

## BEACHES AND MEDICINAL LAGOONS TOURISM DESTINATION IN PERU: SATISFACTION AND LOYALTY RESEARCH

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**Abstract:** In the last years, the tourism sector has been affected by the crisis generated by COVID-19, so this prompted to rethink new strategies that bring with them the appropriate parameters and recommendation. The objective of the research was to analyze the influence of tourist satisfaction and loyalty towards a tourist destination of beaches and medicinal lagoons. The research used a non-experimental, correlational design, the technique used was the survey and as an instrument a questionnaire applied to a sample of 300 tourists. The results indicated that retired women were the most frequent visitors to the tourist destination. Also, 51% of the tourists responded that the tourist destination did meet their expectations, and with respect to loyalty, tourists would repeat the visit. Finally, if the satisfaction increase, loyalty also increase, therefore, it exists a positive correlation between the tourist satisfaction and loyalty to the tourist destination.

**Key words:** Satisfaction, Loyalty, Tourism, tourist destination, Expectative

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### INTRODUCTION

In the last years, the tourism sector has been affected by the crisis generated by COVID-19, despite the uncertainty generated by the evolution of the pandemic, this prompted to rethink new strategies that bring with them the appropriate parameters and recommendations, so much so that the recovery at the international level is rising considerably (Olavarria Benavides et al, 2021). According to the World Tourism Organization (2022), worldwide destinations received almost three times more international arrivals in the first quarter of 2022 than in the same period of 2021.

In this way, touristic places are regaining interest and are presented as the most important element for the development of tourism, so understanding if the place satisfies their expectations, and if it is in accordance with the quality of service and with the touristic offer of a place is crucial. In Peru, tourism is an activity with a great contribution to the economy, which is why this sector will contribute 2.5% to the gross domestic product (GDP) this year 2022, favored by the sustained reactivation process, projected the executive president of the Commission for the Promotion of Peru for Exports and Tourism (Andina Agencia Peruana de noticias, 2022).

According to the state agency, this forecast is lower than the number recorded before the pandemic, but shows an improvement compared to 2021 (Carbajal, 2022). It should be noted that the level of satisfaction of tourists visiting the main Peruvian tourist cities in 2019 reached 80.1% satisfaction, a figure 2 percentage points higher in the city of Lima compared to the previous year (Ministerio de Comercio Exterior y Turismo [MINCETUR], 2020). Therefore, questions such as: whether satisfied tourists tend to recommend the places visited or whether satisfied tourists are loyal to the destination they visited were presented. The city of Chilca which belongs to the province of Cañete, Lima region, has several tourist attractions, however it is questioned whether tourists who visit the places can recommend to their friends, family or acquaintances the places so that there are more tourists from year to year, so the need arises to know the level of satisfaction of tourists and loyalty to the tourist destination, in the case of Chilca, so as to understand and determine whether there is any relationship between tourist satisfaction and loyalty to the tourist destination in the city of Chilca.

### LITERATURE REVIEW

#### Tourist Satisfaction

The concept of satisfaction is intensely studied in marketing and is associated with the term "customer". In this respect, Kotler and Keller (2012) define satisfaction as the set of feelings of pleasure or disappointment generated in a person as a result of the comparison of the value perceived in the use of a product with respect to the expectations they had. Customer

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satisfaction is determined by "general feelings, or attitudes, that people relate to a product after purchasing it" (Solomon et al., 2016). Also, the tourist satisfaction will indicate meeting the expectation of a service or experience, which includes the emotions aroused by consumption (Turki and Amara, 2017). In other words, satisfaction is evoked when consumers compare their initial expectations with their perceptions. Once the perceived experience exceeds expectations, the consumer is satisfied. Also, a higher level of customer satisfaction can lead to an increase in customer loyalty (Flint et al., 2010; Asparrent Revollar et al., 2023). Satisfaction can be determined by subjective aspects (e.g., customer needs and emotions) and objective factors (e.g., product and service characteristics). In this way, it is vital that the consumer feels satisfied with the brand he/she chooses according to the experience he/she had and thus he/she will be able to trust the brand more and become a loyal consumer (Sampetua Hariandja and Vincent, 2022). On the other hand, a study was conducted in which it was possible to establish that the congruencies between expectations and desire are determinants in the behavior of the individual towards vacations, which makes it necessary for tourist destinations to improve their services to exceed the expectations of tourists and thus achieve the satisfaction to which one wishes to focus (Correia et al., 2013; Lopez-Ortiz et al., 2023). In the context of tourism, the concept of tourist satisfaction is difficult to identify due to the fact that the tourism product is "complex" by definition cited by (Della Corte et al., 2014).

