Impact of Destination Image on Tourism Satisfaction and Destination Loyalty: Perspective from Brazil

Marcelo L. Gonzalez

Impact of Destination Image on Tourism Satisfaction and Destination Loyalty: Perspective from Brazil

Marcelo L. Gonzalez

Federal Fluminense University, Rio de Janeiro

E-mail of the Corresponding author: lmarcelo@gmail.com

How to cite this article: Gonzalez, M. L. (2021). Impact of Destination Image on Tourism Satisfaction and Destination Loyalty: Perspective from Brazil. *Journal of Hospitality & Tourism Management,* **4(1), 95-106.**

Abstract

Satisfaction with a tourism product is fundamental for tourism given the strong relationship between satisfaction and future customer behavior a satisfied consumer will repeat the visit and/or disseminate a positive word of mouth to others. Some go so far to argue that satisfaction with visit is the Alpha and Omega of success of destinations and tourism enterprises especially in the view of constantly increasing competition. Tourism attractions are an important element of a destination and, therefore, important in destination satisfaction formation. It is often the case that the core of destination attraction system consists of protected environments with their inherent natural (zoological, botanical, ecological, geological, geomorphologic, biodiversity) or cultural values (historical, heritage. Consequently, it also means that management of such environments must meet two contradictory goals: restrict human impact on these environments and, at the same time, make them accessible for visitors. This is a challenge for, both, tourism and nature/heritage conservation management. Destination image could affect destination selection process and a more favourable destination image could influence satisfaction. Destination image directly affects attribute satisfaction. Both the destination and the attribute satisfaction work as the direct the antecedents of the overall satisfaction. The theme of the study is to investigate the effect of the uniqueness of Macao's image on satisfaction and loyalty. Whether the distinctness of Macao can capture tourist impression and have a positive effect on satisfaction is under investigation. Customer satisfaction has gained much attention in the marketing aspect. Satisfaction is defined as customers' judgments about products or service fulfilment. Brazil boasts more than 70 national parks and dozens of monuments, including one of the Seven New Wonders of the World Christ the Redeemer, in Rio de Janeiro. Together, these attractions create one of the most appealing and exciting destinations in South America. People come from every corner of the world to discover the superlative coastline, sprawling metropolises and thick jungles, which are home to monkeys, jaguars and river dolphins. The vast Brazilian landscape holds many prized spots, yet the places below are some of the very best destinations in the country. A city known for its stark contrasts, Rio

de Janeiro perfectly blends golden shores, lush forests and bustling urban life to create a home for its 6m residents and an exotic holiday destination for millions of annual tourists. With jagged coastlines, unspoiled scenery and shallow seas brimming with tropical fish, sharks, turtles and dolphins, this protected area grants several opportunities for relaxing on golden beaches and getting close to wildlife. The ecological sanctuary limits the number of visitors per year, which is why it still boasts some of the most breathtaking natural landscapes in Brazil.

Keywords: *Destination, Image, Tourism, Satisfaction, Destination, Loyalty.*

1.1 Introduction

Tourism industry involves the presence of different economic sectors, so, the revenues obtained from services and goods provided to tourists are distributed among a larger number of people in the community Leite, Riul, de Freitas & de Miranda, 2020). Thus, tourism is closer to social justice (one of the main pillars of sustainable development) than other sectors of the economy in terms of distributing benefits. On the other hand, travelling to different areas makes societies familiar with the culture and customs of other communities, and provides appropriate conditions for cultural and social interactions which in turn lead to promote peace, security, and promote tolerance among different cultures that are pillars of sustainable development (de Lima Pereira, et al., 2021). The multidimensional nature of the tourism industry causes major changes in the host society in addition to catering for tourists. Yet, due to the role played by a number of governmental institutions and private sector enterprises, the tourism industry has a very complicated entity. Satisfaction of tourists is one of the most important factors that guarantee future profit growth (Anaya-Aguilar, Gemar & Anaya-Aguilar, 2021). Nowadays, many organizations have considered tourist satisfaction as an important criterion for measuring the quality of their work (Anaya-Aguilar, et al., 2021). The tourist's satisfaction is achieved by designing appropriate processes such that services provided meet the expectations of the tourists. Studying of tourism literatures shows that 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. Tourist satisfaction has become a substantial subject for most service industries (Avgeli, Smarianakis & Sotiriades, 2020).

