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DESTINATION IMAGE AND TOURIST MOTIVATIONS AS ANTECEDENTS OF TOURIST ENGAGEMENT

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Destination image and tourist motivations as antecedents of tourist engagement

Abstract

Purpose: ŧThis paper aims to ~~empirically~~ establish the causal relationship between destination image and~~,~~ tourist motivation and ~~tourist~~ engagement.

Design/methodology/approach: ~~we study the effect of tourists' image and motivations on their engagement using a quantitative approach. we consider a~~A causal model with ~~six~~seven hypotheses~~,~~ was ~~is design which is~~ tested ~~narrows~~ into a sample of 438 domestic tourists in Acapulco (Mexico)~~, proportionally representing the tourist population visiting the destination~~.

Research limitations/implications: The study is based on domestic tourists ~~in~~at a sun and beach destination~~. The final scales seem valid for sun and beach destinations~~.

Practical implications: Destination management organisations~~DMOs~~ should invest in the care, ~~and~~ improvement and promotion of tourism resources ~~and in their promotion~~. Online and offline communication campaigns should be based on tourism resources and experiences.~~Can be beneficial for tourism managers of sun and beach destinations when planning and generating attractions, experiences and services. To identify the type of attractions in its offer that most contribute to strengthening the destination's image in order to attract, retain tourists and influence their future intentions.~~

Findings: Cognitive destination image is the main antecedent of tourist engagement, exerting an important direct and indirect effect through push and pull motivations. Affective image also exerts a direct effect on tourist engagement and an indirect effect through push and pull motivations. Only pull motivations exert an influence on tourist engagement.~~This study demonstrates the existence of a significant link between perceived destination image and tourist motivations. Tourist motivations are key in the model, as they channel much of the explanatory power of the variance in tourist engagement. Tourist engagement is generated through a central (cognitive) and a peripheral (affective) route. The central route (cognitive image and pull motivations) is the most important for generating tourist engagement. Image and motivations are statistically significant antecedents of tourist engagement with a destination.~~

~~Purpose: this paper aims to establish the causal relationship between destination image, tourist motivation and tourist engagement.~~

~~Design/methodology/approach: we consider a causal model with six hypotheses, which narrows into a sample of 438 tourists in Acapulco (Mexico).~~

~~Findings: The results allow for comparison of all the hypotheses. Tourist engagement is generated through a central (cognitive) and a peripheral (affective) route. The central route (cognitive image and pull motivations) is the most important for generating tourist engagement. Image and motivations are statistically significant antecedents of tourist engagement with a destination.~~

Originality: ~~this~~ This paper fulfils three research gaps: a) destination image is associated with tourist engagement~~;~~ , b) tourist motivations affect tourist engagement, and c) destination image is associated with tourist motivations.

Keywords: Destination image, Tourist motivations, Tourist engagement, Mexico

1. Introduction

The emergence of smartphones and social media has radically changed the way tourists seek information and communicate with each other (Fang, Zhang & Li, 2020). Online platforms like TripAdvisor, Airbnb, Booking.com and Expedia, and social networks like Facebook, Instagram, Twitter, and YouTube enable tourists to share comments, videos and appraisals of accommodation, restaurants, transport companies and attractions (Lee et al., 2020). In the marketing literature, these behaviours are known as Customer Engagement Behaviours (CEBs) and stem from the active emotional engagement of customers (V~~v~~an Doorn et al., 2010).

In the last 10 years, customer engagement has drawn considerable attention from academics (Rather, Hollebeek & Islam, 2019; Brodie et al., 2011; Hollebeek, 2011; Hollebeek & Chen, 2014; Kumar et al., 2013; Pansari & Kumar, 2017; Sprott, Czellar & Spangenberg, 2009; V~~v~~an Doorn et al., 2010). In view of the increasingly important role of social media, influencers, word-of-mouth marketing and co-creation of services, customer engagement has become a key aspect for explaining voluntary customer behaviours that go beyond the transaction (Rather, Hollebeek & Islam, 2019; Brodie et al., 2011).

Although tourist engagement is a consolidated concept in tourism, little attention has been paid to the study of its antecedents (Taheri, Jafari & O'Gorman, 2014; So et al., 2016; Harrigan et al., 2017; Rather, Hollebeek & Islam, 2019; Fang, Zhang & Li, 2020; Villamediana-Pedrosa et al., 2020; Hao, 2020; Rassoolimanesh et al., 2021). Antecedents studied in the literature include service quality, customer satisfaction and brand image in

airlines (Hapsari et al., 2017), physical attractiveness of a hotel (Fang, Zhang & Li. 2020), social media and information richness in hospitality (Lee et al., 2020), prior knowledge, multiple motivations, and cultural capital ~~in a~~of museums (Taheri, Jafari & O'Gorman, 2014) ~~and~~ place authenticity and place attachment (Rather, Hollebeek & Islam, 2019) and consumer motivations (Villamediana-Pedrosa et al., 2020). Fyall ~~&~~ and Garrod (2020) considers that performance management and the scrutiny of ~~organizations~~ organisations that exist to manage, and market, destinations more effectively ~~is~~ are a primary area of research in tourism. Given the importance of tourist engagement and the scant~~scarce~~ academic research in this area, further exploration seems necessary (Hao, 2020).

Though several studies have analysed the importance of tourist engagement, ~~none~~ few have done so within the context of a tourist destination (Fang, Zhang & Li, 2020; Lee et al., 2020; Rasoolimanesh et al., 2019; So et al., 2016; Villamediana-Pedrosa et al., 2020). Tourist engagement is a key objective for ~~Destination~~ destination ~~Management~~ management ~~Organizations~~ organisations (DMOs) because it ~~optimizes~~ optimises visitor experience and enhances the destination's value proposition (Taheri, Jafari & O'Gorman, 2014). DMOs are therefore very interested in discovering the key factors that generate tourist engagement and bring about favourable customer reactions to the destination (Villamediana-Pedrosa et al., 2020). In this paper we will focus on two antecedents that appear to play an important part a priori: tourism destination image and tourist motivations. As far as we know, there has been no empirical study of the role of these antecedents.

This paper aims to establish the causal relationship between destination image and tourist motivation and engagement. This aim will lead to three contributions to the literature.

First, destination image is associated with tourist engagement. Perceived destination image is one of the main factors that motivates tourists to book a trip and is also the memory that remains in the mid to long term. In other tourism contexts, results are contradictory. Taheri, Jafari and O'Gorman (2014) confirmed brand image as an antecedent to customer engagement in a museum, while Hapsari, Clemes and Dean (2017) found no causal relationship in the airline industry. V~~v~~an Doorn et al. (2010) point out that the relationship between customer engagement and its antecedents depends on context. The research gap in the relationship between image and customer engagement must therefore be filled. This relationship is significant since the cognitive and affective components of the image are believed to influence the emotional nature of customer engagement.

Second, we study the effect of tourist motivations on tourist engagement. Tourist motivations, along with perceived destination image, are another key variable for understanding tourists' decisions and behaviours (Taheri, Jafari & O'Gorman, 2014). V~~v~~an Doorn et al. (2010) established that motivations are generally customer-based antecedents of customer engagement. Villamediana-Pedrosa et al. (2020) tested a direct relationship between push and pull motivations and positive/negative engagement. Several authors state the need for more empirical research to better understand the impact of motivations on the level of engagement (Ballantyne et al., 2011; Taheri, Jafari & O'~~'~~Gorman, 2014). The causal relationship between push motivations and customer engagement has been contrasted in the museum sector (Taheri, Jafari & O'Gorman, 2014), but ~~no~~ few studies~~y~~ ha~~s~~ve been performed in another contexts (Villamediana-Pedrosa et al., 2020).

Third, destination image is associated with tourist motivations. Although these variables are of great practical relevance, there is little empirical evidence of their causal relationship. Tourists' levels of motivation depend on push and pull factors (Taheri, Jafari & O'Gorman, 2014). Push motivations are often unconscious, but pull motivations are linked to destination attractiveness. Pull motivation activation depends on the marketing actions promoted by DMOs and the destination image perceived by tourists. This relationship has not been widely explored, and we have found no empirical study.

