

## **Influence of Destination Image and Tourist Satisfaction On Destination Loyalty**

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**ABSTRACT:** *Understanding the factors that contribute to a positive tourist experience is critical in maintaining and improving tourism competitiveness. This study determined the influence of destination perception and satisfaction on destination loyalty among tourists in a private villa on Turks and Caicos Island. The study utilized a descriptive-correlational research design. Data were collected from a sample of 100 tourists using the survey questionnaires of Umit Basaran (2016) for destination image, Ruiz E., et. al. (2017) for tourist satisfaction; and Kanwel et al. (2019) for destination loyalty. Descriptive statistics and multiple regression analysis were employed. The findings reveal that participants had a highly favorable perception on the cognitive component and a very highly favorable perception on the affective component of the destination. They were highly satisfied with various aspects of the villa such as destination facilities, safety, cleanliness, guest service, and entertainment; and exhibited a very high level of destination loyalty. The study also found that tourists' perception of destination image and tourist satisfaction significantly influenced destination loyalty, with safety having the highest positive influence. However, further findings of the study also highlight a negative influence between guest service satisfaction and destination loyalty, indicating that as tourists become highly satisfied with guest service, their loyalty tends to decrease. Thus, the study emphasizes the crucial role of managing and enhancing effectively a destination's image, as well as providing top-notch tourist experiences, in promoting tourist loyalty. By prioritizing these factors, destination managers can foster a positive and lasting impression of the destination that encourages tourists to return and recommend the destination to others.*

**KEYWORDS:** destination image, destination loyalty and tourist satisfaction.

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### **INTRODUCTION**

The tourism industry is a crucial component of many countries' economies, driving financial growth and sustainability. To maintain and improve tourism competitiveness, it is critical to understand the factors that contribute to a positive tourist experience, including destination loyalty. This loyalty is closely tied to both destination image and tourist satisfaction. According to Pantouvakis (2013), tourism is a continually expanding and developing sector on a global scale, and its impact is significant. Therefore, promoting a positive image for international tourists in global markets is crucial for strengthening a

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destination's competitiveness. The quality of a destination's attractiveness depends on various factors, including geographical position, country dimensions, popular tourist destinations, and tourist industry facilities and services, as well as carrying capacity (Albert, 2016). Moreover, tourist destinations are not products viewed in isolation, but the result of a mix of factors visitors take into account when deciding whether to visit or return to a particular place. Therefore, comprehending the elements that contribute to tourist satisfaction is essential, particularly when managing amenities and resources offered to tourists (Dmitrovic et al., 2019). Customer satisfaction plays a crucial role in establishing tourists' willingness to return. To address these concerns, this study ascertained the influence of destination image and tourist satisfaction on destination loyalty in a private villa located on Turks and Caicos Island. The study is built on previous research indicating that evaluating satisfaction can help determine tourists' behavior and loyalty to tourist destinations, and the image of a tourist destination has implications for revisit intention (Kuo et al., 2021; Lee et al., 2021).

Despite the existing literature on destination image, tourist satisfaction, and destination loyalty, there is a dearth of literature examining the relationship between these factors in the context of other types of accommodation, including private villas (Ali et al., 2018), particularly in Turks and Caicos Island. Private villas are a relatively new form of accommodation in the tourism industry and have become increasingly popular among tourists seeking unique and personalized experiences. The researcher aimed to fill this gap by evaluating the influence of destination image and tourist satisfaction on destination loyalty in the context of private villas, particularly in Turks and Caicos Island.

#### Framework

This study argues that destination image and tourist satisfaction have significant implications on tourists' destination loyalty. This study also hypothesized that as tourists' perception of destination image and satisfaction increase, so does their loyalty to the destination. This assumption is anchored on the Theory of Planned Behavior by Ajzen (2015). The Theory of Planned Behavior (TPB) is a social psychological theory that explains how individuals make decisions about their behavior. Developed by Ajzen in 2015, TPB posits that an individual's behavioral intentions are the result of their attitudes, subjective norms, and perceived behavioral control. Ajzen defines attitude as an individual's positive or negative evaluation of a particular behavior. Subjective norms refer to the individual's perception of social pressure to engage in or avoid the behavior. Perceived behavioral control refers to the individual's belief in their ability to engage in the behavior.