Satisfaction with a tourism product is fundamental for tourism given the strong relationship between satisfaction and future customer behavior a satisfied consumer will repeat the visit and/or disseminate a positive word of mouth to others (e.g., Emir & Kozak, 2017; Jang & Fe ng, 2020; Marcussen, 2021). Some go so far to argue that satisfaction with visit is the Alpha and Omega of success of destinations and tourism enterprises (Dwyer et al., 2020), especially in the view of constantly increasing competition (Echtner & Ritchie, 2018; Foret & Klusáček, 2016). Tourism attractions are an important element of a destination and, therefore, important in destination satisfaction formation. It is often the case that the core of destination attraction system consists of protected environments with their inherent natural (zoological, botanical, ecological, geological, geomorphologic, biodiversity) or cultural values (historical, heritage (Lundmark & Müller, 2020). Consequently, it also means that management of such environments must meet two contradictory goals: restrict human impact on these environments and, at the same time, make them accessible for visitors (Marion & Reid, 2017; Spilanis & Karayiannis, 2019). This is a challenge for, both, tourism and nature/heritage conservation management (for detailed review see Navrátil, Pícha, Rajchard & Navrátilová, 2020). Given the importance of tourism attractions for the overall

destination satisfaction and, in particular, the prevalence of protected natural and heritage sites in the tourism attraction system of many destinations, the aim of this paper is to assess the impact of antecedents of tourism satisfaction in the context of nature-based tourism.

In tourism literature, various perspectives and theories are used in the assessment of tourist satisfaction (Yoon & Uysal, 2015) of which Oliver's (2016) expectancy-disconfirmation model of satisfaction is often used (Neal & Gursoy, 2008). The model suggests that consumers develop expectations about a product or experience before purchase and, afterward, compare actual product performance with their expectations. If the actual performance exceeds their expectations they have positive disconfirmation and vice versa. The ensuing satisfaction with the product leads to repurchase. However, it seems that perceived value also influences repurchase intention. Perceived value is the "consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given (Zaithaml, 2018). The role of perceived value and satisfaction was developed and tested by He and Song (2019) who proposed that, apart from the actual product performance in comparison to expectation, the perceived value of the product also has a bearing on satisfaction. Given the scope of this study the expectancy-disconfirmation model of satisfaction was used, while the perceived value was adopted from the He and Song's (2019) study of satisfaction formation with package tour service.

In terms of perceived value, it is likely that on-site experience has an impact on value formation (Liu & Jang 2019). For natural attractions, as discussed by Navrátil et al. (2020) quality can be considered as an impact of natural environment on an individual. The on-site experience in such case has a temporal and emotional dimension. Firstly, as a way of satisfying a wide range of personal needs it is dynamic across time, that is, during the visit (Vittersø et al., 2020). Secondly, experience with a visit means that a visitor enters into a relationship with his/ her surroundings (den Breejen, 2017), resulting in different feelings that an individual experiences in different places (Chhetri et al., 2014). It is, therefore, not surprising that in leisure setting on-site experience is often operationalized through questions asking about emotion or mood and positive emotions are significant contributors to overall experience quality as well as satisfaction and loyalty (Farber & Hall, 2017).

Destination loyalty is operationally defined as the level of tourists' perceptions of a destination as a recommendable place (Sanjaya, Wijaya & Yulasmi, 2020). Moreover, tourists who experience satisfactory traveling services and destination attributes can be a source of motivation for their families and friends through their persuasive WOM, and they would have more intentions to visit the same destinations again (Patwardhan et al., 2020). WOM is regarded as a functional means of information that assists the public to assess the service quality, by either attracting or detracting their intentions to use those (Patwardhan et al., 2020). The advanced level of WOM is an electronic WOM (eWOM) that is currently being spread by different platforms, and it is even more helpful to assess tourism services. A common belief is that a better quality of services can result in a higher level of customers' perception, which subsequently leads to a higher level of tourist loyalty. Destination image is defined as an individual's mental representation of knowledge (beliefs), feelings, and overall perception of a particular destination. Destination image plays two important roles in behaviors: To influence the destination choice decision-making process and to condition the after-decision-making behaviors, including participation (on-site experience), evaluation (satisfaction), and future behavioral intentions (intention to revisit) (Patwardhan et al., 2020).

