


Understanding The Impact of Culture as A Destination Image Attribute on Sustainable Tourism

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ABSTRACT

This study aims to underscore the pivotal role of cultural attributes in shaping destination image and examines their implications for sustainable tourism. Through a comprehensive review of relevant literature, the study proposes a conceptual framework to delve into the multifaceted effects of cultural attributes on destination image formation and offers strategies and guidelines for fostering sustainable tourism practices. The findings of the study underscore the significance of cultural attributes in bolstering the competitiveness of destination images in sustainable tourism, while also analyzing their interconnectedness across social, economic, and environmental dimensions. The societal impact of this study lies in highlighting the pivotal role of cultural attributes in shaping perceptions and allure associated with destination images, thereby furnishing a vital reference point for crafting and executing a targeted research agenda in urban tourism. Ultimately, this study furnishes a valuable theoretical framework and perspective conducive to the advancement of sustainable tourism endeavors.

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Contribution/Originality: This paper contributes by establishing a comprehensive framework exploring the crucial link between destination image and sustainable tourism. Focusing on cultural attributes, it aids destinations in assessing and enhancing their cultural products, fostering sustainable tourism policies, and enriching the literature on destination marketing and sustainable development.

1. Introduction

The tourism industry has grown substantially and is currently considered a prominent sector globally (Kontogianni & Alepis, 2020). Its influence extends to various aspects, including the global economy, environment, society and culture (Pan et al., 2018). In a progressively globalised and highly competitive tourist industry, establishing a distinctive destination image has become crucial for achieving a competitive advantage. Destination image encompasses the cognitive, affective and conative aspects of tourists' beliefs, emotions, perceptions and knowledge regarding a particular destination. It includes both overt and covert data gathered before, during and after a trip to the destination from sources as varied as travel agencies, social media and the Internet (Jebbouri et al., 2022). There has been a lot of research on how people's perceptions of a vacation spot affect their final choice. According to previous research (Pratminingsih, 2014), a destination's positive and successful reputation significantly influences the likelihood that visitors would return, which in turn contributes to the location's long-term prosperity.

Many researchers over the past half-century have made important advancements in the study of traveller perceptions about their final destination. Examples of these contributions include the creation of image definitions (Beerli & Martin, 2004; Echtner & Ritchie, 2003) and the identification of factors that shape, alter and augment destination image. To fully comprehend the discrepancy between the components impacting the picture creation process and the desired image, many theoretical frameworks have been constructed, as explained by Fawzi et al. (2018). According to Madden et al. (2016), the qualities of destinations are distinguishing characteristics of certain locations. Academics have begun to pay more attention to cultural traits' role in shaping travel destination images, with significant progress in empirical data and theory in the past decade. Aydin and Alvarez (2020) stated that it is essential for sustainable tourism activities to link with destination image features, such as a more appealing setting that is culturally distinct and less contaminated. However, there is still a dearth of literature addressing the cultural features linked to destination image in the context of ecotourism.

Culture must assume a more influential role in shaping and defining the nature and extent of tourism development. Canavan (2016) suggested that incorporating cultural features into sustainable tourism implementation can serve as a valuable mechanism for integrating diverse conceptual narratives in tourism research and fostering a comprehensive, adaptable and introspective viewpoint. Hence, this study attempts to conduct a comprehensive analysis and evaluation of existing literature to construct a suitable research framework that facilitates the comprehension of the significant influence of cultural qualities on destination image, as well as its implications for sustainable tourism. This present study centres around the advancements made in recent years regarding implementing sustainable tourism practices, specifically emphasising the efforts to enhance information about tourism locations. The primary areas of interest in destination image study revolve around its theoretical foundations and attribute-based dimensions. This conceptual paper justifies the suggested new research framework by comprehensively reviewing relevant theories and qualities at various phases. The primary objective of this framework is to enhance comprehension of the significance of cultural qualities in shaping the destination image within the context of sustainable tourism.

2. Literature Review

2.1. Destination image concept and formation

Destination image embodies an individual's subjective impression and cognitive representation of a place. It comprises three essential components: cognitive, affective, and unique images.

2.1.1. Destination image concept

Since the 1970s, various concepts about destination images have been widely studied in tourism across diverse viewpoints (Deng & Li, 2014). The destination image has been found to impact various aspects of tourists' decision-making process, perceptions and behaviour during their visit. Additionally, it has been observed to influence their level of satisfaction and ability to recall their overall experience (Beerli & Martín, 2004; Echtner & Ritchie, 1991; Gallarza et al., 2002). Table 1 displays the selected definition of the Destination Image over time.

