

# Does Destination Image and Perceived Destination Quality Influence Tourist Satisfaction and Word of Mouth of Culinary Tourism

Heri Setiawan<sup>1</sup>

<sup>1</sup>*Business Administration Department, State Politechnic of Sriwijaya, Palembang, Indonesia*

**Keywords:** Destination Image, Perceived Destination Quality, Satisfaction, Word of Mouth

**Abstract:** Empirical evidence of the influences of destination image and perceived destination quality on tourist satisfaction and word of mouth in culinary tourism is still quite limited. This study aimed to test the empirical model of the relationship between the destination image and perceived destination quality with the tourist satisfaction and word of mouth. Data analysis technique used was a structural equation model with a sample of 170 local tourists who visited the culinary tourism destination in Palembang. The results of this study explained that the destination image had a positive and significant impact on tourist satisfaction and word of mouth. Perceived destination quality had a positive and significant impact on the tourist satisfaction and had a positive and insignificant effect on word of mouth. The tourist satisfaction had a positive and significant effect on word of mouth. The results of this study provided theoretical implications for knowledge development and managerial implications for tourism destination managers.

## 1 INTRODUCTION

Tourism has become one of the growing business sectors and has an impact on the economic growth of a country. It is associated with various other sectors (Wang et al., 2017; Khuong & Phuong, 2017). The growing tourism industry is accompanied by intense competitions among tourist destinations. A competition among tourism destinations appears because tourism is able to contribute to the people's economic and social improvements in these destinations (Albalate & Bel, 2010). Each tourist destination tries to attract as many tourists as possible through the offered tourism products such as accommodation, entertainment packages, municipal infrastructure, and transportation (Benur & Bramwell, 2015). The increase of tourist visit numbers in a tourist destination is established from the destination image, the destination quality and the creation of tourist satisfaction in visited tourist destinations.

The tourism destination image is an overall impression stored in the tourist memory related with the attribute perception of a tourist destination (Beerli & Martin, 2004). Previous research done by some researchers has shown that the destination

image affect the tourists' satisfaction and behaviour in terms of the destination selection, ongoing evaluations, and the interest of future tourist behaviour (Bigné et al., 2001). Research of Allameh et al., (2015) explained that the destination image has a positive and significant impact on the perception of destination quality directly.

A good tourism destination should be able to provide tourist facilities that suit the visitors' needs to provide convenience and fulfil their needs during a visit. Facility is everything that is deliberately provided by service providers to be used and enjoyed by consumers to provide the maximum satisfaction level (Kotler, 2009). Good tourism facilities can provide maximum satisfaction to the visitors, and will serve as a base for tourists to make return visit in the future and their willingness to tell positive things to other people (Tian-Cole & Crompton, 2003). The quality perception affects consumer satisfaction based on consumer experience, which encourages the increase of consumer satisfaction with various services over time (Jridi et al., 2014).

The study conducted by Zabkar et al., (2010) explained that the destination quality perception such as accommodation, local hospitality and

destination hygiene have a positive influence on the tourist satisfaction directly. Research of Aliman et al., (2016) stated that the quality perception is the antecedent of customer satisfaction, where the quality perception has a positive and significant relationship with the tourist's satisfaction. A study of the effect of destination quality perceptions on tourist satisfaction has been done by some researchers (Wang et al., 2017). Jridi et al., (2014); Chen & Tsai (2007) stated that the destination quality perception affects the tourist satisfaction.

Word of mouth is a source of information that plays an important role in helping tourist evaluate the service quality, finding information and interest in using that information (Wang et al., 2017). Word of mouth will positively affect the tourist decision to visit a tourist destination. When tourists speak a positive impression of a tourist destination with friends or family it will indirectly expand the tourism market and can increase visits to these tourist destinations. If tourists are satisfied with the service in tourist destinations, then tourists will appreciate the service quality in a destination and respond positively and this will generate greater interest to re-visit the destination or make a positive recommendation of a positive word of mouth (Wang & Hsu, 2010).

Local cuisine becomes one of tourist considerations in the selection of tourism destination for vacation (Alderighi, Bianchi & Lorenzini, 2016). In this context, culinary tourism has rapidly become one of the most exciting and popular fields in the tourism industry (Kim, Kim & Goh, 2011). Culinary tourism can be considered as part of cultural tourism (Horng & Tsai, 2010), where tourists can observe, participate, and understand about people and other places through food and eating experiences (Lin, Pearson & Cai, 2011). Culinary tourism refers to the tourist participation in food-related activities during the trip, such as buying local food and consuming local cuisine (Tsai & Wang, 2017).

