

**Destination image for tourism Marketing:
State-of-the-art and directions for future research**

sumário pormenorizado da lição

Maria Manuela Martins Guerreiro

Faro, abril 2023

Para efeitos de provas de agregação em Ciências Económicas e Empresariais, no ramo de Gestão, nos termos da alínea c) do Art. 5º do DL 239/2007 de 19 de junho.

INDEX

1. INTRODUCTION	4
1.1 PERSONAL AND PROFESSIONAL MOTIVATIONS.....	4
1.2 RESEARCH BACKGROUND AND OBJECTIVE.....	5
2. METHODOLOGY	6
3. THEORY - DESTINATION IMAGE ROOTS	8
3.1 DESTINATION IMAGE ROOTS.....	8
3.2 DESTINATION IMAGE CONCEPTUALISATION AND DIMENSIONS.....	10
3.2.1 Conceptualisation.....	10
3.2.2 Dimensions.....	12
3.3. DESTINATION IMAGE FORMATION.....	16
4. BRANCHING INTO NEW PATHWAYS - THEMATIC APPROACH	21
4.1 EXPERIENTIAL AND SENSORY DESTINATION IMAGE.....	21
4.2 ONLINE DESTINATION IMAGE.....	27
4.2.1 Textual, pictorial and video content.....	29
4.2.2 Projected and perceived online destination image.....	31
4.3 LOCALS AS DESTINATION IMAGE-MAKERS.....	40
4.4 DESTINATION IMAGE AND RISK PERCEPTION.....	44
4.5 ENVIRONMENTALLY ORIENTED DESTINATION IMAGE.....	49
5. CONTEXT AND MEASURES	51
5.1 CONTEXT-DRIVEN APPROACHES.....	51
5.2 MEASURES AND METHODOLOGICAL ADVANCES.....	52
6. NEW RESEARCH AVENUES	55
6.1 THEORIES.....	55
6.2 CONTEXT AND MEASURES.....	60

7. CONCLUSION 61

8. REFERENCES 63

1. INTRODUCTION

1.1 PERSONAL AND PROFESSIONAL MOTIVATIONS

This detailed lesson is to be submitted for obtaining the academic affiliation title within the scope of number 5 of Decreto-Lei nº 239/2007, 19th of June. The theme of this lesson - Destination image for tourism Marketing: State-of-the-art and directions for future research - is developed in a Marketing and Management approach and is based on the recognition that research on destination image is relevant for both marketing, destination management, branding and tourist design (e.g., He, Deng, Li & Gu, 2022; Andersson, Bengtsson & Svensson, 2021; Taberner & Juncà, 2021; Wang, 2019; Royo-Vela, 2009; Cai, 2002).

The choice of topic is fundamentally due to four reasons: 1) academic training of the candidate in the area of management and, in particular, in the field of Marketing (bachelor's, master's and doctoral degrees); 2) the activity as a professor in the field of Marketing covers specific domains ranging from the fundamentals of Marketing, to Cultural Marketing, Marketing of Attractions and Events, Brand Management and Destination Image, in undergraduate, master's and doctoral degrees; 3) research accompanies these lines of work, focusing mainly on topics such as Destination Image (DI), Destination Branding, Cultural Events, Customer/Tourist Experience, Marketing and Design and Tourism Storytelling, in online and offline contexts; 4) management tasks are also related to the dialogue between the two areas of knowledge in question: Marketing and Tourism, namely in the direction of the master's degree in Marketing Management at the Faculty of Economics of the University of Algarve, in the Co-ordination of the Research Center for Tourism, Sustainability and Well-being (CinTurs), on the board of directors of the PhD in Tourism at the same institution and on leading of international conferences.

In addition, the role of *Principal Investigadora* (IP) in the project TurExperience: impacts of tourist experiences on DI (SAICT-ALG/39588/2018) (TurExperience, 2023; Guerreiro, Pinto, Matos, Pereira, Sequeira, Ramos, Wikesjö, Agapito,

Martins, Bender & Lampreia, 2023) acknowledges not only planning and conducting the research process over three years but also preparing the participation in international conferences and writing of scientific articles, particularly over the last year (TurExperience, 2023). This research also makes it possible, systematically and soundly, to update lines for future research, which is therefore suitable for supporting teaching and research activities. Participation as a team member in other research projects in the areas of tourism and marketing, supervision of master's and doctoral theses reinforces this cross-approach between the areas of marketing and tourism.

1.2 RESEARCH BACKGROUND AND OBJECTIVE

In today's competitive tourism industry, understanding the image of tourism destinations is critical for destination management and marketing. As Afshardoost and Eshaghi (2020: 1) note, "destination image is widely recognised as a powerful managerial tool in today's dynamic and competitive global environment to empower the tourism industry in the market". In fact, Tasci, Gartner and Cavusgil (2007) posit that DI research informs destination marketing planning, positioning, promotion and branding.

There is widespread recognition among academics and professionals in the tourism sector that the DI influences consumers' decision-making process at several stages (e.g., Lemon & Verhoef, 2016): before the actual travelling to the destination - e.g., destination choice (e.g., Kuhzady & Ghasemi, 2019; Phau, Quintal, & Shanka, 2014; Crompton, 1979), during the actual visit to the destination - e.g. experience at the destination (e.g., Ghorbanzadeh, Shabbir, Mahmood & Kazemi, 2021; Ladhari & Souiden, 2020) and after the experience – e.g., satisfaction, revisiting intention and recommendation (e.g., Afshardoost & Eshaghi, 2020; Eid, El-Kassrawy & Agag, 2019; Molinillo, Liébana-Cabanillas, Anaya-Sánchez, & Buhalis, 2018; Lee, Lee & Lee, 2014; Chi & Qu, 2008; Chen & Tsai, 2007). Moreover, it also contributes to reinforce destination brand equity (Kim, Choe, & Petrick, 2018).

