



Impact of Destination Image, & Tourist Satisfaction On Tourist Destination Loyalty

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ABSTRACT

This study aimed to develop an integrated model to examine the theoretical and empirical evidence concerning the causal relationships among destination image, tourist traits, and overall satisfaction, contributing to Cochin's international and domestic tourists' destination loyalty. Data were collected from both domestic and international tourists using questionnaire and interview methods. The results substantiated the proposed destination loyalty model: (1) destination image directly influenced the trait of satisfaction, revealing a significant impact on tourist loyalty. Moreover, the image had an effect on tourist loyalty, with affective and cognitive images following suit. (2) Destination image and the trait of satisfaction served as direct antecedents of overall satisfaction. (3) Overall satisfaction and the trait of satisfaction, in turn, had a direct and positive impact on destination loyalty and familiarity. Furthermore, destination image, perceived value, and tourist satisfaction all influenced Cochin's international and domestic tourists' destination loyalty. Theoretical and managerial implications were drawn from the study findings, accompanied by recommendations for future researchers.

Keywords: destination loyalty, destination image, tourist satisfaction



INTRODUCTION

Tourism has been seen as the driving force for regional development. Successful tourism can increase destination's tourist receipts, income, employment and government revenues. How to attract the tourists to revisit and/or recommend the destination to others is crucial for the success of destination tourism development.

A destination image encompasses all objective knowledge, impressions, prejudices, imaginations, and emotional thoughts that individuals or groups may hold about a specific place. These perceptions significantly influence a tourist's decision-making process, cognitive understanding, and behavior at a destination, as well as their satisfaction levels and recollection of the experience. This paper examines the concept of tourist destination images and explores how destination image research has been approached across various academic disciplines and by practitioners, including tourism marketers. Specifically, it reviews different techniques for measuring a tourist's destination images, emphasizing the prevalence of structured, word-based approaches. The paper contributes to existing literature by incorporating recent studies, many of which focus on Australian destinations, and argues that conducting preliminary qualitative research is essential for ensuring the validity of image research, allowing for the distillation of constructs relevant to the studied population. Consider checking important information. Read our Terms aConstruct elicitation techniques, such as free-elicitation, interactive interviews and focus group interviews, are discussed along with new techniques that include the visual aspect of image, such as photo elicitation. (Jenkins, 1999)

This study explores the correlation between tourists' destination loyalty and their preferences regarding the destination. Destination loyalty is operationally defined as the degree to which tourists perceive a destination as recommendable. Push motivation addresses



the request and emotional aspects of tourists' mindset, while pull motivations pertain to the characteristics of the destination itself, making the trip more meaningful when combined with a purpose (Hosseini, 2015).

The assessment of how well tourism products and services provided by a company within the tourism system meet or exceed tourists' expectations. Research findings indicate that satisfaction, quality/performance, and various other factors serve as reliable predictors of customer loyalty. Higher levels of customer satisfaction are correlated with a greater likelihood of encouraging others to become customers. While organizations aim to satisfy customers to retain them, establishing customer loyalty is an additional objective. In the tourism realm, satisfaction with travel experiences plays a role in fostering destination loyalty.

The level of tourists' loyalty to a destination is demonstrated by their intentions to revisit and their willingness to recommend it. It is suggested that tourists' positive experiences with services, products, and other resources provided by tourism destinations can lead to repeat visits and positive word-of-mouth effects to friends and/or relatives. Given the importance of customer satisfaction, it's not surprising that a significant amount of research has been dedicated to satisfaction, while studies on destination loyalty are lacking. This study proposes an integrated approach to understanding destination loyalty and examines the theoretical and empirical evidence on the causal relationships among destination image, familiarity, tourist satisfaction, and destination loyalty (Hosseini, 2015)

LITERATURE REVIEW

The focus of this study is to develop and test a theoretical model that presents the elements contributing to the building of destination loyalty: destination image, satisfaction trait, and overall satisfaction. The interrelationships of the constructs in the model are



presented below. Therefore, destination images affect tourists' subjective perception, consequent behavior, and destination choice.

Studies on destination image explore various areas, including the role and influence of destination image on consumer behavior, image formation, and the development of destination image scales. Interestingly, research on destination image extends beyond the academic community and holds equal relevance to destination marketers. However, much attention in the study of destination image primarily focuses on its influence on tourists' behaviors. Studies find that the most popular themes emerging from these inquiries are the role and influence of destination image on travelers' behavior and satisfaction. The image of a destination influences tourists' choice processes, their evaluation of that destination, and their future intentions (Hosany, 2006).