Table 1: Definition of Destination Image over time

Source	Definition of destination image
Gunn (1988)	Destination images can be categorised into two types: sensory and evoked images.
Lawson & Baud-Bovy (1977)	Destination images refer to the collective amalgamation of emotional perceptions, acquired knowledge and preconceived notions pertaining to a specific travel place.
Fakeye & Crompton (1991)	Destination image involves individuals' ideas, expectations, impressions, beliefs, and feelings about a location.
Echtner & Ritchie (1991)	The study examines the impressions of various destination qualities and the overall image created by the destination.
Gartner (1994)	Destination image has three hierarchical components: cognitive, affective, and conative images.
Baloglu & McCleary (1999)	Destination image includes diverse dimensions like overall experience quality, attraction attractiveness, value, environmental factors, relaxation potential, excitement, adventure, knowledge acquisition, and social/prestige aspects.
Kim & Richardson (2003)	Engaging in empathetic experiences related to the depicted locations in movies enhances both the cognitive understanding and emotional connection to the destinations.
Beerli & Martin (2004)	Destination image covers aspects like perceptions of natural and cultural resources, amenities, tourist facilities, ambience, social environment, sun and sand, knowledge, relaxation, entertainment, and prestige perception.
Chen & Tsai (2007)	The destination image is the cognitive representation of facts, emotions and general experiences associated with a specific geographical area.
Çakmak & Isaac (2012)	The concept of destination image encompasses the multifaceted assortment of beliefs, attitudes, impressions and ideas an individual holds regarding a certain location.
Kim (2014)	Local culture, the variety of activities, hospitality, infrastructure, environment management, accessibility, the quality of service, physiography, place attachment, and superstructure are important destination attributes that are likely to facilitate a person's memorable tourism experiences.

Huete Alcocer et al. (2019)	The composition of the destination image is comprised of three significant components: cognitive image, affective image and unique image.
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2.1.2. Destination image formation

Destination images can be broken down into many types based on how they are created ([Gartner, 1994](#)). According to [Echtner and Ritchie \(1991\)](#), there are three dimensions that may be used to comprehend how mental pictures of a location are formed: (a) a development from functional to psychological elements, (b) a change from common to unique image qualities, and (c) a progression from individual attributes to overall impressions. [Baloglu and McCleary \(1999\)](#) identified destination image as comprising three components: cognitive, affective, and overall. Perception, as defined by [Echtner and Ritchie \(2003\)](#), includes both the elements of a place and the impression that place gives.

[Malik \(2020\)](#) believes the quality of facilities and services are key elements of the tourism destination image. The pull factors of tourism include promotional and publicity activities that attract tourists, positive and attractive destination image, media coverage, as well as affordable and convenient travel options ([Katsikari et al., 2020](#)). Numerous academics assert a correlation between the research on destination image building and the information acquired from tourists ([Madden et al., 2016](#); [Malik, 2020](#)). The human subconscious assigns significance by establishing connections between information and images through varying degrees of vivid representations, encompassing emotions, evaluations, viewpoints, attitudes and factual knowledge ([Szubert et al., 2021](#)). According to [Haarhoff \(2018\)](#), the notion of tourism has a significant role in shaping the intricacy and emotional reaction towards the image of a site. According to [Çoban \(2012\)](#), the cognitive and emotional image of potential visitors is positively influenced by their tourism experience. On the other hand, [Mazlina et al. \(2015\)](#) mentioned that destination qualities influence consumer satisfaction and travel performance.

2.2. Destination image attributes

This section introduces the composition and classification of destination image attributes and focuses on the influence of cultural attributes on the destination image.

2.2.1. Destination image attribute components

The destination image encapsulates the consumer's numerous memories and messages associated with the location ([Szubert et al., 2021](#)). Previous research conducted by [Moon and Han \(2019\)](#), as well as [Tasci & Gartner \(2007\)](#), has demonstrated a robust and significant positive link between the perception of different features and the overall image of a tourism destination. The evaluation of destination attributes by tourists during the selection of a destination experience has the potential to impact the establishment of a specific destination ([Mahdzar et al., 2018](#)). Functional, physical, psychological and abstract elements are all included in the target image. Three discrete dimensions marked by continuity were developed by [Echtner and Ritchie \(1991\)](#) as a conceptual framework to investigate the development of tourist destination images. These dimensions include holistic and individual attributes, functional and psychological attributes, as well as common and distinctive features. Products, services and attractions make up a destination's specific features, while the destination's general image is

mirrored in its general perception (Kislali et al., 2016). Liew et al. (2021) argued that to attract visitors, destination must carefully plan and provide a variety of amenities and services.

