Tourist Satisfaction Index for Tourism Destination, Integrating Social Media Engagement into the European Customer Satisfaction Index: A Conceptual Paper

Md. Ashraful Azam Khan, Haslinda Hashim

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School of Business and Economics, Universiti Putra Malaysia, 43400 Serdang, Selangor.
Email: gs51238@student.upm.edu.my, haslinda@upm.edu.my

Abstract

The rapid development and adoption of social media technology has revolutionized the tourism business environment. Engagement through social media for mutual interactions practised by both customers and the businesses is substantially evident in destination tourism. The existing debate on the impact of social media engagement on consumer behaviour is inconclusive with mixed findings, thereby suggesting the need for further research. This paper integrates tourist engagement through social media into the European consumer satisfaction index to propose a destination tourist satisfaction index that can examine the tourist satisfaction and loyalty intention towards tourism destinations. The implication of this paper is to assist tourism marketers by providing a robust and comprehensive spectrum to examine tourist satisfaction and loyalty behaviour.

Keywords: Tourist Satisfaction, Tourism Destination, Social Media Engagement, Social Media, COVID-19

Introduction

Tourist satisfaction and its impact on future behavioural intention of destination loyalty has attracted considerable attention in the tourism industry (Ukpabi & Karjaluoto, 2018; Agyeiwaah, Adongo, Dimache, & Wondirad, 2016). Tourism destinations around the globe currently face the strongest competition in decades and it may become tougher in the upcoming years (Yap, Ahmad, & Zhu, 2018; Zhang, Fu, Cai, & Lu, 2014). Tourism destination and the operators are continuously seeking strategies and ways to stay competitive through ensuring sustainable business growth (Matias, Nijkamp, & Sarmento, 2014). Maintaining tourist satisfaction and loyalty is an important strategy to achieve this goal (Campón-Cerro, Alves, & Hernández-Mogollón, 2015).

In general, customer loyalty is the outcome of customers's satisfaction through positive behavioural intentions towards the service provider. Although traditionally, attracting new customer is essential for a business organization, there are many advantages that have been associated with having loyal customers who patronize the products and services offered by the organization (Hultman, Skarmeas, Oghazi, & Beheshti, 2015;

Mechinda, Serirat, Anuwichanont, & Gulid, 2010; Shoemaker and Lewis, 1999). Among the elements of customer loyalty, customer satisfaction is considered as one of the major determinants of customer loyalty (Zhang, Fu, Cai, & Lu, 2014; Faullant, Matzler, & Füller, 2008). Although there is a plenty of research and literature into satisfaction and loyalty in the area of services but there is still a lack of empirical evidences in the conceptualization of tourist satisfaction and its relationship with loyalty in the tourism context (Suhartanto,chen & Mohi, 2018; Agyeiwaah, Adongo, Dimache, & Wondirad, 2016 ; Saura, 2011; Velázquez, Saura & Molina, 2011).

In the original European Customer Satisfaction (ECSI) model, customer expectations was included as an independent variable but several researches have found that consumer expectation does not significantly influence customer satisfaction in the customer satisfaction index (CSI) model (e.g Eurico, Da Silva, & Do Valle, 2015; Deng, Yeh, & Sung, 2013; Chitty, Ward and Chua, 2007; Johnson et al., 2001). These studies have suggested that customer expectation construct should be removed from the CSI model. On the contrary, some literature indicated that customer engagement through social media (SM) has a positive impact on satisfaction and loyalty during the pre and post consumption stages of a service (Leung, Sun, & Bai, 2019; Pansari & Kumar, 2017; Kam, So, King, Sparks, & Wang, 2016; Hollebeek, 2011). According to Pansari & Kumar (2017) a relationship that connects the state of satisfaction and emotional bonding between individuals and firms is known as engagement. In this regard, Vivek, Beatty, & Morgan (2012) argued that in marketing, customer engagement is beyond the concept of consumption. Rather, it should consider the customers' interaction with the brand without having any intention and considerations of buying.