The extensive history and plethora of articles confirm unanimous acknowledgment regarding the importance and value of studying destination image. Within social psychology, the term "image" has been defined as a reflection or representation of sensory or conceptual information, which draws upon past experiences and guides an individual's actions. It is also noted that an image is not a static or objective phenomenon, as it evolves with the emergence of unexpected conditions. The definition of tourist destination image most commonly cited is that by Crompton the sum of beliefs, ideas, and impressions that a person has of a destination. This definition relates to the individual, whereas other definitions acknowledge that images can be shared by groups of people. His definition has led to many researchers paying attention to image as a salient concept in understanding the destination selection process of tourists (KIM, 2010)

Satisfaction is another critical concept that has received much attention in general consumer behaviour research as well as tourism research because it influences the choice of destination and the understanding of satisfaction provides managerial guidance in the



industry satisfaction as the consumer's response to the evaluation of the perceived

discrepancy between prior expectations and the actual performance of the product as perceived after its consumption. On the other hand, Oliver defined satisfaction as customer's judgments about products or service fulfilment. Existing literature has indicated wide variability in the definitions of satisfaction. The lack of agreement among these definitions impedes research into consumer satisfaction. After making a thorough literature review of conceptual and operational definitions, Giese and Cote concluded three general components were shared by the definitions: (1) consumer satisfaction is an emotional response; (2) the response refers to a specific focus; (3) the response is determined by limited time. With these in mind, the authors identify that specific definitions of consumer satisfaction should be used based on the context, taking into account the above dimensions.(KIM, 2010)

The concept of loyalty has been recognised as one of the more important indicators of corporate success in the marketing literature provides evidence on the connection between satisfaction, loyalty and profitability. The author refers that working with loyal customers reduces customer recruitment costs, customer price sensitivity and servicing costs. In terms of traditional marketing of products and services, loyalty can be measured by repeated sales or by recommendation to other consumers stress that travel destinations can also be perceived as a product which can be resold and recommended to others In his study about the desirability of loyal tourists, states that loyal visitors can be less price sensitive than first time visitors.(Theses & Park, 2012)

This study shows that less loyal tourists and those visiting the destination for the first time tend to spend more money during the visit. However, these tourists report a high value in the measure "risk-adjusted profitability index", proposed by the author, and as such are not as desired as loyal tourists. The determining factors of loyalty have been studied in the marketing literature show that satisfaction from products or services affect consumer loyalty



add that loyalty to a product or service is not the result of the absence of alternative offers. Instead, loyalty occurs because consumers increasingly have less free time available and therefore try to simplify their buying decision process by acquiring familiar products or services.(Uniyal & Iind, 2014)

Recently, researchers started to pay attention to trait level conceptualization of the antecedents of satisfaction. According to Oliver, satisfaction and trait of satisfaction are distinct but related constructs. Trait of satisfaction has a positive, and direct effects on overall satisfaction; and it captures a significant amount of variation in overall satisfaction. Satisfaction research in tourism and recreation has indicated that tourists' satisfaction with individual component of the destination leads to their satisfaction with the overall destination. It is important in tourism to distinguish overall satisfaction from satisfaction with individual traits; because the characteristics of tourism have a remarkable effect on tourist satisfaction Tourists experience such as hotels, restaurants, shops, attractions, etc.; and they may evaluate each element separately. Overall satisfaction with a hospitality experience is a function of satisfactions with the individual elements of all the services that make up the experience, such as accommodation, weather, natural environment, social environment, (Image, Satisfaction, Tourist, & Loyalty, n.d.)

Satisfaction is frequently examined concepts of modern marketing thought and practice because it is essential for the survival of any type of business .There are several definitions for satisfaction. But in this study, we use the definitions satisfaction as is conceptualized as a post-purchase evaluation. The link between satisfaction and post-purchase behaviour has been founded by prior literature. It is believed that satisfaction leads to repeat purchase and positive WOM support sedation, which are indicated a loyalty. Marketing literature has paid much attention to the relationship between customer satisfaction and loyalty, and there is a significant positive relationship between customer satisfaction and



loyalty/ retention. If consumers are satisfied with the product/service, they are continuing to purchase, and are willing to spread positive WOM.