Destination image is generally interpreted as a compilation of beliefs and impressions based on information processing from various sources over time that results in a mental representation of the attributes and benefits sought of a destination (Wu & Liang, 2020). According to Tasci and Gartner (2019), the destination image is a system of interaction that is linked to opinion and belief, and even intentions with respect to a destiny. As brought into evidence by numerous studies, destination image has been a core aspect of tourism study from the last decade, even though theoretical elements were offered by other approaches over time (Qi & Qi, 2021). Hunt (2018) contend that the importance of destination image as a tool to enhance the number of tourists to a spot, and noted that this factor is very important because it influenced the selection of a destination, eWOM, tourist satisfaction, tourist loyalty, intention to visit, and individual tourist decisions. Oliver (2021) considered tourists' loyalty as a deeply held commitment to rebuy or re-patronize a preferred product/service consistently in the future thereby causing repetitive same brand or same brand set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior. Tourists' loyalty also considers a vital feature for destination marketers, because it is connected to a lot of desire with less cost, which includes keeping existing visitors rather than catching new visitors (Wacker & Groth, 2020). However, repeat tourists reduce the cost of marketing compared to attracting first-time visitors.

2.1 The Concept of Tourism Destination in Brazil

Brazil boasts more than 70 national parks and dozens of monuments, including one of the Seven New Wonders of the World Christ the Redeemer, in Rio de Janeiro (Cavalheiro, Joia, do Canto Cavalheiro & Mayer, 2021). Together, these attractions create one of the most appealing and exciting destinations in South America. People come from every corner of the world to discover the superlative coastline, sprawling metropolises and thick jungles, which are home to monkeys, jaguars and river dolphins (Cavalheiro et al., 2021). The vast Brazilian landscape holds many prized spots, yet the places below are some of the very best destinations in the country. A city known for its stark contrasts, Rio de Janeiro perfectly blends golden shores, lush forests and bustling urban life to create a home for its 6m residents and an exotic holiday destination for millions of annual tourists. Besides the obvious attractions such as Christ the Redeemer, Sugarloaf Mountain and Copacabana, don't miss the more off-the-beaten-track spots such as the unforgettable TransCarioca 180km-long (112mi) hike, or the mesmerizing sunset at Arpoador. If you love music, then you don't need to wait until Carnival for a samba hit; head to the samba schools for their all-year-round samba shows, including live music and jaw-dropping dancers.

Belo Horizonte is known for its bar scene rather than thumping nightclubs, which comprises dozens of bars packed together to create the ideal late-night drinking spot for socializing and winding down at the end of the week (Andrade & Smith, 2020). For food, you've come to the right place as everything from mobile stalls to sophisticated restaurants serve up classic Minas Gerais cuisine molded around home comfort and slow-cooking. If art is more your thing, hire a car to Inhotim, a large interactive art gallery set within a botanical garden. They don't call São Paulo the concrete jungle for nothing. This often misunderstood city, home to over 12m people, is regarded as the business and financial capital of Brazil. Yet that sweeping definition overlooks the quirks and curiosities that make São Paulo the buzzing cosmopolitan city that it is. For culture, it has some of the country's finest art galleries and museums, and you can excite your palate at one of many international restaurants celebrated for their haute cuisine (Brandão et al., 2021). For a change of pace, head to Praça Roosevelt for hipster bars and an alternative, liberal crowd. Pace

yourself, as you'll need stamina for the nightlife here, which gives São Paulo its reputation as a city that doesn't sleep (Brandão et al., 2021).

Founded in the early 16th century by Portuguese settlers, Olinda is a small colonial town neighboring much larger Recife (Pimentel & de Lima Pereira, 2020). Its collection of baroque churches, 18th-century convents, and vibrant houses cling to the hillside, coupling exquisite architecture with sweeping ocean views. The local bohemian crowd have restored many of the buildings into artistic hubs, creating a center of art galleries, museums and open studios (Pimentel & de Lima Pereira, 2020). Come here in February to experience one of Brazil's most traditional and lively carnivals. Escape from it all on this picturesque and exclusive island gem. Located 350km (217mi) off the coast of Brazil, you have to take a flight from Recife to get to the volcanic archipelago of Fernando de Noronha. With jagged coastlines, unspoiled scenery and shallow seas brimming with tropical fish, sharks, turtles and dolphins, this protected area grants several opportunities for relaxing on golden beaches and getting close to wildlife. The ecological sanctuary limits the number of visitors per year, which is why it still boasts some of the most breathtaking natural landscapes in Brazil (Pimentel & de Lima Pereira, 2020).