Local cuisine offered by culinary tourism managers is expected to improve the tourist perception about the heritage authenticity and local wisdom and make tourists familiar with the historical and cultural features of culinary tourism destinations. In addition, tourists who consume local food are expected to feel good, get a different culinary experience, have positive and memorable feelings and get satisfaction during a visit to culinary tourism destination and they will recommend to other people.

Research on the destination image, perceived destination quality, tourist satisfaction and word of

mouth from tourists who visit the tourist destinations, especially culinary tourism has not yet been studied. Therefore, this research was important to do to find out the tourist perception about the destination image, perceived destination quality, tourist satisfaction and word of mouth in the culinary tourism. In addition, this study tried to provide scientific contributions, especially studies related to culinary tourism.

## 2 LITERATURE REVIEW

### 2.1 Destination image, tourist satisfaction and word of mouth

The image of tourism destination is a whole representation of knowledge, feelings, and individual perceptions of a particular destination (Chi & Qu, 2008). Destination image is an important thing to be considered by tourists in choosing destination, decision making and satisfaction (Chen & Hsu, 2000). Chen et al., (2013) explained that the destination image is not only an important factor in decision making and tourist travel plans, but also plays a role in measuring the customer satisfaction level. Coban (2012) stated that the positive image destination will make the tourists feel better satisfaction. Research done by Ramseok-Munhurrun et al., (2015); Allameh et al., (2015); Wu (2016); Loi et al., (2017); Albaity & Melhem (2017) stated that the the destination image has a positive effect on the tourist satisfaction. Therefore, the first hypothesis was proposed as follows:

H<sub>1</sub>: Destination image had positive and significant effect on tourist satisfaction

Destination image will affect tourist behaviour of tourists in choosing the destination to be visited (Beerli & Martin, 2004; Assaker & Hallak, 2013). When a tourist destination has been positioned, it will be able to improve the destination image quality and will eventually produce positive word of mouth. An overall positive judgment to the tourism destination contributes to return visit interest and positive WOM (Alcaniz et al., 2008; Prayag, 2009). Research conducted by Hanzae & Saeedi (2011); Castro et al., (2007) explained that the destination image directly and indirectly influences the tourist interest to re-visit and recommend to other people. Coban (2012) explains that tourist who judge positively to the destination image may be willing to

visit again and recommend related destinations to others. Therefore, the second hypothesis was proposed as follows:

H<sub>2</sub>: Destination image had positive and significant effect on word of mouth

## 2.2 Perceived destination quality, tourist satisfaction and word of mouth

Pike et al., (2010) stated that perceived destination quality relates to consumer perceptions about the destination infrastructure quality, hospitality services, and supporting facilities such as accommodation. Quality perception affects consumer satisfaction based on consumer experience, which encourages increasing consumer satisfaction with various services over time (Jridi et al., 2014). Perceived quality is an important factor affecting the satisfaction and behaviour interest, which should get special attention from the tourist destination managers (Lai & Chen, 2011). Many researchers explain that the perceived quality can be regarded as a satisfactory antecedent (Lai & Chen, 2011; Kim et al., 2013; Marinkovic et al., 2014; Khuong & Phuong, 2017). Research conducted by Wang et al., (2017); Allameh et al., (2015); Aliman et al. (2016); Zabkar et al., (2010) stated that the perceived destination quality has a positive and significant influence on the tourist satisfaction directly. Therefore, the third hypothesis was proposed as follows:

H<sub>3</sub>: Perceived destination quality has positive and significant effect on tourist satisfaction

Tourists usually before travelling will search information from various sources about tourist destinations to be visited. One source of information often used as a reference by tourists to choose a tourist destination is word of mouth. WOM is informal advice delivered among consumers who are relatively interactive, fast, slightly commercial bias and have a major impact on consumer behaviour (East et al., 2008). Tourists will evaluate the tourist destinations that are considered qualified and have an appropriate tourist experience after a visit to the destination. If tourists have high satisfaction, they will spread positive words about tourist destinations to other people, thus impacting other people's decisions to visit the destination (Wang et al., 2017). Zabkar et al., (2010) examined the level of destination quality through accessibility of

destination, facilities, attractiveness, additional services, and available packages. Research Wang et al., (2017) stated that the perceived destination quality positively and significantly influences word of mouth. Therefore, the fourth hypothesis was proposed as follows:

