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Abstract
The main purpose of this conceptual paper is to review the impact emotional solidarity and place attachment, on the conative destination image and the mediating role of affective destination image between emotional solidarity and place attachment on conative destination image of Pakistan tourism sector. The paper's framework was developed based on a systematic review of past literature which has not been tested yet. The present conceptual paper suggests future researchers to test the present framework in the tourism sector in Pakistan using a quantitative approach. The present paper found the important influence of the study's variables on conative destination image. However, a deep understanding provided of how three (3) variables affect conative destination image in

Pakistan. The paper emphasizes the critical value of emotional solidarity, place attachment and affective destination image for tourism sector owner/managers consideration when acting on behalf of their company; failing which the tourism could experience poor destination image. Destination Image Theory was used to underlie the conceptual framework. In addition, implications of this conceptual model for theory and practice are discussed.
Keywords: Emotional Solidarity, Place Attachment, Affective Destination Image, Conative Destination Image.

Introduction
Tourism is a big social and cultural activity that has a significant economic impact on nations. It is also the world's fourth largest export after gasoline and chemicals (Rehman et al., 2020). The overall number of tourists worldwide in the 1980s was 41 million, rising to 45 million in the 1990s (Rehman et al., 2020). Over the last decade, there were 196 million visitors. In 2015, 11.86 million people travelled overseas, and the worldwide tourist business achieved an export income of US$1.5 trillion, helping tourism to be designated the world's fifth largest sector (UNWTO, 2018). Tourism and the travel industry are significant economic activity around the globe. In many regions, the tourism sector continues to be a major source of jobs and revenue in both the public and private sectors (Manzoor et al., 2019). It is the primary source and structure for a nation's economic growth and advancement in advanced economies (Manzoor et al., 2019).
South Asia is regarded as a unique region with a large connected geography and different facial attributes ranging from meadows to jungles, marshlands to dunes, but the economic structure in South Asian countries remains weak despite the region's huge tourism potential (Manzoor et al., 2019). In the South Asian region, the tourism industry contributed 8.9 percent of GDP ($281.6 billion) in 2017, with a 7.2 percent increase expected in 2018. By 2028, it will be 9.0 percent of GDP ($301.8 billion), plus additional income of 6.2 percent, for a total of 9.4 percent of GDP ($579.6 billion) (Manzoor et al., 2019). Pakistan is well-known for its tourism industry. Pakistan is a wonderful country with a robust tourism economy (Manzoor et al., 2019). Pakistan is endowed with resources for ecological, historical, archaeological, and tourist activities (Haq et al., 2019). Pakistan has a popular tourist prospective because it is home to historic heritage excavations from civilizations such as the Indus Valley civilization, Kalasha, Buddhists, and others. In considerations of adventure activities, stunning regions across Pakistan, like the northern areas with majestic mountains, glaciers, and waterfalls, and the southern areas such as the Cholistan desert, Gawadar sea beach, and temples in Sindh and Punjab, are quite well famous. Despite its enormous capability, Pakistan's tourist industry has been granted its full rights and recognition. Contribution of travel and tourism approximately USD 7.6 billion in 2016, and it is predicted to rise by 5.1 percent in 2017 and by 5.6 percent each year to PKR 1,432.1 billion in GDP by 2027 (Arshad et al., 2018). The share of travel and tourism to GDP was 6.9% (USD 19.4 billion) and it is estimated to be raised by 6.0% in 2017 and 2027 increase to 5.8% pa and 7.2% of GDP (Arshad et al., 2018). According to the World Travel and Tourism Council (WTTC), the travel and tourism sector in Pakistan generated 2.3 percent (1.4 million) of all employment in 2016.
There is a big discrepancy between demand and provision of services, as well as departmental interaction (Arshad et al., 2018Despite these honours, Pakistan was ranked 121st out of 140 nations in the Travel & Tourism Competitive Index 2019 (Nazir et al., 2021). The tourist industry in Pakistan has been volatile caused by a variety of political and security challenges. However, it has been a substantial economic industry, and the present government focuses a