3.1 The Concept of Destination Image and Tourism satisfaction, Destination Loyalty

A study by Mahasuweerachai and Qu (2019) found that destination image has positive impacts on perceived value, satisfaction, and loyalty. This implies that the more favorable the image of a destination, the more likely tourists will become loyal to the destination. The strength of this relationship does not depend on tourists' gender or marital status; however, it does depend on tourists' age, income, and level of involvement. As an implication for management, this study signifies that destination loyalty can be built through satisfaction, and perceived value and destination image. In addition, it provides destination managers with a detailed knowledge of the factors that moderate the link between image and loyalty. This information could help marketers' better design destination campaigns to attract existing and new travelers. Although, there is no doubt that destination image influences a tourist's destination choice, and positive destination image leads to favorable outcomes, such as satisfaction and revisit intention (Chen & Tsai, 2007), a number of unanswered questions concerning the explanation of the complexity of this interrelationship still remain.

A review of the consumer behavioral literature reveals that there are relationships among image, perceived value, satisfaction, and loyalty. Much research has suggested that image has both direct and indirect effects (through value) on customer satisfaction (Bigne et al., 2018; Lai et al., 2019). Images also have been found to have significant direct and indirect effects (through satisfaction) on customer loyalty (Back, 2015; Chi & Qu, 2018). In addition, previous research reveals that tourists' involvement and characteristics gender, age, annual income, and marital status moderated the perception of destination image and its impact on tourist behavior (Chen &Tsai's, 2017; Heung, Qu, & Chu, 2019; Walmsley &Jenkins, 2018). Therefore, this study posit that tourists' characteristics and involvement moderate the effects of destination image on perceived destination value, satisfaction with destination and loyalty.

Chin, Lo Razak, Pasbakhsh and Mohamad (2020) in a study argued that any tourist destination is made up of both tangible and intangible elements. Tangible elements refer to natural attractions (beaches, mountains) or historical cultural heritage, while intangible elements are represented by the culture, customs and the history of that destination. This statement is also supported by Lynch and Tinsley (2018) who consider the tourist destination "a system with many components such as

tourist attractions, accommodation, transport, other services and infrastructure. Destination image represented a real subject of interest for both practitioners and academics over time and since the '90s it has been studied in correlation with the destination brand (Almeyda and Babu, 2017). Though, between the concepts of destination image and destination brand there were often confusions as they were considered to be the same. However, numerous researchers claim that the image is just one of the pieces that make up the destination brand (Konecnik, 2017 cited in Schaar, 2013). In support of this idea, Ekinci (2019) affirmed that "the branding process of a destination begins when the assessment of destination image includes one strong emotional attachment." The author claims that although the two concepts seem to be similar, destination branding has an affective component of the destination image and only destinations that have a brand are able to establish an immediate emotional bond with consumers. Given this fact, the difference between destination image and brand is, according to Ban and Ozdogan (2020) that the brand tends to last longer than the destination image.

Manhas et al., (2016) state that an important role in the formation of the image is played by the word-of-mouth promotion, which can influence the perceptions of potential tourists. Intentions of recommendation to family or friends (who are potential tourists) are parts of the attitudinal loyalty tourists might manifest towards a destination they have visited and for that matter gaining their loyalty should be a priority for every destination. In another approach, Prebensen (2017 cited in Schaar, 2013) argues that the image of a tourist destination can be influenced by 3 sources of information, resulting the organic image, the induced image and the modified-induced image. Organic image refers to what people learn about a particular place at school or from mass-media, books or internet and highlights the fact that people have knowledge of one certain place not only in terms of a tourist experience. All the information about a place people have from external sources may play a role in a tourist's making decision whether to visit or not a destination. Induced image is, instead, the result of marketing efforts and promotional materials presented to potential tourists, aimed at informing and convincing them to visit a destination. Modified-induced image is the one formed as a result of an actual experience within the destination.

According to Aaker (Moisescu, 2019) loyalty can be assessed on 4 coordinates: consumer's satisfaction, consumer's behavior, repurchasing intentions and intentions of recommendation. This aspect is also supported by Reichheld (2014) who says loyalty is not limited to repeated purchases, as some consumers could do so from inertia, the lack of alternatives or indifference, and not necessarily because they are loyal to a product. When it comes to a destination as a product, some authors claimed that a destination's success relies more on the tourists who come back after one visit, than to the first-time visitors (Schaar, 2013). Contrary to this approach, Boo et al. (2019) states that although the tourists have a positive experience at destination, it is not necessary for them to be loyal to that destination as many prefer to travel and discover more different destinations. However, according to the authors, they can show attitudinal loyalty toward a destination, recommending it to friends or family. This aspect should be taken into consideration.

