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Abstract: *Regardless of the value of destination loyalty in both academia and industry, the conceptual development of literature is restricted. This present work seeks to build up a holistic conceptual framework responds to how tourist perception, destination image, satisfaction, and often related attributes can play the main role in destination loyalty. By analyzing the above crucial factors and highlight its implication in destination loyalty. In addition, provide insight into the creation of destination image and in further stage tourist loyalty. The holistic conceptual framework is developed within this research endeavour. The conceptual framework is articulated as one might hope based on tourist demand and supply factors and tourist perception, destination image (organic, induced, and complex image), and the above crucial factors comprising tourist loyalty and how each one of them can be more interactive. The outcomes of the study achieve remarkable theoretical and managerial implications for destination marketing supervisors.*

Keywords: Tourist satisfaction, Cognitive image, Destination image, Destination loyalty.

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1 INTRODUCTION

Creating loyalty in the tourism industry is at the pivotal point of its history. This long-lasting debate has led to the fact that to the extent to which the tourism destination context is connected to tourists. Most of the studies in this area have solely focused on how destinations can create beneficial ties with tourists. However, to the knowledge of the authors, not so many studies have identified to focus on tourists and how they perceive the destination. With increasing pressures on creating effective marketing strategies for tourism, customer-centered focus made manifested itself. The customer-centered focus or "the service-dominant logic" (Lusch & Vargo, 2006; p281) tends to create values using the customers' view and perception. It was in this context that this study undertaken in order to scrutinize this matter from the tourists' perspectives. Therefore, in order to market the destination, there is a need to change the focus and shift it

from destination to tourist per se (Almeida-Santana & Moreno-Gil, 2018). The tourist loyalty (tour-loy) influenced by their perception, destination, and satisfaction has been extensively debated in tourism research spheres. A good-quality marketing strategy for tourism destination is tied to the determination of the destination image (dest-imag) and to what extent is often related concepts are interpreted (Chenini & Cherif, 2016; Mombeuil, 2018). In regard to, the odds of success toward providing "a positive image of the destination, loyalty to tourist destination (tour-dest) and in further stage satisfaction, perceived by themselves, will be increased via such variables" (Getz et al, 1999; Coban, 2012; Rajesh, 2013; Zwegers, 2018). Loyalty which is a term that is robustly linked to tourists' visiting repeating. More specifically, loyalty and satisfaction are two sides of the same coin. However, within the tourism context, the significance of the stable variables of the study has been extensively studied. However, destination loyalty (dest-loy) concept has not been thoroughly articulated as one might hope (Chi & Qu,

2008; Oppermann, 2000). Therefore, there is a necessity to highlight the role of tourist satisfaction (tour-satis) in increasing loyalty (Chi & Qu, 2008; Chatzigeorgiou & Simeli, 2017). This study aims at introducing a holistic conceptual framework in order to create dest-loy using tour-satis and dest-imag. This study uniquely shifted the focus from the destination marketing to understanding the tourists' perceptions about the destination rather than focusing on how to market the destination. In this study, the customer-dominate logic was deployed as the spotlight of that work. The goals of that paper are; to reveal variables that influence the tourists' perceptions toward the dest-imag, to conceptualize how the destinations are being viewed and perceived by tourists; to expose the attributes which are pertinent to tour-satis, and last but not least to uncover the underlying determinants of dest-loy. It is required from that work to add to knowledge and practice in two forms; firstly, it adds to the body of knowledge, creating a conceptual framework using an in-depth review of the previous studies. Second. It provides the holistic conceptual framework for practitioners in a way that the destinations can create a more effective marketing strategy through understanding the fact that how tourists perceive the destination so that they can establish beneficial and lasting relations with tourists.