An example would be engaging customers in activities or event which is not directly related to need recognition and consumer decision making process, such as considering customers reviews and suggestions on social media to further improve the service or products (e.g quality, features).Therefore, the main research questions of this paper are: Does tourist engagement through SM has a positive impact on perceived value and satisfaction? Does tourist engagement through SM has a direct positive impact on tourist loyalty? Consequently, the objective of this paper is:

- To propose a destination tourist satisfaction index (D-TSI) model by introducing tourist social media engagement into the ECSI model.

In doing so, the rest of the paper is structured as followed: Firstly, a discussion on the construction of D-TSI model based on the relevant literature review. Secondly, a portrayal of the proposed D-TSI model and the original ECSI model to better understand the differences. Thirdly, a presentation of the research methodology and, finally the conclusion and the recommendation for future research. We believe that the proposed model in this study can contribute to better understand the role of social media engagement in tourism customers satisfaction and loyalty nexus in the area of knowledge. Further,it may help the tourism practitioners to better achieve the aim of social media strategies for sustainable customer retention and growth.

Literature Review
ECSI was first introduced by the Pan-European team in 1998 and a pilot study was conducted in 11 European countries in1999 (ECSI Technical Committee, 1998). According to Martensen, Gronholdt, and Kristensen (2000), the basic ECSI model was a structural equation model (SEM) with a few unobservable latent variables. Fundamentally, this model implies

associations between customer satisfaction to its determinants, and concurrently, to its consequence, which is customer loyalty. The model has been tested, modified, and extended by the researchers in different industrial and contextual studies in order to determine and measure customer satisfaction and loyalty (e.g.,Shahsavar & Sudzina, 2017; Deng, Yeh, & Sung, 2013; Martensen, Gronholdt, Kristensen, 2000). in business, customers are the essence of any organization, hence, the customer satisfaction index is a post-choice evaluation judgment regarding a specific purchase decision, and it can be approximated with this estimation: satisfaction equals perception of performance expectations (Oliver & Richard, 1980). A high level of consumer satisfaction would lead to favourable influence on loyalty through repeat purchases and recommendations to other prospects, an enriched brand reputation, a reduced price elasticity, lower costs of future transactions, and higher employee efficiency (Leung, Sun, & Bai, 2019; Prayag & Ryan, 2012; Saura, 2011). Thus, customer satisfaction is one of the crucial core elements of a business growth and sustainability. However, to date, a tourist satisfaction index (T-SI) for destination tourism based on ECSI has never been created, tested and validated. This means that, more empirical research is needed to establish and improve the tourist loyalty process and its relationship with customer satisfaction.

With this view several researchers highlighted the significance and benefits of engaging customer with web 2.0 applicationssuch as via social media sites (e.g, See: Hollebeek, 2011; Hvass & Munar, 2012; So, King, & Sparks, 2014; Kumar & Pansari, 2017). For instance, in tourism social media (TSM) platforms such as TripAdvisor, Booking.com, and Airbnb that have emerged as a better strategy to engage tourism business with their current and prospective customers (e.g., Harrigan, Evers, Miles, & Daly, 2017; Kim & Fesenmaier, 2015). Such engagement act as competitive advantages for the businesses to enhance tourist perceived value and better performance outcomes such as customer satisfaction and behavioural intention of loyalty (Leung, Sun, & Bai, 2019; Jackson, 2011; Langgat & Fabeil, 2014). However, it was found that tourism business has failed to get such benefits from social media (SM) platforms due to the managerial ignorance to effectively engage with their customers to improve their relationship management practices (van Asperen, de Rooij, & Dijkmans, 2017; Leung, Sun, & Bai, 2013). Tourism businesses lack of understanding about the practical importance of integration of SM into their integrated marketing communication and promotional mix to provide superior value to the tourists (Dijkmans, Kerkhof & Beukeboom 2015; Inversini & Masiero, 2014). Consequently, although engagement through TSM has become a common practice in the tourism sector, its mere presence of a business entity on SM platforms does not guarantee long-term loyal relationship and superior value for tourism customers (Velázquez, Saura, & Molina, 2011). This was reported by Steinman and Hawkins (2010) that strategic implementation of SM without effective customer engagement will cause damages to the company's brand and reputation if left unchecked and not properly monitored. Zhang, Guo, Hu and Liu (2017) argued that such failure occurs due to the business misapprehension of SM as a purely social networking sites and businesses placing too much emphasize on social networking rather that creating value for customers.