### **Tourist Expectations**

Expectations go along with the tourist destination which has to have attributes that attract a lot of attention and thus be able to know what the tourist wants, designing and positioning the tourist services that can then exceed the tourist's expectations (Otero Gomez et al., 2014). A high level of expectations means that this service incorporates all the elements that the end consumer requires. Adequate service implies that it met the customer's expectations. This is why it is important to understand the expectations of tourists as it helps in the choice of destinations, the consumption of goods or services and the decision to visit them again (Zarraga Cano and Corona Sandoval, 2010; Mayuri-Ramos et al., 2023; Hernandez-Padilla et al., 2023).

### **Tourist Destinations**

According to the World Tourism Organization, it refers to the physical space composed of tourism products that can be consumed, has boundaries that define its management and includes the local society with which they can establish networks that form larger destinations cited by (Solano et al., 2016). Therefore, social media is part of tourism development with significant achievements and direction in the digital economy and social media era (Picco-Schwendener et al., 2022). This really helps to know more information from a tourist destination that the tourists are interesting to visit. Also, evolution of interest in the tourist destination has been highlighted from a scientific perspective, since, until very recently, all studies only focused on the microeconomic dimension (Candela and Fingini, 2012). In turn, Blasco et al. (2013), indicates that destinations constitute the most appropriate unit of analysis for tourism research. While tourists perceive the destination as a unit, offering an experience or a product, this can also be understood as complex networks of co-production (Pallavicini and Ariana, 2017; Pike and Page, 2014). Their development must take into account the challenges of implementing strategies that involve companies directly and indirectly related to the sector, but also other actors, such as local, regional and national authorities (Ndivo et al., 2013; Riofrio Carbajal et al., 2023). By the way, it integrates quality, efficiency and urbanity in the services received from tourism professionals, cab drivers, police officers, etc. In addition, it mentions that it is the sensitivity regarding the beauty of the landscape and the comfort of the climate, the cleanliness of the streets and transportation conditions, the preservation and conservation of tourist attractions, etc. cited by (Dos Santos Daio, 2017). Therefore, tourism destinations must establish identities that differentiate them from other destinations (Hshiong Tsaor et al., 2016). Consequently, destinations are the most relevant brands within the tourism sector (Almeyda Ibañez and Babu, 2017).

### **Destination Attributes**

Dos Santos Daio (2017) taking as a basis the dimensions already mentioned and defined by the UNWTO, mentions that the characteristics of the tourist destination are: accommodation, gastronomy, transportation, travel agencies and tour guides, cultural services, recreation and leisure, commerce, natural environment, hospitality and welcome; and price. For research purposes, these attributes were grouped into two dimensions, based on the annual survey for measuring the level of tourist satisfaction of the Ministry of Foreign Trade and Tourism, attributes for the services offered, consisting of lodging, gastronomy (restaurants), local transportation, recreation and leisure, tourist information and tourist guides. And the destination's own attributes, referring to the specific characteristics of the tourist destination, composed of perceived safety, hospitality, cleanliness of the city, accessibility, and cultural services (Ministry of Foreign Trade and Tourism [MINCETUR], 2018).

### **Tourist Destination Image**

The image of a destination is a very important element since it is the first impression that a tourist will have when arriving at a tourist destination, in turn it will influence in such a way that the tourist will have a good perspective and a pleasant experience about his trip to the destination he has chosen to visit. Moreover, destination image is a compilation of people's beliefs and impressions of a destination that originates from processing information from various sources over the time (Wang and Zhang, 2019). On the other hand, the destination image from tourist attractions it has a critical role in visitors deciding whether to visit or not, in other term, destination image will influence tourist loyalty (Yayuk et al., 2023).

Loyalty to the tourist destination: In the search for a definition of loyalty to the tourism destination, indicates that the tourists demonstrated intention or behaviors to re-visit the same destination or to recommend the destination to others (Sangpikul, 2018). However, the destination authenticity is one of the factors that can influence customer loyalty tourists

are not only looking for experiences through modern and high-quality tourist attractions but also looking for authentic and pristine experiences (Yayuk et al., 2023). The high level of destination authenticity can create a positive emotion for visitors, and the visitors will revisit the tourist destination.