H<sub>4</sub>: Perceived destination quality had a positive and significant effect on word of mouth

## 2.3 Tourist satisfaction and word of mouth

Prebensen & Xie (2017) stated that consumer satisfaction is an important factor in the service industry. Satisfied customers are more likely to repeat purchasing products or services; they will also tend to say good things and recommend products or services to other people (Kotler, 2009). Iniesta-Bonillo et al., (2016) argued that satisfaction is an individual's cognitive and affective activities derived from a tourist experience. Researchers in the field of tourism marketing argued that there is a relationship between tourist satisfaction and tourist loyalty (Chen & Tsai, 2007; McDowall, 2010; Sun et al., 2013). Several previous studies have found that there is a significant relationship between tourist satisfaction and positive word of mouth communication (Cong, 2016; Jalilvand et al., 2017). These explain that when tourists are satisfied with a tourist destination, they tend to have a greater willingness to return and inform tourist destinations to friends or family, in the form of word of mouth (Lee et al., 2007). Research Wang et al., (2017) stated that the tourist satisfaction positively and significantly affect the message chain.

H<sub>5</sub>: Tourist satisfaction had a positive and significant effect on word of mouth

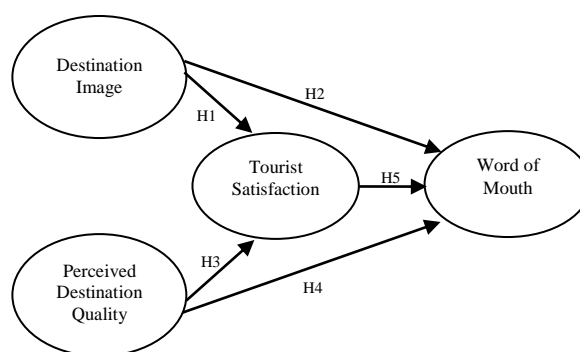


Figure 1: Conceptual Framework

### 3 METHODS

#### 3.1 Measurement and operationalization of constructs

Destination image is the overall belief, idea and impression that tourists have from a destination (Crompton, 1979). Destination image was measured by 5 indicators based on a study by Tsai & Wang (2017). Perceived destination quality is the perception of tourists about the quality of destination infrastructure, hospitality services and available facilities such as accommodation (Pike et al., 2010). Perceived destination quality was measured by 4 indicators based on a study by Wang et al., (2017). Tourist satisfaction is an evaluation carried out by tourists with regard to consumption experiences that combine affective and cognitive dimensions (Oliver, 1980). Tourist satisfaction was measured by 4 indicators based on the study of Wang et al., (2017). Word of mouth is an informal interpersonal communication where the sender delivers non-commercial messages to the recipient in relation to a brand, product and organization or service (Harrison-Walker, 2001). Word of mouth was measured by 4 indicators based on the study of Wang et al., (2017). Based on previous research, questionnaires were developed to measure the constructs. All items in this research are measured by five levels of Likert Scale, with 1 representing strongly disagree and 5 strongly agree.

#### 3.2 Sample design and data analysis

The population in this study was local tourists who visited various culinary tourism destinations in Palembang. The sample is a part of the population that has the same relative characteristics and can represent the population. The samples of the research were 170 respondents with the provisions of the selection to local tourists in Palembang with certain considerations. The research method used in this research was survey method. Survey method is a method of collecting data based on questions delivered to respondents designed to obtain information from respondents (Malhotra & Dash, 2011). This research used non probability sampling technique that was the convenience sampling technique. This method was a sampling procedure that selected samples from people who were most

easily encountered or accessed as respondents while visiting a culinary destination in Palembang.

Data analysis was done through three stages. First, the exploratory factor analysis was done to identify the dimension of research variable using SPSS 22.0. Second, the confirmatory factor analysis was done to measure the construct quality of research variables and to know the quality of all measurement models. Third, the relationship between the destination image, the destination quality perception, the tourist satisfaction and the chain message were tested empirically using the analysis technique of structural equation model with AMOS 22.

### 4 RESULTS

#### 4.1 Profile of Respondents

The respondent characteristics by age, gender, occupation, education and intensity of visits to culinary tourism destinations can be explained in Table 1.

