

Impact of Tourist Perceptions, Destination Image and Tourist Satisfaction on Destination Loyalty: A Conceptual Model

R Rajesh*

Pondicherry University, Puducherry, India

Abstract: The objective this research paper is develops a destination loyalty theoretical model by using tourist perception, destination image and tourist satisfaction. These study analysis components, attributes, factor influencing the destination image and examine the tourist satisfaction and determinants of destination loyalty. This is a conceptual paper attempts at evaluating recent empirical on destination image, tourist satisfaction and loyalty. The conceptual framework model is developed on the basis of existing theoretical and empirical research in the field of destination marketing. The models include four constructs. *Tourist Perception* constructs has been influenced by factors like *Historical and Cultural Attractions, Destination Affordability, Travel Environment, Natural Attractions, Entertainments and Infrastructure*. *Destination image* construct has been influenced by factors like *Infrastructure & Facilities, Heritage Attractions, Natural Made Attractions, Destination Safety & Cleanness, Friendly Local Community & Clam Atmosphere, Rejuvenation and Service Price and Affordability*. The *satisfaction* construct has been influenced by factors like *Entertainments, Destination Attractions and Atmosphere, Accommodation, Food, Transportation Services and Shopping*. The *destination loyalty* construct has influenced by *intentions to revisit, word of mouth promotion and recommending to others*. The earlier study result reveals that tourist perception, destination image and tourist satisfaction directly influence destination loyalty. The outcomes of the study have significant managerial implications for destination marketing managers.

Key words: Perception, Image, Satisfaction, Loyalty, Attributes and Determinants.

1. Introduction

The impact of tourist perception, destination image and satisfaction on loyalty has been trendy research topic in tourism research. It is very important to determine the destination image while taking decisions for strategic marketing of tourism destinations. Because it is assumed that it will result in a positive image of a destination, loyalty to tourist destinations and satisfaction felt by tourists, such as variables (Suzan Coban, 2012). The loyalty is a concept closely related to tourists' satisfaction and as a

result even with the ideas there is a high degree of satisfaction with loyal tourists. However, in the context of travel and tourism, a review of literature reveals an abundance of studies on destination image, tourist satisfaction and destination loyalty has not been thoroughly investigated (Oppermann, 2000). Therefore, it is time for practitioners and academics to conduct more studies of loyalty in order to have greater knowledge of this concept, to understand the role of customer satisfaction in developing loyalty, the impact of other non-satisfaction determinants on customer loyalty, and their interrelationships

* Dept. of Tourism Studies, School of Management, Pondicherry University, Puducherry, India.
Email: rajeshresearch@gmail.com

(Christina Geng Qing Chi & Hailin Qu, 2008). The effects of destination image and satisfaction on destination loyalty are studied in the present study.

2. Objectives of the study

1. The study the impact of tourist perceptions, destination image and satisfaction on tourist loyalty;
2. To analysis the components, attributes and factors influence of the tourist perception and destination image;
3. To examine the attributes of tourist satisfaction ; and
4. To expose the determinants of destination loyalty.

3. Conceptual Framework

3.1. Destination Image

Destination image has been one of the key areas of tourism research for more than four decades (Svetlana & Juline, 2010). Image is defined as “the people feelings of anything that they aware” (Boulding, 1956). Image is defined as “people hold are a way of organizing the different stimuli received on a daily basis and help make sense of the world in which we live” (Mayo, 1973). Destination image is defined as “an expression of knowledge, impressions, prejudices, imaginations and emotional thoughts an individual has of a specific place” (Lawson and Baud Bovy, 1977). Image further defined as “the sum of beliefs, impressions, ideas and perceptions that people hold of objects, behaviors and events” (Crompton, 1979). Destination image defined as “the overall perception of the destination that is formed by processing information from various sources over time” (Assael, 1984). Ideas or perceptions held individually or collectively about a destination by people (Embacher & Buttle, 1989). Image defined “as the sum of beliefs, attitudes, impressions that a person or group has of an object and impressions may be true or false, real or imagined” (Barich and Kotler 1991). Image is defined as “an internalised, conceptualised and personalized understanding of what one knows” (Ahmed, 1996). Destination image is defined as “the perception of groups of people” (Jenkins, 1999). “Perceptions or impressions of a destination held by tourists with respect to the expected benefit or consumption values” (Tapachai & Waryszak, 2000). Totality of impressions, beliefs, ideas, expectations,

and feelings accumulated towards a place over time by an individual or group of people” (Kim & Richardson, 2003). “Destination image is an interactive system of thoughts, opinions, feelings, visualisations, and intentions toward a destination” (Tasci et al., 2007).

