

Image, Quality of Tourist Services and Tourist Satisfaction of Tourism Industry in the Selected Municipalities of the Third Congressional District of Zamboanga Del Norte

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Abstract— This study aimed to assess the destination image, quality of tourist services, and their effects on tourist satisfaction in the tourism industry in the third congressional district of Zamboanga del Norte during the calendar year 2023. The researcher employed quantitative methods, descriptive surveys, and correlational research methods. There were one hundred (100) respondents in this study. Weighted mean, standard deviation, and Spearman rank-order correlation coefficient were the statistical tools used in the study. The level of destination image was “very high” in terms of cognitive image, affective image, and conative image. The level of quality of tourist services was very high in terms of access quality, accommodation quality, and attraction quality. The level of tourist satisfaction was “very high” in terms of physical and mental relaxation, public facilities, and service quality. There was a significant medium/moderate positive correlation between the levels of destination image and tourist satisfaction. There was a significant large/high positive correlation between the levels of quality of tourist services and tourist satisfaction. Based on the findings, it is recommended that the local government unit would craft tourism programs and activities that would encourage tourists to visit the area and eventually increase revenue generation and owners/managers would also formulate a tourism services plan that would further improve the delivery of its services.

Keywords— Destination image, tourist services quality, tourist satisfaction

I. INTRODUCTION

Tourism is a fundamental element of the economy development of some local communities (Huete Alcocer & López Ruiz, 2020). There are many factors that can influence the success of this type of tourism, but any action or strategy implemented should be closely tied to ensuring tourist satisfaction. In the field of tourism, destination image influences tourism satisfaction since destinations with positive image experience more visits and greater satisfaction of tourists. Destination image is a fundamental factor in tourists' selection of a destination since it influences their behavior (Carballo, Arana, Leon, & Moreno-Gil, 2015). The quality of services directly affects the tourists' satisfaction and indirectly their loyalty, measuring service quality in rural tourism and its continuous improvement is important for the tourism industry (Puh, 2014). Poor personal safety and security in place, difficult access to transportation, poor quality tourist services, and lack of a variety of natural attractions cause tourist dissatisfaction and employees fewer travel preferences in a tourist destination (Johnson, 2017).

The importance of tourism in the Philippines is reflected in the number of foreign tourist arrivals to this country; the rise of the tourism sector's contribution to the Philippine economy in 2021 helped the country rank as the world's fourth fastest-growing economy last year (Philstarcom, 2022).

The tourism industry offers a variety of auxiliary services. It generates a significant level of revenue at both domestic and international levels. It is considered an important sector in augmenting the level of a nation's economy. It helps in minimizing unemployment and contributes to wealth creation (Varona & Lacap, 2021).

The quality of tourist services has become the most important element for rural tourist households. The processes of service are what create service quality in rural tourism delivery (friendliness, courtesy, efficiency, reliability, and staff competence) and the outcomes of services (accommodation, food, and leisure facilities) (Perić, Dramićanin, & Gašić, 2020). Zamboanga del Norte boasts wonderful tourism attractions, including magnificent beaches, hot spring

resorts, colorful festivals, hundreds of scenic spots, and world-class hotels and services. Zamboanga del Norte is a lively province in the Zamboanga Peninsula with a unique blend of natural beauty and rich historical heritage. From the famed Dakak Beach Resort to the Jose Rizal Memorial Landscape, Zamboanga del Norte is brimming with must-see attractions that will make an indelible impact (Escapemanila, 2023).

Several studies in foreign and local have investigated the relationship between image, service quality and tourist satisfaction. Osman and Ilham (2013) proved that the quality of service has a significant impact on and a positive relationship with tourist satisfaction in rural tourism in Malaysia.

The results confirmed the positive effects of destination image and service quality on satisfaction as well as a positive and direct effect of destination image on quality of tourist services (Travar, Todorović, Pavlović, & Parra-López, 2022). Destination image, such as infrastructure and socio-economic environment, Atmosphere, cultural environment, and affective commitment have significant relationships with tourist satisfaction (Varona & Lacap, 2021).

Based on a review of several studies conducted by previous researchers, the implementation of this study is to examine the effects of destination image, service quality, and tourist satisfaction.

The studies of Travar et al 2022; and Hui-Chuan & Hua, 2014 showed that the destination image and quality of tourist services can influence tourist satisfaction and interest to revisit. Most of the previous studies focused on the tourism industry in foreign countries.

The researcher is motivated to conduct the present study in order to examine the effect of demographic profile on destination image, quality of tourist services, and tourist satisfaction. Thus, the current study focuses on the rural tourism industry in the 3rd congressional district of Zamboanga del Norte.

Theoretical

The study is anchored on Brand Identity Prism Theory by Kapferer (2009). This theory was applied to tourist destinations to explain factors that influence the tourist experience. Kapferer's prism of brand identity considers the interaction between the sender, the sender's tangible

characteristics and brand personality, and the recipient, the recipient's reflection and self-image.

The interaction between brand personality and self-image occurs through a cultural dimension of brand identity, while interaction between tangible characteristics and the thought occurs through a relationship representing the social context of brand identity.

Building on Kapferer's brand identity prism has emphasized that the memorability of tourist experiences should be analyzed through six dimensions: (1) physical attributes of a destination, (2) destination image (personality), (3) benefits, (4) meanings, (5) social interactions and (6) cultural interactions.

This study is also anchored on Tourism Destination Preference Theory.