special emphasis on the tourism industry. However, the country has been facing several challenges to further increase the economic contributions of this industry (Nazir et al., 2021). Nevertheless, the country still lacks comprehensive management strategic planning for growing tourism (Haq et al., 2019). The decline in the number of foreign visitors' arrivals is caused not just by safety and security concerns, but also by poor facilities, lack of interaction among institutions, and insufficient private sector participation (Arshad et al., 2018). When opposed to South Asian countries, Pakistan is considerably far behind terms of international tourist arrivals (PIPS, 2018). In the timeframe 2011-2018, Pakistan's international tourist receipts dropped sharply, from 1,127 million to 8,18 million. From 2014 to 2018, the average foreign tourist arrival in South Asia was approximately 2.34 million, whereas the average international tourist arrival in Pakistan was 0.80 million (WDI, 2019). Consequently, decreasing international tourist arrivals and receipts will probably have a detrimental influence on Economic growth and poverty reduction (Khan et al., 2020).

The concept of destination image is indeed essential in tourism studies. Authors have increasingly examined destination image as a predictor or consequence of notions such as attitude, satisfaction, attachment, and loyalty (Nazir et al., 2021). Several streams of research in the travel and tourism field are as widespread as studies on destination image. This is confirmed by a consistent flow of findings covering nearly four decades (Woosnam et al., 2020). Since the early work of Hunt (1971), both academic practitioners and scholars have emphasized destination image, within the travel and tourist field, providing a variety of yet comparable definitions of the concept (Woosnam et al., 2020). Several of the key interesting aspects of evaluating destination image include its direct implementation in destination branding and development, as well as the notion that image is a powerful major motivation attracting several tourists to visit and even revisit to the destination (Woosnam et al., 2020). Destination image is a well-researched subject in tourism studies because to the major emphasis it is supposed to exhibit during the duration of a travel, influencing travel decisions and revisit intention and/or propose to others, particularly online and print (Stylidis, 2022).

While the majority of studies on destination image has concentrated on the cognitive destination image affective destination image, the concentration on conative destination image has been quite underrated (Woosnam et al., 2020). Nevertheless, there is a hierarchical structure of the association between cognitive, affective, and conative destination image (Gartner, 1994). This concept was supported by Agapito et al. (2013), through his research, suggested that affective destination image mediates the relationship between cognitive and conative destination image. Even so, the contribution of this project is to bridge the gap between travelers' emotional solidarity with community members of a visited destination and place attachment in describing affective destination image and how such aspects of destination image eventually describe tourists' conative image of a specific destination participants had visited in the past. The theoretical insights of this study intend to provide are based on the study of Woosnam et al. (2020), to expand the emerging framework encompassing emotional solidarity, place attachment, and affective destination image by deeper investigating the correlation that lead to conative destination image. According to Woosnam et al. (2020), the study rigorously examines the relationship between the constructs and provides the foundation for future research on solidarity and image and further suggested that additional predictor and mediator constructs be included to the framework, which will enhance the variation explained in the conative destination image (Woosnam et al., 2020).

Review of Literature
Destination Image

The term of destination image is extremely subjective, including an aggregation of people's perceptions, thoughts, emotions, and feelings about a country, city, or area as a tourist destination (Woosnam et al., 2020). Destination image typically refers to the formation of a consistently component combination to recognize and differentiate place via positive image development has become the foundation of place branding (Cai, 2002). Boulding (1956) and Gartner (1994) originally pioneered the idea of destination image to tourism, claiming that it consists of three unique but hierarchically linked elements: cognitive destination image, affective destination image, and conative destination image (Stylidis et al., 2017). This contrast is an analytical and conceptual method of evaluating the complex argument of image (Chew & Jahari, 2014). The destination image is, "the expression of all objective knowledge, impressions, prejudice, imaginations and emotional thoughts an individual or group might have of a particular place" (Lawson and Baud-Bovy, 1977, p.10).

