01
mot_027 0.01
mot_032 0.01
Pheta  0.95
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
25	4/26/2023 8:04:22 PM	PT	Yes	PT	Male	23	Single	Self-employed	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	4
Travelling is relaxing	5
I feel pleasure when I'm travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	2
People who influence my behavior think I should visit Douro	2
People whose opinions I value prefer that I visit Douro	2
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	5
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	3
I tend to visit Douro	2
I'd love to visit Douro	4
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Devido a beleza natural	10	0.0166666666666666666666666667	mot_093
Devido ao rio	8	0.0133333333333333333333333333	mot_094
Fator Novidade	10	0.0166666666666666666666666667	mot_016
Conhecer Locais históricos/ culturais	9	0.015	mot_032
Disfrutar de bom tempo	8	0.0133333333333333333333333333	mot_027
Ter momentos para relaxar	10	0.0166666666666666666666666667	mot_042

Matrix (abreviated)

```
mot_016 0.016666666666666666666666667
mot_027 0.013333333333333333333333333
mot_032 0.015
mot_042 0.016666666666666666666666667
mot_093 0.016666666666666666666666667
mot_094 0.013333333333333333333333333
Pheta  0.9083333333333333333333333333
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
26	4/27/2023 7:53:34 PM	PT	Yes	PT	Male	27	Single	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	3
Travelling increases my motivation	4
Travelling is relaxing	4
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	4
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	1
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	8	0.016	mot_013
Fator Novidade	5	0.01	mot_016
Ter momentos para relaxar	7	0.014	mot_042
Disfrutar de bom tempo	8	0.016	mot_027
Sentir-me fisicamente revigorado	10	0.02	mot_026

Matrix (abreviated)

```
mot_013 0.016
mot_016 0.01
mot_025 0.02
mot_027 0.016
mot_042 0.014
Pheta  0.924
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
27	4/27/2023 7:55:38 PM	PT	No	PT	Male	27	Married	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Conhecer de novos lugares	9	0.018	mot_025
Disfrutar de uma paisagem natural	8	0.016	mot_013
Fator Novidade	8	0.016	mot_016
Ter momentos para relaxar	6	0.012	mot_042
Sentir-me emocionalmente revigorado	7	0.014	mot_041

Matrix (abreviated)

```
mot_013 0.016
mot_016 0.016
mot_025 0.018
mot_041 0.014
mot_042 0.012
Pheta  0.924
```

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N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
27	4/27/2023 7:58:32 PM	PT	Yes	PT	Male	28	Single	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists' online travel reviews	3
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	3
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	7	0.011666666666666666666666667	mot_013
Ter acesso a recursos ambientais exclusivos	8	0.013333333333333333333333333	mot_014
Fator Novidade	9	0.015	mot_016
Fazer Amizade/ interação social	5	0.008333333333333333333333333	mot_024
Conhecer de novos lugares	10	0.016666666666666666666666667	mot_025
O valor educacional	7	0.011666666666666666666666667	mot_029

Matrix (abreviated)

```
mot_013 0.011666666666666666666666667
mot_014 0.013333333333333333333333333
mot_016 0.015
mot_024 0.008333333333333333333333333
mot_025 0.016666666666666666666666667
mot_029 0.011666666666666666666666667
Pheta   0.923333333333333333333333333
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
28	4/28/2023 8:41:40 PM	PT	Yes	PT	Male	51	Married	Self-employed	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews beforel travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	5
People who influence my behavior think I should visit Douro	5
People whose opinions I value prefer that I visit Douro	5
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	2
I am confident that I can visit Douro	4
I have the money to visit Douro	3
I have the time to visit Douro	1
I have opportunities to visit Douro	1
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	3
I tend to visit Douro	1
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	10	0.02	mot_013
Conhecer os hábitos das pessoas locais	7	0.014	mot_017
Conhecer de novos lugares	10	0.02	mot_025
Sentir-me emocionalmente revigorado	9	0.018	mot_041
Fator Novidade	9	0.018	mot_016

Matrix (abreviated)

```
mot_013 0.02
mot_016 0.018
mot_017 0.014
mot_025 0.02
mot_041 0.018
Pheta   0.910
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
29	5/3/2023 4:59:36 PM	PT	Yes	PT	Male	20	Married	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	5
People who influence my behavior think I should visit Douro	5
People whose opinions I value prefer that I visit Douro	5
I think I am under peer pressure to visit Douro	5
I think society urges everyone to visit Douro	5
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Paisagem, pessoas, gastronomia	8	0.016	mot_096
Disfrutar de uma paisagem natural	8	0.016	mot_013
Fator Novidade	9	0.018	mot_016
Conhecer os hábitos das pessoas locais	9	0.018	mot_017
Conhecer de novos lugares	8	0.016	mot_025

Matrix (abreviated)

```
mot_013 0.016
mot_016 0.018
mot_017 0.018
mot_025 0.016
mot_096 0.016
Pheta   0.916
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
30	5/6/2023 6:04:30 PM	PT	Yes	PT	Female	58	Single	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	5
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	2
I am confident that I can visit Douro	3
I have the money to visit Douro	5
I have the time to visit Douro	3
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	3
I tend to visit Douro	3
I'd love to visit Douro	3
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Beleza	7	0.014	mot_095
Conhecer de novos lugares	9	0.018	mot_025
Disfrutar de uma paisagem natural	6	0.012	mot_013
Ter momentos para relaxar	8	0.016	mot_042
Fugir da vida cotidiana	8	0.016	mot_056

Matrix (abreviated)

```
mot_013 0.012
mot_025 0.018
mot_042 0.016
mot_056 0.016
mot_095 0.014
Pheta   0.924
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
31	5/6/2023 7:10:56 PM	PT	Yes	PT	Female	32	Single	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	4
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	3
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	2
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	2
People who influence my behavior think I should visit Douro	2
People whose opinions I value prefer that I visit Douro	2
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	3
I'd love to visit Douro	5
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Ter experiências em habitats naturais	8	0.016	mot_015
Ter momentos para relaxar	7	0.014	mot_042
Conhecer de novos lugares	10	0.02	mot_025
Fator Novidade	6	0.012	mot_016
Estar longe de casa	9	0.018	mot_054

Matrix (abreviated)

```
mot_015 0.016
mot_016 0.012
mot_025 0.02
mot_042 0.014
mot_054 0.018
Pheta   0.920
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
32	5/6/2023 7:21:38 PM	PT	Yes	PT	Female	27	Single	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	4
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	3
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	1
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	2
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	2
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	2
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	8	0.013333333333333333333333333	mot_013
Conhecer Locais históricos/ culturais	9	0.015	mot_032
Conhecer os hábitos das pessoas locais	6	0.01	mot_017
Procurar aventura	7	0.011666666666666666666666667	mot_058
Ser ativo	6	0.01	mot_038
Ter momentos para relaxar	5	0.008333333333333333333333333	mot_042

Matrix (abreviated)

```
mot_013 0.013333333333333333333333333
mot_017 0.01
mot_032 0.015
mot_038 0.01
mot_042 0.008333333333333333333333333
mot_058 0.011666666666666666666666667
Pheta   0.931666666666666666666666667
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
33	5/6/2023 7:32:20 PM	PT	Yes	PT	Female	24	Single	Student	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	5
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	2
I am confident that I can visit Douro	3
I have the money to visit Douro	5
I have the time to visit Douro	3
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	3
I tend to visit Douro	3
I'd love to visit Douro	3
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Gastronomia	9	0.015	mot_090
Disfrutar de uma paisagem natural	9	0.015	mot_013
Conhecer Locais históricos/ culturais	8	0.013333333333333333333333333	mot_032
Facilidade	10	0.016666666666666666666666667	mot_097
Amigos	9	0.015	mot_098
Ter experiências em habitats naturais	10	0.016666666666666666666666667	mot_015

Matrix (abreviated)

```
mot_013 0.015
mot_015 0.016666666666666666666666667
mot_032 0.013333333333333333333333333
mot_090 0.015
mot_097 0.016666666666666666666666667
mot_098 0.015
Pheta   0.908333333333333333333333333
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
34	5/6/2023 7:43:02 PM	PT	No	PT	Male	38	Single	Self-employed	Both

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	3
I feel pleasure when I'm travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists' online travel reviews	3
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews beforel travel to anywhere	2
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	2
People who influence my behavior think I should visit Douro	2
People whose opinions I value prefer that I visit Douro	2
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	3
I'd love to visit Douro	5
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Conhecer Locais históricos/ culturais	8	0.011428571428571428571428571	mot_032
Fugir da vida cotidiana	8	0.011428571428571428571428571	mot_056
Fator Novidade	8	0.011428571428571428571428571	mot_016
Conhecer de novos lugares	10	0.014285714285714285714285714	mot_025
O valor educacional	10	0.014285714285714285714285714	mot_029
Disfrutar de uma paisagem natural	8	0.011428571428571428571428571	mot_013
A auto-realização	8	0.011428571428571428571428571	mot_028

Matrix (abreviated)

```
mot_013 0.011428571428571428571428571
mot_016 0.011428571428571428571428571
mot_025 0.014285714285714285714285714
mot_028 0.011428571428571428571428571
mot_029 0.014285714285714285714285714
mot_032 0.011428571428571428571428571
mot_056 0.011428571428571428571428571
Pheta   0.914285714285714285714285744
```

Technical Report automatically generated with the Exploratory Factor Evaluation (EFA) Shiny App, available at https://github.com/gabrielcataldo/exploratory-factor-evaluation

Rotated image content may not be displayed correctly.

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
1	5/6/2023 7:13:32 PM	PT	No	PT	Male	26	Single	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	4
I have the time to visit Douro	2
I have opportunities to visit Douro	3
Douro offers personal safety	5
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	3
I tend to visit Douro	2
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	10	0.02	mot_013
Fator Novidade	7	0.014	mot_016
Conhecer de novos lugares	7	0.014	mot_025
Ter momentos para relaxar	10	0.02	mot_042
Fazer Amizade/ interação social	6	0.012	mot_024

Matrix (abreviated)

```
mot_013 0.02
mot_016 0.014
mot_024 0.012
mot_025 0.014
mot_042 0.02
Pheta  0.920
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
2	5/6/2023 7:27:18 PM	PT	No	PT	Male	44	Single	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	3
Travelling increases my motivation	3
Travelling is relaxing	3
I feel pleasure when I´m travelling	3
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	5
People who influence my behavior think I should visit Douro	5
People whose opinions I value prefer that I visit Douro	5
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	4
I have the time to visit Douro	2
I have opportunities to visit Douro	2
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	4
Douro has a spectacular landscape	3
Douro has its unique ways of life and customs	3
I tend to visit Douro	3
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	6	0.012	mot_013
A saúde e fitness	8	0.016	mot_076
Disfrutar de bom tempo	8	0.016	mot_027
Conhecer de novos lugares	8	0.016	mot_025
Conhecer os hábitos das pessoas locais	8	0.016	mot 017

Matrix (abreviated)

```
mot_013 0.012
mot_017 0.016
mot_025 0.016
mot_027 0.016
mot_076 0.016
Pheta  0.924
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
3	5/6/2023 7:51:40 PM	PT	Yes	PT	Female	42	Married	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	4
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	3
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	3
I'd love to visit Douro	3
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	8	0.016	mot_013
Conhecer Locais históricos/ culturais	8	0.016	mot_032
Ter acesso a recursos ambientais exclusivos	6	0.012	mot 014
Conhecer de novos lugares	8	0.016	mot_025
Ter momentos para relaxar	8	0.016	mot_042

Matrix (abreviated)

```
mot_013 0.016
mot_014 0.012
mot_025 0.016
mot_032 0.016
mot_042 0.016
Pheta  0.924
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
4	5/6/2023 8:46:36 PM	PT	Yes	PT	Male	36	Married	Self-employed	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	5
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	3
I'd love to visit Douro	3
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Conhecer de novos lugares	8	0.016	mot_025
Ter momentos para relaxar	8	0.016	mot_042
Disfrutar de uma paisagem natural	8	0.016	mot_013
Fugir da vida cotidiana	8	0.016	mot_056

Matrix (abreviated)

```
mot_013 0.016
mot_025 0.016
mot_032 0.016
mot_042 0.016
mot_056 0.016
Pheta  0.920
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
5	5/6/2023 8:32:14 PM	PT	No	PT	Female	48	Single	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	4
Douro offers personal safety	5
Douro has a good quality of life	4
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	3
I tend to visit Douro	4
I'd love to visit Douro	4
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Ter momentos para relaxar	7	0.014	mot_042
Disfrutar de uma paisagem natural	7	0.014	mot_013
Conhecer Locais históricos/ culturais	8	0.016	mot_032
Fator Novidade	8	0.016	mot_016
Conhecer de novos lugares	8	0.016	mot_025

Matrix (abreviated)

```
mot_013 0.014
mot_016 0.016
mot_025 0.016
mot_032 0.016
mot_042 0.014
Pheta  0.924
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
6	5/6/2023 8:45:27 PM	PT	Yes	PT	Female	41	Single	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	2
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	3
I tend to visit Douro	5
I'd love to visit Douro	5
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Ter experiências em habitats naturais	8	0.016	mot_015
Conhecer de novos lugares	9	0.018	mot_025
Conhecer Locais históricos/ culturais	10	0.02	mot_032
Ter momentos para relaxar	5	0.01	mot_042
Fugir da vida cotidiana	9	0.018	mot_056

Matrix (abreviated)

```
mot_015 0.016
mot_025 0.018
mot_032 0.02
mot_042 0.01
mot_056 0.018
Pheta  0.918
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
7	5/6/2023 8:46:37 PM	PT	Yes	PT	Female	36	Married	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	5
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	3
I'd love to visit Douro	3
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	7	0.014	mot_013
Conhecer Locais históricos/ culturais	8	0.016	mot_032
Ter momentos para relaxar	8	0.016	mot_042
Fugir da vida cotidiana	9	0.018	mot_056
Procurar aventura	7	0.014	mot_058

Matrix (abreviated)

```
mot_013 0.014
mot_032 0.016
mot_042 0.016
mot_056 0.018
mot_058 0.014
Pheta  0.922
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
8	5/6/2023 11:34:37 PM	PT	Yes	PT	Male	32	Married	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	4
Travelling is relaxing	3
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists' online travel reviews	2
I consult other travelers' online travel reviews to aid the selection of an attractive destination	2
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	2
People who influence my behavior think I should visit Douro	2
People whose opinions I value prefer that I visit Douro	2
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	3
I have the time to visit Douro	3
I have opportunities to visit Douro	3
Douro offers personal safety	4
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	3
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Fator Novidade	1	0.002	mot_016
Conhecer Locais históricos/ culturais	2	0.004	mot_032
Disfrutar de bom tempo	3	0.006	mot_027
Conhecer os hábitos das pessoas locais	4	0.008	mot_017
Sentir-me emocionalmente revigorado	5	0.01	mot_041

Matrix (abreviated)

```
mot_016 0.002
mot_017 0.008
mot_027 0.006
mot_032 0.004
mot_041 0.01
Pheta  0.970
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
9	5/8/2023 1:47:43 PM	PT	Yes	PT	Male	43	Single	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	3
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	5
I have the money to visit Douro	3
I have the time to visit Douro	3
I have opportunities to visit Douro	3
Douro offers personal safety	5
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	4
I'd love to visit Douro	4
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Vinhas	7	0.014	mot_099
Paisagem	10	0.02	mot_100
Gastronomia	8	0.016	mot_090
Fator Novidade	8	0.016	mot 016
Sentir-me emocionalmente revigorado	9	0.018	mot_041

Matrix (abreviated)

```
mot_016 0.016
mot_041 0.018
mot_090 0.016
mot_099 0.014
mot_100 0.02
Pheta  0.916
```

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N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
38	5/8/2023 2:25:49 PM	PT	Yes	PT	Female	52	Married	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	3
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	3
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	3
I tend to visit Douro	1
I'd love to visit Douro	2
I plan to visit Douro	2

Argument	Weight	Normalised Weight	Abreviated Argument
Ser ativo, conhecer o porto e a regiao do douro, passear, visitar espacos culturais do porto, gastronomia da regiao	8	0.016	mot_101
Disfrutar de uma paisagem natural	8	0.016	mot_013
Conhecer de novos lugares	8	0.016	mot_025
Ter momentos para relaxar	8	0.016	mot 042
Conhecer Locais históricos/ culturais	9	0.018	mot_032

Matrix (abreviated)

```
mot_013 0.016
mot_025 0.016
mot_032 0.018
mot_042 0.016
mot_101 0.016
Pheta   0.918
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
39	5/8/2023 4:14:35 PM	PT	Yes	PT	Female	37	Another	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	3
I have opportunities to visit Douro	4
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	2
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Ter momentos para relaxar	10	0.02	mot_042
Disfrutar de uma paisagem natural	10	0.02	mot_013
Conhecer de novos lugares	9	0.018	mot_025
Disfrutar de bom tempo	8	0.016	mot_027
Ter acesso a recursos ambientais exclusivos	9	0.018	mot 014

Matrix (abreviated)

```
mot_013 0.02
mot_014 0.018
mot_025 0.018
mot_027 0.016
mot_042 0.02
Pheta   0.908
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
40	5/8/2023 4:30:12 PM	PT	Yes	PT	Female	56	Another	Self-employed	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	2
I am confident that I can visit Douro	4
I have the money to visit Douro	2
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	3
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Sentir-me emocionalmente revigorado	10	0.02	mot_041
Ter momentos para relaxar	10	0.02	mot_042
Sentir-me fisicamente revigorado	8	0.016	mot_026
Fugir da vida cotidiana	10	0.02	mot_056
Disfrutar de uma paisagem natural	10	0.02	mot_013

Matrix (abreviated)

```
mot_013 0.02
mot_026 0.016
mot_041 0.02
mot_042 0.02
mot_056 0.02
Pheta   0.904
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
41	5/8/2023 5:52:09 PM	PT	Yes	PT	Female	25	Single	Student	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	4
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	4
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Conhecer os hábitos das pessoas locais	1	0.002	mot_017
Disfrutar de uma paisagem natural	2	0.004	mot_013
Ter momentos para relaxar	3	0.006	mot_042
Conhecer Locais históricos/ culturais	4	0.008	mot_032
Ser ativo	5	0.01	mot_038

Matrix (abreviated)

```
mot_013 0.004
mot_017 0.002
mot_032 0.008
mot_038 0.01
mot_042 0.006
Pheta   0.970
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
42	5/8/2023 6:16:16 PM	PT	Yes	PT	Male	70	Married	Part-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	3
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	3
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	2
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	2
I am confident that I can visit Douro	5
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	2
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Ter momentos para relaxar	9	0.018	mot_042
Sentir-me emocionalmente revigorado	9	0.018	mot_041
Disfrutar de uma paisagem natural	8	0.016	mot_013
Conhecer de novos lugares	6	0.012	mot_025
Convivio e praticar desporto	5	0.01	mot_075

Matrix (abreviated)

```
mot_013 0.016
mot_025 0.012
mot_041 0.018
mot_042 0.018
mot_075 0.01
Pheta   0.926
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
43	5/8/2023 10:25:26 PM	PT	Yes	PT	Male	65	Married	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	2
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	9	0.018	mot_013
Conhecer Locais históricos/ culturais	9	0.018	mot_032
Conhecer de novos lugares	9	0.018	mot_025
Fugir da vida cotidiana	10	0.02	mot_056
A busca de prazer	8	0.016	mot_055

Matrix (abreviated)

```
mot_013 0.018
mot_025 0.018
mot_032 0.018
mot_055 0.016
mot_056 0.02
Pheta   0.910
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
44	5/9/2023 8:57:27 AM	PT	Yes	PT	Female	47	Married	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	5
People whose opinions I value prefer that I visit Douro	5
I think I am under peer pressure to visit Douro	4
I think society urges everyone to visit Douro	5
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	4
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	9	0.018	mot 013
Ter momentos para relaxar	9	0.018	mot_042
Conhecer de novos lugares	9	0.018	mot_025
A atividade física	9	0.018	mot_060
A busca de prazer	9	0.018	mot 055

Matrix (abreviated)

```
mot_013 0.018
mot_025 0.018
mot_042 0.018
mot_055 0.018
mot_060 0.018
Pheta   0.910
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
45	5/9/2023 12:23:22 PM	PT	Yes	PT	Male	46	Married	Self-employed	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	2
I have the time to visit Douro	3
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	2
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	8	0.016	mot 013
Conhecer de novos lugares	10	0.02	mot_025
Ter momentos para relaxar	8	0.016	mot_042
Disfrutar de bom tempo	9	0.018	mot_027
Ser ativo	7	0.014	mot 038

Matrix (abreviated)

```
mot_013 0.016
mot_025 0.02
mot_027 0.018
mot_038 0.014
mot_042 0.016
Pheta   0.916
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
46	5/9/2023 12:49:45 PM	PT	Yes	PT	Female	51	Married	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	3
I feel pleasure when I'm travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	3
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	3
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	4
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	9	0.018	mot_013
Sentir-me emocionalmente revigorado	8	0.016	mot 041
Ter momentos para relaxar	10	0.02	mot_042
Fugir da vida cotidiana	9	0.018	mot_056
Ter experiências em habitats naturais	9	0.018	mot_015

Matrix (abreviated)

```
mot_013 0.018
mot_015 0.018
mot_041 0.016
mot_042 0.02
mot_056 0.018
Pheta   0.910
```

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N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
47	5/10/2023 11:43:44 AM	PT	Yes	PT	Female	36	Married	Full-time Employee	Accompanied

Statement

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists' online travel reviews	3
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	2
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	1
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	3
I have opportunities to visit Douro	3
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	4
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Conhecer Locais históricos/ culturais	8	0.016	mot_032
Disfrutar de uma paisagem natural	7	0.014	mot_013
Sentir-me emocionalmente revigorado	7	0.014	mot_041
Ter momentos para relaxar	8	0.016	mot_042
A busca de prazer	8	0.016	mot_055

Matrix (abreviated)

```
mot_013 0.0014
mot_032 0.0016
mot_041 0.0014
mot_042 0.0016
mot_055 0.0016
Pheta   0.924
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
48	5/10/2023 12:28:21 PM	PT	Yes	PT	Female	18	Single	Student	Accompanied

Statement

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	3
Travelling is relaxing	4
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	5
I have the money to visit Douro	3
I have the time to visit Douro	2
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	3
Douro has a good name and reputation	5
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	3
I tend to visit Douro	4
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Conhecer de novos lugares	8	0.016	mot_025
Disfrutar de uma paisagem natural	7	0.014	mot_013
Fugir da vida cotidiana	9	0.018	mot_056
Fatior Novidade	8	0.016	mot_016
Ter momentos para relaxar	10	0.02	mot_042

Matrix (abreviated)

```
mot_013 0.014
mot_016 0.016
mot_025 0.016
mot_042 0.02
mot_056 0.018
Pheta   0.916
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
49	5/10/2023 12:49:17 PM	PT	Yes	PT	Female	18	Single	Student	Both

Statement

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	2
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	1
People who influence my behavior think I should visit Douro	1
People whose opinions I value prefer that I visit Douro	1
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	3
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	5
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	1
I'd love to visit Douro	4
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Fatior Novidade	5	0.01	mot_016
Ter acesso a recursos ambientais exclusivos	6	0.012	mot_014
Conhecer os hábitos das pessoas locais	7	0.014	mot_017
O valor educacional	6	0.012	mot_029
Sentir-me fisicamente revigorado	6	0.012	mot_026

Matrix (abreviated)

```
mot_014 0.012
mot_016 0.01
mot_017 0.014
mot_026 0.012
mot_029 0.012
Pheta   0.940
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
50	5/10/2023 12:50:37 PM	PT	Yes	PT	Female	18	Single	Student	Accompanied

Statement

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	5
I have the money to visit Douro	3
I have the time to visit Douro	3
I have opportunities to visit Douro	3
Douro offers personal safety	4
Douro has a good quality of life	5
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	2
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Fazer Amizade/ interação social	7	0.01	mot_024
Disfrutar de uma paisagem natural	10	0.014285714285714285714285714	mot_013
Familia	6	0.008571428571428571428571286	mot_102
Sentir-me emocionalmente revigorado	8	0.011428571428571428571428574	mot_041
Conhecer Locais históricos/ culturais	10	0.014285714285714285714285743	mot_032
Fugir da vida cotidiana	7	0.01	mot_056
Cultura	7	0.01	mot_103

Matrix (abreviated)

```
mot_013 0.014285714285714285714285743
mot_024 0.01
mot_032 0.014285714285714285714285743
mot_041 0.011428571428571428571428574
mot_056 0.01
mot_102 0.008571428571428571428571286
mot_103 0.01
Pheta   0.921428571428571428571428574
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
51	5/10/2023 12:51:27 PM	PT	Yes	PT	Female	18	Single	Student	Accompanied

Statement

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	3
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	3
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	3
I tend to visit Douro	2
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
A busca de prazer	9	0.018	mot_055
Ter experiências em habitats naturais	9	0.018	mot_015
Conhecer de novos lugares	10	0.02	mot_025
Disfrutar de bom tempo	10	0.02	mot_027
Fatior Novidade	10	0.02	mot_016

Matrix (abreviated)

```
mot_015 0.018
mot_016 0.02
mot_025 0.02
mot_027 0.02
mot_055 0.018
Pheta   0.904
```

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N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
1	5/10/2023 12:51:45 PM	PT	No	PT	Female	18	Single	Student	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	2
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	1
People who influence my behavior think I should visit Douro	1
People whose opinions I value prefer that I visit Douro	1
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	5
I have the money to visit Douro	4
I have the time to visit Douro	2
I have opportunities to visit Douro	3
Douro offers personal safety	4
Douro has a good quality of life	3
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	1
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight
Fator Novidade	9
Disfrutar de bom tempo	10
Fugir da vida cotidiana	10
Conhecer de novos lugares	7
Ter momentos para relaxar	10

Normalised Weight	Abreviated Argument
0.018	mot_016
0.02	mot_027
0.02	mot_056
0.014	mot_025
0.02	mot_042

Matrix (abreviated)

```
mot_016 0.018
mot_025 0.014
mot_027 0.02
mot_042 0.02
mot_056 0.02
Pheta   0.988
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
2	5/10/2023 12:51:57 PM	PT	No	PT	Female	18	Single	Student	Both

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	4
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	2
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	3
I feel very positive in visiting Douro	2
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	2
People who influence my behavior think I should visit Douro	2
People whose opinions I value prefer that I visit Douro	2
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	1
I have opportunities to visit Douro	1
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	2
I tend to visit Douro	1
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight
Conhecer os hábitos das pessoas locais	9
Disfrutar de uma paisagem natural	8
Disfrutar de bom tempo	8
Conhecer de novos lugares	10
Procurar aventura	6

Normalised Weight	Abreviated Argument
0.018	mot_017
0.016	mot_013
0.016	mot_027
0.02	mot_025
0.012	mot_058

Matrix (abreviated)

```
mot_013 0.016
mot_017 0.018
mot_025 0.02
mot_027 0.016
mot_058 0.012
Pheta   0.918
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
3	5/10/2023 12:52:59 PM	PT	No	PT	Female	22	Single	Student	Alone

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	1
People who influence my behavior think I should visit Douro	1
People whose opinions I value prefer that I visit Douro	1
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	2
I am confident that I can visit Douro	4
I have the money to visit Douro	3
I have the time to visit Douro	2
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	3
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	3

Argument	Weight
Procurar aventura	8
Conhecer de novos lugares	10
Ter momentos para relaxar	9
A busca de prazer	8
Disfrutar de uma paisagem natural	6
Ter experiências em habitats naturais	6

Normalised Weight	Abreviated Argument
0.013333333333333333333333333	mot_058
0.016666666666666666666666666667	mot_025
0.015	mot_042
0.013333333333333333333333333	mot_055
0.01	mot_013
0.01	mot_015

Matrix (abreviated)

```
mot_013 0.01
mot_015 0.01
mot_025 0.016666666666666666666666667
mot_042 0.015
mot_055 0.013333333333333333333333333
mot_058 0.013333333333333333333333333
Pheta   0.92166666666666666666666666667
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
52	5/10/2023 12:57:41 PM	PT	Yes	PT	Male	40	Married	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	5
People who influence my behavior think I should visit Douro	5
People whose opinions I value prefer that I visit Douro	5
I think I am under peer pressure to visit Douro	5
I think society urges everyone to visit Douro	5
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	5
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight
Disfrutar de uma paisagem natural	9
Conhecer os hábitos das pessoas locais	9
Conhecer de novos lugares	10
Fator Novidade	9
Conhecer Locais históricos/ culturais	9

Normalised Weight	Abreviated Argument
0.018	mot_013
0.018	mot_017
0.018	mot_025
0.018	mot_024
0.018	mot_029

Matrix (abreviated)

```
mot_013 0.018
mot_017 0.018
mot_024 0.018
mot_025 0.018
mot_029 0.018
Pheta   0.910
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
53	5/10/2023 5:36:04 PM	PT	Yes	PT	Male	67	Married	Unemployed	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	4
Travelling is relaxing	4
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	3
I am confident that I can visit Douro	4
I have the money to visit Douro	2
I have the time to visit Douro	3
I have opportunities to visit Douro	3
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	1
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight
Disfrutar de uma paisagem natural	8
Fator Novidade	8
Conhecer de novos lugares	8
Ter momentos para relaxar	8
Conhecer Locais históricos/ culturais	8

Normalised Weight	Abreviated Argument
0.016	mot_013
0.016	mot_016
0.016	mot_025
0.016	mot_042
0.016	mot_032

Matrix (abreviated)

```
mot_013 0.016
mot_016 0.016
mot_025 0.016
mot_032 0.016
mot_042 0.016
Pheta   0.920
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
54	5/10/2023 6:42:36 PM	PT	Yes	PT	Female	51	Single	Self-employed	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	3
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	3
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	5
Douro has a good quality of life	4
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	3
I tend to visit Douro	3
I'd love to visit Douro	3
I plan to visit Douro	4

Argument	Weight
Disfrutar de uma paisagem natural	9
Conhecer Locais históricos/ culturais	7
Conhecer os hábitos das pessoas locais	8
Fugir da vida cotidiana	6
Conhecer de novos lugares	7

Normalised Weight	Abreviated Argument
0.018	mot_013
0.014	mot_032
0.016	mot_017
0.012	mot_056
0.014	mot_025

Matrix (abreviated)

```
mot_013 0.018
mot_017 0.016
mot_025 0.014
mot_032 0.014
mot_056 0.012
Pheta   0.926
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
55	5/10/2023 9:06:40 PM	PT	Yes	PT	Female	45	Married	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists' online travel reviews	2
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	3
I have the time to visit Douro	4
I have opportunities to visit Douro	3
Douro offers personal safety	4
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	3
I'd love to visit Douro	5
I plan to visit Douro	4

Argument	Weight
Fugir da vida cotidiana	8
Sentir-me emocionalmente revigorado	8
Ter momentos para relaxar	9
A busca de prazer	6
Conhecer os hábitos das pessoas locais	5

Normalised Weight	Abreviated Argument
0.016	mot_056
0.016	mot_041
0.018	mot_042
0.012	mot_055
0.01	mot_017

Matrix (abreviated)

```
mot_017 0.01
mot_041 0.016
mot_042 0.018
mot_055 0.012
mot_056 0.016
Pheta   0.928
```

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N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
56	5/10/2023 9:26:37 PM	PT	Yes	PT	Male	48	Married	Self-employed	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	4
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	3
I have the time to visit Douro	3
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	3
I tend to visit Douro	4
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	10	0.016666666666666666666666667	mot_013
Ter experiências em habitats naturais	9	0.015	mot_015
Conhecer Locais históricos/ culturais	9	0.015	mot_032
Conhecer de novos lugares	9	0.015	mot_025
Sentí-me emocionalmente revigorado	10	0.016666666666666666666666667	mot_041
Ter momentos para relaxar	10	0.016666666666666666666666667	mot_042

Matrix (abreviated)

```
mot_013 0.016666666666666666666666667
mot_015 0.015
mot_025 0.015
mot_032 0.015
mot_041 0.016666666666666666666666667
mot_042 0.016666666666666666666666667
Pheta   0.984999999999999999999999999
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
57	5/10/2023 10:39:20 PM	PT	Yes	PT	Male	36	Married	Self-employed	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	3
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	2
People who influence my behavior think I should visit Douro	2
People whose opinions I value prefer that I visit Douro	2
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	3
I have the money to visit Douro	3
I have the time to visit Douro	2
I have opportunities to visit Douro	3
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	3
Douro has its unique ways of life and customs	3
I tend to visit Douro	1
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Fator Novidade	10	0.02	mot_016
Conhecer de novos lugares	10	0.02	mot_025
Disfrutar de bom tempo	10	0.02	mot_027
Fazer Amizade/ interação social	9	0.018	mot_024
A busca de prazer	10	0.02	mot_055

Matrix (abreviated)

```
mot_016 0.02
mot_024 0.018
mot_025 0.02
mot_027 0.02
mot_055 0.02
Pheta   0.902
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
58	5/11/2023 12:22:20 AM	PT	Yes	PT	Female	45	Married	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	4
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	5
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	5
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	2
I have the time to visit Douro	2
I have opportunities to visit Douro	2
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	4
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Ter experiências em habitats naturais	10	0.004166666666666666666666667	mot_015
Disfrutar de uma paisagem natural	10	0.004166666666666666666666667	mot_013
Ter acesso a recursos ambientais exclusivos	8	0.003333333333333333333333333	mot_014
Fator Novidade	3	0.00125	mot_016
Fazer Amizade/ interação social	10	0.004166666666666666666666667	mot_024
Conhecer os hábitos das pessoas locais	8	0.003333333333333333333333333	mot_017
Conhecer de novos lugares	10	0.004166666666666666666666667	mot_025
Conhecer Locais históricos/ culturais	10	0.004166666666666666666666667	mot_032
O valor educacional	8	0.003333333333333333333333333	mot_029
Sentí-me emocionalmente revigorado	8	0.003333333333333333333333333	mot_041
Sentí-me fisicamente revigorado	3	0.00125	mot_026
Ter momentos para relaxar	10	0.004166666666666666666666667	mot_042
Disfrutar de bom tempo	8	0.003333333333333333333333333	mot_027
A auto-realização	3	0.00125	mot_028
A auto-atualização	3	0.00125	mot_069
A atividade física	2	0.000833333333333333333333333	mot_060
Praticar desporto	2	0.000833333333333333333333333	mot_035
Convívio a praticar desporto	2	0.000833333333333333333333333	mot_075
Ser ativo	4	0.001666666666666666666666667	mot_038
A saúde e fitness	2	0.000833333333333333333333333	mot_076
A busca de prazer	10	0.004166666666666666666666667	mot_055
Estar longe de casa	10	0.004166666666666666666666667	mot_054
Fugir da vida cotidiana	10	0.004166666666666666666666667	mot_056
Procurar aventura	10	0.004166666666666666666666667	mot_058

Matrix (abreviated)

```
mot_013 0.004166666666666666666666667
mot_014 0.003333333333333333333333333
mot_015 0.004166666666666666666666667
mot_016 0.00125
mot_017 0.003333333333333333333333333
mot_024 0.004166666666666666666666667
mot_025 0.004166666666666666666666667
mot_026 0.00125
mot_027 0.003333333333333333333333333
mot_028 0.00125
mot_029 0.003333333333333333333333333
mot_032 0.004166666666666666666666667
mot_035 0.000833333333333333333333333
mot_038 0.001666666666666666666666667
mot_041 0.003333333333333333333333333
mot_042 0.004166666666666666666666667
mot_054 0.004166666666666666666666667
mot_055 0.004166666666666666666666667
mot_056 0.004166666666666666666666667
mot_058 0.004166666666666666666666667
mot_060 0.000833333333333333333333333
mot_069 0.00125
mot_075 0.000833333333333333333333333
mot_076 0.000833333333333333333333333
Pheta   0.931666666666666666666666666
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
59	5/11/2023 12:24:12 AM	PT	Yes	PT	Male	48	Married	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	5
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	5
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	3
I tend to visit Douro	4
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	8	0.016	mot_013
Fator Novidade	8	0.016	mot_016
Conhecer de novos lugares	8	0.016	mot_025
Ter momentos para relaxar	9	0.018	mot_042
Fugir da vida cotidiana	8	0.016	mot_056
Disfrutar de bom tempo	8	0.016	mot_027
Conhecer Locais históricos/ culturais	8	0.016	mot_032

Matrix (abreviated)

```
mot_013 0.016
mot_016 0.016
mot_025 0.016
mot_042 0.018
mot_056 0.016
mot_027 0.016
mot_032 0.016
Pheta   0.918
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
60	5/11/2023 10:55:53 AM	PT	Yes	PT	Male	19	Single	Student	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists' online travel reviews	3
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	5
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	3
I have the time to visit Douro	3
I have opportunities to visit Douro	3
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	4
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	8	0.016	mot_013
Fator Novidade	7	0.014	mot_016
Conhecer de novos lugares	9	0.018	mot_025
Ter momentos para relaxar	7	0.014	mot_042
Conhecer Locais históricos/ culturais	8	0.016	mot_032

Matrix (abreviated)

```
mot_013 0.016
mot_016 0.014
mot_025 0.018
mot_032 0.016
mot_042 0.014
Pheta   0.922
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
61	5/11/2023 10:56:52 AM	PT	Yes	PT	Female	20	Single	Student	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	5
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	4
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	3
I am confident that I can visit Douro	5
I have the money to visit Douro	4
I have the time to visit Douro	3
I have opportunities to visit Douro	5
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Conhecer de novos lugares	10	0.014285714285714285714285143	mot_025
Conhecer os hábitos das pessoas locais	6	0.008571428571428571428571286	mot_017
Fator Novidade	10	0.014285714285714285714285143	mot_016
Ter momentos para relaxar	8	0.011428571428571428571428571	mot_042
Fazer Amizade/ interação social	7	0.01	mot_024
Estar longe de casa	5	0.007142857142857142857142571	mot_054
Sentí-me emocionalmente revigorado	7	0.01	mot_041

Matrix (abreviated)

```
mot_016 0.014285714285714285714285143
mot_017 0.008571428571428571428571286
mot_024 0.01
mot_025 0.014285714285714285714285143
mot_041 0.01
mot_042 0.011428571428571428571428571
mot_054 0.007142857142857142857142571
Pheta   0.924285714285714285714285143
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
62	5/11/2023 10:57:25 AM	PT	Yes	PT	Male	19	Single	Student	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	5
I have the money to visit Douro	4
I have the time to visit Douro	2
I have opportunities to visit Douro	3
Douro offers personal safety	4
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	2
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Ter momentos para relaxar	10	0.02	mot_042
Disfrutar de uma paisagem natural	7	0.014	mot_013
Fugir da vida cotidiana	8	0.016	mot_056
Fator Novidade	10	0.02	mot_016
Disfrutar de bom tempo	10	0.02	mot_027

Matrix (abreviated)

```
mot_013 0.014
mot_016 0.02
mot_027 0.02
mot_042 0.02
mot_056 0.016
Pheta   0.910
```

Some text may be cut off because the maximum allowed size is reached. Text limit has been reached, increase, or deleted. Verify that this limit is similar to the current file and location.

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
63	5/11/2023 10:57:42 AM	PT	Yes	PT	Male	23	Single	Student	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists' online travel reviews	2
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	1
For me, visiting Douro for travel would be extremely enjoyable	3
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	2
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	3
I have opportunities to visit Douro	4
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	3
I tend to visit Douro	1
I'd love to visit Douro	3
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Conhecer de novos lugares	10	0.02	mot_025
Ter momentos para relaxar	10	0.02	mot_042
Fugir da vida cotidiana	9	0.018	mot_056
Estar longe de casa	8	0.016	mot_054
Procurar aventura	6	0.012	mot_058

Matrix (abreviated)

```
mot_025 0.02
mot_042 0.02
mot_054 0.016
mot_056 0.018
mot_058 0.012
Pheta   0.914
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
64	5/11/2023 10:58:39 AM	PT	Yes	PT	Female	19	Single	Student	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	3
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	5
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	2
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	10	0.02	mot_013
Conhecer de novos lugares	10	0.02	mot_025
Ter acesso a recursos ambientais exclusivos	8	0.016	mot_014
Fazer Amizade/ interação social	6	0.012	mot_024
O valor educacional	10	0.02	mot_029

Matrix (abreviated)

```
mot_013 0.02
mot_014 0.016
mot_024 0.012
mot_025 0.02
mot_029 0.02
Pheta   0.912
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
	5/11/2023 11:01:43 AM	PT	No	PT	Female	20	Single	Student	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	4
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	3
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	3
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	3
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Conhecer de novos lugares	10	0.02	mot_025
Procurar aventura	6	0.012	mot_058
Fator Novidade	4	0.008	mot_016
Disfrutar de uma paisagem natural	5	0.01	mot_013
Disfrutar de bom tempo	10	0.02	mot_027

Matrix (abreviated)

```
mot_013 0.01
mot_016 0.008
mot_025 0.02
mot_027 0.02
mot_058 0.012
Pheta   0.930
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
65	5/11/2023 11:06:00 AM	PT	Yes	PT	Female	64	Another	Unemployed	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists' online travel reviews	2
I consult other travelers' online travel reviews to aid the selection of an attractive destination	2
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	3
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	2
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	2
I have the time to visit Douro	3
I have opportunities to visit Douro	3
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	4
Douro has a spectacular landscape	3
Douro has its unique ways of life and customs	3
I tend to visit Douro	1
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Ser ativo	3	0.006	mot_038
A auto-atualização	4	0.008	mot_069
Estar longe de casa	8	0.016	mot_054
Ter momentos para relaxar	9	0.018	mot_042
A busca de prazer	6	0.012	mot_055