2 CONCEPTUALIZATION; INSIDE OUT INSIGHTS

2.1 Tourist Satisfaction

Tour-satis is a focal significance in maintaining the tourism industry due to the fact that it affects the individuals' perceptions of picking where to go and what to purchase. (Kozak & Rimmington, 2000; Christou, 2015; Chenini & Cherif, 2016). Tour-satis has been broadly examined as time passed by. Many scholars have been interpreting their conceptions in this case. For example, to the extent to which the buyer's rewarded for the sacrifices which have been undergone based on their cognitive state of mind (Howard & Sheth, 1969). Satisfaction, itself, has been interpreted as being a type of moving away from experiencing, instead of assessing it in order to perceive, to what extent the results have been matched with presupposition in all (Hunt, 1977). Moreover, it can be seen as the favorability of the individuals' evaluation in a subjective manner, raised from the experiences and outcomes of using or consuming (Westbrook, 1980). Subsequently, it has been seen as the evaluation of the sense which is related to a product purchase and consumption of experience considering a psychological situation of the individuals' prior feelings about what they have experienced and consumed (Oliver, 1980). The term "Customer Satisfaction" within service setting contexts, refers to the desired result of "service experiences that encompasses an evaluation of to what extent/whether the service has met the customers' expectations and potential needs" (Orel & Kara, 2014; Nyadzayo & Khajehzadeh, 2016). More specifically, satisfaction, itself, is closely related to an outcome of the customers' post-encounter valuations considering services brand characteristics along with "a pivotal determinant of customer loyalty" (Nyadzayo & Khajehzadeh, 2016). Moreover, "satisfaction is a sentimental response to what clients expect minus what they really obtain" (Hansemark and Albinsson, 2004). From a different angle, satisfaction is a potential duty of a product/service's

capability of attaining client expectancy (Cronim & Taylor, 1992; Oliver, 1999). Therefore, customer's ability to utilize a product/service in successful manners leads to the maximum satisfaction (Antón, Camarero & Carrero, 2007; Bogomolova, 2010; Lin & Cheng, 2015; Chatzigeorgiou & Christou, 2016). Making customers happy brings huge benefit to the marketer. A satisfied customer is more likely to stay loyal. They will recommend other people buy or use those products or services. Accordingly, the literature reveals that satisfaction is of central importance in customer loyalty as it has seemingly positive influences on both behavioral and attitudinal loyalty outcomes. Prior studies report that these outcomes lead to customer referrals, relationship length, purchase intentions, and service usage (Zeithaml, Berry & Parasuraman, 1996; Seiders et al, 2005; Nella & Christou, 2016). Satisfaction refers to the happiness one feels when a person has satisfied his needs/desires. Accordingly, it seems certain that there is a robust tie between satisfaction and the customers' intent to re-purchase, however, the influence of tangible product satisfaction is higher than intangible product (service) satisfaction (Mittal, Kumar & Tsiros, 1999). Client satisfaction can be a tool for measuring how upbeat customers are with retailing store experience (Chenini & Cherif, 2016; Mansfield, 2018). It can be accomplished by enhancing service quality. The fundamental factor for a successful relationship is the commitment and they maintain that the relationship with the partner continues if maximum attempts are made to keep it. Endeavors in making the relationship long-term and axial are valuable. Commitment is the buyer inclination to keep the relationship with the seller. Commitment may be a psychological state that makes a person to invest in keeping a relationship. Accordingly, commitment also is the customer inclination to keep the relationship and try to retain it with the organisation.

## 3 SATISFACTION, PERCEIVED VALUE, AND ATTRIBUTION

Based on prior research, the customer loyalty might be affected by some "other mediators like customers' characteristic, thereby, customer satisfaction is not a single indicator of customer loyalty" (Reichheld, 1992; Oliver, 1999; Nyadzayo & Khajehzadeh, 2016; Chenini & Cherif, 2016). Accordingly, it has been suggested that "customer satisfaction is a sort of valuation among perceived service performances and in particular, previous anticipations" (Voss, Parasuraman & Grewal, 1998; Lam et al, 2004). Scholars proved that client loyalty positively affected by client satisfaction, then client loyalty boosts firm profitability by raising products' selling (Heskett and Schlesinger, 1994; Storbacka, Strandvik, and Grönroos, 1994). Other researcher claimed that customer satisfaction through retention also enhances customer loyalty (Storbacka et al, 1994). Recently, it has been stated that the satisfaction link might be moderated by several factors like customer relationship management because customer satisfaction is associated with past interaction with a provider too (Nyadzayo & Khajehzadeh, 2016). Other scholars confirm that perceived values also raise the degree of client loyalty (Chen & Tsai, 2007). More specifically, customer value is interpreted as an exchange between two matters; firstly, the incurred costs perceived by the consumer and secondly, the benefits of