Table 1: Respondent Characteristics

Respondent Characteristics	Samples (n = 170)	Percentage (%)
Age		
18 – 25 year	118	69.4
26 – 33 year	24	14.1
34– 41 year	16	9.4
> 41 year	12	7.1
Gender		
Male	59	34.7
Female	111	62.1
Occupation		
Government officer	13	7.6
Private officer	32	18.8
Entrepreneur	31	18.2
Student	69	40.6
Others	25	14.7
Education		
Senior high school	66	38.8
Diploma	40	23.5
Graduate	58	34.1
Post graduate	6	3.5
Visit to culinary tourism		
Once times	10	5.9
Three times	12	7.1
More than three times	148	87.0

## 4.2 Construct Reliability and Validity

Reliability test in this research was conducted to assess the internal consistency of research variables. Measurement of reliability was done by calculating the value of Cronbach  $\alpha$  and Composite reliability (C.R). Cronbach  $\alpha$  values for destination image constructs, perceived destination quality, tourist

satisfaction and word of mouth indicated a significant internal consistency: 0.846, 0.804, 0.762 and 0.897. The composite reliability (CR) values for destination image construct, perceived destination quality, tourist satisfaction and word of mouth ranged from 0.886 to 0.898. This result explained that the research instruments used had good reliability because they were above the required value, that was 0.70 for Cronbach  $\alpha$  (Hair et al., 2016). The results of construct reliability test research can be seen in the table 2.

Table 2: Reliability measurement

Measures construct	Cronbach $\alpha$	Composite Reliability (CR)
Destination image	0.846	0.892
Perceived destination quality	0.804	0.898
Tourist satisfaction	0.762	0.886
Word of mouth	0.897	0.894

Confirmatory factor analysis was used to examine the quality of all measurement models, including testing of convergent validity and discriminant validity.

The convergent validity of the measurement model was supported by item reliability, construct reliability (composite), and average variance extraction (Hair et al., 2016). The item reliability indicated the amount of variance in an item underlying the construct, and the t-value associated with each significant loading standard ( $p < 0.01$ ), indicated the item was reliable. Hair et al., (2016) explained that the estimated reliability of the construct should be equal or greater than 0.7 and the average variance extraction, the size of the variance

variant described by the construct should be above 0.5.

In this study, the reliability of all study constructs exceeded recommended levels and extraction of average variance from destination image, perceived destination quality, tourist satisfaction and word of mouth greater than 0.5. These results indicated that the measurement items had reliability and validity. After examining the convergent validity, to see if the items in each construct were assembled, discriminant validity was examined to ascertain whether discrimination occurred between constructs.

Table 3: Convergent validity of the measurement model

Construct	Items	Standardized Loading	Standard Error	t-value	AVE
DI	DI1	0.655	-	-	0.627
	DI2	0.749	0.211	4.743	
	DI3	0.851	0.277	4.718	
	DI4	0.810	0.250	4.679	
	DI5	0.875	0.278	4.642	
PDQ	PDQ1	0.942	-	-	0.689
	PDQ2	0.780	0.150	7.032	
	PDQ3	0.759	0.177	6.957	
	PDQ4	0.829	0.168	7.236	
SAT	SAT1	0.785	-	-	0.661
	SAT2	0.780	0.137	354	
	SAT3	0.811	0.138	7.482	

	SAT4	0.875	0.147	6.697	
WoM	WOM1	0.800	-	-	0.680
	WOM2	0.855	0.079	12.451	
	WOM3	0.786	0.088	10.847	
	WOM4	0.857	0.088	11.838	

Table 4: Discriminant validity

Construct	Mean	S.D	DI	PDQ	SAT	WoM
DI	4.1	0.7	<b>.603</b>			
PDQ	4.5	0.5	.429	<b>.996</b>		
SAT	4.2	0.6	.392	.528	<b>.609</b>	
WoM	4.5	0.6	.441	.565	.469	<b>.815</b>

According to Hair et al., (2016) critical ratio (C.R) could be used to evaluate the significance of the research hypothesis. When the critical ratio (C.R) was in the range -1.96 to 1.96, then the hypothesis would be rejected. Based on Table 6, destination image has a positive and significant relationship with the tourist satisfaction ( $\beta = 0.270$ , CR = 2.355), thus it supported hypothesis 1. Destination image has a positive and significant relationship with word of mouth ( $\beta = 0.389$ , CR = 2.736), thus it

supported hypothesis 2. Perceived destination quality has a positive and significant relationship with the tourist satisfaction ( $\beta = 0.577$ , CR = 3.681), thus it supported hypothesis 3. Perceived destination quality has a positive and not significant relationship with word of mouth ( $\beta = 0.194$ , CR = 1.066), thus it rejected hypothesis 4. Tourist satisfaction has a positive and significant relationship with word of mouth ( $\beta = 0.503$ , CR = 3.133), thus it supported hypothesis 5.