To meet this goal, we will review the literature of the theoretical framework of customer engagement and tourist destination. Below we will raise the hypotheses that link both antecedents (image and motivations) to customer engagement behaviours (CEBs). We will contrast the hypotheses in a survey of 438 personal interviews conducted in Acapulco (Mexico).

2. Customer engagement

The increasing relevance of customer engagement in the last 10 years is due to ~~customer engagement behaviours (~~CEBs~~)~~, which are manifestations of customer engagement beyond purchase (V~~v~~an Doorn et al., 2010; So et al., 2016; Fang, Zhang & Li, 2020; Lee et al., 2020; Hao, 2020). CEBs can be positive or negative towards a brand and have an impact on a wide range of stakeholders (Villamediana-Pedrosa et al., 2020; Rasoolimanesh et al., 2021). For a destination, Tourist Engagement Behaviours (TEBs) can emerge before, during and after the visit (Rather, 2020; Vikas & Arun, 2020). During information gathering and purchase, visitors will actively search their social environment and the Web 4.0, analysing other

tourists' comments, asking questions in forums and reference groups~~,~~ and purchasing services (So et al., 2016; Lee et al., 2020). While at the destination, TEBs will manifest in the co-creation of services with DMO employees, including posting comments and photos on social networking sites, along with advice for other tourists. After the visit, TEBs will take the form of claims and complaints, comments on social media and booking sites, recommendations to others and the intention to revisit the destination (Lee et al., 2020; Vikas & Arun, 2020; Rather, 2020). Therefore, effective TEB management in tourism and hospitality entails correctly identifying and handling all moments of truth that affect the tourism experience (So et al., 2020; Harrigan et al., 2017).

Customer engagement has become a key research area for understanding consumer behaviour in complex, interactive and co-creative environments (Hao, 2020). The tourist sector is a clear example of B2C interaction, co-creation of services and the generation of experiences, which is why tourist engagement is attracting researchers' attention (Taheri, Jafari & O'Gorman, 2014; Harrigan et al., 2014; So et al., 2016; Hapsari, Clemes & Dean, 2017; Rasoolimanesh et al., 2019; Fang, Zhang & Li, 2020; Lee et al., 2020).

There is no agreed definition of customer engagement (Sprott et al., 2009; V~~v~~an Doorn et al., 2010; Hollebeek, 2011; Brodie et al., 2011; Kumar et al., 2013; Hollebeek & Chen, 2014; So et al., 2016; Fang, Zhang & Li, 2020; Lee et al., 2020; Vikas & Arun, 2020; Villamediana-Pedrosa et al., 2020; Hao, 2020; Rassoolimanesh et al., 2021). From the study of twenty-seven definitions, Hao (2020, p. 1844)~~Tourist engagement with a destination can be defined as an active, emotional commitment that emerges from interactions and experiences linked to the destination (Sprott et al., 2009; van Doorn et al., 2010, Hollebeek, 2011; Brodie et al., 2011; Kumar et al., 2013; Hollebeek & Chen, 2014; Vikas & Arun, 2020).~~ proposes that:

> "customer engagement is a multidimensional concept depicts customers' deep psychological commitment and active behavioural involvement. It is cultivated and maintained through a long-lasting service relationship beyond the transactional motive of immediate purchase. In the service eco-system, engaged customers interact with various focal objects (e.g., an economic entity, elements of the tourism encounter, online activities, specific behaviours). Customer engagement occurs within a dynamic, iterative process that customers co-create value through interactions with multiple focal agents, and thus creates a variety of engagement relationships (e.g. customer-to-brand/firm, customer-to-customer engagement,

customer-to-staff engagement, tourist-to-community engagement, etc.). Additionally, customer engagement plays a vital role in a nomological network governing service relationships".

In the hospitality and tourism sector, customer engagement has been studied in four areas: online customer engagement, tourist engagement, customer brand engagement, and customer engagement behaviour (Hao, 2021). The scope of study of this research is tourist engagement with the destination, from a unidimensional behavioural-oriented perspective (Sprott, Czellar &~~and~~ Spangenberg, 2009; Hao, 2021).

Pansari and Kumar (2017) describe the process by which customer engagement is generated. DMO marketing activities develop awareness among potential customers. This awareness helps customers understand the offering and triggers the desire to purchase. When visiting the destination, tourists have a positive or negative experience, which generates a degree of satisfaction and emotion (Berry, Wall & Carbone, 2006; Cambra, Melero & Sese, 2016; Verleye, 2015). If the emotions aroused in visitors are positive, they should lead to transactional and non-transactional behaviours: purchases, references to third parties, comments on social networking sites, relationships with other tourists and suggestions for improving the service (Kumar et al., 2013; Verhoef, Reinartz & Krafft, 2010).

Studying antecedents to tourist engagement is important for DMOs, since it will help pinpoint the levers that will drive tourist engagement. V~~v~~an Doorn et al. (2010) classified the antecedents of customer engagement into three types: customer-based, firm-based~~,~~ and context-based. Customer-based drivers refer to customers' attitudinal antecedents (e.g., satisfaction, loyalty, consumption objectives/motivations, perceived value), the high or low levels of which can generate ~~different~~ various levels of engagement. Firm-based drivers include aspects such as brand and reputation. Context-based antecedents refer to the environment in which the firm and consumer do business. In tourism, the few studies that have analysed antecedents of customer engagement have focused on customer-based drivers (Fang, Zhang & Li, 2020; Villamediana-Pedrosa et al., 2020; Rassoolimanesh et al., 2021). In this study, we focus on analysing the influence of customer-based (tourist motivations) and firm-based (destination image) antecedents in a specific context (tourist destination).

3. Destination image and tourist engagement

Although ~~The study of destination image continues to attract considerable attention within tourism research (Wang et al. 2021). An ever-growing body of literature contributes~~

theoretical knowledge and empirical evidence on this issue considered The image of the destination image has been widely studied, however it continues to attract attention in tourism research (Wang et al., 2021; Stylidis, 2020; Carvalho, 2022) achieving from itsand multiple analyses revealа conceptualizsation, and a dimensional structure (Ajay et al., 2022).; Destination imagebut is also, it is recognized as a key element in purchasing behaviour, a greaterin the increase in the tendency to repeat the visits to the destination, intheI creating of tourist loyalty and the increasing the competitiveness of destinations (Ajay et al., 2022, Yağmur &and Aksu, 2022; Wang et al., 2021). Moreover, it is considerconsideredring to be a determining factor in decision-making on destination (Hernández-Lobato et al., 2006; Tan & Wu, 2016; Fu, Ye & Xiang, 2016; Kani et al., 2017; Huete-Alcocer et al., 2019; Carvalho, 2022).

Destination image is a set of beliefs, ideas and impressions based on processing information from several sources that gives rise to a mental representation of the attributes and benefits of a destination (Zhang et al., 2014; Wang et al., 2021). This definition considers the cognitive, affective, and conative dimensions, which involve the tourist's' beliefs, knowledge, and opinion about the attributes of the destination that leadgive rise to feelings and emotions, which in turn determine the intentions of future behaviour (Tasci et al., 2022; Carvalho, 2022; Agapito et al., 2013). However, studies in which the cognitive and affective dimension have been considered have shown the influence of destinationthe image of the destination on tourism consumption behaviour, before, during and after the visit (Iordanova and Stylidis, 2019; Tasci et al., 2022; Stylidis, 2020; Tasci and Gartner, 2007; Carvalho, 2022). In this sense, this study addresses the image from a two-dimensional perspective (cognitive-affective) perspective, considering what was proposed by according to Tasci et al. 's (2022) proposalwho suggests that when behavioural concepts of the tourist are considered in a studied, the use of the conative dimension may seem unnecessary or redundant,. Moreover,in addition to the fact that in this case the study population analysed is made up of repeat tourists.