**MATERIALS AND METHODS**

**Type of research**

The type is applied, based on existing knowledge, applying it in the context of the study generates new knowledge or enriches existing knowledge (Vargas, 2009). This is due to the fact that for the study of the variable’s tourist satisfaction and loyalty to the tourist destination, existing theories about them will be used, to later apply them in the context of the study.

It is correlational, because it pretends to analyze the degree of relationship between two or more concepts (Hernandez et al., 2014). Thus, it is intended to measure whether tourist satisfaction is related to loyalty to the tourist destination. It is of quantitative approach, methodologically, this research approach is going to be characterized by privileging the empirical-deductive logic, from rigorous procedures, such as, experimental methods and the use of statistical data collection techniques (Mata Solis, 2019). In addition, through data collection it tests hypotheses with numerical measurement and making use of statistical analysis (Fernandez Collado and Baptista Lucio, 2014).

The present study will analyze the variables tourist satisfaction and loyalty to the tourist destination using numerical measurement and statistical analysis. The design is non-experimental cross-sectional, because the variables are not manipulated intentionally, but are observed in their natural context and this is done at a specific time (Hernández et al., 2014).

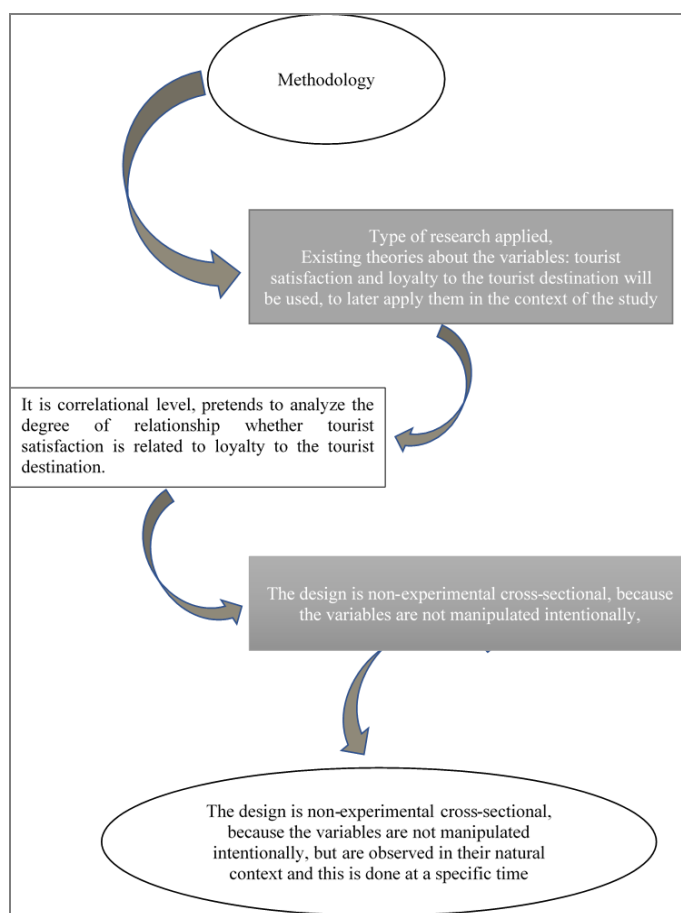


Figure 1. Methodology

Table 1. Tourist Satisfaction

Conceptual Definition	Operational definition	Markers	Items	Measuring scale
Defined as the comparison of foreign tourists' expectations with their perceptions regarding the actual contact of the service, based on its quality and tourist offer.	The variable will be evaluated through a 10-item questionnaire (2 for service expectations, 4 for service quality, 4 for the tourism supply indicator).	Service Expectations	1	Ordinal
		Attributes of the services offered	2-24	
		Destination-specific attributes	25-32	

Table 2. Loyalty to the tourist destination

Conceptual Definition	Operational definition	Markers	Items	Measuring scale
Tourism destination loyalty or destination loyalty refers to repeat visit frequency or the relative desire to return to the same destination (Yoon and Uysal, 2005).	The variable will be evaluated through a questionnaire, composed of indicators of repeat pattern, price sensitivity and word of mouth.	Repeated visits	1.2	Ordinal
		Mouth-to-mouth	3.4	
		Intent to repurchase	5.6	

The statistical population, also known as the universe, is the set or totality of elements to be studied. These elements will be made up of each of the associated individuals who share some common characteristic (Puertecita, 2022). Therefore, the study population in this research is made up of tourists who come to the tourist destination of Chilca, a tourist destination of beaches and medicinal lagoons in the south of Lima, the capital of Peru, in the year 2018. The collection of information was carried out between the months of September and October 2018.