Table 5: Overall model fit measurement

Chi-square	cmin/df	p-value	RMSEA	GFI	AGFI	TLI	CFI
58.351	0.703	0.982	0.000	0.963	0.931	1.027	1.000

Table 6: The Measurement Result of Structural Model Parameter

Hypothesis path	Path Coefficient	C.R	P value	Result
H1: Tourist satisfaction <--- Destination image	0.270	2.355	0.019	Supported
H2: Word of mouth <--- Destination image	0.389	2.736	0.000	Supported
H3: Tourist satisfaction <--- Perceived destination quality	0.577	3.681	0.006	Supported
H4: Word of mouth <--- Perceived destination quality	0.194	1.066	0.287	Not Supported
H5: Word of mouth <--- Tourist satisfaction	0.503	3.133	0.002	Supported

Table 7: Direct, indirect and total effect of relationship

Path	Direct effect	Indirect effect	Total effect
H1: DI $\rightarrow$ TS	0.270	-	0.270
H2: DI $\rightarrow$ WoM	0.389	0.136	0.525
H3: PDQ $\rightarrow$ TS	0.577	-	0.577
H4: PDQ $\rightarrow$ WoM	0.194	0.290	0.484
H5: TS $\rightarrow$ WoM	0.503	-	0.503

DI: destination image, TS: tourist satisfaction, PDQ: perceived destination quality, WoM: word of mouth

Table 7 describe the direct and indirect effects o all variables. Destination image has a direct effect on tourist satisfaction and both direct and indirect effects on word of mouth. Perceived destination quality has a direct effect on tourist satisfaction and both direct and indirect effects on word of mouth. Then, tourist satisfaction has a direct effect on word of mouth. Destination image has a greater direct effect on word of mouth (0.389) than perceived destination quality (0.194).

## 5 CONCLUSIONS

This study examined and analyzed the impact of destination image and the perceived destination quality on the tourist satisfaction and word of mouth. Destination image has a positive and significant impact on the tourist satisfaction, thus it supported hypothesis 1. This research provided a clear understanding that the destination image was a factor that played an important role in achieving the tourist satisfaction. This study supported the research of Assaker et al. (2011); Ramseook-Munhurrun et al., (2015); Wang & Hsu (2010); Allameh et al., (2015); Wu (2016); Loi et al., (2017); Albaity & Melhem (2017) which asserted that the destination image has a positive and significant impact on the tourist satisfaction.

Destination image has a positive and significant influence on word of mouth, thus it supported hypothesis 2. This study supported the research of Alcaniz et al. (2008); Prayag (2009); Castro et al., (2007) stated that the destination image directly affects the tourist interest to recommend to other people. The destination image existing in the tourist mind will affect word of mouth communication after a trip to a tourism destination.

Perceived destination quality has a positive and significant influence on tourist satisfaction, thus it supported hypothesis 3. This study supported research Jridi et al. (2014); Zabkar et al., (2010); Aliman et al., (2016); Wang et al., (2017); Allameh et al., (2015) which stated that the perceived destination quality has a positive and significant influence on the tourist satisfaction.

Perceived destination quality has positive and not significant effect on word of mouth, thus it rejected hypothesis 4. This study differed from Zabkar et al. (2010); Wang et al., (2017) which stated that the destination quality is positively and significantly related to the word of mouth. The tourist satisfaction has a positive and significant relationship with word of mouth, thus it supported hypothesis 5. This

research provided a clear understanding that the tourist satisfaction played an important role in encouraging tourists to visit again and recommend the destination to other parties. This research supported Cong (2016); Jalilvand et al., (2017); Wang et al., (2017) which stated that there is a significant relationship between the tourist satisfaction and positive word of mouth communication.

The results of this study explained that the improvement of culinary tourism destination image was one way to increase the tourist satisfaction. Positive destination image could indicate that a tourist's bad experience was something relatively rare happened. Attempts to build or enhance the destination image could facilitate the tourist behaviour to visit again, thus helping the success of destination marketing and tourism development. Therefore, the manager of culinary tourism should try to improve the destination image so that the tourist perception about the destination would be better. When an image is formed, it is difficult to change and it is important for the destination to present the right image and then defend it.