In effect, then, it is recognised that DI is as a fundamental input to the design of accurate and competitive strategies for destination branding, including the design of tourism spaces (Kim & Fesenmaier, 2015). Thus, portraying the correct image associated with the place is essential to the destination branding process. DI is an upstream concept of destination brand, which aims to craft a positive and differentiated image of the place to visit (Ruiz-Real, Uribe-Toril & Gázquez-Abad, 2020; Qu, Kim & Im, 2011; Cai, 2002; Pike, 2002).

Therefore, this lesson aims to present a state-of-the-art review (Grant & Booth, 2009) attending key research streams and trends and exploring new research paths to assist tourism Management and Marketing at the destination level.

2. METHODOLOGY

A review of the state of the art of DI research in tourism literature is carried out to provide a brief, updated and reliable overview of recent developments on the topic. Although it is not a systematic review of the literature (following Volo, 2021), a structured search is conducted on the Top 15 journals included in the Scimago Journal Rankings (2022) in the category Tourism, Leisure, and Hospitality Management. As Volo (2021: 9) states “the tourism literature appears marketing-driven”. Only Journals available on Scopus database were included (*Journal of Service Management* and *Cities* were not included in the Scopus database). The publications' selection and the timeframe for this analysis are derived from this study's objectives, which are not intended to perform a systematic literature review, but, instead, to conduct a state-of-the-art review. According to Grant and Booth (2009: 95), a state-of-the-art review “tend to address more current matters in contrast to other combined retrospective and current approaches. May offer new perspectives on issue or point out area for further research”. This study intends to carry out a critical interpretive synthesis of the literature (Dixon-Woods, Cavers, Agarwal, Annandale, Arthur, Harvey, Hsu, Katbamna, Olsen, Smith, Riley & Sutton, 2006)

and, based on recent studies, identify gaps in the recent body of knowledge on ID and design new research advances.

The choice of "Destination Image" as a search term is in line with Josiassen, Assaf, Woo and Kock (2016: 2) who clarified that the "most frequently used predisposition in tourism is "destination image". The search term "destination image" was used to explore widely in titles, keywords and abstracts. Only scientific articles written in English were considered. A total of 106 articles were retrieved for the timeframe from January 2021 to February 2023. Their titles, abstract and keywords were downloaded and imported to Mendeley software (Mendelwey.com). The careful reading of manuscripts' titles, abstracts and keywords for screening was carried out, and articles were categorised into three groups: 1) DI is mentioned in the title, abstract and keywords, 2) Destination image is implicit but not clearly mentioned, and 3) articles are not related with DI. Articles included in group one were selected, and a total of 87 peer-reviewed articles were included. The full manuscripts were then downloaded to perform the review. After carefully reading the entire manuscript, 27 additional articles were discarded, and a final set of 60 was elected (Table 1).

Table 1 – Recently published research on *Destination image* per year

	2021	2022	2023	Total
Journal of Destination Marketing & Management	10	2	3	15
Current Issues in Tourism	6	4	1	11
Journal of Travel Research	1	7	2	10
Tourism Management	2	2	3	7
Journal of Hospitality and Tourism Management	3	1	1	5
Tourism Management Perspectives	3	0	1	4
Journal of Travel and Tourism Marketing	3	0	0	3
Journal of Sustainable Tourism	0	1	1	2
International Journal of Contemporary Hospitality Management	2	0	0	2
Annals of Tourism Research	1	0	0	1
International Journal of Hospitality Management	0	0	0	0

Tourism Geographies	0	0	0	0
Journal of Hospitality Marketing and Management	0	0	0	0
Total	31	17	12	60

The Theories, Contexts, and Measures – TCM – framework (Paul, Parthasarathy, & Gupta, 2017) was used to explore the past and present extant theory. Afterwards, future research agenda propositions are proposed and discussed.

3. THEORY - DESTINATION IMAGE ROOTS

3.1 DESTINATION IMAGE ROOTS

It was in the 13th Century that the term *image* first appeared in English (Stern, Zinkhan & Jaju, 2001). The etymology of *image* takes us back to its Latin origins through the word *imitari* (Barthes, 1964). It is also believed that image derives from *ikon*, a technical term in Greek poetics meaning the representation of something – a physical stimulus – in mental pictures (Stern, Zinkhan & Jaju, 2001).