According to these studies, satisfaction is a necessity for a successful tourist destination because one of the most important predictors of customer loyalty is a satisfaction. It tends to influence the choice of a destination, the consumption of products and services, and the decision to return. Satisfied tourists are revisiting and recommend the destination to friends and relatives compared to others. The more satisfied customers are repurchasing the product/service and encourage others to become customers. In the tourism industry, empirical evidence suggests that tourists' satisfaction strongly indicates their intentions to revisit and recommend the destination to others. Satisfied tourists tend to return to the same destination and are more inclined to share their positive travel experiences with friends and relatives. As word-of-mouth is crucial in tourism marketing, it is considered one of the most reliable and sought-after sources of information for potential tourists. ("Survey of Tourists' Motivation, Expectation and Satisfaction," n.d.)



METHODOLOGY

The topic of research is “Impact of Destination Image, & Tourist Satisfaction on Tourist Destination Loyalty”

OBJECTIVES:

The aim of this study is to assess the relationship between destination loyalty, destination image, and tourist satisfaction.

1. Analyzing how destination loyalty impacts destination image.
2. Examining how destination loyalty influences tourist satisfaction.

Hypothesis:

1. A positive correlation between destination loyalty and destination image is not evident.
2. No positive correlation exists between destination loyalty and tourist satisfaction.

NEED FOR STUDY: Ultimate aim of the study is to determine how destination loyalty leads to destination image and tourist satisfaction of employees.

SCOPE OF STUDY: This study aims to investigate how destination loyalty influences destination image and tourist satisfaction. The feedback and opinions gathered from tourists provide valuable insights that will assist the destination in comprehending the effects and impacts of destination loyalty for enhancing tourist experiences. Further, this study will help the destination to introduce new activities, entertainment programmes, tourist encouragement, that will make their tourist energetic and happy on the destination. It will help more satisfaction of tourist and revisit intention and recommend intention to the friends and family about the destination.



RESEARCH DESIGN: Descriptive

SAMPLE DESIGN: The sampling technique used is Convenience

SAMPLE SIZE: Samples of 40 respondents were used for collecting the data

DATA COLLECTION: .Data collection involved conducting interviews and administering questionnaires.

MEASURING THE DATA: five-point scale

STATISTICAL SOFTWARE: SPSS.

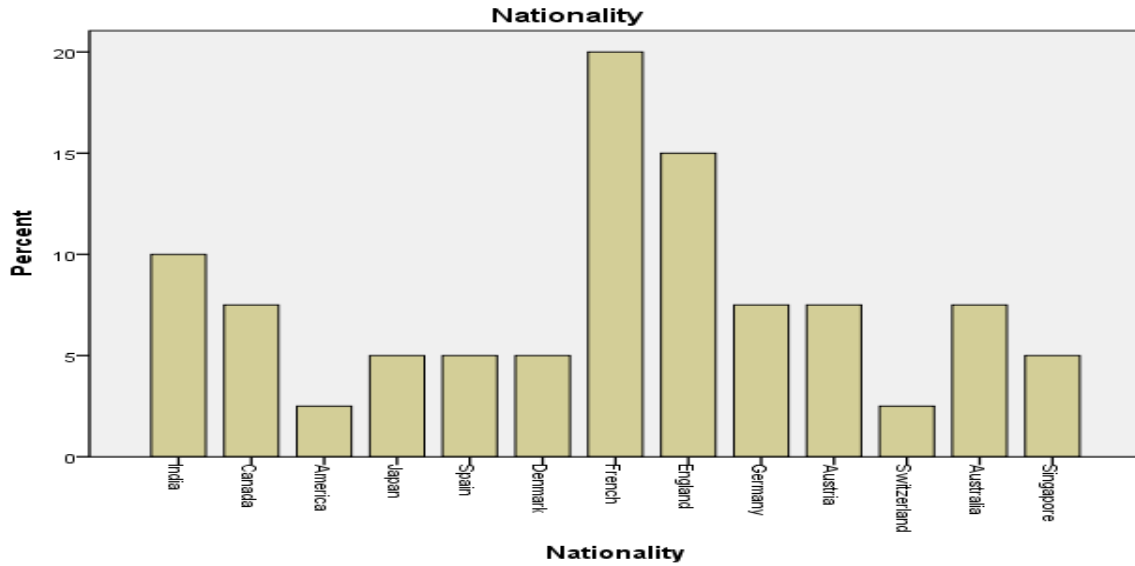
ANALYSIS AND INTERPRETATION OF DATA

Nationality

	Frequency	Percent
India	4	10.0
Canada	3	7.5
America	1	2.5
Japan	2	5.0
Spain	2	5.0
Denmark	2	5.0
French	8	20.0
England	6	15.0
Germany	3	7.5
Austria	3	7.5
Switzerland	1	2.5
Australia	3	7.5



