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AUTHENTICITY IN ENVIRONMENTAL HIGH-QUALITY DESTINATIONS: A RELEVANT FACTOR FOR GREEN TOURISM DEMAND

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Abstract

Even though natural spaces form authentic tourism resources, scientific literature has devoted little attention to study the authenticity of the environmental heritage. Therefore the purpose of this work is to analyze the antecedents and behavioral consequences of the perceived authenticity of high-quality environmental destinations. Destination image and quality are proposed as the main antecedents. Global satisfaction and loyalty are displayed towards the destination as the possible consequences. The results of this work demonstrate that cognitive and affective image influence the perceived authenticity, while this in turn has an impact on the global satisfaction and loyalty.

Key words: authenticity, destination marketing, environmental destinations, green tourism demand, tourism management

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