According to Chakrabarty (2020), the importance of tourism in Brazil is reflected in the number of foreign tourist arrivals to this country; according to data collected by the Ministry of Tourism (2020), this figure surpassed 75 million in 2019, which represents an increase of 12.3 percent over the previous year. However, the influx of tourists is due not only to traditional sun and beach tourism, but also to cultural tourism. The development of this type tourism – particularly heritage tourism has been very successful in this country. Nevertheless, despite being a country with a wealth of heritage sites, sun and beach destinations continue to take center stage. This increase in

international tourism in recent decades and growing competition between destinations has sparked interest in improving, managing, and presenting a positive destination image. In the case of an archaeological heritage destination, such as the one that is the focus of this study, it is necessary to analyses the image formed by tourists and how this influences their post-visit satisfaction. This will enable such destinations to improve the aspects that attract the greatest number of visitors. The ultimate aim is to ensure that these cultural destinations are seen as an alternative to the traditional sun and beach destinations.

Ran, Zhenpeng, Bilgihan and Okumus (2021) indicated that Perceived destination image varies among consumers and Positive destination image would improve satisfaction. Flood of information can build the initial destination image even if tourists have never visited the destination. The information includes both commercial and noncommercial information. Commercial information refers to magazines, brochures and advertisements alike. Non-commercial information could come from friends, relatives and schools. Upon tourists have made their choice and paid the real visit to the destination, the initial destination image would be further modified by the experience. Acquired experience in the destination would further influence assessments of the trip and future intentions. Destination is a multidimensional concept encompassing both the functional characteristics and psychological characteristics of the destination.

According to Kusumawardani, Widyanto and Deva (2020), psychological characteristics are usually abstract and concern about atmosphere and feelings. Results have also indicated that destination image is composed of common traits, which are commonly shared by almost all the destination, and some unique features, for instance, Taj Mahal in India, Disneyland in California and Amazon Jungle in Brazil. Macao is also distinct for the coexistence of casinos and world heritage sites. The unique features of the destination are suggested to be incorporated. Destination image could affect destination selection process and a more favourable destination image could influence satisfaction. Destination image directly affects attribute satisfaction. Both the destination and the attribute satisfaction work as the direct the antecedents of the overall satisfaction. The theme of the study is to investigate the effect of the uniqueness of Macao's image on satisfaction and loyalty. Whether the distinctness of Macao can capture tourist impression and have a positive effect on satisfaction is under investigation. Customer satisfaction has gained much attention in the marketing aspect. Satisfaction is defined as customers' judgments about products or service fulfilment. One of the key elements of destination marketing success is tourist satisfaction because it influences the choice of destination and the decision to revisit. It is therefore important to examine the concept of image and its relation to the satisfaction.

Dos Anjos, de Lima Pereira and Von Tennenberg (2017) conducted a study whose purpose was to assess the tourist image of the destination Balneário Camboriú, Santa Catarina, Brazil, from the tourists' perspective. The authors specified the latent dimensions involved in the formation of the cognitive, affective, and conative image of coastal tourism destination, through which the authors can analyze and measure the construct. The study employed an exploratory, descriptive, and predominantly quantitative research designs. It used non-probability convenience sampling, consisting of a sample of 425 tourists. Data collection were conducted in the studied destination during the summer season 2015/2016. Findings Through exploratory and confirmatory factor analysis, the authors identified and tested the factors that comprise the image. Structural equation model evaluated the relationship that theoretically exists between the components of the image and the weight of the various components (cognitive, affective, and conative) on the overall image

of the destination. This research contributed theoretically and empirically to the discussions on the components of the destination image, in as much as it analyzes and interprets the cognitive, affective, and conative components of the image of the tourism destination Balneário Camboriú, Santa Catarina, Brazil.