In the context of tourism, TPB can be used to explain how tourists make decisions about their travel behavior. The theory can be used to examine the relationship between destination image, tourist satisfaction, and destination loyalty. According to the theory, as tourists' perception of destination image and satisfaction increases, so does their loyalty to the destination. This is because a positive perception of the destination and high satisfaction levels can influence an individual's attitude towards returning to the destination, their perception of social norms related to returning to the destination, and their perceived control over returning to the destination. Destination Image is generally explained as a collection of impressions and beliefs that are hinged on the information being processed from various sources over a specific period that may result in a mental representation of the benefits and attributes sought after of a particular destination. Prayag et al. (2017) examined destination images as constructs consisting of the ideas, impressions, as well as beliefs that tourists have when they are at the destination. This suggests that the construct tends to be dynamic and is generated by an individual in different stages of the tour such as before the actual visit, during the actual visit, and after the visit. In addition, Pratminingsih et al. (2014) postulate that the actual destination image involves the total perception of the overall attributes of a destination and therefore will not be limited to certain attributes.

Chew and Jahari (2014), furthermore, examined the destination from the perspective of the formation of the constructs, its causes, and the corresponding consequences. They recommended that the constructs of destination image must be scrutinized from the point of view of logic (cognitive), which may include attributes that are found in a specific destination, and emotions (affective) that appeal to a person's feelings when assessing a destination. The study of Pike and Ryan (2004) viewed the cognitive image component as being linked to "beliefs, awareness, or knowledge about the attributes of the destination, which may or may not be obtained from a previous experience or visit. This dimension is seen to emerge from other components such as infrastructure, cultural resources, natural environment, and quality. Furthermore, the cognitive component of destination image plays a crucial role in various outcomes, such as intention to revisit, willingness to pay for sustainable tourism products, and satisfaction and loyalty. Kim, Lee, and Klenosky (2021) found that the cognitive component of destination image was positively related to the intention to revisit a destination. Meanwhile, Chen and Phou (2017) revealed that the cognitive component of destination image significantly impacted tourists' willingness to pay for sustainable tourism products and services.

Another component of the destination image is the affective component which refers to the emotional and attitudinal responses that an individual has toward a destination. Fuchs and Reichel (2020) maintained that emotional attachment to a destination positively influenced tourists' loyalty to that destination, and argued that emotional responses such as enjoyment and satisfaction were significant predictors of tourists' intention to revisit. Similarly, Kim and Yoon (2003) found that tourists' emotional experiences such as nostalgia and awe played a crucial role in shaping their overall experience of a heritage destination.

Another variable explored in this study was tourist satisfaction. Many studies provided an insightful discussion on tourist satisfaction with components on destination facilities, destination safety and cleanliness, guest service, and entertainment, which demonstrated the critical role these factors play in determining tourist satisfaction levels and the need for destination marketers to prioritize them to increase the likelihood of repeat visits. The first component of tourist satisfaction is destination facilities, which play a crucial role in determining tourist satisfaction levels. Huang and Hsu (2021) found that tourists' satisfaction with destination facilities, including transportation, accommodation, and tourism attractions, positively influenced their overall satisfaction with the destination. They also found that the quality of destination facilities was the most critical factor influencing tourist satisfaction. Additionally, Han, Hyun, and Lee (2017) and Kim et al. (2018) highlighted the importance of providing a variety of facilities and services to meet the diverse needs and preferences of tourists. The trend of wellness tourism is also reflected in the very high satisfaction rating for facilities for fitness and wellness activities such as gyms and spas, as noted in the study by Buckley and Zhong (2019). Cleanliness and hygiene also significantly affect tourists' satisfaction with accommodation, according to a study by Wang et al. (2018). In a nutshell, these studies suggest that providing high-quality and diverse destination facilities is crucial in enhancing tourist satisfaction levels.