Tourist destination refers to a nonresidential area, a place where tourists stay and visit for a short time, also known as a tourist destination or tourist resort. -e formation of a tourism destination needs six elements: food, housing, transportation, tourism, shopping, and entertainment.

A tourism destination is a specific geographical area managed by a unified destination management organization, a specific scenic spot, a town, an area of a country, the whole country, or even a larger place. A common characteristics of tourist destinations are the attraction, comfort, and accessibility, a specific area with certain tourism resources, facilities, and transportation conditions, which can attract a certain number of tourists to carry out tourism activities (Rossi, et al., 2019).

Conceptual Framework

The conceptual framework is presented in Figure 1. First, independent variable which consist of destination image with thirty-three (33) items divided into three indicators namely: cognitive, affective and conative, third, quality of tourist services with twelve (12) items divided into three indicators namely; access quality, accommodation quality and attractions quality. Lastly, the dependent variable which consist of tourist satisfaction with thirty-one (31) items divided into three indicators namely; physical and mental relaxation, public facilities and service quality.

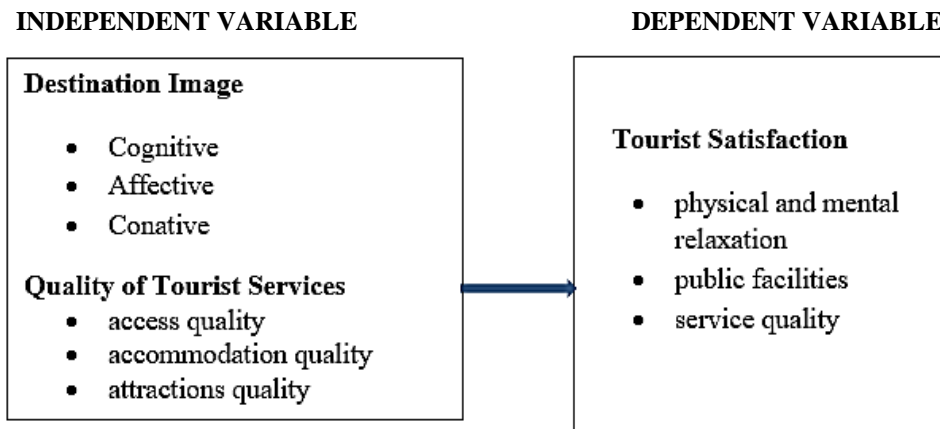


Figure 1. Conceptual Framework of the Study

Statement of the Problem

This study aimed to assess the destination image, quality of tourist services and its effects on tourist satisfaction in the tourism industry in the 3rd congressional district of Zamboanga del Norte during the calendar year 2023.

Specifically, it sought to answer the following questions:

1. What is the respondents' perceived level of destination image in terms of:
 - a. cognitive;
 - b. affective; and
 - c. conative?
2. What is the respondents' perceived level of tourist services quality in terms of:
 - a. access;
 - b. accommodation; and
 - c. attractions?
3. What is the respondents' perceived level of tourist satisfaction quality in terms of:
 - a. physical and mental relaxation;
 - b. public facilities; and
 - c. service quality?
4. Is there a significant relationship between destination image and tourist satisfaction?
5. Is there a significant relationship between the quality of tourist services and tourist satisfaction?

II. LITERATURE

Destination Image

The destination image consists of the results of a rational assessment, or cognitive image, and an emotional assessment, or affective image, of the destination itself, and tourism destination affect tourist satisfaction (Aprilia, Pujiastuti, & Hadi, 2019). Destination image is fundamentally the tourist's overall

perception of a place or destination. Destination image as the overall beliefs and impressions of a tourist based on information, attributes, benefits, and influence he or she gained in a place or destination (Zhang, Cai, & Lu, 2014). Destination image played an important role in affecting tourists' decision-making process and their intention to re-visit the place in the future (Keni, Oktora, & Wilson, 2018). Zang et al. (2014) stated that "destination images are generally interpreted as a compilation of beliefs and impressions based on information processing from various sources over time that result in a mental representation of the attributes, benefits, and district influence sought by a destination.

Destination image could be defined as the reciprocal relationship between the tourist and the place of destination, and Both sides will gain some advantages from this. relationship (Kong, Cros, & Ong, 2015). Furthermore, Chiu et al. (2016) also found that the destination image is as significant predictor of tourist satisfaction. Destination image was one of the important factors that could influence travelers' choice of destination. Most definitions of the destination image refer to an individual's or group's perception of the place. The destination image was an interactive system of thoughts and opinions. "Feelings, visualization, and intentions towards the goal" is not just a show of several dimensions (cognitive, affective, and conative) of this construct but also expresses the effects of a decision about a travel destination. Every tourism industry has a positive strategic focus that enhances the destination's image in actual and potential tourists' minds (Aunalal, Kadir, Taba, & Hamid, 2017).

Cognitive Image

A cognitive image refers to an individual's beliefs or knowledge about the characteristics or attributes of a tourist destination. Recent studies have jointly captured

both cognitive and affective dimensions to assess destination image and argued that the coexistence of both components may more accurately explain destination image (Zeng, Chiu, Lee, & Park, 2015). The cognitive component refers to the beliefs a person has about the characteristics or attributes of a tourist destination (Guzman-Parra, Jose Roberto, & Lafuente). Cognitive image includes perceptions of "natural and cultural resources", "infrastructure", "atmosphere", "social environment", and "sun and beach" factors (Daskin & Aşan, 2022).