using services and products (Slater & Narver, 1994). Moreover, the term value itself is a complicated concept which is perceived by the customer per se. Hence, "the product or services' value is determined through the client, instead of the provider" (Vargo & Lusch, 2004; Nyadzayo & Khajehzadeh, 2016). Additionally, the customer value relies on some personality characteristic encompassing the life cycle or time of consumption, prior knowledge about a product or service, and last but not least financial budget, along with the certain circumstances such as time frame (Leroi-Werelds et al, 2014). Research also found that in the telephone service industry there is a remarkable influence of perceived value on client loyalty (Bolton & Drew, 1991). As such, providing value for customers is known as a strategic tool which is applicable for the purpose to enhance the odds of service provider success via "attract and then maintain customer, and ultimately increasing customer loyalty level" (Zeithaml, Berry & Parasuraman, 1996; Chatzigeorgiou et al., 2009). Therefore, via offer higher value to the customers, the marketers are capable of promoting both trust and commitment, consequently, the customer loyalty will be developed (Chenini & Cherif, 2016). In regard to, it has been posited that through driving CRM performance, service-oriented firms can deliver superior value which is known as the fundamental canons of the building and in the further stage sustaining competitive advantage (Wang et al 2004). All in all, in an indirect manner, the perceived customer value affects behavioral intentions (Cronin, Brady, & Hult, 2000; Christou, 2003), which are debated as a stimulation for improving client satisfaction and loyalty. Satisfaction of the tourist can be measured through general attributes of satisfaction per se such as "lodging, dining, shopping, accessibility, activities and events and the environment" (Chi & Gursoy, 2008; Rajesh, 2013). Therefore, tour-satis might be affected by "comfort facilities, safety & infrastructure, cultural attractions & shopping, tourist attractions & ambience and variety & accessibility" (Rajesh, 2013), and ultimately, will affect the desti-imag (Prayag, 2008).

4   DESTINATION IMAGE

The desti-imag is of importance in tourism research spheres and has been "defined as expressions of awareness, prejudices, impressions, imaginations and emotional thoughts toward a particular place" (Lawson & Baud-Bovy, 1977). It encompasses an organic image, shaped by an individual's experiences and induced image, shaped by induced information from external sources such as promotion and advertising (Gunn, 1972). Moreover, the cognitive image is related to the desti-imag in which "refers to beliefs, impressions, ideas, perceptions, and knowledge" (Crompton, 1979; Rajesh, 2013; Revilla Hernández et al., 2016). To that end, image depends on the evaluation of services and products (Mazursky & Jacoby, 1986) which ascribes to various activities and attractions within a destination per se (Gartner, 1986). Factors influencing the tourist perceived image is depicted in figure 1.

Figure 1. *Factors Influencing the Tourists Perceived Image (Chenini & Cherif, 2016; Stabler, 1988).*
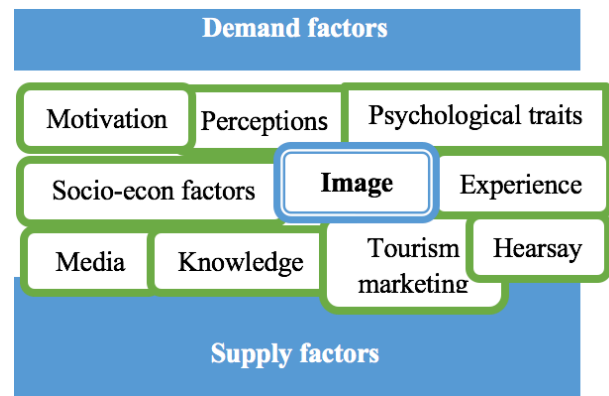
There is strong theory within desti-imag, namely stage theory in which is stated that image kept by non-visitor, potential visitor, and a loyal visitor will differ (Gunn, 1972; Fakeye & Crompton, 1991). Figure 2 schematically exhibits the stage theory of desti-imag

Figure 2. *Stage theories of destination image*
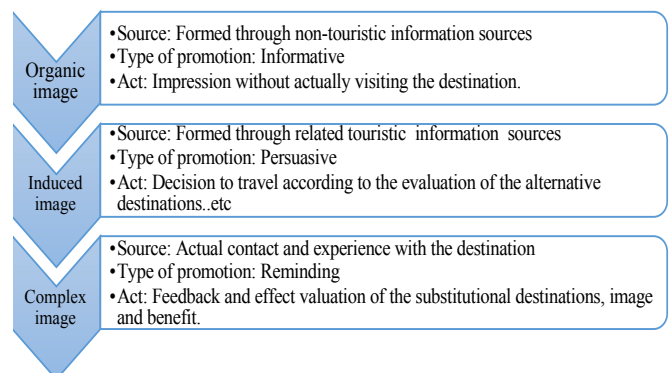
5   DESTINATION LOYALTY