In this context, Ddestination image is recogniszed as a subjective and dynamic concept divided into two main stages (Ahmed, 1991; Alhemoud & Armstrong, 1996; Wang et al., 2021; Carvalho, 2022). The first involves the organic image, which is based on the impact of various informal sources of communication that generate content associated with destination attributes, as well asnd on the opinions of family and friends. The second is the induced or formal image, which is based on formal sources of commercial information

arising from the marketing activities of the tourist destination. Organic and induced images are generated in the minds of individuals prior to enjoying the tourism experience at the destination and are also known as the secondary image (Phelps, 1986; Mansfeld, 1992; Wang et al., 2021). The primary image is generated from the experience at the destination, when tourists compare their expectations with reality through contact with residents and DMOs (Echtner & Ritchie, 2003; Stylidis, 2020).

Tourists form significant perceptions from their experience ~~in~~at the destination, which allows them to remember, reflect and compare their expectations with reality to obtain a general picture (Echtner & Ritchie, 2003; ~~Afshardoost~~ Afshardoost & ~~and~~ Eshaghi, 2020; Stylidis, 2020). Tourists who potentially repeat their visits have a favourable image in their memory that allows them to assume generally positive behaviours towards the destination, compared to first-time tourists (Iordanova & ~~and~~ Stylidis, 2019; Carvalho, 2022). ~~There is a high probability that~~ tourists with a favourable image are far more likely to commit ~~more~~ to the destination~~,~~ and establish strong relationships and positive attitudes that materializse through a repeat~~with the repetition of the~~ visit and ~~the~~ recommendation of the experience (Young &~~and~~ Nelson, 2022; Afshardoost &~~and~~ Eshaghi, 2020; Carvalho, 2022).

At an operational level, it is generally accepted that destination image consists in two dimensions: cognitive and affective (Zhang et al., 2014; Huete-Alcocer et al., 2019; Wang et al., 2021; Carvalho, 2022). Destination image is the result of tourists' cognitive evaluations based on destination attributes (beliefs and knowledge of a destination's attributes acquired by tourists: natural surroundings, cultural resources, infrastructure, quality) and the affective responses to characteristics of a place manifested in states of mind and emotions (Qu, Kim & Im, 2011; Zhang et al., 2014). For some authors, cognitive image plays a~~n important~~ significant role in destination image formation, but affective image has a greater influence on tourists' intentions to return or to recommend the visit (Li & Murphy, 2013; Zhang et al., 2014).

~~No~~ ScantFew empirical research ~~ha~~hass ~~been done on~~examined the relationship between destination image and tourist engagement. According to the theoretical background, the origin of tourist engagement lies in consumer awareness, that is, in tourists' beliefs and motivations to visit the destination (Pansari & Kumar, 2017). When ~~the~~ tourists relates emotionally, ~~there is the possibility that~~ they are likely to commit to the destination and assume a positive behaviour towards it (Iordanova &~~and~~ Stylidis, 2019; Carvalho, 2022). Hence V~~v~~an Doorn et al. (2010) ~~consider~~ believe brand image to be the most important firm-

based antecedent affecting customer engagement. ~~The generation~~Generating ~~of~~ a favourable cognitive and affective image of the destination enhances tourist engagement and TEBs (e.g., positive comments on social media) (Kani et al., 2017; Huete-Alcocer et al., 2019). In the event of a problem arising with a DMO, the negative impact on tourist engagement will also be more pronounced (V~~v~~an Doorn et al., 2010). Therefore, tourists who have a more favourable cognitive and affective destination image will generate positive engagement with the destination (Rather, Hollebeek & Islam, 2019; Schau, Muñiz & Arnauld, 2009).

H_1. The cognitive image of a tourist destination has a positive influence on tourist engagement with the destination.

H_2. The affective image of a tourist destination has a positive influence on tourist engagement with the destination.

4. Tourist motivations

Experts on individual motivation concur that this variable is not easy to explain or measure (Madden, Rashid & Zainol, 2016). However, it is extremely relevant because it is a major determinant and is closely linked to the way in which tourists make travel decisions (Kani et al., 2017). Push and pull factors are one of the most used motivation theories in tourism (Hsu, Cai & Li, 2010; Kim, Holland & Han, 2013; Palacio & Martín-Santana, 2017; Bitchel & Peters, 2021). People travel or need to travel because an internal force drive (pushes) them to do so. At the same time, they are attracted by the external characteristics (pull) of a destination (Katsikari et al., 2020). Push motivations are intangible and express travellers' internal desires and are therefore mainly linked to tourists' personal needs. Pull motivations, however, include tangible resources that determine the attractiveness of a destination (Taher et al., 2015). Crompton (1979) identified seven push or socio-psychological motives (escape, exploration of self, relaxation, prestige, regression, enhancement of kinship relationships, and facilitation of social interaction) and two pull or cultural (novelty and education) motives.

Push motivations explain the desire to travel, while pull motivations determine the choice of a specific destination (Baloglu & Uysal, 1996). It is generally accepted that both motivations are related. Some studies have posited the existence of correlations between both components (Baloglu & Uysal, 1996; Kim et al., 2003; Pesonen et al., 2011). In our opinion, the relationship is causal, such that pull motivations impact on push motivations. This is justified because there must be an internal motivation to travel in order for an external one to be generated. In other words, for pull factors to be considered a destination attraction,

tourists must first have decided to travel (Taheri, Jafari & O'Gorman, 2014; Wong, Musa & Taha, 2017). This leads us to raise the following hypothesis:

H_3: Tourists' push motivations influence pull motivations.

Therefore, tourists' pull motivations are generated by external forces and will be influenced by the primary and secondary destination image tourists form from information processing and emotions associated with the destination (Franco & Jorge, 2010; Prebensen et al., 2012; Baniya & Paudel, 2016). The image transmitted by the destination will determine its degree of attractiveness and will activate pull motivations. Although this relationship is firmly justified by the theoretical background, it has yet to be contrasted empirically in the literature.

H_4: The cognitive image of a destination positively influences tourist motivation.

H_5: The affective image of a destination positively influences tourist motivation.

Tourist motivations are key drivers of engagement. The expectancy theory assumes that individuals' expectations for future recompense become the driving force of their actions (Gnoth, 1997). V~~v~~an Doorn et al. (2010) consider consumption goals to be an antecedent of customer engagement. Tourists have motivations and specific objectives which generate expectations they want to see satisfied at the destination (Gnoth, 1997). For example, when on holiday tourists want to optimise their relational benefits by mixing with the tourism community at the destination (V~~v~~an Doorn et al., 2010).

Motivations are considered a predictor of future intentions, including the intention to revisit and the likelihood of recommendation. However, few studies have analysed this causal relationship (Hosany, Buzova & Sanz-Blas, 2020). From the perspective of the conceptual framework of customer engagement, the relationship between pre-travel motivations and post-visit behaviours requires a mediating variable: tourist engagement. Taheri, Jafari and O'Gorman (2014) explored the relationship between push and pull motivations and visitor engagement in the context of a museum. The study revealed the existence of a relationship between pull motivations and visitor engagement, which concurs with previous studies (Slater & Armstrong, 2010; Falk et al., 2012). Museum visitors therefore seek moments of entertainment and enjoyment during their visit, which significantly increases their levels of engagement. However, some authors maintain that the combination of both factors (push and pull) is what determines tourists' decisions (Lesjak et al., 2015; Prebensen et al., 2012; Baniya & Paudel, 2016). ~~Recently~~ Villamediana-Pedrosa et al. (2021) recently~~have~~ tested

the existence of a direct relationship between push and pull motivations with positive/negative engagement, in the context of different Spanish tourism destinations. Therefore, we can posit that high levels of motivation will generate high levels of tourist engagement with a destination (Prayag, 2012; Fan ~~and~~& Hsu, 2014; Klaudar ~~and~~& Guthie, 2015; Lee, Chua ~~and~~& Han, 2017; Park, Seo ~~and~~& Kandampully, 2016).

> H_6: The level of tourist motivations exerts a positive influence on the level of tourist engagement with the destination.

This hypothesis, together with H_4 and H_5, implies~~imply~~ the existence of a mediating effect of tourist motivation on the relationship between image and engagement of a destination.