Matrix (abreviated)

```
mot_038 0.006
mot_042 0.018
mot_054 0.016
mot_055 0.012
mot_069 0.008
Pheta   0.940
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
66	5/11/2023 11:23:24 AM	PT	Yes	PT	Male	43	Married	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	4
Travelling is relaxing	3
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists' online travel reviews	3
I consult other travelers' online travel reviews to aid the selection of an attractive destination	2
I frequently gather information from tourists' online travel reviews before I travel to anywhere	1
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	5
People who influence my behavior think I should visit Douro	5
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	3
I am confident that I can visit Douro	4
I have the money to visit Douro	1
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	3
I tend to visit Douro	2
I'd love to visit Douro	4
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Lazer	10	0.02	mot_104
Conhecer de novos lugares	10	0.02	mot_025
Disfrutar de uma paisagem natural	8	0.016	mot_013
A busca de prazer	8	0.016	mot_055
Fugir da vida cotidiana	7	0.014	mot_056

Matrix (abreviated)

```
mot_013 0.016
mot_025 0.02
mot_055 0.016
mot_056 0.014
mot_104 0.02
Pheta   0.914
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
67	5/11/2023 1:49:44 PM	PT	Yes	BE	Female	65	Married	Unemployed	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	5
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	5
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	2
I have the time to visit Douro	4
I have opportunities to visit Douro	2
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	2
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Conhecer Locais históricos/ culturais	7	0.014	mot_032
Ter experiências em habitats naturais	7	0.014	mot_015
Fator Novidade	8	0.016	mot_016
A auto-realização	9	0.018	mot_028
Procurar aventura	9	0.018	mot_058

Matrix (abreviated)

```
mot_015 0.014
mot_016 0.016
mot_028 0.018
mot_032 0.014
mot_058 0.018
Pheta   0.928
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
68	5/11/2023 1:52:41 PM	PT	Yes	PT	Female	50	Married	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	3
Travelling is relaxing	4
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	2
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	2
People whose opinions I value prefer that I visit Douro	2
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	3
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	3
I tend to visit Douro	2
I'd love to visit Douro	4
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Conhecer de novos lugares	9	0.018	mot_025
Conhecer Locais históricos/ culturais	9	0.018	mot_032
Descoberta gastronómica	8	0.016	mot_105
Disfrutar de uma paisagem natural	9	0.018	mot_013
Ter momentos para relaxar	8	0.016	mot_042

Matrix (abreviated)

```
mot_013 0.018
mot_025 0.018
mot_032 0.018
mot_042 0.016
mot_105 0.016
Pheta   0.934
```

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N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
69	5/11/2023 1:55:11 PM	PT	Yes	PT	Female	37	Married	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	3
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	10	0.02	mot_013
Conhecer os hábitos das pessoas locais	7	0.014	mot_017
Fator Novidade	5	0.01	mot_016
Conhecer de novos lugares	7	0.014	mot_025
Conhecer Locais históricos/ culturais	9	0.018	mot_032

Matrix (abreviated)

```
mot_013 0.02
mot_016 0.01
mot_017 0.014
mot_025 0.014
mot_032 0.018
Pheta   0.924
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
70	5/11/2023 2:00:33 PM	PT	Yes	PT	Female	36	Married	Part-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	4
Travelling is relaxing	3
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	2
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	5
I have the money to visit Douro	3
I have the time to visit Douro	5
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	3
I tend to visit Douro	2
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	6	0.012	mot_013
Fator Novidade	8	0.016	mot_016
Ter experiências em habitats naturais	6	0.012	mot_015
Conhecer uma região produtora de vinhos	9	0.018	mot_106
Conhecer de novos lugares	9	0.018	mot_025

Matrix (abreviated)

```
mot_013 0.012
mot_015 0.012
mot_016 0.016
mot_025 0.018
mot_106 0.018
Pheta   0.924
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
72	5/11/2023 2:04:53 PM	PT	No	PT	Male	41	Married	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists' online travel reviews	3
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	7	0.014	mot_013
Conhecer os hábitos das pessoas locais	8	0.016	mot_017
Ter momentos para relaxar	8	0.016	mot_042
Fugir da vida cotidiana	5	0.01	mot_056
Conhecer Locais históricos/ culturais	6	0.012	mot_032
Disfrutar de bom tempo	5	0.01	mot_027

Matrix (abreviated)

```
mot_013 0.014
mot_027 0.01
mot_032 0.012
mot_042 0.016
mot_056 0.01
Pheta   0.938
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
71	5/11/2023 2:14:00 PM	PT	No	PT	Female	26	Single	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	4
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	2
For me, visiting Douro for travel would be extremely enjoyable	3
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	3
I am confident that I can visit Douro	3
I have the money to visit Douro	3
I have the time to visit Douro	3
I have opportunities to visit Douro	3
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	3
Douro has its unique ways of life and customs	3
I tend to visit Douro	3
I'd love to visit Douro	3
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	10	0.02	mot_013
Fator Novidade	7	0.014	mot_016
Conhecer os hábitos das pessoas locais	8	0.016	mot_017
Ter momentos para relaxar	9	0.018	mot_042
A busca de prazer	6	0.012	mot_055

Matrix (abreviated)

```
mot_013 0.02
mot_016 0.014
mot_017 0.016
mot_042 0.018
mot_055 0.012
Pheta   0.920
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
73	5/11/2023 6:48:30 PM	PT	Yes	PT	Female	61	Another	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	5
People who influence my behavior think I should visit Douro	5
People whose opinions I value prefer that I visit Douro	5
I think I am under peer pressure to visit Douro	4
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	10	0.02	mot_013
Conhecer os hábitos das pessoas locais	8	0.016	mot_017
Gastronomia	10	0.02	mot_090
Gastronomia	10	0.02	mot_090
Região Vinícola	10	0.02	mot_107

Matrix (abreviated)

```
mot_013 0.02
mot_017 0.016
mot_090 0.02
mot_090 0.02
mot_107 0.02
Pheta   0.904
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
74	5/11/2023 7:16:41 PM	PT	No	PT	Female	50	Single	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	3
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	2
I'd love to visit Douro	4
I plan to visit Douro	2

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	9	0.018	mot_013
Conhecer de novos lugares	9	0.018	mot_025
Disfrutar de bom tempo	6	0.012	mot_027
Fazer Amizade/ interação social	5	0.01	mot_024
Conhecer Locais históricos/ culturais	10	0.02	mot_032

Matrix (abreviated)

```
mot_013 0.018
mot_024 0.01
mot_025 0.018
mot_027 0.012
mot_032 0.02
Pheta   0.922
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
74	5/11/2023 7:54:51 PM	PT	Yes	PT	Male	70	Married	Unemployed	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	3
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	3
I tend to visit Douro	3
I'd love to visit Douro	5
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	6	0.012	mot_013
Ter experiências em habitats naturais	6	0.012	mot_015
Travelling is relaxing	5	0.014	mot_025
Ter momentos para relaxar	6	0.012	mot_042
A busca de prazer	6	0.012	mot_055

Matrix (abreviated)

```
mot_013 0.012
mot_015 0.012
mot_025 0.014
mot_042 0.012
mot_055 0.012
Pheta   0.938
```

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N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
75	5/11/2023 8:09:41 PM	PT	Yes	PT	Female	67	Married	Unemployed	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	4
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	1
To make sure I select the correct destination, I read other tourists' online travel reviews	1
I consult other travelers' online travel reviews to aid the selection of an attractive destination	1
I frequently gather information from tourists' online travel reviews before I travel to anywhere	1
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	3
I have the time to visit Douro	3
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	3
I tend to visit Douro	2
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Ter acesso a recursos ambientais exclusivos	5	0.01	mot_014
Ter experiências em habitats naturais	5	0.01	mot_015
Fazer Amizade/ interação social	7	0.014	mot_024
Conhecer os hábitos das pessoas locais	6	0.012	mot_017
Conhecer Locais históricos/ culturais	7	0.014	mot_032

Matrix (abreviated)

```
mot_014 0.01
mot_015 0.01
mot_017 0.012
mot_024 0.014
mot_032 0.014
Pheta   0.940
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
76	5/11/2023 8:16:15 PM	PT	Yes	PT	Female	57	Married	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	2
To make sure I select the correct destination, I read other tourists' online travel reviews	2
I consult other travelers' online travel reviews to aid the selection of an attractive destination	2
I frequently gather information from tourists' online travel reviews before I travel to anywhere	2
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	4
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	9	0.018	mot_013
Ter experiências em habitats naturais	8	0.016	mot_015
Fazer Amizade/ interação social	8	0.016	mot_024
Conhecer Locais históricos/ culturais	6	0.012	mot_032
Ter momentos para relaxar	10	0.02	mot_042

Matrix (abreviated)

```
mot_013 0.018
mot_015 0.016
mot_024 0.016
mot_032 0.012
mot_042 0.02
Pheta   0.918
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
77	5/11/2023 8:55:55 PM	PT	Yes	PT	Female	46	Married	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	4
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	2
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	4
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	8	0.016	mot_013
Ter acesso a recursos ambientais exclusivos	8	0.016	mot_014
Conhecer os novos lugares	8	0.016	mot_025
Conhecer os hábitos das pessoas locais	8	0.016	mot_017
Ter momentos para relaxar	10	0.02	mot_042

Matrix (abreviated)

```
mot_013 0.016
mot_014 0.016
mot_017 0.016
mot_025 0.016
mot_042 0.02
Pheta   0.916
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
78	5/11/2023 9:12:48 PM	PT	Yes	PT	Male	79	Married	Unemployed	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	3
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	3
I'd love to visit Douro	3
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar da uma paisagem natural	7	0.014	mot_013
Ter experiências em habitats naturais	7	0.014	mot_015
Ter momentos para relaxar	7	0.014	mot_042
Conhecer de novos lugares	7	0.014	mot_025
Praticar desporto	7	0.014	mot_035

Matrix (abreviated)

```
mot_013 0.014
mot_015 0.014
mot_025 0.014
mot_035 0.014
mot_042 0.014
Pheta   0.930
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
79	5/12/2023 9:27:48 AM	PT	No	BR	Rather not say	34	Married	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	1
People who influence my behavior think I should visit Douro	1
People whose opinions I value prefer that I visit Douro	1
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	3
I tend to visit Douro	1
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	9	0.018	mot_013
Conhecer de novos lugares	8	0.016	mot_025
Ter experiências em habitats naturais	8	0.016	mot_015
Fugir da vida cotidiana	7	0.014	mot_056

Matrix (abreviated)

```
mot_013 0.018
mot_025 0.016
mot_042 0.016
mot_055 0.018
mot_056 0.014
Pheta   0.918
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
80	5/12/2023 9:34:43 AM	PT	No	BR	Male	32	Single	Part-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	3
I feel pleasure when I´m travelling	3
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	5
People whose opinions I value prefer that I visit Douro	5
I think I am under peer pressure to visit Douro	5
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	3
I am confident that I can visit Douro	2
I have the money to visit Douro	5
I have the time to visit Douro	1
I have opportunities to visit Douro	1
Douro offers personal safety	2
Douro has a good quality of life	1
Douro has a good name and reputation	2
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	2
I tend to visit Douro	4
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	5	0.008333333333333333333333333	mot_013
Ter experiências em habitats naturais	6	0.01	mot_015
Ter acesso a recursos ambientais exclusivos	9	0.015	mot_014
Conhecer os novos lugares	4	0.006666666666666666666666667	mot_025
O valor educacional	6	0.01	mot_029
Sentir-me fisicamente revigorado	8	0.013333333333333333333333333	mot_026

Matrix (abreviated)

```
mot_013 0.008333333333333333333333
mot_014 0.015
mot_015 0.01
mot_025 0.006666666666666666666666667
mot_026 0.013333333333333333333333333
mot_029 0.01
Pheta   0.936666666666666666666666667
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
81	5/12/2023 9:42:36 AM	PT	Yes	PT	Male	63	Another	Self-employed	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	4
I have the time to visit Douro	2
I have opportunities to visit Douro	2
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	3
Douro has its unique ways of life and customs	3
I tend to visit Douro	1
I'd love to visit Douro	5
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Gostaria de conhecer quando for de férias a Portugal	8	0.016	mot_111
Enjoy a natural landscape	9	0.018	mot_048
The novelty factor	8	0.016	mot_061
Visit Historical/ Cultural Sites	8	0.016	mot_019
To feel emotionally refreshed	8	0.016	mot_108

Matrix (abreviated)

```
mot_019 0.016
mot_048 0.018
mot_061 0.016
mot_108 0.016
mot_111 0.016
Pheta   0.918
```

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N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
80	5/12/2023 11:01:10 AM	PT	Yes	PT	Female	37	Single	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists' online travel reviews	2
I consult other travelers' online travel reviews to aid the selection of an attractive destination	2
I frequently gather information from tourists' online travel reviews before I travel to anywhere	2
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	5
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	3
I'd love to visit Douro	3
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Ter experiências em habitats naturais	8	0.016	mot_015
Conhecer os hábitos das pessoas locais	8	0.016	mot_017
Sentir-me emocionalmente revigorado	10	0.02	mot_041
Ter momentos para relaxar	10	0.02	mot_042
Fugir da vida cotidiana	8	0.016	mot_056

Matrix (abreviated)

```
mot_015 0.016
mot_017 0.016
mot_041 0.02
mot_042 0.02
mot_056 0.016
Pheta   0.912
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
81	5/12/2023 11:10:02 AM	PT	Yes	PT	Female	51	Married	Self-employed	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	1
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	10	0.014285714285714285714285143	mot_013
Ter experiências em habitats naturais	10	0.014285714285714285714285143	mot_015
Conhecer os hábitos das pessoas locais	10	0.014285714285714285714285143	mot_025
Conhecer Locais históricos/ culturais	10	0.014285714285714285714285143	mot_032
Ter momentos para relaxar	10	0.014285714285714285714285143	mot_042
Sentir-me fisicamente revigorado	10	0.014285714285714285714285143	mot_026
Fugir da vida cotidiana	8	0.011428571428571428571428514	mot_056

Matrix (abreviated)

```
mot_013 0.014285714285714285714285143
mot_015 0.014285714285714285714285143
mot_025 0.014285714285714285714285143
mot_026 0.014285714285714285714285143
mot_032 0.014285714285714285714285143
mot_042 0.014285714285714285714285143
mot_056 0.011428571428571428571428514
Pheta   0.902857142857142857142857428
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
82	5/12/2023 12:18:34 PM	PT	Yes	PT	Male	49	Married	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	2
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	2
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Fugir da vida cotidiana	10	0.0125	mot_056
Fator Novidade	7	0.00875	mot_016
Conhecer de novos lugares	8	0.01	mot_025
Sentir-me emocionalmente revigorado	9	0.01125	mot_041
A busca de prazer	9	0.01125	mot_055
Conhecer os hábitos das pessoas locais	7	0.00875	mot_017
Conhecer Locais históricos/ culturais	7	0.00875	mot_032
Estar longe de casa	10	0.0125	mot_054

Matrix (abreviated)

```
mot_016 0.00875
mot_017 0.00875
mot_025 0.01
mot_032 0.00875
mot_041 0.01125
mot_054 0.0125
mot_055 0.01125
mot_056 0.0125
Pheta   0.91625
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
83	5/12/2023 2:09:54 PM	PT	Yes	PT	Male	67	Married	Self-employed	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	3
Travelling is relaxing	4
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	2
To make sure I select the correct destination, I read other tourists' online travel reviews	2
I consult other travelers' online travel reviews to aid the selection of an attractive destination	2
I frequently gather information from tourists' online travel reviews before I travel to anywhere	2
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	3
I have the time to visit Douro	3
I have opportunities to visit Douro	3
Douro offers personal safety	5
Douro has a good quality of life	3
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	3
I tend to visit Douro	2
I'd love to visit Douro	3
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Conhecer os novos lugares	8	0.016	mot_025
Fugir da vida cotidiana	7	0.014	mot_056
Disfrutar de uma paisagem natural	8	0.016	mot_013
Ter experiências em habitats naturais	7	0.014	mot_015
Fator Novidade	8	0.016	mot_016

Matrix (abreviated)

```
mot_013 0.016
mot_015 0.014
mot_016 0.016
mot_025 0.016
mot_056 0.014
Pheta   0.924
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
84	5/12/2023 2:15:20 PM	PT	Yes	PT	Female	54	Married	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	3
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	9	0.018	mot_013
Conhecer de novos lugares	9	0.018	mot_025
Fugir da vida cotidiana	10	0.02	mot_056
Conhecer Locais históricos/ culturais	10	0.02	mot_032

Matrix (abreviated)

```
mot_013 0.018
mot_025 0.018
mot_032 0.02
mot_054 0.02
mot_095 0.018
Pheta   0.986
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
85	5/12/2023 3:22:36 PM	PT	Yes	PT	Male	49	Another	Self-employed	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	2
I tend to visit Douro	4
I'd love to visit Douro	3
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Conhecer Locais históricos/ culturais	9	0.018	mot_032
Sentir-me emocionalmente revigorado	10	0.02	mot_041
Disfrutar de uma paisagem natura	9	0.018	mot_112
Ter momentos para relaxar	10	0.02	mot_042
Ter acesso a recursos ambientais exclusivos	9	0.018	mot_014

Matrix (abreviated)

```
mot_014 0.018
mot_032 0.018
mot_041 0.02
mot_042 0.02
mot_112 0.018
Pheta   0.986
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
86	5/12/2023 6:35:27 PM	PT	Yes	PT	Male	66	Another	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	3
Travelling increases my motivation	4
Travelling is relaxing	4
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	1
People who influence my behavior think I should visit Douro	1
People whose opinions I value prefer that I visit Douro	1
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	3
I have the time to visit Douro	3
I have opportunities to visit Douro	3
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	3
I tend to visit Douro	1
I'd love to visit Douro	3
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	9	0.018	mot_013
Ter acesso a recursos ambientais exclusivos	0	0	mot_014
Ter experiências em habitats naturais	0	0	mot_015
Fator Novidade	0	0	mot_016
Conhecer os hábitos das pessoas locais	0	0	mot_017

Matrix (abreviated)

```
mot_013 0.018
mot_014 0
mot_015 0
mot_016 0
mot_017 0
Pheta   0.982
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
87	5/12/2023 7:09:52 PM	PT	Yes	PT	Male	59	Another	Self-employed	Alone

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	3
Travelling increases my motivation	4
Travelling is relaxing	4
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	8	0.016	mot_013
Ter experiências em habitats naturais	6	0.012	mot_015
Conhecer de novos lugares	7	0.014	mot_025
A busca de prazer	9	0.018	mot_055
Fugir da vida cotidiana	5	0.01	mot_056

Matrix (abreviated)

```
mot_013 0.016
mot_015 0.012
mot_025 0.014
mot_055 0.018
mot_056 0.01
Pheta   0.930
```

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N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
88	5/13/2023 12:14:48 AM	PT	Yes	PT	Male	52	Married	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	3
Travelling increases my motivation	4
Travelling is relaxing	3
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists' online travel reviews	2
I consult other travelers' online travel reviews to aid the selection of an attractive destination	2
I frequently gather information from tourists' online travel reviews before I travel to anywhere	2
For me, visiting Douro for travel would be extremely enjoyable	2
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	2
People who influence my behavior think I should visit Douro	2
People whose opinions I value prefer that I visit Douro	2
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	5
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	3
I tend to visit Douro	1
I'd love to visit Douro	3
I plan to visit Douro	1

Argument	Weight	Normalised Weight	Abreviated Argument
Interesse	9	0.018	mot_113
Ter momentos para relaxar	9	0.018	mot_042
A auto-atualização	8	0.016	mot_069
Ter experiências em habitats naturais	8	0.016	mot_015
Ter acesso a recursos ambientais exclusivos	7	0.014	mot_014

Matrix (abreviated)

```
mot_014 0.014
mot_015 0.016
mot_042 0.018
mot_069 0.016
mot_113 0.018
Pheta   0.918
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
89	5/13/2023 12:43:26 AM	PT	Yes	PT	Male	49	Another	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	2
I'd love to visit Douro	4
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	7	0.014	mot_013
Fator Novidade	7	0.014	mot_016
Conhecer Locais históricos/ culturais	8	0.016	mot_032
Ter momentos para relaxar	7	0.014	mot_042
O valor educacional	7	0.014	mot_029

Matrix (abreviated)

```
mot_013 0.014
mot_016 0.014
mot_029 0.014
mot_032 0.016
mot_042 0.014
Pheta   0.928
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
90	5/13/2023 8:19:51 AM	PT	Yes	PT	Male	57	Another	Self-employed	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	4
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	5
I have the time to visit Douro	3
I have opportunities to visit Douro	3
Douro offers personal safety	5
Douro has a good quality of life	4
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	4
I'd love to visit Douro	5
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Conhecer Locais históricos/ culturais	8	0.016	mot_032
Disfrutar de uma paisagem natural	9	0.018	mot_013
Ter momentos para relaxar	7	0.014	mot_042
Disfrutar de bom tempo	7	0.014	mot_027
Ter experiências em habitats naturais	8	0.016	mot_015

Matrix (abreviated)

```
mot_013 0.018
mot_015 0.016
mot_027 0.014
mot_032 0.016
mot_042 0.014
Pheta   0.922
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
91	5/13/2023 9:32:36 AM	PT	Yes	PT	Female	61	Married	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	3
I am confident that I can visit Douro	3
I have the money to visit Douro	4
I have the time to visit Douro	3
I have opportunities to visit Douro	4
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	3
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Paisagem	9	0.018	mot_100
Gastronomia e vinho	10	0.02	mot_114
Conhecer de novos lugares	8	0.016	mot_025
Ter momentos para relaxar	10	0.02	mot_042
Rio Douro	10	0.02	mot_115

Matrix (abreviated)

```
mot_025 0.016
mot_042 0.02
mot_100 0.018
mot_114 0.02
mot_115 0.02
Pheta   0.986
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
92	5/13/2023 10:07:52 PM	PT	Yes	PT	Male	59	Married	Self-employed	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	3
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	3
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Conhecer Locais históricos/ culturais	7	0.014	mot_032
Ter momentos para relaxar	8	0.016	mot_042
Conhecer os hábitos das pessoas locais	8	0.016	mot_017
Fugir da vida cotidiana	8	0.016	mot_056
Ter acesso a recursos ambientais exclusivos	8	0.016	mot_014

Matrix (abreviated)

```
mot_014 0.016
mot_017 0.016
mot_032 0.014
mot_042 0.016
mot_056 0.016
Pheta   0.922
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
93	5/13/2023 10:13:43 PM	PT	Yes	PT	Male	49	Married	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	4
Travelling is relaxing	4
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists' online travel reviews	3
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	5
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	4
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	7	0.018	mot_013
Ter experiências em habitats naturais	9	0.018	mot_015
O valor educacional	7	0.014	mot_029
Ter acesso a recursos ambientais exclusivos	8	0.016	mot_014
Disfrutar de bom tempo	8	0.016	mot_027

Matrix (abreviated)

```
mot_013 0.018
mot_014 0.016
mot_015 0.018
mot_027 0.016
mot_029 0.014
Pheta   0.918
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
94	5/14/2023 11:42:25 AM	PT	Yes	PT	Male	59	Married	Unemployed	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	4
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	4
I have the time to visit Douro	5
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	4
I'd love to visit Douro	4
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Ter acesso a recursos ambientais exclusivos	6	0.012	mot_014
Visitar a família	9	0.018	mot_116
Fazer Amizade/ interação social	8	0.016	mot_024
Fator Novidade	7	0.014	mot_016
Estar longe de casa	5	0.01	mot_054

Matrix (abreviated)

```
mot_014 0.012
mot_016 0.014
mot_024 0.016
mot_054 0.01
mot_116 0.018
Pheta   0.938
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
95	5/14/2023 8:03:51 PM	PT	Yes	PT	Female	44	Single	Self-employed	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	2
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	2
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	8	0.016	mot 013
Conhecer de novos lugares	8	0.016	mot_025
Ter momentos para relaxar	9	0.018	mot_042
Fugir da vida cotidiana	9	0.018	mot_056
Gastronomia	9	0.018	mot 090

Matrix (abreviated)

```
mot_013 0.016
mot_025 0.016
mot_042 0.018
mot_056 0.018
mot_090 0.018
Pheta   0.914
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
96	5/22/2023 9:01:23 AM	PT	No	PT	Female	59	Another	Self-employed	Accompanied

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N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
96	5/22/2023 4:41:16 PM	PT	Yes	PT	Female	24	Single	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	3
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	3
I tend to visit Douro	2
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Conhecer de novos lugares	10	0.02	mot_025
Ter momentos para relaxar	9	0.018	mot_042
Fugir da vida cotidiana	6	0.012	mot_056
Sentir-me emocionalmente revigorado	9	0.018	mot_041
Ser ativo	7	0.014	mot_038

Matrix (abreviated)

```
mot_025 0.02
mot_038 0.014
mot_041 0.018
mot_042 0.018
mot_056 0.012
Pheta   0.918
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
97	5/22/2023 4:41:30 PM	PT	Yes	PT	Female	29	Single	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	4
I feel pleasure when I'm travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	2
I have the time to visit Douro	3
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	2
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	8	0.016	mot_013
Ter experiências em habitats naturais	10	0.02	mot_015
O valor educacional	6	0.012	mot_029
Conhecer Locais históricos/ culturais	7	0.014	mot_032
Fazer Amizade/ interação social	6	0.012	mot_024

Matrix (abreviated)

```
mot_013 0.016
mot_015 0.02
mot_024 0.012
mot_029 0.012
mot_032 0.014
Pheta   0.926
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
1	5/22/2023 4:42:42 PM	PT	No	PT	Male	27	Single	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	3
I feel pleasure when I'm travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	2
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	5
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	3
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	8	0.016	mot_013
Ter momentos para relaxar	8	0.016	mot_042
Ter experiências em habitats naturais	7	0.014	mot_015
Sentir-me emocionalmente revigorado	8	0.016	mot_041
Fugir da vida cotidiana	8	0.016	mot_056

Matrix (abreviated)

```
mot_013 0.016
mot_015 0.014
mot_041 0.016
mot_042 0.016
mot_056 0.016
Pheta   0.922
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
98	5/22/2023 6:33:37 PM	PT	No	PT	Male	48	Another	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	3
I have the time to visit Douro	3
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	3
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Conhecer Locais históricos/ culturais	8	0.016	mot_032
Disfrutar de uma paisagem natural	9	0.018	mot_013
Ter acesso a recursos ambientais exclusivos	9	0.018	mot_014
Fator Novidade	7	0.014	mot_016
Sentir-me emocionalmente revigorado	8	0.016	mot_041

Matrix (abreviated)

```
mot_013 0.018
mot_014 0.018
mot_016 0.014
mot_032 0.016
mot_041 0.016
Pheta   0.918
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
99	5/22/2023 8:09:26 PM	PT	Yes	PT	Female	30	Single	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	3
Travelling is relaxing	3
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	2
To make sure I select the correct destination, I read other tourists' online travel reviews	2
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	2
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	1
I am confident that I can visit Douro	4
I have the money to visit Douro	3
I have the time to visit Douro	3
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	2
I tend to visit Douro	1
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	9	0.018	mot_013
Ter experiências em habitats naturais	9	0.018	mot_015
Conhecer Locais históricos/ culturais	8	0.016	mot_032
Ter momentos para relaxar	9	0.018	mot_042
Fugir da vida cotidiana	8	0.016	mot_056
Sentir-me emocionalmente revigorado	9	0.018	mot_041
Ser ativo	7	0.014	mot_038

Matrix (abreviated)

```
mot_013 0.018
mot_015 0.018
mot_032 0.016
mot_042 0.018
mot_056 0.016
mot_041 0.018
mot_038 0.014
Pheta   0.912
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
100	5/22/2023 8:44:11 PM	PT	Yes	PT	Female	55	Married	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	5
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	2
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	10	0.02	mot_013
Conhecer de novos lugares	10	0.02	mot_025
Ter momentos para relaxar	10	0.02	mot_042
Fugir da vida cotidiana	10	0.02	mot_056
Conhecer os hábitos das pessoas locais	8	0.016	mot_017

Matrix (abreviated)

```
mot_013 0.02
mot_017 0.016
mot_025 0.02
mot_042 0.02
mot_056 0.02
Pheta   0.904
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
101	6/12/2023 6:14:13 PM	PT	Yes	PT	Male	73	Married	Unemployed	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	4
Travelling is relaxing	4
I feel pleasure when I'm travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	2
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Beleza paisagística	9	0.018	mot_120
Fator Novidade	8	0.016	mot_016
Sentir-me emocionalmente revigorado	9	0.018	mot_041
Fugir da vida cotidiana	9	0.018	mot_056
Disfrutar de uma paisagem natural	9	0.018	mot_013

Matrix (abreviated)

```
mot_013 0.018
mot_016 0.016
mot_041 0.018
mot_056 0.018
mot_120 0.018
Pheta   0.912
```

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N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
102	6/12/2023 6:43:33 PM	PT	Yes	ES	Male	67	Married	Unemployed	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	3
Travelling makes me feel realized	3
Travelling increases my motivation	3
Travelling is relaxing	3
I feel pleasure when I'm travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	1
To make sure I select the correct destination, I read other tourists' online travel reviews	1
I consult other travelers' online travel reviews to aid the selection of an attractive destination	1
I frequently gather information from tourists' online travel reviews before I travel to anywhere	1
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	3
I have opportunities to visit Douro	3
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	2
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	8	0.016	mot_013
Conhecer de novos lugares	8	0.016	mot_025
Ter momentos para relaxar	10	0.02	mot_042
Disfrutar de bom tempo	10	0.02	mot_027
Conhecer Locais históricos/ culturais	8	0.016	mot_032

Matrix (abreviated)

```
mot_013 0.016
mot_025 0.016
mot_027 0.02
mot_032 0.016
mot_042 0.02
Pheta   0.912
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
103	6/12/2023 6:54:44 PM	PT	Yes	PT	Male	82	Married	Unemployed	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists' online travel reviews	3
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	5
People who influence my behavior think I should visit Douro	5
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	5
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Conhecer os hábitos das pessoas locais	10	0.02	mot_017
Convivio a praticar desporto	10	0.02	mot_075
Disfrutar de uma paisagem natural	8	0.016	mot_013
Ter experiências em habitats naturais	8	0.016	mot_015
Conhecer Locais históricos/ culturais	8	0.016	mot_032

Matrix (abreviated)

```
mot_013 0.016
mot_015 0.016
mot_017 0.02
mot_032 0.016
mot_075 0.02
Pheta   0.912
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
104	6/12/2023 7:52:58 PM	PT	Yes	PT	Male	31	Married	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	3
Travelling is relaxing	3
I feel pleasure when I'm travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	2
To make sure I select the correct destination, I read other tourists' online travel reviews	2
I consult other travelers' online travel reviews to aid the selection of an attractive destination	2
I frequently gather information from tourists' online travel reviews before I travel to anywhere	2
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	3
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	3
I have opportunities to visit Douro	3
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	3
I'd love to visit Douro	3
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Conhecer os hábitos das pessoas locais	8	0.0133333333333333333333333333	mot_017
Ter acesso a recursos ambientais exclusivos	7	0.0116666666666666666666666667	mot_014
Conhecer Locais históricos/ culturais	7	0.0116666666666666666666666667	mot_032
Procurar aventura	5	0.008333333333333333333333333	mot_058
Sentir-me emocionalmente revigorado	6	0.01	mot_041
Visitar familiares e amigos	7	0.0116666666666666666666666667	mot_121

Matrix (abreviated)

```
mot_014 0.011666666666666666666666667
mot_017 0.013333333333333333333333333
mot_032 0.011666666666666666666666667
mot_041 0.01
mot_058 0.008333333333333333333333333
mot_121 0.011666666666666666666666667
Pheta   0.933333333333333333333333333
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
105	6/13/2023 12:05:05 PM	PT	Yes	PT	Male	63	Married	Self-employed	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	4
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists' online travel reviews	3
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	2
I am confident that I can visit Douro	5
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	5
Douro has a good quality of life	4
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	2
I'd love to visit Douro	4
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	8	0.016	mot_013
Fugir da vida cotidiana	9	0.018	mot_056
Conhecer Locais históricos/ culturais	8	0.016	mot_032
Ter momentos para relaxar	8	0.016	mot_042
Sentir-me emocionalmente revigorado	8	0.016	mot_041

Matrix (abreviated)

```
mot_013 0.016
mot_032 0.016
mot_041 0.016
mot_042 0.016
mot_056 0.018
Pheta   0.918
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
106	6/13/2023 2:45:28 PM	PT	Yes	PT	Male	73	Married	Unemployed	Both

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	4
I feel pleasure when I'm travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists' online travel reviews	3
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	3
I have the time to visit Douro	2
I have opportunities to visit Douro	3
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Ter acesso a recursos ambientais exclusivos	5	0.005555555555555555555555556	mot_014
Fugir da vida cotidiana	9	0.01	mot_056
Conhecer Locais históricos/ culturais	8	0.008888888888888888888888889	mot_032
Conhecer de novos lugares	9	0.01	mot_025
O valor educacional	9	0.01	mot_029
Ter momentos para relaxar	9	0.01	mot_042
Disfrutar de bom tempo	10	0.011111111111111111111111111	mot_027
Fazer Amizade/ Interação social	9	0.01	mot_024
Sentir-me fisicamente revigorado	9	0.01	mot_026

Matrix (abreviated)

```
mot_014 0.005555555555555555555555556
mot_024 0.01
mot_025 0.01
mot_026 0.01
mot_027 0.011111111111111111111111111
mot_029 0.01
mot_032 0.008888888888888888888888889
mot_042 0.01
mot_056 0.01
Pheta   0.914444444444444444444444444
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
107	6/13/2023 6:09:43 PM	PT	Yes	PT	Male	53	Another	Full-time Employee	Alone

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	3
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	4
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Sendo do planalto mirandês, gosto de conhecer Locais históricos/ culturais	8 6	0.016	mot_122
Disfrutar de uma paisagem natural	4	0.012	mot_013
Conhecer de novos lugares	5	0.01	mot_025
A auto-realização	7	0.014	mot_028
Ser ativo	6	0.012	mot_038

Matrix (abreviated)

```
mot_013 0.012
mot_025 0.01
mot_028 0.014
mot_038 0.012
mot_122 0.016
Pheta   0.936
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
108	6/13/2023 11:26:55 PM	PT	Yes	PT	Male	78	Married	Unemployed	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists' online travel reviews	3
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	5
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Conhecer Locais históricos/ culturais	8	0.016	mot_032
Disfrutar de uma paisagem natural	8	0.016	mot_013
A busca de prazer	8	0.016	mot_055
Ter experiências em habitats naturais	5	0.01	mot_015
Ter acesso a recursos ambientais exclusivos	5	0.01	mot_014

Matrix (abreviated)

```
mot_013 0.016
mot_014 0.01
mot_015 0.01
mot_032 0.016
mot_055 0.016
Pheta   0.932
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
109	6/13/2023 11:45:42 PM	PT	Yes	PT	Male	77	Married	Unemployed	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	4
I'd love to visit Douro	4
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Ter acesso a recursos ambientais exclusivos	7	0.014	mot_014
Conhecer os hábitos das pessoas locais	6	0.012	mot_017
Conhecer de novos lugares	6	0.012	mot_025
Fator Novidade	6	0.012	mot_016
Procurar aventura	6	0.012	mot_058

Matrix (abreviated)

```
mot_014 0.014
mot_016 0.012
mot_017 0.012
mot_025 0.012
mot_058 0.012
Pheta   0.938
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
110	6/14/2023 8:01:46 AM	PT	Yes	PT	Male	66	Another	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	9	0.018	mot_013
Ter acesso a recursos ambientais exclusivos	9	0.018	mot_014
Conhecer de novos lugares	9	0.018	mot_025
Fugir da vida cotidiana	9	0.018	mot_056
Conhecer Locais históricos/ culturais	9	0.018	mot_032

Matrix (abreviated)

```
mot_013 0.018
mot_014 0.018
mot_025 0.018
mot_032 0.018
mot_056 0.018
Pheta   0.910
```

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N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
111	6/14/2023 12:35:51 PM	PT	Yes	PT	Male	56	Married	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	3
Travelling makes me feel realized	3
Travelling increases my motivation	4
Travelling is relaxing	3
I feel pleasure when I´m travelling	3
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	2
To make sure I select the correct destination, I read other tourists' online travel reviews	2
I consult other travelers' online travel reviews to aid the selection of an attractive destination	2
I frequently gather information from tourists' online travel reviews before I travel to anywhere	2
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	3
I have the time to visit Douro	3
I have opportunities to visit Douro	3
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	2
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Visitar familiares	7	0.014	mot_125
Conhecer Locais históricos/ culturais	7	0.014	mot_032
Ter momentos para relaxar	6	0.012	mot_042
Disfrutar de uma paisagem natural	7	0.014	mot_013
Conhecer de novos lugares	6	0.012	mot_025

Matrix (abreviated)

```
mot_013 0.014
mot_025 0.012
mot_032 0.014
mot_042 0.012
mot_125 0.014
Pheta   0.934
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
112	6/14/2023 4:12:33 PM	PT	Yes	PT	Male	74	Married	Unemployed	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	3
Travelling makes me feel realized	3
Travelling increases my motivation	3
Travelling is relaxing	3
I feel pleasure when I´m travelling	3
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	2
For me, visiting Douro for travel would be extremely enjoyable	2
I feel very positive in visiting Douro	2
I think that visiting Douro is a great idea	2
People who are important to me think I should visit Douro	2
People who influence my behavior think I should visit Douro	2
People whose opinions I value prefer that I visit Douro	1
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	3
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	3
Douro has a good name and reputation	4
Douro has a spectacular landscape	2
Douro has its unique ways of life and customs	3
I tend to visit Douro	2
I'd love to visit Douro	2
I plan to visit Douro	2

Argument	Weight	Normalised Weight	Abreviated Argument
visitar familia	9	0.018	mot_085
visitar amigos	9	0.018	mot_126
congressos/conferências/encontros profissionais	9	0.018	mot_127
Trabalho	9	0.018	mot_128
Turismo	7	0.014	mot_129

Matrix (abreviated)

```
mot_085 0.018
mot_126 0.018
mot_127 0.018
mot_128 0.018
mot_129 0.014
Pheta   0.914
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
113	6/14/2023 10:50:49 PM	PT	Yes	PT	Female	60	Married	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	2
To make sure I select the correct destination, I read other tourists' online travel reviews	2
I consult other travelers' online travel reviews to aid the selection of an attractive destination	2
I frequently gather information from tourists' online travel reviews before I travel to anywhere	2
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	5
People whose opinions I value prefer that I visit Douro	5
I think I am under peer pressure to visit Douro	5
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	5
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Beleza natural	10	0.02	mot_130
Beleza natural	10	0.02	mot_130
Fugir da vida cotidiana	8	0.016	mot_056
Ter experiências em habitats naturais	8	0.016	mot_015
Conhecer de novos lugares	10	0.02	mot_025

Matrix (abreviated)

```
mot_015 0.016
mot_025 0.02
mot_056 0.016
mot_130 0.02
mot_130 0.02
Pheta   0.988
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
114	6/15/2023 10:34:53 AM	PT	Yes	PT	Male	72	Married	Unemployed	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists' online travel reviews	3
I consult other travelers' online travel reviews to aid the selection of an attractive destination	2
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	4
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	9	0.018	mot_013
Conhecer Locais históricos/ culturais	9	0.018	mot_032
Ter momentos para relaxar	9	0.018	mot_042
Conhecer de novos lugares	9	0.018	mot_025
Conhecer os hábitos das pessoas locais	9	0.018	mot_017

Matrix (abreviated)

```
mot_013 0.018
mot_017 0.018
mot_025 0.018
mot_032 0.018
mot_042 0.018
Pheta   0.910
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
115	6/15/2023 2:52:14 PM	PT	Yes	PT	Female	76	Married	Unemployed	Both

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	3
Travelling is relaxing	4
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	1
To make sure I select the correct destination, I read other tourists' online travel reviews	1
I consult other travelers' online travel reviews to aid the selection of an attractive destination	2
I frequently gather information from tourists' online travel reviews before I travel to anywhere	2
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	2
People who influence my behavior think I should visit Douro	2
People whose opinions I value prefer that I visit Douro	2
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	3
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	3
I tend to visit Douro	2
I'd love to visit Douro	4
I plan to visit Douro	2

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	8	0.016	mot_013
Conhecer de novos lugares	8	0.016	mot_025
Ter momentos para relaxar	8	0.016	mot_042
Fugir da vida cotidiana	8	0.016	mot_056
Estar longe de casa	8	0.016	mot_054

Matrix (abreviated)

```
mot_013 0.016
mot_025 0.016
mot_042 0.016
mot_054 0.016
mot_056 0.016
Pheta   0.928
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
116	6/17/2023 12:17:37 PM	PT	Yes	PT	Male	76	Married	Unemployed	Both

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	4
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	3
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	5
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	5
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	4
I'd love to visit Douro	4
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Conhecer de novos lugares	8	0.016	mot_025
Conhecer Locais históricos/ culturais	8	0.016	mot_032
Ter momentos para relaxar	8	0.016	mot_042
A busca de prazer	8	0.016	mot_055
Disfrutar de uma paisagem natural	9	0.018	mot_013

Matrix (abreviated)