Central to debate on the idea of the "Customer Loyalty" is the question of how the 'customer loyalty concept', and the often-associated meaning and use of the word 'loyalty', are interpreted. A loyal customer is considered as the customer' dedication towards any brand or retailer (Chenini & Cherif, 2016). Loyal customers are committed. So, retailers develop customer loyalty through better customer services, positioning, featured product, and database management (Levy, 2001). The term 'loyalty', within customer loyalty context, refers to the extent to which customers are intended to be a frequent purchaser in the future considering the given provider as the sole priority for any prospective transactions (Colgate et al, 2007; Woisetschläger, Lentz, & Evanschitzky, 2011). Moreover, identifying the factors that significantly influence customer loyalty has provoked a heated debate among marketing scholars and practitioners (Bendapudi & Berry, 1997; Gustafsson, Johnson & Roos, 2005). Indeed, customer loyalty is of central importance in developing the tailor-made market action strategies in all. Above all, there is a question of who is a loyal customer? And how do providers engage in strengthening customer loyalty per se? In response, the loyal customers can be clarified as those who prefer to remain upon the relation (Yang & Peterson, 2004; Fuentes-Blasco et al, 2010). In contrast, the provider,

particularly services providers should make a great effort in terms of enhancing customer loyalty via providing complete satisfaction (Bansal & Taylor, 2002), please them, and last but not least build up turning obstacles towards the competitors (Bansal & Taylor, 2002; Meuter et al, 2003). It seems certain that customer loyalty is of central importance to organizations considering as the best intangible assets. Unquestionably, Managing and building a reliable customer relationship can be beneficial. There is empirical evidence that customer loyalty is known as an origin of competitive advantage as well as it has an explicit potential for differentiation (Cossío-Silva et al, 2015). Since customer loyalty is defined as maintaining a relationship considering frequent purchasing, then the firms are making great strides in adopting a function of value creation contribution, so clients feel a willingness, motivation, and engage with the firm (Payne, Storbacka & Frow, 2008; Almeyda-Ibáñez & George, 2017). An effective strategy with good forecasting may foster customer loyalty. Indeed, the odds of success increases as the customer relationship and subsequently the customer loyalty is maintained. Moreover, it has been stated that investing in increasing customer loyalty can enhance the obtaining of a veritable competitive advantage (Bhardwaj, Varadarajan & Fahy, 2015; Volgger et al., 2017). To illustrate, loyal customers can be characterized as customers who are readier to spend on services or products as recommending the services to prospective clients (Gee, Coates & Nicholson, 2008). To conclude, they can generate more profit when the length of their relationship with given provider increases (Reichheld, 1992). According to literature, loyalty perceptions have two forms in all (Baloglu, 2002; Kumar & Venkatesan, 2006; Küçükaltan & Pirnar, 2016), in which can be categorized as behavioral and attitudinal. To pinpoint, from a behavioral vantage point, loyalty is perceived as a way of conduct considering repurchasing frequently, as a loyalty index (Burnham, Frels & Mahajan, 2003). On the other hand, from the attitudinal perspective, it is perceived as a particular attitude encompassing several sentiments which create the loyalty of customers toward a typical retailer, or a service (Burnham, Frels & Mahajan, 2003). There is empirical evidence that customer loyalty might be influenced by both levels of trust and commitment (Nella & Christou, 2014; Nyadzayo & Khajehzadeh, 2016). For example, research uncovers that when there is a consistently competent service, the level of trust increases substantially and consequently leads to the long-lasting relationship (Balaji, 2015). Furthermore, the commitment is of central importance in constructing customer loyalty (Hur, Kim & Kim, 2013). Recently, the crucial role of customer loyalty has been scrutinized via customer relationship management (CRM) in which it has stated that when a perceived brand image is high, the non-direct influence of customer satisfaction on customer loyalty via (CRM) quality is powerful (Hur & al, 2013). Indexes of "tour-loy encompassing; performance, quality of services, social value, entertainment, beauty and art, perceived monetary charge, perceived risk, spending time and efforts, & perceived value" (Rajesh, 2013; Gallarza & Saura, 2006). Moreover, the level of loyalty of the tourist can be affected by the cognitive image of (service quality, natural resources, entertainment, etc.) & affective image (Chenini & Cherif, 2016; Sotiriadis & Shen, 2017). All in all, tour- loy affected robustly by tour-satis. Tour- satis and loyalty are two sides of the same coin (Chi & Qu, 2008). Therefore, destination will be seen as a product has a brand (name, culture, and identity) and tourist will visit it again and recommend it to his relatives and friends (Chen & Gursoy, 2001; Vinerean, 2014). Thereby, destination loyalty comes together with tourists' perception of a destination is worth to visit, occurs when they desire to recommend someone else (Vinerean, 2014).

