

HERITAGE VISITOR ATTRACTIONS: A LONGITUDINAL STUDY INTO SERVICE QUALITY

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Abstract: *This paper illustrates, through two case studies that focus on the National Trust's well-established attractions in the Heritage sector for Scotland (NTS), how service quality is not the only factor involved in satisfying customers but is inextricably linked to the quality of experiences and loyalty. Understanding this relationship is important in managing the process of achieving improved loyalty of visitors in Heritage Visitor Attractions (HVAs)*

At a time when there is a proliferation of visitor attractions in Scotland and many are struggling to be viable the objectives of this work was twofold: firstly, to review the academic literature on service quality within the tourism sector secondly to examine the practices in current Scottish Heritage Visitor Attractions through a longitudinal study over two years. The findings indicated the relationship and importance between service quality, quality of experience and loyalty and a simple model is used to illustrate this relationship.

Key words: *HVAs, loyalty, service quality, quality of experience.*