The cognitive destination image element represents an assessment of the destination's observed features, both with and without past travel (Papadimitriou et al., 2018). The affective destination image element includes person's emotional feelings and reactions about the destination (Kim et al., 2019). It moreover provides a subset of features that generally relate to a tourist destination's resources (Stylidis et al., 2017). These resource features include, along with other aspects, landscape, environment, accommodation, food, and heritage destinations. All of these factors can encourage a traveller to visit the particular destination. A variety of environmental psychology scholars agreed that researchers could investigate the affective destination image to further comprehend how tourist judge their surroundings (Woosnam et al., 2020). Because majority of scholars are not agreed on the practical importance of affective destination image.

According to several academics, the affective response to a destination determines development progress toward that destination (Walmsley & Young, 1998). Most scholars, however, believe that people's affective perceptions of a destination are heavily influenced by their awareness of that destination (Woosnam et al., 2020). According to the investigation, there is a possibility of post-travel variations to the cognitive and affective components, that either translate into the conative component, which is indicative of a general tendency to respond or think in a particular way or actual behavior as a consequence of the cognitive and affective components (Michael et al., 2018). The conative element is related with revisiting to or referring the location based on the visitors' wants being met satisfactorily at the attraction (Michael et al., 2018). Conative and the other two aspects have a direct relationship; behaviour is determined by the image created during the cognitive level and assessed during the affective level (Gartner, 1994). This method has been rejected by current investigations undertaken by (Stylos et al., 2017; Stylos et al., 2016) They contend that conative images are conceptualised at the same degree as cognitive and affective images. The previous research found that all three elements, whether directly or indirectly, influenced the willingness of returning to a tourist location, despite examining for element complex interactions. According to Gartner's approach, the in the tourist field, studies have extensively linked the conative component to attachment (Agapito et al., 2013). In a meta-analysis of 66 studies on the subject, study examined further into the correlation between destination image and tourists' future perceived behaviour control (conative image). Conative destination image is positively influenced by both cognitive and affective destination images (Zhang et al., 2014).

Research Design and Methods

Previous research had identified design and layout as among the organizational aspects. The design/layout of an environment enables people in positioning them, understanding and interpreting information, and establishing personalized impressions and effect (Bitner, 1992). Moreover, this conceptual paper was developed through a systematic review of the literature. Likewise, the review of the literature was conducted on scholarly literature relevant to two (2) independent variables (emotional solidarity and place attachment) and one (1) mediator variable affective destination image on conative destination image as it shows in (Figure 1). Four (4) hypotheses have been constructed in this conceptual paper to investigate the relationship of the variables on conative destination image. Similarly, future researchers may have employed a quantitative approach (questionnaire) to collect data for the research study. Consequently, one underlying theory, Destination Image Theory, was used to validate the research framework. A comprehensive, standardized methodology for performing a systematic review was used during the conceptual paper process. In the future, the proposed conceptual framework could be empirically examined utilizing the non-probability sampling technique (convenience sampling).
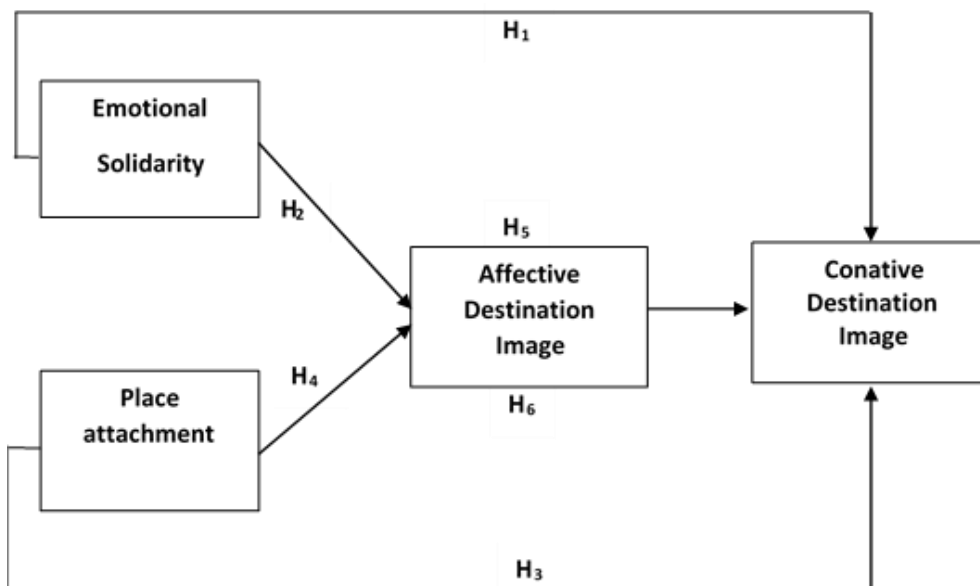