Tourist engagement through SM is perceived as a reliable source of relationship management that can improve tourist satisfaction and loyalty in the destination tourism context (Ukpabi & Karjaluoto, 2018; Kandampully, Zhang, & Bilgihan, 2015; Ramanathan et al., 2017). Previous researches have suggested that engagement with TSM may have a greater and wider impact on improving perceived value (PV) and loyalty in tourism projects (Kandampully, Zhang, & Bilgihan, 2015; Kam, So, King, Sparks, & Wang, 2016). However, the

impact of customer engagement with TSM on tourist loyalty remains at initial stages, especially in the context of South East Asian Region including Malaysia (van Asperen et al., 2017; Law, Buhalis, & Cobanoglu, 2014). Thus, this study considers replacing customer expectation variable with tourist engagement (considering engagement through TSM) in the ECSI model. In addition to enhancing the precision of Image concept in the context of destination tourism, this study proposes to rename "Image" as destination image followed by "customer loyalty" as " tourist loyalty".

D-TSI Model

The proposed D-TSI conceptual model is based on the ECSI model to determine the factors that drives tourist satisfaction and hence, loyalty in tourism destination. As per our knowledge, there is no generally accepted model to examine tourist satisfaction in the context of destination tourism. ECSI model has been chosen as it was designed and widely used to improve the measurement of customer satisfaction and loyalty. Furthermore, this model has been validated in several service industries including telecommunications, backpacker hostels, hotel tourism , education industry , the soft drinks industry, banks and supermarkets , fast food restaurants, , postal services and banks (Shahsavar & Sudzina, 2017; Deng, Yeh, & Sung, 2013; Martensen, Gronholdt, Kristensen, 2000). By using the ECSI approach, it is possible to obtain information about customers' levels of satisfaction, to understand the reasons for customer satisfaction, followed by calculating the impact on behavioural intention of loyalty (Martensen, Gronholdt, Kristensen ,2000 ; Chitty,Ward and Chua, 2007; Shahsavar & Sudzina, 2017).

According to the basic ECSI model (ECSI Technical Committee, 1998) the factors of customer satisfaction are perceived by company image, customer expectations, perceived quality and perceived value (Monetary value). Perceived quality is theoretically divided into two main elements: product or 'hardware', which comprises of the quality of the product/service attributes; and service/'human ware', which is associated with the customer interactive elements with the service provider, for example the human behavioural facts and atmosphere of the service environment. The main causal relationships are indicated; actually, many more points of dependence between the variables can exist (Martensen, Gronholdt, & Kristensen, 2000). For instance, Chitty, Ward and Chua (2007) developed a modified ECSI model in their study of satisfaction and loyalty for backpacker hostels in Australia. The study suggested that perceived value has a direct effect on satisfaction, which, in turn, is an antecedent to tourists loyalty. Perceived value was anticipated from the result of tourists perceptions of the core service provided (named as "technical dimensions" perceptions of service processes (named as "functional dimensions"), the image of the service provider and the price of the accommodation service provided. Since then the model has been validated and modified by researchers in different industrial and contextual studies in order to determine and measure customer satisfaction and loyalty. Johnson et al.(2001) found that customer satisfaction index (CSI) is a structural equation model which is grounded by the assumptions that customer satisfaction is triggered by a number of factors such as perceived quality (hard ware or service attributes and human ware/service), perceived value, Price and image of a firm. These factors are the antecedents of customers' overall customer satisfaction and consequently turns to customer loyalty. The following literature will briefly discuss about the elements of D-TSI Model grounded on ECSI model.