3.2. Components of Destination Image

Destination image made up of two components of image, the components were organic images and induced images. Organic images formed by individuals themselves through past experiences with destinations and unbiased sources of information (i.e. news, reports, newspaper articles and movies). Induced images created through information received from external sources, including destination advertising and promotion (Gunn, 1972). Destination image encompasses only cognitive image components. Cognitive image refers to beliefs, impressions, ideas, perceptions and knowledge that people hold on objects (Crompton, 1979). The overall or totality of image or impression based on individual attributes and also reveals the relationship between cognitive attributes and overall image (Keown et al, 1984). The totality of image depends on evaluations of different products and services (Mazursky, D & Jacoby, J, 1986). Tourist perceptions of destination attributes of various activities and attractions within an area will interact to form overall image (Gartner, 1986). The images were formed by cognitive and affective judgments, affective judgments based on individual feelings and emotions towards an object (Baloglu et al, 1997; Walmsley, 1998 & Baloglu & Mangaloglu 2001). Dann (1996) suggested destination image were created by cognitive, affective and conative. Cognitive component made up of the sum of beliefs, impressions, ideas and perceptions that people hold of an object. The affective component deals with how a person feels about the objects.

3.3. Attributes of Destination Image

Charlotte and Ritchie (1991) the destination image researchers were used following attributes to measure the destination image, the attributes were scenery or natural attractions, costs or price levels, climate, tourist sites or activities ,nightlife and entertainment, sports facilities or activities, national parks or wilderness activities, local infrastructure, transportation, architecture or buildings, historic sites, museums, beaches, shopping facilities, accommodation facilities, cities fairs, exhibits, festivals, facilities

for information and tours, crowdedness, cleanliness, personal safety, economic development or affluence, accessibility, degree of urbanisation, extent of commercialization, political stability, hospitality or friendliness or receptiveness, different customs or culture, different cuisine or food and drink, restful or relaxing, atmosphere, opportunity for adventure, opportunity to increase knowledge, family or adult oriented, quality of service and fame or reputation. Sonmez S. & Sriakaya E. (2002) used these attributes to measure destination image, architectural styles, local festivals, archeological treasures, natural scenic beauty, cities, museums & art galleries, adventure, weather, cultural heritage, plenty of places to get away from crowds, local people are friendly, good-quality restaurants, hotels are easy to find, restful and relaxing place to visit, food, lifestyles and customs, standard of living, dress, road conditions, cleanliness and hygiene, safe and security, culture, shopping facilities, nature preserves and wilderness areas, tourist information, tour availability, skiing opportunity, national parks, price and good value for money.

Beerli and Martin (2004) categorized attributes into nine dimensions: (1) natural resources (i.e. weather, temperature, rainfall, hours of sunshine, beaches, quality of seawater, length of beaches, overcrowding of beaches, wealth of countryside, protected natural reserves, lakes, mountains, deserts, variety and uniqueness of flora and fauna); (2) tourist leisure and recreation (i.e. accommodation, number of beds, categories, quality, restaurants number, quality, bars, discos and clubs, hotels and self-catering, ease of access, excursions at destination, tourist centers and network of tourist information); (3) natural environment (i.e. beauty of the scenery, attractiveness, cleanliness, overcrowding, air and noise pollution and traffic congestion); (4) general infrastructure (i.e. development and quality of roads, airports and ports, private and public transport facilities, development of health services, development of telecommunications, development of commercial infrastructure, extent of building development); (5) culture, history, and art (i.e. festival, concerts, handicraft, gastronomy, folklore, religion, museums, historical buildings, monuments, customs and ways of life); (6) social environment (i.e. quality of life, underprivileged and poverty, language barriers, hospitality and friendliness of the local residents); (7) tourist infrastructure (i.e. accommodation, number of beds, categories, quality, restaurants number, quality, bars, discos and clubs, hotels and self-catering, ease of

access, excursions at destination, tourist centers, network of tourist information); (8) political and economic factors (i.e. political stability, political tendencies, terrorist attacks, safety, crime rate, economic development and prices); and (9) Leisure and recreations (i.e. golf, fishing, hunting, skiing, entertainment and sports activities, scuba diving, trekking, adventure activities, theme parks, water parks, zoos, casinos, nightlife and shopping).