Figure 1 Research Conceptual Framework

Emotional Solidarity and Conative Destination Image

However, the foundations of emotional solidarity can be traced back to early macro sociological research, progress in micro-sociology has made them widely approachable (Bahr et al., 2004). Emotional solidarity is defined as a sense of oneness characterised by measures of trust and emotional bonding, culminating in one-person identification with another person (Woosnam et al., 2020). It's not to be misinterpreted with how a person interacts with or relies on a specific destination, which is generally referred to as place attachment in the literature (Stylidis, 2018). previous research considering emotional solidarity in a tourism literature has centred on resident populations in measuring their interactions with visitors. Just several researches have concentrated on tourists' perceptions on the phenomenon, and even less have explored the consequences of visitors' emotional solidarity with locals (Woosnam et al., 2020). Study should be conducted to examine tourists' emotional solidarity with locals and how these correlates to the former's perception of a destination (Woosnam

et al., 2020). Although exogenous variables have already been investigated in the previous era as substantial strength of destination image, such as visitors' past experience/level of closeness with the location, their socio-demographic features, and the wide range of data sources utilized, very few of the earlier researches have seemed to have evaluated emotional solidarity within the framework of destination image (Woosnam et al., 2020). The limited research on visitors' emotional solidarity with locals that are documented in the literature have generally investigated their influence on tourist behavior, perceived safety, or loyalty (Woosnam et al., 2020). Ribeiro et al. (2018), presents factual evidence of a positive relationship between emotional solidarity and loyalty, while overlooking the critical impact cognitive and affective image contribute within that procedure. The study of Woosnam et al. (2020), investigate the relationship between tourist destination image and emotional solidarity and established a positive and significant relationship. Despite the fact that tourists' emotional solidarity with locals was revealed to be a strong predictor of destination revisit intention and spending (Ribeiro et al., 2018; Woosnam et al., 2015). However, there is relatively little research on how interactions with local citizens and tourism professionals at the destination impact tourists' destination image (Stylidis, 2022).

Woosnam et al (2020) examined Serbian citizens who had previously visited Greece and stated that It is unknown whether same correlations might exist if the model were tested across citizens of other countries (Woosnam et al., 2020). Therefore (Woosnam et al., 2020) suggested that future research to investigate the relationship between solidarity and conative destination image. Moreover, only a few studies have specifically related visitors' emotional solidarity with conative destination image, and affective destination image. Thus, this research investigates the relationships between this emotional solidarity with conative destination and affective destination image. Based on the discussion the following hypotheses was developed:

H$_1$: There is a positive relationship between emotional solidarity and conative destination image

H$_2$: There is a positive relationship between emotional solidarity and affective destination image

Place Attachment and Conative Destination Image
Place attachment, defined as a multifaceted concept expressing the relationship among humans, has recently gained recognition in regard to destination image (Williams et al., 1992). The concept of place attachment refers to the emotional relationships or relationships that people form with locations, mostly as a result of complex interactions with the physical and social environments (Williams et al., 1992). The range of measurement approaches used in the previous era reflects the challenge of quantifying place attachment, spanning from a single survey or a single construct to multivariate instruments (Tasci et al., 2022).