Customer Engagement through Social Media

Engaging customers in the service delivery process is a common phenomenon in the present time (Pansari & Kumar, 2017; Kandampully, Zhang, & Bilgihan, 2015). Service oriented companies have emphasised strong focus on creating customer engagement rather than customer acquisition strategy (van Asperen, de Rooij, & Dijkmans, 2017; Kumar & Pansari, 2017). Customer engagement refers to a customer's wide range of behaviour which includes word of mouth (WOM), helping other customers by providing information, recommendations, writing reviews, blooging and so on (Leung, Sun, & Bai, 2019; Van et al., 2010). According to Hollebeek (2011), engaged customers shows greater loyalty to the firm and its brand. This is because the customers who are engaged with the brand or the company create referral to others, facilitates in co-creation of value and experience and hence, contribute to the organizational process of creating customer loyalty (Hoyer et al., 2010; Prahalad & Ramaswamy, 2004). In the tourism context, a study conducted by So, King and Sparks (2014) found that customer engagement through social media based brand community increases brand loyalty towards the tourism brands. The main reason for this is that engaged customers feel more connected, committed and satisfied to their preferred service provider or brand and exhibits loyalty behaviour. Business initiatives to engage customers in the service delivery process motivate them to share their credit for the service outcome to create and develop new social bonds. Thus, Sedighi (2015) has revealed to keep the consumer engaged in the product life cycle or service delivery process which will help them to develop and meet their changing needs. The author also indicated that social media has significantly influenced the business communication systems how marketers attempt to engage customers through social media, mainly via Facebook and instagram. However, other researchers such as Velázquez, Saura and Molina (2011) argue that the way consumers engage with the service providers depends on the perceived efforts devoted by the service provider which has a positive impact on the customer satisfaction and loyalty intention. Likewise, in tourism context, tourist engagement has been found to boost loyalty towards the tourism brands (So, King & Sparks, 2014). For example, Kam, So, King, Sparks, and Wang (2016) found that engagement has a strong influence on customers brand loyalty in airline and hotel tourism sector. The study indicated that airline and hotel service providers who engage customers in various forms of social media based communication platforms ultimately influence their behavioural intentions to the brands. The authors argue that the customers' brand loyalty can be strengthened not only by ensuring superior customer experiences in the actual service encounter but also through customer engagement on social media platforms.

However, Customer engagement is not widely conceived and considered in tourism and hospitality studies, especially in tourist loyalty research (Ukpabi & Karjaluoto, 2018; Kandampully, Zhang, & Bilgihan, 2015). Previous academic research on customer engagement in relation to loyalty are mostly concentrated on definition, conceptualization, new scale development in relationship marketing and in general service industry context (Ramanathan, Subramanian & Parrott, 2017; Brodie, Ilic, Juric & Hollebeek, 2013). There is a lack of sufficient studies on how tourist social media engagement with tourism providers affect their behavioural intentions towards the firms (Zhang, Guo, Hu & Liu, 2017). Nevertheless, although engagement seems to play an important role in tourist loyalty intention, it has not been previously considered within the context of tourist satisfaction and loyalty in destination tourism (e.g., Dolan, Seo, & Kemper, 2019; Li, Cui, & Peng, 2017). Conversely, it is evident from the literature that tourist who are engaged with the tourism brands on social media feel

more connected to their service provider or brand, built more trust and commitment towards the brands which leads to higher satisfaction and loyalty behaviour.

Tourism Social Media

The emergence and evolution of social media is one of the modern developments in the field of information and communication technology. It facilitates a neutral ground for the businesses and the customers to mutually interact and exchange their views pertaining to the products and services. According to Kaplan and Haenlein (2010) social media refers to web applications which has a close association with internet application (Dahnil, Marzuki, Langgat, & Fabeil, 2014). Social media is the outcome of modern internet innovation where Web 2.0 applications facilitate computer-mediated social networking opportunity for the individuals to interact online and plays an important role in business performance (Tajvidi & Karami, 2017). Adriana (2013) argues that social media is an online platform where individuals with mutual benefits can share feelings, opinions, and comments about various product and services regardless limitation of time and location constrains that ultimately influence their consumption behaviour (Akhtar, 2011; Jackson, 2011).