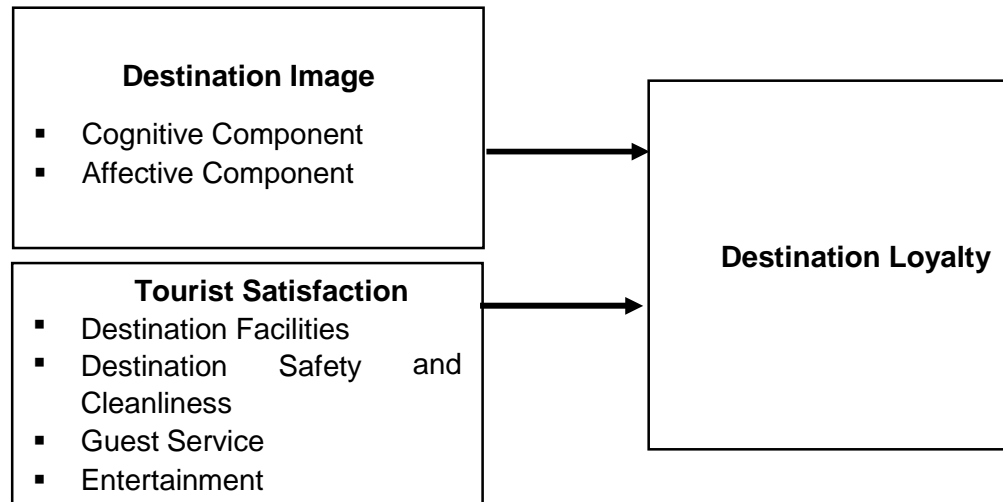
The second component of tourist satisfaction is destination safety and cleanliness. With the onset of the COVID-19 pandemic, Pulido-Fernández et al (2021) highlighted how travelers are now more cautious and vigilant about their health, making cleanliness and hygiene even more critical factors in determining tourist satisfaction. In the same vein, Wang et al (2018) also found that cleanliness and hygiene significantly affect tourists' satisfaction with the accommodation. These studies emphasize the importance of ensuring a safe and clean environment in tourism destinations to enhance tourists' satisfaction and increase their likelihood of revisiting the destination.

Moreover, several studies have investigated the impact of guest service on tourist satisfaction. Bigne, Andreu, and Gnoth (2005) found that guest service quality was one of the most critical factors influencing tourist satisfaction. They also posited that guests' experiences with staff, such as their friendliness, helpfulness, and professionalism, had a significant impact on their overall satisfaction with the destination. Similarly, Kang and Schuett (2013) found that personalized service was an essential factor in enhancing tourists' satisfaction with the service experience. In addition, Kim et al. (2015) also suggested that staff appearance and competence, and expertise significantly affect tourists' perception of service quality. Overall, these studies highlighted the importance of providing high-quality guest service to enhance tourist satisfaction and increase the likelihood of their return to the destination.

Entertainment is another crucial factor that affects tourist satisfaction, and several recent studies have explored this construct in the context of tourism. Lin and Chen (2017) found that entertainment options, such as cultural activities and events, positively influenced tourist satisfaction with the destination, leading to a higher intention to revisit the destination. Lee and Lee (2014) saw the importance of shopping activities, while Gursoy and Chi (2013) emphasized adventure and relaxation as factors in enhancing tourist satisfaction. Also, Han, Hyun, and Lee (2017) found that entertainment facilities, including theme parks and water parks, played a crucial role in determining tourist satisfaction. However, it is essential to consider tourists' demographics and preferences when developing tourism products. Therefore, offering a range of high-quality entertainment options that cater to different tourists' preferences is essential for enhancing tourist satisfaction and increasing their likelihood of revisiting the destination.