According to Williams and Vaske (2003), the most generally utilized two-dimensional model of place identity and place dependence is the ability to incorporate both emotional and functional relationships with the location (Strzelecka et al., 2017). Destination image is defined as "an interactive system of thoughts, opinions, feelings, visualizations, and intentions toward a destination" (Tasci et al., 2007). This concept covers the cognitive, affective, and conative elements of an image, which represent feelings and views about a destination that generate experiences and emotions, resulting in behavioral intentions toward the location (Tasci et al., 2022). Therefore, in research conducted different behavioral notions, like destination loyalty or its aspects, the conative destination image is rendered

obsolete (Tasci et al., 2022). Multiple research had examined and confirmed the impact of destination image on various behaviors before, during, and after visiting a destination, usually using the cognitive and affective aspects (Kim et al., 2019).

Considering that both are attitude constructs with cognitive and affective aspects, as well as a conative element, the literature suggests comparable theoretical model for place attachment and destination image. Jorgensen and Stedman (2001) correlate place identity with the cognitive component of attitude, place dependence with the conative aspect, and place attachment with the affective dimension. Assuming that place attachment is an emotional attachment to a physical and social settings, and destination image represents a setting's cognitive and affective aspects. This interaction is widely undefined between overseas tourists who visited a destination (Prayag & Ryan, 2012). Explaining visitor behavior relies heavily on place attachment (Ramkissoon et al., 2013). Place attachment is useful in describing behavioral and conative phenomena (Lee et al., 2007).

Although scholars' rising interest in both phenomena individually, limited consideration has been devoted to the relationship between destination image and place-attachment, leading within just a few investigations that concentrate on the connection between those notions, especially its numerous sub-dimensions (Silva et al., 2018). According to Stylidis et al. (2017), including the level of familiarity with the destination might help to clarify tourists' conative impression of the destination. Place attachment was found to be a significant indicator of tourist loyalty to a destination (Prayag & Ryan, 2012). Hence Woosnam et al. (2020), suggested to investigate the relationship between place attachment with conative destination image and effective destination image in subsequent framework. Base on the above discussion this study investigates the relationships between the place attachment with conative destination and affective destination image. The following hypotheses was developed:

H3: There is a positive relationship between place attachment and conative destination image
H4: There is a positive relationship between place attachment and affective destination image

Mediating role of Affective Destination Image
Affect destination image is a participatory model integrates by psychological response to internal or external circumstances (Tasci et al., 2007). A review of the literature and scientific proof reveals that cognitive and affective components are interlinked, and that affect is overly dependent on cognition (Agapito et al., 2013). As a result, the research demonstrates that the critical component of the affective destination image is derived from cognitive dimension characteristics (Agapito et al., 2013). Similarly, studies have discovered a correlation between destination image and how tourists behave toward a location specific on cognitive and affective factors (Tasci et al., 2007). Nonetheless, despite the fact that numerous researchers argue that the affective component must be differentiated from the perception aspect in order to truly comprehend how people evaluate landscapes and locations, there is a lack of scientific research supporting the impact of both the cognitive image and the affective image on the conative image (Agapito et al., 2013). The affective dimension has a stronger influence on destination image development than the perceptive aspect (Kim & Yoon, 2003).

Resident-tourist relationships lead to long tourism growth through improved image as a result of enhanced awareness of local residents, cultural heritage, and style of life (Walker & Moscardo, 2016). Furthermore, the lack of local engagement has gradually resulted in image differences among the two groups, which provide a barrier to responsible tourism growth, as residents' emotions and image were discovered subsequently to determine their behavioral

intentions regarding tourist industry (Zheng et al., 2019). While it just hasn't been explored in conjunction with destination image, one way to establish the connection among tourists to a place and its locals is through emotional solidarity. (Woosnam et al., 2020). Place-attachment includes how individuals perceive, believe, and experience about a location, and so encompasses the emotional and psychological significance individuals assign to it. Individuals establish a consciousness of loyalty, identification, and dependence for specific locations they travel or reside in, rendering place attachment a multifaceted concept (Silva et al., 2018).

The environment's affective dimension, instead of its objective characteristics, might impact behavior. (Russell & Snodgrass, 1987). Moreover, certain literature suggests that emotions would be more reliable determinants of behavior than the perceptive component (Yu & Dean, 2001). However, scientific evidences on the structural interaction of three dimensions of destination image is still essential (Agapito et al., 2013). Affective and cognitive destination images predicted a significant proportion of the variation in travel purpose when related to travel motivation, quantity of knowledge, and information source categories (Baloglu, 2000). According to certain researchers, cognitive and affective images have an impact on overall image (Agapito et al., 2013). Furthermore, Li et al. (2010) discovered that only the affective destination image influences the willingness to return. However, there is little research demonstrating concerning the affective destination image on the conative destination image (Agapito et al., 2013).