Tourism social media refers to the tourism sites such as TripAdvisor, Booking.com, Lonely Planet and Airbnb, where they allow tourists to comment, review services, create and spread user generated contents that are available and accessible through search engine results, for example,Google,MSN and Yahoo (Munar & Jacobsen, 2014; Harrigan,Evers, Miles & Daly, 2017). The evolution of social media in tourism has connected social, cultural, and economic spheres by providing a boost for tourism development and expansion. The use of social media has converted the individual service providers' interaction into an collaborative model that combines customary and web-based media to enhance communications, and consumers are both creators and receivers of information (Law, Buhalis, & Cobanoglu, 2014; Adriana, 2013). Nevertheless, The implementation of social media in tourism is motivated by the tourists' inspirational value of holidays through free user generated content creation and wide distribution, stimulating their intrinsic satisfaction by nourishing individuals' need for belonging and sharing (Munar & Jacobsen, 2014; Adriana, 2013). These interactions and conversations between the customers provide firms a cost effective way to boost brand awareness, increase brand recognition and brand loyalty (van asperen, de Rooij, & Dijkmans, 2017; Law, Buhalis, & Cobanoglu, 2014). conclusively, it was revealed that social media benefits tourism firms to build customer brand loyalty through community building, sharing, networking and interactive communication between and among the tourism consumers (Leung, Sun, & Bai, 2019; Litvin & Dowling, 2018). Although social media in tourism is perceived as a reliable source of communication and information, research concerning the importance of social media on tourist loyalty behavior is very limited which creates a need for more research efforts (Dolan, Seo, & Kemper, 2019; Law, Buhalis, & Cobanoglu, 2014). Nevertheless, the impact of Social Media on tourist loyalty has not been very widely reported in tourism sector especially in the context of South East Asian Region including Malaysia (Law, Buhalis, & Cobanoglu, 2014). Thus, this study hypothesises that tourist engagement through TSM is a crucial antecedent of tourist satisfaction and behavioural intention of loyalty.

Tourist Loyalty

Loyalty implies a deep held commitment to patronize a certain product or service constantly, despite the potentiality of switching buying behaviour caused by the competitors' marketing and situational influences (Oliver, 1999). Loyalty includes consumers' emotional components of desire to go to a particular service provider due to the greater level of satisfaction, and emotional commitment that stimulates his or her repeat purchase behaviour and intention to recommend to others (Salegna & Goodwin, 2005). Customer loyalty is the most intangible and enduring asset owned by any company which helps to develop and maintain a profitable long term relationship with the customers (Almeida-Santana & Moreno-Gil, 2018; McKercher, Denizci-Guillet, & Ng, 2012). This is because loyal customers are willing to pay more, express frequent buying intention and spread positive word of mouth to others for the product or services (Ali, Kim, Li, & Jeon, 2016). Similar to other industries, in general , tourist loyalty in the destination tourism sector has become an important element to maintain business sustainability due to the increase in global market competition among the tourism providers (Lu & Kandampully, 2016; Hultman, Skarmeas, Oghazi, & Beheshti, 2015). For instance, although hotels have played a major role to fulfil the tourists' accommodation need, new types of accommodation has emerged with unique features such as Airbnb in the context of network hospitality and tourism industry (Priporas, Santiwatana, & Stylos, 2017). It was revealed that a loyal tourist intend to act as sincere advocates to spread positive word of mouth through face-to-face interaction or social media (electronic WOM) to other potential customers of the company (Ali, Kim, Li, & Jeon, 2016;See-To and Ho, 2014; Saura, 2011). Such an act, gradually strengthens the customer's relationship and trust with the tourism firm, which is good for its long term growth and success of the tourism destination.