Chi, C. G. Qing, & Qu, H. (2008) classified attributes into nine aspects, (1) travel environment (i.e. safe and secure environment, clean and tidy environment, friendly and helpful local people, tranquil & restful atmosphere and pleasant weather); (2) natural attractions (i.e. scenic mountain & valleys, scenery & natural attractions, gardens & springs, scenic drive, parks, lakes, rivers, wildlife, caves and underground formations); (3) entertainment & events (i.e. shows or exhibitions, cultural events & festivals, quality, fun, western music, nightlife and entertainment); (4) historic attractions (i.e. history & heritage and Vintage buildings); (5) infrastructure (i.e. restaurants, cuisine, shop facilities and accommodations); (6) accessibility (i.e. traffic flow and parking information, parking facilities, access to the area and affordable trolley system); (7) relaxation (i.e. spa, soothing the mind and refreshing the body, spiritual rejuvenation); (8) outdoor activities (i.e. boating, fishing, hiking, picnicking, camping and hunting, outdoor recreation and golfing) and (9) price and value (i.e. food, accommodation, good value for money, attractions and activities and good bargain shopping).

3.4. Factors Influencing Destination Image

Baloglu and McCleary (1999) identified two key forces which influence image formation; the forces were stimulus factors and personal factors. Gartner (1993) classified image formation into five sections; overt induced, covert induced, autonomous, organic and visit the destination. Um and Crompton (1990) personal factors affect the formation of destination image. Beerli and Martin (2004) classified personal factors into two sections; socio-demographic characteristics and psychological characteristics. Socio – demographic characteristics included gender, age, level of education, family life, social class, place of residence, occupation, income, marital status and country of origin (Sergio Dominique Ferreira Lopesi, (2011); Asli D.A. Tasci. (2007); Beerli & Martin (2004); Chen & Kerstetter, (1999); Baloglu & McCleary, (1999); Baloglu, (1997); Stabler,

(1995); Stern & Krakover, (1993) Walmsley & Jenkins, (1993). Um & Crompton, (1990); Woodside & Lysonsky, (1989); and Calantone, Di Benetton, Hakam & Bojanic, (1989)). Psychological factors included motivations, values, personality, lifestyle, need, past experience, prior knowledge, preference and satisfaction (Schreyer, R., Lime, D.W. & Williams, D.R., (1984); Woodside, A., and S. Lysonsky, (1989); Asli D.A. Tasci., (2007) & Sergio Dominique Ferreira Lopesi, (2011)).

3.5. Tourist Satisfaction

Tourist satisfaction is considered one of the prime variables to sustain competitive business in the tourism industry because it affects the choice of destination, consumption of products and services (Kozak & Rimmington, 2000). Tourist satisfaction has been one of the key areas of tourism research for more than four decades. Howard & Sheth (1969) "the buyers' cognitive state of being adequately or inadequately rewarded for the sacrifices he has undergone". Hunt (1977) "a kind of stepping away from an experience and evaluating it...the evaluation rendered that the experience was at least as good as it was supposed to be". Westbrook (1980) "refers to the favorability of the individual's subjective evaluation of the various outcomes and experiences associated with using or consuming it". Oliver (1981) "an evaluation of the surprise inherent in a product acquisition and/or consumption experience. In essence, the summary psychological state resulting when the emotion surrounding disconfirmed expectations is coupled with the consumer's prior feelings about the consumption experience". Day (1984) "the evaluative response to the current consumption event, the consumer's response in a particular consumption experience to the evaluation of the perceived discrepancy between prior expectations (or some other norm of performance) and the actual performance of the product perceived after its acquisition".

Tse and Wilton (1988) "The consumer's response to the evaluation of the perceived discrepancy between prior expectations (or some norm of performance) and the actual performance of the product as perceived after its consumption". Westbrook & Oliver (1991) "a post choice evaluative judgment concerning a specific purchase selection". Halstead, Hartman, and Schmidt (1994) "a transaction-specific affective response resulting from the customer's comparison of product performance to some pre purchase standard". Oliver (1997) "the consumer's fulfillment

response. It is a judgment that a product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under- or over-fulfillment". The above satisfaction definitions were adopted from Gisse & Cote (2000) research paper. Kotler (2000) defined satisfaction as "a person's feelings of pleasure or disappointment resulting from comparing a product or service performance (or outcome) in relation to his or her expectations". Kim et al. (2003) "customer satisfaction is a post-purchase attitude formed through a mental comparison of the product and service quality that a customer expected to receive from an exchange."