```
mot_013 0.018
mot_025 0.016
mot_032 0.016
mot_042 0.016
mot_055 0.016
Pheta   0.918
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
117	7/11/2023 11:10:36 AM	PT	Yes	ZA	Male	27	Single	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists' online travel reviews	3
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	5
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	5
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	5
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	5
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
KNOWN FOR HUMANKIND FOR 600 YEARS	10	0.01666666666666666666666667	mot_131
To feel emotionally refreshed	9	0.015	mot_108
Have experiences in natural habitats	9	0.015	mot_050
Visit Historical/ Cultural Sites	8	0.013333333333333333333333333	mot_019
Have moments to relax	7	0.01166666666666666666666667	mot_020
The novelty factor	5	0.008333333333333333333333333	mot_061

Matrix (abreviated)

```
mot_019 0.013333333333333333333333333
mot_020 0.011666666666666666666666667
mot_050 0.015
mot_061 0.008333333333333333333333333
mot_108 0.015
mot_131 0.016666666666666666666666667
Pheta   0.920000000000000000000000000
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
118	7/11/2023 11:10:37 AM	PT	No	GB	Female	25	Single	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	5
People who influence my behavior think I should visit Douro	5
People whose opinions I value prefer that I visit Douro	5
I think I am under peer pressure to visit Douro	5
I think society urges everyone to visit Douro	5
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	5
I have the money to visit Douro	4
I have the time to visit Douro	2
I have opportunities to visit Douro	4
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	3
Douro has a spectacular landscape	3
Douro has its unique ways of life and customs	5
I tend to visit Douro	5
I'd love to visit Douro	5
I plan to visit Douro	2

Argument	Weight	Normalised Weight	Abreviated Argument
Making Friends/ Social Interaction	6	0.012	mot_049
Enjoy a natural landscape	4	0.008	mot_048
Have moments to relax	9	0.018	mot_020
The health and fitness	7	0.014	mot_132
To escape from everyday life	10	0.02	mot_133

Matrix (abreviated)

```
mot_020 0.018
mot_048 0.008
mot_049 0.012
mot_132 0.014
mot_133 0.02
Pheta   0.928
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
119	7/11/2023 11:10:45 AM	PT	No	GB	Female	30	Married	Unemployed	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	5
People who influence my behavior think I should visit Douro	5
People whose opinions I value prefer that I visit Douro	5
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	5
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	3
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	10	0.02	mot_048
Discover new places	9	0.018	mot_051
To feel emotionally refreshed	10	0.02	mot_108
The pursuit of pleasure	10	0.02	mot_077
Get to know the habits of the local people	10	0.02	mot_018

Matrix (abreviated)

```
mot_018 0.02
mot_048 0.02
mot_051 0.018
mot_077 0.02
mot_108 0.02
Pheta   0.902
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
118	7/11/2023 11:11:10 AM	PT	Yes	PT	Female	24	Single	Student	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	4
I feel pleasure when I'm travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	4
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Have moments to relax	7	0.014	mot_020
Discover new places	9	0.018	mot_051
Visit Historical/ Cultural Sites	6	0.012	mot_019
To feel physically refreshed	9	0.018	mot_109
The pursuit of pleasure	9	0.018	mot_077

Matrix (abreviated)

```
mot_019 0.012
mot_020 0.014
mot_051 0.018
mot_077 0.018
mot_109 0.018
Pheta   0.920
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
119	7/11/2023 11:11:41 AM	PT	Yes	PT	Male	32	Single	Unemployed	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	3
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	3
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	10	0.02	mot_013
Ter experiências em habitats naturais	10	0.02	mot_015
Conhecer de novos lugares	7	0.014	mot_025
Conhecer Locais históricos/ culturais	5	0.01	mot_032
Ter momentos para relaxar	10	0.02	mot_042

Matrix (abreviated)

```
mot_013 0.02
mot_015 0.02
mot_025 0.014
mot_032 0.01
mot_042 0.02
Pheta   0.916
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
	7/11/2023 11:11:44 AM	PT	No	HU	Male	21	Single	Student	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	3
Travelling is relaxing	4
I feel pleasure when I'm travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	3
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	3
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	7	0.014	mot_013
Conhecer Locais históricos/ culturais	5	0.01	mot_032
Ter momentos para relaxar	8	0.016	mot_042
Fugir da vida cotidiana	8	0.016	mot_056
Disfrutar do bom tempo	7	0.014	mot_027

Matrix (abreviated)

```
mot_013 0.014
mot_027 0.014
mot_032 0.01
mot_042 0.016
mot_056 0.016
Pheta   0.930
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
	7/11/2023 11:11:49 AM	PT	No	NZ	Female	26	Single	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	3
Travelling increases my motivation	3
Travelling is relaxing	4
I feel pleasure when I'm travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	2
To make sure I select the correct destination, I read other tourists' online travel reviews	2
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	2
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	2
I have the time to visit Douro	4
I have opportunities to visit Douro	3
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	3
Douro has its unique ways of life and customs	3
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Get to know the habits of the local people	6	0.012	mot_018
Enjoy a natural landscape	8	0.016	mot_048
Discover new places	7	0.014	mot_051
Have moments to relax	8	0.016	mot_020
To escape from everyday life	8	0.016	mot_133

Matrix (abreviated)

```
mot_018 0.012
mot_020 0.016
mot_048 0.016
mot_051 0.014
mot_133 0.016
Pheta   0.926
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
120	7/11/2023 11:12:00 AM	PT	Yes	PT	Male	29	Single	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	3
I feel pleasure when I'm travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	2
People who influence my behavior think I should visit Douro	2
People whose opinions I value prefer that I visit Douro	2
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	3
I have the time to visit Douro	2
I have opportunities to visit Douro	2
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	2
I'd love to visit Douro	4
I plan to visit Douro	2

Argument	Weight	Normalised Weight	Abreviated Argument
Get to know the habits of the local people	7	0.014	mot_018
Discover new places	8	0.016	mot_051
Visit Historical/ Cultural Sites	8	0.016	mot_019
To escape from everyday life	9	0.018	mot_133
Have moments to relax	9	0.018	mot_020

Matrix (abreviated)

```
mot_018 0.014
mot_019 0.016
mot_020 0.018
mot_051 0.016
mot_133 0.018
Pheta   0.918
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
121	7/11/2023 11:12:07 AM	PT	Yes	PT	Male	23	Single	Unemployed	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	5
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	5
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	9	0.018	mot_013
Conhecer de novos lugares	8	0.016	mot_025
Fugir da vida cotidiana	9	0.018	mot_056
Conhecer Locais históricos/ culturais	6	0.012	mot_032
Sentir-me emocionalmente revigorado	7	0.014	mot_041

Matrix (abreviated)

```
mot_013 0.018
mot_025 0.016
mot_032 0.012
mot_041 0.014
mot_056 0.018
Pheta   0.922
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
	7/11/2023 11:12:08 AM	PT	No	GR	Female	28	Single	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	5
I feel pleasure when I'm travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	2
I have opportunities to visit Douro	3
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	5
I tend to visit Douro	3
I'd love to visit Douro	3
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Fator Novidade	8	0.016	mot_016
Disfrutar de uma paisagem natural	7	0.014	mot_013
Ter momentos para relaxar	9	0.018	mot_042
Disfrutar do bom tempo	9	0.018	mot_027
Fugir da vida cotidiana	8	0.016	mot_056

Matrix (abreviated)

```
mot_013 0.014
mot_016 0.016
mot_027 0.018
mot_042 0.018
mot_056 0.016
Pheta   0.918
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
122	7/11/2023 11:12:18 AM	PT	Yes	GB	Female	24	Single	Student	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I'm travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	2
To make sure I select the correct destination, I read other tourists' online travel reviews	2
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	2
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	1
People who influence my behavior think I should visit Douro	1
People whose opinions I value prefer that I visit Douro	1
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	3
I have the time to visit Douro	4
I have opportunities to visit Douro	3
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	3
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	2

Argument	Weight	Normalised Weight	Abreviated Argument
Visit Historical/ Cultural Sites	7	0.014	mot_019
Have moments to relax	9	0.018	mot_020
To feel emotionally refreshed	10	0.02	mot_108
Enjoy a natural landscape	10	0.02	mot_048
The pursuit of pleasure	9	0.018	mot_077

Matrix (abreviated)

```
mot_019 0.014
mot_020 0.018
mot_048 0.02
mot_077 0.018
mot_108 0.02
Pheta   0.910
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
	7/11/2023 11:12:47 AM	PT	No	PL	Male	20	Single	Part-time Employee	Alone

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	3
Travelling is relaxing	4
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	5
People who influence my behavior think I should visit Douro	5
People whose opinions I value prefer that I visit Douro	5
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	5
Douro has a good quality of life	4
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	4
I'd love to visit Douro	5
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Visit Historical/ Cultural Sites	10	0.00769230769230769230769231	mot_019
Enjoy a natural landscape	8	0.00615384615384615384615385462	mot_048
The pursuit of pleasure	7	0.00538461538461538461538462154	mot_077
Being away from home	10	0.00769230769230769230769231	mot_052
Have access to unique environmental resources	1	0.00076923076923076923076923	mot_063
Have experiences in natural habitats	4	0.00307692307692307692307692231	mot_050
The novelty factor	6	0.00461538461538461538461538462	mot_061
Making Friends/ Social Interaction	3	0.00230769230769230769230769231	mot_049
Discover new places	8	0.00615384615384615384615384462	mot_051
The educational value	10	0.00769230769230769230769231077	mot_062
To enjoy good weather	5	0.00384615384615384615384615538	mot_023
To feel emotionally refreshed	6	0.00461538461538461538461538462	mot_108
To feel physically refreshed	4	0.00307692307692307692307692231	mot_109

Matrix (abreviated)

```
mot_019 0.007692307692307692307692307
mot_023 0.003846153846153846153846153538
mot_048 0.006153846153846153846153846462
mot_049 0.002307692307692307692307692231
mot_050 0.003076923076923076923076923231
mot_051 0.006153846153846153846153846462
mot_052 0.007692307692307692307692307077
mot_061 0.004615384615384615384615384615846
mot_062 0.007692307692307692307692307077
mot_063 0.000769230769230769230769230769231
mot_077 0.005384615384615384615384615384154
mot_108 0.004615384615384615384615384615846
mot_109 0.003076923076923076923076923076923231
Pheta   0.936923076923076923076923230768
```

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N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
1	7/11/2023 11:12:50 AM	PT	No	HU	Male	22	Single	Student	Both

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	3
Travelling is relaxing	5
I feel pleasure when I'm travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists' online travel reviews	2
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	4
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	2
I am confident that I can visit Douro	3
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	1
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	5
I tend to visit Douro	4
I'd love to visit Douro	3
I plan to visit Douro	3

Argument	Weight
Enjoy a natural landscape	6
To feel physically refreshed	8
To be active	9
The self-realization	8
Get to know the habits of the local people	7

Matrix (abreviated)

```
mot_018 0.014
mot_021 0.016
mot_048 0.012
mot_109 0.016
mot_110 0.018
Pheta  0.924
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
2	7/11/2023 11:12:52 AM	PT	No	GB	Female	22	Single	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	1
People whose opinions I value prefer that I visit Douro	5
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	4
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	5
I tend to visit Douro	1
I'd love to visit Douro	5
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
The pursuit of pleasure	8	0.01	mot_077
Enjoy a natural landscape	10	0.0125	mot_048
Get to know the habits of the local people	5	0.00625	mot_018
Visit Historical/ Cultural Sites	7	0.00875	mot_019
Discover new places	8	0.01	mot_051
Have moments to relax	9	0.01125	mot_020
Being away from home	10	0.0125	mot_052
To seek adventure	10	0.0125	mot_092

Matrix (abreviated)

```
mot_018 0.00625
mot_019 0.00875
mot_020 0.01125
mot_048 0.0125
mot_051 0.01
mot_052 0.0125
mot_077 0.01
mot_092 0.0125
Pheta  0.91625
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
3	7/11/2023 11:12:53 AM	PT	No	GB	Female	25	Single	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	2
I have the time to visit Douro	2
I have opportunities to visit Douro	2
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	2
I'd love to visit Douro	4
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
I like to travel because i enjoy seeing other places in the world how they live and the beautiful scenery and weather. I love historical sites and beautiful architecture	9	0.012857142857142857142857429	mot_134
Enjoy a natural landscape	8	0.011428571428571428571428571428571429	mot_048
Get to know the habits of the local people	8	0.011428571428571428571428571428571429	mot_018
Visit Historical/ Cultural Sites	8	0.011428571428571428571428571428571429	mot_019
Discover new places	8	0.011428571428571428571428571428571429	mot_051
Have moments to relax	9	0.012857142857142857142857429	mot_020
To escape from everyday life	7	0.01	mot_133

Matrix (abreviated)

```
mot_018 0.011428571428571428571428571428571429
mot_019 0.011428571428571428571428571428571429
mot_020 0.012857142857142857142857429
mot_048 0.011428571428571428571428571428571429
mot_051 0.011428571428571428571428571428571429
mot_133 0.01
mot_134 0.012857142857142857142857429
Pheta  0.9185714285714285714285714286
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
4	7/11/2023 11:13:00 AM	PT	Yes	PT	Male	37	Single	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	5
People who influence my behavior think I should visit Douro	5
People whose opinions I value prefer that I visit Douro	5
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	5
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	3
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	10	0.02	mot_048
Get to know the habits of the local people	9	0.018	mot_018
Visit Historical/ Cultural Sites	10	0.02	mot_019
To feel emotionally refreshed	10	0.02	mot_108
To escape from everyday life	10	0.02	mot_133

Matrix (abreviated)

```
mot_018 0.018
mot_019 0.02
mot_048 0.02
mot_108 0.02
mot_133 0.02
Pheta  0.982
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
5	7/11/2023 11:13:01 AM	PT	No	PL	Male	25	Married	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	4
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	3
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	3
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	4
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Conhecer de novos lugares	8	0.016	mot_025
Disfrutar de uma paisagem natural	7	0.014	mot_013
Fator Novidade	6	0.012	mot_016
Conhecer Locais históricos/ culturais	6	0.012	mot_032
Estar longe de casa	5	0.01	mot_054

Matrix (abreviated)

```
mot_013 0.014
mot_016 0.012
mot_025 0.016
mot_032 0.012
mot_054 0.01
Pheta  0.936
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
6	7/11/2023 11:13:03 AM	PT	Yes	PT	Female	25	Single	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	1
People who influence my behavior think I should visit Douro	1
People whose opinions I value prefer that I visit Douro	1
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	5
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	5
I'd love to visit Douro	5
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Discover new places	9	0.012857142857142857142857429	mot_051
Enjoy a natural landscape	9	0.012857142857142857142857429	mot_048
Get to know the habits of the local people	7	0.01	mot_018
Visit Historical/ Cultural Sites	8	0.011428571428571428571428571	mot_019
The educational value	8	0.011428571428571428571428571	mot_062
To feel emotionally refreshed	10	0.014285714285714285714285714	mot_108
Have moments to relax	10	0.014285714285714285714285714	mot_020

Matrix (abreviated)

```
mot_018 0.01
mot_019 0.011428571428571428571428571
mot_020 0.012857142857142857142857143
mot_048 0.012857142857142857142857429
mot_051 0.012857142857142857142857429
mot_062 0.011428571428571428571428571
mot_108 0.014285714285714285714285143
Pheta  0.9128571428571428571428571428
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
7	7/11/2023 11:13:07 AM	PT	No	ZA	Male	41	Single	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	2
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Fator Novidade	7	0.014	mot_016
Conhecer de novos lugares	9	0.018	mot_025
A busca de prazer	9	0.018	mot_055
Disfrutar de bom tempo	10	0.02	mot_027
Estar longe de casa	10	0.02	mot_054

Matrix (abreviated)

```
mot_016 0.014
mot_025 0.018
mot_027 0.02
mot_054 0.02
mot_055 0.018
Pheta  0.910
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
8	7/11/2023 11:13:08 AM	PT	No	GB	Female	36	Married	Part-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	5
People who influence my behavior think I should visit Douro	5
People whose opinions I value prefer that I visit Douro	5
I think I am under peer pressure to visit Douro	5
I think society urges everyone to visit Douro	5
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	5
Douro has a good quality of life	4
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	5
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Have access to unique environmental resources	9	0.018	mot_063
The novelty factor	9	0.018	mot_061
Making Friends/ Social Interaction	10	0.02	mot_049
The self-realization	5	0.01	mot_021
Visit Historical/ Cultural Sites	7	0.014	mot_019

Matrix (abreviated)

```
mot_019 0.014
mot_021 0.01
mot_049 0.02
mot_061 0.018
mot_063 0.018
Pheta  0.928
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
9	7/11/2023 11:13:11 AM	PT	Yes	DE	Female	30	Single	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	3
I feel pleasure when I'm travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	1
People who influence my behavior think I should visit Douro	1
People whose opinions I value prefer that I visit Douro	1
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	3
I have the money to visit Douro	3
I have the time to visit Douro	3
I have opportunities to visit Douro	3
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	3
Douro has its unique ways of life and customs	3
I tend to visit Douro	1
I'd love to visit Douro	3
I plan to visit Douro	2

Argument	Weight	Normalised Weight	Abreviated Argument
Discover new places	8	0.013333333333333333333333333	mot_051
To feel physically refreshed	9	0.015	mot_109
To enjoy good weather	10	0.016666666666666666666666667	mot_023
The physical activity	7	0.016666666666666666666666667	mot_135
The pursuit of pleasure	9	0.015	mot_077
To escape from everyday life	10	0.016666666666666666666666667	mot_133

Matrix (abreviated)

```
mot_023 0.016666666666666666666666667
mot_051 0.013333333333333333333333333
mot_077 0.015
mot_109 0.015
mot_133 0.016666666666666666666666667
mot_135 0.016666666666666666666666667
Pheta  0.9116666666666666666666666666
```

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N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
1	7/11/2023 11:13:12 AM	PT	No	GR	Female	26	Single	Full-time Employee	Alone

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	3
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	2
To make sure I select the correct destination, I read other tourists' online travel reviews	3
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	2
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	5
I have the time to visit Douro	2
I have opportunities to visit Douro	3
Douro offers personal safety	3
Douro has a good quality of life	5
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de una paisagem natural	9	0.018	mot_013
Ter experiências em habitats naturais	9	0.018	mot_015
Conhecer de novos lugares	9	0.018	mot_025
Conhecer Locais históricos/ culturais	10	0.02	mot_032
Fugir da vida cotidiana	5	0.01	mot_056

Matrix (abreviated)

```
mot_013 0.018
mot_015 0.018
mot_025 0.018
mot_032 0.02
mot_056 0.01
Pheta   0.916
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
2	7/11/2023 11:13:14 AM	PT	No	ZA	Male	25	Single	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	4
I have opportunities to visit Douro	3
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	4
I'd love to visit Douro	4
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	8	0.008	mot_048
Have experiences in natural habitats	8	0.008	mot_050
Get to know the habits of the local people	7	0.007	mot_018
Discover new places	10	0.01	mot_051
Visit Historical/ Cultural Sites	9	0.009	mot_019
To feel emotionally refreshed	9	0.009	mot_108
Making Friends/ Social Interaction	7	0.007	mot_049
The self-realization	8	0.008	mot_021
The physical activity	8	0.008	mot_135
To seek adventure	9	0.009	mot_092

Matrix (abreviated)

```
mot_018 0.007
mot_019 0.009
mot_021 0.008
mot_048 0.008
mot_049 0.007
mot_050 0.008
mot_051 0.01
mot_052 0.009
mot_108 0.009
mot_135 0.008
Pheta   0.917
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
3	7/11/2023 11:13:17 AM	PT	No	ZA	Male	24	Single	Student	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	5
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	4
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	3
I have the time to visit Douro	5
I have opportunities to visit Douro	2
Douro offers personal safety	3
Douro has a good quality of life	5
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	2
I'd love to visit Douro	5
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Have access to unique environmental resources	8	0.016	mot_063
Discover new places	9	0.018	mot_051
Enjoy a natural landscape	6	0.012	mot_048
Have moments to relax	10	0.02	mot_020
To seek adventure	7	0.014	mot_092

Matrix (abreviated)

```
mot_020 0.02
mot_048 0.012
mot_051 0.018
mot_063 0.016
mot_092 0.014
Pheta   0.920
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
4	7/11/2023 11:13:22 AM	PT	No	AU	Male	26	Married	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	5
Travelling increases my motivation	3
Travelling is relaxing	2
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	2
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	5
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	3
I have the time to visit Douro	2
I have opportunities to visit Douro	2
Douro offers personal safety	4
Douro has a good quality of life	3
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	5
I'd love to visit Douro	5
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
The self-realization	7	0.014	mot_021
Get to know the habits of the local people	3	0.006	mot_018
To escape from everyday life	9	0.018	mot_133
The pursuit of pleasure	10	0.02	mot_077
Enjoy a natural landscape	5	0.01	mot_048

Matrix (abreviated)

```
mot_018 0.006
mot_021 0.014
mot_048 0.01
mot_077 0.02
mot_133 0.018
Pheta   0.932
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
126	7/11/2023 11:13:53 AM	PT	Yes	PT	Female	25	Single	Self-employed	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	3
Travelling increases my motivation	4
Travelling is relaxing	3
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	3
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	5
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	3
I have the money to visit Douro	2
I have the time to visit Douro	2
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	3
Douro has a good name and reputation	4
Douro has a spectacular landscape	3
Douro has its unique ways of life and customs	4
I tend to visit Douro	4
I'd love to visit Douro	3
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Have access to unique environmental resources	7	0.014	mot_063
Making Friends/ Social Interaction	5	0.01	mot_049
Visit Historical/ Cultural Sites	8	0.016	mot_019
The novelty factor	2	0.004	mot_061
Discover new places	9	0.018	mot_051

Matrix (abreviated)

```
mot_019 0.016
mot_049 0.01
mot_051 0.018
mot_061 0.004
mot_063 0.014
Pheta   0.938
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
127	7/11/2023 11:13:59 AM	PT	Yes	PT	Male	31	Married	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	2
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Conhecer Locais históricos/ culturais	7	0.014	mot_032
Ter momentos para relaxar	8	0.016	mot_042
Fugir da vida cotidiana	6	0.012	mot_056
Conhecer o meu país para além da cidade onde vivo	10	0.02	mot_136
Conhecer os hábitos das pessoas locais	5	0.01	mot_017

Matrix (abreviated)

```
mot_017 0.01
mot_032 0.014
mot_042 0.016
mot_056 0.012
mot_136 0.02
Pheta   0.928
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
5	7/11/2023 11:14:02 AM	PT	No	GB	Female	27	Single	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	4
I have opportunities to visit Douro	5
Douro offers personal safety	4
Douro has a good quality of life	5
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	4
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Conhecer de novos lugares	8	0.016	mot_025
Sentir-me emocionalmente revigorado	7	0.014	mot_041
Disfrutar de bom tempo	7	0.014	mot_027
Fugir da vida cotidiana	8	0.016	mot_056
Disfrutar de uma paisagem natural	9	0.018	mot_013

Matrix (abreviated)

```
mot_013 0.018
mot_025 0.016
mot_027 0.014
mot_041 0.014
mot_056 0.016
Pheta   0.922
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
128	7/11/2023 11:14:17 AM	PT	Yes	PT	Male	37	Single	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	5
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	3
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Have experiences in natural habitats	7	0.011666666666666666666666667	mot_050
Discover new places	10	0.016666666666666666666666667	mot_051
To enjoy good weather	9	0.015	mot_023
To escape from everyday life	9	0.015	mot_133
Have moments to relax	7	0.011666666666666666666666667	mot_020
Being away from home	8	0.013333333333333333333333333	mot_052

Matrix (abreviated)

```
mot_020 0.011666666666666666666666667
mot_023 0.015
mot_050 0.011666666666666666666666667
mot_051 0.016666666666666666666666667
mot_052 0.013333333333333333333333333
mot_133 0.015
Pheta   0.916666666666666666666666666
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
6	7/11/2023 11:14:17 AM	PT	No	IE	Female	31	Married	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	4
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	4
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	9	0.018	mot_013
Ter experiências em habitats naturais	7	0.014	mot_015
O valor educacional	7	0.014	mot_029
Ter momentos para relaxar	8	0.016	mot_042
A auto-realização	8	0.016	mot_028

Matrix (abreviated)

```
mot_013 0.018
mot_015 0.014
mot_028 0.016
mot_029 0.014
mot_042 0.016
Pheta   0.922
```

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N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
1	7/11/2023 11:14:18 AM	PT	No	ZA	Female	28	Married	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	4
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	3
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	2
People who influence my behavior think I should visit Douro	2
People whose opinions I value prefer that I visit Douro	2
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	3
I have the time to visit Douro	4
I have opportunities to visit Douro	3
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	2
I'd love to visit Douro	2
I plan to visit Douro	2

Argument	Weight	Normalised Weight	Abreviated Argument
Activities	7	0.014	mot_137
Cost	6	0.012	mot_138
Weather	7	0.014	mot_139
Food	8	0.016	mot_140
Distance	8	0.016	mot_141

Matrix (abreviated)

```
mot_137 0.014
mot_138 0.012
mot_139 0.014
mot_140 0.016
mot_141 0.016
Pheta   0.928
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
2	7/11/2023 11:14:19 AM	PT	No	ZA	Female	22	Single	Self-employed	Both

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	2
I'd love to visit Douro	5
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	9	0.018	mot_048
Get to know the habits of the local people	6	0.012	mot_018
To feel emotionally refreshed	10	0.02	mot_108
To seek adventure	7	0.014	mot_092
Making Friends/ Social Interaction	5	0.01	mot_049

Matrix (abreviated)

```
mot_018 0.012
mot_048 0.018
mot_049 0.01
mot_092 0.014
mot_108 0.02
Pheta   0.926
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
129	7/11/2023 11:14:20 AM	PT	Yes	PT	Male	31	Single	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews beforeI travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	2
People who influence my behavior think I should visit Douro	2
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	1
I have the time to visit Douro	5
I have opportunities to visit Douro	2
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	3
Douro has its unique ways of life and customs	3
I tend to visit Douro	1
I'd love to visit Douro	5
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Have moments to relax	10	0.02	mot_020
The pursuit of pleasure	8	0.016	mot_077
To escape from everyday life	10	0.02	mot_133
To enjoy good weather	8	0.016	mot_023
Being away from home	10	0.02	mot_052

Matrix (abreviated)

```
mot_020 0.02
mot_023 0.016
mot_052 0.02
mot_077 0.016
mot_133 0.02
Pheta   0.988
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
3	7/11/2023 11:14:27 AM	PT	Yes	PT	Female	22	Single	Student	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists' online travel reviews	3
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews beforeI travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	4
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	3
I'd love to visit Douro	5
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	10	0.014285714285714285714285143	mot_013
Conhecer de novos lugares	10	0.014285714285714285714285143	mot_025
Fugir da vida cotidiana	10	0.014285714285714285714285143	mot_056
A busca de prazer	9	0.012857142857142857142857429	mot_055
Fator Novidade	9	0.012857142857142857142857429	mot_016
Ter momentos para relaxar	10	0.014285714285714285714285143	mot_042
Disfrutar de bom tempo	10	0.014285714285714285714285143	mot_027

Matrix (abreviated)

```
mot_013 0.014285714285714285714285143
mot_016 0.012857142857142857142857429
mot_025 0.014285714285714285714285143
mot_027 0.014285714285714285714285143
mot_042 0.014285714285714285714285143
mot_055 0.012857142857142857142857429
mot_056 0.014285714285714285714285143
Pheta   0.9028571428571428571428571427
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
130	7/11/2023 11:14:27 AM	PT	Yes	PT	Female	22	Single	Student	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews beforeI travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	3
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	5
Douro has a good quality of life	4
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	2
I'd love to visit Douro	3
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Conhecer de novos lugares	5	0.01	mot_025
Estar longe de casa	6	0.012	mot_054
Disfrutar de uma paisagem natural	7	0.014	mot_013
Conhecer Locais históricos/ culturais	8	0.016	mot_032
O valor educacional	7	0.014	mot_029

Matrix (abreviated)

```
mot_013 0.014
mot_025 0.01
mot_029 0.014
mot_032 0.016
mot_054 0.012
Pheta   0.934
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
131	7/11/2023 11:14:29 AM	PT	Yes	PT	Male	23	Another	Part-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews beforeI travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	3
I am confident that I can visit Douro	3
I have the money to visit Douro	5
I have the time to visit Douro	3
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	3
Douro has its unique ways of life and customs	3
I tend to visit Douro	3
I'd love to visit Douro	5
I plan to visit Douro	2

Argument	Weight	Normalised Weight	Abreviated Argument
Have experiences in natural habitats	7	0.014	mot_050
Have access to unique environmental resources	6	0.012	mot_063
To feel emotionally refreshed	10	0.02	mot_108
Being away from home	5	0.01	mot_052
To enjoy good weather	9	0.018	mot_023

Matrix (abreviated)

```
mot_023 0.018
mot_050 0.014
mot_052 0.01
mot_063 0.012
mot_108 0.02
Pheta   0.926
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
4	7/11/2023 11:14:50 AM	PT	No	ZA	Male	25	Single	Self-employed	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews beforeI travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	5
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	2
I'd love to visit Douro	3
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Conhecer de novos lugares	7	0.014	mot_025
Disfrutar de bom tempo	4	0.008	mot_027
Disfrutar de uma paisagem natural	9	0.018	mot_013
Fugir da vida cotidiana	8	0.016	mot_056
Ter momentos para relaxar	6	0.012	mot_042

Matrix (abreviated)

```
mot_013 0.018
mot_025 0.014
mot_027 0.008
mot_042 0.012
mot_056 0.016
Pheta   0.932
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
5	7/11/2023 11:14:56 AM	PT	No	ZA	Male	27	Married	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	3
Travelling increases my motivation	3
Travelling is relaxing	4
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	2
To make sure I select the correct destination, I read other tourists' online travel reviews	2
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews beforeI travel to anywhere	2
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	2
People who influence my behavior think I should visit Douro	2
People whose opinions I value prefer that I visit Douro	2
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	3
I have the money to visit Douro	2
I have the time to visit Douro	4
I have opportunities to visit Douro	3
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	2
I'd love to visit Douro	4
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	9	0.018	mot_048
To seek adventure	7	0.014	mot_092
The pursuit of pleasure	10	0.02	mot_077
To feel emotionally refreshed	8	0.016	mot_108
Visit Historical/ Cultural Sites	7	0.014	mot_019

Matrix (abreviated)

```
mot_019 0.014
mot_048 0.018
mot_077 0.02
mot_092 0.014
mot_108 0.016
Pheta   0.918
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
132	7/11/2023 11:15:10 AM	PT	Yes	PT	Male	24	Single	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews beforeI travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	3
I am confident that I can visit Douro	3
I have the money to visit Douro	5
I have the time to visit Douro	3
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	3
Douro has its unique ways of life and customs	3
I tend to visit Douro	3
I'd love to visit Douro	5
I plan to visit Douro	2

Argument	Weight	Normalised Weight	Abreviated Argument
Ter experiências em habitats naturais	10	0.02	mot_015
Fator Novidade	5	0.01	mot_016
Conhecer de novos lugares	10	0.02	mot_025
Disfrutar de uma paisagem natural	10	0.02	mot_013
A saúde e fitness	10	0.02	mot_076

Matrix (abreviated)

```
mot_013 0.02
mot_015 0.02
mot_016 0.01
mot_025 0.02
mot_076 0.02
Pheta   0.91
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
6	7/11/2023 11:15:09 AM	PT	No	ZA	Male	24	Single	Self-employed	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews beforeI travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	5
People who influence my behavior think I should visit Douro	5
People whose opinions I value prefer that I visit Douro	5
I think I am under peer pressure to visit Douro	5
I think society urges everyone to visit Douro	5
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	5
I'd love to visit Douro	5
I plan to visit Douro	5

The format image cannot be displayed. The file may have been moved, renamed, or deleted. Verify that the link points to the correct file and location.

Nº	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
1	7/11/2023 11:15:12 AM	PT	No	PT	Male	24	Another	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	2
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	3
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	1
People who influence my behavior think I should visit Douro	1
People whose opinions I value prefer that I visit Douro	1
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	3
Douro has its unique ways of life and customs	3
I tend to visit Douro	1
I'd love to visit Douro	5
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Discover new places	10	0.02	mot_051
Get to know the habits of the local people	10	0.02	mot_018
To escape from everyday life	7	0.014	mot_133
Visit Historical/ Cultural Sites	10	0.02	mot_019
Enjoy a natural landscape	10	0.02	mot_048

Matrix (abreviated)

```
mot_018 0.02
mot_019 0.02
mot_048 0.02
mot_051 0.02
mot_133 0.014
Pheta  0.986
```

Nº	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
133	7/11/2023 11:15:19 AM	PT	Yes	PT	Female	25	Single	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	3
I feel pleasure when I'm travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	3
I have opportunities to visit Douro	3
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	3
I tend to visit Douro	2
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Fugir da vida cotidiana	8	0.0088888888888888888888888889	mot_056
Disfrutar de uma paisagem natural	9	0.01	mot_013
Fazer Amizades/ interação social	4	0.0044444444444444444444444444	mot_024
Conhecer de novos lugares	9	0.01	mot_025
Sentir-me fisicamente revigorado	10	0.011111111111111111111111111	mot_026
Disfrutar de bom tempo	10	0.011111111111111111111111111	mot_027
Ser ativo	10	0.011111111111111111111111111	mot_038
Procurar aventura	10	0.011111111111111111111111111	mot_058
Ter momentos para relaxar	8	0.0088888888888888888888888889	mot_042

Matrix (abreviated)

```
mot_013 0.01
mot_024 0.004444444444444444444444444
mot_025 0.01
mot_026 0.011111111111111111111111111
mot_027 0.011111111111111111111111111
mot_038 0.011111111111111111111111111
mot_042 0.008888888888888888888888889
mot_056 0.008888888888888888888888889
mot_058 0.011111111111111111111111111
Pheta  0.913333333333333333333333334
```

Nº	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
2	7/11/2023 11:15:28 AM	PT	No	PT	Male	38	Another	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	5
I have the money to visit Douro	4
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	1
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Conhecer de novos lugares	10	0.02	mot_025
Fugir da vida cotidiana	10	0.02	mot_056
Ter momentos para relaxar	10	0.02	mot_042
Disfrutar de bom tempo	10	0.02	mot_027

Matrix (abreviated)

```
mot_016 0.014
mot_025 0.02
mot_027 0.02
mot_042 0.02
mot_056 0.02
Pheta  0.986
```

Nº	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
3	7/11/2023 11:15:29 AM	PT	No	ZA	Female	26	Single	Unemployed	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	3
I feel pleasure when I'm travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	2
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	5
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	1
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	9	0.018	mot_013
Conhecer de novos lugares	9	0.018	mot_025
Conhecer Locais históricos/ culturais	10	0.02	mot_032
Ter momentos para relaxar	8	0.016	mot_042
Fugir da vida cotidiana	7	0.014	mot_056

Matrix (abreviated)

```
mot_013 0.018
mot_025 0.018
mot_032 0.02
mot_042 0.016
mot_056 0.014
Pheta  0.914
```

Nº	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
4	7/11/2023 11:15:31 AM	PT	No	IE	Female	37	Single	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	3
Travelling increases my motivation	3
Travelling is relaxing	4
I feel pleasure when I'm travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	2
To make sure I select the correct destination, I read other tourists' online travel reviews	3
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	2
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	3
Douro has its unique ways of life and customs	3
I tend to visit Douro	4
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Discover new places	10	0.02	mot_051
Making Friends/ Social Interaction	8	0.016	mot_049
Enjoy a natural landscape	9	0.018	mot_048
To feel emotionally refreshed	8	0.016	mot_108
Have moments to relax	10	0.02	mot_020

Matrix (abreviated)

```
mot_020 0.02
mot_048 0.018
mot_049 0.016
mot_051 0.02
mot_108 0.016
Pheta  0.910
```

Nº	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
5	7/11/2023 11:15:33 AM	PT	No	ZA	Female	27	Single	Part-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	4
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	2
To make sure I select the correct destination, I read other tourists' online travel reviews	2
I consult other travelers' online travel reviews to aid the selection of an attractive destination	2
I frequently gather information from tourists' online travel reviews before I travel to anywhere	2
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	3
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	3
Douro has its unique ways of life and customs	3
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
To escape from everyday life	10	0.02	mot_133
The pursuit of pleasure	8	0.016	mot_077
To enjoy good weather	8	0.016	mot_023
Visit Historical/ Cultural Sites	6	0.012	mot_019

Matrix (abreviated)

```
mot_019 0.012
mot_023 0.016
mot_051 0.018
mot_077 0.016
mot_133 0.02
Pheta  0.918
```

Nº	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
6	7/11/2023 11:15:34 AM	PT	No	IT	Male	21	Single	Student	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	2
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	3
I have the time to visit Douro	5
I have opportunities to visit Douro	3
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	3
I'd love to visit Douro	5
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Discover new places	10	0.014285714285714285714285743	mot_051
Have moments to relax	9	0.012857142857142857142857429	mot_020
To seek adventure	10	0.014285714285714285714285743	mot_092
To feel emotionally refreshed	10	0.014285714285714285714285743	mot_108
The self-update	8	0.011428571428571428571428574	mot_022
To enjoy good weather	7	0.01	mot_023
Visit Historical/ Cultural Sites	7	0.01	mot_019

Matrix (abreviated)

```
mot_019 0.01
mot_020 0.012857142857142857142857429
mot_022 0.011428571428571428571428574
mot_023 0.01
mot_051 0.014285714285714285714285743
mot_092 0.014285714285714285714285743
mot_108 0.014285714285714285714285743
Pheta  0.912857142857142857142857428
```

Nº	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
7	7/11/2023 11:15:34 AM	PT	No	PL	Male	22	Single	Student	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	2
To make sure I select the correct destination, I read other tourists' online travel reviews	2
I consult other travelers' online travel reviews to aid the selection of an attractive destination	2
I frequently gather information from tourists' online travel reviews before I travel to anywhere	2
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	2
I have the time to visit Douro	2
I have opportunities to visit Douro	2
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	4
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Visit Historical/ Cultural Sites	8	0.013333333333333333333333333	mot_019
Enjoy a natural landscape	9	0.015	mot_048
Have experiences in natural habitats	8	0.013333333333333333333333333	mot_050
To seek adventure	7	0.011666666666666666666666667	mot_092
Have moments to relax	10	0.016666666666666666666666667	mot_020
Making Friends/ Social Interaction	9	0.015	mot_049

Matrix (abreviated)

```
mot_019 0.013333333333333333333333333
mot_020 0.016666666666666666666666667
mot_048 0.015
mot_049 0.015
mot_050 0.013333333333333333333333333
mot_092 0.011666666666666666666666667
Pheta  0.915000000000000000000000000
```

Nº	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
8	7/11/2023 11:15:35 AM	PT	Yes	PT	Female	26	Single	Self-employed	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	4
I feel pleasure when I'm travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	3
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	2
People who influence my behavior think I should visit Douro	2
People whose opinions I value prefer that I visit Douro	2
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	3
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	3
Douro has its unique ways of life and customs	3
I tend to visit Douro	2
I'd love to visit Douro	2
I plan to visit Douro	2

Argument	Weight	Normalised Weight	Abreviated Argument
Have access to unique environmental resources	8	0.013333333333333333333333333	mot_063
Have experiences in natural habitats	7	0.011666666666666666666666667	mot_050
Visit Historical/ Cultural Sites	8	0.013333333333333333333333333	mot_019
Have moments to relax	4	0.006666666666666666666666667	mot_020
To escape from everyday life	7	0.011666666666666666666666667	mot_133
Get to know the habits of the local people	8	0.013333333333333333333333333	mot_018

Matrix (abreviated)

```
mot_018 0.013333333333333333333333333
mot_019 0.013333333333333333333333333
mot_020 0.006666666666666666666666667
mot_050 0.011666666666666666666666667
mot_063 0.013333333333333333333333333
mot_133 0.011666666666666666666666667
Pheta  0.930000000000000000000000000
```

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N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
1	7/11/2023 11:15:40 AM	PT	No	GB	Male	40	Single	Full-time Employee	Both

Statement

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	3
I feel pleasure when I'm travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	5
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	3
I have the time to visit Douro	2
I have opportunities to visit Douro	3
Douro offers personal safety	3
Douro has a good quality of life	2
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	1
I'd love to visit Douro	3
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Fazer Amizade/ interação social	8	0.016	mot_024
Fator Novidade	8	0.016	mot_016
Visitar familia	10	0.02	mot_142
Disfrutar de uma paisagem natural	7	0.014	mot_013
Ter momentos para relaxar	9	0.018	mot 042