Numerous studies have found that enhancing tourist satisfaction is a crucial element to differentiate the tourism destinations from competitors, and consequently to ensure tourist loyalty (Ukpabi & Karjaluoto, 2018; Lu & Kandampully, 2016; Priporas, Santiwatana, & Stylos, 2017; Saura, 2011). Several tourism related studies identified that customers who are engaged with social media platforms and communities, feel more connected and committed to the firms leading to higher satisfaction and loyalty behaviour. (e.g.,Hwang, Park, & Woo, 2018; Kam, So, King, Sparks, & Wang, 2016; So, King & Sparks, 2014; Jahn & Kunz, 2012). Similarly, it is shown that tourism service provider who use social media to engage with the customers are able to better understand their customers and plan the business strategies that ultimately enhance tourist perceived value, satisfaction and behavioural intentions of loyalty such as revisiting and recommending to others (Hwang, Park, & Woo, 2018 ; Harrigan, Evers, Miles, & Daly, 2017).Thus, customer satisfaction and engagement is widely recognize as influential factors in the formation of loyalty behaviour. Establishing loyalty has emerged as one of the main strategies used by the tourism destination to face the increased competition in order to ensure a sustainable growth. Consequently as depicted in the ECSI model, when the level of satisfaction is good, it would result in a positive influence in customer loyalty (Martensen, Gronholdt, Kristensen, 2000). Therefore, the proposed D-TSI model hypothesizes that engagement through TSM positively influences tourist perceived value and satisfaction , and eventually creates a positive impact by enhancing tourist loyalty behaviour.
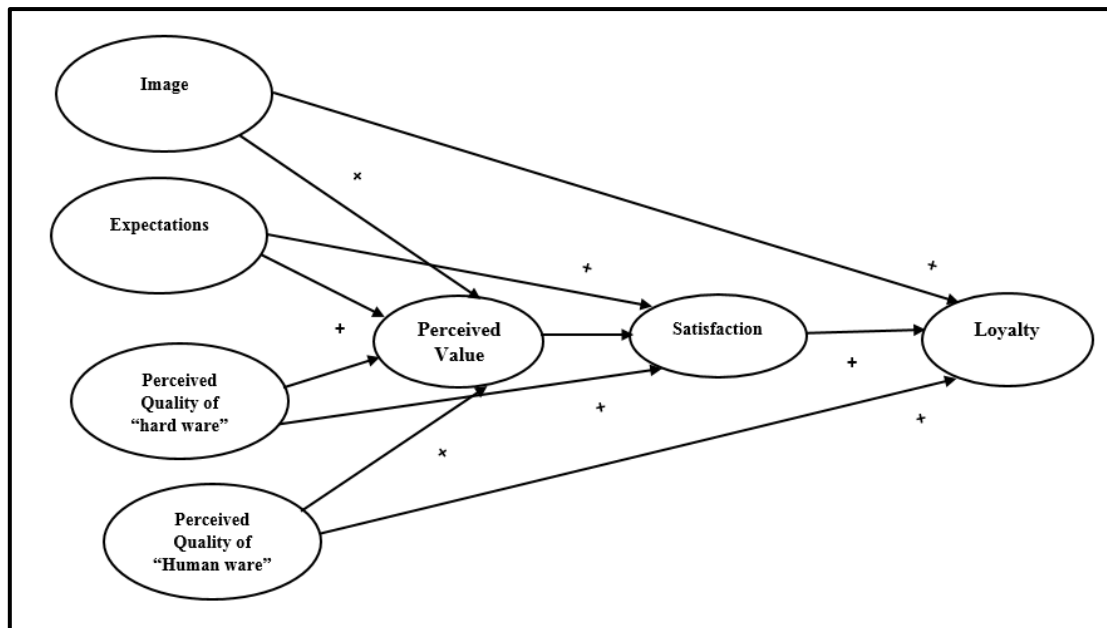
Figure 1: The original ECSI model (adopted from, Martensen, Gronholdt, Kristensen, 2000)
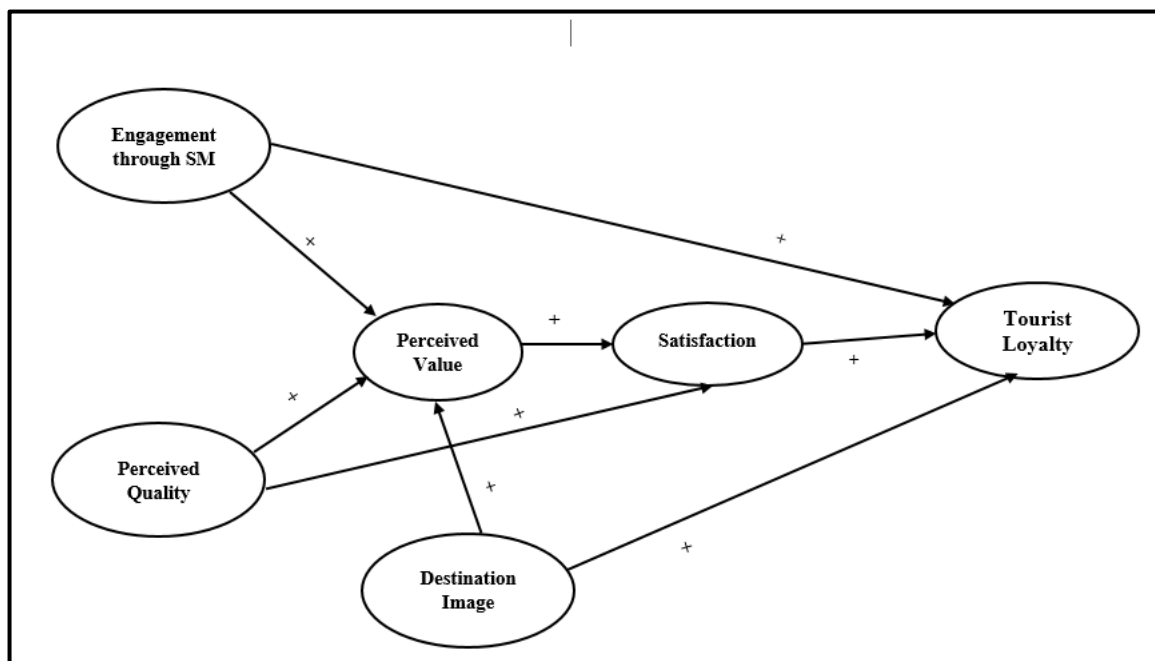
Figure 2: Proposed D-TSI Model