3.6. Attributes of Satisfaction

Quite large number of research has been dedicated to examine the practice of which customer's decision about a service or product and number of theoretical structures has been proposed to examine the attributes of satisfaction (Gengqing Chi., 2005). Satisfaction attributes were measured by Parasuraman et al. Service Quality Scale interpretation ability (reliability, responsiveness & assurance) empathy and tangibility (Hwang, S.N., 2005 & Castro et al., 2007). Satisfaction were measured by efficiency, service quality, social value, play, aesthetics, perceived monetary cost, perceived risk, time & effort spent and perceived value (Gallarza et al., 2006). Satisfaction attributes were analysed by cognitive image of natural resources, cognitive image of service quality, cognitive image entertainment and affective image (Lucio Hernandez et al., 2006). Satisfaction of tourist measured by general satisfaction attribute satisfaction (i.e. attractions, accommodation, accessibility, amenities and activities) and met expectations. The satisfaction attributes included attractions, lodging, dining, shopping, accessibility, activities and events and environment (Chi, C. G. et al., 2008).

Attributes like perceived attractions, perceived quality, perceived risk and perceived value used measure the satisfaction of tourists (Quintal et al., 2008). Attributes like comfort facilities, safety & infrastructure, cultural attractions & shopping, tourist attractions & ambience and variety & accessibility affects tourist satisfaction (Girish Prayag, 2008). Overall destination image, destination image (i.e. attractions, accommodation, accessibility, amenities, activities, local community and shopping) impact on tourist satisfaction (Girish Prayag, 2009). Destination image, attitude, motivation,

natural landscapes, service and recreational equipments were attributes which affects the tourist satisfaction (Lee T.H., 2009). Attributes like travel environment, price or value, accessibility and natural attractions influence tourist satisfaction (Alqurneh Majid et al., 2010). Basic services, attractions and accessibility affect tourist satisfactions (Celeste Eusebio et al., 2011). Destination image, personal involvement, place attachment and overall satisfaction influence satisfaction of tourists (Prayag et al 2011 & Girish Prayag 2012). Tourist attractions, basic facilities, cultural attractions, touristy substructures and access possibilities, natural environment, variety and economical were influence tourist satisfaction (Coban, 2012).

3.7. Destination Loyalty

Newman and Werbel (1973) defined "loyal customers as those who re-buy a brand, consider only that brand, and do no brand-related information seeking". Tellis (1988) defined in "behavioral terms as repeat purchasing frequency or relative volume of same-brand purchasing". Hawkins, Best & Coney (1995) defined loyalty as "consumers' intentions or actual behavior to repeatedly purchase certain products or services". Oliver's (1997) definition of loyalty emphasizes the two different aspects of loyalty the behavioral and attitudinal concept: "a deeply held commitment to re-buy or re-patronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior". Oliver (1997) defined loyalty at a higher level, which he termed 'ultimate loyalty', as those consumers who "fervently desires to re-buy a product or service, will have no other, and will pursue this quest against all odds and at all costs". The following definitions were adopted from Jones & Taylor (2007). "Customer's aim to maintain a relationship with a particular service provider and make his or her next purchase in the category from this service provider" (Jones et al., 2000). "Customer's aims to dedicate all of his or her purchase category to particular service provider" (Reynolds & Arnold, 2000).

3.8. Determinants of Loyalty

Customer loyalty has been one of the key areas of business research for more than four decades and produced valuable insights into the process of building customer loyalty (Martina