According to Hurtado (2010), in order to select the sample, the author refers to probability sampling and non-probability sampling. However, in this research, non-probabilistic sampling will be used, through which, the population that will be part of the study is chosen based on criteria established by the researcher. Thus, the sample will be made up of 300 tourists attending the tourist destination of Chilca (Hurtado, 2010).

The technique to be used for data collection will be the survey, which aims to seek information about in a study event through questions directly to the sources of information (Hurtado, 2010). Therefore, two questionnaires will be developed, one for the tourist satisfaction variable and the other for the tourist destination loyalty variable. The survey for the tourist satisfaction variable is made up of 10 questions, divided into a section called general data and the other section of

questions. On the other hand, the questionnaire for the variable loyalty to the tourist destination consists of 6 questions, sized in Pattern of repetition, price sensitivity, word of mouth. In turn, the present research will be validated by judges or experts, which consists of a technique that examines the theoretical correspondence between the items of the instrument and the concept of the phenomenon or event (Hurtado, 2010). It refers to the degree to which the repeated application of the instrument on the same object or individual produces the same results (Hernandez et al., 2014). To measure the reliability of the questionnaire, the internal congruence test or also called Cronbach's alpha will be performed, whereby the instrument is reliable as long as there is a high correlation between the items.

First, authorization was requested from the director of the tourist destination of Chilca, for the collection of information from the tourists who come to Chilca. Therefore, the support of the executive staff of the Chilca tourist destination was requested for the questionnaires to be taken, explaining the reason for this and their contribution to the respective research study. Likewise, the most appropriate date and time to apply the questionnaire to the tourists was determined and coordinated according to the sample determined. Finally, two surveys of 30 questions for the tourist satisfaction questionnaire and 6 questions for the tourist loyalty questionnaire were taken anonymously from tourists in the tourist destination of Chilca. After data collection with the use of descriptive statistics and inferential statistics, data processing and analysis will be performed. Descriptive statistics help to analyze each study variable, which will be done using Microsoft Excel 2017 and SPSS version 24 software, through frequency tables and graphs. On the other hand, inferential statistics helps to test hypotheses using statistical calculations. Therefore, to test the hypothesis of the present between the variable's tourist satisfaction and loyalty to the tourist destination, if  $p > 0.5$  is obtained, the hypothesis is rejected, while if

**RESULTS AND DISCUSSION**

**Demographic Data**

We interviewed 300 people between men and women between the ages of 20 and 60 with secondary, technical and higher education levels. According to Figure 2 of the survey, 54.3% of the visitors to Chilca are women and 45.7% are men.

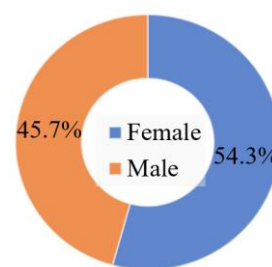


Figure 2. Tourist gender

**Descriptive Results**

About Tourist Satisfaction: According to Table 3, 51% of the people surveyed mentioned that the district of Chilca met their expectations, given that the stay was as they imagined, while 27.3% said that the destination exceeded their expectations; on the other hand, 21.7% said that the district did not meet their expectations.

According to Table 4, 56.7% of those surveyed mentioned that they were highly satisfied with the services in the Chilca destination, since the destination has good recreation, gastronomy and lodging are in accordance with their expectations, while 39.7% considered their satisfaction to be regular, and finally only 3.7% had low satisfaction, since they stressed that the tourist information was not as expected.