Matrix (abreviated)

```
mot_013 0.014
mot_016 0.016
mot_024 0.016
mot_042 0.018
mot_142 0.02
Pheta   0.916
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
2	7/11/2023 11:15:44 AM	PT	No	PL	Female	39	Single	Full-time Employee	Accompanied

Statement

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	4
I feel pleasure when I'm travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	3
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	2
People who influence my behavior think I should visit Douro	2
People whose opinions I value prefer that I visit Douro	2
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	3
Douro has its unique ways of life and customs	3
I tend to visit Douro	1
I'd love to visit Douro	3
I plan to visit Douro	2

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	9	0.012857142857142857142857429	mot_048
	3	0.004285714285714285714285143	
The novelty factor			mot_061
Making Friends/ Social Interaction	4	0.005714285714285714285714287	mot 049
To feel emotionally refreshed	8	0.011428571428571428571428714	mot_108
To feel physically refreshed	8	0.011428571428571428571428714	mot_109
To enjoy good weather	6	0.008571428571428571428571286	mot_023
To escape from everyday life	8	0.011428571428571428571428714	mot_133

Matrix (abreviated)

```
mot_023 0.008571428571428571428571286
mot_048 0.012857142857142857142857429
mot_049 0.005714285714285714285714287
mot_061 0.004285714285714285714285143
mot_108 0.011428571428571428571428714
mot_109 0.011428571428571428571428714
mot_133 0.011428571428571428571428714
Pheta   0.934285714285714285714285143
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
3	7/11/2023 11:15:51 AM	PT	No	HU	Female	45	Single	Self-employed	Accompanied

Statement

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	3
I have the time to visit Douro	3
I have opportunities to visit Douro	3
Douro offers personal safety	4
Douro has a good quality of life	5
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	2
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	9	0.015	mot_048
Discover new places	10	0.016666666666666666666666667	mot_051
To seek adventure	8	0.013333333333333333333333333	mot 092
Get to know the habits of the local people	8	0.013333333333333333333333333	mot_018
Visit Historical/ Cultural Sites	9	0.015	mot_019
The educational value	9	0.015	mot_062

Matrix (abreviated)

```
mot_018 0.013333333333333333333333333
mot_019 0.015
mot_048 0.015
mot_051 0.016666666666666666666666667
mot_062 0.015
mot_092 0.013333333333333333333333333
Pheta   0.911666666666666666666666667
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
4	7/11/2023 11:15:59 AM	PT	No	ZA	Male	24	Single	Student	Both

Statement

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	5
Travelling increases my motivation	4
Travelling is relaxing	3
I feel pleasure when I'm travelling	3
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	1
People who influence my behavior think I should visit Douro	1
People whose opinions I value prefer that I visit Douro	1
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	3
I am confident that I can visit Douro	1
I have the money to visit Douro	1
I have the time to visit Douro	2
I have opportunities to visit Douro	1
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	3
I tend to visit Douro	3
I'd love to visit Douro	5
I plan to visit Douro	2

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	10	0.02	mot_048
Discover new places	10	0.02	mot_051
Visit Historical/ Cultural Sites	7	0.014	mot_019
To escape from everyday life	5	0.01	mot_133
To feel emotionally refreshed	5	0.01	mot_108

Matrix (abreviated)

```
mot_019 0.014
mot_048 0.02
mot_051 0.02
mot_108 0.01
mot_133 0.01
Pheta   0.926
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
5	7/11/2023 11:16:08 AM	PT	No	DK	Female	29	Married	Self-employed	Alone

Statement

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	3
Travelling increases my motivation	4
Travelling is relaxing	3
I feel pleasure when I'm travelling	3
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	5
People whose opinions I value prefer that I visit Douro	5
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	5
I have the time to visit Douro	4
I have opportunities to visit Douro	3
Douro offers personal safety	5
Douro has a good quality of life	4
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	4
I'd love to visit Douro	5
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Have access to unique environmental resources	5	0.01	mot_063
Making Friends/ Social Interaction	8	0.016	mot_049
Discover new places	10	0.02	mot_051
The self-realization	7	0.014	mot_021
To seek adventure	9	0.018	mot_092

Matrix (abreviated)

```
mot_021 0.014
mot_049 0.016
mot_051 0.02
mot_063 0.01
mot_092 0.018
Pheta   0.922
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
6	7/11/2023 11:16:17 AM	PT	No	ZA	Male	22	Single	Student	Both

Statement

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	3
Travelling is relaxing	4
I feel pleasure when I'm travelling	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	2
People who influence my behavior think I should visit Douro	1
People whose opinions I value prefer that I visit Douro	2
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	3
I have the time to visit Douro	4
I have opportunities to visit Douro	3
Douro offers personal safety	5
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	1
I'd love to visit Douro	3
I plan to visit Douro	2

Argument	Weight	Normalised Weight	Abreviated Argument
Discover new places	7	0.01	mot_051
Visit Historical/ Cultural Sites	6	0.008571428571428571428572286	mot 019
To escape from everyday life	8	0.011428571428571428571428714	mot_133
To feel emotionally refreshed	8	0.011428571428571428571428714	mot_108
To feel physically refreshed	6	0.008571428571428571428571286	mot_109
Have moments to relax	10	0.014285714285714285714285143	mot_020
Being away from home	8	0.011428571428571428571428714	mot_052

Matrix (abreviated)

```
mot_019 0.008571428571428571428571286
mot_020 0.014285714285714285714285143
mot_051 0.01
mot_052 0.011428571428571428571428714
mot_108 0.011428571428571428571428714
mot_109 0.008571428571428571428571286
mot_133 0.011428571428571428571428714
Pheta   0.924285714285714285714285143
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
7	7/11/2023 11:16:20 AM	PT	No	ZA	Female	24	Single	Student	Accompanied

Statement

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	3
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	2
I have the time to visit Douro	3
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	5
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	1
I'd love to visit Douro	4
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	8	0.013333333333333333333333333	mot_048
Get to know the habits of the local people	10	0.016666666666666666666666667	mot_018
Visit Historical/ Cultural Sites	9	0.015	mot_019
The educational value	9	0.015	mot_062
The health and fitness	10	0.016666666666666666666666667	mot_132
To seek adventure	9	0.015	mot_092

Matrix (abreviated)

```
mot_018 0.016666666666666666666666667
mot_019 0.015
mot_048 0.013333333333333333333333333
mot_062 0.015
mot_092 0.015
mot_132 0.016666666666666666666666667
Pheta   0.908333333333333333333333333
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
8	7/11/2023 11:16:22 AM	PT	No	PL	Female	22	Single	Student	Alone

Statement

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	1
People whose opinions I value prefer that I visit Douro	1
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	5
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Discover new places	10	0.02	mot_051
To feel emotionally refreshed	7	0.014	mot 108
Making Friends/ Social Interaction	8	0.016	mot_049
Visit Historical/ Cultural Sites	7	0.014	mot_019
Have moments to relax	9	0.018	mot_020

Matrix (abreviated)

```
mot_019 0.014
mot_020 0.018
mot_049 0.016
mot_051 0.02
mot_108 0.014
Pheta   0.918
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
9	7/11/2023 11:16:22 AM	PT	No	PL	Female	35	Single	Full-time Employee	Accompanied

Statement

Statement	Degree of Agreement
Travelling makes me feel happy	3
Travelling makes me feel realized	3
Travelling increases my motivation	2
Travelling is relaxing	4
I feel pleasure when I'm travelling	3
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	3
I have the money to visit Douro	3
I have the time to visit Douro	3
I have opportunities to visit Douro	2
Douro offers personal safety	2
Douro has a good quality of life	3
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	3
I tend to visit Douro	1
I'd love to visit Douro	3
I plan to visit Douro	2

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	6	0.012	mot_048
Discover new places	8	0.016	mot_051
To escape from everyday life	10	0.02	mot_133
Have moments to relax	7	0.014	mot_020
To enjoy good weather	9	0.018	mot_023

Matrix (abreviated)

```
mot_020 0.014
mot_023 0.018
mot_048 0.012
mot_051 0.016
mot_133 0.02
Pheta   0.920
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
135	7/11/2023 11:16:22 AM	PT	Yes	PT	Female	35	Single	Full-time Employee	Accompanied

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N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
136	7/11/2023 11:16:24 AM	PT	Yes	PT	Male	48	Married	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	3
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	8	0.01	mot_013
Conhecer de novos lugares	10	0.0125	mot_025
Conhecer Locais históricos/ culturais	8	0.01	mot_032
Sentir-me emocionalmente revigorado	10	0.0125	mot_041
Disfrutar de bom tempo	10	0.0125	mot_027
Ter momentos para relaxar	10	0.0125	mot_042
Fugir da vida cotidiana	7	0.00875	mot_056
gastronomia	10	0.0125	mot_090

Matrix (abreviated)

```
mot_013 0.01
mot_025 0.0125
mot_027 0.0125
mot_032 0.01
mot_041 0.0125
mot_042 0.0125
mot_056 0.00875
mot_090 0.0125
Pheta   0.90875
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
137	7/11/2023 11:16:29 AM	PT	No	IT	Female	30	Other	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	3
Travelling is relaxing	3
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists' online travel reviews	3
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	3
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	3
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Conhecer os hábitos das pessoas locais	6	0.01	mot_017
Ter acesso a recursos ambientais exclusivos	8	0.013333333333333333333333333	mot_014
Fazer Amizade/ interação social	7	0.011666666666666666666666667	mot_024
Fugir da vida cotidiana	5	0.008333333333333333333333333	mot_056
	7	0.011666666666666666666666667	mot_013
Disfrutar de uma paisagem natural	6	0.01	mot_016
Fator Novidade			

Matrix (abreviated)

```
mot_013 0.011666666666666666666666667
mot_014 0.013333333333333333333333333
mot_016 0.01
mot_017 0.01
mot_024 0.011666666666666666666666667
mot_056 0.008333333333333333333333333
Pheta   0.935000000000000000000000000
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
138	7/11/2023 11:16:30 AM	PT	No	PL	Male	31	Single	Student	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	3
I have the money to visit Douro	3
I have the time to visit Douro	3
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	3
Douro has its unique ways of life and customs	3
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
To seek adventure	8	0.016	mot_092
Have experiences in natural habitats	9	0.018	mot_050
Get to know the habits of the local people	10	0.02	mot_018
Making Friends/ Social Interaction	8	0.016	mot_049
Discover new places	10	0.02	mot_051

Matrix (abreviated)

```
mot_018 0.02
mot_049 0.016
mot_050 0.018
mot_051 0.02
mot_092 0.016
Pheta   0.910
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
139	7/11/2023 11:16:38 AM	PT	No	ZA	Female	24	Single	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	3
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	2
People who influence my behavior think I should visit Douro	2
People whose opinions I value prefer that I visit Douro	1
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	3
Douro has its unique ways of life and customs	3
I tend to visit Douro	2
I'd love to visit Douro	2
I plan to visit Douro	2

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	10	0.0125	mot_048
Discover new places	8	0.01	mot_051
Being away from home	5	0.00625	mot_052
To escape from everyday life	10	0.0125	mot_133
Visit Historical/ Cultural Sites	7	0.00875	mot_019
To feel emotionally refreshed	9	0.01125	mot_108
To feel physically refreshed	9	0.01125	mot_109
Have moments to relax	10	0.0125	mot_020

Matrix (abreviated)

```
mot_019 0.00875
mot_020 0.0125
mot_048 0.0125
mot_051 0.01
mot_052 0.00625
mot_108 0.01125
mot_109 0.01125
mot_133 0.0125
Pheta   0.91500
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
140	7/11/2023 11:16:45 AM	PT	No	NZ	Male	36	Single	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	3
I feel pleasure when I´m travelling	3
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	4
I'd love to visit Douro	5
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	7	0.014	mot_048
To seek adventure	9	0.018	mot_092
Being away from home	8	0.016	mot_052
Discover new places	9	0.018	mot_051
Have moments to relax	9	0.018	mot_020

Matrix (abreviated)

```
mot_020 0.018
mot_048 0.014
mot_051 0.018
mot_052 0.016
mot_092 0.018
Pheta   0.916
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
141	7/11/2023 11:16:46 AM	PT	No	ZA	Female	30	Single	Self-employed	Both

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	3
Travelling increases my motivation	4
Travelling is relaxing	5
I feel pleasure when I'm travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	2
To make sure I select the correct destination, I read other tourists' online travel reviews	2
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	3
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	2
People who influence my behavior think I should visit Douro	2
People whose opinions I value prefer that I visit Douro	2
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	3
I have the money to visit Douro	2
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	2

Argument	Weight	Normalised Weight	Abreviated Argument
To feel emotionally refreshed	10	0.02	mot_108
To feel physically refreshed	8	0.016	mot_109
To escape from everyday life	8	0.016	mot_133
Have moments to relax	7	0.014	mot_020
Discover new places	7	0.014	mot_051

Matrix (abreviated)

```
mot_020 0.014
mot_051 0.014
mot_108 0.02
mot_109 0.016
mot_133 0.016
Pheta   0.920
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
142	7/11/2023 11:16:46 AM	PT	No	IT	Female	28	Other	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	3
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	3
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	1
People who influence my behavior think I should visit Douro	1
People whose opinions I value prefer that I visit Douro	1
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	2
Douro has a spectacular landscape	3
Douro has its unique ways of life and customs	3
I tend to visit Douro	1
I'd love to visit Douro	4
I plan to visit Douro	2

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	9	0.01285714285714285714285429	mot_048
Get to know the habits of the local people	6	0.00857142857142857142857286	mot_018
Making Friends/ Social Interaction	5	0.00714285714285714285714286571	mot_049
Discover new places	10	0.01428571428571428571428571143	mot_051
To enjoy good weather	9	0.01285714285714285714285429	mot_023
The pursuit of pleasure	8	0.01142857142857142857142857714	mot_077
To seek adventure	10	0.01428571428571428571428571143	mot_092

Matrix (abreviated)

```
mot_018 0.008571428571428571428574286
mot_023 0.012857142857142857142857429
mot_048 0.012857142857142857142857429
mot_049 0.007142857142857142857142857
mot_051 0.014285714285714285714285714
mot_077 0.011428571428571428571428571
mot_092 0.014285714285714285714285714
Pheta   0.918571428571428571428574285
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
143	7/11/2023 11:16:47 AM	PT	Yes	PT	Female	30	Single	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	3
I tend to visit Douro	4
I'd love to visit Douro	4
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Discover new places	10	0.02	mot_051
The self-realization	6	0.012	mot_021
Have experiences in natural habitats	7	0.014	mot_050
Visit Historical/ Cultural Sites	8	0.016	mot_019
The pursuit of pleasure	5	0.01	mot_077

Matrix (abreviated)

```
mot_019 0.016
mot_021 0.012
mot_050 0.014
mot_051 0.02
mot_077 0.01
Pheta   0.928
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
144	7/11/2023 11:16:47 AM	PT	No	ZA	Female	25	Single	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	5
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	5
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	5	0.007142857142857142857142857	mot_013
Conhecer de novos lugares	7	0.01	mot_025
Conhecer Locais históricos/ culturais	6	0.008571428571428571428574286	mot_032
Ter momentos para relaxar	8	0.011428571428571428571428714	mot_042
Disfrutar de bom tempo	10	0.014285714285714285714285143	mot_027
Ser ativo	7	0.01	mot_038
Estar longe de casa	8	0.011428571428571428571428714	mot_054

Matrix (abreviated)

```
mot_013 0.007142857142857142857142857
mot_025 0.01
mot_027 0.014285714285714285714285143
mot_032 0.008571428571428571428574286
mot_038 0.01
mot_042 0.011428571428571428571428714
mot_054 0.011428571428571428571428714
Pheta   0.927142857142857142857428572
```

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N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
1	7/11/2023 11:16:54 AM	PT	No	ZA	Female	20	Single	Part-time Employee	Alone

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	4
I feel pleasure when I´m travelling	4
I often read tourists´ online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists´ online travel reviews	4
I consult other travelers´ online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists´ online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	2
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	2
I have the time to visit Douro	2
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	3
I tend to visit Douro	2
I'd love to visit Douro	3
I plan to visit Douro	2

Argument	Weight	Normalised Weight	Abreviated Argument
Get to know the habits of the local people	3	0.006	mot_018
Discover new places	6	0.012	mot_051
The educational value	3	0.006	mot_062
To feel emotionally refreshed	1	0.002	mot_108
To feel physically refreshed	2	0.004	mot_109

Matrix (abreviated)

```
mot_018 0.006
mot_051 0.012
mot_062 0.006
mot_108 0.002
mot_109 0.004
Pheta   0.970
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
2	7/11/2023 11:17:05 AM	PT	No	ZA	Female	41	Single	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists´ online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists´ online travel reviews	4
I consult other travelers´ online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists´ online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	5
I think I am under peer pressure to visit Douro	5
I think society urges everyone to visit Douro	5
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	1
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
To seek adventure	10	0.02	mot_092
Enjoy a natural landscape	9	0.018	mot_048
Discover new places	10	0.02	mot_051
To feel emotionally refreshed	10	0.02	mot_108
The educational value	9	0.018	mot_062

Matrix (abreviated)

```
mot_048 0.018
mot_051 0.02
mot_062 0.018
mot_092 0.02
mot_108 0.02
Pheta   0.904
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
3	7/11/2023 11:17:13 AM	PT	No	ZA	Male	26	Single	Unemployed	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists´ online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists´ online travel reviews	5
I consult other travelers´ online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists´ online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	3
I have the money to visit Douro	3
I have the time to visit Douro	4
I have opportunities to visit Douro	3
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	3
Douro has its unique ways of life and customs	3
I tend to visit Douro	1
I'd love to visit Douro	5
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
The pursuit of pleasure	10	0.02	mot_077
Enjoy a natural landscape	10	0.02	mot_048
To feel emotionally refreshed	10	0.02	mot_108
To escape from everyday life	8	0.016	mot_133
Get to know the habits of the local people	9	0.018	mot_018

Matrix (abreviated)

```
mot_018 0.018
mot_048 0.02
mot_077 0.02
mot_108 0.02
mot_133 0.016
Pheta   0.906
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
4	7/11/2023 11:17:22 AM	PT	No	PL	Male	22	Single	Student	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	3
I feel pleasure when I´m travelling	4
I often read tourists´ online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists´ online travel reviews	4
I consult other travelers´ online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists´ online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	3
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	2
I have the time to visit Douro	2
I have opportunities to visit Douro	2
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	3
Douro has its unique ways of life and customs	3
I tend to visit Douro	3
I'd love to visit Douro	3
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Discover new places	9	0.012857142857142857142857429	mot_051
To enjoy good weather	8	0.011428571428571428571428571	mot_023
Being away from home	9	0.012857142857142857142857429	mot_052
To seek adventure	7	0.01	mot_092
Have moments to relax	8	0.011428571428571428571428571	mot_020
Enjoy a natural landscape	8	0.011428571428571428571428571	mot_048
The pursuit of pleasure	8	0.011428571428571428571428571	mot_077

Matrix (abreviated)

```
mot_020 0.011428571428571428571428571
mot_023 0.011428571428571428571428571
mot_048 0.011428571428571428571428571
mot_051 0.012857142857142857142857429
mot_052 0.012857142857142857142857429
mot_077 0.011428571428571428571428571
mot_092 0.01
Pheta   0.918571428571428571428
```

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N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
138	7/11/2023 11:17:41 AM	PT	Yes	PT	Female	25	Single	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	2
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	5
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	3
I tend to visit Douro	1
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Fator Novidade	8	0.013333333333333333333333333	mot_016
Ter momentos para relaxar	9	0.015	mot_042
Fugir da vida cotidiana	8	0.013333333333333333333333333	mot_056
Conhecer Locais históricos/ culturais	7	0.011666666666666666666666667	mot_032
Conhecer de novos lugares	7	0.011666666666666666666666667	mot_025
Preço	9	0.015	mot_145

Matrix (abreviated)

```
mot_016 0.013333333333333333333333333
mot_025 0.011666666666666666666666667
mot_032 0.011666666666666666666666667
mot_042 0.015
mot_056 0.013333333333333333333333333
mot_145 0.015
Pheta   0.920000000000000000000000000
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
139	7/11/2023 11:18:02 AM	PT	Yes	PT	Male	37	Married	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	4
Travelling is relaxing	4
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	3
Douro has its unique ways of life and customs	3
I tend to visit Douro	1
I'd love to visit Douro	3
I plan to visit Douro	1

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	8	0.016	mot_048
Visit Historical/ Cultural Sites	9	0.018	mot_019
The physical activity	9	0.018	mot_135
To seek adventure	7	0.014	mot_092
To feel physically refreshed	10	0.02	mot_109

Matrix (abreviated)

```
mot_019 0.018
mot_048 0.016
mot_092 0.014
mot_109 0.02
mot_135 0.018
Pheta   0.914
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
140	7/11/2023 11:18:00 AM	PT	No	GB	Female	32	Married	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	4
Travelling is relaxing	4
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	3
I have the money to visit Douro	3
I have the time to visit Douro	3
I have opportunities to visit Douro	3
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	2
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	10	0.016666666666666666666666667	mot_048
The novelty factor	9	0.015	mot_061
Discover new places	10	0.016666666666666666666666667	mot_051
The educational value	9	0.015	mot_062
Visit Historical/ Cultural Sites	8	0.013333333333333333333333333	mot_019
To feel physically refreshed	8	0.013333333333333333333333333	mot_109

Matrix (abreviated)

```
mot_019 0.013333333333333333333333333
mot_048 0.016666666666666666666666667
mot_051 0.016666666666666666666666667
mot_061 0.015
mot_062 0.015
mot_109 0.013333333333333333333333333
Pheta   0.910000000000000000000000000
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
141	7/11/2023 11:17:50 AM	PT	No	ZA	Female	31	Single	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I´m travelling	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	2
I have the money to visit Douro	1
I have the time to visit Douro	1
I have opportunities to visit Douro	3
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	4
I'd love to visit Douro	5
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	9	0.018	mot_048
To feel emotionally refreshed	10	0.02	mot_108
Have moments to relax	10	0.02	mot_020
To escape from everyday life	9	0.018	mot_133
To seek adventure	10	0.02	mot_092

Matrix (abreviated)

```
mot_020 0.02
mot_048 0.018
mot_092 0.02
mot_108 0.02
mot_133 0.018
Pheta   0.984
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
142	7/11/2023 11:17:49 AM	PT	No	ZA	Female	27	Single	Student	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	3
Travelling is relaxing	4
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	2
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	3
I have the time to visit Douro	4
I have opportunities to visit Douro	3
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	3
I tend to visit Douro	2
I'd love to visit Douro	4
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Visit Historical/ Cultural Sites	9	0.016	mot_019
Discover new places	10	0.016666666666666666666666667	mot_051
To enjoy good weather	10	0.016666666666666666666666667	mot_023
The conviviality of playing sports	7	0.011666666666666666666666667	mot_147
To feel emotionally refreshed	8	0.013333333333333333333333333	mot_108
The pursuit of pleasure	10	0.016666666666666666666666667	mot_077

Matrix (abreviated)

```
mot_023 0.016666666666666666666666667
mot_048 0.015
mot_051 0.016666666666666666666666667
mot_077 0.016666666666666666666666667
mot_108 0.013333333333333333333333333
mot_147 0.011666666666666666666666667
Pheta   0.989999999999999999999999999
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
143	7/11/2023 11:17:53 AM	PT	No	ZA	Female	20	Single	Full-time Employee	Alone

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	4
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	5
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	3
I have the time to visit Douro	3
I have opportunities to visit Douro	3
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	3
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	2
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	8	0.016	mot_013
Fator Novidade	9	0.018	mot_016
Fugir da vida cotidiana	7	0.014	mot_056
Conhecer Locais históricos/ culturais	8	0.016	mot_032
Sentir-me emocionalmente realizado	9	0.018	mot_041

Matrix (abreviated)

```
mot_013 0.016
mot_016 0.018
mot_032 0.016
mot_041 0.018
mot_056 0.014
Pheta   0.918
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
144	7/11/2023 11:17:55 AM	PT	No	PL	Female	39	Single	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	1

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	9	0.015	mot_048
Discover new places	10	0.016666666666666666666666667	mot_051
To enjoy good weather	10	0.016666666666666666666666667	mot_023
The conviviality of playing sports	7	0.011666666666666666666666667	mot_147
To feel emotionally refreshed	8	0.013333333333333333333333333	mot_108
The pursuit of pleasure	10	0.016666666666666666666666667	mot_077

Matrix (abreviated)

```
mot_023 0.016666666666666666666666667
mot_048 0.015
mot_051 0.016666666666666666666666667
mot_077 0.016666666666666666666666667
mot_108 0.013333333333333333333333333
mot_147 0.011666666666666666666666667
Pheta   0.989999999999999999999999999
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
145	7/11/2023 11:18:02 AM	PT	No	ES	Male	29	Single	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	5
People who influence my behavior think I should visit Douro	5
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	3
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Região bonita	9	0.018	mot_148
ótimas comidas	9	0.018	mot_149
Excelentes paisagens	9	0.018	mot_150
Temas muito bonitas para visitar	9	0.018	mot_151
Excelente patrimônio para conhecer	9	0.018	mot_152

Matrix (abreviated)

```
mot_148 0.018
mot_149 0.018
mot_150 0.018
mot_151 0.018
mot_152 0.018
Pheta   0.918
```

Table 1 (The first image cannot be displayed. The file may have been moved, renamed, or deleted. Verify that the link points to the correct file and location.)

Nº	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
1	7/11/2023 11:18:04 AM	PT	No	ZA	Female	38	Married	Self-employed	Both

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	5
Travelling increases my motivation	4
Travelling is relaxing	3
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	3
I am confident that I can visit Douro	3
I have the money to visit Douro	4
I have the time to visit Douro	2
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	4
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
The self-realization	9	0.018	mot_021
Enjoy a natural landscape	8	0.016	mot_048
To escape from everyday life	7	0.014	mot_133
The pursuit of pleasure	6	0.012	mot_077
To be active	7	0.014	mot_110

Matrix (abreviated)

```
mot_021 0.018
mot_048 0.016
mot_077 0.012
mot_110 0.014
mot_133 0.014
Pheta   0.926
```

Nº	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
140	7/11/2023 11:18:08 AM	PT	Yes	PT	Male	65	Married	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	3
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	1
I'd love to visit Douro	5
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Discover new places	10	0.02	mot_051
Get to know the habits of the local people	10	0.02	mot_018
To feel emotionally refreshed	10	0.02	mot_108
To seek adventure	8	0.016	mot_092
The self-realization	10	0.02	mot_021

Matrix (abreviated)

```
mot_018 0.02
mot_021 0.02
mot_051 0.02
mot_092 0.016
mot_108 0.02
Pheta   0.904
```

Nº	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
141	7/11/2023 11:18:12 AM	PT	Yes	PT	Male	21	Single	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	4
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de una paisagem natural	10	0.02	mot_013
Sentir-me emocionalmente revigorado	7	0.014	mot_041
Ter experiências em habitats naturais	7	0.014	mot_015
Ter acesso a recursos ambientais exclusivos	8	0.016	mot_014
Ter momentos para relaxar	6	0.012	mot_042

Matrix (abreviated)

```
mot_013 0.02
mot_014 0.016
mot_015 0.014
mot_041 0.014
mot_042 0.012
Pheta   0.924
```

Nº	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
1	7/11/2023 11:18:13 AM	PT	No	PL	Male	43	Other	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	4
Travelling is relaxing	5
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	3
I have the time to visit Douro	2
I have opportunities to visit Douro	3
Douro offers personal safety	5
Douro has a good quality of life	4
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	3
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Conhecer de novos lugares	10	0.02	mot_025
Ter momentos para relaxar	8	0.016	mot_042
Fugir da vida cotidiana	10	0.02	mot_056
Ter experiências em habitats naturais	8	0.016	mot_015
Ter acesso a recursos ambientais exclusivos	10	0.02	mot_014

Matrix (abreviated)

```
mot_014 0.02
mot_015 0.016
mot_025 0.02
mot_042 0.016
mot_056 0.02
Pheta   0.908
```

Nº	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
142	7/11/2023 11:18:19 AM	PT	Yes	PT	Female	25	Single	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists' online travel reviews	3
I consult other travelers' online travel reviews to aid the selection of an attractive destination	1
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	2
People who influence my behavior think I should visit Douro	1
People whose opinions I value prefer that I visit Douro	1
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	3
I have the time to visit Douro	3
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	3
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	5
I'd love to visit Douro	5
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
The novelty factor	8	0.0066666666666666666666666667	mot_061
Discover new places	9	0.0075	mot_051
Get to know the habits of the local people	7	0.0058333333333333333333333333	mot_018
To feel physically refreshed	10	0.0083333333333333333333333333	mot_109
To seek adventure	6	0.005	mot_092
The pursuit of pleasure	7	0.0058333333333333333333333333	mot_077
To be active	10	0.0083333333333333333333333333	mot_110
The health and fitness	8	0.0066666666666666666666666667	mot_132
To feel emotionally refreshed	10	0.0083333333333333333333333333	mot_108
To escape from everyday life	7	0.0058333333333333333333333333	mot_133
Enjoy a natural landscape	10	0.0083333333333333333333333333	mot_048
The self-update	6	0.005	mot_022

Matrix (abreviated)

```
mot_018 0.005833333333333333333333333
mot_022 0.005
mot_048 0.008333333333333333333333333
mot_051 0.0075
mot_061 0.006666666666666666666666667
mot_077 0.005833333333333333333333333
mot_092 0.005
mot_108 0.008333333333333333333333333
mot_109 0.008333333333333333333333333
mot_110 0.008333333333333333333333333
mot_132 0.006666666666666666666666667
mot_133 0.005833333333333333333333333
Pheta   0.918333333333333333333333335
```

Nº	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
1	7/11/2023 11:18:20 AM	PT	No	IT	Male	24	Single	Student	Alone

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	3
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	4
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	3
I have the time to visit Douro	2
I have opportunities to visit Douro	2
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	4
I'd love to visit Douro	5
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Fugir da vida cotidiana	6	0.012	mot_056
Disfrutar de uma paisagem natural	9	0.018	mot_013
Fator Novidade	9	0.018	mot_016
Sentir-me emocionalmente revigorado	10	0.02	mot_041
Local muito falado em Portugal e na Tv, e as vindimas também são muito conhecidas	10	0.02	mot_153

Matrix (abreviated)

```
mot_013 0.018
mot_016 0.018
mot_041 0.02
mot_056 0.012
mot_153 0.02
Pheta   0.912
```

Nº	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
1	7/11/2023 11:18:23 AM	PT	No	ZA	Female	24	Single	Part-time Employee	Alone

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	3
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	5
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	4
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	3
I have the time to visit Douro	2
I have opportunities to visit Douro	2
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	4
I'd love to visit Douro	5
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	10	0.02	mot_048
To feel emotionally refreshed	10	0.02	mot_108
The physical activity	5	0.01	mot_135
To enjoy good weather	4	0.008	mot_023
To seek adventure	10	0.02	mot_092

Matrix (abreviated)

```
mot_023 0.008
mot_048 0.02
mot_092 0.02
mot_108 0.02
mot_135 0.01
Pheta   0.922
```

Nº	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
2	7/11/2023 11:18:24 AM	PT	No	PL	Female	21	Other	Part-time Employee	Alone

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	1
I have the time to visit Douro	3
I have opportunities to visit Douro	1
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	4
I'd love to visit Douro	4
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
To feel emotionally refreshed	8	0.013333333333333333333333333	mot_108
Being away from home	10	0.016666666666666666666666667	mot_052
Have access to unique environmental resources	7	0.011666666666666666666666667	mot_063
Making Friends/ Social Interaction	10	0.016666666666666666666666667	mot_049
Enjoy a natural landscape	6	0.01	mot_048
The pursuit of pleasure	9	0.015	mot_077

Matrix (abreviated)

```
mot_048 0.01
mot_049 0.016666666666666666666666667
mot_052 0.016666666666666666666666667
mot_063 0.011666666666666666666666667
mot_077 0.015
mot_108 0.013333333333333333333333333
Pheta   0.916666666666666666666666666
```

Nº	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
1	7/11/2023 11:18:24 AM	PT	No	ES	Male	45	Other	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	3
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists' online travel reviews	2
I consult other travelers' online travel reviews to aid the selection of an attractive destination	2
I frequently gather information from tourists' online travel reviews before I travel to anywhere	2
For me, visiting Douro for travel would be extremely enjoyable	3
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	1
People who influence my behavior think I should visit Douro	1
People whose opinions I value prefer that I visit Douro	1
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	3
I have the money to visit Douro	3
I have the time to visit Douro	3
I have opportunities to visit Douro	3
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	3
Douro has its unique ways of life and customs	3
I tend to visit Douro	2
I'd love to visit Douro	4
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Being away from home	4	0.02	mot_052
Discover new places	10	0.02	mot_051
Making Friends/ Social Interaction	5	0.01	mot_049
Have moments to relax	8	0.016	mot_020
Have access to unique environmental resources	3	0.006	mot_063

Matrix (abreviated)

```
mot_020 0.016
mot_049 0.01
mot_051 0.02
mot_052 0.02
mot_063 0.006
Pheta   0.928
```

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N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
	7/11/2023 11:18:26 AM	PT	No	PT	Female	26	Single	Student	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	3
Travelling increases my motivation	4
Travelling is relaxing	4
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	3
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	2
People who influence my behavior think I should visit Douro	2
People whose opinions I value prefer that I visit Douro	2
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	3
I have the money to visit Douro	3
I have the time to visit Douro	2
I have opportunities to visit Douro	2
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	3
Douro has its unique ways of life and customs	3
I tend to visit Douro	2
I'd love to visit Douro	4
I plan to visit Douro	2

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	8	0.016	mot_048
Get to know the habits of the local people	8	0.016	mot_018
Discover new places	10	0.02	mot_051
Visit Historical/ Cultural Sites	9	0.018	mot_019
To escape from everyday life	8	0.016	mot_133

Matrix (abreviated)

```
mot_018 0.016
mot_019 0.018
mot_048 0.016
mot_051 0.02
mot_133 0.016
Pheta   0.914
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
143	7/11/2023 11:18:28 AM	PT	Yes	PT	Male	28	Single	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	2
I have the time to visit Douro	3
I have opportunities to visit Douro	2
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	2
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Falor Novidade	10	0.016666666666666666666666667	mot_016
Conhecer de novos lugares	9	0.015	mot_025
Ter momentos para relaxar	7	0.011666666666666666666666667	mot_042
Ser ativo	7	0.011666666666666666666666667	mot_038
Fugir da vida cotidiana	10	0.016666666666666666666666667	mot_056
Estar longe de casa	9	0.015	mot_054

Matrix (abreviated)

```
mot_016 0.016666666666666666666666667
mot_025 0.015
mot_038 0.011666666666666666666666667
mot_042 0.011666666666666666666666667
mot_054 0.015
mot_056 0.016666666666666666666666667
Pheta   0.913333333333333333333333332
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
	7/11/2023 11:18:30 AM	PT	No	ZA	Female	24	Single	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	4
Travelling is relaxing	5
I feel pleasure when I'm travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews beforeI travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	2
I'd love to visit Douro	3
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	10	0.02	mot_013
Fazer Amizade/ interação social	8	0.016	mot_024
Conhecer de novos lugares	9	0.018	mot_025
Estar longe de casa	7	0.014	mot_054
O valor educacional	6	0.012	mot_029

Matrix (abreviated)

```
mot_013 0.02
mot_024 0.016
mot_025 0.018
mot_029 0.012
mot_054 0.014
Pheta   0.920
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
	7/11/2023 11:18:30 AM	PT	No	IT	Male	25	Single	Student	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	5
Travelling increases my motivation	4
Travelling is relaxing	3
I feel pleasure when I´m travelling	3
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	3
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	2
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	3
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	2
Douro has a spectacular landscape	3
Douro has its unique ways of life and customs	2
I tend to visit Douro	2
I'd love to visit Douro	2
I plan to visit Douro	2

Argument	Weight	Normalised Weight	Abreviated Argument
The educational value	9	0.015	mot_062
To escape from everyday life	7	0.011666666666666666666666667	mot_133
The health and fitness	7	0.011666666666666666666666667	mot_132
To feel emotionally refreshed	9	0.015	mot_108
The self-realization	10	0.016666666666666666666666667	mot_021
Have moments to relax	7	0.011666666666666666666666667	mot_020

Matrix (abreviated)

```
mot_020 0.011666666666666666666666667
mot_021 0.016666666666666666666666667
mot_062 0.015
mot_108 0.015
mot_132 0.011666666666666666666666667
mot_133 0.011666666666666666666666667
Pheta   0.918333333333333333333333332
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
	7/11/2023 11:18:31 AM	PT	No	GB	Rather not say	22	Single	Student	Both

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	4
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	3
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	4
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	3
I have the money to visit Douro	3
I have the time to visit Douro	3
I have opportunities to visit Douro	3
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	3
I tend to visit Douro	4
I'd love to visit Douro	3
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	8	0.016	mot_048
Discover new places	9	0.018	mot_051
The educational value	6	0.012	mot_062
To seek adventure	7	0.014	mot_092
The pursuit of pleasure	8	0.016	mot_077

Matrix (abreviated)

```
mot_048 0.016
mot_051 0.018
mot_062 0.012
mot_077 0.016
mot_092 0.014
Pheta   0.924
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
	7/11/2023 11:18:31 AM	PT	No	ZA	Male	21	Other	Student	Both

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	5
Travelling increases my motivation	4
Travelling is relaxing	3
I feel pleasure when I'm travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews beforeI travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	4
I have the time to visit Douro	2
I have opportunities to visit Douro	2
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	1
I'd love to visit Douro	4
I plan to visit Douro	2

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	8	0.016	mot_048
Discover new places	10	0.02	mot_051
The physical activity	10	0.02	mot_135
To escape from everyday life	10	0.02	mot_133
To seek adventure	8	0.016	mot_092

Matrix (abreviated)

```
mot_048 0.016
mot_051 0.02
mot_092 0.016
mot_133 0.02
mot_135 0.02
Pheta   0.988
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
	7/11/2023 11:18:31 AM	PT	No	ZA	Female	22	Single	Student	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	4
Travelling is relaxing	4
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	3
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	3
I have the time to visit Douro	3
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	3
Douro has its unique ways of life and customs	3
I tend to visit Douro	1
I'd love to visit Douro	5
I plan to visit Douro	2

Argument	Weight	Normalised Weight	Abreviated Argument
Discover new places	7	0.014	mot_051
Enjoy a natural landscape	6	0.012	mot_048
To seek adventure	10	0.02	mot_092
Making Friends/ Social Interaction	7	0.014	mot_049
Being away from home	8	0.016	mot_052

Matrix (abreviated)

```
mot_048 0.012
mot_049 0.014
mot_051 0.014
mot_052 0.016
mot_092 0.02
Pheta   0.924
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
	7/11/2023 11:18:35 AM	PT	No	PL	Female	24	Single	Part-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	5
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	3
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	1
People who influence my behavior think I should visit Douro	1
People whose opinions I value prefer that I visit Douro	2
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	1
I have the money to visit Douro	1
I have the time to visit Douro	3
I have opportunities to visit Douro	1
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	3
I tend to visit Douro	1
I'd love to visit Douro	3
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Discover new places	8	0.016	mot_051
Enjoy a natural landscape	7	0.014	mot_048
Making Friends/ Social Interaction	5	0.01	mot_049
Have experiences in natural habitats	9	0.018	mot_050
To feel emotionally refreshed	10	0.02	mot_108

Matrix (abreviated)

```
mot_048 0.014
mot_049 0.01
mot_050 0.018
mot_051 0.016
mot_108 0.02
Pheta   0.922
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
144	7/11/2023 11:18:35 AM	PT	Yes	ZA	Male	22	Single	Unemployed	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	4
Travelling is relaxing	4
I feel pleasure when I'm travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews beforeI travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	3
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	2
People who influence my behavior think I should visit Douro	2
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	2
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	1
I'd love to visit Douro	5
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	8	0.016	mot_048
Discover new places	10	0.02	mot_051
The novelty factor	5	0.008333333333333333333333333	mot_019
Visit Historical/ Cultural Sites	4		
Have moments to relax	10	0.016666666666666666666666667	mot_020
To enjoy good weather	10	0.016666666666666666666666667	mot_023
To escape from everyday life	5	0.008333333333333333333333333	mot_133

Matrix (abreviated)

```
mot_019 0.008333333333333333333333333
mot_020 0.016666666666666666666666667
mot_023 0.016666666666666666666666667
mot_048 0.013333333333333333333333333
mot_061 0.016666666666666666666666667
mot_133 0.008333333333333333333333333
Pheta   0.920000000000000000000000000
```

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N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
	7/11/2023 11:18:38 AM	PT	No	IN	Male	26	Single	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	5
People who influence my behavior think I should visit Douro	5
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	2
I have the time to visit Douro	4
I have opportunities to visit Douro	2
Douro offers personal safety	4
Douro has a good quality of life	5
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	5
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Have moments to relax	9	0.018	mot_020
Being away from home	7	0.014	mot_052
To escape from everyday life	10	0.02	mot_133
Making Friends/ Social Interaction	6	0.012	mot_049
The pursuit of pleasure	10	0.02	mot_077

Matrix (abreviated)

```
mot_020 0.018
mot_049 0.012
mot_052 0.014
mot_077 0.02
mot_133 0.02
Pheta   0.916
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
	7/11/2023 11:18:38 AM	PT	No	ZA	Female	24	Single	Part-time Employee	Alone

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	4
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	3
I have the time to visit Douro	3
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	3
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	4
I'd love to visit Douro	5
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
To feel emotionally refreshed	9	0.018	mot_108
Enjoy a natural landscape	9	0.018	mot_048
Discover new places	9	0.018	mot_051
The self-realization	9	0.018	mot_021
To seek adventure	8	0.016	mot_092