Research Methods

This paper is based on the review of literature from a wide range of peer review articles focusing on ECSI model and its related components. Previous articles were reviewed based on three categories. Firstly, an extensive literature review was conducted on ECSI model (Refer to Figure 01) that has been used to measure customer satisfaction and loyalty across various industry. Consequently, the subsequent importance of customer satisfaction index model to determine customer satisfaction and loyalty model in the context of destination tourism was discussed and established. Secondly, customer engagement and social media related studies that were concentrated on destination tourism and its relative importance to tourist perceived value, satisfaction and loyalty were highlighted. Thirdly, the potential

importance and impact of destination image and perceived quality was discussed. Finally, a conceptual model named D-TSI model based on ECSI model (Refer to Figure 02) was proposed in order to examine the model in future empirical study in order to advance the literature in the line of destination tourism research.

Findings

Numerous researches have applied the ECSI model to measure customer satisfaction and loyalty. However, a problem arises when many of the past researches found that the customer expectation construct does not significantly influence the level of satisfaction in ECSI model. Thus, it was suggested that this consctruct/dimension was removed from the ECSI model in the present paper. Kam, So, King, Sparks, and Wang (2016) have revealed that customer engagement are integral to satisfaction and loyalty in pre and post consumption stage of tourism service consumption. Additionally, several researches have identified the positive relationship between customer engagement via social media and their satisfaction and behavioural intentions towards in tourism and leisure service settings (e.g., Litvin & Dowling, 2018; Harrigan, Evers, Miles, & Daly, 2017; Kandampully, Zhang, & Bilgihan ,2015; Hollebeek, 2011). In addition,delivering superior value and satisfaction is vital to firm sustainability and competetiveness (Agyeiwaah, Adongo, Dimache, & Wondirad, 2016; Hultman, Skarmeas, Oghazi and Beheshti, 2015). Thus using a suitable tourist satisfaction index (such as ECSI) to understand the state of tourist satisfaction and their post-purchase behavioural intention (such as loyalty attutude) is a critical issue for destination marketer. However, to date, there is no such tourist satisfaction index for destination tourism. Based on these research gaps identified, this paper has a few theoretical and practical implications. Based on the review of past studies, few number of research gap has been identified in the literature. Summary of these gaps are highlighted in Table 1.