Table 3. Tourist expectations

		Frequency	Percentage	Valid Percentage	Accumulated Percentage
Valid	Below my expectations	65	21.7	21.7	21.7
	met my expectations	153	51.0	51.0	72.7
	Above my expectations	82	27.3	27.3	100.0
	Total	300	100.0	100.0	

Table 4. Satisfaction regarding services

		Frequency	Percentage	Valid Percentage	Accumulated Percentage
Valid	Low	11	3.7	3.7	3.7
	Regular	119	39.7	39.7	43.3
	High	170	56.7	56.7	100.0
	Total	300	100.0	100.0	

Table 5. Satisfaction regarding the destination

		Frequency	Percentage	Valid Percentage	Accumulated Percentage
Valid	Low	34	11.3	11.3	11.3
	Regular	182	60.7	60.7	72.0
	High	84	28.0	28.0	100.0
	Total	300	100.0	100.0	

According to Table 5, 28% have a high level of satisfaction with respect to the tourist destination, since the tourists stated that the attractions are well signposted, there are cultural spaces, hospitality on the part of the citizens and safety for the tourist; on the other hand, 60.7% of the tourists surveyed mentioned that their level of satisfaction is regular, since although there are good tourist sites, they did not receive good treatment from the people, while 11.3% of the tourists surveyed found their level of satisfaction to be fair. On the other hand, 60.7% of the tourists surveyed mentioned that their level of satisfaction was average, since although they found good tourist sites, they did not receive good treatment from the people, while 11.3% were dissatisfied, since everything they found at the destination was not to their satisfaction.

**Loyalty to the tourist destination**

According to what is presented in Table 7, 71.7% have a high attitude loyalty, since they would still recommend and speak positively about the destination to their family and friends, they would also speak well of the destination through their social networks, 19.3% had a regular attitude loyalty, and only 9% have a low attitude loyalty, since they would not speak well, nor recommend the tourist destination to their friends and less to their family.

According to Table 6, 25.7% have a high behavioral loyalty, since this group would return to visit the tourist destination of Chilca; on the other hand, 68.3% of the respondents have a regular loyalty, since there is no certainty that they would return to the destination, unless there is something that would allow them to return, and finally 6% have a low behavioral loyalty, since they do not consider returning to the tourist destination.

Table 6. Behavioral loyalty

		Frequency	Percentage	Valid Percentage	Accumulated Percentage
Valid	Low	18	6.0	6.0	11.3
	Regular	205	68.3	68.3	74.3
	High	77	25.7	25.7	100.0
	Total	300	100.0	100.0	

Table 7. Attitudinal loyalty

		Frequency	Percentage	Valid Percentage	Accumulated Percentage
Valid	Low	27	9.0	9.0	9.0
	Regular	58	19.3	19.3	28.3
	High	215	71.7	71.7	100.0
	Total	300	100.0	100.0	

Table 8. Correlation between satisfaction and behavioral loyalty (\*\* The correlation is significant at the 0,01 level; bilateral)

			Satisfaction	Behavioral loyalty
Rho of Spearman	Satisfaction	Correlation coefficient	1.000	.906**
		Sig. (bilateral)	.	.000
		N	300	300
	Behavioral loyalty	Correlation coefficient	.906**	1.000
		Sig. (bilateral)	.000	.
		N	300	300

Table 9. Correlation between satisfaction and attitudinal loyalty (\*\* The correlation is significant at the 0.01 level; bilateral)

			Satisfaction	Attitudinal loyalty
Rho of Spearman	Satisfaction	Correlation coefficient	1.000	.980**
		Sig. (bilateral)	.	.000
		N	300	300
	Attitudinal loyalty	Correlation coefficient	.980**	1.000
		Sig. (bilateral)	.000	.
		N	300	300

Table 10. Correlation between expectation and loyalty to the tourist destination (\*\* The correlation is significant at the 0.01 level; bilateral)

			Expectation	Tourist destination
Rho of Spearman	Expectation	Correlation coefficient	1.000	.833**
		Sig. (bilateral)	.	.000
		N	300	300
	Tourist destination	Correlation coefficient	.833**	1.000
		Sig. (bilateral)	.000	.
		N	300	300

**Hypothesis Contrasting**

Tourist satisfaction is related to behavioral loyalty to the tourist destination. Table 8 shows the correlation (degree of association) between satisfaction and behavioral loyalty, measured by Spearman's Rho correlation coefficient, with a value of 0.906\*\* significant at the 0.01 level; on the other hand, it is observed that the value of sig. (Bilateral) 0.000 is less than 0.05, therefore, the hypothesis that establishes the existence of a relationship between variables is accepted. Conclusion: There is sufficient statistical evidence at 5% significance to affirm that there is a significant correlation between satisfaction and behavioral loyalty. Tourist satisfaction is related to attitudinal loyalty to the tourist destination. Table 9 shows the correlation (degree of association) between satisfaction and attitudinal loyalty, measured through Spearman's Rho correlation coefficient, with a value of 0.980\*\* significant at the 0.01 level; on the other hand, it is observed that the value of sig. (Bilateral) 0.000 is less than 0.05, therefore, the hypothesis that establishes the existence of a relationship between variables is accepted. Conclusion: There is sufficient statistical evidence at 5% significance to affirm that there is a significant correlation between satisfaction and attitudinal loyalty. Service Expectation is related to loyalty to the tourist destination.