Destination loyalty is a crucial aspect of sustainable tourism development, as it plays a significant role in the success of tourism businesses and destinations. According to Kozak and Rimmington (2000), the concept of destination loyalty involves both behavioral and attitudinal aspects. They define destination loyalty as "a behavioral pattern that includes repeated visits, choosing a destination over other alternatives, recommending it to others, and exhibiting a preference for that destination in the future." Similarly, Wang, Li, and Xiong (2016) suggest that destination loyalty is the result of the interaction between tourists' attitudes, behaviors, and emotionstoward a destination.

Destination image is a critical factor influencing destination loyalty. The image of a destination can be shaped by various factors such as advertisements, media coverage, word-of-mouth, and the actual experiences of tourists. A positive destination image can result in favorable attitudes and intentions toward the destination, ultimately leading to increased loyalty (Cai, Lehto, and O'Leary, 2004). Satisfaction and perceived value are also important determinants of destination loyalty. Satisfied tourists are more likely to exhibit loyalty towards a destination and recommend it to others (Bigné, Andreu, and Gnoth, 2005). Perceived value, which refers to the tourists' perception of the benefits relative to the costs of visiting the destination, can also influence destination loyalty. Tourists who perceive high value from their experience are more likely to exhibit loyalty toward the destination (Chen, Chen, and Hsu, 2013). Figure 1 shows the interplay of the variables in the study.



*Figure 1: Schematic Presentation of the Study*

### **Objective of the Study**

This study determined the influence of destination image perception and satisfaction of tourists on their destination loyalty to a private villa in Turks and Caicos Island.

### **METHODS**

This study utilized a descriptive correlational research design to assess the level of destination image and tourist satisfaction and their influence on destination loyalty as it deemed appropriate for the conduct of the current study. Moreover, data were collected from a sample of 100 tourists using a survey questionnaire. Descriptive statistics such as frequency, mean, percentages, and standard deviation were utilized to answer research questions one to three, while multiple regressions were used to measure the influence of destination image and tourist satisfaction on destination loyalty.

### **RESULTS AND DISCUSSION**

Table 1 shows that participants generally were found to have a highly favorable perception of the destination image in terms of cognitive and affective components as indicated by the overall mean score of 4.42. The data are indicative that both cognitive and affective components play a significant role in shaping tourists' perceptions and behavior towards a destination. This further suggests that tourists showed positive beliefs and knowledge about the villa as a destination (cognitive), as well as a very positive emotional response (affective) to their experience. In the tourism industry, positive cognitive and affective evaluations are considered critical according to Balakrishnan & Jayawardena (2019) as these can lead to increased destination loyalty, positive word-of-mouth recommendations, and repeat visits. Hence, an understanding of the cognitive and affective components can be a crucial factor in promoting tourism and enhancing the destination's reputation.



**Table 1. Summary Table of Participants of Perception of Destination Image of Selected Private Villa**

<b>Components</b>	<b>Mean</b>	<b>Interpretation</b>	<b>SD</b>
Cognitive Component	4.33	Highly Favorable	0.17
Affective Component	4.51	Very Highly Favorable	0.26
<b>Overall Perception of Destination Image</b>	<b>4.42</b>	<b>Highly Favorable</b>	<b>0.55</b>

However, given the specific aspects of the destination image, tourists bear a very highly favorable perception of the affective component of the villa as a destination, as indicated by the mean score of 4.51, compared to the highly favorable perception of the cognitive component of the villa, which indicates a mean score of 4.33. Findings of the study agree with the postulation of Wang and, Li, & Li (2021) averring that destination image both cognitive and affective components significantly enhance tourists' destination choice and that destination attributes are considered to be most important in the formation of the perception of destination image includes such factors as natural scenery, cultural attractions, and food. The very highly favorable perception of the destination image is also supported by Bigné, Sanchez, & Andreu (2005) espousing that tourists evaluate destinations based on their affective responses, including emotional experiences and feelings of enjoyment and satisfaction with a destination, which can be one critical basis for tourists' destination choices.