Affective Image

Affective image is represented by the individual's feelings toward the tourist destination (Guzman-Parra, Jose Roberto, & Lafuente). The affective image is explained by the emotions and feelings of the individual regarding features such as attractions, atmosphere, and environmental elements in a particular destination; the cognitive image includes the knowledge and beliefs of the individual about the destination in general and is informed by its attributes (Daskin & Aşan, 2022). Affective attributes comprise a tourist's feelings, moods and emotions towards a river destination (Lam, Choo, Oh, & Khor, 2020). Affective attributes comprise a tourist's feelings, moods and emotions towards a river destination (Lam, Tong, & Ariffin, 2017). Affective image is linked to the evaluation stage, which primarily focuses on the individuals' feelings related to their destination (Yang, Isa, Yao, Xia, & Liu, 2022).

Conative Image

Conative image is manifested as the behavioral intentions of varying degrees and valences formed from the first two destination image elements (Lam, Choo, Oh, & Khor, 2020). The cognitive image component is the action element, analogous to behavior. A direct relationship exists between the cognitive and the other two components: behavior depends on the image developed during the cognitive stage and evaluated during the affective stage (Woosnam, Stylidis, & Ivkov, 2020). Stylos et al. (2017), stated that conative images are conceptualized at the same level as cognitive and affective images. They found that all three components directly or indirectly influenced the intention to return to a tourist location without testing for component interrelationships. Conative image relates to action, such as actual tourist behavior or aspirations to return to and promote destinations. Conative image refers to a traveler's activities of giving favorable feedback, assuming they want to do so (Yang, Isa, Yao, Xia, & Liu, 2022).

Quality of Tourist Services

The concept of service quality is a revolution as a whole permanently changing the human perspective in carrying out or pursuing efforts related to dynamic processes taking place, continuously fulfilling expectations, wants, needs, and perceptions. Service quality is one factor that needs to be considered by the tourism industry because good service quality can increase customer satisfaction (Irfan, Mahfudnurnajamuddin, Hasan, & Mapparenta, 2020). Javiland et al. (2014) further argue that perceived quality is an important predictor or factor in affecting tourist loyalty since the tourist's experience in visiting the place will serve as a main factor in determining whether or not tourists will visit the place again in the future. Service quality is defined as what the customer gets out of it and is willing to pay for."than "what the supplier puts in. In some earlier studies, service quality has been defined to the extent where the service fulfills the needs or expectations of the customers (Al-Ababneh, 2013).

Access Quality

Accessibility to the destination is one of the component elements of the product, including private and public transport aspects, that determine the cost, speed, and convenience with which a traveler may leave his place of residence and reach a chosen destination. They include infrastructure: roads, car parking, airports, railways, seaports, inland waterways and marinas. Equipment: size, speed, and range of public transport vehicles, ratio marinas: routes operated, frequency of services, prices charged, and road tolls levied Government regulations: the range of regulatory controls over transport operations (Al-Ababneh, 2013).

Accommodation Quality

Accommodation in the tourism sector can refer to any type of premises, such as hotels or motels in an urban setting or village stays or homestays in a rural tourism context. Homestay is one of the main accommodation options for travelers in most rural tourism sites. The significance of accommodation quality in increasing tourist satisfaction has been demonstrated. According to studies, physical features do play a role in influencing the quality of rural lodging. Specifically, the facility's condition, furnishings, and food quality (Chin, Law, Lo, & Ramayah, 2018).

Attraction Quality

Attractions are the components inside a destination that impact travelers' decisions and motivations to visit that destination. Natural attractions include the landscape,

seascape, beaches, climate, flora and fauna, and other geographical elements and natural resources of the destination. Built attractions include historic and modern architecture, as well as monuments, promenades, parks and gardens, convention centers, marinas, ski slopes, industrial archaeology, managed visitor attractions in general, golf courses, specialty shops, and themed retail areas. History and folklore, religion and art, theater, music, dance, and other entertainment, and museums are all cultural attractions. Social attractions include the resident or host population's way of life and customs, language, and possibilities for social encounters. Destination Attraction is the most important component of the tourism system as the main motivation for travel. Everything that has the uniqueness, beauty and value in the form of diversity of natural wealth, culture and man-made products that become the target or the purpose of tourist visit (Hayati & Novitasari, 2017). Destination attractions (museum) are moderately positively related to tourist satisfaction (Al-Ababneh, 2013).

Tourist Satisfaction

Satisfaction of tourists is one of the most important factors that guarantee future profit growth. The satisfaction of tourists from a destination/place is an important factor in selecting a destination which means that if the tourists are satisfied with their journey to a destination, they are expected to return or to offer the destination to others (Tapak, et al., 2019). In addition, Tourist satisfaction has become a substantial subject for most service industries (Nahid & Akbar, 2016). Moreover, the tourists travel to different areas to achieve mental relaxation, the shortage in quantity/ quality of provided services reduces the amount of tourists and prevents the realization of sustainable tourism (Kermani, 2017). Jalilyand et al. (2014, pp. 320) defined satisfaction in the tourism industry as "the extent of overall pleasure or contentment felt by the visitor, resulting in the ability of the trip experience to fulfill the visitor's desires, expectations, and needs in relation to the trip. Thus, satisfaction is regarded as a post-purchase measure of the performance of the destination."

Physical and Mental Relaxation

Tourism has been widely regarded as beneficial for mental and physical health, such as motivation and destination image. In addition, satisfaction with a leisure trip can positively influence life satisfaction after a trip (Chen, et al., 2016). Moreover, tourism is a mentally and physically healthy pursuit to follow in leisure time. It has been found that taking vacations can contribute to

subjective well-being because people have more opportunities to detach from their work environment, experience new things, and control what they want to do during vacations (Chen, James F. Petrick, & Shahvali, 2016).