Donnelly, 2009). Customer satisfaction, customer experience, value, service quality or performance, product superiority, personal fortitude, social bonding and synergy, customer involvement, price, risk, brand name, demographics, habits and history of brand usage (Petrick & Norman, 2001; Baker & Crompton, 2001; Oliver, 1999; Pritchard & Howard, 1997; Fick & Ritchie, 1991; Keller, 1998; Solomon et al, 1999 & Schiffman et al., 1997). Tourist loyalty antecedent's efficiency, service quality, social value, play, aesthetics, perceived monetary cost, perceived risk, time & effort spent and perceived value (Gallarza et al., 2006). Cognitive image of natural resources, cognitive image of service quality, cognitive image entertainment and affective image were influences loyalty level of tourist (Lucio Hernandez et al., 2006). Attributes like comfort facilities, safety & infrastructure, cultural attractions & shopping, tourist attractions & ambience and variety & accessibility affects tourist loyalty (Girish Prayag, 2008). Tourist loyalty depends on satisfactions of tourist (i.e. attractions, accommodation, accessibility, amenities and activities) and met expectations (Chi, C. G. et al., 2008). Overall destination image, destination image (i.e. attractions, accommodation, accessibility, amenities, activities, local community and shopping) impact on the antecedents of tourist loyalty (Girish Prayag, 2009). Basic services, attractions and accessibility affect the tourist loyalty (Celeste Eusebio et al., 2011). Destination image, personal involvement, place attachment and overall satisfaction influence antecedents of tourists (Prayag et al 2011 & Girish Prayag 2012).

3.9. Effects of Destination Image and Satisfaction on Loyalty

The effect of destination image and satisfaction on loyalty has been trendy research topic in tourism research. In 1970's destination image research was started by John Hunt, Edward Mayo and Clare Gunn. In 1990, Chon identify the influence of destination image on traveller behaviour and satisfaction. Murphy, Prichard and Smith (2000) have identified the positive relationship of environment, infrastructure, quality, value and intention to revisit with tourist experience and perceptions. Javier and Bign (2001) have revealed that destination image had direct relationship with perceived quality, satisfaction and intention to return and willingness recommend others. Gengoning Chi (2002) had developed and tested the theoretical model for building destination loyalty by using destination

image and satisfaction. George & George (2004) investigated the direct relationship among post purchase behavior, place attachment, intentions revisit and novelty seeking. Alcaniz (2005) revealed that the resident behavior had direct influence on destination image, tourist experience and future behavior intentions. Yoon and Uysal (2005) tested the casual relationship among the pull, push factors of motivation, tourist satisfaction and destination loyalty.

Ibrahim (2005) had highlighted the influence of destination image on the tourist's perception and satisfaction with reference to tourist demography indicators, destination's services, atmosphere, safety, comfort and culture. Hwang, Lee and Chen (2006) investigated the significant relationship between tourist involvements, place attachment and satisfaction. Lucio Hernández-Lobato, Maria Magdalena Solis-Radilla, Miguel Angel Moliner-Tena & Javier Sánchez-García (2006) had confirmed the relationship among perceived image, service quality, satisfaction and loyalty. Gallarza, M. G., & Gil Saura, I. (2006) had investigated the casual relationship among perceived value, satisfaction and loyalty. Oom P, Joao Albino Silva, Julio Mendes & Manuela Guerreiro (2006) study had revealed the relationship between satisfaction and destination loyalty in the Portugal context. Carmen Barroso Castro, Enrique Martín Armario & David Martín Ruiz (2007) had investigated the relationship between destination image, service quality, satisfaction, future behavioral intentions and its impact on destination market in the Spain context. Christina Geng-Qing Chia & Hailin Qu (2008) had tested the theoretical and empirical evidence of relationship among destination image, satisfaction and loyalty in the Eureka Spring's hotel and motel. Girish Prayag (2008) had explored the relationship between destination image, satisfaction and overall visitor's loyalty in the Cape Town context.

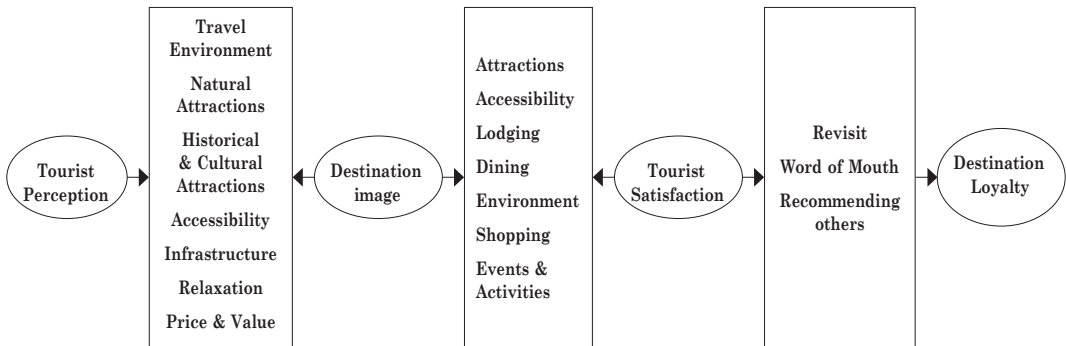
Quintal, Vanessa and Phau, Ian (2008) had identified the effect of perceived attractiveness, quality, value and risk on tourist revisit intentions in the western Australian context. Faullant, Kurt Matzler & Johann Fuller (2008) had identified the impact of destination image and tourist satisfaction on destination loyalty in Alpine Ski resorts context. Lee, T.H. (2009) had examined the relationship between destination image, satisfaction and the future behavioral intentions in Tamoni eco-village, Taiwan. Hosany & Witham (2009) had studied the relationship between cruise tourist experiences, satisfaction and future behavioral intentions in the context of Cruise. Tsung Hung Lee (2009)