2.2.2. Destination image attributes classification

The features of the destination image encompass three primary elements: cognitive, affective, and unique. Gallarza et al. (2002), as well as Beerli & Martin (2004), have put forth a set of generic traits believed to influence the perceived image of a place. These attributes are presented in Table 2.

Table 2: Attributes of the cognitive image

Gallarza et al. (2002)	Beerli & Martin (2004)
Accessibility; Transportation Various activities; Nightlife & entertainment. Shopping facilities; Sports facilities; Relaxation vs massific Water/dunes/polder Variation in scenery Landscape, surroundings; Nature; Originality Inexpensive Possibilities for any budget range Price, value, cost Easy to organise Well organised Information available; Accommodation Opportunities in all seasons Climate Familiar Cultural attractions; Gastronomy; Safety. Social interaction; Residents' receptiveness Easy to get information High service standard Service quality	Natural Resources: Weather; Sunshine Beaches; Protected nature reserves, Lakes, mountains, deserts. General Infrastructure: quality of roads, airport, and port; Private and Public Transport Facilities. Tourist Infrastructure: Hotel and self-catering airports and ports; accommodation; health services; commercial Categories infrastructures Tourist Leisure and Recreation: Theme parks; Museums, historical buildings; Entertainment and sports activities monuments; Festival, concerts. Culture, History and Art: Museums, historical buildings; Handicraft; Folklore; religions Political and Economic Factors: Political stability; Political tendencies; Economic development Safety; Crime rate Natural Environment: Beauty of the scenery Attractiveness of the cities and towns Social Environment: Hospitality and friendliness of the Luxurious residents; Place with a good reputation Social Environment Atmosphere of the Place: Quality of life; Family-oriented destination; Language barriers; Exotic Mystic
Stylos et al. (2016)	Stylidis et al. (2017)
Natural environment; pleasant weather; stunning scenery. Attractive conditions: well-maintained facilities, low crime rates, a secure government, a reputable name as a vacation spot, a pristine natural setting, and the adoption of laws that promote sustainable development and safeguard the environment. Essential conditions: hotel and camping options; a place to unwind and get away from the stresses of everyday life; a secure location that is easily accessible from home; a destination that caters to families; reasonable	Natural environment: scenery and weather that are stunningly beautiful. Amenities: a wide selection of high-quality hotels, restaurants, stores and service providers. Attractions: tourists may choose from a wide range of attractions, including historical and cultural sites, sporting events and well- known landmarks. Accessibility: easily accessible public transport and other forms of infrastructure. Social environment: personal security, community cohesion, ecological health and

prices and helpful, friendly service from a wide range of experts.

Attractive activities: chances for shopping, sightseeing, participating in sports and vacationing; a variety of companies and cultural landmarks; intriguing historical monuments and events.

financial development.

Source: Authors' elaboration based on [Huete Alcocer & López Ruiz \(2020\)](#), [Gallarza et al. \(2002\)](#), [Beerli and Martin \(2004\)](#), [Stylos et al. \(2016\)](#) and [Stylidis et al. \(2017\)](#).

Destination perception refers to the cognitive process through which travellers acquire knowledge and comprehend a particular destination ([Wang et al., 2020](#)). The cognitive component of destination features mostly stem from the natural environment, cultural resources, infrastructure and service quality ([Huete Alcocer et al., 2019](#)). The primary determinants shaping the perception of a destination are tourist attractions, cultural attractions, tourism infrastructure and accessibility, diversity and affordability ([Coban, 2012](#)). Furthermore, establishing a distinctive image representation holds significant value in the context of the destination image marketing differentiation approach, as highlighted by [Huete Alcocer et al. \(2019\)](#). The mediating function of overall image in determining tourists' inclination to revisit the destination was proven by [Stylos et al. \(2016\)](#). The importance of cognitive and affective destination image components in forming destination preferences has been validated using these principles. The comprehensive analysis of the various attributes that affect a tourist's selection of a place holds significant importance ([Raazim et al., 2021](#)). [Table 3](#) and [Table 4](#) comprehensively overview the emotional and unique image features.