Motivation is an explanatory factor for behaviour towards tourism activity. It is a dynamic process in which tourists engage in behaviours related to their experience and changes in the environment (Tiwari & Hashmi, 2022). Hence, motivation plays an important role ~~from~~in the amount of objective information ~~that~~ consumers process and from which they generate a global image of the destination, which is considered one of the most important factors in tourism decision-making (Choe & Kim, 2018; Pérez et al., 2019)~~,~~ and in the generation of tourist engagement.~~, being evident t~~The mediation of motivations between image and customer engagement is evident (Van Doorn et al., 2010; Hollebeek, 2011). ~~Based on this, the hypothesis is stated as follows.~~

> H_7: Tourist motivation mediates the relationship between destination image and tourist engagement.

Figure I shows the comparative causal model.

Figure I

5. Methodology

We first performed a bibliographic search to analyse papers on tourism destination image and tourist motivations and to establish different measurement scales that we then refined to comply with the objectives of the study. To measure cognitive and affective dimensions of destination image, we designed a scale of eight items based on that of Hernández-Lobato et al. (2006). Push and pull motivations were measured with a 7-item scale based on that of Pesonen et al. (2011). Finally, we measured tourist engagement with five items by adapting Sprott, Czellar and Spangenberg's scale (2009). The scales were checked ~~in Acapulco (Mexico) and Castellón de la Plana (Spain)~~ by tourist consumer behaviour research Experts~~.~~ prior to ~~A pre-~~testing ~~questionnaire was conducted in Acapulco~~ to assess their ~~its~~

effectiveness and ~~was~~ were then adapted to the objectives of the study. Local and territorial attributes of the tourist destination ~~of Acapulco~~ were considered to create and subsequently refine the scales.

The scale items were positive and were measured on a 5-point Likert scale. Fieldwork was carried out in Acapulco, one of Mexico's most important tourist destinations. Located on Mexico's Pacific coast~~the country's south coast on the Pacific Ocean~~, this beach resort is 379 kilometres from Mexico City. ~~It is t~~The most frequented port in the state of Guerrero~~, it is one of the most~~ and according to INEGI, (2011-2020), ~~it is~~ mostly caters to~~visited by~~ national tourism. ~~Tourism is the main activity in the district of Acapulco, which has the highest GDP in the state, and makes up more than half the economy.~~

Table I

We used a non-probability~~The~~ sampling technique for~~was non-probabilistic by~~ convenience. Interviewees'~~The~~ sociodemographic data section were~~of the interviewee was~~ used to ~~verify~~ check that the profile of the sample correspondsed to that of the target population. Data were collected from national tourists aged 18 and over ~~18 years of age~~, ~~with a minimum~~ staying for a minimum of three days at the time of answering the questionnaire ~~in~~at different places in Acapulco (access to beaches, public squares, hotels, etc.). Fieldwork was carried out during the winter holiday period, well before the onset of the Covid-19 pandemic. The final sample consisted of 438 tourists. Table I presents the composition of the sample.

~~The sampling technique was not probabilistic for the sake of convenience. Details were taken from national tourists aged over 18 years, staying for a minimum of three days at the time of answering the questionnaire at different locations in Acapulco (access to beaches, public squares, hotels, etc). Fieldwork was carried out during the winter holiday period and was finalized in February 2015. The final sample comprised 438 tourists. Table I gives the composition of the sample.~~

The sample was almost equally divided between men (48.3%) and women (51.7%). All age ranges of the population being studied were reasonably represented, as were ~~. There was also a good representation of~~ the various occupations considered, particularly the group in active work (65.4%). Most respondents had ~~have~~ secondary or higher education studies (96.6%). Repeat tourism (94%) prevailed~~is predominant~~ over first-time tourism. Most national tourists c~~o~~ame from the metropolitan area of Mexico City, the State of Mexico and the State of Morelos.

6. Analysis and results

6.1. Measurement reliability and validity

The different variables studied in the model are reflective in nature, according to ~~the criteria of~~ Jarvis et al.'s (2003) criteria. Consequently, dimensionality, validity and reliability will be considered for scale validation. The method used to test the theoretical model proposed involves Gerbin and Anderson's (1988) two-step approach. The first stage determines the quality of the measurement scales by a confirmatory factor analysis of all the scales. The second step involves contrasting the relationships of the conceptual model. This approach will allow us to maximise the performance of both the quality of the measurement scale and the results of the relationships raised in the conceptual model.

The models were estimated using the LISREL 8.72 statistical software application (Jöreskog & Sörbom, 1996). First, we studied the dimensionality, reliability and validity of the scales used (Table II).

Table II

The probability associated with chi-squared reacheds a value higher than 0.05 (0.22), indicating a good overall fit of the scale (Jöreskog & Sörbom, 1996). Convergent validity is demonstrated because the factor loadings are significant and higher than 0.5 (Bagozzi, 1980; Bagozzi & Yi, 1988; Hair et al., 2006) and because the average variance extracted (AVE) for each of the factors is higher than 0.5 (Fornell & Larcker, 1981). As for the reliability of the scale, the indices of composite reliability of each of the dimensions obtained are higher than 0.6 and all Cronbach's alpha are higher than 0.7 (Bagozzi & Yi, 1988).

Table III shows the discriminant validity of the construct considered, evaluated by AVE (Fornell & Larcker, 1981). A construct must share more variance with its indicators than with other constructs in the model. This occurs when the square root of the AVE between each pair of factors is higher than the estimated correlation between those factors, as occurs here, thereby ~~ratifying~~ confirming ~~its~~ discriminant constructs ~~validity~~ (Fornell & Larcker, 1981; Moliner et al., 2019). As a result, the first step was successfully completed and determined the good quality of the measurement scales used.

Table III

6.2. Hypothesis testing

To test the proposed model (Figure II) ~~hypotheses 1 to 6~~ we next analysed the causal relationships (Gerbing & Anderson, 1988). The model is adequate ~~(Table IV)~~ because the probability of the chi-squared is higher than 0.05 (0.33258), CFI (0.998) is close to unity and RMSEA is close to zero (0.015). The value of the parameters in all cases was positive and significant (t higher than 1.96). Analysis therefore shows that the relationships posited in the model are all supported (Gerbing & Anderson, 1988). Although all the hypotheses are tested, not all ~~of them~~ are fully ~~and completely~~ supported. H4, H5 and H6 have been divided into two sub-hypotheses (a and b) as there are two dimensions of Tourist Motivations that have been kept as separate latent variables in the model. This will aid analysis of~~help to analyse~~ the explanatory power of each of them in the model and will enable study of~~. In addition,~~ the ~~proposed~~ relationship between them proposed in H3 ~~can be studied~~.

We can certainly observe a strong direct relationship between~~of~~ cognitive destination image (0.38) and affective destination image (0.23) ~~on~~with tourist engagement. By projecting a path coefficient of 0.32 on tourist engagement, ~~W~~we can also see the important mediating role of tourist motivations in this model ~~by projecting a path coefficientloading parameter of 0.32 on Tourist Engagement~~. However, this mediating effect of tourist motivations requires further analysis, as the effect on tourist engagement is through tourists'~~-~~ pull motivations (0.32).

Figure II

Accordingly, the theoretical model that has served as the basis for this work is contrasted and all the hypotheses supported (Table IV). Thus, H1, H2, H3, H4 and H47 are fully supported by the contrasted model. However, H5 and H6 have some nuances that need to be explained. While it is true that there is a relationship between affective destination image and tourist motivations ~~exists~~ (H5), only the relationship ~~on~~ with tourists'~~-~~ push motivations is significant (H5a). Similarly, although~~while it is true that~~ there is a relationship between tourist motivations and tourist engagement (H6), only the effect of tourists'~~-~~ pull motivations on engagement (H6b) appears significant in the model.

