Title:
COULD CERTIFICATION ON SUSTAINABLE TOURISM RESULT IN DESTINATION LOYALTY?

ABSTRACT
The purpose of this study is to conceptualize a model of sustainable tourism development certification in a destination which can result on destination loyalty and to find out whether the accountability of the destination in turning the certification standards tangible to the tourists can create positive experience during their stay and may enhance the positive image of the destination in the visitors’ mind and finally resulted on destination loyalty. In this study a conceptual model was developed on the basis of existing theoretical and empirical research in the fields of marketing and tourism. The model includes five constructs, with destination loyalty being the outcome. The analysis of the antecedents (sustainable tourism certification as a branding Tool, the guarantee of product, services and management system of the certified destination, tourist satisfaction, positive image) of the destination provides insights into the processes underlying the creation of destination loyalty. The results of a continuous tourist satisfaction monitoring guaranteed through sustainable tourism development certification could be serve as an input for destination loyalty and strategic discussions regarding the development of a tourist destination. The ultimate goals of monitoring satisfaction include identifying strategic objectives at the destination level, preparing tactical and operational plans and ultimately increasing the competitiveness of a given destination. Achieving tourists’ intention to revisit and recommend others would be one of the most important goals for destination loyalty, to our knowledge, only a few universal cause-and-effect measurement instruments/models have been developed to support this goal, one of them is through certification. The proposed model provides a basis for the continuous monitoring and improvement of the competitiveness in a given destination.

Keywords: Sustainable tourism, destination loyalty, sustainable tourism certification