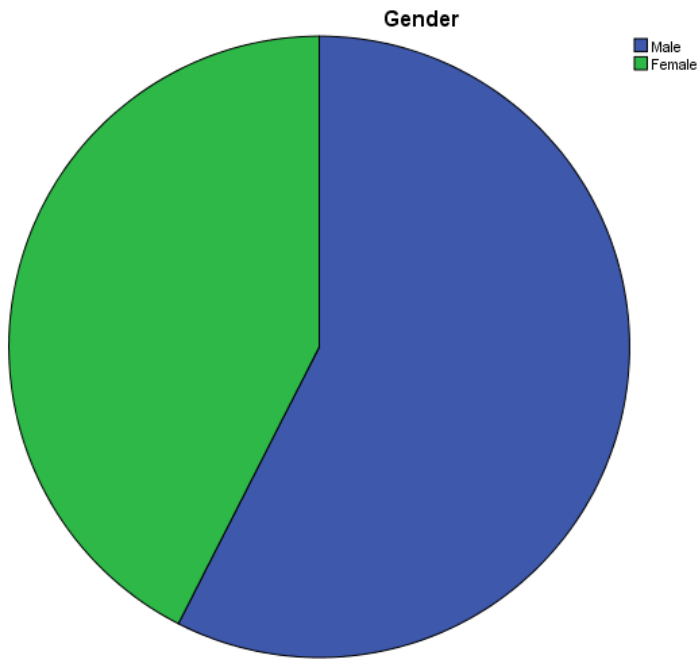
Singapore	2	5.0
Total	40	100.0



From the bar chart it is clear that most of the respondents are French people.

Gender

	Frequency	Percent
Male	23	57.5
Female	17	42.5
Total	40	100.0

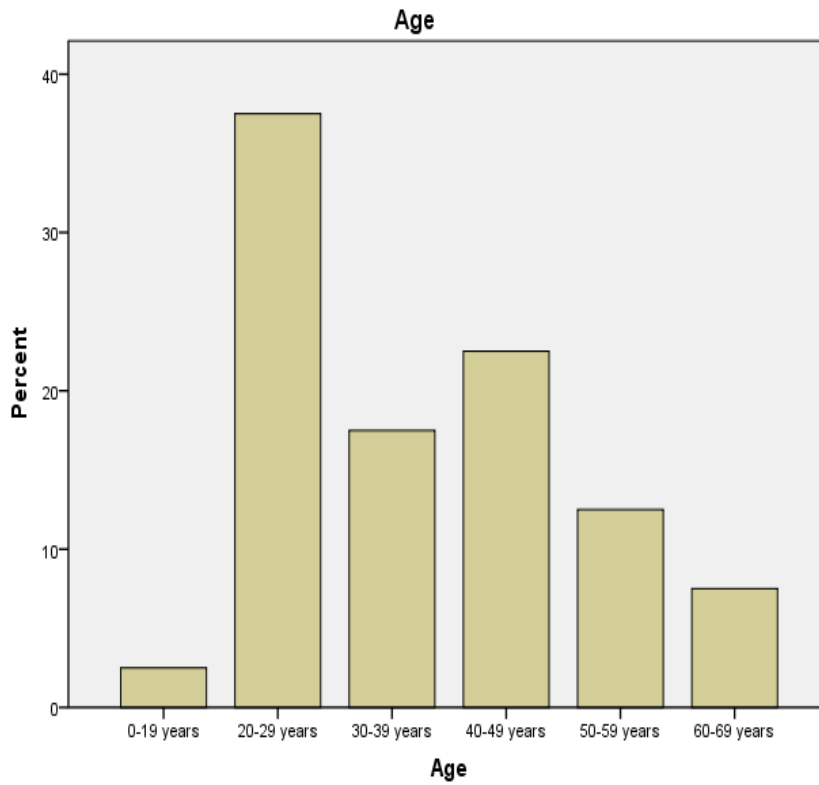


- From the pie-chart it is clear that 57.5% of the respondents are males
- 42.5% of the respondents are females

Age



	Frequency	Percent
0-19 years	1	2.5
20-29 years	15	37.5
30-39 years	7	17.5
40-49 years	9	22.5
50-59 years	5	12.5
60-69 years	3	7.5
Total	40	100.0