Table IV

Table V analyses the total effect between the variables in the model. To that end~~do so~~, we consider the direct effects (Figure II)~~,~~ but ~~we~~ also calculate the indirect effect observed through mediating variables. The sum of the direct ~~effect~~ and ~~the~~ indirect effect gives the

total ~~effec"t~~effect that each ~~"~~"source variable"~~"~~ in the model has on the ~~"~~target variable~~"~~. The values of the path coefficients~~loadings~~ are calculated from the standardised parameters obtained beforehand.

~~Accordingly, the theoretical model that has served as the basis for this work is contrasted and all the hypotheses supported.~~

~~Table V gives the standardized parameters obtained for the relationships analysed where the direct effects, analysed beforehand, are shown with the indirect effects. With this information we can study the total influence of one variable over another.~~ For example, cognitive destination image directly affects tourist engagement (0.38). ~~But~~ However, it also has an indirect influence (0.14) through tourists' push ~~motivations push~~ (0.32*0.10*0.32=0.01) and ~~tourists' pull motivations pull~~ (0.40*0.32=0.13) ~~tourist motivations~~, which generates a total effect of cognitive destination image on tourist engagement of 0.52 (0.38+0.14).

Table V

The results show the important influence exerted by tourist destination image variables on tourist engagement. Cognitive destination image directly presents a parameter of influence on tourist engagement of 0.38~~.~~, while affective destination image has a direct positive load of 0.23 on tourist engagement. In general, we can conclude that destination image has a considerable direct influence on tourist engagement.

Moreover, ~~it~~ destination image exerts significant influence on tourist engagement through the variable motivation. In this case, the indirect influence of cognitive and affective destination images on tourist engagement is 0.14 and 0.01, respectively. The considerable importance of cognitive destination image (0.52) for~~n~~ tourist engagement is therefore well reflected, and we can affirm that it is a key variable in the model for understanding tourist engagement formation.

Although we have seen that destination image is a determining factor when studying tourist engagement, motivation is another highly significant variable. Tourist motivations can absorb part of the load of destination image and project it onto tourist engagement, thereby boosting its total influence. We have also confirmed how ~~push~~ tourist push motivations have a direct~~,~~ positive influence on ~~pull~~ tourist push motivations.

7. Discussion

7.1. Theoretical implications and contributions

The aim of this study was to analyse the importance of two antecedents of tourist engagement with a destination: perceived destination image and tourist motivation. All the hypotheses raised have been confirmed, and we can state that destination image and tourist motivation are two statistically significant antecedents of tourist engagement with the destination. These contributions to the marketing literature of tourist destinations are important.

First, we studied how tourists generate affective and active engagement with a destination (a fundamental aspect if tourists are to show favourable behaviours towards the destination on and offline). It not only drives their desire to repeat the visit, but favourably predisposes others. That the model posited explains 69.7% of the variance of tourist engagement is a very important indicator of its explanatory power.

A further exploration of the results, following the Elaboration Likelihood Model (Petty & Cacioppo, 1986), reveals that the central route of persuasion (cognitive) prevails over the peripheral (affective) in forming customer engagement. An individual who prefers the central route makes decisions by carefully reviewing the information available on the destination, while the individual preferring the peripheral route makes decisions based on the overall image of the destination (Dedeoglu et al., 2021). Cognitive image is the main antecedent of pull motivations, which are the main antecedents of customer engagement. Moreover, cognitive image is the second factor that most influences customer engagement. For the peripheral route, affective image is the third factor that most affects customer engagement, though it is not directly related to pull motivations. This implies that tourists plan their visit by intensively seeking and processing information, since tourism is a high involvement product. Although the emotions generated during the process influence their decisions, it is cognitive analysis that prevails.

Second, it is important to pinpoint the relationship between pull motivations and tourist engagement since the former is the main antecedent of the latter. This complies with Van Doorn et al.'s (2010) proposal that considered customer goals/motivations as a customer-based antecedent of customer engagement. The results of this paper are in line with the conclusions of Taheri, Jafari and O'Gorman (2014), Slater and Armstrong (2010), ~~and~~ Falk et al. (2012) and Villamediana-Pedrosa et al. (2020), which confirmed this relationship ~~in other fields~~. That said, there seems to be no support for the assumptions of some studies that the combination of push and pull motivations generates tourist engagement with the destination (Lesjak et al., 2015; Prebensen et al., 2012; Baniya & Paudel, 2016). The

explanatory power of the model is high, given that the R^2 of tourist engagement is 0.697, which aligns with Taheri, Jafari and O'Gorman (2014) for whom the R^2 was 0.59. Therefore, the motivations of entertainment and enjoyment of the destination and satisfying them (destination attractiveness) are the main generator of tourist engagement.

Third, the relationship between push and pull motivations must be highlighted. This causal relationship had not been hypothesi~~sz~~ed. Though weak, it does exist and cannot therefore be overlooked. It implies that the internal motivations (the initial precursors that drive individuals to become tourists) influence the generation of pull or external motivations (associated with destination attractiveness) (Taheri, Jafari & O'Gorman, 2014). The results show that these internal motivations are replaced, at a second stage, by external motivations guided by ~~the~~ images tourists form ~~ed by tourists~~ from information gathered and from their interactions with DMOs. It can be interpreted in the sense that push motivations are responsible for arousing people's desire to travel. However, once this arousal has been generated, it is the interaction with DMOs that shapes tourists' motivations. Pull motivations generated in different on and offline interactions are key to generating engagement and CEBs. This assumption implies that a destination influences tourists' pull motivations through a primary and secondary (organic and induced) image.

Fourth, the perceived destination image has a powerful effect on tourist engagement. This contrasts with ~~the~~ Van Doorn et al.'s (2010) assumption that considered brand image as a powerful firm-based antecedent of customer engagement. The results of this work, focusing on a tourist destination, concur with others from the hospitality and tourism sector (Schau, Muñiz & Arnauld, 2009; Kani et al., 2017; Huete-Alcocer et al., 2019). Cognitive image is the dimension ~~of the image~~ that, directly or indirectly, exerts most influence on tourist engagement. This is coherent with the literature since tourism is a high involvement product. Therefore, destination positioning based on tourism resources ~~must be~~is the strategic line of communication to follow. It must be said that the existence of a causal relationship between cognitive and affective image ~~has not been contrasted~~, as ~~has been~~ proposed by some authors (Tan & Wu, 2016), has not been contrasted. Nevertheless, ~~though to a lesser extent,~~ affective image directly influences tourist engagement, albeit to a lesser extent, and should therefore not be ignored by DMOs.

Fifth, the relationship between destination image and tourist motivation contributes to another gap in the marketing and tourism literature. In this study, we demonstrate a significant link between perceived destination image and customer motivations. Pull

motivations are key to the model, since they channel a large part of the explanatory capacity of the variance of customer engagement. This implies that a tourist destination should invest in communicating with and persuading tourists about the resources available in the~~ir~~ offering, since that will directly influence pull motivations or destination attractiveness. Therefore, the destination can influence tourist motivations and adapt them to its ~~advantage, if~~advantage if it can generate a favourable cognitive and affective image.

These considerations constitute substantial contributions to the marketing and tourism literature because, to date, there have been no studies on the causal relationship between customer engagement and two significant antecedents: image and motivation.

7.2. Managerial implications

As for managerial implications, destination image is relevant for ~~Destination Management Organizations (~~DMOs~~)~~. ~~The~~ Cognitive image, related to the destination~~'~~s resources, ~~is the one that~~ has the greatest direct and indirect influence on tourist engagement. T~~hen, t~~he first objective of DMOs should, then, be to manage the destination~~'~~s tourism resources in an adequate and satisfactory manner. This implies ~~a~~ continuous investment in the maintenance, ~~and~~ improvement and promotion of ~~the~~ resources ~~and in their promotion~~. The cognitive image for tourists visiting the destination is generated in situ~~,~~. However, ~~but it is necessary~~ it should be ~~to~~ projected ~~it~~ in the on and offline media because it influences ~~the~~ motivation to visit the destination. Thus, ~~the~~ destination~~'~~s tourism resources should be the backbone of ~~the~~ DMO~~'~~s' communication campaigns.