The destination marketer must take a serious approach to manage the image that can contribute to the establishment of the destination image. Managers of culinary tourism destinations can promote culinary attractions through social media, improve service quality and tourism infrastructure. Tourists tend to rely on destination image to evaluate satisfaction and destination selection decisions, and it will enhance the tourist experience. Managers of culinary tourism destinations should maintain the image they want to convey and the service quality and culinary products they offer. This is expected to affect tourist satisfaction and their interest to recommend to others. At the time tourists are satisfied with a culinary tourism destination, then they tend to have greater willingness to return and inform culinary tourism destinations to friends or family in the form of word of mouth.

## 6 REFERENCES

- Albaity, M., Melhem, S. B. 2017. Novelty seeking, image, and loyalty - The mediating role of satisfaction and moderating role of length of stay: International tourists' perspective. *Tourism Management Perspectives*, 23, 30-37. [https:// doi.org/ 10.1016/ j.tmp. 2017. 04.001](https://doi.org/10.1016/j.tmp.2017.04.001)

- Albalade, D., Bel, G. 2010. Tourism and urban public transport: Holding demand pressure under supply constraints. *Tourism Management*, 31(3), 425-433.
- Alcaniz, E. B., Garcia, I. S., Blas, S. S. 2008. The functional-psychological continuum in the cognitive image of a destination: A confirmatory analysis. *Tourism Management*, 30(1), 1-9.
- Alderighi, M., Bianchi, C., Lorenzini, E. (2016). The impact of local food specialities on the decision to (re)visit a tourist destination: Market-expanding or business-stealing? *Tourism Management*, 57, 323-333. <https://doi.org/10.1016/j.tourman.2016.06.06>
- Aliman, N.K., Hashim, S.M., Wahid, S.D.M., Harudin, S. 2016. Tourists' satisfaction with a destination: an investigation on visitors to Langkawi Island. *International Journal of Marketing Studies*, 8(3), 173-188.
- Allameh, S. M., Pool, J. K., Reza, A. J., Asadi, S. H. 2015. Factors influencing sport tourists' revisit intentions: the role and effect of destination image, perceived quality, perceived value and satisfaction. *Asia Pacific Journal of Marketing and Logistics*, 27(2). <https://doi.org/> <http://dx.doi.org/> 10.1108/MRR-09-2015-0216.
- Assaker, G., Vinzi, V. E., O'Connor, P. 2011. Examining the effect of novelty seeking, satisfaction, and destination image on tourists' return pattern: A two factor, non-linear latent growth model. *Tourism Management*, 32(4), 890-901. <https://doi.org/10.1016/j.tourman.2010.08.04>
- Assaker, G., Hallak, R. 2013. Moderating effects of tourists' novelty-seeking tendencies on destination image, visitor satisfaction, and short and long-term revisit intentions. *Journal of Travel Research*, 52(5), 600-613.
- Benur, A. M., Bramwell, B. 2015. Tourism product development and product diversification in destinations. *Tourism Management*, 50, 213-224.
- Beerli, A., Martin, J. D. 2004. Factors influencing destination image. *Annals of tourism research*, 31(3), 657-681.
- Bigne, J. E., Sanchez, M.I., Sanchez, J. 2001. Tourism image, evaluation variables and after purchase behavior: Interrelationship. *Tourism Management*, 22(1), 607-616.