Table 2 reveals that participants generally were highly satisfied with the villa's provision of destination facilities, safety, cleanliness, guest service, and entertainment as reflected in the overall mean score of 4.34. This data suggests that providing high-quality destination facilities, safety and cleanliness, guest service, and entertainment can enhance tourists' satisfaction and encourage repeat visits. Hence, these factors should be taken into consideration when developing and marketing tourism destinations. This finding is in consonance with Harrill & Potts, (2003) claim that tourists value the quality of the destination facilities and amenities, such as accommodations, restaurants, and attractions. The provision of high-quality facilities can enhance tourists' overall experience and contribute to their satisfaction. Kao & Wu (2010) also pointed out that safety and cleanliness are considered as other critical factors that may have a bearing on tourists' satisfaction.

**Table 2. Summary Table of Participants 'Level of Satisfaction with a Private Villa**

<b>Components</b>	<b>Mean</b>	<b>Interpretation</b>	<b>SD</b>
Destination Facilities	4.21	Highly Satisfied	0.23
Destination Safety and Cleanliness	4.37	Highly Satisfied	0.23
Guest Service	4.42	Highly Satisfied	0.25
Entertainment	4.37	Highly Satisfied	0.23
<b>Overall Level of Tourist Satisfaction</b>	<b>4.34</b>	<b>Highly Satisfied</b>	<b>0.55</b>

Studies have shown that tourists prioritize destinations with a low crime rate and high level of cleanliness. Tourists are more likely to feel satisfied with their destination when they feel safe and secure. Moreover, the quality of guest service is another essential factor that contributes to tourists' satisfaction levels. Kim, Vogt, & Knutson, 2013 explained that friendly and helpful staff can enhance the overall experience and lead to positive reviews and repeat visits. Tourists seek out destinations that offer a variety of entertainment options that match their interests and preferences (Lee & Chen, 2012). The availability of diverse entertainment options can also contribute to positive word-of-mouth recommendations and repeat visits.

Table 3 indicates that participants showed a very high level of destination loyalty on the villa with an overall mean score of 4.64. This may also indicate that the villa is perceived very highly by tourists which is a very strong indicator of its success in meeting customer needs and expectations. This can lead to several benefits, including positive word-of-mouth recommendations, repeat business, and increased revenue and profitability over time.

**Table 3. Frequency, Percentage, and Mean Distribution of the Participants' Extent of Destination Loyalty**

Range	Interpretation	Frequency	Percentage
4.51-5.00	Very High	87	87.0
3.51-4.50	High	13	13.0
2.51-3.50	Moderate	0	0.0
1.51-2.50	Low	0	0.0
1.00-1.50	Very Low	0	0.0
<b>Total</b>		<b>100</b>	<b>100.0</b>
<b>Overall Mean Interpretation</b>		<b>4.64</b>	
<b>SD</b>		<b>0.14</b>	

The table further shows that 87 % of the participants rated their destination loyalty as "very high", while 13 % rated it as "high", indicating very high levels of satisfaction with their experience at the private villa in Turks and Caicos Island and a very high likelihood of returning in the future. The findings further suggest that the very high level of destination loyalty reported by the participants in this study underscores the importance of delivering exceptional customer experiences in the private villa sector of the tourism industry. By providing high-quality, personalized services and creating an



unforgettable vacation experience for customers, private villa owners, and operators can enhance customer satisfaction, foster loyalty, and drive repeat business. In the context of private villas, previous research has also highlighted the importance of customer satisfaction in promoting repeat visits and positive word-of-mouth recommendations (e.g., Wang et al., 2017). Additionally, research has shown that private villas offer unique advantages over traditional hotels, such as greater privacy, exclusivity, and personalized services, which can contribute to higher levels of customer satisfaction and loyalty (Liang and Huang, 2018).