A second general recommendation is that DMOs ~~should~~ focus on experiential tourism. This reflection finds its justification in the mediating role played by pull motivation, which seems to be ~~the~~ most related to experiences. DMOs should promote the design of experiential tourist products among the different destination stakeholders ~~of the destination~~. Experiences produce emotions that are key ~~elements for~~to generating an affective image of the destination. We also recommend that experiences ~~form part~~, together with resources, form part of DMO promotional campaigns since they activate pull motivations.

Worth remembering is~~It is important to be remembered~~ that tourist engagement generates TEBs, which ~~that~~ are on and offline manifestations and behaviours favourable to the destination, such as positive reports on booking sites, favourable comments on social networks, positive word-of-mouth marketing, co-creation of flexible services and the intention to revisit.

~~that Acapulco is a sun-and-sand destination with a specific positioning in the minds of tourists must be considered. Acapulco's cognitive image is based on its climate, beautiful landscapes, beaches, and value for money. The affective image is linked to the fact that it is a pleasant, entertaining, relaxing, and exciting place. These are the basic attributes that Acapulco must nurture, while bearing in mind that its natural resources and value for money are key aspects that will influence motivation to visit and tourist engagement.~~

~~Acapulco is attractive for individuals who have a need for a sunny climate, rest/relaxation, and an escape from daily routine. It is highly alluring because it offers water sports, is safe, has an important historical heritage, an appealing culture and way of life, and visitors can become involved in the daily lives and activities of local people. The DMOs of Acapulco must be aware of these pull motivations because they form the basis of their competitive advantage and are the main generator of tourist engagement.~~

~~The more favourable the perceived image of Acapulco and the higher the levels of pull motivation among visitors, the higher the levels of tourist engagement. Tourist engagement will generate TEBs that are on and offline manifestations and behaviours favourable to the destination, such as positive reports on booking sites, favourable comments on social networks, positive word-of-mouth marketing, co-creation of flexible services and the intention to revisit.~~

Exploring the nature of the relationships between destination image and tourist motivations can be beneficial for tourism managers of sun and beach destinations when planning and generating attractions, experiences~~,~~ and services. ~~It~~ ~~is from t~~~~The~~ The intensity of the experiences offered by ~~that~~ a destination ~~provides, that it~~ will help ~~be possible to~~ identify the type of attractions ~~in its offer~~ that most contribute to strengthening it's~~the destination's~~ image to allure and~~attract,~~ retain tourists, ~~and~~ thereby influenceing their future intentions. Hence, the importance for any tourist destination to invest in and develop positioning and promotion strategies that increase the likelihood of establishing a consolidated destination image.

~~With respect to that~~ Acapulco ~~is, which~~ is a sun-and-sand destination with a specific positioning in the minds of tourists. ~~must be said that~~ Its~~considered. Acapulco's~~ cognitive image is based on ~~its~~ climate, beautiful landscapes, beaches~~,~~ and Value for money. while its ~~The~~ affective image is linked to the fact that it is a pleasant, entertaining, relaxing~~,~~ and exciting place. These ~~are the~~ basic attributes ~~that Acapulco~~ must be nurtured, ~~while bearing in mind that~~ alongside consideration for its natural resources and value for money, ~~are~~ key aspects that will influence motivation to visit and tourist engagement.

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~~The more favourable the perceived image of Acapulco and the higher the levels of pull motivation among visitors, the higher the levels of tourist engagement. Tourist engagement will generate TEBs that are on and offline manifestations and behaviours favourable to the destination, such as positive reports on booking sites, favourable comments on social networks, positive word-of-mouth marketing, co-creation of flexible services and the intention to revisit.~~

In recent years, several governments have issued statements advising against visiting the destination. News about a lack of safety associated with drug trafficking and organised crime has had a negative effect. Yet these events rarely occur at the tourist destination, but rather in outlying areas. Therefore, it is important for DMOs to continue their communication strategies focusing on upholding a positive destination image of day-to-day reality. They should also be attentive to reporting in a timely fashion, and to clarifying and countering disinformation, if necessary.

7.3. Limitations and future research

This study has some limitations ~~of the study must be pointed out~~. First, ~~this~~ the survey is based on questionnaires to national tourists of a single sun-and-sand tourist destination: Acapulco (Mexico). Although this destination is the embodiment of mass beach tourism, ~~it is also true that~~ it is also a specific reality, which limits the generalisation of ~~the extent to which~~ the conclusions ~~can be generalized~~. Therefore, we believe the study should be extended to other similar destinations. It would also be advisable to examine another type of tourist destination (cultural, rural, or urban), to analyse whether the two antecedents of tourist engagement have the same explanatory power in all contexts and in the light of~~considering~~ the health measures implemented globally after Covid-19.

A second limitation of this work concerns the measurement scales. Although the scales used in this study have been validated in the literature, an analysis of their reliability, dimensionality and validity has resulted in several items being removed. We believe that the

final scales are valid for sun-and-sand destinations but have doubts about their validity for cultural, rural, or urban destinations, given that the resources that shape cognitive image and pull motivations are different. This is another aspect we propose to research in future.

Third, these ~~are~~ cross-sectional data ~~that~~ represent a reality at a specific point in time, as the fieldwork was carried out during the winter holidays, well before the onset of the Covid-19 pandemic~~moment~~. It would be very useful to repeat~~Replicating~~ the fieldwork ~~would be very useful~~ at ~~an~~other~~s~~ time~~s~~. Building a time series by administering the questionnaire in consecutive years would make it easier to observe how the ~~model's~~ explanatory capacity of the model evolves once tourism activity has been reactivated in the health context of the new normality.

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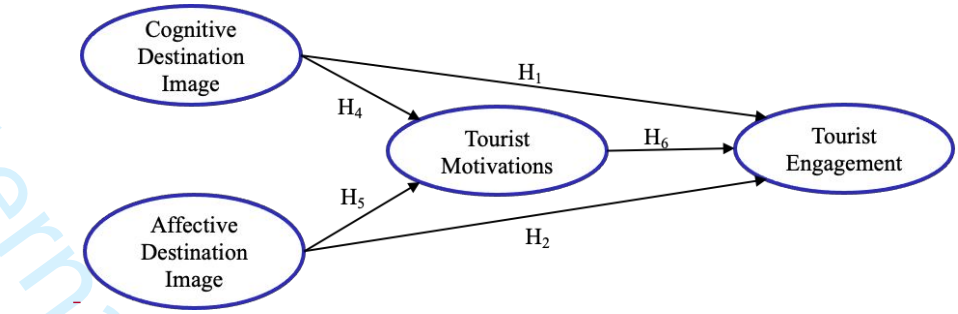
~~Figure 1~~