The image as a construct has been fully explored across different disciplines. In semiotics (study of signs and sign-using behaviour(s), an image is a representation whose meaning must be ascribed, for example, through advertising (Barthes, 1964). In psychology, self-image corresponds to a mental picture of the individual himself/herself (Aloise-Young, Hennigan, &Graham 1996), a stereotype or self-schema about himself (Rogers, Kuiper, &Kirker 1977). Broadly speaking, it is understood as a mental image (including TDI) (Zimbardo, Johnson, & McCann 2009). The concept of an image has been widely investigated in behavioural sciences and marketing to represent customers' perceptions of products, brands, places among others (Stylos, Vassiliadis, Bellou & Andronikidis, 2016). In Marketing literature, the term was explored by Martineau (1958) to investigate the store personality and image. The author assumes that the strength of the success of retailers goes beyond prices,

location or the assortment they offer and concludes that “This force is the store personality or image — how the store is defined in the shopper’s mind, partly by its functional qualities and partly by an aura of psychological attributes” (Martineau, 1958: 47). In consumer behaviour literature, image describes the “total impression an entity makes on the minds of other” (Dichter, 1985: 75). Despite the ambiguity of the concept, most definitions agree that DI refers to a holistic or “global impression”, which is relatively consensual, although consensus on its components is difficult to achieve (Gallarza, Saura & García, 2002: 68). The image research has been particularly relevant in the field of Marketing, including tourism destinations (Arefieva, Egger & Yu, 2021; Gretzel & Collier de Mendonça, 2019), and destination branding (Ruiz-Real, Uribe-Toril & Gazquez-Abad, 2020; Kumar & Kaushik, 2018).

In tourism, numerous taxonomies of destination image (DI) have been included since Hunt (1971), Gunn (1972), and Mayo (1973) first introduced the concept in the literature. DI has been the subject of a considerable amount of literature (e.g., Trang, Yoo, Joo & Lee, 2023; Tasci, Uslu, Stylidis & Woosnam, 2022; Lin, Liang, Xue, Pan & Schroeder, 2021; Lai & Li, 2016; Picazo & Moreno-Gil, 2019; Josiassen, Assaf, Woo & Kock, 2016; Beerli & Martin, 2004; Gallarza et al., 2002; Echtner & Ritchie, 1993). However, defining, measuring and analysing DI continues to be a challenging task. Image and DI are still imprecise and vague concepts with different meanings whose nature is poorly understood (Lin, Liang, Xue, Pan & Schroeder, 2021; Lai & Li, 2016). Some authors highlight the absence of a consensual theoretical-conceptual framework on this topic (Afshardoost & Eshaghi, 2020; Gallarza, Saura & Garcia, 2002; Gartner, 1994; Fayeke & Crompton, 1991; Echtner & Ritchie, 1991, 1993). Some extended this view arguing that there is no consistency regarding the operationalisation of the concept (Echtner & Ritchie, 1991), or that it is not yet understood coherently and globally (Kim & Richardson, 2003).

Against this background, in the new millennium, scholars keep devoted to conceptualising DI considered a complex, multiple, relativistic and dynamic concept (Herath, Hemmington & Poulston, 2020; Jiang, Chan, Eichelberger, Ma

& Pikkemaat, 2021; Gallarza et al, 2002). Its complexity derives from the fact that it can generate different interpretations; it is multiple, once it includes different components that require multidisciplinary approaches; it is relativistic once each individual has a subjective image about the same place; it is a dynamic concept as it evolves in time and space (Li, Li, Lin & Qiu 2023; Trang, Yoo, Joo & Lee, 2023; Li, Lv & Scott, 2023; Stylidis, Woosnam & Tasci, 2022; Lai & Li, 2016; Gallarza et al.; 2002; Jenkins, 1999, among others). Moreover, within the tourism context, DI also needs to be integrated with the characteristics of tourist destinations, namely their complexity (Smith, 1994) and their multidimensional nature (Echtner & Ritchie, 1993; Fakeye & Crompton, 1991; Gartner, 1989; Walmsley & Jenkins, 1993). Thus, requiring an integrated and holistic view to manage DI within the marketing and managements disciplines.

3.2 DESTINATION IMAGE CONCEPTUALISATION AND DIMENSIONS

3.2.1 Conceptualisation

The DI is grounded in the theoretical image field (Stern, Zinkhan & Jaju, 2022; Tasci, Gartner & Cavusgil, 2007; Echtner & Ritchie, 1991) and has evolved from unidimensional to bi-dimensional and tri-dimensional approaches. Since the 1970s, this has been a research topic that scholars have devoted to around the world, especially in the fields of marketing, travel, tourism and hospitality (Lee, Lee & Lee, 2014; Stepchenkova & Mills, 2010; Tasci, Gartner, & Cavusgil, 2007; Gallarza et al., 2002; Pike, 2002; Chon, 1990). Broadly recognised as a complex (Marine-Roig & Ferrer-Rosell, 2018) and dynamic concept (Guerreiro et al., 2020; Kim, Stylidis & Oh, 2019; Gallarza et al., 2002), it emerges as one of the main challenges that continue to attract the interest of academy.

Despite being an extensively studied topic, scholars recognise conceptual and definition problems that persist today once their nature and scope remain vague (Lai & Li, 2016). The literature recognises the lack of consensus regarding the

definition of DI (Afshardoost & Eshaghi, 2020; Josiassen, Assaf, Woo & Kock, 2016; Stepchenkova & Morrison, 2008; Castro et al., 2007; Gallarza, Saura and Garcia; 2002; Jenkins, 1999) and the absence of a solid conceptual framework (Afshardoost & Eshaghi, 2020; Lai & Li, 2016; Fakeye & Crompton, 1991).

The DI is individuals' image of destinations based on attributes, perceptions or impressions of a place (Gartner, 1986; Phelps, 1986). Crompton, in 1979, expands this view and introduces one of the most cited definitions of tourism DI as "the sum of beliefs, ideas, and impressions that a person has of a destination" (Crompton, 1979: 18). To Tasci, Gartner and Cavusgil (2007: 200) "destination image is an interactive system of thoughts, opinions, feelings, visualisations, and intentions toward a destination". Overall, considered a dynamic process, DI "can be defined as a continuous mental process by which one holds a set of impressions, emotional thoughts, beliefs, and prejudices regarding a destination due to information obtained from different channels" (Kim & Chen, 2015:1).