There are a few theoretical indications that affective destination image may mediate the relationship between cognitive destination image and conative destination image. (Basaran, 2016; Tasci et al., 2007). From an empirical perspective, there is an absence of support that the affective destination image has a mediation impact (Agapito et al., 2013). Hence Woosnam et al. (2020), suggested to investigate the mediating role of affective destination image. Based on the preceding discussion, the following hypothesis is proposed:

H5: Affective destination image mediates the relationship between emotional solidarity and conative destination image.

H6: Affective destination image mediates the relationship between place attachment and conative destination image.

Underpinning Theory
Destination Image Theory
Theory of Destination Image In tourism literature, destination image theory explains a stimulated image dualism (Hunter, 2013). The theory was developed into a series of three concepts based on the notion that influenced and endogenous image perspectives are conditionally independent. Destination image, Destination image perception and projected destination image (Hunter, 2013). Destination imagery refers to the tourism environment, including its physical objects and experiences (Hunter, 2013). Whenever subjected to destination imagery, the perceived destination image is produced, and the projected destination image is established as a result of the development and bundling of images in print and digital media for promotion or discussion (Hunter, 2013). The research will be grounded in the destination image theory. This theory helps in understanding how visitors make decisions about destinations that explore, like whether they would like to revisit or suggest a destination. Tourism and marketing research have attached great importance to destination image theory (Stylidis et al., 2017). The destination image theory is a well research topic in both tourist marketing and travel (Chuchu, 2021). Previous researches were widely used the destination image theory to examine the different aspects of destination image,

emotional solidarity and place attachment place attachment (Agapito et al., 2013; Chuchu, 2021; Chuchu et al., 2018; Hunter, 2016; Stylidis, 2022) In tourism, destination picture reflects the consequences of a traveler's thoughts, conceptions, and perceptions about a destination (Chuchu, 2021). The image of a destination has a significant impact on traveler intention (Chuchu, 2020). The concept of image in tourist research was developed in the early 1970s. Destination image concepts can be cognitive or affective, and a combination of the two is commonly employed to identify and explain a tourist's image of a destination (Tan & Wu, 2016). Tourist behaviour is heavily influenced by destination image (Chuchu, 2021). A destination is considered as an idea or notion that consists of practical components that relate to the more tangible characteristics of a destination and emotional aspects that relate towards the more intangible factors of a destination (Chuchu, 2021).

Design/Methodology
Four (4) reviewers carried out a systematic review, focusing on the blind and simultaneous accumulation and analysis of information. Likewise, the evaluation phase was well-developed in order to minimize biases and eliminate antiquated or low-quality material. A systematic review begins with a properly formulated research question, which is then supported by the implementation of a methodology. Further, in a systematic review method, a full and complete research assessment is required. As a result, we'll have accessibility to all potential data, including those who are especially relevant to our activity. Except that a complete, realistic, and reproducible literature review is needed; these three (3) features distinguish a Systematic review from a standard narrative analysis. Upon the study selection, an accurate, complete, and systematic synthesis of all knowledge offered in each journal study was reviewed.

Results and Discussion
A comprehensive analysis of journal papers, proceedings, conferences, and books relevant to the keywords and research field was used to construct the conceptual paper. Based on the extent of the literature review and research discrepancies, the following theoretical structure was established (Figure 1). According to the analysis of the literature, previous studies have primarily discovered that emotional solidarity and place attachment have a good influence on conative destination image. Thus, when the emotional solidarity and place attachment level increase; this will also improve the destination image.