The World Travel and Tourism Council's (WTTC) annual report of 2020 indicated that the growth of the travel and tourism sector in 2019 (6.8%) overtook that one of the global economies (4.3%) for the fifth successive year, generating 12.8% of global GDP and supporting 421 million jobs. Similarly, despite many challenges faced by travel and tourism in Europe starting from the end of 2019 (e.g., terrorist attacks, the economic crisis, Brexit, etc.), the sector is still expected to grow by 3.1%, confirming tourism as one of the services industries remarkably resilient in times of economic recession (WTTC, 2016). Among various foreign destinations, Europe is the continent with the highest tourism demand, especially regarding emerging countries and, particularly, South America (Darvidou, Siskos & Rogach, 2020). Departures from South America to Europe, in fact, amount to 26%, followed by 23% in North America, 32% in other South-American nations and 19% in the rest of the world. Particularly, the most likely to visit Europe are, above all, Brazilians (Euromonitor International, 2020). In the current hyper-competition among tourist destinations, a thorough analysis of tourist motivation and its relationships with loyalty and attitude toward destination is crucial for developing adequate policies able to sustain tourism flow within the destination. Especially, research on tourist's decision examining the behavior of emerging markets travelers attending Europe (such as Brazilians) could represent an interesting marketing challenge, since it can contribute to increase loyalty, intercept new tourism segment, and design adequate tourism policies in line with a sustainable vision.

4.1 Discussions and Conclusion

The image of destinations is constituted by a complex set of internal and external attributes that are strongly influenced by traditional media, by the movies and other means of disseminating information, artistic or mediatic, controlled by a small number of social interest groups. However, this reality changes when tourists have the possibility to produce content through reporting their experiences, which can interfere on the image constitution about brands and places. Given the significance of this reality, which imposes a new dynamic to consumption relations, affecting the competitiveness of destinations, this study had as its aim to investigate the image projected in social media by Brazilian and foreign tourists who visited the city of Rio de Janeiro regarding the following aspects: experience lived in the city's main attractions, perceived quality of services performed, and evaluation of prices and value. To do so, we analyzed 612 comments posted on the TripAdvisor website, the most accessed social medium in the world, in 2015 and 2016.

Destination image could affect destination selection process and a more favourable destination image could influence satisfaction. Destination image directly affects attribute satisfaction. Both the destination and the attribute satisfaction work as the direct the antecedents of the overall satisfaction. The theme of the study is to investigate the effect of the uniqueness of Macao's image on satisfaction and loyalty. Whether the distinctness of Macao can capture tourist impression and have a positive effect on satisfaction is under investigation. Customer satisfaction has gained much attention in the marketing aspect. Satisfaction is defined as customers' judgments about products or service fulfilment. One of the key elements of destination marketing success is tourist satisfaction because it influences the choice of destination and the decision to revisit. It is therefore important to examine the concept of image and its relation to the satisfaction.

The multidimensional nature of the tourism industry causes major changes in the host society in addition to catering for tourists. Yet, due to the role played by a number of governmental institutions and private sector enterprises, the tourism industry has a very complicated entity. Satisfaction of tourists is one of the most important factors that guarantee future profit growth. Nowadays, many organizations have considered tourist satisfaction as an important criterion for measuring the quality of their work. The tourist's satisfaction is achieved by designing appropriate processes such that services provided meet the expectations of the tourists. Studying of tourism literatures shows that 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. Tourist satisfaction has become a substantial subject for most service industries.

Brazil boasts more than 70 national parks and dozens of monuments, including one of the Seven New Wonders of the World Christ the Redeemer, in Rio de Janeiro. Together, these attractions create one of the most appealing and exciting destinations in South America. People come from every corner of the world to discover the superlative coastline, sprawling metropolises and thick jungles, which are home to monkeys, jaguars and river dolphins. The vast Brazilian landscape holds many prized spots, yet the places below are some of the very best destinations in the country. A city known for its stark contrasts, Rio de Janeiro perfectly blends golden shores, lush forests and bustling urban life to create a home for its 6m residents and an exotic holiday destination for millions of annual tourists. Besides the obvious attractions such as Christ the Redeemer, Sugarloaf Mountain and Copacabana, don't miss the more off-the-beaten-track spots such as the unforgettable TransCarioca 180km-long (112mi) hike, or the mesmerizing sunset at Arpoador.

REFERENCES

Anaya-Aguilar, R., Gemar, G., & Anaya-Aguilar, C. (2021). Factors associated with spa tourists' satisfaction. *Mathematics*, *9*(4), 332.

Andrade, A., & Smith, K. A. (2020). Tourism distribution in small island destinations: the case of Fernando de Noronha, Brazil. *Journal of Hospitality and Tourism Insights*.