Public Facilities

Physical facilities measure the customer's perception about the quality of service in regard to the customers' services. This measure includes: The cleanliness and maintenance of the facility, the availability physical facilities measure the customer's perception about the quality of service (Hussain, 2019). In addition, physical facilities and cultural attractions led to an enriched trip experience among tourist (Thapa & Lee, 2017). On the other hand, physical attributes had direct impact on tourist satisfaction especially with the mediating effect of destination experience (Isa, et al., 2018).

Service Quality.

Service quality is frequently described as a discrepancy between service expectations and perceived service provided by the organization and employee service performance (Othman et al.) In addition, service quality is the main contributor in maintaining these strong bonds with the targeted customers, and this can only be achieved by concentrating on the existing aspects that can be manipulated by service providers such as satisfaction, loyalty, and trust (Alkhurshan & Husam, 2020). On the other hand, quality of service and had distinct impacts on satisfaction and customer behavior (Othman, 2020). Moreover, customer retention has been referred to for this research, which focuses on customer retention as a result of service quality where offering value to clients is extremely satisfying to clients on an ongoing basis (Joachim, 2018).

III. METHODOLOGY

Method Used

The study used a quantitative approach that includes descriptive surveys and descriptive-correlational research tools. The survey approach was used because the researcher collected data via a questionnaire about image, quality of tourist services, and tourist satisfaction (Guetterman et al., 2019). Correlational research is a non-experimental research method in which a researcher examines variables, understands and evaluates the statistical relationship between them, with no influence from any other variable (Bhat, 2019). A correlational analysis was used to assess the significant association between image, quality of tourism services, and tourist satisfaction.

Research Environment

The study was conducted in the tourism industry in the selected municipalities of the 3rd congressional district of Zamboanga del Norte, Philippines.

Respondents of the Study

The respondents of the study were the one hundred (100) tourist in tourism industry of the 3rd congressional district of Zamboanga del Norte during the calendar year 2023.

Research Instrument

The questionnaire used in the study consisted of three parts I. Demographic profile consists of gender, age, educational attainment, origin, length of stay and monthly income. Part II. Independent variable consists of Destination Image with three (3) indicators namely:

cognitive, affective, and conative images and thirty-two (32) items adopted from (Travar, I., Todorović, N., Pavlović, S., & Parra-López, E. (2022). Part III. also independent variable consists of Quality of Tourist Services with three (3) indicators namely: access, accommodation and attraction with twelve (12) items also adopted from (Travar, I., Todorović, N., Pavlović, S., & Parra-López, E. (2022); Part IV. Tourist Satisfaction consists of three (3) indicators namely: physical and mental relaxation, public facilities and service quality with thirty-one (31) items adopted from Hui-Chuan, H., & Hua, K. M. (2014).

Scoring Procedure

The following are the scoring procedure for destination image, quality of tourist services and tourist satisfaction.

Destination Image

Scale	Range of Values	Description	Interpretation
5	4.21-5.00	Strongly agree	Very High
4	3.41-4.20	Agree	High
3	2.61-3.40	Somewhat Agree	Average
2	1.81-2.60	Disagree	Low
1	1.00-1.80	Strongly Disagree	Very Low

Quality of Tourist Services

Scale	Range of Values	Description	Interpretation
5	4.21-5.00	Strongly agree	Very High
4	3.41-4.20	Agree	High
3	2.61-3.40	Somewhat Agree	Average
2	1.81-2.60	Disagree	Low
1	1.00-1.80	Strongly Disagree	Very Low

Tourist Satisfaction

Scale	Range of Values	Description	Interpretation
5	4.21-5.00	Strongly agree	Very Satisfied
4	3.41-4.20	Agree	Satisfied
3	2.61-3.40	Somewhat Agree	Neutral
2	1.81-2.60	Disagree	Unsatisfied
1	1.00-1.80	Strongly Disagree	Very Unsatisfied

Statistical Treatment of the Data

Presented below are the statistical tools utilized in the treatment and analysis of data gathered.

- **Weighted Mean.** This is used to quantify the respondents' ratings on the image, quality of tourist services and tourist satisfaction.
- **Standard Deviation.** This is used to determine the homogeneity and heterogeneity of the students' scores where $SD \leq 3$ is homogenous and $SD > 3$ is

heterogeneous (Aiken & Susane, 2001; Refugio, Galleto, & Torres, 2019).

- **Spearman Rank-Order Correlation Coefficient (Spearman rho).** This is used to determine the correlation between image, quality of tourist services and tourist satisfaction.