Conclusion

It is believed that by removing customer expectation and replacing "engagement through SM" construct into the ECSI model,this paper proposing a tourist satisfaction index model for tourism destination. The proposed D-TSI model is an SEM based model, which incorporated well-recognized theoretical approaches in relation with consumer behaviour. As revealed by the other researchers (e.g., van Asperen, de Rooij, & Dijkmans, 2017) research on social media engagement on customer satisfaction and loyalty in tourism industry is still in its infancy. As such, the effectiveness of engaging with tourism customers for the business to enhance tourist satisfaction is yet to be fully explored and understood by the researchers and practitioners. Therefore, it is expected that the proposed D-TSI model and its subsequent use in future empirical research will add knowledge to the existing customer satisfaction and loyalty research in destination tourism service sector settings. Consequently, the outcome of the future studies will provide useful practical insights to the tourism destination managers to channel their attention and resources to effectively engage with the customers while crafting their digital (such as social media) marketing strategies. The result of the present study can contribute to the body of knowledge in customer satisfaction issues in other service sectors as well.

In summary, this study has both theoretical and practical implications. Theoretically, this study illuminate the urge to remove the customer expectation antecedents, integrates social media engagement into the ECSI model, and attempts to propose a novel destination tourist

satisfaction index (D-TSI) for destination tourism marketing. The proposed model thus can contribute in the area of knowledge to better understand the role of social media engagement in tourism customer's satisfaction and loyalty nexus. The major managerial implication of this study implies, if the destination and tourism practitioners use the D-TSI model instead of generally used customer satisfaction survey, they can expect to obtain a robust assessment of tourist satisfaction to better manage their loyalty behaviour, and to achieve competitive advantage. Especially, in the current era of COVID-19 pandemic crisis when the global tourism industry is severely affected and collapsed. Apparently, it is believed that social media engagement with the customers is pivotal for tourism and destination managers to regain and revive the market in the current and forthcoming post-pandemic COVID-19 period. Therefore, the proposed D-TSI model which integrates social media engagement into the ECSI model is expecting to assist them in better estimation of their tourism customers' satisfaction and loyalty behaviour.

Table 1. Summary of research Gaps in Literature

No	Source	Research gap
1	Leung, Sun, & Bai (2019)	There is a need for future studies to examine the effect of customer engagement with social networking sites on tourist satisfaction and loyalty in tourism sector.
2	Almeida-Santana & Moreno-Gil, (2018)	There is an urgency and important need for further research to examine the potential antecedents of customer loyalty in tourism related studies.
3	Campón-Cerro, Hernández-Mogollón, & Alves (2017)	In the current intense tourism competitive market, customer satisfaction is not enough to guarantee business success, thus, more research is required to understand the competitive advantages of transforming satisfaction into loyalty for sustainable tourism business growth.
4	Cui, Lin, & Huang (2015)	Although perceived value and satisfaction are interrelated in the context of service experience, studies on the importance of perceived value on satisfaction and its consequences on loyalty is very limited in the literature.
5	(Campón-Cerro et al., 2015)	Future studies must pay particular attention to measure loyalty through examining the elements that influence to enhance satisfaction and perceived value for tourist in tourism products and destinations.
6	Cheng & Abdul (2013)	Importance of destination image in customer perceived value, satisfaction and loyalty has remained in preliminary stage with very little empirical findings.
7	Law, Buhalis, & Cobanoglu, 2014	The impact of customer engagement through social media on tourist loyalty remains at initial stages in destination tourism, especially in the context of South East Asian, hence further research is highly suggested.
8	Kam, So, King, Sparks, & Wang (2014)	There is a need for further research to get better insight about customer engagement and its relationship with the existing drivers of loyalty to influence true customer loyalty in tourism sector.
9	Bolton (2011)	More research is needed to further understand the role of customer engagement in developing customer loyalty in service sector such as tourism service sector.

Source: Compiled from Literature (2011- 2019)

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