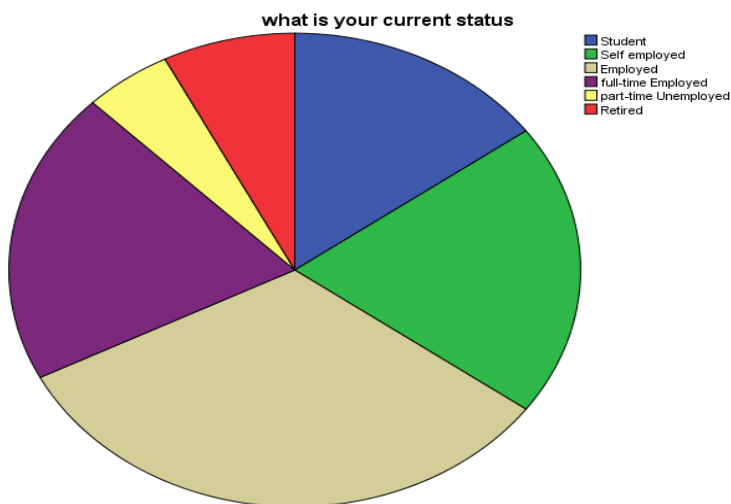


From the bar chart it is clear that most of the respondents belong to the age group of 20-29 years



What is your current status?

	Frequency	Percent
Student	6	15.0
Self employed	8	20.0
Employed	13	32.5
full-time	8	20.0
Employed		
part-time	2	5.0
Unemployed		
Retired	3	7.5
Total	40	100.0

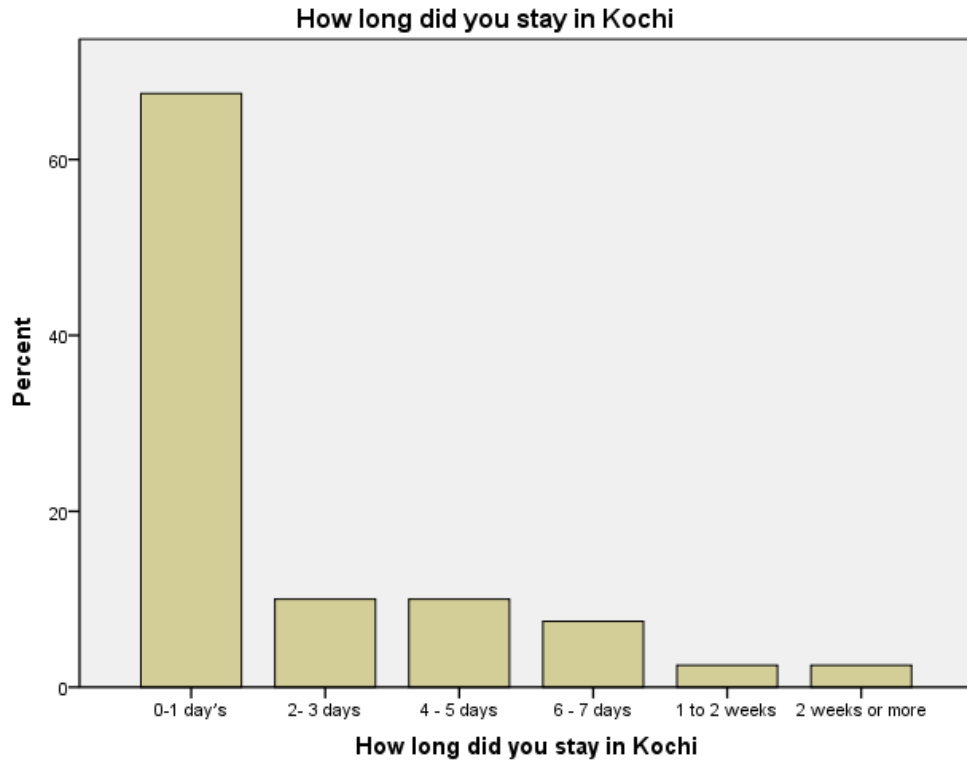




From the pie-chart it is clear that majority of my respondents are from employed background