Dealing with a multitude of definitions present in the literature of tourism and Marketing, Lai and Li (2016) note that DI nature has been broadly defined as an impression, a perception, a belief, an idea, a representation or a feeling. The authors (Lai & Li, 2016: 10) "revise and improves the proposed definition over time" and recognise DI as tourists' psychological experiences. Likewise, the tourism destination image is defined as "a voluntary, multisensory, primarily picture-like, qualia-arousing, conscious, and quasi-perceptual mental (i.e., private, nonspatial, and intentional) experience held by tourists about a destination. This experience overlaps and/or parallels the other mental experiences of tourists, including their sensation, perception, mental representation, cognitive map, consciousness, memory, and attitude of the destination" (Lai & Li, 2016: 10). This understanding of DI opens to new conceptualisation challenges (e. g., Trang, Yoo, Joo & Lee, 2023; Guerreiro, Pinto, Matos, Pereira, Bagheri, Sequeira, Agapito, Ramos, Wikesjö, Martins & Bender, 2023). In sum, destination image can be perceived as a holistic impression and as a set of individual attributes. It is a perceptual, mental,

experiential and multisensorial map comprising cognitive and affective elements, influencing the memory and behavioural intentions regarding the destinations. It is a dynamic and co-created process continuously influenced by different information channels and shared with others.

3.2.2 Dimensions

To better understand this construct, several researchers dedicated themselves to studying the nature of DI, and different approaches to its conceptualisation arose. Against the background of a deficient conceptualised construct, Echtner and Ritchie (1991: 41) review the literature on DI before the 1990s, and one of the most interesting conclusions points out that it is mainly introduced as "impressions of a place" or "perceptions of an area".

The DI is mostly conceptualised as cognitive or unidimensional by nature (e.g., Phelps, 1986; Gartner, 1986; Hunt, 1975, among others). However, this approach fails to capture the multidimensionality of the image (Trang, Yoo, Joo & Lee, 2023; Schofield, Coromina, Camprubi & Kim, 2020; Krislali, Kavaratzis & Saren, 2016; Cian, 2011; Stern, Zinkhan & Jaju, 2001).

Some authors (e.g., Baloglu & Brinberg, 1997) classify the one-dimensional approach as limited and reducing reality (considering the composite character of the places themselves), thus studying the cognitive component is not enough to understand the image of a destination. Further investigation led to the conclusion that the image involves, in addition to the rational component, an emotional component based on affections and feelings (Baloglu & Brinberg, 1997). This component refers to the feeling's tourists experience towards the place (Martin & Rodríguez del Bosque, 2008; Russell & Pratt, 1980) and concerns individuals' emotional response to the place (Baloglu and Brinberg, 1997). Nouns or factual information can disclose cognitive associations; adjectives or information about subjective feelings reveal affective evaluations (Deng & Li, 2018), including social media channels (Mak, 2017; He, Deng, Li & Gu, 2022).

The affective component of the image relates to emotions, feelings and attachment towards the place, whilst the conative image refers to future behavioural intentions (Gartner, 1994) concerning the destination based on their perceptions and feelings about it (Dann, 1996). In studies with loyalty and its dimensions, the conative component of the image is redundant. In this case, the two-dimensional approach to the DI may be appropriate (Tasci, Uslu, Stylidis, & Woosnam, 2022).

The 90s saw the welcome of a group of pioneering publications whose contribution to identifying the components of the DI is still recognised. Echtner and Ritchie's (1991) pioneer work conceptualised DI as a 3D (three-dimensional) framework formed with three continuums: (1) individual attributes (accommodation, transportation and visitor attractions) to holistic impressions (general feelings), (2) functional characteristics (weather and landscapes) to psychological characteristics (atmosphere, safety and friendliness of locals), (3) common image attributes (whether landscapes and public transport) to unique image attributes (exclusive to a specific destination). Destinations have individual attributes (thoroughly investigated in tourism studies) and holistic imageries which, according to Krislali, Kavaratzis and Sareen (2016: 71) "have been overlooked in the tourism research".

Gartner (1994) investigated the nature DI and suggested that it has three interrelated components: cognitive, affective, and conative. The cognitive component refers to knowledge and beliefs about the destination. It has a close connection with the place's resources and features. So, tourists evaluate places based on personal impressions about attributes (Peña, Jamilena & Molina, 2012; Stylidis, Shani, & Belhassen, 2017; Tasci, Gartner, & Cavusgil, 2007). It involves rational evaluations based on beliefs and cognitive elements. The impressions about places are based on the attribute-by-attribute evaluation (Tasci, Gartner & Cavusgil, 2007).