Figure ~~1~~I. Causal model and hypothesis



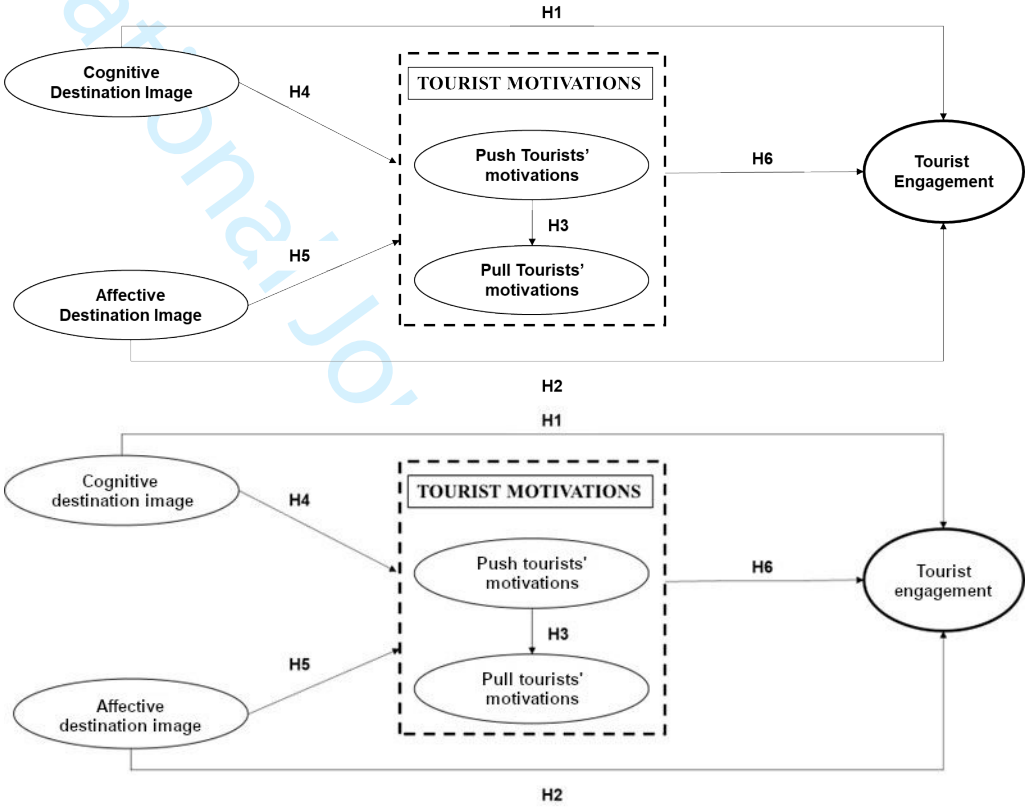
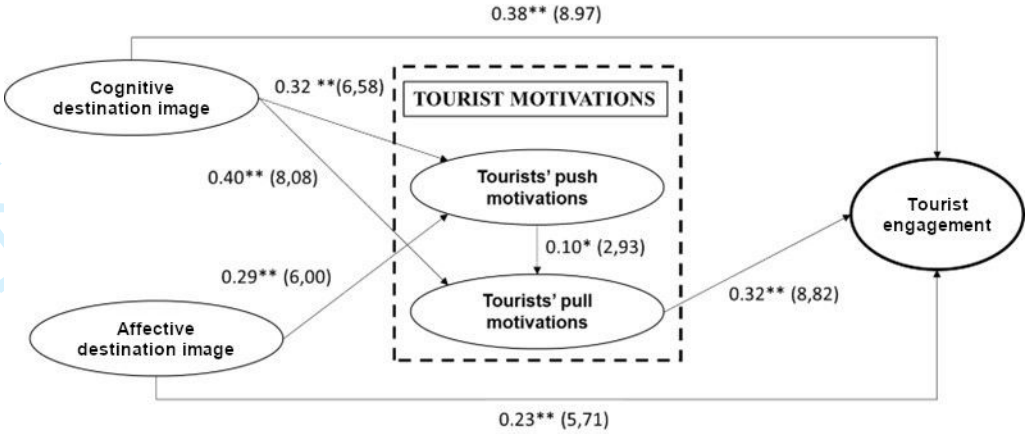
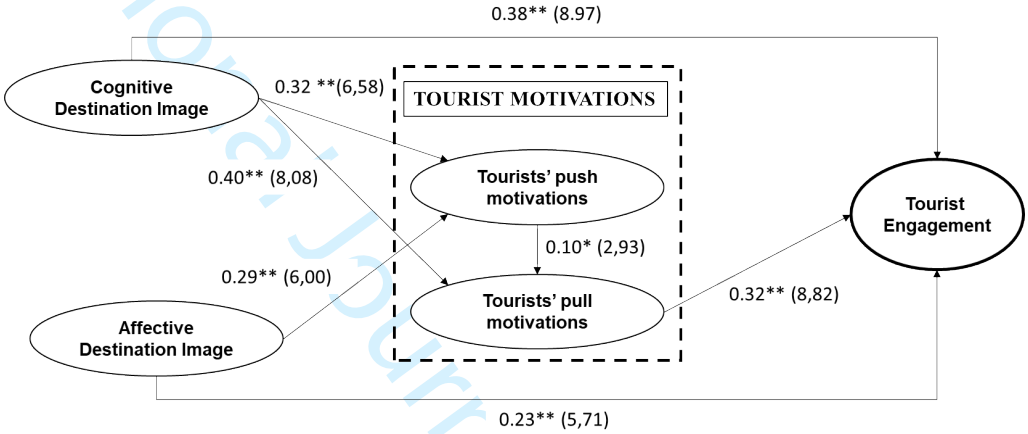


Figure II. Structural model relationships obtained





Note: Model fit: Chi-squared = 2.20, df = 2, p = 0.33258.
RMSEA = 0.015; CFI = 0.998; NNFI = 0.998
**p<0.01; *p<0.05
R^2 Tourist' push motivations = 0.310
R^2 Tourist' pull motivations = 0.401
R^2 Tourist engagement = 0.697

~~Table 1I. Descriptive studyanalysis of the sample~~Table ~~1~~I. Descriptive ~~study~~analysis of the sample

Age		**Occupation**		**Education Level**	
Years	**%**	**Rank**	**%**	**Level**	**%**
18–24	11.9	Student	12.1	No studies	0.9
25–34	30.7	Employed in public sector	11.2	Primary education	2.5
35–44	35.2	Employed in private sector	27.2	Secondary education	5.3
45–64	16.5	Independent professional	27.0	University preparatory studies	28.4
>65	5.7	Homemaker	8.5	Higher education	52.1
Gender		Unemployed	1.6	Postgraduate	10.8
Rank	**%**	Retired	12.4	**Previous visits**	
Men	48.3			**Rank**	**%**
Women	51.7			2 to 10 visits	76.0
				11 to More than 16 visits	18.0
				First time	6.0

Table II. Analysis of the dimensionality, reliability and validity of the scales (fully standardized solution)

Items	Mean	Std. deviation	Factor loading	t-value
Cognitive destination image (α=0.89; CR = 0.86; AVE = 0.62)				
A pleasant climate	4.20	0.91	0.75	13.22
Beautiful natural scenery	4.21	0.82	0.71	12.52
Lovely beaches	4.28	0.81	0.71	18.31
Good value for money	3.86	0.86	0.77	18.45
Expenditure at the destination is fully justified	3.86	0.90	0.74	fixed
Affective destination image (α=0.88; CR = 0.89; AVE = 0.76)				
I have a good feeling when I think about this tourist destination	4.44	0.85	0.89	fixed
This tourist destination makes me think of fun	4.35	0.95	0.86	21.84
I have a relaxing feeling when I think about this tourist destination	4.26	1.00	0.81	20.08
Tourist push motivations (α=0.82; CR = 0.83; AVE = 0.67)				
Enjoy the climate	4.16	0.89	0.77	11.57
Rest and relaxation	4.48	0.70	0.86	fixed
Alleviate stress and tension	4.38	0.78	0.74	17.17
Tourist pull motivations (α=0.85; CR = 0.83; AVE = 0.63)				
Have the chance to do sport	3.02	1.43	0.77	11.09
Be able to enjoy feeling safe and secure	3.33	1.19	0.73	19.66
Discover historical heritage	3.22	1.24	0.74	fixed
Discover local culture and way of life	3.15	1.28	0.74	11.03
Tourist engagement (α=0.94; CR = 0.94; AVE = 0.77)				
I feel engaged with this tourist destination	3.85	1.00	0.83	25.84
My relationship with this destination is very important to me	3.97	0.99	0.87	22.39
I praise this destination to my colleagues, friends and family	3.76	1.13	0.91	23.17
I feel proud to be a customer of this destination	3.93	0.97	0.84	29.46
I feel emotionally attached to this destination	3.922	1.04	0.87	fixed

Note: Model fit: Chi-squared = 101.91, df = 92, p = 0.22530;
RMSEA = 0.016; CFI = 0.999; NNFI = 0.998
CR = Composite reliability
AVE = Average variance extracted

Table III. Discriminant validity of the scales associated with the model

	Cognitive destination image	*Affective destination image*	*Push tourist motivations*	*Pull tourist motivations*	*Tourist engagement*
Cognitive destination image	0.86				
Affective destination image	0.58*	0.87			
Push tourist motivations	0.57*	0.44*	0.82		
Pull tourist motivations	0.57*	0.41*	0.39*	0.79	
Tourist engagement	0.75*	0.57*	0.46*	0.64*	0.88

Below the diagonal: correlation estimated between the factors.
Diagonal: square root of AVE.*p<0.01.