Table 3: Attributes of the affective image

Author	Affective Image
Baloglu & Brinberg (1997) , Baloglu & McCleary (1999) , Bigne (2001) , Kim & Richardson (2003) , Beerli & Martin (2004) ; Pike & Ryan (2004) , Chi & Qu (2008) , Chen et al. (2016) , Qu, Kim & Im, (2011) , Choi, Cho, & Cai (2015) , Stylos et al. (2016) ; Stylidis et al. (2016)	Nice/unpleasant; stressful/relaxing; dull/fun; depressing/exciting; pleasant/unpleasant; arousing/sleepy; exciting/gloomy. Distasteful/appealing; soothing/exciting; pretty/ugly. Feelings of love, calm, and relaxation; satisfaction and hope; excitement and enjoyment Disappointing/pleasant; sad/thrilling; upsetting/relaxing; bad/good; unfavorable/favorable; dull/fun Stressful and soothing; bad and good; dull and thrilling; calming and energising.

Source: Authors' elaboration based on [Huete Alcocer & López Ruiz \(2020\)](#)

Table 4: Attributes of the unique image

Lin & Kuo (2018)	Huete Alcocer et al. (2019)
Type of travel arrangements	Environment: Cultures indigenous to the area, helpful locals, beautiful landscapes and
Organic information	natural attractions, a quiet and peaceful
Diversity of experiences	ambience, as well as a pristine natural setting
Pre-tour planning scope	Appealing destination: Traveler attractions,
Friendliness satisfaction	nightlife, outdoor activities, various retail
	options, safety and peace environment.
	Local attractions: numerous cultural and
	historical landmarks as well as other tourist
	attractions

Source: Authors' elaboration based on [Lin & Kuo \(2018\)](#) and [Huete Alcocer et al. \(2019\)](#)

2.3. Culture attribute Influence on the Destinations image

2.3.1. Culture definition

Culture, which is mostly gained and conveyed through symbols, represents the distinct accomplishment of human societies ([Johnson, 2013](#)). Culture encompasses concrete elements, such as buildings and works of art, as well as intangible aspects, such as people's values, attitudes and lifestyles. There is an increasing acknowledgement of the impact of culture on several phenomena, including the development of identity, cultural dynamics, as well as the interplay between culture and the environment ([Rapoport, 2008](#)). According to a recent study conducted by [Szubert et al. \(2021\)](#), it has been observed that historical legacy in various destinations tends to have a greater impact on the perceived attractiveness of these places compared to industrial and other forms of contemporary cultural attractions. Culture is widely regarded as the most encompassing force that shapes human behaviour, exerting direct and indirect effects through personal, societal and psychological aspects ([Fawzi et al., 2018](#)). According to [Brown \(2006\)](#), culture has a significant role in elucidating the various patterns of traveller preferences and behaviours, which in turn influence the perception of a place. As stated by [Matteucci & Von Zumbusch \(2020\)](#), when examining the dimension of destination image features, it is crucial to acknowledge culture as a dynamic process characterised by reciprocal influence and fluidity.

2.3.2. Cultural attribute of Destination image

Before and after tourism, cultural factors contribute to how locations are seen ([Beerli-Palacio & Martín-Santana, 2018](#)). Learning the language and customs of one's destination can greatly enrich one's trip ([Kim & Ritchie, 2014](#)). Planners, marketers and managers need to be aware of how cultural differences might affect their work ([Brown & Brown, 2011](#)). According to research by [San Martín and Del Bosque \(2008\)](#), travellers' mental pictures of their final destination are heavily influenced by their motivations and cultural beliefs. To fully grasp a destination's reputation as a tourist spot, cultural considerations must be incorporated into the framework ([Fawzi et al., 2018](#)). Destination development, travel preferences and motivations, as well as tourist behaviour, are all impacted by cultural factors. [Table 5](#) is a summary of key factors to consider while researching the impact of culture on the perception of a travel destination.