Baloglu and McCleary (1999: 870) recognise that the image concept "has generally been considered as an attitudinal construct consisting of an individual's mental representation of knowledge (beliefs), feelings, and global

impression about an object or destination". So, according to this view, DI has three main interrelated components: cognitive, affective and overall or global image. Whilst their approach is in line with Gartner (1994) when considering the causal relationships between cognitive and affective components of the image, Baloglu and McCleary (1999) do not recognise the conative component and include the overall or global image as the third component of DI. The global image, also called overall image, corresponds to general impressions or holistic perceptions (Stylidis et al., 2017; Baloglu & Brinberg, 1997). It directly influences the conative component (Guerreiro et al., 2020; Martín-Santana et al., 2017; Stylidis et al., 2017; Gartner, 1994; Tasci & Gartner, 2007). As Tasci, Gartner and Cavusgil (2007: 198) note, consumers tend to "simplify the evaluation process by using different criteria depending on the situation, thus having gestalt impressions instead of item-by-item evaluations". Global image integrates cognitive and affective images (Papadimitriou, Apostolopoulou & Kaplanidou, 2015; Castro, Armario and Ruiz, 2007; Baloglu and McCleary, 1999; Baloglu and Brinberg, 1997; Stern and Krakover, 1993) and influences feelings and emotions (Stylidis et al., 2017; Agapito et al., 2013). In an attempt to align Echtner's and Ritchie's 3D (three-dimensional) framework with the cognitive-affective-overall tridimensional approach, Stepchenkova and Morrison (2008) clarifies that cognitive and atmospheric/mood dimensions correspond to the cognitive and affective dimensions, respectively. Together, these dimensions weave an overall impression or holistic image.

Recent literature on tourism management and marketing thus recognises the multidimensional structure of DI and aligns it with bi-dimensional (Carreira, González-Rodríguez & Díaz-Fernández, 2022; Lin, Liang, Xue, Pan, & Schroeder, 2021; Rejikumar, Ajitha, Jose & Mathew, 2021) or tri-dimensional (Li, Li, Lin, & Qiu, 2023; Sharma, Stylidis & Woosnam, 2022; Stylidis, Woosnam & Tasci, 2022; Fu & Timothy, 2021) models. The former assumes that the global image of the destination results from cognitive evaluations of the attributes of the destination (cognitive image) and emotional reactions to the destination (affective image). Tri-dimensional models include the conative or behavioural dimension concerning future behavioural intentions (e.g., Arroyo, Barbieri,

Knollenberg, & Kline, 2023; Li, Li, Lin & Qiu, 2023). Other line of research advance with a tri-dimensional model composed by cognitive-affective-sensory impressions (Li, Li, Lin & Qiu, 2023; Trang, Yoo, Joo & Lee, 2023). On-site experiences are the main triggers of sensory impressions (e.g., Krishna, 2012) and, in recent literature, it is still debated whether they are treated as a construct (Li, Lv & Scott, 2023) or as a component of the DI (Li, Li, Lin & Qiu, 2023; Trang, Yoo, Joo & Lee, 2023), which opens promising research avenues. Table 2 summarized DI dimensions in light of recent studies.

Table 2 – Destination image dimensions

Unidimensional	cognitive	Kim & Barber, 2022; Li, He, Li, Huang & Liu, 2023; Ma & Li, 2023; Ndubisi & Nair, 2023; Zhou, Xiong, Li, Liu, Wang & Ryan, 2023; Maghrifani, Liu & Sneddon, 2022; Nguyen & Hsu, 2022; Xiao, Fang, Lin & Chen, 2022; Qu, Xiang & Dong, 2022; Alahakoon, Pike & Beatson, 2021; Chaulagain, Jahromi & Fu, 2021; Ghorbanzadeh, Shabbir, Mahmood & Kazemi, 2021; Pan, Rasouli & Timmermans, 2021; Rasoolimanesh, Seyfi, Hall & Hatamifar, 2021; Soltani, Nejad, Azad, Taheri & Gannon, 2021; Tavitiyaman, Qu, Tsang & Lam, 2021; Wong & Lai, 2021; Tung, Tse & Chan, 2021; Zhang, Qi & Qi, 2021;
	affective	Bastiaansen, Straatman, Mitas, Stekelenburg & Jansen, 2022
	global	Crowley-Cyr, Gershwin, Bremser, Abraham, Martin, Carreño & Wüst, 2022; Hunter, 2022; Tse & Tung, 2022; Andersson, Bengtsson & Svensson, 2021; Avraham, 2021a, b; Cheng & Fountain, 2021; McKercher, 2021; Paul i Agustí, 2021
Bi-dimensional	cognitive-affective	Bilynets, Cvelbar & Dolnicar, 2023; Krey, Dieck, Wu & Fountoulaki, 2023; Carreira, González-Rodríguez & Díaz-Fernández, 2022; He, Deng, Li, & Gu, 2022; Qu, Dong & Gao, 2022; Stylidis, 2022; Tasci, Uslu, Stylidis & Woosnam, 2022; Assaker & O'Connor, 2021; Dubois, Griffin, Gibbs & Guttentag, 2021; Jiang, Chan, Eichelberger, Ma & Pikkemaat, 2021; Lin, Liang, Xue, Pan & Schroeder, 2021; Lu & Atadil, 2021; Perpiña, Prats & Camprubí, 2021; Rasoolimanesh, Seyfi, Hall & Hatamifar, 2021; Reckard & Stokowski, 2021; Rejikumar, Ajitha, Jose & Mathew, 2021; Stylidis, Cherifi & Melewar, 2021; Wu & Lai, 2021;

	Functional- psychological	Davari & Jang, 2021
Tridimensional	cognitive, affective, multisensory	Gorji, Garcia & Mercadé-Melé, 2023; Li, Li, Lin & Qiu 2023; Li, Lv & Scott, 2023; Trang, Yoo, Joo & Lee, 2023
	cognitive- affective- conative	Arroyo, Barbieri, Knollenberg & Kline, 2023; Zuo, Tsai, Su, Jantes, Chen, & Liu,2023; Bui, Alaei, Vu, Li & Law, 2022; Fu & Timothy, 2021
	cognitive- affective-global	Stylidis, Woosnam & Tasci, 2022
	Designative, appraisive, prescriptive	Lalicic, Marine-Roig, Ferrer-Rosell & Martin-Fuentes, 2021
	cognitive, affective, and unique	Marques, Vinhas da Silva & Antova, 2021

3.3. DESTINATION IMAGE FORMATION

DI is formed from several information sources. If marketers know the most relevant sources and their influence on DI, the marketing strategy will be more effective in projecting the desired image of the place (Krislali, Kavaratzis & Saren, 2016; Gartner, 1994).