Avgeli, V., Smarianakis, D., & Sotiriades, M. (2020). Correlating Customer Satisfaction and Customer Loyalty: The Case of International Tourists in Cretan Resort Hotels. *Journal of Tourism and Hospitality Management*, *8*(2), 43-59.

Brandão Cavalheiro, M., Antonio Joia, L., do Canto Cavalheiro, G. M., & Feder Mayer, V. (2021). Smart Tourism Destinations :(Mis) Aligning Touristic Destinations and Smart City Initiatives. *BAR-Brazilian Administration Review*, *18*(1).

Cavalheiro, M. B., Joia, L. A., do Canto Cavalheiro, G. M., & Mayer, V. F. (2021). Smart tourism destinations :(Mis) aligning touristic destinations and smart city initiatives. *Brazilian Administration Review*, *18*(1), 1-28.

Chakrabarty, N. (2020). A regression approach to distribution and trend analysis of quarterly foreign tourist arrivals in India. *Journal of Soft Computing Paradigm (JSCP)*, *2*(01), 57-82.

Chin, C. H., Lo, M. C., Razak, Z. B., Pasbakhsh, P., & Mohamad, A. A. (2020). Resources confirmation for tourism destinations marketing efforts using PLS-MGA: The moderating impact of semirural and rural tourism destination. *Sustainability*, *12*(17), 6787.

Darvidou, K., Siskos, E., & Rogach, O. (2020). Competitiveness of Travel and Tourism Sector in Greece and Ukraine: Comparative Analysis. *Journal Transition Studies Review*, *27*(1), 77-93.

de Lima Pereira, M., dos Anjos, F. A., da Silva Añaña, E., & Weismayer, C. (2021). Modelling the overall image of coastal tourism destinations through personal values of tourists: A robust regression approach. *Journal of Outdoor Recreation and Tourism*, *35*, 100412.

dos Anjos, F. A., de Lima Pereira, M., & Von Tennenberg, F. F. P. (2017). Evaluation of the image of a coastal tourism destination in Brazil. *International Journal of Tourism Cities*.

Kusumawardani, K. A., Widyanto, H. A., & Deva, I. P. L. I. (2020). Understanding the entrepreneurial intention of female entrepreneurs in the Balinese tourism industry: Superman is Dead. *International Journal of Research in Business and Social Science (2147-4478)*, *9*(1), 63-79.

Leite, D. S. L., Riul, P., de Freitas, N. D. A., & de Miranda, G. E. C. (2020). Evaluation of the conservation status and monitoring proposal for the coastal reefs of Paraíba, Brazil: bioindication as an environmental management tool. *Ocean & Coastal Management*, *194*, 105208.

Mahasuweerachai, P., & Qu, H. (2019). The impact of destination image on value, satisfaction, and loyalty: Moderating effects of tourist characteristics and involvement.

Patwardhan, V., Ribeiro, M. A., Payini, V., Woosnam, K. M., Mallya, J., & Gopalakrishnan, P. (2020). Visitors' place attachment and destination loyalty: Examining the roles of emotional solidarity and perceived safety. *Journal of Travel Research*, *59*(1), 3-21.

Pimentel, M. R., & de Lima Pereira, M. (2020). Tourism spatial distribution in Brazil: a recent assessment using thematic cartography. *Journal of Hospitality and Tourism Insights*.

Qi, H., & Qi, N. (2021). Transportation image: Place-based vehicles for destination branding. *Journal of Destination Marketing & Management*, *19*, 100541.

Ran, L., Zhenpeng, L., Bilgihan, A., & Okumus, F. (2021). Marketing China to US travelers through electronic word-of-mouth and destination image: Taking Beijing as an example. *Journal of Vacation Marketing*, 1356766720987869.

Sanjaya, S., Wijaya, R. A., & Yulasmi, Y. (2020). The Effect of Destination Image on Tourists' Satisfaction and Destination Loyalty: Bukittinggi City, West Sumatra. *mouth*, *3*(8), 22.

Wacker, A., & Groth, A. (2020). Projected and perceived destination image of tyrol on Instagram. In *Information and Communication Technologies in Tourism 2020* (pp. 103-114). Springer, Cham.

Wu, G., & Liang, L. (2020). Examining the effect of potential tourists' wine product involvement on wine tourism destination image and travel intention. *Current Issues in Tourism*, 1-16.