Table 5: Cultural factors' influence on destination image

Factor	Description
Culture and the Formation of Destination	<p>Tasci & Gartner (2007): When the destination of research and the sample destination are culturally different, culture has a significant impact on the perception of both.</p> <p>Kislali et al. (2019): Include the impact of social, cultural, political, historical and technological factors in its conceptualisation of destination image construction.</p>
Culture as a Motivational Factor	<p>San Martín & Del Bosque (2008): Visitors who share the host country's cultural values tend to have a more favourable impression of the location than those from other countries.</p> <p>Lee & Bai (2016): Culture's beneficial effect on the destination's image has significantly impacted visitors' intentions to return and how they talk about the place with others.</p> <p>Zhang et al. (2020): The identities, attitudes and actions of locals towards their natural environments are all enhanced by cultural factors.</p>
Culture and Tourist Behavior	<p>Isaac (2008): Most visitors' impressions are coloured by their own cultural experiences.</p> <p>McCartney (2008): Tourists from diverse cultural origins have vastly different experiences regarding the impact of perceived image features on their travel behaviour, motivation and information sources.</p> <p>Brown & Brown (2011): Insightful data for destination marketing may be gleaned from comparing and contrasting the cultural behaviour intentions of tourists from various country groupings.</p> <p>Abodeeb (2014): Travellers behave differently and have various perspectives on the place depending on their cultural background.</p> <p>Kim et al. (2018): The proposed purpose is influenced by the cultural environment, which, in turn, shapes the destination's image and personality.</p> <p>Tian et al. (2021): Through the lens of national culture, the paper examines how cultural background affects foreign visitors' perceptions of the destination, as well as their actions and level of happiness while being there.</p>
Influence of Culture on Tourist Travel Decisions	<p>Jamilena et al. (2012): Cultural factors influence the decision-making process of visitors.</p> <p>Vareiro et al. (2015): A destination's characteristics affect visitors' desire to return and the spread of positive reviews.</p> <p>Tian et al. (2021): Destination perception, as well as travellers' actions and experiences while abroad, vary by cultural background.</p>

2.4. Sustainability

Sustainability is defined as "meeting the needs of the present without compromising the ability of future generations to meet their own needs." This policy idea was first proposed in the 1987 Brundtland Report. Balanced development in social, economic and environmental spheres is emphasised since they are the pillars upon which a sustainable society may be built (Yip Robin & Poon, 2009).

One of humanity's most challenging issues today is transitioning to a sustainable global society, ecology and economy within the limits of the planet's carrying capacity (Hák et al., 2016). According to Mahravan (2012) and the research of Kuhlman and Farrington (2010), environmental "growth" is not a sustainable activity in and of itself. Numerous places use sustainability to stand out in their respective markets (Silva & Gomes de Souza, 2018). According to Ben-Eli (2015), sustainability is achieved when there is a constant equilibrium between a society's population and the resources the planet can support. Populations rise, but natural resources to support their demands do not (Mensah, 2019), heightening the importance of sustainable development. However, the ultimate aim of universal welfare and environmental preservation is at odds with long-term sustainability (Kuhlman & Farrington, 2010).

2.5. Sustainable Tourism

Sustainable tourism first appeared in the early 1990s, when sustainable development ideas were applied to the travel industry. The environmental, economic, social and cultural dimensions of progress are central to sustainable tourism content (Pan et al., 2018). One of the three most important ideas in sustainable tourism today is culture. Due to environmental destruction and social and cultural disruption, sustainable development through tourism becomes impossible (Sharpley, 2020). Lee and Xue (2020), argued that a community's long-term identity and values depend on safeguarding its cultural image as a tourist attraction. It is a significant challenge to maximise economic advantages for local communities while reducing negative impacts on the environment and society (Zolfani et al., 2015). The three parts comprise sustainable development, but tension exists between them (Sörensson & von Friedrichs, 2013).

2.6. The relationship between cultural attributes and sustainable tourism

A city's cultural offerings are key to determining its appeal to visitors. Culture is a public good, and sustainable city planning prioritises public space for cultural activities (IFCCD, 2012). Canavan (2016) suggested that culture might positively affect the local tourist industry and the host-guest dynamic. Promoting and implementing sustainable consumption and production patterns are seen as important to the cultural humanisation of cities (Nocca, 2017).

Culture in sustainable tourism is defined as the incorporation of a destination's distinctive cultural values, practises and traditions into the administration and growth of the tourism sector (Aydın & Alvarez, 2020). To achieve sustainable development in the economic, environmental and social realms, culture should be used as a medium to build the required communication for finishing the research process and self-reflection on the present and future (Packalén, 2010). Desirable cities require two-way, flexible

ties with cultural industries. Unplanned tourism growth can harm urban competitiveness (Russo, 2000).