Gunn (1972) pioneered conceptualising an explanatory model for the image formation process of tourism destinations. This framework includes two fundamental concepts: organic Image and induced Image. The organic image includes information sources of a non-tourist and non-commercial nature, such as news reports, books or tourist reviews on electronic platforms and social media. The induced image, in turn, includes information of a tourist and commercial nature – marketer-controlled information, such as advertising, social media networks, road shows, and public relations events.

This issue was further deepened by Gunn (1972), who later identified the stages along which the image of tourism destinations is changing: (1) the accumulation of mental images about vacation experiences (i.e. organic image), (2) the modification of those images by further information (i.e. induced image), (3) the decision to take a vacation trip, (4) travel to the destination, (5) participation at the destination, (6) return home, and (7) modification of image based on

vacation experience (first-hand experience *in situ*). Although its relevance has been recognised, only a few studies have made it possible to monitor the effects of agents on the formation of destinations' images sequentially throughout the stages of the process (e.g., Guerreiro et al., 2020; Iordanova & Styliadis, 2019; Kim & Chen, 2015; Matos, Mendes & Valle, 2012).

Considering the sources that contribute to the formation of the image of tourism destinations, Gartner (1994) proposes a model with eight categories: 1) Overt Included I: traditional forms of advertisement (e.g. magazines and newspapers); 2) Overt Included II: information from tour-operators and wholesalers; 3) Covert Included I: Second party endorsement of products via traditional forms of advertising; 4) Covert Included II: Second Party Endorsement through apparently unbiased reports (e.g.. Newspaper, Travel Section articles); 5) Autonomous News and Popular culture: documentaries, reports news stories, movies, television programs. 6) Unsolicited Organic: Unsolicited information received from friends and relatives; 7) Solicited Organic: Solicited information received from friends and relatives; 8) Organic Actual Visitation.

Later, Baloglu and McCleary (1999) came back to this issue and advance a model of DI formation from a different perspective by considering stimulus factors (external stimulus and physical object as well as previous experience) and personal factors (social and psychological characteristics of the individual) as the main forces in the image formation process. Personal factors include Psychological (values, motivations and personality) and Social (Age, Education, Marital Status, others) characteristics. Stimulus factors include Information sources, Previous experience and distribution.

Deepen Gartner's model, another approach to the study of DI, considers three main types of image formation: the induced, autonomous and organic Image (Saraniemi, 2011). The induced image is the communication made by the authorities responsible for the destination's marketing to attract attention and generate interest among potential tourists. Materials such as brochures, videos, advertising, the Internet and social networks are used (Xu & Ye, 2018). The autonomous image refers to independent sources of information that contribute

to the notoriety of the destination. It includes documentaries and films (Lojo, Li & Xu, 2020). The organic image lies in sources of information, with non-commercial content being tourists' storytelling about their experiences, one of the most relevant nowadays. Traditionally, organic messages were spread through Word-of-Mouth by sharing experiences and memorabilia with friends and family. In fact, the theory of DI formation postulates that despite its power to affect tourists' decision-making and destination choice (Jiang, Chan, Eichelberger, Ma, & Pikkemaat, 2021; Mak, 2017), organic image is out of DMOs control. Bilynets, Cvelbar and Dolnicar (2023) challenge this rationale by arguing that destinations can proactively and intentionally manage their organic image with visible initiatives, for example, of environmental nature. Thanks to the recent development of Web and the available social media platforms, organic information sources are passed to consumers through Consumer/Tourism Generated Content (TGC) and electronic Word-of-Mouth (eWOM) (Kuhzady & Ghasemi, 2019). As noted, it requires more research to understand the DI formation as a result of online environments (Kislali, Kavaratzis & Saren, 2016; Mak, 2017; Picazo & Moreno-Gil, 2019).

In a traditional offline environment, DMO had in its hands the management of a unilateral communication process with its audiences, in which the message was controlled. Nowadays, with the growth of the internet and social networks, the consumer and the tourist in particular are empowered. Actually, they became active agents in the design of the DI, which is co-created and has the active participation of stakeholders in the place, mainly DMO, public and private organizations, tourists and residents. Induced, autonomous and organic agents continuously shape the DI over time. In this volatile, dynamic and even unpredictable scenario, the study of this construct becomes even more interesting and necessary, which, despite its five decades of productive work, still attracts the interest of researchers, managers and marketers at the destination level, be it a city, region, country or island.

Therefore, an assortment of factors and agents influence the formation of the DI and its various components. Yilmaz and Yilmaz (2020) classify antecedents of

DI as destination-based and personal-based factors. The former includes aspects under the control of Destination Management Organisations (DMO). The latter refers to the individuals' factors.