Matrix (abreviated)

```
mot_021 0.018
mot_048 0.018
mot_051 0.018
mot_092 0.016
mot_108 0.018
Pheta   0.912
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
	7/11/2023 11:18:55 AM	PT	No	GB	Male	32	Single	Student	Alone

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	5
People whose opinions I value prefer that I visit Douro	5
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	5
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	3
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	5
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Discover new places	8	0.016	mot_051
Making Friends/ Social Interaction	10	0.02	mot_049
Enjoy a natural landscape	6	0.012	mot_048
Visit Historical/ Cultural Sites	10	0.02	mot_019
To feel emotionally refreshed	10	0.02	mot_108

Matrix (abreviated)

```
mot_019 0.02
mot_048 0.012
mot_049 0.02
mot_051 0.016
mot_108 0.02
Pheta   0.912
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
	7/11/2023 11:18:58 AM	PT	No	ZA	Male	29	Single	Part-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists' online travel reviews	3
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	4
I'd love to visit Douro	4
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
To be active	9	0.018	mot_110
To escape from everyday life	8	0.016	mot_133
Enjoy a natural landscape	8	0.016	mot_048
The self-realization	7	0.014	mot_021
Discover new places	10	0.02	mot_051

Matrix (abreviated)

```
mot_021 0.014
mot_048 0.016
mot_051 0.02
mot_110 0.018
mot_133 0.016
Pheta   0.916
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
	7/11/2023 11:18:59 AM	PT	No	ZA	Male	34	Married	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I'm travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	2
To make sure I select the correct destination, I read other tourists' online travel reviews	3
I consult other travelers' online travel reviews to aid the selection of an attractive destination	1
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	1
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	3
I have the money to visit Douro	5
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	9	0.018	mot_048
Discover new places	10	0.02	mot_051
To feel emotionally refreshed	8	0.016	mot_108
To escape from everyday life	6	0.012	mot_133
To seek adventure	7	0.014	mot_092

Matrix (abreviated)

```
mot_048 0.018
mot_051 0.02
mot_092 0.014
mot_108 0.016
mot_133 0.012
Pheta   0.920
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
145	7/11/2023 11:19:00 AM	PT	Yes	NL	Female	23	Other	Student	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I'm travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	3
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	2
People who influence my behavior think I should visit Douro	2
People whose opinions I value prefer that I visit Douro	2
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Have access to unique environmental resources	7	0.014	mot_063
Discover new places	7	0.014	mot_051
The pursuit of pleasure	8	0.016	mot_077
To seek adventure	9	0.018	mot_092
The novelty factor	7	0.014	mot_061

Matrix (abreviated)

```
mot_051 0.014
mot_061 0.014
mot_063 0.014
mot_077 0.016
mot_092 0.018
Pheta   0.924
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
	7/11/2023 11:19:16 AM	PT	No	ZA	Male	30	Single	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	3
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	4
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	3
I tend to visit Douro	5
I'd love to visit Douro	5
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	8	0.016	mot_048
Discover new places	10	0.02	mot_051
To escape from everyday life	9	0.018	mot_133
Making Friends/ Social Interaction	6	0.012	mot_049
To feel physically refreshed	8	0.016	mot_109

Matrix (abreviated)

```
mot_019 0.016
mot_023 0.016
mot_048 0.016
mot_051 0.02
mot_109 0.016
Pheta   0.916
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
	7/11/2023 11:19:16 AM	PT	No	ES	Male	28	Other	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	3
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	1
I'd love to visit Douro	5
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Discover new places	8	0.016	mot_051
Enjoy a natural landscape	7	0.014	mot_048
To escape from everyday life	10	0.02	mot_133
Making Friends/ Social Interaction	6	0.012	mot_049
The pursuit of pleasure	10	0.02	mot_077

Matrix (abreviated)

```
mot_048 0.014
mot_049 0.012
mot_051 0.016
mot_077 0.02
mot_133 0.02
Pheta   0.918
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
	7/11/2023 11:19:16 AM	PT	No	PL	Male	21	Single	Student	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I'm travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	3
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Discover new places	9	0.018	mot_051
To escape from everyday life	9	0.018	mot_133
Enjoy a natural landscape	8	0.016	mot_048
Being away from home	7	0.014	mot_052
Have moments to relax	7	0.014	mot_020

Matrix (abreviated)

```
mot_020 0.014
mot_048 0.016
mot_051 0.018
mot_052 0.014
mot_133 0.018
Pheta   0.920
```

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N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
1	7/11/2023 11:19:34 AM	PT	No	ZA	Female	29	Single	Unemployed	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	5
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	4
I'd love to visit Douro	5
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
To feel emotionally refreshed	9	0.01285714285714285714285429	mot_108
Making Friends/ Social Interaction	10	0.01428571428571428571428143	mot_049
To escape from everyday life	10	0.01428571428571428571428143	mot_133
Visit Historical/ Cultural Sites	9	0.01285714285714285714285429	mot_019
Get to know the habits of the local people	10	0.01428571428571428571428143	mot_018
The physical activity	10	0.01428571428571428571428143	mot_135
To seek adventure	10	0.01428571428571428571428143	mot_092

Matrix (abreviated)

```
mot_018 0.014285714285714285714285143
mot_019 0.012857142857142857142857429
mot_049 0.014285714285714285714285143
mot_092 0.014285714285714285714285143
mot_108 0.012857142857142857142857429
mot_133 0.014285714285714285714285143
mot_135 0.014285714285714285714285143
Pheta   0.902857142857142857142857427
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
2	7/11/2023 11:19:38 AM	PT	No	ZA	Female	33	Single	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	3
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	3
I have the time to visit Douro	5
I have opportunities to visit Douro	1
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	3
I tend to visit Douro	1
I'd love to visit Douro	5
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Get to know the habits of the local people	10	0.02	mot_018
Have access to unique environmental resources	8	0.016	mot_063
Discover new places	10	0.02	mot_051
Visit Historical/ Cultural Sites	10	0.02	mot_019
The pursuit of pleasure	8	0.016	mot_077

Matrix (abreviated)

```
mot_018 0.02
mot_019 0.02
mot_051 0.02
mot_063 0.016
mot_077 0.016
Pheta   0.908
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
3	7/11/2023 11:19:39 AM	PT	No	ZA	Male	27	Single	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	3
I feel very positive in visiting Douro	2
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	2
People who influence my behavior think I should visit Douro	2
People whose opinions I value prefer that I visit Douro	1
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	1
I have the money to visit Douro	1
I have the time to visit Douro	4
I have opportunities to visit Douro	1
Douro offers personal safety	3
Douro has a good quality of life	1
Douro has a good name and reputation	1
Douro has a spectacular landscape	3
Douro has its unique ways of life and customs	1
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	7	0.014	mot_048
Have moments to relax	8	0.016	mot_020
Being away from home	9	0.018	mot_052
Making Friends/ Social Interaction	6	0.012	mot_049
Discover new places	9	0.018	mot_051

Matrix (abreviated)

```
mot_020 0.016
mot_048 0.014
mot_049 0.012
mot_051 0.018
mot_052 0.018
Pheta   0.922
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
4	7/11/2023 11:19:40 AM	PT	No	HU	Male	28	Married	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	4
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	2
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	2
People who influence my behavior think I should visit Douro	1
People whose opinions I value prefer that I visit Douro	1
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	3
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	3
Douro has its unique ways of life and customs	3
I tend to visit Douro	4
I'd love to visit Douro	5
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Discover new places	10	0.02	mot_051
Have experiences in natural habitats	8	0.016	mot_050
Have moments to relax	10	0.02	mot_020
The health and fitness	6	0.012	mot_132
To escape from everyday life	8	0.016	mot_133

Matrix (abreviated)

```
mot_020 0.02
mot_050 0.016
mot_051 0.02
mot_132 0.012
mot_133 0.016
Pheta   0.916
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
5	7/11/2023 11:19:47 AM	PT	No	ZA	Female	22	Single	Student	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	2
Travelling is relaxing	4
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	2
To make sure I select the correct destination, I read other tourists' online travel reviews	2
I consult other travelers' online travel reviews to aid the selection of an attractive destination	2
I frequently gather information from tourists' online travel reviews before I travel to anywhere	2
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	1
People who influence my behavior think I should visit Douro	1
People whose opinions I value prefer that I visit Douro	1
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	3
I have the money to visit Douro	4
I have the time to visit Douro	3
I have opportunities to visit Douro	3
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	3
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	2

Argument	Weight	Normalised Weight	Abreviated Argument
To feel physically refreshed	9	0.018	mot_109
To escape from everyday life	9	0.018	mot_133
To feel emotionally refreshed	9	0.018	mot_108
The pursuit of pleasure	9	0.018	mot_077
Have experiences in natural habitats	6	0.012	mot_050

Matrix (abreviated)

```
mot_050 0.012
mot_077 0.018
mot_108 0.018
mot_109 0.018
mot_133 0.018
Pheta   0.916
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
6	7/11/2023 11:19:50 AM	PT	No	GB	Female	32	Married	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	4
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	3
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	3
I have the time to visit Douro	3
I have opportunities to visit Douro	3
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	3
Douro has its unique ways of life and customs	3
I tend to visit Douro	2
I'd love to visit Douro	3
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Have moments to relax	10	0.0166666666666666666666667	mot_020
Discover new places	9	0.015	mot_051
To enjoy good weather	8	0.0133333333333333333333333	mot_023
The pursuit of pleasure	9	0.015	mot_077
Have access to unique environmental resources	8	0.0133333333333333333333333	mot_063
To seek adventure	10	0.0166666666666666666666667	mot_092

Matrix (abreviated)

```
mot_020 0.016666666666666666666666667
mot_023 0.013333333333333333333333333
mot_051 0.015
mot_063 0.013333333333333333333333333
mot_077 0.015
mot_092 0.016666666666666666666666667
Pheta   0.910000000000000000000000000
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
7	7/11/2023 11:19:52 AM	PT	No	ZA	Female	19	Single	Student	Alone

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	3
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	3
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	7	0.00291666666666666666666667	mot_048
Have access to unique environmental resources	2	0.00083333333333333333333333	mot_063
Have experiences in natural habitats	6	0.0025	mot_050
The novelty factor	1	0.00041666666666666666666667	mot_061
Get to know the habits of the local people	6	0.0025	mot_018
Making Friends/ Social Interaction	2	0.00083333333333333333333333	mot_049
Discover new places	9	0.00375	mot_051
Visit Historical/ Cultural Sites	7	0.00291666666666666666666667	mot_019
The educational value	3	0.00125	mot_062
To feel emotionally refreshed	8	0.00333333333333333333333333	mot_108
To feel physically refreshed	9	0.00375	mot_109
Have moments to relax	8	0.00333333333333333333333333	mot_020
To enjoy good weather	7	0.00291666666666666666666667	mot_023
The self-realization	5	0.00208333333333333333333333	mot_021
The self-update	7	0.00291666666666666666666667	mot_022
The physical activity	4	0.00166666666666666666666667	mot_135
To Play sports	0	0	mot_154
The conviviality of playing sports	0	0	mot_147
To be active	2	0.00083333333333333333333333	mot_110
The health and fitness	2	0.00083333333333333333333333	mot_132
The pursuit of pleasure	8	0.00333333333333333333333333	mot_077
Being away from home	9	0.00375	mot_052
To escape from everyday life	10	0.00416666666666666666666667	mot_133
To seek adventure	10	0.00416666666666666666666667	mot_092

Matrix (abreviated)

```
mot_018 0.0025
mot_019 0.00291666666666666666666667
mot_020 0.00333333333333333333333333
mot_021 0.00208333333333333333333333
mot_022 0.00291666666666666666666667
mot_023 0.00291666666666666666666667
mot_048 0.00291666666666666666666667
mot_049 0.00083333333333333333333333
mot_050 0.0025
mot_051 0.00375
mot_052 0.00375
mot_061 0.00041666666666666666666667
mot_062 0.00125
mot_063 0.00083333333333333333333333
mot_077 0.00333333333333333333333333
mot_092 0.00416666666666666666666667
mot_108 0.00333333333333333333333333
mot_109 0.00375
mot_110 0.00083333333333333333333333
mot_132 0.00083333333333333333333333
mot_133 0.00416666666666666666666667
mot_135 0.00166666666666666666666667
mot_147 0
mot_154 0
Pheta   0.945000000000000000000000000
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
146	7/11/2023 11:19:53 AM	PT	Yes	PT	Female	26	Single	Unemployed	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	3
Travelling increases my motivation	4
Travelling is relaxing	5
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	3
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	2
People whose opinions I value prefer that I visit Douro	2
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	3
I have the money to visit Douro	2
I have the time to visit Douro	4
I have opportunities to visit Douro	2
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	1
I'd love to visit Douro	5
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Discover new places	8	0.016	mot_051
Enjoy a natural landscape	7	0.014	mot_048
To feel emotionally refreshed	10	0.02	mot_108
Have moments to relax	10	0.02	mot_020
Being away from home	10	0.02	mot_052

Matrix (abreviated)

```
mot_020 0.02
mot_048 0.014
mot_051 0.016
mot_052 0.02
mot_108 0.02
Pheta   0.910
```

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N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
1	7/11/2023 11:19:56 AM	PT	No	GB	Female	27	Married	Part-time Employee	Accompanied

Statement

	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	3
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	3
I have opportunities to visit Douro	3
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	3
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	9	0.018	mot_013
Fazer Trilhos	7	0.014	mot_155
Visitar vinhas	7	0.014	mot_156
Disfrutar de bom tempo	8	0.016	mot_027
Fugir da vida cotidiana	6	0.012	mot_056

Matrix (abreviated)

```
mot_013 0.018
mot_027 0.016
mot_056 0.012
mot_155 0.014
mot_156 0.014
Pheta   0.926
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
147	7/11/2023 11:20:02 AM	PT	Yes	ZA	Female	35	Single	Full-time Employee	Both

Statement

	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	3
Travelling increases my motivation	2
Travelling is relaxing	4
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	2
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	1
I have the time to visit Douro	2
I have opportunities to visit Douro	3
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	3
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	3
I'd love to visit Douro	5
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Discover new places	7	0.00875	mot_051
Have experiences in natural habitats	6	0.0075	mot_050
To feel emotionally refreshed	8	0.01	mot_108
To enjoy good weather	6	0.0075	mot_023
The pursuit of pleasure	8	0.01	mot_077
To seek adventure	9	0.01125	mot_092
To escape from everyday life	10	0.0125	mot_133
Have moments to relax	8	0.01	mot_020

Matrix (abreviated)

```
mot_020 0.01
mot_023 0.0075
mot_050 0.0075
mot_051 0.00875
mot_077 0.01
mot_092 0.01125
mot_108 0.01
mot_133 0.0125
Pheta   0.92250
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
2	7/11/2023 11:20:03 AM	PT	No	ES	Female	22	Single	Student	Alone

Statement

	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	5
People who influence my behavior think I should visit Douro	5
People whose opinions I value prefer that I visit Douro	5
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	5
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	5
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	9	0.018	mot_048
Visit Historical/ Cultural Sites	10	0.02	mot_019
Have experiences in natural habitats	9	0.018	mot_050
The educational value	10	0.02	mot_062
Discover new places	9	0.018	mot_051

Matrix (abreviated)

```
mot_019 0.02
mot_048 0.018
mot_050 0.018
mot_051 0.018
mot_062 0.02
Pheta   0.986
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
3	7/11/2023 11:20:08 AM	PT	No	GR	Female	34	Married	Full-time Employee	Accompanied

Statement

	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	1
People who influence my behavior think I should visit Douro	1
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	2
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	3
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	1

Argument	Weight	Normalised Weight	Abreviated Argument
Get to know and try the gastronomy	8	0.008888888888888888888888889	mot_157
The novelty factor	10	0.011111111111111111111111111	mot_061
Good price for accommodation, food and travel	9	0.01	mot_158
Visit Historical/ Cultural Sites	10	0.011111111111111111111111111	mot_019
Have moments to relax	10	0.011111111111111111111111111	mot_020
The pursuit of pleasure	10	0.011111111111111111111111111	mot_077
Being away from home	10	0.011111111111111111111111111	mot_052
To escape from everyday life	10	0.011111111111111111111111111	mot_133
Enjoy a natural landscape	8	0.008888888888888888888888889	mot_048

Matrix (abreviated)

```
mot_019 0.011111111111111111111111111
mot_020 0.011111111111111111111111111
mot_048 0.008888888888888888888888889
mot_052 0.011111111111111111111111111
mot_061 0.011111111111111111111111111
mot_077 0.011111111111111111111111111
mot_133 0.011111111111111111111111111
mot_157 0.008888888888888888888888889
mot_158 0.01
Pheta   0.985555555555555555555555556
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
4	7/11/2023 11:20:10 AM	PT	No	PT	Female	20	Single	Part-time Employee	Both

Statement

	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	3
I feel pleasure when I'm travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	1
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	3
I have the money to visit Douro	2
I have the time to visit Douro	2
I have opportunities to visit Douro	2
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	2
I'd love to visit Douro	4
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Archaeological interest	8	0.016	mot_159
Weather	6	0.012	mot_139
Cultural experience	7	0.014	mot_160
Scenery	9	0.018	mot_161
Cuisine	7	0.014	mot_162

Matrix (abreviated)

```
mot_139 0.012
mot_159 0.016
mot_160 0.014
mot_161 0.018
mot_162 0.014
Pheta   0.926
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
5	7/11/2023 11:20:13 AM	PT	No	ZA	Female	22	Single	Student	Both

Statement

	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	3
I have opportunities to visit Douro	3
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	1
I'd love to visit Douro	3
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Conhecer Locais históricos/ culturais	10	0.02	mot_032
Disfrutar de uma paisagem natural	7	0.014	mot_013
Conhecer de novos lugares	10	0.02	mot_025
Fugir da vida cotidiana	8	0.016	mot_056
Procurar aventura	8	0.016	mot_058

Matrix (abreviated)

```
mot_013 0.014
mot_025 0.02
mot_032 0.02
mot_056 0.016
mot_058 0.016
Pheta   0.914
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
6	7/11/2023 11:20:15 AM	PT	Yes	PT	Male	30	Single	Full-time Employee	Accompanied

Statement

	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	2
People whose opinions I value prefer that I visit Douro	1
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	3
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	5
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	4
I'd love to visit Douro	5
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	9	0.018	mot_048
Discover new places	8	0.016	mot_062
Discover new places	9	0.018	mot_051
Visit Historical/ Cultural Sites	10	0.02	mot_019
Enjoy a natural landscape, food, hospitality , culture and scenery.	10	0.02	mot_163

Matrix (abreviated)

```
mot_019 0.02
mot_048 0.02
mot_051 0.018
mot_062 0.016
mot_163 0.02
Pheta   0.986
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
7	7/11/2023 11:20:19 AM	PT	No	PL	Male	43	Other	Full-time Employee	Accompanied

Statement

	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	4
Travelling is relaxing	5
I feel pleasure when I'm travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	2
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	5
I think I am under peer pressure to visit Douro	4
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	4
I'd love to visit Douro	5
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	7	0.014	mot_048
To feel emotionally refreshed	9	0.018	mot_108
Being away from home	3	0.006	mot_052
Have experiences in natural habitats	9	0.018	mot_050
To seek adventure	10	0.02	mot_092

Matrix (abreviated)

```
mot_048 0.014
mot_050 0.018
mot_052 0.006
mot_092 0.02
mot_108 0.018
Pheta   0.924
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
8	7/11/2023 11:20:20 AM	PT	No	ZA	Female	30	Married	Unemployed	Alone

Statement

	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	4
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	1
I consult other travelers' online travel reviews to aid the selection of an attractive destination	1
I frequently gather information from tourists' online travel reviews before I travel to anywhere	1
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	3
I have the time to visit Douro	3
I have opportunities to visit Douro	3
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	4
I'd love to visit Douro	5
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	9	0.0075	mot_048
The novelty factor	10	0.008333333333333333333333333	mot_061
Get to know the habits of the local people	10	0.008333333333333333333333333	mot_018
Visit Historical/ Cultural Sites	10	0.008333333333333333333333333	mot_019
To feel emotionally refreshed	10	0.008333333333333333333333333	mot_108
To feel physically refreshed	10	0.008333333333333333333333333	mot_109
Have moments to relax	8	0.006666666666666666666666667	mot_020
The pursuit of pleasure	8	0.006666666666666666666666667	mot_077
To escape from everyday life	9	0.0075	mot_133 mot_051
Discover new places	10	0.008333333333333333333333333	
The self-realization	6	0.005	mot_021
To be active	9	0.0075	mot_110

Matrix (abreviated)

```
mot_018 0.008333333333333333333333333
mot_019 0.008333333333333333333333333
mot_020 0.006666666666666666666666667
mot_021 0.005
mot_048 0.0075
mot_051 0.008333333333333333333333333
mot_061 0.008333333333333333333333333
mot_077 0.006666666666666666666666667
mot_108 0.008333333333333333333333333
mot_109 0.008333333333333333333333333
mot_110 0.0075
mot_133 0.0075
Pheta   0.9091666666666666666666666668
```

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N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
149	7/11/2023 11:20:28 AM	PT	Yes	ZA	Male	22	Single	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	2
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	3
I have the time to visit Douro	5
I have opportunities to visit Douro	2
Douro offers personal safety	5
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	4
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
The self-update	8	0.016	mot_022
To feel emotionally refreshed	10	0.02	mot_108
Discover new places	8	0.016	mot_051
Have moments to relax	10	0.02	mot_020
The pursuit of pleasure	5	0.01	mot_077

Matrix (abreviated)

```
mot_020 0.02
mot_022 0.016
mot_051 0.016
mot_077 0.01
mot_108 0.02
Pheta   0.918
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
7/11/2023 11:20:29 AM	PT	No	ZA	Female	30	Married	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	3
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	4
I'd love to visit Douro	5
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	10	0.0090909090909090909090909091	mot_048
Get to know the habits of the local people	8	0.0072727272727272727272727273	mot_018
Discover new places	10	0.0090909090909090909090909091	mot_051
To feel emotionally refreshed	10	0.0090909090909090909090909091	mot_108
Making Friends/ Social Interaction	7	0.0063636363636363636363636364	mot_049
To feel physically	10	0.0090909090909090909090909091	mot_109
	9	0.0081818181818181818181818182	mot_021
The self-realization	8	0.0072727272727272727272727273	mot_020
Have moments to relax	8		
The pursuit of pleasure	10	0.0090909090909090909090909091	mot_077
Being away from home	8	0.0072727272727272727272727273	mot_052
To seek adventure	10	0.0090909090909090909090909091	mot_092

Matrix (abreviated)

```
mot_018 0.0072727272727272727272727273
mot_020 0.0072727272727272727272727273
mot_021 0.0081818181818181818181818182
mot_048 0.0090909090909090909090909091
mot_049 0.0063636363636363636363636364
mot_051 0.0090909090909090909090909091
mot_052 0.0072727272727272727272727273
mot_077 0.0090909090909090909090909091
mot_092 0.0090909090909090909090909091
mot_108 0.0090909090909090909090909091
mot_109 0.0090909090909090909090909091
Pheta   0.9090909090909090909090909089
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
7/11/2023 11:20:38 AM	PT	No	ZA	Female	42	Married	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	4
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	3
I have opportunities to visit Douro	3
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Get to know the habits of the local people	7	0.014	mot_018
Discover new places	9	0.018	mot_051
Enjoy a natural landscape	9	0.018	mot_048
To feel emotionally refreshed	10	0.02	mot_108
Have moments to relax	8	0.016	mot_020

Matrix (abreviated)

```
mot_018 0.014
mot_020 0.016
mot_048 0.018
mot_051 0.018
mot_108 0.02
Pheta   0.914
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
7/11/2023 11:20:45 AM	PT	No	ZA	Female	35	Single	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	3
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	4
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
sight-seeing	10	0.02	mot_164
relaxation	6	0.012	mot_165
gain knowledge	8	0.016	mot_166
unwinding	9	0.018	mot_167
holidaying	9	0.018	mot_168

Matrix (abreviated)

```
mot_164 0.02
mot_165 0.012
mot_166 0.016
mot_167 0.018
mot_168 0.018
Pheta   0.916
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
7/11/2023 11:20:52 AM	PT	No	ZA	Female	23	Single	Student	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	3
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Have access to unique environmental resources	8	0.016	mot_063
Enjoy a natural landscape	9	0.018	mot_048
Visit Historical/ Cultural Sites	10	0.02	mot_019
To feel emotionally refreshed	10	0.02	mot_108
The self-realization	10	0.02	mot_021

Matrix (abreviated)

```
mot_019 0.02
mot_021 0.02
mot_048 0.018
mot_063 0.016
mot_108 0.02
Pheta   0.986
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
7/11/2023 11:20:53 AM	PT	No	AU	Female	29	Married	Self-employed	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	2
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	2
I have opportunities to visit Douro	2
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	3
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	4
I'd love to visit Douro	4
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	9	0.01125	mot_048
Making Friends/ Social Interaction	5	0.00625	mot_049
Discover new places	10	0.0125	mot_051
Have access to unique environmental resources	8	0.01	mot_063
To escape from everyday life	10	0.0125	mot_133
Visit Historical/ Cultural Sites	7	0.00875	mot_019
Have moments to relax	7	0.00875	mot_020
To feel emotionally refreshed	8	0.01	mot_108

Matrix (abreviated)

```
mot_019 0.00875
mot_020 0.00875
mot_048 0.01125
mot_049 0.00625
mot_051 0.0125
mot_063 0.01
mot_108 0.01
mot_133 0.0125
Pheta   0.12000
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
7/11/2023 11:21:00 AM	PT	No	ZA	Female	21	Single	Student	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	3
Travelling increases my motivation	3
Travelling is relaxing	4
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	3
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	3
I am confident that I can visit Douro	3
I have the money to visit Douro	3
I have the time to visit Douro	3
I have opportunities to visit Douro	3
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	3
Douro has its unique ways of life and customs	3
I tend to visit Douro	3
I'd love to visit Douro	3
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Discover new places	9	0.018	mot_051
To seek adventure	7	0.014	mot_092
Enjoy a natural landscape	9	0.018	mot_048
Have moments to relax	6	0.012	mot_020
To escape from everyday life	7	0.014	mot_133

Matrix (abreviated)

```
mot_020 0.012
mot_048 0.018
mot_051 0.018
mot_092 0.014
mot_133 0.014
Pheta   0.924
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
7/11/2023 11:21:01 AM	PT	No	ZA	Female	26	Other	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	5
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	2
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Making Friends/ Social Interaction	7	0.011666666666666666666666667	mot_049
Discover new places	10	0.016666666666666666666666667	mot_051
Have moments to relax	10	0.016666666666666666666666667	mot_020
To seek adventure	10	0.016666666666666666666666667	mot_092
The self-realization	8	0.013333333333333333333333333	mot_021
Enjoy a natural landscape	7	0.011666666666666666666666667	mot_048

Matrix (abreviated)

```
mot_020 0.016666666666666666666666667
mot_021 0.013333333333333333333333333
mot_048 0.011666666666666666666666667
mot_049 0.011666666666666666666666667
mot_051 0.016666666666666666666666667
mot_092 0.016666666666666666666666667
Pheta   0.913333333333333333333333332
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
7/11/2023 11:21:03 AM	PT	No	ZA	Female	31	Single	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	3
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	5
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	3
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Discover new places	9	0.018	mot_051
Enjoy a natural landscape	5	0.01	mot_048
Get to know the habits of the local people	7	0.014	mot_018
Visit Historical/ Cultural Sites	8	0.016	mot_019
Making Friends/ Social Interaction	10	0.02	mot_049

Matrix (abreviated)

```
mot_018 0.014
mot_019 0.016
mot_048 0.01
mot_049 0.02
mot_051 0.018
Pheta   0.922
```

The format image cannot be displayed. The file may have been moved, renamed, or deleted. Verify that the link points to the correct file and location.

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
150	7/11/2023 11:21:08 AM	PT	Yes	PT	Female	53	Married	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	4
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	3
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	1
People whose opinions I value prefer that I visit Douro	2
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	1
I have the time to visit Douro	4
I have opportunities to visit Douro	3
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	5
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	5
I'd love to visit Douro	5
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	7	0.0166666666666666666666667	mot_048
Get to know the habits of the local people	10	0.0166666666666666666666667	mot_018
To feel emotionally refreshed	8	0.0133333333333333333333333	mot_108
Discover new places	8	0.0133333333333333333333333	mot_051
Have experiences in natural habitats	10	0.0166666666666666666666667	mot_050
To enjoy good weather	10	0.0166666666666666666666667	mot_023

Matrix (abreviated)

```
mot_018 0.016666666666666666666666667
mot_023 0.016666666666666666666666667
mot_048 0.016666666666666666666666667
mot_050 0.016666666666666666666666667
mot_051 0.013333333333333333333333333
mot_108 0.013333333333333333333333333
Pheta   0.911666666666666666666666666
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
151	7/11/2023 11:21:12 AM	PT	No	ZA	Male	21	Single	Student	Both

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	4
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	5
People who influence my behavior think I should visit Douro	5
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	5
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	4
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	5
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	8	0.01	mot_013
Ter experiências em habitats naturais	7	0.00875	mot_015
Conhecer de novos lugares	9	0.01125	mot_025
Sentir-me emocionalmente revigorado	8	0.01	mot_041
Sentir-me fisicamente revigorado	8	0.01	mot_026
Disfrutar de bom tempo	7	0.00875	mot_027
Praticar desporto	8	0.01	mot_035
Ter acesso a recursos ambientais exclusivos	9	0.01125	mot_014

Matrix (abreviated)

```
mot_013 0.01
mot_014 0.01125
mot_015 0.00875
mot_025 0.01125
mot_026 0.01
mot_027 0.00875
mot_035 0.01
mot_041 0.01
Pheta   0.92000
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
152	7/11/2023 11:21:18 AM	PT	No	ZA	Female	51	Married	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	5
I feel pleasure when I'm travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	3
I have the money to visit Douro	3
I have the time to visit Douro	3
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	3
I'd love to visit Douro	5
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Cultural Exploration	8	0.0114285714285714285714285714	mot_169
Enjoy a natural landscape	8	0.0114285714285714285714285714	mot_048
Making Friends/ Social Interaction	6	0.0085714285714285714285714286	mot_049
The self-realization	8	0.0114285714285714285714285714	mot_021
Discover new places	8	0.0114285714285714285714285714	mot_051
The educational value	9	0.0128571428571428571428571429	mot_062
To seek adventure	8	0.0114285714285714285714285714	mot_092

Matrix (abreviated)

```
mot_021 0.011428571428571428571428571
mot_048 0.011428571428571428571428571
mot_049 0.008571428571428571428571428
mot_051 0.011428571428571428571428571
mot_062 0.012857142857142857142857429
mot_092 0.011428571428571428571428571
mot_169 0.011428571428571428571428571
Pheta   0.921428571428571428571428715
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
153	7/11/2023 11:21:28 AM	PT	No	ZA	Male	32	Other	Self-employed	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	5
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	3
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	5
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	2
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
To feel emotionally refreshed	10	0.02	mot_108
Enjoy a natural landscape	8	0.016	mot_048
Have experiences in natural habitats	7	0.014	mot_050
The physical activity	7	0.014	mot_135
To seek adventure	10	0.02	mot_092

Matrix (abreviated)

```
mot_048 0.016
mot_050 0.014
mot_092 0.02
mot_108 0.02
mot_135 0.014
Pheta   0.916
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
154	7/11/2023 11:21:37 AM	PT	No	PL	Male	27	Other	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	3
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	5
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	10	0.02	mot_048
Have experiences in natural habitats	10	0.02	mot_050
Discover new places	10	0.02	mot_051
Visit Historical/ Cultural Sites	8	0.016	mot_019
To escape from everyday life	10	0.02	mot_133

Matrix (abreviated)

```
mot_019 0.016
mot_048 0.02
mot_050 0.02
mot_051 0.02
mot_133 0.02
Pheta   0.904
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
155	7/11/2023 11:21:41 AM	PT	No	ZA	Female	23	Single	Student	Both

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	3
Travelling increases my motivation	4
Travelling is relaxing	4
I feel pleasure when I'm travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	3
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	3
I have the money to visit Douro	3
I have the time to visit Douro	3
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	3
I'd love to visit Douro	5
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Cultural Exploration	8	0.0114285714285714285714285714	mot_169
Enjoy a natural landscape	8	0.0114285714285714285714285714	mot_048
Making Friends/ Social Interaction	6	0.0085714285714285714285714286	mot_049
The self-realization	8	0.0114285714285714285714285714	mot_021
Discover new places	8	0.0114285714285714285714285714	mot_051
The educational value	9	0.0128571428571428571428571429	mot_062
To seek adventure	8	0.0114285714285714285714285714	mot_092

Matrix (abreviated)

```
mot_021 0.011428571428571428571428571
mot_048 0.011428571428571428571428571
mot_049 0.008571428571428571428571428
mot_051 0.011428571428571428571428571
mot_062 0.012857142857142857142857429
mot_092 0.011428571428571428571428571
mot_169 0.011428571428571428571428571
Pheta   0.921428571428571428571428715
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
156	7/11/2023 11:21:43 AM	PT	No	ZA	Female	47	Other	Part-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	3
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	5
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	1
I have the time to visit Douro	2
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	5
I tend to visit Douro	1
I'd love to visit Douro	5
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Discover new places	7	0.014	mot_108
To feel emotionally refreshed	10	0.02	mot_108
To escape from everyday life	8	0.016	mot_133
To enjoy good weather	6	0.012	mot_023
Enjoy a natural landscape	5	0.01	mot_048

Matrix (abreviated)

```
mot_023 0.012
mot_048 0.01
mot_051 0.014
mot_108 0.02
mot_133 0.016
Pheta   0.928
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
157	7/11/2023 11:21:45 AM	PT	No	ZA	Male	45	Single	Unemployed	Both

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	3
Travelling increases my motivation	4
Travelling is relaxing	3
I feel pleasure when I'm travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	3
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	1
People who influence my behavior think I should visit Douro	1
People whose opinions I value prefer that I visit Douro	1
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	2
I have the money to visit Douro	1
I have the time to visit Douro	3
I have opportunities to visit Douro	2
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	3
Douro has its unique ways of life and customs	4
I tend to visit Douro	1
I'd love to visit Douro	3
I plan to visit Douro	2

Argument	Weight	Normalised Weight	Abreviated Argument
Visit Historical/ Cultural Sites	8	0.016	mot_019
Have moments to relax	8	0.016	mot_020
The pursuit of pleasure	7	0.014	mot_077
The educational value	7	0.014	mot_062
Making Friends/ Social Interaction	6	0.012	mot_049

Matrix (abreviated)

```
mot_019 0.016
mot_020 0.016
mot_049 0.012
mot_062 0.014
mot_077 0.014
Pheta   0.928
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
158	7/11/2023 11:22:07 AM	PT	No	ZA	Female	31	Single	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	3
Travelling increases my motivation	3
Travelling is relaxing	4
I feel pleasure when I'm travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	3
I have the money to visit Douro	2
I have the time to visit Douro	4
I have opportunities to visit Douro	3
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	2

Argument	Weight	Normalised Weight	Abreviated Argument
The pursuit of pleasure	8	0.016	mot_077
To seek adventure	8	0.016	mot_092
Have access to unique environmental resources	7	0.014	mot_063
Discover new places	9	0.018	mot_051
Making Friends/ Social Interaction	8	0.016	mot_049

Matrix (abreviated)

```
mot_049 0.016
mot_051 0.018
mot_063 0.014
mot_077 0.016
mot_092 0.016
Pheta   0.920
```

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Nº	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
1	7/11/2023 11:22:37 AM	PT	No	ZA	Female	27	Single	Student	Both

Statement	Degree of Agreement	Argument	Weight	Normalised Weight	Abreviated Argument
Travelling makes me feel happy	5	It has a beautiful landscape	10	0.02	mot_172
Travelling makes me feel realized	1	It is the home of world-famous port wine	10	0.02	mot_173
Travelling increases my motivation	5	Discover new places	8	0.016	mot_051
Travelling is relaxing	5	Being away from home	10	0.02	mot_052
I feel pleasure when I´m travelling	5	It has a beautiful scenerary	10	0.02	mot_174
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5				
To make sure I select the correct destination, I read other tourists' online travel reviews	5				
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5				
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5				
For me, visiting Douro for travel would be extremely enjoyable	5				
I feel very positive in visiting Douro	5				
I think that visiting Douro is a great idea	5				
People who are important to me think I should visit Douro	4				
People who influence my behavior think I should visit Douro	5				
People whose opinions I value prefer that I visit Douro	5				
I think I am under peer pressure to visit Douro	1				
I think society urges everyone to visit Douro	3				
Whether or not I visit Douro is completely up to me	5				
I am confident that I can visit Douro	5				
I have the money to visit Douro	5				
I have the time to visit Douro	5				
I have opportunities to visit Douro	5				
Douro offers personal safety	4				
Douro has a good quality of life	3				
Douro has a good name and reputation	5				
Douro has a spectacular landscape	5				
Douro has its unique ways of life and customs	4				
I tend to visit Douro	2				
I'd love to visit Douro	5				
I plan to visit Douro	5				

Matrix (abreviated)

```
mot_051 0.016
mot_052 0.02
mot_172 0.02
mot_173 0.02
mot_174 0.02
Pheta  0.904
```

Nº	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
2	7/11/2023 11:22:41 AM	PT	No	ZA	Female	33	Single	Self-employed	Both

Statement	Degree of Agreement	Argument	Weight	Normalised Weight	Abreviated Argument
Travelling makes me feel happy	5	Have experiences in natural habitats	5	0.01	mot_050
Travelling makes me feel realized	5	Enjoy a natural landscape	1	0.002	mot_048
Travelling increases my motivation	4	Discover new places	2	0.004	mot_051
Travelling is relaxing	4	To escape from everyday life	3	0.006	mot_133
I feel pleasure when I´m travelling	5	Enjoy time with family	4	0.008	mot_176
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5				
To make sure I select the correct destination, I read other tourists' online travel reviews	4				
I consult other travelers' online travel reviews to aid the selection of an attractive destination	1				
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5				
For me, visiting Douro for travel would be extremely enjoyable	4				
I feel very positive in visiting Douro	4				
I think that visiting Douro is a great idea	5				
People who are important to me think I should visit Douro	1				
People who influence my behavior think I should visit Douro	1				
People whose opinions I value prefer that I visit Douro	1				
I think I am under peer pressure to visit Douro	1				
I think society urges everyone to visit Douro	2				
Whether or not I visit Douro is completely up to me	5				
I am confident that I can visit Douro	4				
I have the money to visit Douro	2				
I have the time to visit Douro	4				
I have opportunities to visit Douro	1				
Douro offers personal safety	3				
Douro has a good quality of life	3				
Douro has a good name and reputation	5				
Douro has a spectacular landscape	4				
Douro has its unique ways of life and customs	3				
I tend to visit Douro	4				
I'd love to visit Douro	4				
I plan to visit Douro	4				

Matrix (abreviated)

```
mot_048 0.002
mot_050 0.01
mot_051 0.004
mot_133 0.006
mot_176 0.008
Pheta  0.970
```

Nº	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
3	7/11/2023 11:22:42 AM	PT	No	ZA	Female	40	Married	Self-employed	Alone

Statement	Degree of Agreement	Argument	Weight	Normalised Weight	Abreviated Argument
Travelling makes me feel happy	5	Have experiences in natural habitats	7	0.014	mot_050
Travelling makes me feel realized	5	The novelty factor	4	0.008	mot_061
Travelling increases my motivation	5	Discover new places	10	0.02	mot_051
Travelling is relaxing	5	Get to know the habits of the local people	9	0.018	mot_018
I feel pleasure when I´m travelling	5	Making Friends/ Social Interaction	10	0.02	mot_049
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5				
To make sure I select the correct destination, I read other tourists' online travel reviews	5				
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3				
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4				
For me, visiting Douro for travel would be extremely enjoyable	5				
I feel very positive in visiting Douro	5				
I think that visiting Douro is a great idea	5				
People who are important to me think I should visit Douro	4				
People who influence my behavior think I should visit Douro	3				
People whose opinions I value prefer that I visit Douro	3				
I think I am under peer pressure to visit Douro	5				
I think society urges everyone to visit Douro	4				
Whether or not I visit Douro is completely up to me	3				
I am confident that I can visit Douro	4				
I have the money to visit Douro	3				
I have the time to visit Douro	3				
I have opportunities to visit Douro	3				
Douro offers personal safety	3				
Douro has a good quality of life	3				
Douro has a good name and reputation	3				
Douro has a spectacular landscape	4				
Douro has its unique ways of life and customs	3				
I tend to visit Douro	3				
I'd love to visit Douro	5				
I plan to visit Douro	3				

Matrix (abreviated)

```
mot_018 0.018
mot_049 0.02
mot_050 0.014
mot_051 0.02
mot_061 0.008
Pheta  0.920
```

Nº	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
4	7/11/2023 11:22:45 AM	PT	No	ZA	Male	27	Single	Full-time Employee	Alone