Table 10 shows the correlation (degree of association) existing between the expectation and the tourist destination, measured through Spearman's Rho correlation coefficient, with a value of 0.833\*\* significant at the 0.01 level; on the other

hand, it is observed that the value of sig. (Bilateral) 0.000 is less than 0.05, therefore, the hypothesis that establishes the existence of a relationship between variables is accepted. Conclusion: There is sufficient statistical evidence at 5% significance to affirm that there is a significant correlation between expectation and tourist destination.

Table 11. Correlation between service attributes and loyalty to the tourist destination (\*\* The correlation is significant at the 0.01 level; bilateral)

			Attributes of the services	Tourist destination
Rho of Spearman	Attributes of the services	Correlation coefficient	1.000	.983**
		Sig. (bilateral)	.	.000
		N	300	300
	Tourist destination	Correlation coefficient	.983**	1.000
		Sig. (bilateral)	.000	.
		N	300	300

The attributes of the services offered are related to loyalty to the tourist destination. Table 11 shows the correlation (degree of association) between the attributes of the services and the tourist destination, measured through Spearman's Rho correlation coefficient, with a value of 0.983\*\* significant at the 0.01 level; on the other hand, it is observed that the value of sig. (Bilateral) 0.000 is less than 0.05, therefore, the hypothesis that establishes the existence of a relationship between variables is accepted. Conclusion: There is sufficient statistical evidence at 5% significance to affirm that there is a significant correlation between the attributes of the services and the tourist destination. The destination's own attributes are related to the loyalty towards the tourist destination. Table 12 shows the correlation (degree of association) between the attributes and the tourist destination, measured through Spearman's Rho correlation coefficient, with a value of 0.986\*\* significant at the 0.01 level; on the other hand, it is observed that the value of sig. (Bilateral) 0.000 is less than 0.05, therefore, the hypothesis that establishes the existence of a relationship between variables is accepted. Conclusion: There is sufficient statistical evidence at 5% significance to affirm that there is a significant correlation between the attributes and the tourist destination. Tourist satisfaction and the relationship with loyalty to the tourist destination.

Table 12. Correlation between own attributes and loyalty to the tourist destination (\*\* The correlation is significant at the 0.01 level; bilateral)

			Own attributes	Tourist destination
Rho of Spearman	Own attributes	Correlation coefficient	1.000	.986**
		Sig. (bilateral)	.	.000
		N	300	300
	Tourist destination	Correlation coefficient	.986**	1.000
		Sig. (bilateral)	.000	.
		N	300	300

Table 13. Correlation between tourist satisfaction and loyalty to a tourist destination The correlation is significant at the 0.01 level (bilateral)

			Tourist satisfaction	Tourist destination
Rho of Spearman	Tourist satisfaction	Correlation coefficient	1.000	.983**
		Sig. (bilateral)	.	.000
		N	300	300
	Tourist destination	Correlation coefficient	.983**	1.000
		Sig. (bilateral)	.000	.
		N	300	300

Table 13 shows the correlation (degree of association) between tourist satisfaction and loyalty to the tourist destination, measured by Spearman's Rho correlation coefficient, with a value of 0.983\*\* significant at the 0.01 level; on the other hand, it can be seen that the (Bilateral) sig. value 0.000 is less than 0.05, therefore, the hypothesis that establishes the existence of a relationship between variables is accepted. Conclusion: There is sufficient statistical evidence at 5% significance to affirm that there is a significant correlation between tourist satisfaction and loyalty to the tourist destination.