The following guide in interpreting the correlation value suggested by Cohen, West, & Aiken, (2014) was utilized in this study:

Correlation Interpretation

Value	Size	Interpretation
± 0.50 to ± 1.00	Large	High positive/negative correlation
± 0.30 to ± 0.49	Medium	Moderate positive/negative correlation
± 0.10 to ± 0.29	Small	Low positive/negative correlation
± 0.01 to ± 0.09	Negligible	Slight positive/negative correlation
0.00	-	No correlation

IV. RESULTS

Table 1. Perceived Level of Destination Image in terms of Cognitive

A. Cognitive Image	Mean	SD	Description	Interpretation
1. A diversity of sites to visit	4.56	0.67	Strongly Agree	Very High
2. Opportunities to learn about history	4.54	0.70	Strongly Agree	Very High
3. Unique historical heritage	4.50	0.75	Strongly Agree	Very High
4. Interesting architecture	4.30	0.90	Strongly Agree	Very High
5. A variety of festivals, concerts, and events	4.39	0.87	Strongly Agree	Very High
6. Good local restaurants	4.32	0.90	Strongly Agree	Very High
7. Comfortable climate	4.55	0.66	Strongly Agree	Very High
8. A lot in terms of natural scenic beauty	4.52	0.73	Strongly Agree	Very High
9. Great variety of flora and fauna	4.39	0.78	Strongly Agree	Very High
10. A variety of land recreation activities (e.g., hiking, biking)	4.50	0.72	Strongly Agree	Very High
11. A clean environment	4.71	0.52	Strongly Agree	Very High
12. Opportunities for experiencing how the local people live	4.62	0.65	Strongly Agree	Very High
13. Good nightlife	4.45	0.87	Strongly Agree	Very High
14. Kind people	4.70	0.58	Strongly Agree	Very High
15. Safety and security	4.70	0.61	Strongly Agree	Very High
16. Peaceful and restful atmosphere	4.73	0.57	Strongly Agree	Very High
17. Crowdedness	4.04	1.09	Agree	High
18. Traffic congestion problems	3.84	1.24	Agree	High
19. Expensive goods and services	4.08	1.07	Agree	High
20. Pleasant shopping	4.08	1.00	Agree	High
21. Good antique shopping	4.05	1.12	Agree	High
Overall	4.31	0.77	Strongly Agree	Very High

Table 1 reveals the perceived level of destination image in terms of cognitive image. The data avers that the respondents “strongly agree” that the tourist sites of the third congressional district are peaceful with a restful atmosphere, clean environment, safe and secure with kind people, provide opportunity to experience how people in the locality live, diverse sites to visit, comfortable climate, opportunity to learn about history, natural scenic beauty, variety of land recreation activities, unique historical heritage, great variety of flora and fauna, variety of festivals, concerts, and events, and interesting architecture. The respondents “agree”

that they experienced pleasant shopping with expensive goods and services, crowdedness, and traffic congestion. Overall, the respondents “strongly agree” that the level of cognitive image they experienced in the areas visited is “Very High”. This finding means that the tourist destination of the third congressional district of Zamboanga del Norte is very highly attractive to the respondents of the study. This finding is aligned with Aunalal, Kadir, Taba, & Hamid (2017) who stated that every tourism industry has a positive strategic focus that enhances the destination's image in actual and potential tourists' minds.

Table 2. Perceived Level of Destination Image in Terms of Affective Image

B. Affective image	Mean	SD	Description	Interpretation
1. Sleepy–arousing	4.44	0.77	Strongly Agree	Very High
2. Unpleasant–pleasant	4.59	0.65	Strongly Agree	Very High
3. Gloomy–exciting	4.54	0.66	Strongly Agree	Very High
4. Distressing–relaxing	4.65	0.63	Strongly Agree	Very High
Overall	4.55	0.61	Strongly Agree	Very High

Table 2 portrays the perceived level of destination image in terms of affective image. As portrayed in the table, the respondents assert that they “strongly agree” that they experienced “very highly” sleepy-arousing, unpleasant-pleasant, gloomy-exciting, and distressing-relaxing during their stay in the tourist destination of the third congressional district of Zamboanga del Norte. Overall, the respondents “strongly agree” (mean=4.55,

SD=0.61) that the destination image in terms of the affective image in the tourist destination of the third congressional district of Zamboanga del Norte is of a “Very High” level. This finding is aligned with Aunalal et al. (2017) who stated that every tourism industry has a positive strategic focus that enhances the destination's image in actual and potential tourists' minds.

Table 3. Perceived Level of Destination Image in Terms of Conative Image

C. Conative Image	Mean	SD	Description	Interpretation
1. I will encourage friends and relatives to visit the tourism industry	4.64	0.76	Strongly Agree	Very High
2. I will say positive things to other people	4.65	0.67	Strongly Agree	Very High
3. I will recommend to anyone who seeks my advice	4.63	0.63	Strongly Agree	Very High
4. I will pay a higher price to visit, despite other competing destinations' price being lower	4.17	0.95	Agree	High
5. It is acceptable to pay more for travelling in tourism industry	4.39	0.75	Strongly Agree	Very High
6. I will come to tourism industry again within the period of no more than 1 year	4.39	0.83	Strongly Agree	Very High
7. I have plans to visit again in the next 5 years	4.39	0.95	Strongly Agree	Very High
Overall	4.52	0.65	Strongly Agree	Very High

Table 3 reflects the perceived level of destination image in terms of conative image. The data attests that the

respondents rated 6 of 7 items as “very high”. Item number 2 obtained the highest mean of 4.65 with a

standard deviation of 0.67 followed by item number 1 with a mean of 4.64 with a standard deviation of 0.76. Item number 4 obtained the lowest mean of 4.17 with a standard deviation of 0.95 which is described as “agree” and interpreted as “high”. Overall, the respondents “strongly agree” that the destination image in terms of

the conative image in the third congressional district of Zamboanga del Norte is of a “very high” level. This finding is aligned with Aunalal et al. (2017) who stated that every tourism industry has a positive strategic focus that enhances the destination's image in actual and potential tourists' minds.