- Castro, C.B., Armario, E.M. Ruiz, D.M. 2007. The influence of market heterogeneity on the relationship between a destination's image and tourists' future behavior. *Tourism Management*, 28, 175-187.
- Chen, F-C., Tsai, D.C. 2007. How destination image and evaluative factors affect behavioral intentions. *Tourism Management*, 28(4), 1115-1122.
- Chen, J.S., Hsu, C.H.C. 2000. Measurement of Korean tourists' perceived images of overseas destinations. *Journal of Travel Research*, 38(4), 411-416.
- Chen, Y., Zhang, H., Qiu, L. 2013. A Review on Tourist Satisfaction of Tourism Destinations. *Proceedings of 2nd International Conference on Logistics, Informatics and Service Science*, 593-604. [http://dx.doi.org/10.1007/978-3-642-32054-5\\_83](http://dx.doi.org/10.1007/978-3-642-32054-5_83)
- Chi, C. G. Q., Qu, H. 2008. Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism Management*, 29(4), 624-636. <https://doi.org/10.1016/j.tourman.2007.06.007>
- Coban, S. 2012. The Effects of the Image of Destination on Tourist Satisfaction and Loyalty: The Case of Cappadocia. *European Journal of Social Sciences*. 29(2), 222-232
- Cong, L. C. 2016. A formative model of the relationship between destination quality, tourist satisfaction and intentional loyalty: An empirical test in Vietnam. *Journal of Hospitality and Tourism Management*, 26, 50-62.
- Crompton, J. L. 1979. An assessment of the image of Mexico as a vacation destination and the influence of geographical location upon that image. *Journal of Travel Research*, 17, 18-23.
- East, R., Hammond, C., Lomax, W. 2008. Measuring the impact of positive and negative word of mouth on brand purchase probability. *International Journal of Research in Marketing*, 25(3), 215-224.
- Fuchs, M., Weiermair, K. 2003. New Perspectives of Satisfaction Research in Tourism Destinations. *Tourism Review*, 58(3), 6-14
- Hanzaee, Kambiz., Saeedi, Hamid. 2011. A Model of Destination Branding For Isfahan City: Integrating the Concepts of the Branding and Destination Image. *Interdisciplinary Journal of Research in Business*, 1(4), 2-28.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M. 2016. *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*, Sage, Thousand Oaks.
- Harrison-Walker, L.J. 2001. The measurement of word-of-mouth communication and an investigation of service quality and customer commitment as potential antecedents. *Journal of Service Research*, 4(1), 60-75.
- Hornig, J. S., (Simon) Tsai, C. T. 2010. Government websites for promoting East Asian culinary tourism: A cross-national analysis. *Tourism Management*, 31(1), 74-85. <https://doi.org/10.1016/j.tourman.2009.01.009>
- Iniesta-Bonillo, M. A., Sánchez-Fernández, R., Jiménez-Castillo, D. 2016. Sustainability, value, and satisfaction: Model testing and cross-validation in tourist destinations. *Journal of Business Research*, 69(11), 5002-5007. <https://doi.org/10.1016/j.jbusres.2016.04.071>
- Jalilvand, R. M., Mehdi, S. S., Mohammadi, M. E. 2017. Factors influencing word of mouth behaviour in the restaurant industry. *Marketing Intelligence & Planning*, 35(1), 81-110.
- Jridi, K., Klouj, R. Bakini, F.E. 2014. Experiential perceived quality of a tourist destination: effects on satisfaction and loyalty of the tourist: case: Saharan tourism in Tunisia, Available at SSRN: <http://ssrn.com/abstract=2482544>.
- Khuong, M. N., Phuong, N. T. 2017. The Effects of Destination Image, Perceived Value, and Service