DMOs have traditionally communicated destination images with promotional materials, travel brochures and magazines, postcards, and commercials on TV or official websites (Xiao, Fang, Lin & Chen, 2022) with several implications for the DI (table 3). With the proliferation of Web platforms, new opportunities are offered to DMOs to share their destination-related content and tourists to create user-generated content about travel experiences (Stepchenkova & Zhan, 2013; Bui, Alaei, Vu, Li, & Law, 2022). User Generated content on social media platforms such as Flickr and Pinterest (Picazo & Moreno-Gil, 2019; Lin, Liang, Xue & Schroeder, 2021) and Instagram (Arefieva, Egger & Yu, 2021; Volo & Arimiás, 2021), TripAdvisor (Giglio, Pantano, Bilotta & Melewar, 2020) is relevant to the study of tourism DI in the online environment.

Table 3 – Antecedents of DI

destination-based antecedents	
destination branding	Golestaneh, Guerreiro, Pinto & Mosaddad, 2021; Kim & Fesenmaier, 2015
visual content and video	Stepchenkova & Zhan, 2013; Xiao, Fang, Lin & Chen, 2022; Arefieva, Egger & Yu, 2021; Volo & Arimiás, 2021; Picazo & Moreno-Gil, 2019; Mak, 2017; Jenkins, 2003; Markwell, 1997
events	Andersson, Bengtsson & Svensson, 2021; Guerreiro, Mendes, Fortuna & Pinto, 2020; Hahm, Tasci & Deng & Li, 2018; Terry, 2019; Lai, 2018; Lai, 2018
information sources	Baluglu & McCleary, 1999; Beerli & Martin, 2004
TV series/films	Terzidou, Stylidis, & Terzidis, 2018
Celebrity	Zhou, Xiong, Li, Liu, Wang & Ryan, 2023
Touchpoints across customer journey	Gorji, Garcia & Mercadé-Melé, 2023
crises, natural disasters, terrorism, wars, sanitary conditions or political or economic sanctions	Gorji, Garcia & Mercadé-Melé, 2023; Avraham, 2021 a b; Ghorbanzadeh, Shabbir, Mahmood & Kazemi, 2021; Lu & Atadil, 2021; Perpiña, Prats & Camprubi, 2021
Pro-environmental initiatives	Bilynets, Knezevic & Dolnicar, 2023
advertising campaigns	Pan, Santos & Kim, 2017
gastronomy	Folgado-Fernandez, Hernandez-Mogollon & Duarte, 2017

social media	Zuo, Tsai, Su, Jantes, Chen, & Liu, 2023; He, Deng, Li, & Gu, 2022; Arifieva, Egger and Yu, 2021; Picazo-Moreno-Gil, 2019; Kim, Choe, & Lee, 2018; Kim, Choe, & Lee, 2018; Pike, Gentle, Kelly, & Beatson, 2018; Mak, 2017
Personal-based antecedents	
demographics	Beerli & Martin, 2004; Baluglu & McCleary, 1999
travel motivation	Beerli & Martin, 2004; Baluglu & McCleary, 1999
travel experience	Kim, Stylidis & Oh, 2019; Santana e Gosling, 2018; Beerli & Martin, 2004
on-site experiences	Choi & Cai, 2022; Li, Liu & Soutar, 2021; Sharma & Nayak, 2019

By adopting a marketing, branding and management approach, the literature on ID is clear in identifying practical implications that can be used by decision-makers. Table 4 summarizes the main lines of implications for the management, marketing and branding of destinations outlined in the literature.

Table 4 – DI managerial implications

Residents' perceptions on DI perceptions of positive impacts from tourism and endorses their support for tourism developments	Woosnam, Stylidis & Ivkov, 2020; Stylidis, Shani & Belhassen, 2017
Destination Branding	Golestaneh, Guerreiro, Pinto & Mosaddad, 2022; Tasci, Gartner & Cavulgil, 2007; Cai, 2002
Design of destination attributes (affective image, multisensory image, cognitive image, global image)	Afshardoost & Eshaghi, 2020; Mohamed, Taheri, Farmaki, Olya & Gannon, 2020; Kim & Kerstetter, 2016; Kim & Fesenmaier, 2015; Roehl & Fesenmaier, 1992
Positioning	He, Deng, Li & Gu, 2022; Rejikumar, Ajitha, Jose & Mathew, 2021; Woosnam, Stylidis & Ivkov, 2020; Royo-Vela, 2009
Competitive advantage	Stylidis, Woosnam & Tasci; 2022; Royo-Vela, 2009
Design of marketing mix strategies	Kim & Barber, 2022; Ma & Tu, 2022; Bigné, Zanfardini & Andreu, 2020; Royo-Vela, 2009
Managing sustainable initiatives	Bilynets, Cvelbar & Dolnicar, 2023; Woosnam, Stylidis, Ivkov, 2020
Attract tourists, predict behavioural intentions and recommendation	Tasci, Uslu, Stylidis & Woosnam, 2023; Ma & Tu, 2022; Cheng &