Table 4. Summary of the Perceived Level of Destination Image

Destination Image	Mean	SD	Description	Interpretation
A. Cognitive Image	4.31	0.77	Strongly Agree	Very High
B. Affective Image	4.55	0.61	Strongly Agree	Very High
C. Conative Image	4.52	0.65	Strongly Agree	Very High
Overall	4.48	0.66	Strongly Agree	Very High

Table 4 discloses the summary of the perceived level of the destination image. The result maintains that the respondents “strongly agree” that cognitive image, affective image, and conative image are of “very high” level in the tourist destination of the third congressional district of Zamboanga del Norte. Overall, the level of

destination image in the area covered by this study is “very high” with an overall mean of 4.48 and standard deviation of 0.66. This finding is aligned with Aunalal et al. (2017) who stated that every tourism industry has a positive strategic focus that enhances the destination's image in actual and potential tourists' minds.

Quality of Tourist Services

Table 5. Perceived Level of Quality of Tourist Services in Terms of Access Quality

A. Access Quality	Mean	SD	Description	Interpretation
1. Road quality	4.26	0.81	Strongly Agree	Very High
2. Public transport quality	4.30	0.78	Strongly Agree	Very High
3. Quality of information	4.32	0.82	Strongly Agree	Very High
Overall	4.29	0.69	Strongly Agree	Very High

Table 5 depicts the perceived level of quality of tourist services in terms of access quality. The respondents “strongly agree” that the quality of information, public transport quality, and road quality of the tourist service in the third congressional district of Zamboanga del Norte are of “very high” levels as evidenced in the table with means of 4.32, 4.30, and 4.26 respectively. The overall mean of 4.29 with a standard deviation of 0.69 signifies that the tourist services in terms of access quality are “very high” in the area covered by this study. This finding can be attributed to the build-build project of the Philippine government in the concreting of roads

nationwide, including the third congressional district of Zamboanga del Norte. This development contributed to the improved tourist services in the area. This finding is supported by Irfan, Mahfudurnajamuddin, Hasan, & Mapparenta (2020) who stated that service quality is one factor that needs to be considered by the tourism industry because good service quality can increase customer satisfaction. This is further supported by Chin et al. (2018) who said that the availability, affordability, and convenience of tourism transportation infrastructure that enhances the accessibility and quality of a rural tourism destination tend to lead to better success.

Table 6. Perceived Level of Quality of Tourist Services in Terms of Accommodation Quality

B. Accommodation Quality	Mean	SD	Description	Interpretation
1. Cleanliness	4.58	0.62	Strongly Agree	Very High
2. Quality of staff	4.60	0.55	Strongly Agree	Very High
3. Quality of information	4.59	0.64	Strongly Agree	Very High
4. Value for money	4.43	0.77	Strongly Agree	Very High
Overall	4.51	0.61	Strongly Agree	Very High

Table 6 illustrates the perceived level of quality of tourist services in terms of accommodation quality. The result claims that the quality of staff, quality of information, cleanliness, and value for money are “very high” in the tourist destination of the third congressional district of Zamboanga del Norte. Overall, the result affirms that the respondents “strongly agree” that the level of tourist services in terms of accommodation

quality in the survey area is “very high” with a weighted mean of 4.51 with a standard deviation of 0.61. This finding implies that the tourist services in terms of accommodation quality are very good. This finding is supported by Chin et al. (2018) who found that physical features do play a role in influencing the quality of rural lodging such as the facility's condition, furnishings, and food quality.

Table 7. Perceived Level of Quality of Tourist Services in Terms of Attraction Quality

C. Attractions Quality	Mean	SD	Description	Interpretation
1. Diversity of cultural/historical attractions	4.57	0.70	Strongly Agree	Very High
2. Diversity of natural attractions	4.62	0.60	Strongly Agree	Very High
3. The offer of local cuisine	4.45	0.74	Strongly Agree	Very High
4. Quality of information	4.53	0.69	Strongly Agree	Very High
5. Value for money	4.35	0.77	Strongly Agree	Very High
Overall	4.46	0.66	Strongly Agree	Very High

Table 7 displays the perceived level of quality of tourist services in terms of attraction quality. As can be gleaned from the table, the respondents “strongly agree” that the diversity of natural attractions, diversity of cultural/historical attractions, quality of information, the offer of local cuisine, and value for money are “very high”.

The overall mean of 4.46 with a standard deviation of 0.66 declares that the quality of tourist services in terms of attraction quality is “very high” in the third

congressional district of Zamboanga del Norte. This finding implies that the tourist services of the area are very highly attractive to the tourists.

Hayati and Novitasari (2017) stated that everything that has uniqueness, beauty and value in the form of the diversity of natural wealth, culture and man-made products becomes the target or the purpose of a tourist visit. They further stated that destination attraction is the most important component of the tourism system as the main motivation for travel.

Table 8. Summary of the Perceived Level of Quality of Tourist Services

Quality of Tourist Service	Mean	SD	Description	Interpretation
A. Access Quality	4.29	0.69	Strongly Agree	Very High
B. Accommodation Quality	4.51	0.61	Strongly Agree	Very High
C. Attraction Quality	4.46	0.66	Strongly Agree	Very High
Overall	4.31	0.70	Strongly Agree	Very High

Table 8 exhibits the summary of the perceived level of quality of tourist services. As exhibited in the table, the data denotes that access quality, accommodation quality, and attraction quality are “very high” in the tourism industry in the third congressional district of Zamboanga del Norte.

Overall, the data indicates that the quality of tourist services in the area is “very high”. This finding suggests that the tourism industry successfully provided “very high” quality tourist services to the travelers who visited

the place. This finding is supported by Irfan, Mahfudnurnajamuddin et al. (2020) who stated that service quality is one factor that needs to be considered by the tourism industry because good service quality can increase customer satisfaction.