2.7. Sustainable destination image based on cultural attributes

A positive destination image fosters awareness, trust, and competitive advantage, attracting and retaining visitors (Pulido-Fernandez & Lopez-Sanchez, 2014; Alfian & Wee, 2016). According to research on how people choose their vacation spots, how they act there and how satisfied they are with their trip, cultural characteristics play a significant role. Due to the interplay between visitors' experiences, emotional structures, memories and cultural practices, culture impacts the tourist destination's long-term reputation (Silva & Gomes, 2018). The cultural identity and customs of a community are crucial to how it is seen by outsiders (Lee & Xue, 2020; Vareiro et al., 2015). The destination's distinctive qualities stem from the intersection of socio-cultural factors and tourist preferences (Kislali et al., 2020). Thus, visitors need to understand how cultural sensitivity and community involvement impact the long-term viability of a destination's tourist industry and reputation (Alfian & Wee, 2016).

3. Towards a conceptual framework

Numerous studies have demonstrated that a destination's reputation is intertwined with its social, environmental and economic characteristics (Almeida-Santana & Moreno-Gil, 2019). UNWTO, EEA, Eurostat and TSG have developed methods to analyze and monitor the sustainability of tourism, given its importance in destination positioning (Cheng et al., 2016). To maintain tourism's long-term viability, the following section of this study provides a framework for sustainable destinations at the level of the socio-cultural-economic environment.

3.1. Social Culture

Clearly, the image of a cultural, artistic and tourism centre is foundational to the image of a destination today (Carballo & León, 2018). Cultural landscapes and artifacts embody a place's "living culture," enhancing local vibrancy and diversity. Tourism's rapid growth and diverse visitors have boosted interest in cultural diversity and understanding local traditions (Streimikiene et al., 2021). Sustainable tourism's cultural vision involves energizing communities, preserving heritage, enhancing identity, and attracting visitors (Richins, 2009).

Postma & Schmuecker (2017) claimed that a central focus of sustainable tourism policy and planning should be improving locals' opinions of their community's quality of life. The local population's outlook on tourist development is a major factor in determining the industry's long-term viability. Lee and Xue (2020), argued that tourists must be more conscientious and accountable when in other lands. Providers of sustainable tourism services in popular tourist destinations are always refining their practices as they learn more about cultural norms and the expectations of visitors.

As stated by Sanchez del Rio-Vazquez et al. (2019), the administration should prioritise community engagement and social well-being, local identity and identity, gender equality and local cultural heritage while also encouraging cultural engagement and exchange to prevent socio-cultural conflicts that may negatively impact traditional lifestyles, traditions or local values. Additionally, the local government must strengthen

its integrated quality management at their destinations. When the underlying interdependencies between human conduct, regions and socio-economic activities are understood, tourism may contribute to the larger societal aims of sustainable development (Liburd & Edwards, 2018).

3.2. Economic

Regarding the local economy, tourism generally has a beneficial effect since the influx of visitors increases per capita income. This money might come from various sources, including a job, self-employment, a business, as well as the rental or sale of real estate. Residents benefit from the infrastructure built and maintained, with a portion of the profits from tourism (Postma & Schmuecker, 2017). The key to ensuring tourism's long-term viability is to invest enough in infrastructure, equipment and services.

Economic expansion is necessary to meet basic requirements, earn a living wage and gain access to social amenities (Sharpley, 2020). While the tourist industry is great for job creation, its rapid expansion might lead to the monopolisation of economic interests and the over-commercialisation of popular sites. Tourism businesses and governments should reach a consensus on the significance of sustainability principles (Kong et al., 2015). As noted by Rodríguez Díaz and Espino Rodriguez (2016), price consistency is an important factor in luring tourists and maintaining the health of local economies. Tourism must be conducted sustainably if it is to aid in a region's economic growth. Improving the destination's image, decreasing resource and energy usage, limiting negative impacts on the natural environment and highlighting cultural and intangible assets are all part of this strategy.

3.3. Environment

Sustainable tourism involves stakeholders' commitment to preserving the environment as it's a crucial part of their core attraction (Chan & Hsu, 2016). In the realm of urban tourism, the adoption of ecologically conscious measures, such as waste and emission reduction, utilisation of renewable energy sources and advocacy for sustainable transportation alternatives (Giaoutzi et al., 2008), can enhance the perception of a destination as a socially responsible and environmentally sustainable location for visitation. In the areas of competitiveness and economy, trustworthy visitors confer notable benefits (Jebbouri et al., 2022). In recent decades, there has been a growing significance placed on the proactive endorsement of sustainable tourism by tourism companies. This involves demonstrating commitment through mandatory environmental measures and voluntary initiatives (Campos-Soria et al., 2021).