Based on the trend of responses, specific indicators of destination loyalty reveal that participants are very highly to say positive things about the private villa ( $M= 4.88$ ) and recommend it to others ( $M= 4.77$ ). These findings indicate the very high likelihood of tourists recommending the villa to others and the greater tendency to highly promote the villa to their network. These findings are consistent with previous studies that have shown the importance of word-of-mouth communication in influencing travelers' decision-making and enhancing their overall satisfaction with their travel experience (Wang and Fesenmaier, 2004).

Data further disclosed that tourists show a moderate level of loyalty rating for the statement "tourist remains at the selected private villa as the first-choice accommodation if traveling to Turks and Caicos Island again" ( $M= 4.27$ ), which suggests that while participants are highly satisfied with their experience, they may still consider other accommodation options in the future. This is in line with previous research that has shown that loyalty is not always a guarantee of repeat purchases and that factors such as price, availability, and quality of competing products can influence consumers' choices (Reichheld, 2003). Overall, the data suggest that the private villa in Turks and Caicos Island has successfully created a very high loyal customer base. However, the high rating for the specific indicator of repeat purchase highlights the need for continued efforts to maintain and improve the quality of the service provided to ensure long-term customer loyalty.

Table 4 reveals that the overall model is statistically significant ( $F = 34.59$ ,  $p = .000$ ), indicating that a substantial proportion (67.1%) of the variability in destination loyalty can be explained by a combination of tourists' perception of destination image and satisfaction with the specific villa. Consequently, the null hypothesis can be rejected. Specifically, tourists who hold a positive perception of the villa's image and report high levels of satisfaction with their stay are more likely to exhibit loyalty and revisit the villa in the future. Thus, these findings emphasize the importance of positive image perception and high satisfaction levels among tourists in influencing destination loyalty. The study's insights can be valuable for destination managers and private villa owners who want to enhance their visitors' experiences and encourage destination loyalty.

**Table 4. Regression Analysis of the Influence of Tourist Perception of Destination Image and Satisfaction on Their Destination Loyalty**

	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
(Constant)	B 5.00	Std. Error .321	Beta	
				15.60 .000
Cognitive	-.070	.066	-.085	-1.07 .289
Affective	-.038	.054	-.070	-.699 .486
Facilities	.128	.077	.161	1.66 .099
Safety	.460	.069	.761	6.70** .000
Guest Service	-.604	.046	-1.101	-13.09** .000
Entertainment	.054	.069	.087	.782 .436

*Model Summary*

R = .831    R<sup>2</sup> = .691    Adjusted R<sup>2</sup> = .671    F = 34.59\*\*    p = .000

*Significant at 0.01 level*

Furthermore, the specific indicators from the regression analysis indicate that safety came out as having the highest positive influence on their destination loyalty, indicating that for every unit increase in their satisfaction with the villa's provision of safety, there is a corresponding .460 increase in their destination loyalty (B=.460, t= 6.70, p =.000). This can be a natural phenomenon given the current pandemic crisis where tourists regardless of the reason for travel would have high consciousness for the need to observe safety wherever they go and therefore would put a premium on a villa that prioritizes on safety in their operations. This finding has important implications for villa owners and managers who want to improve their customers' loyalty. It suggests that investing in safety measures and enhancing customers' perceptions of safety can have a significant impact on their loyalty. This finding also highlights the importance of safety in the hospitality industry, and how it can be a key differentiator for customers when choosing between different accommodation options.