This is further supported by Chin et al. (2018) who said that the availability, affordability, and convenience of tourism transportation infrastructure that enhances the accessibility and quality of a rural tourism destination tend to lead to better success.

Tourist Satisfaction

Table 9. Perceived Level of Tourist Satisfaction in Terms of Physical and Mental Relaxation

A. Physical and Mental Relaxation	Mean	SD	Description	Interpretation
1. Being able to appreciate beautiful scenery	4.70	0.52	Strongly Agree	Very Satisfied
2 To approach and experience nature	4.66	0.61	Strongly Agree	Very Satisfied
3 To enjoy forest bathing	4.61	0.65	Strongly Agree	Very Satisfied
4. To enjoy rich phytoncid and anion	4.40	0.77	Strongly Agree	Very Satisfied
5 Being able to relieve stress and relieve physical and mental exhaustion	4.63	0.68	Strongly Agree	Very Satisfied
6 To increase the emotional exchange with families and friends	4.60	0.65	Strongly Agree	Very Satisfied
7 Mood relaxation and stress relieving	4.59	0.62	Strongly Agree	Very Satisfied
8 Being attracted to a place by its reputation as a scenic spot and satisfying desire	4.58	0.67	Strongly Agree	Very Satisfied
9 To protect health status and to improve physical health	4.59	0.65	Strongly Agree	Very Satisfied
Overall	4.65	0.49	Strongly Agree	Very Satisfied

Table 9 conveys the perceived level of tourist satisfaction in terms of physical and mental relaxation. The result shows that the respondents “strongly agree” that they can appreciate beautiful scenery, approach and experience nature, able to relieve stress and physical and mental exhaustion, enjoy forest bathing, increase the emotional exchange with families and friends, mood relaxation and stress relieving, protect health status and to improve physical health, and attracted to a place by its reputation as a scenic spot and satisfying desire. The overall mean is 4.65 with a standard deviation of 0.49

which is described as “strongly agree” and interpreted as “very satisfied”. This finding means that the respondents are “very satisfied in terms of physical and mental relaxation. This finding is similar to the finding of Chen and Petrick (2016) which states that taking vacations can contribute to subjective well-being because people have more opportunities to detach from their work environment, experience new things, and control what they want to do during vacations. They further stated that tourism is a mentally and physically healthy pursuit to follow in leisure time.

Table 10. Perceived Level of Tourist Satisfaction in Terms of Public Facilities

B. Public facilities	Mean	SD	Description	Interpretation
1. Complete traffic control system	4.26	0.96	Strongly Agree	Very Satisfied
2. Parking space and convenience	4.39	0.86	Strongly Agree	Very Satisfied
3. Tourism information service	4.44	0.80	Strongly Agree	Very Satisfied
4. Transportation shuttle service	4.16	1.00	Agree	Satisfied
5. Complete trail facilities	4.16	0.96	Agree	Satisfied
6. Detailed tourism information boards	4.38	0.85	Strongly Agree	Very Satisfied
7. Installation of tourism signs	4.44	0.84	Strongly Agree	Very Satisfied
8. Rationality of tickets	4.27	0.97	Strongly Agree	Very Satisfied
9. Number of toilets	4.44	0.78	Strongly Agree	Very Satisfied
10. Safety of scenic environment	4.56	0.73	Strongly Agree	Very Satisfied
11. Maintenance of trail facilities	4.41	0.83	Strongly Agree	Very Satisfied
12. Plant plantation	4.55	0.69	Strongly Agree	Very Satisfied
13. Service facilities	4.54	0.67	Strongly Agree	Very Satisfied
14. Seats for resting	4.56	0.72	Strongly Agree	Very Satisfied
Overall	4.41	0.73	Strongly Agree	Very Satisfied

Table 10 conveys the perceived level of tourist satisfaction in terms of public facilities. The data avers

that the respondents “strongly agree” that they are “very satisfied” with the tourism industry in the third

congressional district of Zamboanga del Norte in terms of ensuring safety and scenic environment, seats for resting, plant plantation, service facilities, installation of signage, number of toilets, information service, parking space and convenience, and complete traffic control system. The respondents “agree” that they are “satisfied” in terms of transportation shuttle service and complete trail facilities. The overall mean is 4.41 with a standard deviation of 0.73 which is described as “strongly agree” and interpreted as “very satisfied”. This finding indicates that the respondents are “very

satisfied” in terms of public facilities provided by the tourism industry in the area. Hussain et al., (2019) said that the cleanliness and maintenance of the facility, and the availability of physical facilities measure the customer’s perception about the quality of service. In addition, physical facilities and cultural attractions led to an enriched trip experience among tourists (Thapa & Lee, 2017). On the other hand, physical attributes had a direct impact on tourist satisfaction especially with the mediating effect of destination experience (Isa et al., 2018).