For the investigation of tourist satisfaction, a survey was conducted among tourists who were in the district of Chilca, where each tourist rated the statements according to their perception, thus measuring how satisfied tourists are with respect to the destination, while for the analysis of loyalty to the tourist destination, a survey was used in which both attitudinal and behavioral loyalty were evaluated; Finally, we sought to associate both variables to measure whether tourist satisfaction and loyalty to the tourist destination are associated. With respect to the satisfaction of the tourist destination, 28% of the tourists surveyed have a high satisfaction with respect to the tourist destination, 60.7% of the tourists surveyed mentioned that their level of satisfaction is regular, while 11.3% were dissatisfied; most of the tourists affirmed that their loyalty is regular, since despite having interesting cultural attractions, as well as natural attractions, they highlighted some negative aspects, which they consider regular. 3% were dissatisfied; the majority of tourists affirmed that their loyalty is regular, since in spite of having interesting cultural attractions, as well as natural attractions, they highlighted some negative aspects, in which the inhabitants themselves did not show hospitality to tourists, and many of them were not very kind, in addition to the fact that there was not much security, especially at night in search of entertainment, the same with respect to cleanliness, arguing that if they seek to be a tourist destination they should improve those aspects.

This is related to the research of Dos Santos Daio (2017) in which he mentioned that tourists are satisfied with the services offered by the destination which in this case was the country of Sao Tome and Principe on the African coasts, however, in aspects such as price level, recreation and leisure, trade, tourist information and cultural services there was

reluctance. These results are framed according to the literature of (Dos Santos Daio, 2017) where it specifies that some of the main characteristics around the attributes of the tourist destination, among others, recreation and leisure and tourist information or tourist guide are accurate. This, in order to increase the quality and efficiency of the services offered by the destination, since these characteristics contribute to distinguish and highlight the attributes of the place in order to increase the affluence and conservation of the place of tourist interest. According to the expectations on the part of the tourists of the tourist destination, 51% of them mentioned that with respect to the above mentioned, the tourist destination did meet their expectations, because in some way or another, they inferred that they could find a scenario in which everything would not be adequate, where what prevailed most for the topic of expectation were the services offered, this has been reinforced with what was expressed by 27. This was reinforced by 27.3% who said that the tourist destination exceeded their previous expectations, and only 21.7% mentioned that the tourist destination of Chilca did not meet their expectations.

This is related to the study by Diaz Perez and Lama Nuñez (2015) in which they determined that 40% of the tourists surveyed said they were 'somewhat satisfied' with respect to service expectations, while the alternative with the highest figure in the case of service quality was 'very satisfied'. Moreover, in the case of the Tourist Offer, the alternative with the highest numbers was also 'very satisfied', by tourists with respect to the expectations generated by the destination of Florido neighborhood. Thus, it is important to understand the expectations of tourists as it helps in the tourists' choice of destinations, the consumption of goods and services and the decision to visit them again (Zarraga Cano and Corona Sandoval, 2010). Therefore, it can be concluded that the results found in this research are valid and scientifically supported.

## CONCLUSIONS

According to the correlation (degree of association) existing between tourist satisfaction and loyalty to the tourist destination, measured through the Rho Spearman correlation coefficient, this value 0.983\*\*\* is significant at the 0.01 level; on the other hand, it is observed that the value of sig. (Bilateral) 0.000 is less than 0.05; therefore, the hypothesis that establishes the existence of a relationship between variables is accepted.

There is sufficient statistical evidence at 5% significance to affirm that between tourist satisfaction and loyalty to the tourist destination there is a significant correlation to the measured correlations, it is evident that there is a statistical at 5% positive correlation between tourist satisfaction and loyalty to the tourist destination.

Also, the relationship between tourist satisfaction and behavioral loyalty was determined, because based on the satisfaction generated by the service offered, this may lead them to return to Chilca the next time. On the other hand, it was concluded that there is a relationship between tourist satisfaction and attitudinal loyalty, because both the expectations covered, and the services offered lead tourists to recommend the destination to their family and friends. In addition, it was determined that there was a relationship between expectations and loyalty to the tourist destination of Chilca, since the services offered, and the various cultural and natural attractions largely met the expectations of tourists. It was also possible to conclude that the relationship between the attributes of the services and loyalty to the tourist destination, since services such as entertainment, lodging and gastronomy had a strong impact on the tourist to generate loyalty. And finally, it was determined the relationship between the attributes of the destination and loyalty to the destination of Chilca, since it has interesting tourist attractions, as well as natural attractions, which generated in tourists an attachment to what converges in a loyalty.

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