Moreover, the statistical significance of the coefficient (t=6.70, p=.000) suggests that the relationship between safety and destination loyalty is not due to chance. The relatively large value of the coefficient (B=.460) indicates that safety has a strong positive influence on destination loyalty. This finding underscores the critical role of safety in shaping tourists' destination loyalty. Tourists are likely to choose destinations that they perceive as safe and secure and are more likely to return to these destinations in the future. Hence, safety is a fundamental aspect of tourists' decision-making process, and it can significantly impact their experience and behavior while visiting a destination. This result is consistent with prior research demonstrating the importance of safety in predicting destination loyalty. Kim, Kim, and Kim (2019) found that safety is a critical factor influencing tourists' intention to revisit a destination. Similarly, Kim, Lee, and Klenosky (2017) examined the relationship between perceived safety and destination loyalty among Chinese tourists and found that perceived safety had a significant positive effect on destination loyalty.

It is also worth noting however, that the participant's level of satisfaction with guest service has a significantly negative influence on their destination loyalty, indicating that for every unit increase in their guest service, there is a corresponding .604 decrease in their destination loyalty ( $B = -.604$ ,  $t = 13.09$ ,  $p = .000$ ). The data provided suggest that there is a negative relationship between guest service satisfaction and destination loyalty. In other words, the higher the level of satisfaction with guest service, the lower the level of destination loyalty. One possible explanation for this phenomenon is that when guests have high expectations for guest service, they are more likely to be disappointed if their expectations are not met. This can lead to a sense of dissatisfaction with the overall travel experience and may ultimately reduce their loyalty to the destination. This idea is supported by a study by Choi and Mattila (2011), who found that when guests have high expectations for service quality, their overall satisfaction is more strongly influenced by service failures than by service successes.

Another explanation for this negative relationship could be that guests who have a highly positive experience with guest service may feel that they have already reached the peak of their travel experience, and may be less likely to return to the same destination in the future. This idea is supported by a study by Xiang, Du, and Ma (2014), who found that while service quality has a positive effect on satisfaction, it has a negative effect on the intention to revisit. However, based on the context of the study, the negative influence between guest service satisfaction and destination loyalty could be attributed to the fact that guests have reported only high levels of satisfaction with the villa's guest service, which may affect the low levels of destination loyalty. Therefore, it may be beneficial for the villa to focus on enhancing the guest service experience to improve tourists' loyalty to the destination.

Moreover, the study's findings also suggest that entertainment, cognitive, affective, and facilities factors may not significantly influence tourists' destination loyalty. The non-significant results for cognitive, affective, facilities, and entertainment factors may be due to various reasons. However, it is important to note that these factors may still play a crucial role in attracting tourists to a destination.

Reasons may include the following: tourists may perceive these factors as basic requirements rather than differentiating factors (Chi & Qu, 2008); another could be that cognitive and affective factors may not have a direct impact on destination loyalty as they are more related to the formation of destination image rather than loyalty behavior (Bigne et al., 2005); and facilities and entertainment factors may also be important but may not have been measured appropriately in this study.

## CONCLUSION AND RECOMMENDATION

This study has established that destination image and tourist satisfaction significantly impact tourists' loyalty to a destination. The study also supports the hypothesis that as tourists' perception of destination image and satisfaction increase, so does their loyalty to the destination. The Theory of Planned Behavior suggests that behavior can be influenced by intentions, and these intentions can increase the possibility of engaging in a particular behavior. In the context of destination loyalty, the TPB suggests that a positive image of the destination and high levels of tourist satisfaction can lead to the formation of positive intentions toward revisiting the destination in the future. These intentions, in turn, can increase the likelihood of revisiting the destination, which can ultimately result in increased destination loyalty.

Further analysis of the findings highlights a negative influence between guest service satisfaction and destination loyalty, indicating that as tourists become more satisfied with guest service, their loyalty to the destination tends to decrease. Therefore, stakeholders must focus on improving guest service satisfaction to enhance destination loyalty among tourists, creating a stronger relationship with guests and encouraging them to return for future visits.

In a nutshell, the insights derived from this study have significant implications for destination managers and tourism stakeholders seeking to manage and improve their destination's image and provide high-quality tourist experiences. By increasing tourists' satisfaction and loyalty, they can contribute to the long-term sustainability and success of the destination.

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