had investigated the relationship between destination image, attitude, motivation, satisfaction and future behavioral intentions of tourist in south west Taiwan context. Girish Prayag (2009) identified the significant relationship between destination image, overall image, overall satisfaction and future behavioral intentions in Mauritius island context.

Mechinda, Serirat & Gulid (2009) had examined the antecedents of tourist's loyalty towards tourist destination and describe the attitude difference between international and domestic tourist towards destination in the context of Thailand. Majeed Alqurneh, Filzah MD Isa, and Abdul Rahim Othman (2010) had examined the influence of destination image and satisfaction on loyalty in the context of Jordan. Zabkar, Brenic & Dmitrovic (2010) had inspected the relationship among destination quality, visitor's satisfaction and behavioral intentions of the tourists in the context of Slovenia. Prayag & Ryan (2011) had developed theoretical model for loyalty by incorporating the constructs of destination image, place attachment, personal involvement and satisfaction in the context of Mauritius. Assaker, Guy Vinzi, Vincenzo Esposito O'Connor & Peter (2011) had investigated the effects of novelty seeking, destination image, overall satisfaction and intentions to revisit in the context of France. Meng, Liang & Yang (2011) had identified the significant relationship among the cruise image, perceived image, satisfaction and post purchase behavioral intentions of the tourists in the context of Taiwan.

Hosany & Prayag (2011) had identified the significant relationship among tourist emotional and satisfaction on destination loyalty in the context of South East England. Sadeh, Asgari, Mousavi & Sadeh (2012) had identified the tourist loyalty model by using tourist satisfaction, destination image, perceived value and tourist satisfaction in the context of Iran. Suzan Coban (2012) had inspected the impact of destination image and tourist satisfaction on destination loyalty in the context of Cappadocia. Mohamad, Abdullah & Mokhlis (2012) had determined the perception of foreign tourists of Malaysia and the predicting that influence the formation of the tourists' future behavioral intentions. Chi .C. G. (2012) had investigated the difference between the first time and repeat visitors evaluation of destination image, tourist attribute, overall satisfaction and destination loyalty in the context of Eureka Spring resort. Girish Prayag (2012) had developed theoretical model for loyalty by incorporating the construct of destination image, place attachment,

Figure 1: Impacts of Tourist Perception, Destination Image and Tourist satisfaction on Destination Loyalty



personal involvement and satisfaction in the context of Mauritius. Osti, Disegna & Brida (2012) had investigated the effects of satisfaction and loyalty on future behavioral intentions of the tourist in the context of Indonesia. Kim, Holland & Han (2012) had investigated and developed theoretical relationship among destination image, service quality and perceived value impact on tourist satisfaction and future behavioral intentions in the context of Orlando.

5. Conclusion

The purpose of this study is to develop holistic theoretical model of destination loyalty by using tourist perception, destination image, tourist satisfaction and its attributes. Its effects and antecedents may serve as a theoretical background designing measurement instrument for destination managers. Analyzing the antecedents of tourist perception, destination image, tourist satisfaction and destination loyalty may provide insight in the process of creating destination loyalty at both construct and indicator level. This study developed a holistic model for destination loyalty. The model is built with help of five constructs. The construct are pre trip image, post trip image, destination image, tourist satisfaction and destination loyalty. This study is analysis the components, attributes, factor influence tourist perception, destination image, tourist satisfaction and destination loyalty. The proposed study could be modified to allow the measurement of other tourism ancillary sector tourist loyalty. An universal methodology basis for used to measure tourist perception, destination image, tourist satisfaction and destination loyalty at different interaction points across a

single destination would thus help in identifying the weakest elements in a destination's integrated offer and provide a valuable input for managerial decision making processes.

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