6 DISCUSSION

Often interpretations of Loyalty have been historically considering attitudinal and behavioral. However, with the emerging need to keep pace with the fast-growing competition, looking back to the tourists' perception is of utmost importance. Scholars have critically been studying all dimensions of the destination but lacking the efforts in uncovering what makes the tourist be more engaged and loyal has its roots in the tourists themselves. That is why it can be claimed that being affected by competition is not the way to keep pace with fast-growing competitive strategies in the tourism industry. Therefore, referring to customer-led competitiveness concept, there is a substantial need to study the facts that what brings loyalty, how tourists perceive the loyalty and to the extent to which the destinations are being perceived. Ultimately, to articulate in a way that someone might hope to understand, the focus must be on tourists rather than destinations. The Image in the desti-imag research sphere has accompanied by its conceptualization. However, the missing link, which can create the mechanism in which the dest- loy can mediate the relation between tour- satis and desti-imag, has its roots in attitude component structures. The attitude component so-called; cognitive, affective and behavioral, refers to the beliefs, perceptions and sentiment respond of the tourists. Therefore, the components will pay off (see figure 3). These components provided a seedbed of this study's conceptual framework.

Theoretical and Practical Implications:
The theoretical implications of that research indicated that this work presumes the first conceptual consideration of the indicators focusing on the tourists' perception to create the desti-loy. The study brought about the customer-led competitiveness through the lenses of customer-dominant logic and the attitude component structures of affective, cognitive and behavioral. The managerial and empirical implications indicate that the study provides the holistic conceptual framework for practitioners in a way that the destinations can create a more effective marketing strategy through understanding the fact that how tourists perceive the destination so that they can establish beneficial and lasting relations with tourists. The destination marketers can consider the sequences and the identified factors of the conceptual framework to reach to the customer-led competitiveness level.

7 CONCLUSIONS

This study aims at developing a holistic conceptual framework of how tourist perception, destin-imag, satisfaction and often related attributes can play a main role in building destination loyalty. Following the schematic

system, perception uncovers the underlying factors which are most ought to within the tourism sphere. See figure 3.

Analyzing the crucial factors that have chosen such as tourist perception, desti- imag, tour-satis and desti-loy along with the formation of destin-imag was conceptualized as evolving within three phases: organic, induced and complex in the creation of desti-imag and in further stage tourist loyalty. The holistic conceptual framework is developed within this research endeavor. The conceptual framework is articulated as one might hope based on demand and supply factors and (pre-visit, post-visit, destination) image, tour- satis and desti-loy comprising tourist loyalty. Therefore, the odds of success will be increased within the tourism marketing context. This research will open a new horizon considering how the process and its often-related interpretations can pave the way toward having a universal tourist hub. The future direction of this research intends to be how these factors can mutually horizon considering how the process and its often-related interpretations can pave the way toward having a universal tourist hub.

Figure 3. *Holistic conceptual framework*
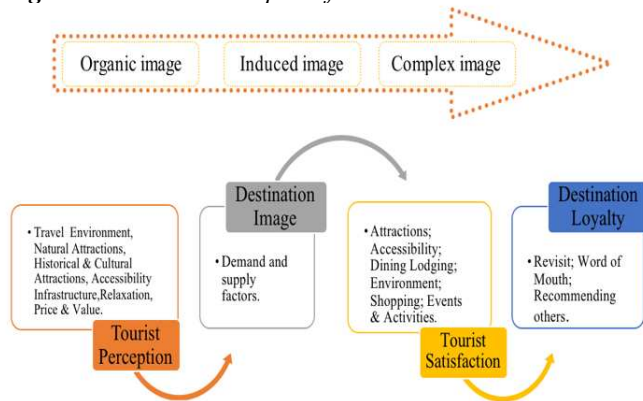
The future direction of this research intends to be how these factors can mutually influence each other and also which model could be proposed and be validated.

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