Table 4. Structural model relationships obtained

Hypothesis	Path	Parameter	t	Results
(H1)	Cognitive destination image → Tourist engagement	0.38	8.97	Supported
(H2)	Affective destination image → Tourist engagement	0.23	5.71	Supported
(H3a)	Cognitive destination image → Push tourist motivations	0.32	6.58	Supported
(H3b)	Cognitive destination image → Pull tourist motivations	0.40	8.08	Supported
(H4)	Affective destination image → Tourist engagement	0.29	6.00	Supported
(H5)	Push tourist motivations → Pull tourist motivations	0.10	2.93	Supported
(H6)	Pull tourist motivation → Tourist engagement	0.32	8.82	Supported

Note: Model fit: Chi-squared = 2.20, df = 2, p = 0.33258;
RMSEA = 0.015; CFI = 0.998; NNFI = 0.998
R^2 Push tourist motivations = 0.310
R^2 Pull tourist motivations = 0.401
R^2 Tourist engagement = 0.697

Table IV. Hypothesis testing

Hypothesis	Path	Parameter	t	Results
(H1)	Cognitive destination image → Tourist engagement	0.38**	8.97	Supported
(H2)	Affective destination image → Tourist engagement	0.23**	5.71	Supported
(H3)	Push tourist motivations → Pull tourist motivations	0.10*	2.93	Supported
(H4a)	Cognitive destination image → Push tourist motivations	0.32**	6.58	Supported
(H4b)	Cognitive destination image → Pull tourist motivations	0.40**	8.08	Supported
(H5a)	Affective destination image → Push tourist motivations	0.29**	6.00	Supported
(H6b)	Pull tourist motivation → Tourist engagement	0.32**	8.82	Supported

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(H6b)	Pull tourist motivation → Tourist engagement	0.32**	8.82	Supported
(H7a)	Indirect effect Cognitive destination image → Tourist engagement	0.14**	6.54	Supported
(H7b)	Indirect effect Affective destination image → Tourist engagement	0.01*	2.80	Supported

Note: Model fit: Chi-squared = 2.20, df = 2, p = 0.33258;
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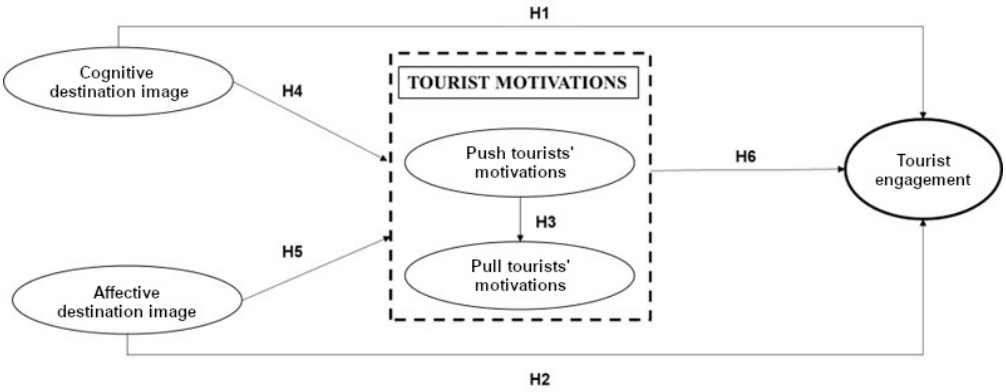
Table ~~5~~V. Total and indirect effects

	Push tourist motivations	***Pull tourist motivations***	***Tourist engagement***
Cognitive destination image	0.32** (--)	0.43** (0.03*)	0.52** (0.14**)
Affective destination image	0.29** (--)	0.03* (0.03*)	0.23** (0.01*)
Push tourist motivations	--	0.10* (--)	0.03* (0.03*)
Pull tourist motivations	--	--	0.32** (--)

Total effects. Indirect effects in brackets. **p<0.01; *p<0.05



Figure_I._Causal_model_and_hypothesis

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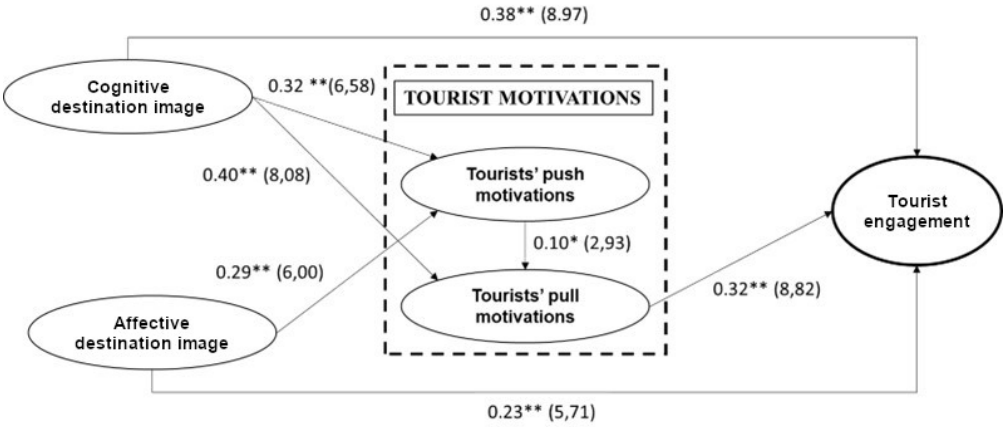

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Push tourist motivations	--	0.10* (--)	0.03* (0.03*)
Pull tourist motivations	--	--	0.32** (--)

Total effects. Indirect effects in brackets. **p<0.01; *p<0.05

Manuscript ID IJTC-09-2022-0214 entitled "DESTINATION IMAGE AND TOURIST MOTIVATIONS AS ANTECEDENTS OF TOURIST ENGAGEMENT" submitted to the International Journal of Tourism Cities.

Reviewer: 1

Recommendation: Accept

Comments:

This revised article is an improvement over the previous version.

Additional Questions:

In line 29/30, there is a type error.

Thank you very much for your suggestion. We have taken it into account and have introduced the suggested change, as well as modifications to the document based on a professional correction.

Best regards

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Reviewer: 2

Recommendation: Minor Revision

Comments:

The manuscript has been improved according to reviewers' suggestions. I would only suggest professional proofreading before publication.

Thank you very much for your suggestion. We have taken it into account and have made changes to the document based on a professional correction.

Additional Questions:

7. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc?: Overall, the paper is clear.

However, I strongly recommend professional proofreading before publication.

Here are only a few examples of the many typos and points to be fixed:

In the abstract, change "six" into "seven" in the sentence "…causal model with six hypotheses…"

Thank you very much for your suggestion. We have taken it on board and made the change suggested in the document.

p. 5. In the sentence "…is a multidimensional concept depicts…" add the word "that" before "depicts"

Thank you very much for your suggestion. We have reviewed it and, in this case, as it is a textual quotation (Hao, 2020, p. 1844), in which the author proposes an original definition of customer engagement, we have not considered it appropriate to introduce the suggested change, but we have modified the style of the paragraph as a textual quotation.

p. 11. In the sentence "This hypothesis, together with H4 and H5, imply…" change "imply" with "implies"

Thank you very much for your suggestion. We have taken it on board and made the change suggested in the document.

p. 13 Change the sentence "thereby confirming its discriminant validity" into "thereby confirming discriminant among constructs"

Thank you very much for your suggestion. We have taken it on board and made the change suggested in the document.

p. 14 Please check that in the final version of the manuscript “H47” is actually “H7” in the sentence “Thus, H1, H2, H3, H4 and H47…”

Thank you very much for your suggestion. We have taken it on board and made the change suggested in the document.

p. 14 In the sentence “…loadings are calculated from the standardised parameters…” change “loadings” with “path coefficients”

Thank you very much for your suggestion. We have taken it on board and made the change suggested in the document.

Thank you very much, we hope we have satisfied your recommendations and look forward to hearing from you.

Best regards