Integrative Framework
Despite previous studies, some apparent determinants of social distance, especially place-related notions, have stayed unexplained. Place attachment, as a significant feature for demonstrating the people–place dynamic, emphasizes a person's cognitive or emotional attachment to a specific circumstance (Low & Altman, 1992). Place attachment, with its two key characteristics of place dependence and place identity, has been identified as an essential predictor of perceived attributes, satisfaction, and behavioural intentions (Aleshinloye et al., 2020). Place attachment, as a comprehensive people–place notion, has emotional consequences, driving activities to conserve and develop the destination community, including its social support (Aleshinloye et al., 2020). Since previous studies have indicated the predictive potential of place attachment in determining visitor–resident relationships such as emotional solidarity (Woosnam et al., 2018). It is conceivable that an individual attachment to a place or region not just to influences his or her experienced

emotional solidarity with the locals, but also overcomes social distance and encourages greater interaction among the two sides. Place attachment, emotional solidarity, and destination image have been prominent concepts for explaining important phenomena like as human–place connection and host–guest relations in a destination context. Although previous studies on place attachment, emotional solidarity, and destination image, the three components are usually investigated separately and never been investigated in combination when assessing tourists' perceptions of a destination.

Implications of the Study

Present research contribution will be made by examining the impact of emotional solidarity and place attachment on conative destination image and the mediating role of affective destination image on the relationship between emotional solidarity and place attachment on conative destination image in Pakistan tourism sector. Theoretically, the present findings will add new knowledge to emotional solidarity, place attachment and destination image. Unlike the past studies, the present research will a valuable contribution to the literature by further understanding the relationship between emotional solidarity, place attachment and destination image to Pakistani tourism sector. Present research expanded the model of Woosnam et al (2020), which is only limited to emotional solidarity and destination image. The previous research was also investigated in other country. In addition, present research added one independent variable "place attachment" and used "affective destination image" as mediator variable. The research's theoretical contribution is a unique conceptual model, based on a theoretical perspective. However, it revealed some significant managerial implications for emotional solidarity, place attachment, affective destination image and conative destination image, demonstrating that these notions have a causal relationship. The findings of the present research could help owner/managers of companies efficiently to utilize their company's resources for better performance. Present research findings will provide valuable information to owner/managers of tourism companies in Pakistan to increase competitive advantages. Furthermore, the results will provide the importance of emotional solidarity, place attachment, affective destination image and conative destination image, which will help to generate company revenue. Practically, the findings of this study will also provide significant information to tourism stakeholders and policy makers on the relevance of key success elements and effective tourism development implementation, specifically for tourism destinations in Pakistan. Present conceptual study outcomes could make some suggestion to the tourism industry in Pakistan to improve competitive advantages. Hence, this could indirectly improve the Pakistan economy with the increase of tourist arrivals and receipts in future.

Future Research Opportunities

Based on the previous research results, the present study can claim that emotional solidarity and place attachment and effective destination image are important antecedents of conative destination image. Despite of its importance the conceptual framework has not been tested empirically. Future research has the opportunities to test the present conceptual framework in Pakistan tourism destination or other in countries. Future research could also have considered other potential factors such as self-congruity (dimension of destination image) on various forms of loyalty (conative image), Future studies may add another mediator or moderating variables e.g. social media, risk perception and test them empirically. Aside from these recommended future study avenues for expanding the model, it may be beneficial to

explore longitudinal aspects of emotional solidarity, place attachment and destination image, given that each construct is extremely dynamic and dependent on individual experiences. (Woosnam et al., 2020).

Conclusion

This conceptual paper focuses on emotional solidarity and place attachment and its impact on affective destination image and conative destination image. Also highlighted on the mediating role of effective destination image on the relationship between emotional solidarity and place attachment on conative destination image. High emphasis on emotional solidarity, place attachment, effective destination image and conative destination image in Pakistani tourism would also motivate other companies in utilizing the companies' resources efficiently. Moreover, it explained how these emotional solidarity, place attachment and effective destination image factors could be used to develop a better conative destination image in Pakistan. Companies should effectively exploit their resources to boost their performance. As a result of the rapidly market dynamics and competitive market, the tourism sector involves specialized approaches to develop a stronger competitive edge in improving existing products or services to fulfil the demands of its visitors.

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