How long did you stay in Kochi

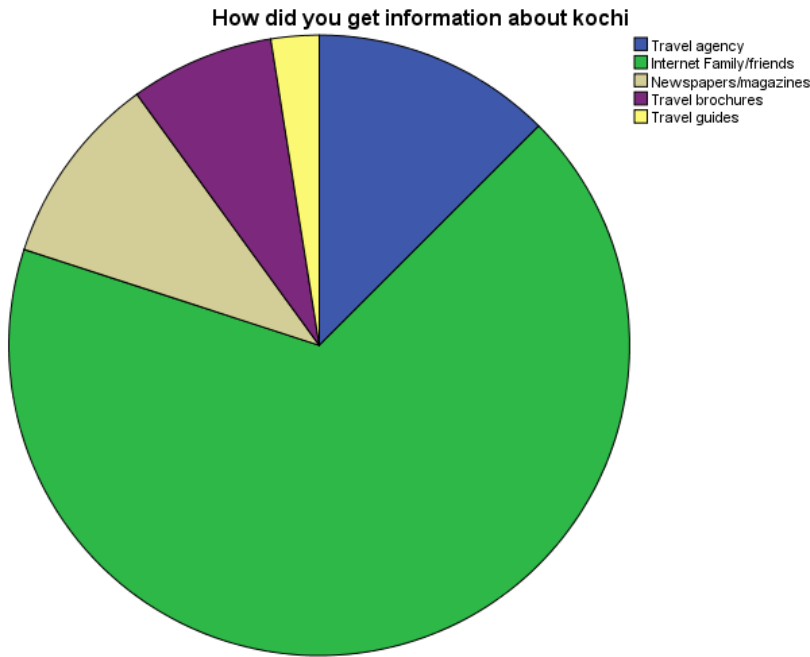
	Frequency	Percent
0-1 day	27	67.5
2- 3 days	4	10.0
4 - 5 days	4	10.0
6 - 7 days	3	7.5
1 to 2 weeks	1	2.5
2 weeks or more	1	2.5
Total	40	100.0



From the bar-chart it is clear that majority of my respondents are staying at Kochi at 0-1 day basis

How did you get information about Kochi

	Frequency	Percent
Travel agency	5	12.5
Internet	27	67.5
Family/friends		
Newspapers/ magazines	4	10.0
Travel brochures	3	7.5
Travel guides	1	2.5
Total	40	100.0



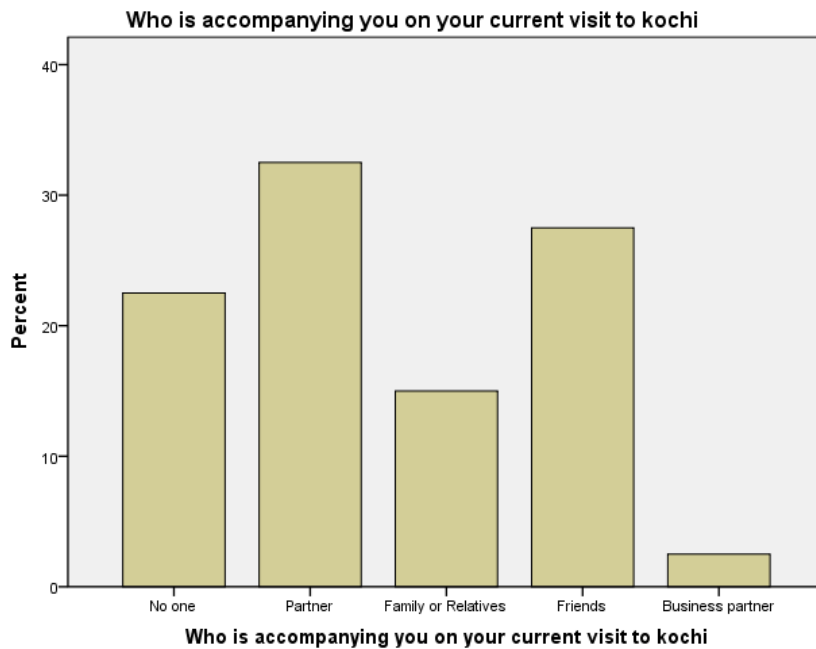
From the pie -chart it is clear that majority of my respondents getting information about Kochi from Internet- Family and friends

Who are you currently visiting Kochi with?

	Frequency	Percent
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No one	9	22.5
Partner	13	32.5
Family or Relatives	6	15.0
Friends	11	27.5
Business partner	1	2.5
Total	40	100.0