- Quality on Tourist Satisfaction and Word-of-Mouth-A Study in Ho Chi Minh City, Vietnam. *International Journal of Trade, Economics and Finance*, 8(5), 217-224. <https://doi.org/10.18178/ijtef.2017.8.5.568>
- Kim, Y. H., Kim, M., Goh, B. K., Antun, J. M. 2011. The role of money: The impact on food tourists' satisfaction and intention to revisit food events. *Journal of Culinary Science and Technology*, 9(2), 85-98. <https://doi.org/10.1080/15428052.2011.580708>
- Kim, S., Holland, S., Han, H. 2013. A structural model for examining how destination image, perceived value, and service quality affect destination loyalty: A case study of Orlando. *International Journal of Tourism Research*, 15(1), 313-328.
- Kotler, P., Kevin, L. K.. 2009. *Marketing Management*. Upper Saddle River, New Jersey: Pearson Prentice Hall
- Lai, T. W., Chen, F. C. 2011. Behavioral intentions of public transit passengers-The roles of service quality, perceived value, satisfaction and involvement. *Transport Policy*. 18, 318-325
- Lee, C. K., Lee, Y. K., Lee, B. K. 2005. Korea's destination image formed by the 2002 World Cup. *Annals of Tourism Research*, 32(4), 839-858. <https://doi.org/10.1016/j.annals.2004.11.006>
- Lee, S. Y., Petrick, J. F., Crompton, J. 2007. The roles of quality and intermediary constructs in determining festival attendees' behavioral intention. *Journal of Travel Research*, 45(4), 402-412. doi:10.1177/0047287507299566
- Lin, Y. C., Pearson, T. E., Cai, L. A. 2011. Food as a form of Destination Identity: A Tourism Destination Brand Perspective. *Tourism and Hospitality Research*, 11(1), 30-48. <https://doi.org/10.1057/thr.2010.22>
- Loi, L. T. I., So, A. S. I., Lo, I. S., Fong, L. H. N. 2017. Does the quality of tourist shuttles influence revisit intention through destination image and satisfaction? The case of Macao. *Journal of Hospitality and Tourism Management*, 32, 115-123. <https://doi.org/10.1016/j.jhtm.2017.06.002>
- Malhotra, N., Dash, S. 2011. *Marketing research e An applied orientation* (6<sup>th</sup>ed). Dorling Kindersley (India) Pvt. Ltd., Licenses of Pearson Education in South Asia
- Marinkovic, V., Senic, V., Ivkov, D., Dimitrovski, D., Bjelic, M. 2014. The antecedents of satisfaction and revisit intentions for full-service restaurants. *Marketing Intelligence & Planning*, 32(3), 311-327.
- McDowall, S. 2010. International tourist satisfaction and destination loyalty: Bangkok, Thailand, *Asia Pacific Journal of Tourism Research*, 15(1), 21-42. DOI: [10.1080/10941660903510040](https://doi.org/10.1080/10941660903510040).
- Oliver, R.L. 1980. A cognitive model of the antecedents and consequences of satisfaction decisions, *Journal of Marketing Research*, 17(4), 460-469.
- Pike, S., Bianchi, C., Kerr, G. Patti, C. 2010. Consumer-based brand equity for Australia as a long haul tourism destination in an emerging market", *International Marketing Review*, 27(4), 434-449.
- Prayag, Girish. 2009. Tourists' evaluations of destination Image, satisfaction, and future behavioral Intentions-the case of mauritius. *Journal of Travel & Tourism Marketing*, 26(8), 836-853. <http://dx.doi.org/10.1080/10548400903358729>
- Prebensen, N.K., Xie, Jinghua. 2017. Efficacy of co-creation and mastering on perceived value and satisfaction in tourists' consumption. *Tourism Management*, 60(6), 166-176
- Ramseook-Munhurrin, P., Seebaluck, V. N., Naidoo, P. 2015. Examining the Structural Relationships of Destination Image, Perceived Value, Tourist Satisfaction and Loyalty: Case of Mauritius. *Procedia - Social and Behavioral Sciences*, 175(230), 252-259. <https://doi.org/10.1016/j.sbspro.2015.01.1198>
- Sun, X., Geng-Qing Chi, C., Xu, H. 2013. Developing destination loyalty: The case of hainan island. *Annals of Tourism Research*, 43(40871060), 547-577. <https://doi.org/10.1016/j.annals.2013.04.006>
- Tasci, A., Gartner, W., Cavusgil, S. 2007. Conceptualization and operationalization of destination image. *Journal of Hospitality & Tourism Research*, 31(2), 194-223.
- Tian-Cole, S., Crompton, J.L. 2003. A conceptualization of the relationships between service quality and visitor satisfaction and their links to destination selection. *Leisure Studies*, 22(1), 65-80.
- Tsai, C. T., Wang, Y.C. 2017. Experiential value in branding food tourism. *Journal of Destination Marketing & Management*, 6, 56-65. <http://dx.doi.org/10.1016/j.jdmm.2016.02.003>
- Wang, Tz. Li., Tran, Kim Thi., Tran, T. V. 2017. Destination perceived quality, tourist satisfaction and word-of-mouth", *Tourism. Tourism Review*, 45(2), 227-241. <https://doi.org/10.1108/TR-06-2017-0103>
- Wang, C., Hsu, M. K. 2010. The Relationships of Destination Image, Satisfaction, and Behavioral Intentions: An Integrated Model. *Journal of Travel & Tourism Marketing*, 27(8), 829-843. <https://doi.org/10.1080/10548408.2010.527249>
- Wu, C. W. 2016. Destination loyalty modeling of the global tourism. *Journal of Business Research*, 69(6), 2213-2219. <https://doi.org/10.1016/j.jbusres.2015.12.032>
- Zabkar, V., Brencic, M. M., Dmitrovic, T. 2010. Modelling perceived quality, visitor satisfaction and behavioural intentions at the destination level. *Tourism Management*, 31, 537-546.