Statement	Degree of Agreement	Argument	Weight	Normalised Weight	Abreviated Argument
Travelling makes me feel happy	5	Discover new places	10	0.02	mot_051
Travelling makes me feel realized	5	To feel emotionally refreshed	8	0.016	mot_108
Travelling increases my motivation	5	To feel physically refreshed	8	0.016	mot_109
Travelling is relaxing	5	Have moments to relax	8	0.016	mot_020
I feel pleasure when I´m travelling	5	To escape from everyday life	10	0.02	mot_133
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5				
To make sure I select the correct destination, I read other tourists' online travel reviews	5				
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5				
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5				
For me, visiting Douro for travel would be extremely enjoyable	5				
I feel very positive in visiting Douro	5				
I think that visiting Douro is a great idea	5				
People who are important to me think I should visit Douro	4				
People who influence my behavior think I should visit Douro	1				
People whose opinions I value prefer that I visit Douro	2				
I think I am under peer pressure to visit Douro	1				
I think society urges everyone to visit Douro	1				
Whether or not I visit Douro is completely up to me	5				
I am confident that I can visit Douro	4				
I have the money to visit Douro	2				
I have the time to visit Douro	4				
I have opportunities to visit Douro	4				
Douro offers personal safety	4				
Douro has a good quality of life	4				
Douro has a good name and reputation	4				
Douro has a spectacular landscape	4				
Douro has its unique ways of life and customs	4				
I tend to visit Douro	4				
I'd love to visit Douro	4				
I plan to visit Douro	4				

Matrix (abreviated)

```
mot_020 0.016
mot_051 0.02
mot_108 0.016
mot_109 0.016
mot_133 0.02
Pheta  0.912
```

Nº	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
5	7/11/2023 11:22:49 AM	PT	Yes	PT	Female	22	Single	Student	Accompanied

Statement	Degree of Agreement	Argument	Weight	Normalised Weight	Abreviated Argument
Travelling makes me feel happy	4	The pursuit of pleasure	6	0.012	mot_077
Travelling makes me feel realized	3	Enjoy a natural landscape	8	0.016	mot_048
Travelling increases my motivation	5	Being away from home	9	0.018	mot_052
Travelling is relaxing	4	To feel physically refreshed	10	0.02	mot_109
I feel pleasure when I´m travelling	4	Discover new places	10	0.02	mot_051
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5				
To make sure I select the correct destination, I read other tourists' online travel reviews	4				
I consult other travelers' online travel reviews to aid the selection of an attractive destination	2				
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3				
For me, visiting Douro for travel would be extremely enjoyable	3				
I feel very positive in visiting Douro	4				
I think that visiting Douro is a great idea	4				
People who are important to me think I should visit Douro	2				
People who influence my behavior think I should visit Douro	2				
People whose opinions I value prefer that I visit Douro	2				
I think I am under peer pressure to visit Douro	2				
I think society urges everyone to visit Douro	2				
Whether or not I visit Douro is completely up to me	4				
I am confident that I can visit Douro	3				
I have the money to visit Douro	2				
I have the time to visit Douro	3				
I have opportunities to visit Douro	2				
Douro offers personal safety	3				
Douro has a good quality of life	3				
Douro has a good name and reputation	3				
Douro has a spectacular landscape	4				
Douro has its unique ways of life and customs	4				
I tend to visit Douro	2				
I'd love to visit Douro	4				
I plan to visit Douro	3				

Matrix (abreviated)

```
mot_013 0.007
mot_015 0.008
mot_016 0.005
mot_017 0.004
mot_024 0.002
mot_025 0.009
mot_042 0.009
mot_055 0.008
mot_056 0.007
mot_075 0.002
Pheta  0.939
```

Nº	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
6	7/11/2023 11:22:52 AM	PT	No	ZA	Female	33	Single	Full-time Employee	Accompanied

Statement	Degree of Agreement	Argument	Weight	Normalised Weight	Abreviated Argument
Travelling makes me feel happy	5	Disfrutar de uma paisagem natural	7	0.007	mot_013
Travelling makes me feel realized	5	Ter experiências em habitats naturais	8	0.008	mot_015
Travelling increases my motivation	5	Fator Novidade	5	0.005	mot_016
Travelling is relaxing	4	Fugir da vida cotidiana	7	0.007	mot_056
I feel pleasure when I´m travelling	5	A busca de prazer	8	0.008	mot_055
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3	Conhecer os hábitos das pessoas locais	4	0.004	mot_017
To make sure I select the correct destination, I read other tourists' online travel reviews	4	Fazer Amizade/ interação social	2	0.002	mot_024
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4	Conhecer de novos lugares	9	0.009	mot_025
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4	Ter momentos para relaxar	9	0.009	mot_042
For me, visiting Douro for travel would be extremely enjoyable	5	Convivio a praticar desporto	2	0.002	mot_075
I feel very positive in visiting Douro	5				
I think that visiting Douro is a great idea	5				
People who are important to me think I should visit Douro	3				
People who influence my behavior think I should visit Douro	3				
People whose opinions I value prefer that I visit Douro	3				
I think I am under peer pressure to visit Douro	1				
I think society urges everyone to visit Douro	4				
Whether or not I visit Douro is completely up to me	2				
I am confident that I can visit Douro	4				
I have the money to visit Douro	3				
I have the time to visit Douro	2				
I have opportunities to visit Douro	2				
Douro offers personal safety	3				
Douro has a good quality of life	4				
Douro has a good name and reputation	5				
Douro has a spectacular landscape	4				
Douro has its unique ways of life and customs	2				
I tend to visit Douro	2				
I'd love to visit Douro	5				
I plan to visit Douro	4				

Matrix (abreviated)

```
mot_013 0.007
mot_015 0.008
mot_016 0.005
mot_017 0.004
mot_024 0.002
mot_025 0.009
mot_042 0.009
mot_055 0.008
mot_056 0.007
mot_075 0.002
Pheta  0.939
```

Nº	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
7	7/11/2023 11:22:57 AM	PT	No	ZA	Male	43	Married	Full-time Employee	Both

Statement	Degree of Agreement	Argument	Weight	Normalised Weight	Abreviated Argument
Travelling makes me feel happy	5	Get to know the habits of the local people	8	0.016	mot_018
Travelling makes me feel realized	4	Discover new places	9	0.018	mot_051
Travelling increases my motivation	5	To feel physically refreshed	9	0.018	mot_109
Travelling is relaxing	4	Visit Historical/ Cultural Sites	7	0.014	mot_019
I feel pleasure when I´m travelling	4	To escape from everyday life	7	0.014	mot_133
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5				
To make sure I select the correct destination, I read other tourists' online travel reviews	4				
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4				
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4				
For me, visiting Douro for travel would be extremely enjoyable	5				
I feel very positive in visiting Douro	4				
I think that visiting Douro is a great idea	5				
People who are important to me think I should visit Douro	3				
People who influence my behavior think I should visit Douro	4				
People whose opinions I value prefer that I visit Douro	4				
I think I am under peer pressure to visit Douro	3				
I think society urges everyone to visit Douro	3				
Whether or not I visit Douro is completely up to me	4				
I am confident that I can visit Douro	4				
I have the money to visit Douro	2				
I have the time to visit Douro	4				
I have opportunities to visit Douro	4				
Douro offers personal safety	3				
Douro has a good quality of life	4				
Douro has a good name and reputation	4				
Douro has a spectacular landscape	5				
Douro has its unique ways of life and customs	4				
I tend to visit Douro	2				
I'd love to visit Douro	5				
I plan to visit Douro	4				

Matrix (abreviated)

```
mot_018 0.016
mot_019 0.014
mot_051 0.018
mot_109 0.018
mot_133 0.014
Pheta  0.920
```

Nº	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
8	7/11/2023 11:23:05 AM	PT	Yes	PT	Female	30	Married	Full-time Employee	Accompanied

Statement	Degree of Agreement	Argument	Weight	Normalised Weight	Abreviated Argument
Travelling makes me feel happy	5	To seek adventure	9	0.018	mot_092
Travelling makes me feel realized	5	The novelty factor	9	0.018	mot_061
Travelling increases my motivation	5	Discover new places	10	0.02	mot_051
Travelling is relaxing	5	Get to know the habits of the local people	9	0.018	mot_018
I feel pleasure when I´m travelling	5	The educational value	10	0.02	mot_062
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5				
To make sure I select the correct destination, I read other tourists' online travel reviews	5				
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5				
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5				
For me, visiting Douro for travel would be extremely enjoyable	5				
I feel very positive in visiting Douro	5				
I think that visiting Douro is a great idea	5				
People who are important to me think I should visit Douro	5				
People who influence my behavior think I should visit Douro	5				
People whose opinions I value prefer that I visit Douro	5				
I think I am under peer pressure to visit Douro	4				
I think society urges everyone to visit Douro	4				
Whether or not I visit Douro is completely up to me	4				
I am confident that I can visit Douro	5				
I have the money to visit Douro	4				
I have the time to visit Douro	4				
I have opportunities to visit Douro	4				
Douro offers personal safety	5				
Douro has a good quality of life	5				
Douro has a good name and reputation	5				
Douro has a spectacular landscape	5				
Douro has its unique ways of life and customs	5				
I tend to visit Douro	5				
I'd love to visit Douro	5				
I plan to visit Douro	5				

Matrix (abreviated)

```
mot_018 0.018
mot_051 0.02
mot_061 0.018
mot_062 0.018
mot_092 0.018
Pheta  0.906
```

Nº	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
9	7/11/2023 11:23:13 AM	PT	No	ZA	Female	51	Married	Full-time Employee	Both

Statement	Degree of Agreement	Argument	Weight	Normalised Weight	Abreviated Argument
Travelling makes me feel happy	5	Conhecer			
Travelling makes me feel realized	4	Locais históricos/ culturais	9	0.015	mot_032
Travelling increases my motivation	4				
Travelling is relaxing	5				
I feel pleasure when I´m travelling	4	Conhecer de novos lugares	7	0.011666666666666666666667	mot_025
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5	Ter momentos para relaxar	10	0.016666666666666666666667	mot_042
To make sure I select the correct destination, I read other tourists' online travel reviews	5	Disfrutar de bom tempo	8	0.013333333333333333333333	mot_027
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3	Fugir da vida cotidiana	8	0.013333333333333333333333	mot_056
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4	Visitar familia	6	0.01	mot_142
For me, visiting Douro for travel would be extremely enjoyable	5				
I feel very positive in visiting Douro	5				
I think that visiting Douro is a great idea	5				
People who are important to me think I should visit Douro	4				
People who influence my behavior think I should visit Douro	4				
People whose opinions I value prefer that I visit Douro	3				
I think I am under peer pressure to visit Douro	2				
I think society urges everyone to visit Douro	4				
Whether or not I visit Douro is completely up to me	4				
I am confident that I can visit Douro	5				
I have the money to visit Douro	5				
I have the time to visit Douro	4				
I have opportunities to visit Douro	5				
Douro offers personal safety	5				
Douro has a good quality of life	4				
Douro has a good name and reputation	5				
Douro has a spectacular landscape	5				
Douro has its unique ways of life and customs	3				
I tend to visit Douro	4				
I'd love to visit Douro	5				
I plan to visit Douro	5				

Matrix (abreviated)

```
mot_025 0.011666666666666666666667
mot_027 0.013333333333333333333333
mot_032 0.015
mot_042 0.016666666666666666666667
mot_056 0.013333333333333333333333
mot_142 0.01
Pheta  0.920000000000000000000000
```

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N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
1	7/11/2023 11:23:29 AM	PT	No	IT	Male	26	Other	Full-time Employee	Alone

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	5
Travelling increases my motivation	4
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	5
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	3
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	5
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	5
I tend to visit Douro	2
I'd love to visit Douro	4
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	9	0.018	mot_048
The physical activity	10	0.02	mot_135
To seek adventure	10	0.02	mot_092
Discover new places	8	0.016	mot_051
The educational value	7	0.014	mot_062

Matrix (abreviated)

```
mot_048 0.018
mot_051 0.016
mot_062 0.014
mot_092 0.02
mot_135 0.02
Pheta  0.912
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
153	7/11/2023 11:23:36 AM	PT	Yes	ES	Male	27	Other	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	3
Travelling increases my motivation	3
Travelling is relaxing	4
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	2
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	2
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	2
People who influence my behavior think I should visit Douro	2
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	2
I have the time to visit Douro	2
I have opportunities to visit Douro	3
Douro offers personal safety	4
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	3
Douro has its unique ways of life and customs	3
I tend to visit Douro	1
I'd love to visit Douro	3
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
To enjoy good weather	9	0.015	mot_023
Concedití momenti di relax	9	0.015	mot_177
Enjoy a natural landscape	6	0.01	mot_048
Visit Historical/ Cultural Sites	8	0.013333333333333333333333333	mot_019
Discover new places	10	0.016666666666666666666666667	mot_051
To feel physically refreshed	8	0.013333333333333333333333333	mot_109

Matrix (abreviated)

```
mot_019 0.013333333333333333333333333
mot_023 0.015
mot_048 0.01
mot_051 0.016666666666666666666666667
mot_109 0.013333333333333333333333333
mot_177 0.015
Pheta  0.91666666666666666666666667
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
2	7/11/2023 11:23:37 AM	PT	No	ZA	Female	21	Other	Student	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	2
I have the time to visit Douro	2
I have opportunities to visit Douro	2
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	3
I'd love to visit Douro	5
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	7	0.014	mot_048
Being away from home	5	0.01	mot_052
Have access to unique environmental resources	6	0.012	mot_063
Get to know the habits of the local people	5	0.01	mot_018
To enjoy good weather	8	0.016	mot_023

Matrix (abreviated)

```
mot_018 0.01
mot_023 0.016
mot_048 0.014
mot_052 0.01
mot_063 0.012
Pheta  0.938
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
3	7/11/2023 11:23:40 AM	PT	No	ZA	Male	29	Other	Full-time Employee	Alone

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	2
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	3
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	1
People whose opinions I value prefer that I visit Douro	1
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	3
I have the time to visit Douro	3
I have opportunities to visit Douro	3
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	3
Douro has its unique ways of life and customs	3
I tend to visit Douro	1
I'd love to visit Douro	4
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Food	7	0.014	mot_140
Visit Historical/ Cultural Sites	6	0.012	mot_019
To feel physically refreshed	8	0.016	mot_109
The educational value	8	0.016	mot 062
Making Friends/ Social Interaction	5	0.01	mot_049

Matrix (abreviated)

```
mot_019 0.012
mot_049 0.01
mot_062 0.016
mot_109 0.016
mot_140 0.014
Pheta  0.932
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
4	7/11/2023 11:23:46 AM	PT	No	ZA	Female	44	Single	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	3
Travelling increases my motivation	4
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	3
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	2
People who influence my behavior think I should visit Douro	2
People whose opinions I value prefer that I visit Douro	2
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	3
I have the money to visit Douro	2
I have the time to visit Douro	3
I have opportunities to visit Douro	2
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	3
Douro has its unique ways of life and customs	3
I tend to visit Douro	2
I'd love to visit Douro	4
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	8	0.016	mot_048
Discover new places	10	0.02	mot_051
Have moments to relax	10	0.02	mot_020
To escape from everyday life	10	0.02	mot_133
To seek adventure	10	0.02	mot_092

Matrix (abreviated)

```
mot_020 0.02
mot_048 0.016
mot_051 0.02
mot_092 0.02
mot_133 0.02
Pheta  0.904
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
5	7/11/2023 11:23:48 AM	PT	No	ZA	Female	24	Single	Part-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	5
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	4
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	5
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	5
I tend to visit Douro	1
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
To feel emotionally refreshed	10	0.0090090090090090090090091	mot_108
The self-realization	10	0.0090090090090090090090091	mot_021
The novelty factor	9	0.0081818181818181818181818182	mot_061
Enjoy a natural landscape	10	0.0090090090090090090090091	mot_048
Discover new places	10	0.0090090090090090090090091	mot_051
To feel physically refreshed	10	0.0090090090090090090090091	mot_109
The self-update	10	0.0090090090090090090090091	mot_022
The pursuit of pleasure	8	0.0072727272727272727272273	mot_077
Have moments to relax	10	0.0090090090090090090090091	mot 020
To escape from everyday life	10	0.0090090090090090090090091	mot_133
To seek adventure	9	0.0081818181818181818181818182	mot_092

Matrix (abreviated)

```
mot_020 0.009090909090909090909091
mot_021 0.009090909090909090909091
mot_022 0.009090909090909090909091
mot_048 0.009090909090909090909091
mot_051 0.009090909090909090909091
mot_061 0.008181818181818181818182
mot_077 0.007272727272727272727273
mot_092 0.008181818181818181818182
mot_108 0.009090909090909090909091
mot_109 0.009090909090909090909091
mot_133 0.009090909090909090909091
Pheta  0.90536363636363636363636635
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
6	7/11/2023 11:23:50 AM	PT	No	ZA	Female	33	Single	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	5
People whose opinions I value prefer that I visit Douro	5
I think I am under peer pressure to visit Douro	5
I think society urges everyone to visit Douro	5
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	4
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	5
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	5
I tend to visit Douro	4
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Get to know the habits of the local people	7	0.014	mot_018
Enjoy a natural landscape	8	0.016	mot_048
The novelty factor	10	0.02	mot_061
To feel emotionally refreshed	10	0.02	mot_108
To seek adventure	10	0.02	mot_092

Matrix (abreviated)

```
mot_018 0.014
mot_048 0.016
mot_061 0.02
mot_092 0.02
mot_108 0.02
Pheta  0.910
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
7	7/11/2023 11:23:53 AM	PT	No	ZA	Female	23	Single	Student	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	2
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	1
I have the time to visit Douro	5
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	1
I'd love to visit Douro	5
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	9	0.01125	mot_048
The novelty factor	8	0.01	mot_061
Get to know the habits of the local people	8	0.01	mot_018
Discover new places	10	0.0125	mot_051
Have moments to relax	10	0.0125	mot_020
To escape from everyday life	10	0.0125	mot_133
To seek adventure	8	0.01	mot_092
Making Friends/ Social Interaction	7	0.00875	mot_049

Matrix (abreviated)

```
mot_018 0.01
mot_020 0.0125
mot_048 0.01125
mot_049 0.00875
mot_051 0.0125
mot_061 0.01
mot_092 0.01
mot_133 0.0125
Pheta  0.91250
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
8	7/11/2023 11:24:11 AM	PT	No	ZA	Female	47	Married	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	2
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	2
I have opportunities to visit Douro	3
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	3
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	4
I'd love to visit Douro	4
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	7	0.014	mot_048
Being away from home	5	0.01	mot_052
Have access to unique environmental resources	6	0.012	mot_063
Get to know the habits of the local people	5	0.01	mot_018
To enjoy good weather	8	0.016	mot_023

Matrix (abreviated)

```
mot_018 0.01
mot_023 0.016
mot_048 0.014
mot_052 0.01
mot_063 0.012
Pheta  0.938
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
9	7/11/2023 11:24:37 AM	PT	No	ZA	Female	21	Other	Student	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	2
I have the time to visit Douro	2
I have opportunities to visit Douro	2
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	3
I'd love to visit Douro	5
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
To feel emotionally refreshed	10	0.0090090090090090090090091	mot_108
Travelling increases my motivation	5	0.0090090090090090090090091	mot_022
The self-realization	5	0.0090090090090090090090091	mot_021
The novelty factor	5	0.0081818181818181818181818182	mot_061
Enjoy a natural landscape	5	0.0090090090090090090090091	mot_048
Discover new places	5	0.0090090090090090090090091	mot_051
To feel physically refreshed	5	0.0090090090090090090090091	mot_109
The self-update	5	0.0090090090090090090090091	mot_022
The pursuit of pleasure	5	0.0072727272727272727272273	mot_077
Have moments to relax	5	0.0090090090090090090090091	mot 020
To escape from everyday life	5	0.0090090090090090090090091	mot_133
To seek adventure	5	0.0081818181818181818181818182	mot_092

Matrix (abreviated)

```
mot_020 0.009090909090909090909091
mot_021 0.009090909090909090909091
mot_022 0.009090909090909090909091
mot_048 0.009090909090909090909091
mot_051 0.009090909090909090909091
mot_061 0.008181818181818181818182
mot_077 0.007272727272727272727273
mot_092 0.008181818181818181818182
mot_108 0.009090909090909090909091
mot_109 0.009090909090909090909091
mot_133 0.009090909090909090909091
Pheta  0.90536363636363636363636635
```

Checkbox images cannot be displayed. The file may have been moved, renamed, or deleted. Verify that the link points to the correct file and location.

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
1	7/11/2023 11:24:25 AM	PT	No	ZA	Female	41	Married	Part-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	2
I have the time to visit Douro	4
I have opportunities to visit Douro	2
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	4
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Trying out new cuisines and traditional foods in other countries are my motivation.	9	0.018	mot_178
Have experiences in natural habitats	8	0.016	mot_050
Rest and relaxation	10	0.02	mot_179
Educating myself about people and culture of another country	9	0.018	mot_180
Enjoying the countries landscapes and must-see popular attractions	9	0.018	mot_181

Matrix (abreviated)

```
mot_050 0.016
mot_178 0.018
mot_179 0.02
mot_180 0.018
mot_181 0.018
Pheta   0.910
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
2	7/11/2023 11:24:39 AM	PT	No	GR	Male	26	Other	Part-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	4
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	3
I have the money to visit Douro	3
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	2
I'd love to visit Douro	5
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Visit Historical/ Cultural Sites	9	0.015	mot_019
Making Friends/ Social Interaction	8	0.013333333333333333333333	mot_049
The novelty factor	7	0.011666666666666666666667	mot_061
The pursuit of pleasure	8	0.013333333333333333333333	mot_077
To feel emotionally refreshed	10	0.016666666666666666666667	mot_108
Discover new places	9	0.015	mot_051

Matrix (abreviated)

```
mot_019 0.015
mot_049 0.013333333333333333333333
mot_051 0.015
mot_061 0.011666666666666666666667
mot_077 0.013333333333333333333333
mot_108 0.016666666666666666666667
Pheta   0.915000000000000000000000
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
3	7/11/2023 11:24:43 AM	PT	No	GB	Female	36	Married	Part-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	3
Travelling increases my motivation	3
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	2
To make sure I select the correct destination, I read other tourists' online travel reviews	2
I consult other travelers' online travel reviews to aid the selection of an attractive destination	2
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	3
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	2
People who influence my behavior think I should visit Douro	2
People whose opinions I value prefer that I visit Douro	2
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	3
I have the time to visit Douro	5
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	3
I tend to visit Douro	2
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
The educational value	7	0.014	mot_062
To escape from everyday life	8	0.016	mot_133
Have experiences in natural habitats	7	0.014	mot_050
Enjoy a natural landscape	9	0.018	mot_048
Visit Historical/ Cultural Sites	10	0.02	mot_019

Matrix (abreviated)

```
mot_019 0.02
mot_048 0.018
mot_050 0.014
mot_062 0.014
mot_133 0.016
Pheta   0.918
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
4	7/11/2023 11:25:06 AM	PT	No	GB	Female	34	Other	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I´m travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	3
I have the time to visit Douro	3
I have opportunities to visit Douro	3
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	3
I'd love to visit Douro	5
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Discover new places	9	0.018	mot_051
Enjoy a natural landscape	9	0.018	mot_048
Visit Historical/ Cultural Sites	9	0.018	mot_019
To feel physically refreshed	10	0.02	mot_109
The pursuit of pleasure	10	0.02	mot_077

Matrix (abreviated)

```
mot_019 0.018
mot_048 0.018
mot_051 0.018
mot_077 0.02
mot_109 0.02
Pheta   0.906
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
5	7/11/2023 11:25:07 AM	PT	No	ZA	Male	27	Other	Student	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	2
People who influence my behavior think I should visit Douro	2
People whose opinions I value prefer that I visit Douro	2
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	3
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	3
Douro has its unique ways of life and customs	3
I tend to visit Douro	2
I'd love to visit Douro	4
I plan to visit Douro	2

Argument	Weight	Normalised Weight	Abreviated Argument
The novelty factor	9	0.01125	mot_061
Discover new places	10	0.0125	mot_051
To enjoy good weather	10	0.0125	mot_023
To feel emotionally refreshed	9	0.01125	mot_108
To seek adventure	9	0.01125	mot_092
Have moments to relax	8	0.01	mot_020
Enjoy a natural landscape	9	0.01125	mot_048
To escape from everyday life	10	0.0125	mot_133

Matrix (abreviated)

```
mot_020 0.01
mot_023 0.0125
mot_048 0.01125
mot_051 0.0125
mot_061 0.01125
mot_092 0.01125
mot_108 0.01125
mot_133 0.0125
Pheta   0.90750
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
6	7/11/2023 11:25:22 AM	PT	No	ZA	Male	29	Single	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	3
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	2
People who influence my behavior think I should visit Douro	2
People whose opinions I value prefer that I visit Douro	2
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	3
I have the money to visit Douro	3
I have the time to visit Douro	4
I have opportunities to visit Douro	2
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	3
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	6	0.012	mot_048
Get to know the habits of the local people	8	0.016	mot_018
To feel physically refreshed	10	0.02	mot_109
Being away from home	5	0.01	mot_052
To seek adventure	4	0.008	mot_092

Matrix (abreviated)

```
mot_018 0.016
mot_048 0.012
mot_052 0.01
mot_092 0.008
mot_109 0.02
Pheta   0.934
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
7	7/11/2023 11:25:31 AM	PT	No	ZA	Female	23	Single	Student	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	3
Travelling increases my motivation	4
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists' online travel reviews	3
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	3
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	2
People who influence my behavior think I should visit Douro	2
People whose opinions I value prefer that I visit Douro	2
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	3
I have the money to visit Douro	3
I have the time to visit Douro	4
I have opportunities to visit Douro	2
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	3
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Discover new places	10	0.0166666666666666666666667	mot_051
To seek adventure	10	0.0166666666666666666666667	mot_092
Being away from home	8	0.0133333333333333333333333	mot_052
To feel physically refreshed	9	0.015	mot_109
To feel emotionally refreshed	10	0.0166666666666666666666667	mot_108
Making Friends/ Social Interaction	7	0.0116666666666666666666667	mot_049

Matrix (abreviated)

```
mot_049 0.011666666666666666666667
mot_051 0.016666666666666666666667
mot_052 0.013333333333333333333333
mot_092 0.016666666666666666666667
mot_108 0.016666666666666666666667
mot_109 0.015
Pheta   0.909999999999999999999999
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
8	7/11/2023 11:25:55 AM	PT	No	ZA	Female	53	Married	Part-time Employee	Alone

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	2
People who influence my behavior think I should visit Douro	2
People whose opinions I value prefer that I visit Douro	2
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	3
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	3
Douro has a spectacular landscape	3
Douro has its unique ways of life and customs	3
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	2

Argument	Weight	Normalised Weight	Abreviated Argument
Get to know the habits of the local people	8	0.013333333333333333333333	mot_018
Discover new places	9	0.015	mot_051
Have moments to relax	9	0.015	mot_020
Making Friends/ Social Interaction	9	0.015	mot_049
Visit Historical/ Cultural Sites	8	0.013333333333333333333333	mot_019
To feel emotionally refreshed	9	0.015	mot_108

Matrix (abreviated)

```
mot_018 0.013333333333333333333333
mot_019 0.013333333333333333333333
mot_020 0.015
mot_049 0.015
mot_051 0.015
mot_108 0.015
Pheta   0.913333333333333333333334
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
9	7/11/2023 11:26:26 AM	PT	No	HU	Female	42	Other	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	5
I feel pleasure when I´m travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	2
People who influence my behavior think I should visit Douro	2
People whose opinions I value prefer that I visit Douro	2
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	2
I have the time to visit Douro	4
I have opportunities to visit Douro	3
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	3
Douro has a spectacular landscape	3
Douro has its unique ways of life and customs	3
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	2

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	10	0.00714285714285714285714285	mot_048
Have access to unique environmental resources	10	0.00714285714285714285714285	mot_063
Have experiences in natural habitats	10	0.00714285714285714285714285	mot_050
Get to know the habits of the local people	8	0.00571428571428571428571428	mot_018
Making Friends/ Social Interaction	8	0.00571428571428571428571428	mot_049
Discover new places	10	0.00714285714285714285714285	mot_051
Visit Historical/ Cultural Sites	10	0.00714285714285714285714285	mot_019
To feel emotionally refreshed	10	0.00714285714285714285714285	mot_108
To feel physically refreshed	10	0.00714285714285714285714285	mot_109
Have moments to relax	10	0.00714285714285714285714285	mot_020
To enjoy good weather	10	0.00714285714285714285714285	mot_023
The self-update	8	0.00571428571428571428571428	mot_022
The physical activity	10	0.00714285714285714285714285	mot_135
The pursuit of pleasure	7	0.005	mot_077

Matrix (abreviated)

```
mot_018 0.005714285714285714285714
mot_019 0.007142857142857142857142
mot_020 0.007142857142857142857142
mot_022 0.005714285714285714285714
mot_023 0.007142857142857142857142
mot_048 0.007142857142857142857142
mot_049 0.005714285714285714285714
mot_050 0.007142857142857142857142
mot_051 0.007142857142857142857142
mot_063 0.007142857142857142857142
mot_077 0.005
mot_108 0.007142857142857142857142
mot_109 0.007142857142857142857142
mot_135 0.007142857142857142857142
Pheta   0.986428571428571428571719
```

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N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
1	7/11/2023 11:26:37 AM	PT	No	ZA	Female	26	Single	Student	Accompanied

Statement

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	3
I feel pleasure when I'm travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	2
To make sure I select the correct destination, I read other tourists' online travel reviews	2
I consult other travelers' online travel reviews to aid the selection of an attractive destination	2
I frequently gather information from tourists' online travel reviews before I travel to anywhere	2
For me, visiting Douro for travel would be extremely enjoyable	3
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	3
I am confident that I can visit Douro	3
I have the money to visit Douro	2
I have the time to visit Douro	5
I have opportunities to visit Douro	3
Douro offers personal safety	4
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	3
I'd love to visit Douro	3
I plan to visit Douro	2

Argument	Weight	Normalised Weight	Abreviated Argument
Discover new places	8	0.013333333333333333333333333333	mot_051
To feel emotionally refreshed	8	0.013333333333333333333333333333	mot_108
Visit Historical/ Cultural Sites	6	0.01	mot_019
To escape from everyday life	7	0.011666666666666666666666666667	mot_133
Have access to unique environmental resources	6	0.01	mot_063
Enjoy the local cuisine	6	0.01	mot_182

Matrix (abreviated)

```
mot_019 0.01
mot_051 0.013333333333333333333333333333
mot_063 0.01
mot_108 0.013333333333333333333333333333
mot_133 0.011666666666666666666666666667
mot_182 0.01
Pheta   0.931666666666666666666666666667
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
154	7/11/2023 11:26:42 AM	PT	Yes	PT	Male	26	Single	Full-time Employee	Accompanied

Statement

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	4
I feel pleasure when I'm travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	3
I have the money to visit Douro	3
I have the time to visit Douro	3
I have opportunities to visit Douro	2
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	10	0.016666666666666666666666666667	mot_048
Get to know the habits of the local people	7	0.011666666666666666666666666667	mot_018
Discover new places	8	0.013333333333333333333333333333	mot_051
To feel physically refreshed	10	0.016666666666666666666666666667	mot_109
The pursuit of pleasure	9	0.015	mot_077
Making Friends/ Social Interaction	8	0.013333333333333333333333333333	mot_049

Matrix (abreviated)

```
mot_018 0.016666666666666666666666666667
mot_048 0.016666666666666666666666666667
mot_049 0.013333333333333333333333333333
mot_051 0.013333333333333333333333333333
mot_077 0.015
mot_109 0.016666666666666666666666666667
Pheta   0.913333333333333333333333333333
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
2	7/11/2023 11:27:21 AM	PT	No	GR	Male	33	Single	Unemployed	Both

Statement

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	4
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	1
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	3
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	3
I tend to visit Douro	2
I'd love to visit Douro	3
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Conhecer de novos lugares	5	0.01	mot_025
Disfrutar de uma paisagem natural	2	0.004	mot_013
Ter experiências em habitats naturais	4	0.008	mot_015
Ter momentos para relaxar	8	0.016	mot_042
Disfrutar do bom tempo	8	0.016	mot_027

Matrix (abreviated)

```
mot_013 0.004
mot_015 0.008
mot_025 0.01
mot_027 0.016
mot_042 0.016
Pheta   0.946
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
3	7/11/2023 11:27:40 AM	PT	No	ZA	Female	32	Married	Full-time Employee	Both

Statement

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	2
To make sure I select the correct destination, I read other tourists' online travel reviews	2
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	1
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	4
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	3
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	3
I tend to visit Douro	1
I'd love to visit Douro	4
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	8	0.011428571428571428571428571428	mot_048
Visit Historical/ Cultural Sites	6	0.008571428571428571428571428286	mot_019
Being away from home	5	0.007142857142857142857142857571	mot_052
To escape from everyday life	4	0.005714285714285714285714285857	mot_133
Have experiences in natural habitats	7	0.01	mot_050
Discover new places	9	0.012857142857142857142857142429	mot_051
Visit places of religious value/Go on pilgrimages	10	0.014285714285714285714285714143	mot_183

Matrix (abreviated)

```
mot_019 0.008571428571428571428571428286
mot_048 0.011428571428571428571428571428
mot_050 0.01
mot_051 0.012857142857142857142857142429
mot_052 0.007142857142857142857142857571
mot_133 0.005714285714285714285714285857
mot_183 0.014285714285714285714285714143
Pheta   0.930000000000000000000000000000
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
4	7/11/2023 11:27:55 AM	PT	No	NL	Female	26	Single	Part-time Employee	Both

Statement

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	2
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	2
I have the time to visit Douro	5
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	1
I'd love to visit Douro	5
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	8	0.008888888888888888888888888889	mot_048
Have experiences in natural habitats	10	0.011111111111111111111111111111	mot_050
The novelty factor	8	0.008888888888888888888888888889	mot_061
Discover new places	10	0.011111111111111111111111111111	mot_051
To feel emotionally refreshed	10	0.011111111111111111111111111111	mot_108
The pursuit of pleasure	10	0.011111111111111111111111111111	mot_077
To escape from everyday life	10	0.011111111111111111111111111111	mot_133
The educational value	8	0.008888888888888888888888888889	mot_062
Being away from home	8	0.008888888888888888888888888889	mot_052

Matrix (abreviated)

```
mot_048 0.008888888888888888888888888889
mot_050 0.011111111111111111111111111111
mot_051 0.011111111111111111111111111111
mot_052 0.008888888888888888888888888889
mot_061 0.008888888888888888888888888889
mot_062 0.008888888888888888888888888889
mot_077 0.011111111111111111111111111111
mot_108 0.011111111111111111111111111111
mot_133 0.011111111111111111111111111111
Pheta   0.908888888888888888888888888889
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
5	7/11/2023 11:28:15 AM	PT	No	ZA	Female	40	Married	Self-employed	Alone

Statement

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	3
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	2
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	1
People who influence my behavior think I should visit Douro	1
People whose opinions I value prefer that I visit Douro	1
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	2
I have the money to visit Douro	2
I have the time to visit Douro	2
I have opportunities to visit Douro	2
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	3
I tend to visit Douro	3
I'd love to visit Douro	3
I plan to visit Douro	2

Argument	Weight	Normalised Weight	Abreviated Argument
The novelty factor	8	0.013333333333333333333333333333	mot_061
Discover new places	9	0.015	mot_051
Visit Historical/ Cultural Sites	6	0.01	mot_019
To enjoy good weather	7	0.011666666666666666666666666667	mot_023
Being away from home	7	0.011666666666666666666666666667	mot_052
Enjoy a natural landscape	8	0.013333333333333333333333333333	mot_048

Matrix (abreviated)

```
mot_019 0.01
mot_023 0.011666666666666666666666666667
mot_048 0.013333333333333333333333333333
mot_051 0.015
mot_052 0.011666666666666666666666666667
mot_061 0.013333333333333333333333333333
Pheta   0.925000000000000000000000000000
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
6	7/11/2023 11:28:32 AM	PT	No	ZA	Female	54	Other	Self-employed	Both

Statement

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	1
People who influence my behavior think I should visit Douro	1
People whose opinions I value prefer that I visit Douro	2
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	2
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	4
I'd love to visit Douro	5
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Discover new places	10	0.016666666666666666666666666667	mot_051
To feel emotionally refreshed	8	0.013333333333333333333333333333	mot_108
To feel physically refreshed	8	0.013333333333333333333333333333	mot_109
Have moments to relax	8	0.013333333333333333333333333333	mot_020
Being away from home	10	0.016666666666666666666666666667	mot_052
Enjoy a natural landscape	10	0.016666666666666666666666666667	mot_048

Matrix (abreviated)

```
mot_020 0.013333333333333333333333333333
mot_048 0.016666666666666666666666666667
mot_051 0.016666666666666666666666666667
mot_052 0.016666666666666666666666666667
mot_108 0.013333333333333333333333333333
mot_109 0.013333333333333333333333333333
Pheta   0.910000000000000000000000000000
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
7	7/11/2023 11:29:26 AM	PT	No	GR	Male	40	Single	Full-time Employee	Both

Statement

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	3
Travelling increases my motivation	4
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	3
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	2
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	1
People who influence my behavior think I should visit Douro	1
People whose opinions I value prefer that I visit Douro	1
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	3
I have the time to visit Douro	5
I have opportunities to visit Douro	3
Douro offers personal safety	3
Douro has a good quality of life	2
Douro has a good name and reputation	3
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	4
I'd love to visit Douro	5
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
To feel physically refreshed	10	0.014285714285714285714285714143	mot_109
Have experiences in natural habitats	5	0.007142857142857142857142857571	mot_050
Have access to unique environmental resources	4	0.005714285714285714285714285857	mot_063
Have moments to relax	5	0.007142857142857142857142857571	mot_020
To enjoy good weather	6	0.008571428571428571428571428286	mot_023
The educational value	6	0.008571428571428571428571428286 0.014285714285714285714285714143	mot_062 mot_135
The physical activity	10		

Matrix (abreviated)

```
mot_020 0.007142857142857142857142857571
mot_023 0.008571428571428571428571428286
mot_050 0.007142857142857142857142857571
mot_062 0.008571428571428571428571428286
mot_063 0.005714285714285714285714285857
mot_109 0.014285714285714285714285714143
mot_135 0.014285714285714285714285714143
Pheta   0.934285714285714285714285714143
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
8	7/11/2023 11:29:49 AM	PT	No	GR	Female	21	Single	Unemployed	Both

Statement

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	3
Travelling is relaxing	4
I feel pleasure when I'm travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	3
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	1
People who influence my behavior think I should visit Douro	1
People whose opinions I value prefer that I visit Douro	1
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	2
I have the money to visit Douro	2
I have the time to visit Douro	2
I have opportunities to visit Douro	2
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	3
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	3
I tend to visit Douro	3
I'd love to visit Douro	3
I plan to visit Douro	2

Argument	Weight	Normalised Weight	Abreviated Argument
Discover new places	8	0.016	mot_051
The pursuit of pleasure	10	0.02	mot_077
Have moments to relax	10	0.02	mot_020
To experience a place I know it's beautiful	8	0.016	mot_184
To escape from everyday life	6	0.012	mot_133

Matrix (abreviated)

```
mot_020 0.02
mot_051 0.016
mot_077 0.02
mot_133 0.012
mot_184 0.016
Pheta   0.916
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
155	7/11/2023 11:30:10 AM	PT	Yes	PT	Female	21	Single	Student	Both

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N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
1	7/11/2023 11:31:27 AM	PT	No	ZA	Female	27	Married	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	2
I am confident that I can visit Douro	3
I have the money to visit Douro	4
I have the time to visit Douro	2
I have opportunities to visit Douro	2
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	2
I tend to visit Douro	4
I'd love to visit Douro	5
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	9	0.015	mot_013
Disfrutar de bom tempo	9	0.015	mot_027
A busca de prazer	4	0.006666666666666666666666667	mot_055
Conhecer Locais históricos/ culturais	7	0.011666666666666666666666667	mot_032
Sentir-me fisicamente revigorado	8	0.013333333333333333333333333	mot_026
Sentir-me emocionalmente revigorado	8	0.013333333333333333333333333	mot_041

Matrix (abreviated)

```
mot_013 0.015
mot_026 0.013333333333333333333333333
mot_027 0.015
mot_032 0.011666666666666666666666667
mot_041 0.013333333333333333333333333
mot_055 0.006666666666666666666666667
Pheta   0.92500000000000000000000000
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
2	7/11/2023 11:32:19 AM	PT	No	ZA	Male	29	Married	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	3
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	2
People who influence my behavior think I should visit Douro	2
People whose opinions I value prefer that I visit Douro	5
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	3
I have the money to visit Douro	1
I have the time to visit Douro	5
I have opportunities to visit Douro	3
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	3
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Making Friends/ Social Interaction	9	0.018	mot_049
Enjoy a natural landscape	4	0.008	mot_048
Have moments to relax	10	0.02	mot_020
The physical activity	5	0.01	mot_135
To seek adventure	10	0.02	mot_092

Matrix (abreviated)

```
mot_020 0.02
mot_048 0.008
mot_049 0.018
mot_092 0.02
mot_135 0.01
Pheta   0.924
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
3	7/11/2023 11:32:32 AM	PT	No	ZA	Female	37	Married	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	4
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	5
I have the time to visit Douro	5
I have opportunities to visit Douro	5
Douro offers personal safety	5
Douro has a good quality of life	5
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	4
I'd love to visit Douro	5
I plan to visit Douro	5