Tourists' growing consciousness and apprehension about environmental preservation are expected to impact their inclination towards ecologically sustainable services (Aman et al., 2021; Heo & Muralidharan, 2019). In order to increase tourists' view of a location, it is crucial for the destination to prioritise the improvement of environmental quality. Efforts towards sustainable tourism should prioritise the management of environmental capacity and visitor behaviour, with the promotion of environmental responsibility and the preservation of natural resources. This objective may be attained by the promotion of eco-friendly facilities and structures, enhancement of resource efficiency and advocacy for eco-friendly practices. Sustainable destinations employ many sustainable techniques, including the adoption of a "green branding" strategy, the implementation of cleaner manufacturing methods (Lin et al., 2001), and the establishment of sustainable

tourism certifications. These strategies aim to enhance the competitive advantage of destination qualities regarding environmental support.

3.4. Need for a conceptual framework

The demands of both visitors and host communities have been taken into account in the evolution of sustainable tourism (Hák et al., 2016). By reducing negative impacts on the environment, culture and local people while optimising benefits for all relevant stakeholders, a sustainable destination promotes an image of dedication to environmental, social and economic sustainability. This research sheds light on formulating workable, sustainable tourism principles that safeguard a location's cultural assets while bolstering its economy and the natural environment. Destinations may improve their reputation as eco-friendly vacation spots by working to improve their communities and the local economy.

There must be harmony between the destination's social, economic and environmental aspects to survive. Considering a destination image theory that includes the idea of sustainable tourism helps round out the conceptual framework and establish criteria for this study. Table 6 highlights some of the criteria and aspects of destination image as a sustainable tourism strategy discussed in the previous literature. It delves deeper into the links between sustainable tourism and the concept of "image of a destination." All empirical studies of destination pictures using attribute-based image metrics were reviewed, and these criteria were chosen, as shown in Table 6.

Cultural characteristics have a significant role in shaping a location's public perception and economic success. This investigation developed an overarching conceptual framework through a systematic review of the existing literature. Before discussing the connection between sustainable tourism and destination image and cultural qualities, this paper clarified the terms linked to destination image and the uniqueness of its cultural features. The conceptual framework revealed the intricate and multidimensional nature of cultural traits' effects on eco-tourism. When crafting their brand identity and marketing to visitors, sustainable tourism destinations must take into account the potential negative effects of tourism on local culture, the economy and the environment. This research aimed to bridge the gap between sustainable tourism and the field of destination image theory apart from providing some useful proxy indicators of success in these areas.

As shown in Figure 1, these three factors all have a role in the long-term viability of the travel destination. Preserving cultural landscapes and heritage, fostering cultural participation and exchange, honouring cultural vitality and diversity per local values, as well as searching for more tourism resources for local communities and destinations are all part of the socio-cultural dimension. In terms of economics, this paper discovered matters like helping the local economy grow, creating jobs and getting investors interested in tourist infrastructure, among others. The preservation of natural and cultural ecosystems, the cutting down on excessive consumption and trash generated by tourists, along with the encouragement of clean manufacturing and recycling are all important environmental considerations.