Table 11. Perceived Level of Tourist Satisfaction in Terms of Service Quality

C. Service quality	Mean	SD	Description	Interpretation
1. Cleanliness of toilets	4.47	0.83	Strongly Agree	Very Satisfied
2. Expectation towards knowledge enrichment	4.52	0.73	Strongly Agree	Very Satisfied
3. Cleanliness of scenic environment	4.68	0.55	Strongly Agree	Very Satisfied
4. Provision of travel guides	4.47	0.70	Strongly Agree	Very Satisfied
5. service facilities	4.57	0.70	Strongly Agree	Very Satisfied
6. Installation of information desk	4.51	0.76	Strongly Agree	Very Satisfied
7. Provision of emergency service	4.45	0.74	Strongly Agree	Very Satisfied
8. Promotion and advertising	4.51	0.69	Strongly Agree	Very Satisfied
Overall	4.49	0.69	Strongly Agree	Very Satisfied

Table 11 manifests the perceived level of tourist satisfaction in terms of service quality. The result shows that the respondents “strongly agree” that they are “very satisfied” in terms of cleanliness and scenic environment, service facilities, expectation towards knowledge enrichment, promotion and advertising, installation of the information desk, cleanliness of toilets, provision of travel guides, and provision of emergency service. The overall mean is 4.49 with a standard deviation of 0.69 which is described as “strongly agree” and interpreted as “very satisfied”. This finding implies that the tourism industry of the third congressional district provided a very good service

quality to their visitors. Alkhurshan & Husam (2020) averred that service quality is the main contributor to maintaining these strong bonds with the targeted customers, and this can only be achieved by concentrating on the existing aspects that can be manipulated by service providers such as satisfaction, loyalty, and trust. On the other hand, the quality of service has distinct impacts on satisfaction and customer behavior (Othman, 2020). Moreover, customer retention has been referred to for this research, which focuses on customer retention as a result of service quality where offering value to clients is extremely satisfying to clients on an ongoing basis (Joachim, 2018).

Table 11. Summary of the Perceived Level of Tourist Satisfaction

Tourist Satisfaction	Mean	SD	Description	Interpretation
A. Physical and Mental Relaxation	4.65	0.49	Strongly Agree	Very Satisfied
B. Public Facilities	4.41	0.73	Strongly Agree	Very Satisfied
C. Service Quality	4.49	0.69	Strongly Agree	Very Satisfied
Overall	4.61	0.49	Strongly Agree	Very Satisfied

Table 11 presents the summary of the perceived level of tourist satisfaction. The data affirms that the respondents “strongly agree” that they are “very satisfied” in terms of physical and mental relaxation, service quality, and public facilities. This finding signifies that the tourism

industry in the area has successfully provided a very good service to their visitors. Tapak, et al. (2019) stated that satisfaction of tourists from a destination/place is an important factor in selecting a destination which means that if the tourists are satisfied with their journey to a

destination, they are expected to return or to offer the destination to others. In addition, tourist satisfaction has

become a substantial subject for most service industries (Nahid & Akbar, 2016).

Table 12. Test of Relationship Between the Perceived Levels of Destination Image and Tourist Satisfaction

Variables	Mean	p-value	p-value	Interpretation
Destination Image	4.48	0.40	< 0.01	Medium/moderate positive correlation
vs Tourist Satisfaction	4.61			Significant

Table 12 displays the test of the relationship between the perceived levels of destination image and tourist satisfaction. Utilizing the Spearman Rank-Order Correlation Coefficient (Spearman rho), the outcome claims that there exists a significant medium/moderate positive correlation between the perceived levels of destination image and tourist satisfaction. Thus, the null hypothesis is rejected. This finding means that as the level of destination image increases, tourist satisfaction

also increases. This finding implies that the level of tourist satisfaction is dependent on the level of destination image.

This further implies that tourist satisfaction is significantly affected by the destination image. This finding is supported by Aprilia et al. (2019) whose research results found that destination image has a positive and significant effect on tourist satisfaction.

Table 13. Test of Relationship Between the Perceived Levels of Quality of Tourist Services and Tourist Satisfaction

Variables	Mean	p-value	p-value	Interpretation
Quality of Tourist Services	4.48	0.55	< 0.01	large/high positive correlation
vs Tourist Satisfaction	4.61			Significant

Table 13 reflects the test of the relationship between the levels of quality tourist services and tourist satisfaction. When the data set is subjected Spearman Rank-Order Correlation Coefficient (Spearman rho), it yielded a Spearman rho value of 0.55 with a p-value of < 0.01 which entails a significant large/high positive correlation between the perceived levels of quality of tourist service and tourist satisfaction. Thus, the null hypothesis is rejected.

a "very high" degree of destination image in the tourism industry. It indicates that every tourism sector has a positive strategic focus that improves the destination's image in the minds of both current and potential tourists.

The tourism industry in the selected municipalities of Zamboanga del Norte's third congressional district has successfully provided a very good service to their tourists, and if they are satisfied with their journey to a destination, they are expected to return or recommend the destination to others, and tourist satisfaction has become an important topic for most service industries.

This finding conveys that there exists a significant large/high positive correlation between the perceived levels of quality of tourist services and tourist satisfaction. This finding implies that tourist satisfaction is dependent on the quality of tourist services.

Furthermore, there is a significant medium to moderate positive link between perceived levels of destination image and tourist satisfaction.

This finding further implies that the quality of tourist services has a significant influence on tourist satisfaction. This finding is supported by Alvianna (2017) whose research results found that service quality has a significant effect on tourist satisfaction.

This suggests that the amount of tourist satisfaction equates to the level of destination image, and that the destination image has a substantial impact on tourist contentment.

This finding is further supported by Fachmi et al. (2020) who stated that high satisfaction is greatly influenced by the quality of a service provided to customers.

Moreover, tourist satisfaction is strongly influenced by the quality of tourism services. This suggests that the quality of service provided to tourists has a significant impact on their level of satisfaction.

V. DISCUSSIONS

This study discovered that the selected municipalities in Zamboanga del Norte's third congressional district have

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ISSN: 2582-6832