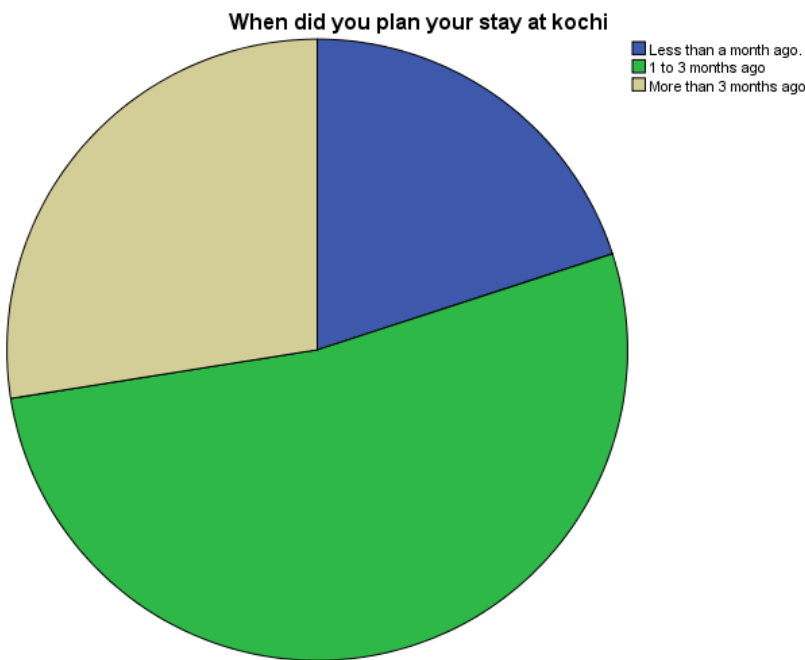


32.5% of tourists are accompanying with their partners

When did you plan stay at kochi



	Frequency	Percent
Less than a month ago.	8	20.0
1 to 3 months ago	21	52.5
More than 3 months ago	11	27.5
Total	40	100.0

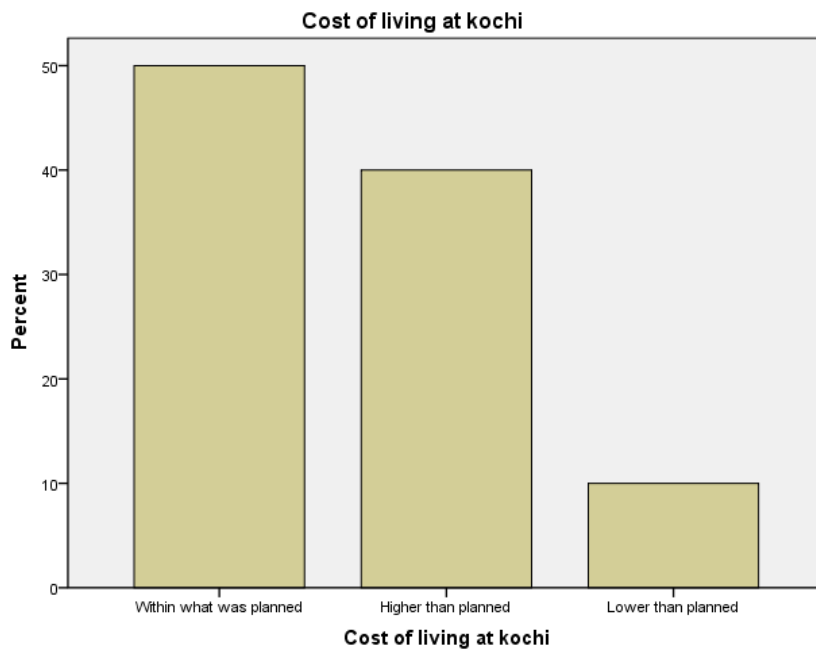


52.5% of tourists were plan to stay at kochi in before comes under 1 to 3 months.



Cost of living at kochi

	Frequency	Percent
Within what was planned	20	50.0
Higher than planned	16	40.0
Lower than planned	4	10.0
Total	40	100.0



50% of tourist says about the cost of living of in kochi is come under within what was they planned.



Correlations

Objective 1: Examine how destination loyalty impacts tourist satisfaction.

Hypothesis: Destination loyalty does not correlate positively with tourist satisfaction.

Correlations

		Destination image	Destination loyalty
Destination image	Pearson Correlation	1	.144
	Sig. (2-tailed)		.376
	N	40	40
Destination loyalty	Pearson Correlation	.144	1
	Sig. (2-tailed)	.376	
	N	40	40

Based on the table above, it's evident that there is no significant correlation between destination loyalty and destination image, as the significance value exceeds 0.05. Therefore, we accept the null hypothesis and conclude that further analysis is unnecessary.

Correlations 2



Objective 2: To investigate the impact of destination loyalty on tourist

satisfaction.

Hypothesis: There is no positive correlation between destination loyalty and tourist

satisfaction

Correlations

		Destination satisfaction	Destination loyalty
Destination satisfaction	Pearson Correlation	1	.484**
	Sig. (2-tailed)		.002
	N	40	40
Destination loyalty	Pearson Correlation	.484**	1
	Sig. (2-tailed)	.002	
	N	40	40

** . Correlation is significant at the 0.01 level (2-tailed).

Based on the correlation table above, there is a significant positive correlation between destination loyalty and destination image, with significance at the 0.01 level, leading to the rejection of the null hypothesis. Therefore, regression analysis can be pursued.