Argument	Weight	Normalised Weight	Abreviated Argument
Have moments to relax	10	0.02	mot_020
The pursuit of pleasure	9	0.018	mot_077
Enjoy a natural landscape	8	0.016	mot_048
Discover new places	8	0.016	mot_051
To seek adventure	8	0.016	mot_092

Matrix (abreviated)

```
mot_020 0.02
mot_048 0.016
mot_051 0.016
mot_077 0.018
mot_092 0.016
Pheta   0.914
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
4	7/11/2023 11:33:45 AM	PT	No	GR	Female	62	Married	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	1
People who influence my behavior think I should visit Douro	1
People whose opinions I value prefer that I visit Douro	1
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	5
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	4
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	9	0.018	mot_092
To seek adventure	5	0.01	mot_109
Discover new places	10	0.02	mot_051
To escape from everyday life	5	0.01	mot_133

Matrix (abreviated)

```
mot_048 0.016
mot_051 0.02
mot_092 0.018
mot_109 0.01
mot_133 0.01
Pheta   0.926
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
5	7/11/2023 11:34:46 AM	PT	No	ZA	Female	31	Single	Full-time Employee	Alone

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	4
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	4
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	5
I think I am under peer pressure to visit Douro	4
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	4
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Get to know the habits of the local people	8	0.016	mot_018
Enjoy a natural landscape	8	0.016	mot_048
Discover new places	7	0.014	mot_051
The pursuit of pleasure	9	0.018	mot_077
To seek adventure	10	0.02	mot_092

Matrix (abreviated)

```
mot_018 0.016
mot_048 0.016
mot_051 0.014
mot_077 0.018
mot_092 0.02
Pheta   0.916
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
6	7/11/2023 11:34:46 AM	PT	No	ZA	Female	32	Married	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	2
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	2
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	3
I have the money to visit Douro	2
I have the time to visit Douro	2
I have opportunities to visit Douro	1
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	3
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	1
I'd love to visit Douro	5
I plan to visit Douro	1

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	8	0.013333333333333333333333333	mot_048
To feel emotionally refreshed	10	0.016666666666666666666666667	mot_108
To escape from everyday life	9	0.015	mot_133
The pursuit of pleasure	10	0.016666666666666666666666667	mot_077
To spend time with my girls	10	0.016666666666666666666666667	mot_185
Discover new places	7	0.011666666666666666666666667	mot_051

Matrix (abreviated)

```
mot_048 0.013333333333333333333333333
mot_051 0.011666666666666666666666667
mot_077 0.016666666666666666666666667
mot_108 0.016666666666666666666666667
mot_133 0.015
mot_185 0.016666666666666666666666667
Pheta   0.989999999999999999999999999
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
7	7/11/2023 11:34:46 AM	PT	No	ZA	Female	31	Single	Full-time Employee	Alone

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	1
People whose opinions I value prefer that I visit Douro	1
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	1
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	5
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	2
I'd love to visit Douro	5
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	10	0.0125	mot_048
Have experiences in natural habitats	9	0.01125	mot_050
The novelty factor	8	0.01	mot_061
Discover new places	10	0.0125	mot_051
The educational value	9	0.01125	mot_062
The pursuit of pleasure	10	0.0125	mot_077
To escape from everyday life	10	0.0125	mot_133
To feel emotionally refreshed	10	0.0125	mot_108

Matrix (abreviated)

```
mot_048 0.0125
mot_050 0.01125
mot_051 0.0125
mot_061 0.01
mot_062 0.01125
mot_077 0.0125
mot_108 0.0125
mot_133 0.0125
Pheta   0.90500
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
8	7/11/2023 11:34:53 AM	PT	No	GR	Female	29	Single	Unemployed	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	2
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	2
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	3
I have the money to visit Douro	2
I have the time to visit Douro	2
I have opportunities to visit Douro	1
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	3
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	1
I'd love to visit Douro	5
I plan to visit Douro	1

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	8	0.013333333333333333333333333	mot_048
To feel emotionally refreshed	10	0.016666666666666666666666667	mot_108
To escape from everyday life	9	0.015	mot_133
The pursuit of pleasure	10	0.016666666666666666666666667	mot_077
To spend time with my girls	10	0.016666666666666666666666667	mot_185
Discover new places	7	0.011666666666666666666666667	mot_051

Matrix (abreviated)

```
mot_048 0.013333333333333333333333333
mot_051 0.011666666666666666666666667
mot_077 0.016666666666666666666666667
mot_108 0.016666666666666666666666667
mot_133 0.015
mot_185 0.016666666666666666666666667
Pheta   0.989999999999999999999999999
```

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
9	7/11/2023 11:35:50 AM	PT	No	ZA	Female	24	Single	Self-employed	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	4
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	3
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	2
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	1
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	4
I'd love to visit Douro	4
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
To escape from everyday life	9	0.012857142857142857142857429	mot_133
Discover new places	9	0.012857142857142857142857429	mot_051
The educational value	5		mot_062
To feel emotionally refreshed	8	0.011428571428571428571428571	mot_108
Being away from home	7	0.01	mot_052
The pursuit of pleasure	6	0.008571428571428571428571486	mot_077
Making Friends/ Social Interaction	5	0.007142857142857142857142871	mot_049

Matrix (abreviated)