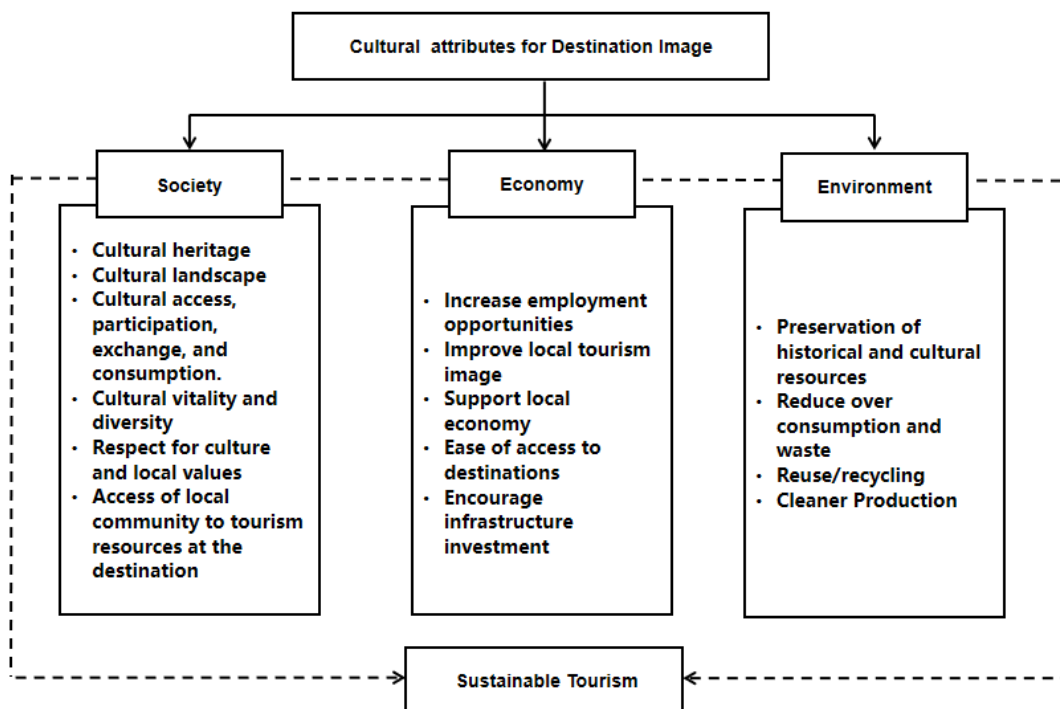
Table 6: Principles of Sustainable Tourism Destinations

	Raazim & Munasinghe (2021)	Tian et al. (2021)	Huete Alcocer & López Ruiz (2020)	Lee & Xue (2020)	Almeida-Santana & Moreno-Gil (2019)	Carballo & León (2018)	Silva & Gomes de Souza (2018)	Nocca (2017)	Díaz & Espino-Rodríguez (2016)	Pulido-Fernandez & Lopez-Sanchez (2014)	Bové-Sans & Ramírez (2013)
Social Culture											
Cultural heritage	✓	✓				✓					✓
Cultural landscape	✓	✓									
Cultural access, participation, exchange, and consumption.		✓	✓	✓			✓	✓		✓	
Cultural vitality and diversity		✓	✓			✓		✓			✓
Respect for culture and local values				✓	✓		✓				✓
Access of local community to tourism resources at the destination			✓				✓	✓		✓	
Economic											
Increase employment opportunities				✓					✓	✓	
Improve local tourism image				✓	✓		✓		✓		
Support local economy				✓			✓		✓	✓	
Ease of access to destinations	✓			✓						✓	
Encourage infrastructure	✓			✓		✓	✓				

investment								
Environment								
Preservation of historical and cultural resources	✓	✓	✓		✓		✓	✓
Reduce overconsumption and waste						✓	✓	
Reuse/recycling							✓	
Cleaner Production	✓			✓		✓		✓

Destinations improve their allure by supporting and safeguarding local socio-cultural and economic sustainability and developing an image with distinctive cultural qualities. Sustainable tourism plans need destinations to collaborate with local communities, practitioners and policymakers as they strike a balance between the requirements of tourism development and conservation. This study's conceptual framework helps accomplish sustainable tourism goals by investigating the effect of cultural features on the industry and using them in marketing for destinations.

Figure 1: Conceptual framework



4. Conclusion

The research first reviews the literature on destination image research, presenting its main ideas and characteristics, and extensively investigates the influence of cultural attributes of destination image on sustainable tourism. To reveal the critical linkages between destination image and sustainable tourism strategies, the research built a comprehensive conceptual framework based on previous research, focusing on cultural features. This framework explores sustainable tourism from three different perspectives: societal, economic, and environmental. It aids destinations in assessing and improving their cultural offerings, sharing their uniqueness with tourists, and implementing sustainable tourism policies. Additionally, it facilitates the promotion of destination branding, tourist satisfaction, community involvement, environmental responsibility, and long-term sustainability. This study enhances theoretical knowledge regarding the potential of sustainable tourism. By conducting a literature review from the perspective of cultural attributes, including dimensions and components used, it provides insights for developing a more comprehensive conceptual framework of destination image. Sustainable tourism relies on integrating cultural aspects into

destination promotion. This research contributes to destination marketing and sustainability literature by emphasizing the strategic value of cultural features and providing a complete framework.

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Conflict of Interest

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