Regression						
Job	R	R Square	B	Beta	T	Sig.



satisfaction	.484 ^a	.234	.161	.484	3.410	0.002
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From the above table it can be said that, R-simple correlation; 1 unit change in Tourist satisfaction in destination will lead to .234 unit change in destination loyalty. 23.4% of destination loyalty depends on tourist satisfaction

Findings

- On the basis of nationality 20% of my respondents are French people.
- On the basis of gender 57.5% of respondents are males.
- On the basis of age group 37.5% respondents are belong to the age group of 20-29
- From this study tourist current status 32.5% of respondents are employed
- In this study I understood that, 67.5% respondents are staying at kochi at 0-1 day
- 67.5 % of tourists get information about kochi from their family, friends and internet
- 52.5% of tourists were plan to stay at kochi in before comes under 1 to 3 months
- 50% of tourist says about the cost of living of in kochi is come under within what was they planned
- 32.5% of tourists are accompanying with their partners
- This study demonstrates a direct link between tourist satisfaction and destination loyalty, with tourist satisfaction accounting for 23.4% of destination loyalty.



- In this study I understood that the destination loyalty doesn't have any significant correlation between destination images. Therefore we can conclude that the destination image didn't contribute much to the destination loyalty.

Limitation of the study:

- Language barrier - the reason is the tourist are arrived from different country
- Limited time for data collection

Suggestions from the study:

- - Assure tourists and offer them friendly hospitality.
- - Attend to tourists with special attention and care.
- - Encourage guests to engage more with eco-tourism and appreciate nature.
- - Provide special arrangements and protection for tourists to experience festivals and cultural fairs.
- - Solicit feedback from tourists.
- - Distribute tourism publicity materials at airports.
- - Increase domestic and international publicity efforts.
- - Establish additional tourism information centers.
- - Ensure cleanliness on beaches.
- - Maintain tidy and hygienic public toilets.
- - Regulate sound pollution and vehicle emissions.
- - Facilitate direct international flights to America and Europe from Kerala.
- - Ensure proper disposal of garbage from public areas.
- - Avoid overcharging tourists.

CONCLUSION



This study highlights a positive association between tourist satisfaction and

destination loyalty. It also reveals that destination loyalty is not significantly linked to destination images. Thus, it can be inferred that destination image has limited impact on destination loyalty based on this study's findings.

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Questionnaire



IMPACT OF DESTINATION IMAGE, & TOURIST SATISFACTION ON

TOURIST DESTINATION LOYALTY

Objectives

To understand the demographic profile of tourists visiting Kochi

To study how destination image leads tourist destination loyalty Kochi

To determine how tourist satisfaction create tourist destination loyalty in Kochi

1). Nationality

2). Gender

Male.

Female

3). What is your age group?

4). What is your current Status?

Up to 19 years

Student

20- 29years

Self employed

30-39 years

Employed

40-49 years

full-time Employed

50-59 years

part-time Unemployed

60-69 years

Retired

70 years and mor

5). How long did you stay in Kochi?

6). How did you get information about this

0-1 day's

destination?

2- 3 days

Travel agency



E-ISSN:
4 - 5 days

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Internet

Family/friends

6 - 7 days

1 to 2 weeks

2 weeks or more

Newspapers/magazines

Travel brochures

Travel guides

TV Radio

Tourist fairs

7). Who is accompanying you on your current -
at this tourist-
visit to this tourist destination?

No one.

Partner.

Family and /or relatives.

Friends.

Co-workers.

Business partners

8). When did you plan your stay
destination?

Less than a month ago.

1 to 3 months ago.

More than 3 months ago

9). Cost of living at this tourist destination to be?

Within what was planned.

Higher than planned.

Lower than planned.

10). Destination image

	Highly	Dissatisfie	Neutra	Satisfie	Highly
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	Dissatisfied	d	l	d	Satisfied
Travel environment					
Natural attractions					
Historic attractions					
Infrastructure					
Price and value					
Outdoor activities					
Tour guide expertise					
Night life					
Local life					

11). Destination loyalty

	Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied
Revisit intention					
Recommend intention					

12). Attribute satisfaction

	Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied
Lodging					
Attractions					
Shopping					



Accessibility					
Dining					
Environment					
Visitor guidance					
Sense of security					
Money withdrawal facilities (e.g.ATM).					