



The Determinants affecting on Destination Loyalty Intention

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Abstract

The purpose of this research is to study the Determinants affecting on Destination Loyalty Intension in Riverston destination. This study lead to identification of existing condition of determinants, identification of most influential determinants affecting on Destination Loyalty Intentions, including destination attributes, destination image, and travel motives , for the development of proposed model.

Key words: Destination Loyalty Intension; destination attributes; destination image; travel motives; travellers' satisfaction

DLI: Destination Loyalty Intention

DI: Destination Image

DA: Destination Attribute

TM: Travel Motives