```
mot_049 0.007142857142857142857142871
mot_051 0.014285714285714285714285743
mot_052 0.01
mot_062 0.012857142857142857142857429
mot_077 0.008571428571428571428571486
mot_108 0.011428571428571428571428571
mot_133 0.012857142857142857142857429
Pheta   0.922857142857142857142857428
```

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N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
1	7/11/2023 11:35:52 AM	PT	No	GR	Male	22	Single	Full-time Employee	Alone

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	4
I feel pleasure when I'm travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	3
I think society urges everyone to visit Douro	4
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	3
I have the time to visit Douro	4
I have opportunities to visit Douro	2
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	3
I tend to visit Douro	4
I'd love to visit Douro	5
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Have experiences in natural habitats	1	0.002	mot_050
The novelty factor	3	0.006	mot_061
Making Friends/ Social Interaction	5	0.01	mot_049
Have moments to relax	7	0.014	mot_020
To escape from everyday life	9	0.018	mot_133

Matrix (abreviated)

mot_020	0.014			
mot_049	0.01			
mot_050	0.002			
mot_061	0.006			
mot_133	0.018			
Pheta	0.950			

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
2	7/11/2023 11:38:50 AM	PT	No	ZA	Male	26	Single	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	3
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	3
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	4
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	3
I have the time to visit Douro	3
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	3
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	3
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	2

Argument	Weight	Normalised Weight	Abreviated Argument
Get to know the habits of the local people	9	0.018	mot_018
To seek adventure	10	0.02	mot_092
Discover new places	10	0.02	mot_051
Visit Historical/ Cultural Sites	7	0.014	mot_019
To escape from everyday life	10	0.02	mot_133

Matrix (abreviated)

mot_018	0.018			
mot_019	0.014			
mot_051	0.02			
mot_092	0.02			
mot_133	0.02			
Pheta	0.988			

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
3	7/11/2023 11:49:18 AM	PT	No	ZA	Female	42	Single	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	4
Travelling increases my motivation	5
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	2
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	3
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	2
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	3
I have the money to visit Douro	2
I have the time to visit Douro	3
I have opportunities to visit Douro	2
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	1
I'd love to visit Douro	5
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Enjoy a natural landscape	8	0.016	mot_048
Discover new places	10	0.02	mot_051
To feel emotionally refreshed	7	0.014	mot_108
The pursuit of pleasure	10	0.02	mot_077
Have experiences in natural habitats	6	0.012	mot_050

Matrix (abreviated)

mot_048	0.016			
mot_050	0.012			
mot_051	0.02			
mot_077	0.02			
mot_108	0.014			
Pheta	0.918			

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
4	7/11/2023 11:50:04 AM	PT	No	PL	Male	29	Other	Full-time Employee	Both

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	3
Travelling increases my motivation	4
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	3
I have the time to visit Douro	4
I have opportunities to visit Douro	3
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	5
I tend to visit Douro	3
I'd love to visit Douro	5
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Have access to unique environmental resources	8	0.016	mot_063
To escape from everyday life	9	0.018	mot_133
To feel emotionally refreshed	9	0.018	mot_108
Have experiences in natural habitats	9	0.018	mot_050

Matrix (abreviated)

mot_048	0.018			
mot_050	0.018			
mot_063	0.016			
mot_108	0.018			
mot_133	0.018			
Pheta	0.912			

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
5	7/11/2023 11:50:46 AM	PT	No	ZA	Male	28	Single	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	4
Travelling is relaxing	3
I feel pleasure when I'm travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	5
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	4
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	2
I think society urges everyone to visit Douro	2
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	5
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	4
Douro has a good quality of life	4
Douro has a good name and reputation	4
Douro has a spectacular landscape	5
Douro has its unique ways of life and customs	4
I tend to visit Douro	4
I'd love to visit Douro	4
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Discover new places	9	0.018	mot_051
To escape from everyday life	10	0.02	mot_133
The self-update	8	0.016	mot_022
To enjoy good weather	8	0.016	mot_023
The educational value	6	0.012	mot_062

Matrix (abreviated)

mot_022	0.016			
mot_023	0.016			
mot_051	0.018			
mot_062	0.012			
mot_133	0.02			
Pheta	0.918			

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
6	7/11/2023 11:53:16 AM	PT	No	GR	Female	25	Single	Student	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	5
Travelling increases my motivation	5
Travelling is relaxing	4
I feel pleasure when I'm travelling	4
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	4
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	5
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	5
I feel very positive in visiting Douro	5
I think that visiting Douro is a great idea	5
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	1
People whose opinions I value prefer that I visit Douro	4
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	5
I am confident that I can visit Douro	4
I have the money to visit Douro	4
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	1
I'd love to visit Douro	5
I plan to visit Douro	3

Argument	Weight	Normalised Weight	Abreviated Argument
Discover new places	8	0.016	mot_051
Making Friends/ Social Interaction	10	0.02	mot_049
Have moments to relax	7	0.014	mot_020
The self-realization	10	0.02	mot_021
The pursuit of pleasure	10	0.02	mot_077

Matrix (abreviated)

mot_020	0.014			
mot_021	0.02			
mot_049	0.02			
mot_051	0.016			
mot_077	0.02			
Pheta	0.910			

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
156	7/11/2023 11:56:24 AM	PT	Yes	PT	Male	25	Single	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	5
Travelling makes me feel realized	4
Travelling increases my motivation	4
Travelling is relaxing	5
I feel pleasure when I'm travelling	5
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	5
To make sure I select the correct destination, I read other tourists' online travel reviews	4
I consult other travelers' online travel reviews to aid the selection of an attractive destination	4
I frequently gather information from tourists' online travel reviews before I travel to anywhere	5
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	3
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	1
People who influence my behavior think I should visit Douro	2
People whose opinions I value prefer that I visit Douro	2
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	1
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	2
I have the money to visit Douro	4
I have the time to visit Douro	5
I have opportunities to visit Douro	2
Douro offers personal safety	3
Douro has a good quality of life	3
Douro has a good name and reputation	3
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	4
I tend to visit Douro	3
I'd love to visit Douro	4
I plan to visit Douro	2

Argument	Weight	Normalised Weight	Abreviated Argument
To feel emotionally refreshed	8	0.016	mot_108
Making Friends/ Social Interaction	7	0.014	mot_049
Discover new places	10	0.02	mot_051
The pursuit of pleasure	10	0.02	mot_077
To escape from everyday life	10	0.02	mot_133

Matrix (abreviated)

mot_049	0.014			
mot_051	0.02			
mot_077	0.02			
mot_108	0.016			
mot_133	0.02			
Pheta	0.910			

N°	SurveyDate	Language	VisitedDouro	Country	Gender	Age	MaritalStatus	JobStatus	TravelHabit
7	7/11/2023 11:58:02 AM	PT	No	PT	Male	25	Single	Full-time Employee	Accompanied

Statement	Degree of Agreement
Travelling makes me feel happy	4
Travelling makes me feel realized	3
Travelling increases my motivation	2
Travelling is relaxing	4
I feel pleasure when I'm travelling	3
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others	3
To make sure I select the correct destination, I read other tourists' online travel reviews	3
I consult other travelers' online travel reviews to aid the selection of an attractive destination	3
I frequently gather information from tourists' online travel reviews before I travel to anywhere	4
For me, visiting Douro for travel would be extremely enjoyable	4
I feel very positive in visiting Douro	4
I think that visiting Douro is a great idea	4
People who are important to me think I should visit Douro	3
People who influence my behavior think I should visit Douro	3
People whose opinions I value prefer that I visit Douro	3
I think I am under peer pressure to visit Douro	1
I think society urges everyone to visit Douro	3
Whether or not I visit Douro is completely up to me	4
I am confident that I can visit Douro	4
I have the money to visit Douro	2
I have the time to visit Douro	4
I have opportunities to visit Douro	4
Douro offers personal safety	3
Douro has a good quality of life	4
Douro has a good name and reputation	3
Douro has a spectacular landscape	4
Douro has its unique ways of life and customs	3
I tend to visit Douro	1
I'd love to visit Douro	4
I plan to visit Douro	4

Argument	Weight	Normalised Weight	Abreviated Argument
Disfrutar de uma paisagem natural	7	0.014	mot_013
Conhecer de novos lugares	5	0.01	mot_025
Ser ativo	6	0.012	mot_038
Disfrutar de bom tempo	4	0.008	mot_027
Ter experiências em habitats naturais	8	0.016	mot_015

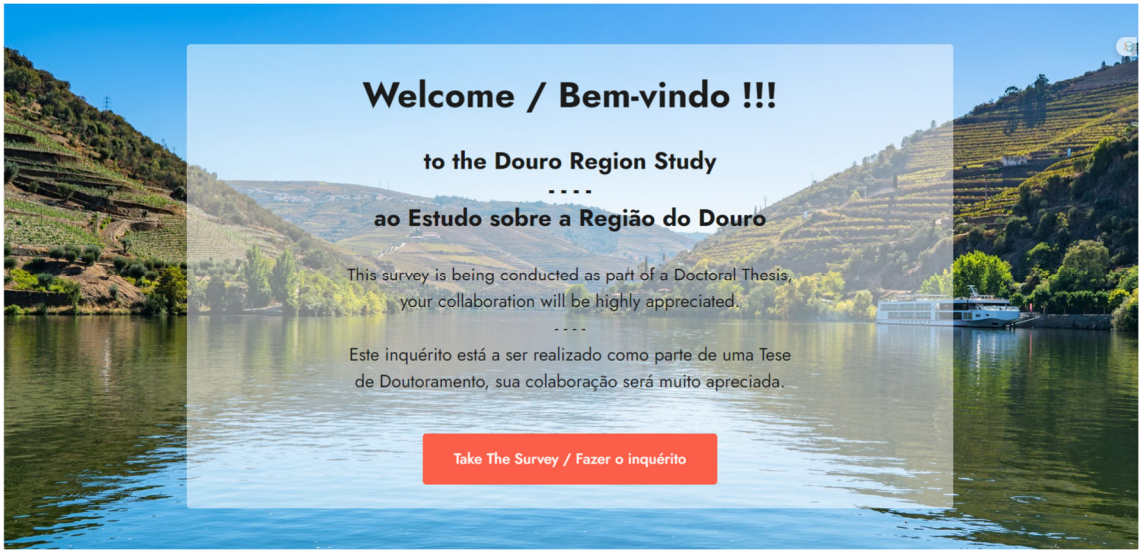
Matrix (abreviated)

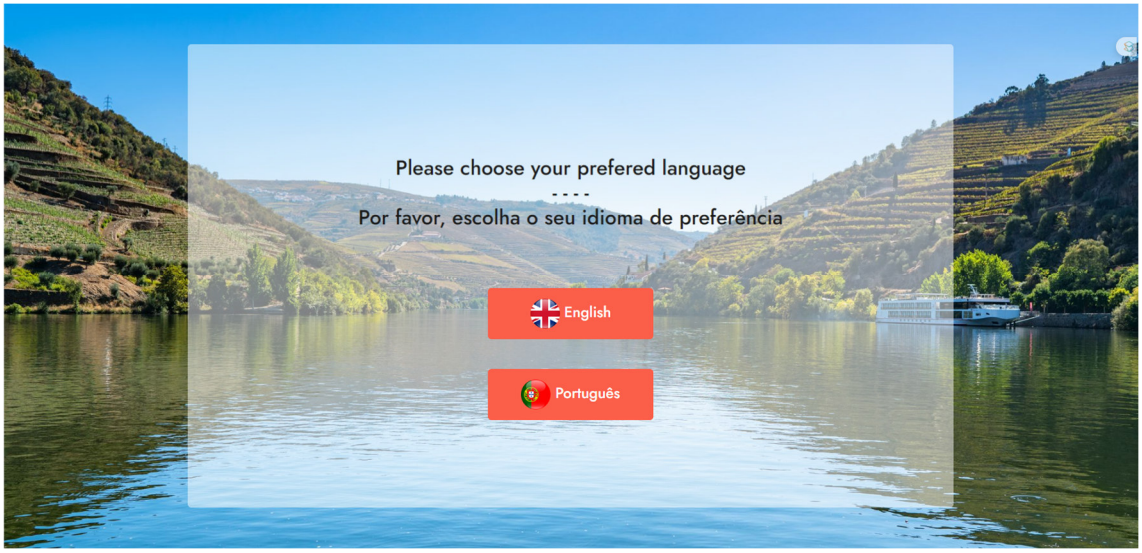
mot_013	0.014			
mot_015	0.016			
mot_025	0.01			
mot_027	0.008			
mot_038	0.012			
Pheta	0.948			

Annex III – Online Survey

Survey Portuguese version

(Option – Has not visited the Douro region)





Por favor responda às seguintes questões, obrigado!

1 **Qual é o seu Género?**

A Masculino

B Feminino

C Prefiro não responder

← Anterior Seguinte →

1 2 3 0% Completed

2 **Qual é a sua idade?**

A A sua idade

← Anterior Seguinte →

1 2 3 5.9% Completed

3 **Em que país reside?**

Escolha uma opção

← Anterior Seguinte →

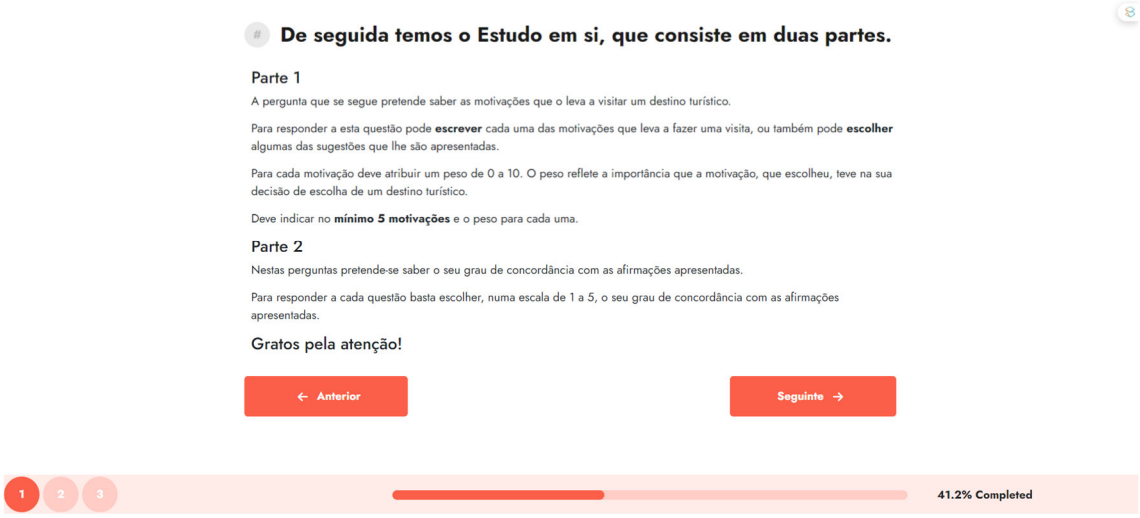
1 2 3 11.8% Completed

4 Qual é o seu Estado Civil?
A Solteiro
B Casado
C Outro
← Anterior
Seguinte →
1 2 3
17.6% Completed

5 Qual é a sua situação de Emprego?
A Estudante
B Empregado a tempo-inteiro
C Empregado a tempo-parcial
D Empregado por conta própria
E Desempregado
F Reformado
← Anterior
Seguinte →
1 2 3
23.5% Completed

6 Como costuma viajar?
A Sozinho
B Com companhia
C De Ambas as formas
← Anterior
Seguinte →
1 2 3
29.4% Completed

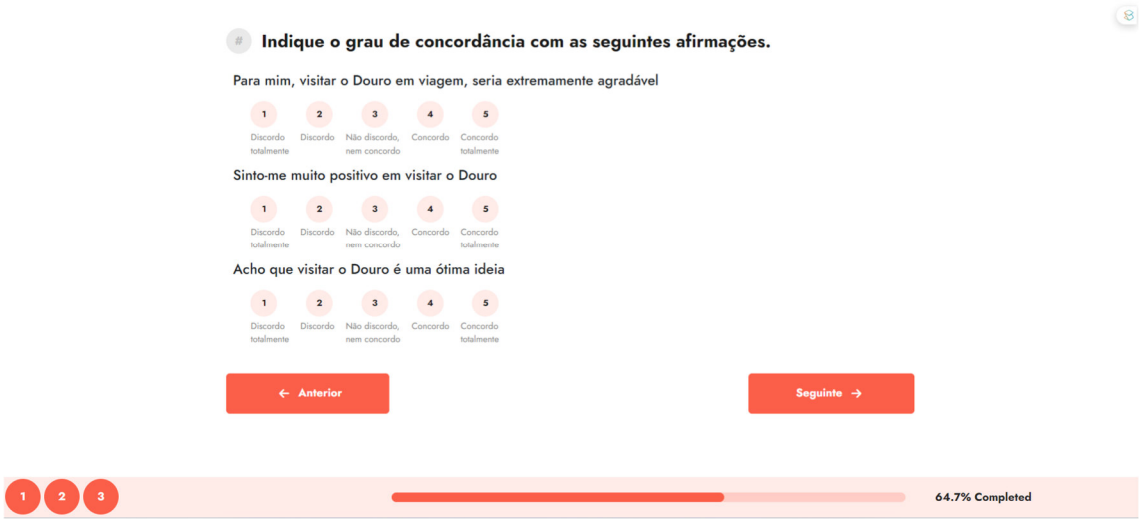
7
Já visitou a Região do Douro?
A Sim
B Não
← Anterior
Seguinte →
1 2 3
35.3% Completed


#
De seguida temos o Estudo em si, que consiste em duas partes.
Parte 1
A pergunta que se segue pretende saber as motivações que o leva a visitar um destino turístico.
Para responder a esta questão pode escrever cada uma das motivações que leva a fazer uma visita, ou também pode escolher algumas das sugestões que lhe são apresentadas.
Para cada motivação deve atribuir um peso de 0 a 10. O peso reflete a importância que a motivação, que escolheu, teve na sua decisão de escolha de um destino turístico.
Deve indicar no mínimo 5 motivações e o peso para cada uma.
Parte 2
Nestas perguntas pretende-se saber o seu grau de concordância com as afirmações apresentadas.
Para responder a cada questão basta escolher, numa escala de 1 a 5, o seu grau de concordância com as afirmações apresentadas.
Gratos pela atenção!
← Anterior
Seguinte →
1 2 3
41.2% Completed

8
Por favor indique todas as motivações que estão por detrás da sua decisão de visitar um destino turístico.
Escreva ou escolha uma motivação, e o seu peso, as vezes que necessitar.
(Por favor indique 5 ou mais motivações, sinta-se à vontade para adicionar as suas próprias motivações)
Escreva a sua motivação aqui...
Qual foi o peso que esta motivação teve na sua decisão global?
0 1 2 3 4 5 6 7 8 9 10
Nenhum peso
Foi fundamental
← Anterior
Seguinte →
1 2 3
47.1% Completed

Indique o grau de concordância com as seguintes afirmações.
Viajar faz-me sentir feliz
Viajar é relaxante
Viajar faz-me sentir realizado
Sinto prazer quando estou a viajar
Viajar aumenta a minha motivação
1 Discordo totalmente
2 Discordo
3 Não discordo, nem concordo
4 Concordo
5 Concordo totalmente
Anterior
Seguinte
1 2 3
52.9% Completed

Indique o grau de concordância com as seguintes afirmações.
Costumo ler as avaliações online de viagens dos turistas, para saber se os destinos causam bons sentimentos nos outros
Eu consulto as avaliações online de viagens de outros viajantes, para ajudar a selecionar um destino atraente
Para garantir que selecionei o destino correto, leio as avaliações online de viagens de outros turistas
Frequentemente reúno informações de comentários online de viagens de turistas antes de viajar para um destino
1 Discordo totalmente
2 Discordo
3 Não discordo, nem concordo
4 Concordo
5 Concordo totalmente
Anterior
Seguinte
1 2 3
58.8% Completed


Indique o grau de concordância com as seguintes afirmações.
Para mim, visitar o Douro em viagem, seria extremamente agradável
Sinto-me muito positivo em visitar o Douro
Acho que visitar o Douro é uma ótima ideia
1 Discordo totalmente
2 Discordo
3 Não discordo, nem concordo
4 Concordo
5 Concordo totalmente
Anterior
Seguinte
1 2 3
64.7% Completed

Indique o grau de concordância com as seguintes afirmações.
As pessoas que são importantes para mim acham que devo visitar o Douro
Acho que sinto pressão das pessoas à minha volta para visitar o Douro
As pessoas que influenciam o meu comportamento acham que devo visitar o Douro
Acho que a sociedade motiva todas as pessoas a visitar o Douro
As pessoas cujas opiniões valorizo preferem que eu visite o Douro
1 Discordo totalmente
2 Discordo
3 Não discordo, nem concordo
4 Concordo
5 Concordo totalmente
Anterior
Seguinte
1 2 3
70.6% Completed

Indique o grau de concordância com as seguintes afirmações.
Visitar o Douro depende inteiramente de mim
Eu tenho tempo para visitar o Douro
Estou confiante que posso visitar o Douro
Eu tenho oportunidades de visitar o Douro
Eu tenho condições financeiras para visitar o Douro
1 Discordo totalmente
2 Discordo
3 Não discordo, nem concordo
4 Concordo
5 Concordo totalmente
Anterior
Seguinte
1 2 3
76.5% Completed

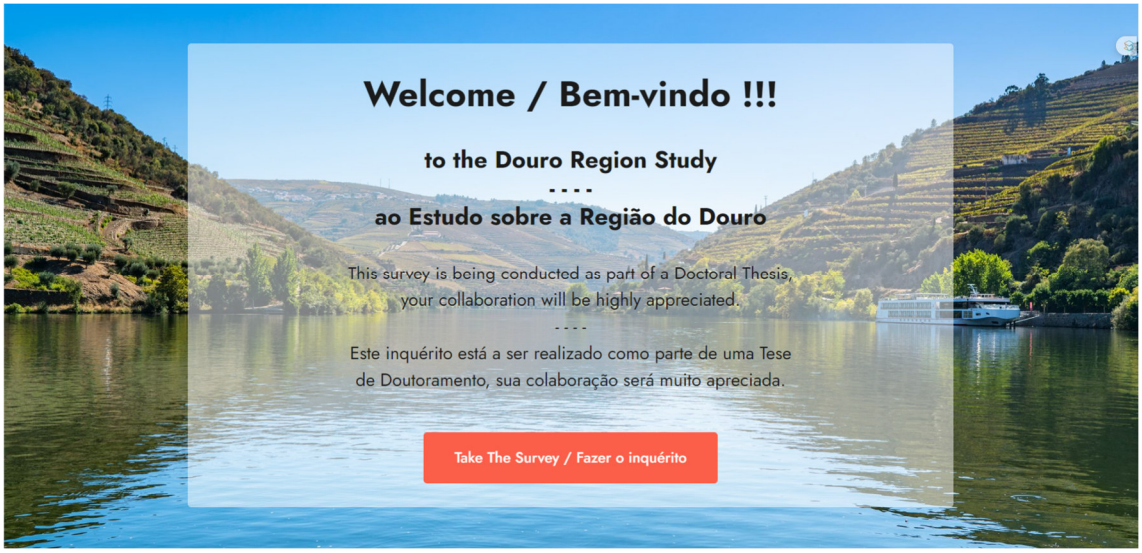
Indique o grau de concordância com as seguintes afirmações.
O Douro oferece segurança pessoal
O Douro tem uma paisagem espetacular
O Douro tem uma boa qualidade de vida
O Douro tem modos de vida e costumes únicos
O Douro tem excelente reputação
1 Discordo totalmente
2 Discordo
3 Não discordo, nem concordo
4 Concordo
5 Concordo totalmente
Anterior
Seguinte
1 2 3
82.4% Completed

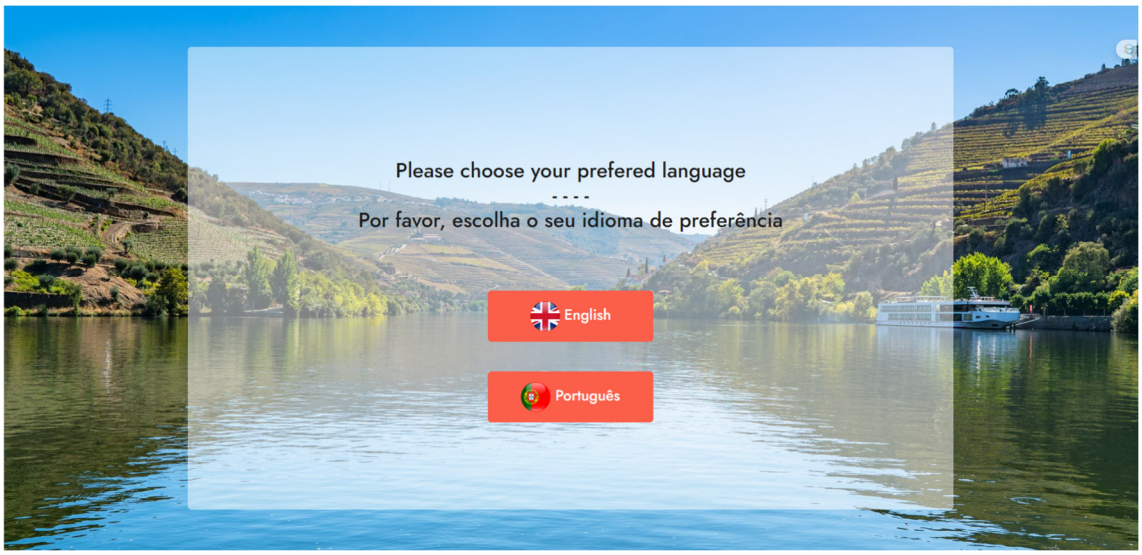
Indique o grau de concordância com as seguintes afirmações.
Eu tendo em visitar o Douro com frequência
1 Discordo totalmente
2 Discordo
3 Não discordo, nem concordo
4 Concordo
5 Concordo totalmente
Adoraria visitar o Douro
1 Discordo totalmente
2 Discordo
3 Não discordo, nem concordo
4 Concordo
5 Concordo totalmente
Pretendo visitar o Douro
1 Discordo totalmente
2 Discordo
3 Não discordo, nem concordo
4 Concordo
5 Concordo totalmente
Anterior
Seguinte
1
2
3
88.2% Completed

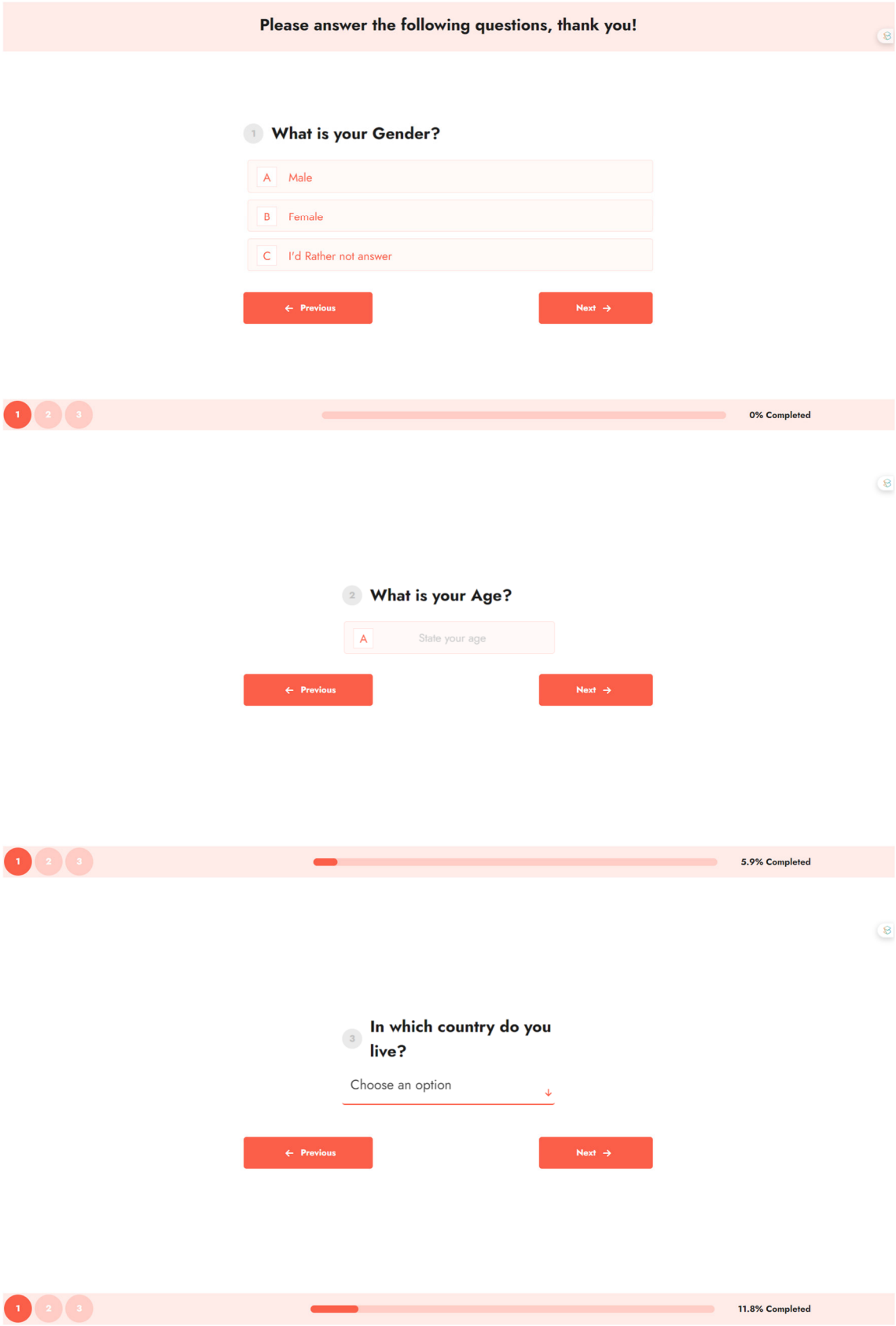
Obrigado pelo seu tempo.
Caso pretenda alguma informação adicional ou receber informação após a análise de resultados pode entrar em contato através do endereço de e-mail:
info@douroregionstudy.com
Voltar ao Início

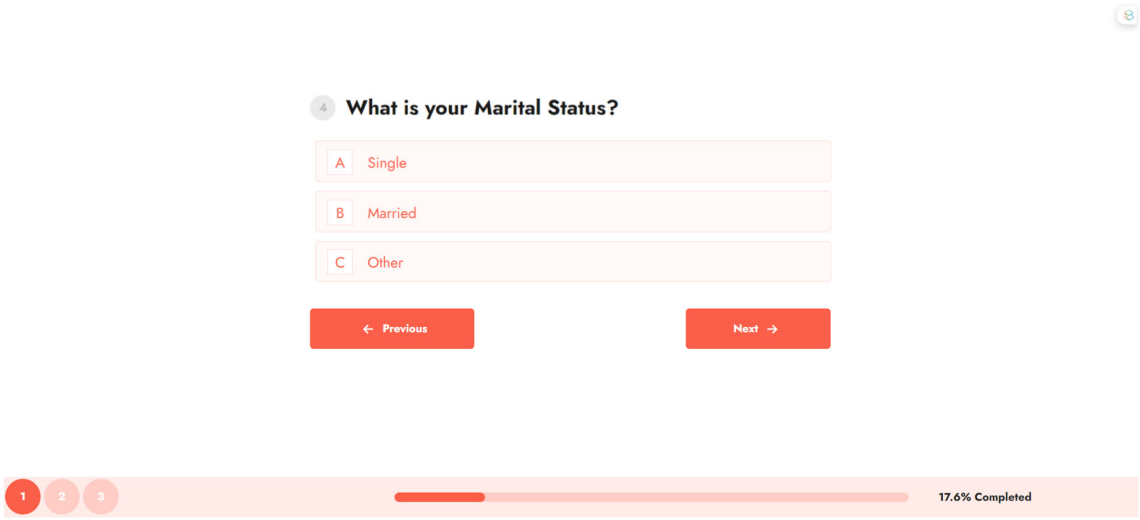
Survey English version

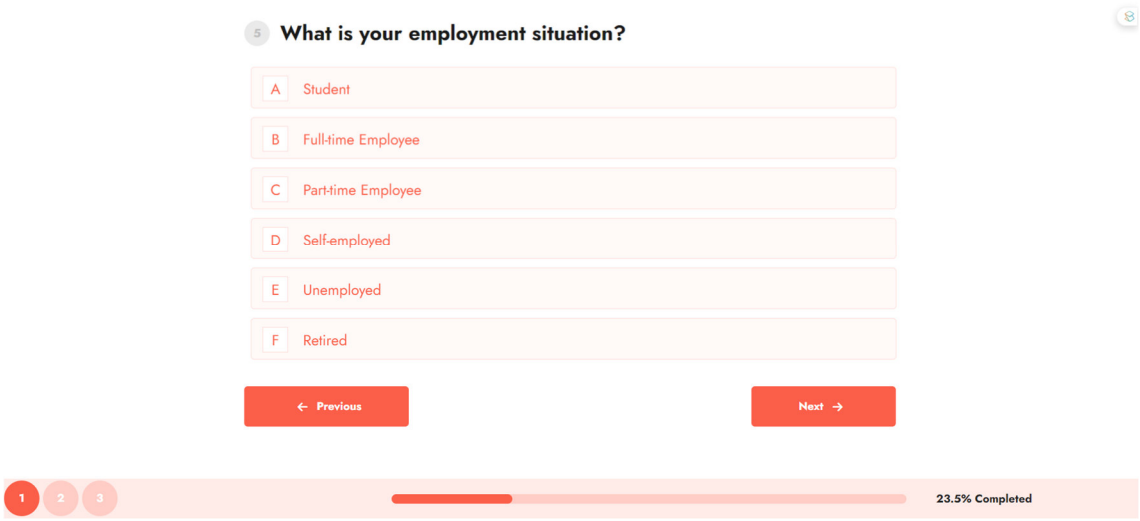
(Option - Already visit the Douro region)

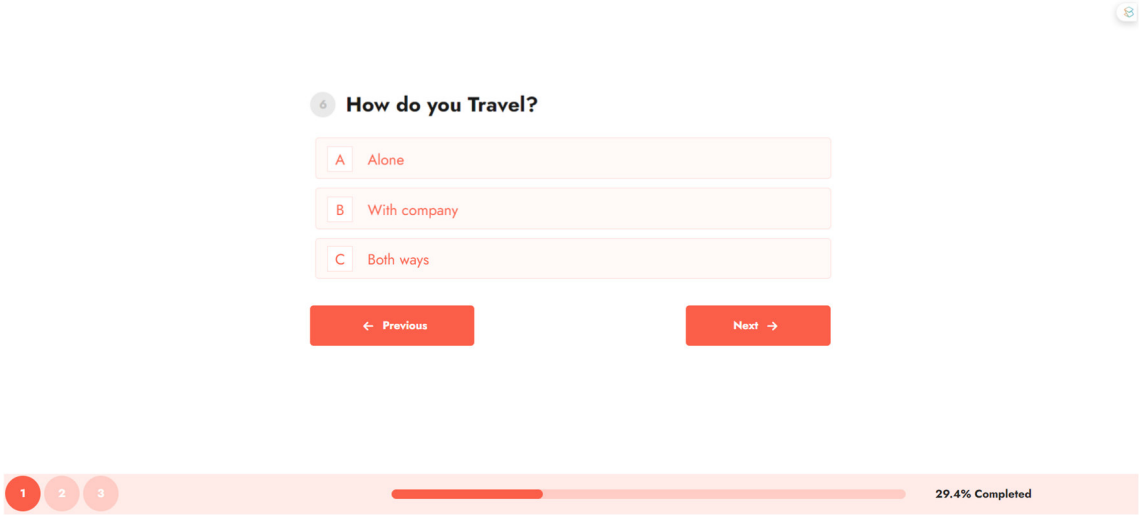


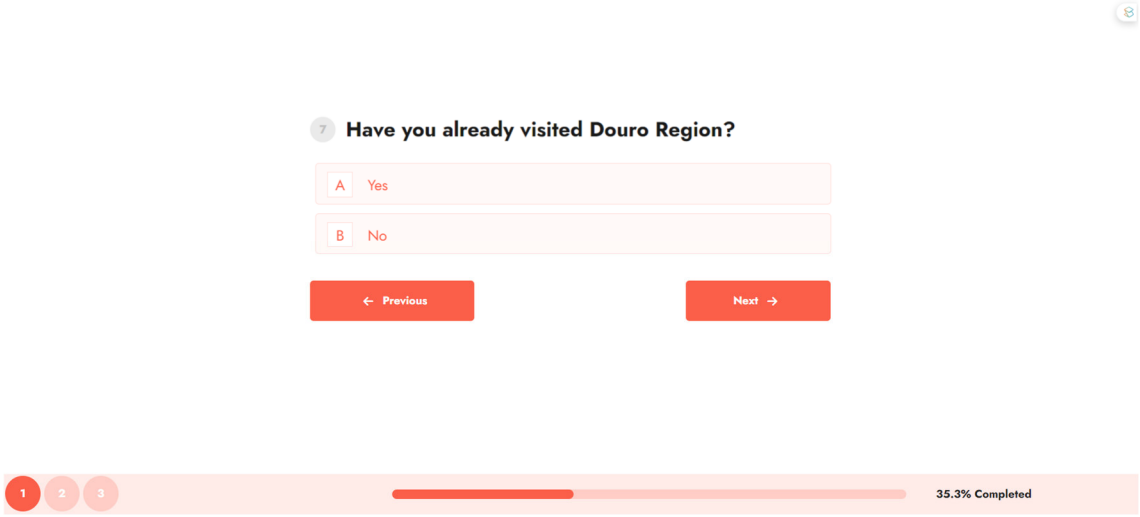


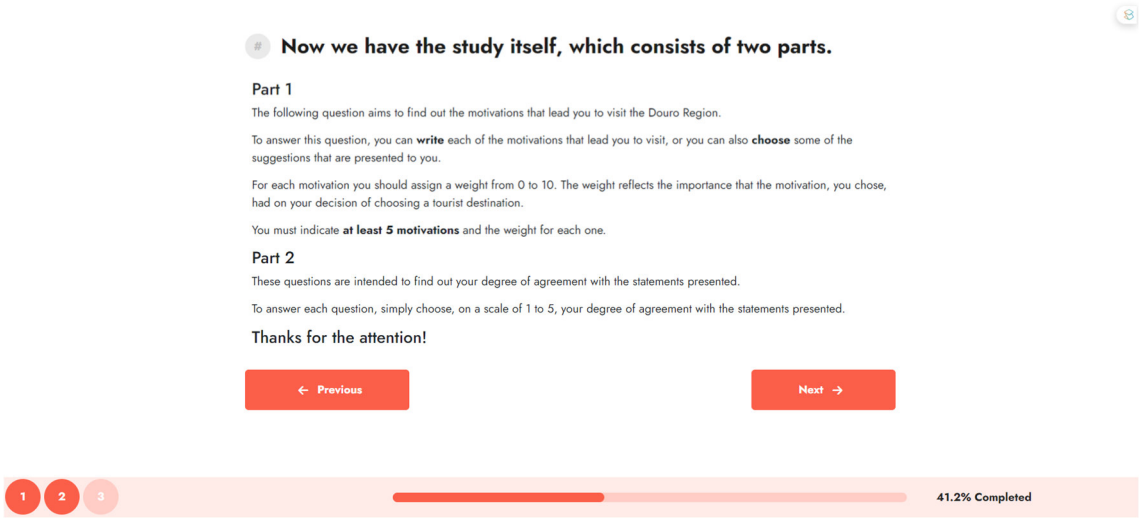

Please answer the following questions, thank you!
1 What is your Gender?
A Male
B Female
C I'd Rather not answer
Previous
Next
1 2 3
0% Completed
2 What is your Age?
A State your age
Previous
Next
1 2 3
5.9% Completed
3 In which country do you live?
Choose an option
Previous
Next
1 2 3
11.8% Completed

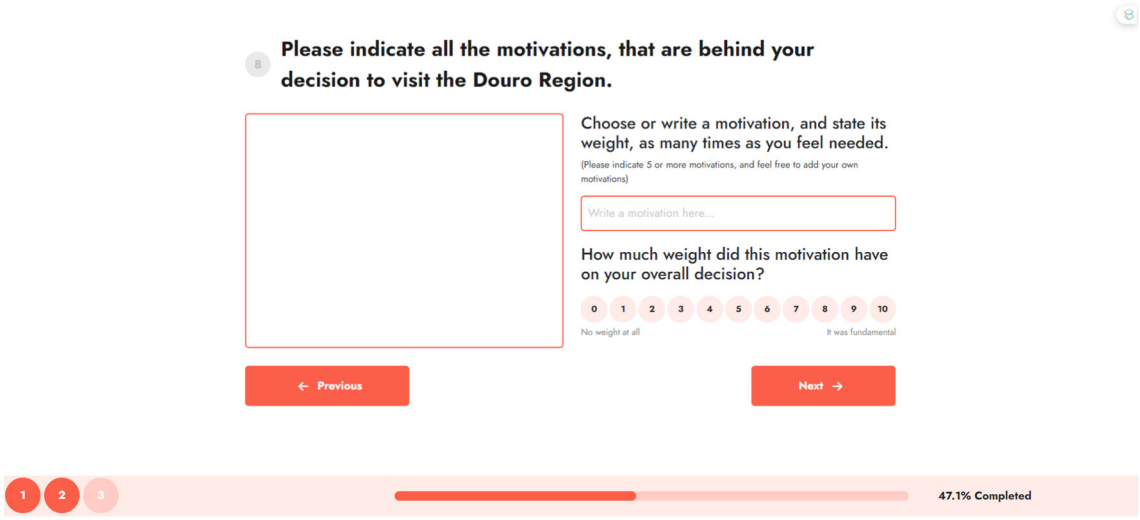

4 What is your Marital Status?
A Single
B Married
C Other
← Previous
Next →
1 2 3
17.6% Completed

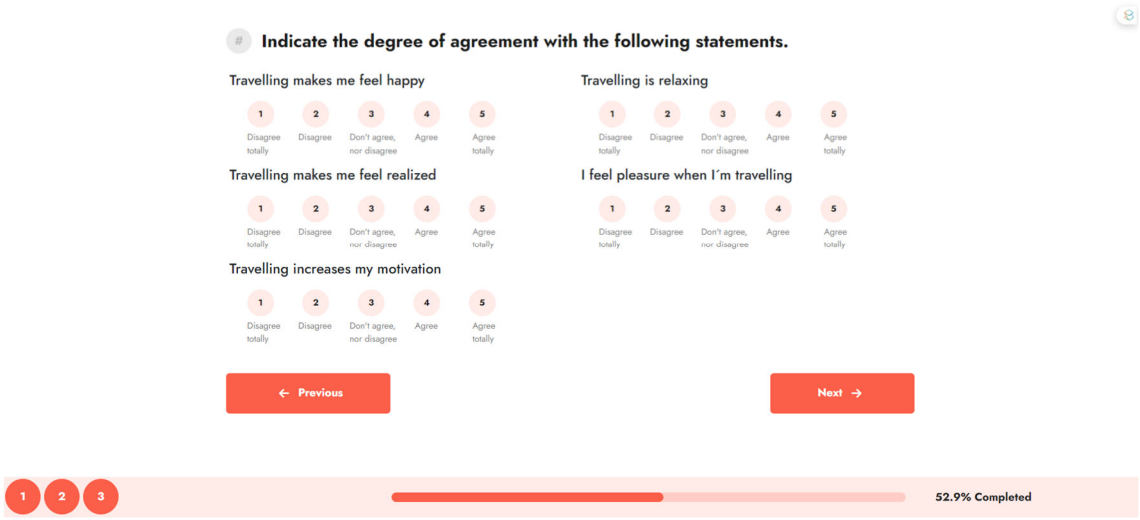

5 What is your employment situation?
A Student
B Full-time Employee
C Part-time Employee
D Self-employed
E Unemployed
F Retired
← Previous
Next →
1 2 3
23.5% Completed

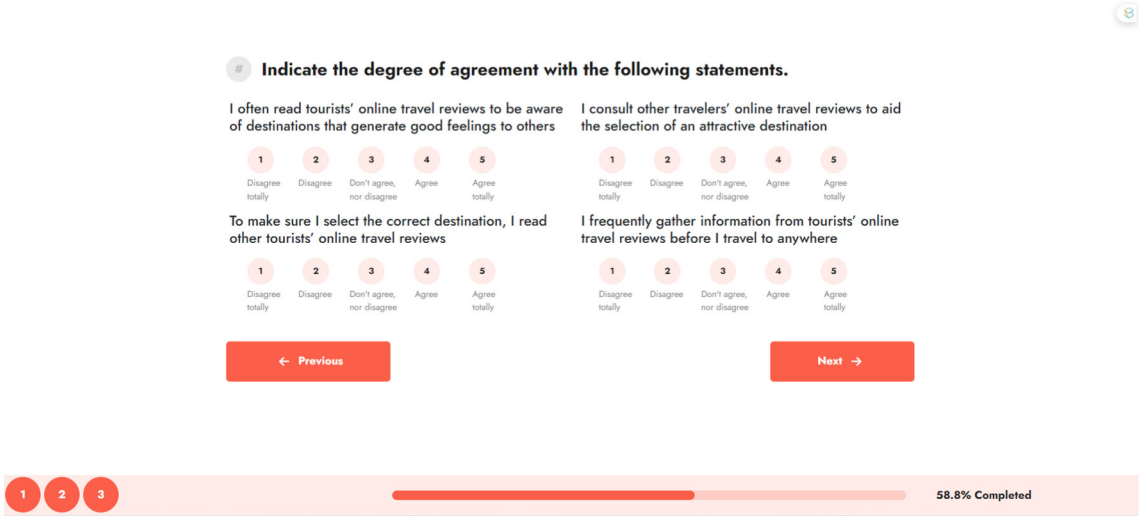

6 How do you Travel?
A Alone
B With company
C Both ways
← Previous
Next →
1 2 3
29.4% Completed

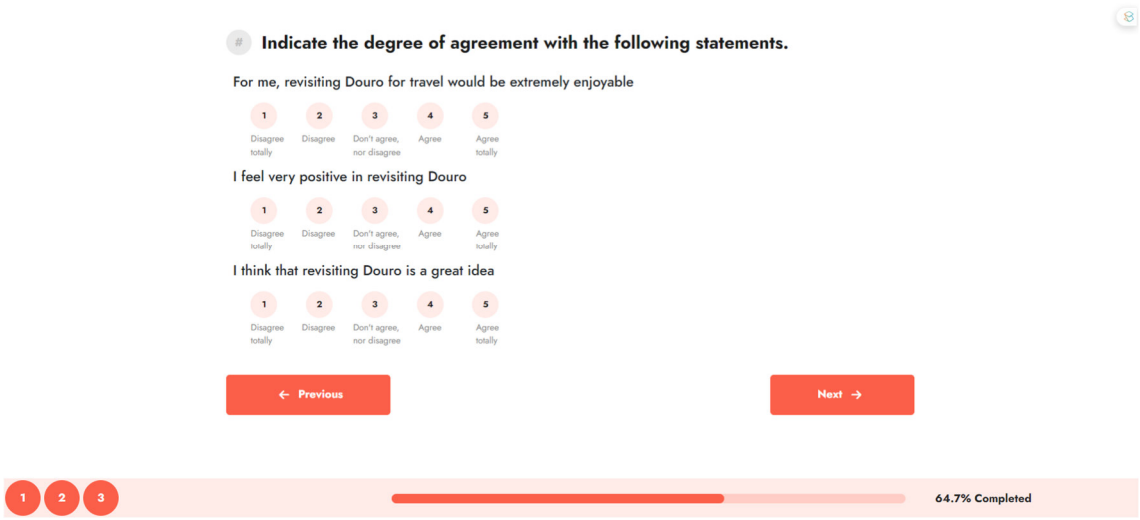

7
Have you already visited Douro Region?
A Yes
B No
Previous
Next
1 2 3
35.3% Completed

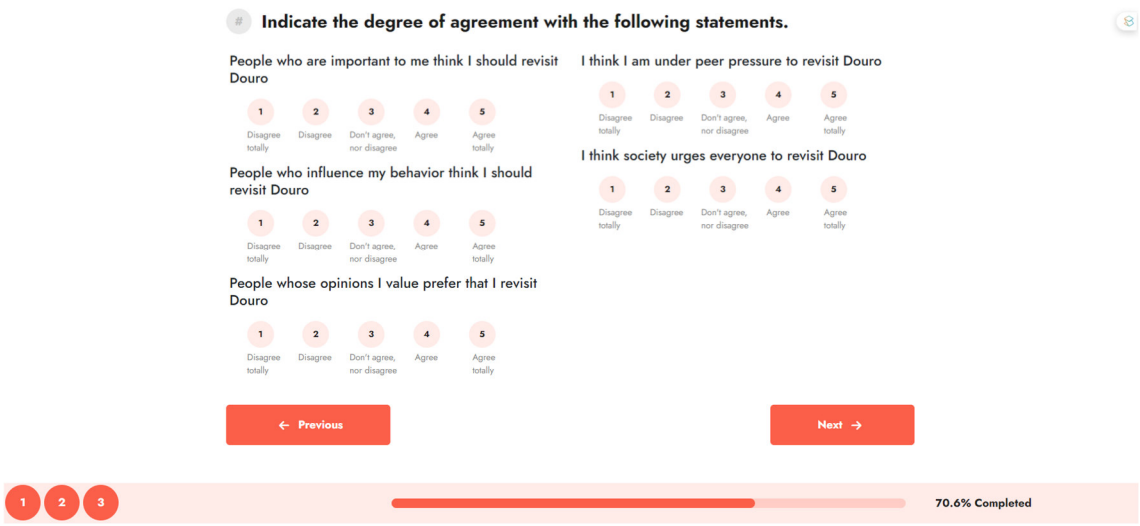

#
Now we have the study itself, which consists of two parts.
Part 1
The following question aims to find out the motivations that lead you to visit the Douro Region.
To answer this question, you can write each of the motivations that lead you to visit, or you can also choose some of the suggestions that are presented to you.
For each motivation you should assign a weight from 0 to 10. The weight reflects the importance that the motivation, you chose, had on your decision of choosing a tourist destination.
You must indicate at least 5 motivations and the weight for each one.
Part 2
These questions are intended to find out your degree of agreement with the statements presented.
To answer each question, simply choose, on a scale of 1 to 5, your degree of agreement with the statements presented.
Thanks for the attention!
Previous
Next
1 2 3
41.2% Completed

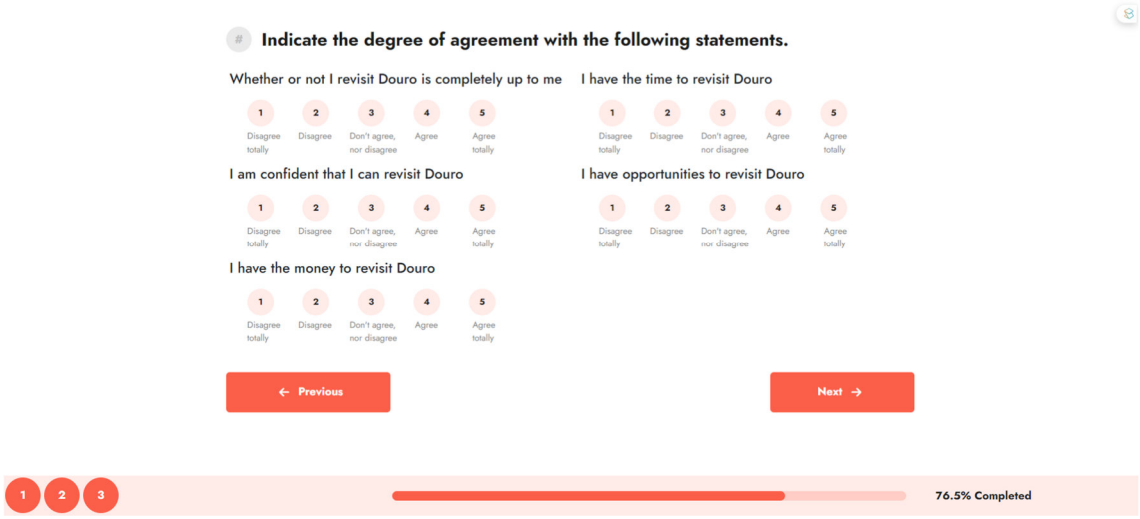

8
Please indicate all the motivations, that are behind your decision to visit the Douro Region.
Choose or write a motivation, and state its weight, as many times as you feel needed.
(Please indicate 5 or more motivations, and feel free to add your own motivations)
Write a motivation here...
How much weight did this motivation have on your overall decision?
0 1 2 3 4 5 6 7 8 9 10
No weight at all
It was fundamental
Previous
Next
1 2 3
47.1% Completed

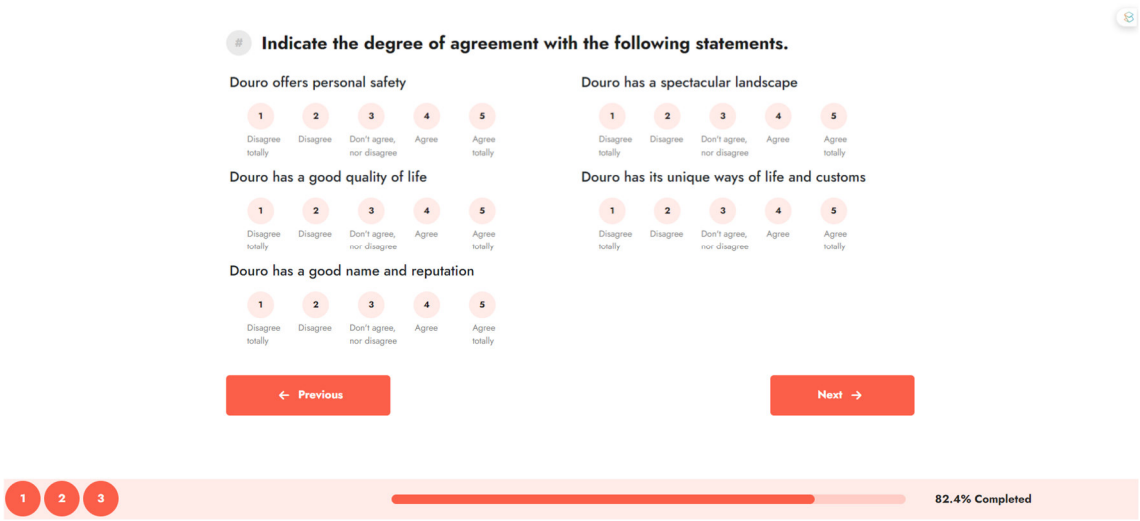

Indicate the degree of agreement with the following statements.
Travelling makes me feel happy
Travelling is relaxing
Travelling makes me feel realized
I feel pleasure when I´m travelling
Travelling increases my motivation
1 Disagree totally
2 Disagree
3 Don't agree, nor disagree
4 Agree
5 Agree totally
Previous
Next
1 2 3
52.9% Completed

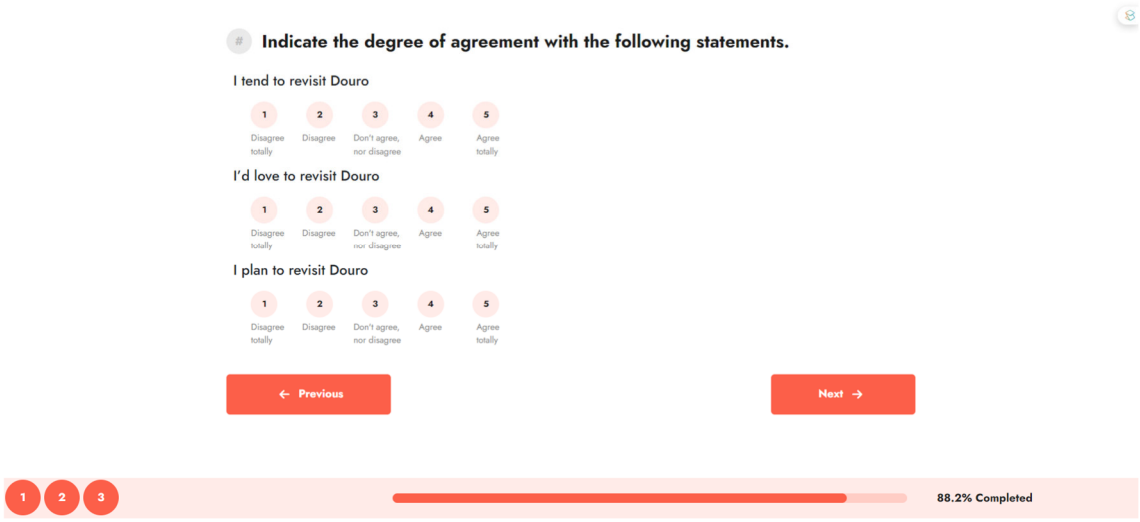

Indicate the degree of agreement with the following statements.
I often read tourists' online travel reviews to be aware of destinations that generate good feelings to others
I consult other travelers' online travel reviews to aid the selection of an attractive destination
To make sure I select the correct destination, I read other tourists' online travel reviews
I frequently gather information from tourists' online travel reviews before I travel to anywhere
1 Disagree totally
2 Disagree
3 Don't agree, nor disagree
4 Agree
5 Agree totally
Previous
Next
1 2 3
58.8% Completed


Indicate the degree of agreement with the following statements.
For me, revisiting Douro for travel would be extremely enjoyable
I feel very positive in revisiting Douro
I think that revisiting Douro is a great idea
1 Disagree totally
2 Disagree
3 Don't agree, nor disagree
4 Agree
5 Agree totally
Previous
Next
1 2 3
64.7% Completed


Indicate the degree of agreement with the following statements.
People who are important to me think I should revisit Douro
People who influence my behavior think I should revisit Douro
People whose opinions I value prefer that I revisit Douro
I think I am under peer pressure to revisit Douro
I think society urges everyone to revisit Douro
1 Disagree totally
2 Disagree
3 Don't agree, nor disagree
4 Agree
5 Agree totally
Previous
Next
1 2 3
70.6% Completed


Indicate the degree of agreement with the following statements.
Whether or not I revisit Douro is completely up to me
I am confident that I can revisit Douro
I have the money to revisit Douro
I have the time to revisit Douro
I have opportunities to revisit Douro
1 Disagree totally
2 Disagree
3 Don't agree, nor disagree
4 Agree
5 Agree totally
Previous
Next
1 2 3
76.5% Completed


Indicate the degree of agreement with the following statements.
Douro offers personal safety
Douro has a good quality of life
Douro has a good name and reputation
Douro has a spectacular landscape
Douro has its unique ways of life and customs
1 Disagree totally
2 Disagree
3 Don't agree, nor disagree
4 Agree
5 Agree totally
Previous
Next
1 2 3
82.4% Completed


Indicate the degree of agreement with the following statements.
I tend to revisit Douro
1 Disagree totally
2 Disagree
3 Don't agree, nor disagree
4 Agree
5 Agree totally
I'd love to revisit Douro
1 Disagree totally
2 Disagree
3 Don't agree, nor disagree
4 Agree
5 Agree totally
I plan to revisit Douro
1 Disagree totally
2 Disagree
3 Don't agree, nor disagree
4 Agree
5 Agree totally
Previous
Next
1
2
3
88.2% Completed

Annex IV –TPB Survey (Table with variable and Items)

Variables	Items	Sources
Hedonic Motivation (HM)	Travelling makes me feel happy (hm1) Travelling makes me feel realized (hm2) Travelling increases my motivation (hm3) Travelling is relaxing (hm4) I feel pleasure when i´m travelling (hm5)	Cahigas et al.,(2022) Ulker-Demirel and Ciftci, (2020)
Electronic word of mouth (eWOM)	I often read tourists' online travel reviews to be aware of destinations make good feelings on others. (ewom1) To make sure I select the correct destination, I read other tourists' online travel reviews (ewom2) I consult other travellers' online travel reviews to aid select an attractive destination (ewom3) I frequently gather information from tourists' online travel reviews before I travel to Douro. (ewom4)	Zhang et al., (2017) Levy and Gvili, (2015) Jalilvand and Samiei, (2012) Jalilvand et al., (2012)
Atitude (ATT)	For me, visiting/revisiting Douro for travel is: Extremely unenjoyable (1)/Extremely enjoyable (7) (att1) I feel very positive in visit/revisit Douro (att2) I think that visitI revisiting Douro is a great idea (att3)	Hsiu-Ying Kao et al., (2020) Han et al.,(2010); Hsu & Huang, (2012); Huang & Hsu, (2009); Lam & Hsu, (2004), Lam & Hsu, (2006)
Subjetive norms (SN)	People who are important to me think I should visit/revisit Douro (sn1) People who influence my behaviour think I should visit/revisit Douro (sn2) People whose opinions I value prefer that I visit/revisit Douro (sn3) I think I am under peer pressure to visit/revisit Douro (sn4) I think society urges everyone to visit/revisit Douro (sn5)	Hsiu-Ying Kao et al., (2020) Soliman, (2021) Meng & Cui, (2020)
Perceived Behaviour Control (PBC)	Whether or not I revisit Douro is completely up to me (pbc1) I am confident that I can revisit Douro (pbc2) I have money to visit/revisit Douro (pbc3) I have time to visit/revisit Douro (pbc4) I have opportunities to visit/revisit Douro (pbc5)	Hsiu-Ying Kao et al.,(2020) Soliman, (2021) Meng & Cui, (2020)
Destination Image (DI)	Douro offers personal safety (di1) Douro has a good quality of life (di2) Douro has a good name and reputation (di3) Douro has a spectacular landscape (di4) Douro has its unique ways of life and customs (di5)	Beerli & Martín, (2004) Han et al., 2009; Tasci & Gartner, (2007) Govers et al., (2007); Baloglu & McCleary, (1999)
Visit Intention (VI)	I tend to visit Douro (vi1) I'd love to visit Douro (vi2) I plan to visit Douro (vi3)	Zhang et al.,(2016) Soliman, (2021) Hsiu-Ying Kao et al., (2020)
Revisit Intention (RI)	I tend to visit Douro again I'd love to revisit Douro I plan to revisit Douro	Zhang et al.,(2016) Soliman, (2021) Hsiu-Ying Kao et al., (2020)

Annex V - Fuzzy function to all of the NonVisitors

Fuzzy Membership	Visited Douro	Country	Gender	Age	Marital Status	Job Status	Travel Habit
0	No	PT	Female	21	Single	Student	Both
0	No	ZA	Female	25	Single	Full-time Employee	Both
0.09	No	PT	Male	39	Married	Full-time Employee	Accompanied
0.13	No	PT	Female	50	Single	Full-time Employee	Accompanied
0.17	No	ZA	Male	27	Other	Student	Both
0.17	No	GB	Female	32	Married	Full-time Employee	Accompanied
0.17	No	PT	Female	37	Married	Full-time Employee	Alone
0.18	No	PT	Female	20	Single	Student	Accompanied
0.19	No	ZA	Female	27	Single	Student	Both
0.19	No	GB	Female	24	Single	Full-time Employee	Accompanied
0.19	No	RU	Female	42	Single	Self-employed	Both
0.20	No	PT	Male	44	Single	Full-time Employee	Accompanied
0.20	No	ZA	Female	23	Single	Student	Both
0.20	No	GR	Female	26	Single	Full-time Employee	Alone
0.20	No	NL	Female	26	Single	Part-time Employee	Both
0.21	No	PL	Male	43	Other	Full-time Employee	Accompanied
0.21	No	PL	Male	43	Other	Full-time Employee	Accompanied
0.21	No	GR	Male	33	Single	Unemployed	Both
0.22	No	PT	Male	38	Single	Self-employed	Both
0.23	No	GB	Male	40	Single	Full-time Employee	Both
0.23	No	PT	Female	35	Another	Full-time Employee	Accompanied
0.23	No	PL	Male	25	Married	Full-time Employee	Both
0.24	No	HU	Male	22	Single	Student	Both
0.24	No	HU	Female	45	Single	Self-employed	Accompanied
0.24	No	PL	Male	31	Single	Student	Both
0.25	No	AU	Male	26	Married	Full-time Employee	Both
0.26	No	DK	Female	29	Married	Self-employed	Alone
0.26	No	GB	Female	22	Single	Full-time Employee	Both
0.26	No	PT	Male	58	Married	Full-time Employee	Accompanied
0.26	No	ZA	Male	26	Single	Unemployed	Both
0.26	No	PT	Female	50	Married	Part-time Employee	Accompanied
0.27	No	PT	Male	24	Another	Full-time Employee	Accompanied
0.27	No	ZA	Female	33	Single	Full-time Employee	Both
0.27	No	GB	Female	27	Married	Part-time Employee	Accompanied
0.27	No	PL	Male	22	Single	Student	Accompanied
0.27	No	PT	Male	45	Married	Full-time Employee	Both
0.27	No	ZA	Female	23	Single	Student	Both
0.27	No	HU	Female	42	Other	Full-time Employee	Both
0.27	No	PT	Female	20	Single	Student	Accompanied
0.27	No	PT	Male	38	Another	Full-time Employee	Accompanied
0.28	No	HU	Male	21	Single	Student	Both
0.28	No	ZA	Female	24	Single	Self-employed	Both
0.29	No	PT	Female	18	Single	Student	Both

Fuzzy Membership	Visited Douro	Country	Gender	Age	Marital Status	Job Status	Travel Habit
0.29	No	PT	Male	25	Single	Full-time Employee	Accompanied
0.29	No	IT	Male	26	Other	Full-time Employee	Alone
0.30	No	ZA	Female	54	Other	Self-employed	Both
0.30	No	ZA	Female	30	Single	Self-employed	Both
0.30	No	PT	Female	20	Single	Student	Both
0.30	No	ZA	Female	44	Single	Full-time Employee	Both
0.30	No	PT	Male	27	Married	Full-time Employee	Accompanied
0.30	No	BR	Rather not say	34	Married	Full-time Employee	Accompanied
0.31	No	PT	Female	21	Single	Part-time Employee	Accompanied
0.31	No	BR	Male	32	Single	Part-time Employee	Both
0.31	No	AL	Female	37	Single	Student	Both
0.31	No	PT	Female	38	Married	Full-time Employee	Accompanied
0.31	No	AU	Female	29	Married	Self-employed	Accompanied
0.31	No	PL	Female	24	Single	Part-time Employee	Accompanied
0.31	No	ZA	Female	32	Married	Full-time Employee	Both
0.32	No	PT	Female	24	Single	Student	Accompanied
0.32	No	GB	Female	34	Other	Full-time Employee	Both
0.32	No	PL	Male	22	Single	Student	Accompanied
0.32	No	IT	Male	21	Single	Student	Both
0.32	No	PT	Female	26	Single	Full-time Employee	Accompanied
0.32	No	PT	Male	20	Single	Unemployed	Accompanied
0.33	No	PT	Female	37	Married	Full-time Employee	Accompanied
0.33	No	PT	Female	20	Single	Student	Both
0.33	No	PT	Male	18	Single	Student	Alone
0.33	No	IT	Female	28	Other	Full-time Employee	Accompanied
0.33	No	PL	Male	27	Other	Full-time Employee	Accompanied
0.34	No	ZA	Female	33	Single	Full-time Employee	Both
0.35	No	PT	Male	41	Married	Full-time Employee	Accompanied
0.35	No	AX	Female	25	Married	Full-time Employee	Alone
0.35	No	ZA	Female	27	Single	Part-time Employee	Accompanied
0.35	No	GR	Female	29	Single	Unemployed	Accompanied
0.36	No	ZA	Male	21	Single	Student	Both
0.36	No	ZA	Female	32	Married	Full-time Employee	Both
0.36	No	ZA	Female	53	Married	Part-time Employee	Alone
0.37	No	PT	Female	48	Single	Full-time Employee	Accompanied
0.38	No	ZA	Female	47	Other	Part-time Employee	Both
0.38	No	ES	Female	22	Single	Student	Alone
0.38	No	ZA	Female	30	Married	Full-time Employee	Both
0.38	No	ZA	Female	40	Married	Self-employed	Alone
0.38	No	PL	Female	39	Single	Full-time Employee	Accompanied
0.38	No	PT	Male	24	Single	Student	Accompanied
0.38	No	ZA	Female	22	Single	Student	Both
0.38	No	ZA	Female	24	Single	Student	Accompanied
0.38	No	IT	Male	25	Single	Student	Accompanied
0.39	No	ZA	Male	25	Single	Full-time Employee	Both

Fuzzy Membership	Visited Douro	Country	Gender	Age	Marital Status	Job Status	Travel Habit
0.39	No	ES	Male	28	Other	Full-time Employee	Both
0.39	No	PL	Female	39	Single	Full-time Employee	Accompanied
0.39	No	ZA	Female	37	Married	Full-time Employee	Both
0.39	No	PL	Female	21	Other	Part-time Employee	Alone
0.40	No	GB	Female	27	Single	Full-time Employee	Both
0.41	No	ZA	Female	42	Married	Full-time Employee	Accompanied
0.41	No	ZA	Male	29	Single	Part-time Employee	Both
0.41	No	PT	Male	17	Single	Student	Accompanied
0.41	No	ZA	Female	41	Married	Part-time Employee	Both
0.41	No	ES	Female	21	Single	Student	Accompanied
0.42	No	PT	Male	26	Single	Full-time Employee	Accompanied
0.42	No	ZA	Female	26	Single	Unemployed	Accompanied
0.42	No	PT	Female	26	Single	Student	Accompanied
0.42	No	ZA	Female	28	Married	Full-time Employee	Both
0.42	No	ZA	Male	26	Single	Full-time Employee	Accompanied
0.42	No	ZA	Female	26	Other	Full-time Employee	Both
0.42	No	PT	Male	48	Another	Full-time Employee	Accompanied
0.42	No	ZA	Female	21	Single	Student	Both
0.42	No	ZA	Female	23	Single	Student	Both
0.43	No	PT	Female	59	Another	Self-employed	Accompanied
0.43	No	PT	Female	18	Single	Student	Accompanied
0.43	No	PT	Female	18	Single	Student	Accompanied
0.43	No	ZA	Female	31	Single	Full-time Employee	Accompanied
0.43	No	PT	Female	20	Single	Part-time Employee	Both
0.44	No	ZA	Male	29	Single	Full-time Employee	Both
0.44	No	GR	Male	40	Single	Full-time Employee	Both
0.44	No	ZA	Female	26	Single	Student	Accompanied
0.45	No	ZA	Female	24	Single	Full-time Employee	Both
0.45	No	NZ	Female	26	Single	Full-time Employee	Both
0.45	No	PL	Female	22	Single	Student	Alone
0.45	No	ES	Male	45	Other	Full-time Employee	Both
0.46	No	ZA	Male	29	Married	Full-time Employee	Accompanied
0.46	No	ZA	Female	20	Single	Full-time Employee	Alone
0.46	No	GB	Female	30	Married	Unemployed	Accompanied
0.47	No	PL	Female	24	Single	Student	Accompanied
0.47	No	PT	Male	29	Single	Full-time Employee	Both
0.47	No	GR	Male	26	Other	Part-time Employee	Both
0.47	No	ZA	Female	21	Other	Student	Both
0.48	No	GR	Female	34	Married	Full-time Employee	Accompanied
0.49	No	PT	Male	18	Single	Student	Accompanied
0.50	No	GR	Female	28	Single	Full-time Employee	Both
0.50	No	ZA	Male	21	Other	Student	Both
0.50	No	PT	Male	20	Single	Student	Accompanied
0.50	No	ZA	Male	27	Married	Full-time Employee	Both
0.50	No	ZA	Female	22	Single	Student	Both

Fuzzy Membership	Visited Douro	Country	Gender	Age	Marital Status	Job Status	Travel Habit
0.50	No	ZA	Male	25	Single	Self-employed	Both
0.51	No	ZA	Male	27	Single	Full-time Employee	Accompanied
0.51	No	ZA	Male	34	Married	Full-time Employee	Accompanied
0.52	No	PT	Male	20	Single	Student	Accompanied
0.52	No	ZA	Female	30	Married	Unemployed	Alone
0.52	No	ZA	Female	33	Single	Self-employed	Both
0.52	No	ZA	Female	33	Single	Full-time Employee	Accompanied
0.52	No	ES	Male	29	Single	Full-time Employee	Both
0.53	No	PT	Male	27	Single	Full-time Employee	Both
0.53	No	IT	Male	24	Single	Student	Alone
0.53	No	ZA	Female	19	Single	Student	Alone
0.54	No	NZ	Male	36	Single	Full-time Employee	Accompanied
0.54	No	PT	Male	63	Another	Full-time Employee	Both
0.54	No	PT	Female	23	Single	Student	Both
0.55	No	PT	Male	21	Another	Student	Both
0.56	No	ZA	Male	24	Single	Self-employed	Both
0.56	No	ZA	Female	24	Single	Part-time Employee	Alone
0.56	No	PT	Male	19	Single	Student	Accompanied
0.56	No	ZA	Female	24	Single	Part-time Employee	Alone
0.56	No	GB	Male	32	Single	Student	Alone
0.56	No	GR	Female	62	Married	Full-time Employee	Both
0.57	No	ZA	Female	31	Single	Full-time Employee	Both
0.57	No	IN	Male	26	Single	Full-time Employee	Both
0.57	No	ZA	Male	24	Single	Student	Both
0.57	No	ZA	Male	27	Single	Full-time Employee	Alone
0.57	No	ZA	Male	45	Single	Unemployed	Both
0.57	No	ZA	Female	47	Married	Full-time Employee	Both
0.57	No	ZA	Female	24	Single	Full-time Employee	Both
0.57	No	PT	Male	20	Single	Student	Accompanied
0.57	No	IE	Female	37	Single	Full-time Employee	Accompanied
0.57	No	ZA	Male	24	Single	Student	Both
0.58	No	ZA	Female	27	Married	Full-time Employee	Accompanied
0.58	No	PT	Female	22	Single	Student	Alone
0.58	No	ZA	Male	30	Single	Full-time Employee	Both
0.59	No	ZA	Male	32	Other	Self-employed	Both
0.59	No	PL	Male	20	Single	Part-time Employee	Alone
0.60	No	PT	Female	40	Married	Full-time Employee	Accompanied
0.60	No	PT	Female	49	Married	Full-time Employee	Accompanied
0.60	No	PT	Female	20	Single	Student	Accompanied
0.61	No	ZA	Female	31	Single	Full-time Employee	Alone
0.61	No	ZA	Female	31	Single	Full-time Employee	Alone
0.61	No	ZA	Female	23	Single	Student	Both
0.61	No	IE	Female	31	Married	Full-time Employee	Accompanied
0.61	No	ZA	Female	22	Single	Student	Both
0.61	No	ZA	Female	51	Married	Full-time Employee	Both

Fuzzy Membership	Visited Douro	Country	Gender	Age	Marital Status	Job Status	Travel Habit
0.62	No	ZA	Female	31	Single	Full-time Employee	Accompanied
0.62	No	GB	Female	36	Married	Part-time Employee	Both
0.62	No	ZA	Male	22	Single	Student	Both
0.62	No	ZA	Male	41	Single	Full-time Employee	Both
0.62	No	ZA	Female	42	Single	Full-time Employee	Both
0.63	No	ZA	Female	40	Married	Self-employed	Alone
0.63	No	GB	Female	36	Married	Part-time Employee	Accompanied
0.64	No	ZA	Female	51	Married	Full-time Employee	Both
0.64	No	GB	Female	32	Married	Full-time Employee	Both
0.65	No	PL	Male	21	Single	Student	Accompanied
0.66	No	PL	Male	29	Other	Full-time Employee	Both
0.67	No	PT	Female	19	Another	Unemployed	Alone
0.67	No	ZA	Female	29	Single	Unemployed	Accompanied
0.67	No	ZA	Female	41	Married	Unemployed	Accompanied
0.67	No	ZA	Male	29	Other	Full-time Employee	Alone
0.68	No	PT	Female	23	Single	Part-time Employee	Both
0.68	No	IT	Female	30	Other	Full-time Employee	Both
0.70	No	GB	Female	25	Single	Full-time Employee	Accompanied
0.70	No	ZA	Female	24	Single	Part-time Employee	Both
0.71	No	ZA	Female	20	Single	Part-time Employee	Alone
0.71	No	ZA	Female	35	Single	Full-time Employee	Both
0.73	No	ZA	Female	23	Single	Full-time Employee	Both
0.73	No	PT	Female	20	Single	Student	Accompanied
0.73	No	PT	Male	19	Single	Self-employed	Both
0.74	No	GB	Rather not say	22	Single	Student	Both
0.75	No	ZA	Female	27	Single	Student	Accompanied
0.75	No	ZA	Male	28	Single	Full-time Employee	Accompanied
0.76	No	GB	Female	25	Single	Full-time Employee	Accompanied
0.76	No	HU	Male	28	Married	Full-time Employee	Both
0.77	No	ZA	Female	41	Single	Full-time Employee	Accompanied
0.77	No	GR	Female	25	Single	Student	Accompanied
0.78	No	GR	Male	22	Single	Full-time Employee	Alone
0.78	No	PT	Male	21	Single	Full-time Employee	Accompanied
0.79	No	ZA	Male	43	Married	Full-time Employee	Both
0.82	No	ZA	Female	22	Single	Self-employed	Both
0.83	No	PT	Male	38	Single	Full-time Employee	Both
0.87	No	ZA	Female	38	Married	Self-employed	Both
0.88	No	PT	Female	23	Married	Full-time Employee	Both