	Fountain, 2021; Alipour, Olya, Maleki & Dalir, 2021; Afshardoost & Shaghi, 2020
Managing marketing tools – video, pictures, brochures, advertisements, websites, social media - to strengthen positive sensory impressions	Li, Li, Lin & Qiu, 2023; Li, Lv & Scott, 2023; Bui, Alaei, Vu, Li & Law, 2021; Lv, Li & McCabe, 2020; Lv, Li, & Xia, 2020; Su, Nguyen, Nguyen & Tran, 2020; Kuhzady & Ghasemi, 2019
Crisis recovery and risk perception mitigation strategies	Gorji, Garcia & Mele, 2023; Hunter, 2022; Assaker & O'Connor, 2021; Avraham, 2021 a, b
Managing the gap between projected and perceived DI	Qu, Dong & Gao, 2022; Bui, Alaei, Vu, Li & Law, 2021; Qu, Xiang & Dong, 2022; Mak, 2017; Stepchenkova & Zhan, 2013
Fostering tourists' engagement	Li, Li, Lin & Qiu, 2023; Bui, Alaei, Vu, Li & Law, 2021
Developing of holistic measurement frameworks for capturing and monitoring DI	Bui, Alaei, Vu, Li & Law, 2021

4. BRANCHING INTO NEW PATHWAYS - THEMATIC APPROACH

Most of the articles reviewed offer theoretical and conceptual challenges, context-driven approaches and methodological advances with suggestions for further research that can advance DI and provides valuable insights into marketing, branding and managing destinations. Novel paths that will advance DI research are outlined.

4.1 EXPERIENTIAL AND SENSORY DESTINATION IMAGE

In the last two decades of the 20th Century, research into consumer behaviour and marketing advanced with theories based on the notion of consumer experiences according to which individuals seek fantasies, pleasure, feelings, and fun (Holbrooke & Hirschman, 1982). This new vision of consumption and decision-making broke with consolidated lines of thought according to which individuals make their choices essentially moved by the rationality of the decision (Holbrooke & Hirschman, 1982; Lancaster, 1966). Tourism and

marketing research has revealed that consumption experiences, in their hedonic, utilitarian and social dimensions, gain meaning through the image of destinations (Hosany & Gilbert, 2010). The individual, as a tourist, simultaneously consumes spaces and images (Fierro & Aranburu, 2019).

In light of the experiential approach to marketing, sensory and symbolic stimuli influence decision-making (Holbrook & Hirschman, 1982) and associations to the destination or DI (Josiassen, Assaf, Woo, & Kock, 2016; Echtner & Ritchie, 1991; Boulding, 1956). As the tourism industry is an industry of dreams (Le, Scott & Lohmann, 2019), and tourists are “hedonic vacationers” or “daydreamers” (Li, He, Li, Huang & Liu, 2023: 5), new challenges for tourists, residents and public and private managers arise. Therefore, The DMO must harmoniously orchestrate stimuli (design of the experience and design of the scapes and stages where the experience takes place), including the destination brand and its communication (induced agents – Gunn, 1972; Saraniemi, 2011).

Critical to this process is understanding the nature and structure of this construct to the benefit of shaping a DI that is congruent with the experiences that tourists live on-site (Li, He, Li, Huang & Liu, 2023; Lalicic, Marine-Roig, Ferrer-Rosell & Martin-Fuentes, 2021; Echtner & Ritchie, 1991). When tourists visit the destination, their holiday fantasies are informed by induced and autonomous sources (projected image) and storytelling other tourists shared on social networks (organic sources), which make them more realistic (Li, He, Li, Huang & Liu, 2023).

There is consensus that visitation, interactions and experiences with the destination and its people, along with the feelings evoked, give shape to DI and loyalty (Stylidis, Woosnam & Tasci, 2022; Tasci et al., 2007). Stompff (2003) argue that brand values are communicated by experiences, which, in turn, trigger emotions and identity, thus affecting DI formation. The design of the DI and touristic experiences must be human-centered and based on interactive design processes (Golestaneh, Guerreiro & Pinto, 2021). According to Lalicic, Marine-Roig, Ferrer-Rosell and Martín-Fuentes (2021: 10) “Destination image

design should be intrinsically related to tourists' experiences and based on experiential data".

Visiting the place gives rise to the formation of a new, more complex and real image (Li, Liu & Soutar, 2021; Sharma & Nayak, 2019; Fakeye & Crompton, 1991; Gunn, 1972). Although the role of tourism experience in shaping the DI is recognized (e.g., Choi & Cai, 2022; Li, Liu & Soutar, 2021; Lee, Lee & Lee, 2014), it has not yet been properly addressed in the literature. Guerreiro, Pinto, Matos, Pereira, Bagheri, Sequeira, Agapito, Ramos, Wikesjö, Martins & Bender (2023) explore the concept of Experiential Destination Image (EDI) and, by employing a mix-methods design (qualitative and quantitative methods), develop a scale to measure the EDI following Churchill (1979) procedures. This study incorporates an experiential view of the characteristics of the destination (cognitive) and the emotions of tourists (affective) balanced by the autobiographical memory (Anaya & Lehto, 2023; Li & Zhao, 2021). By doing so, an operational definition of EDI is advanced, and EDI is conceptualized as "a bidimensional construct formed by: cognitive factors – infrastructures, local culture, leisure activities, environmentally oriented, entertainment, local gastronomy, and landscape -; atmospheric or affective factors – joyful, calm, family safe and glamorous. Both factors are drawn by the visitor on site experience which shape a complex, dynamic, and realistic mental representation of the destination" (Guerreiro, Pinto, Matos, Pereira, Bagheri, Sequeira, Agapito, Ramos, Wikesjö, Martins & Bender, 2023: 12). The EDI scale was developed and tested in the Algarve, a mature seaside destination in the Mediterranean area. It provides an accurate and realistic measurement, not only for this popular tourism destination in the south of Portugal, but also for other tourism destinations with similar characteristics. Furthermore, the experiential nature of DI as shaped by recent on-site visitation is recognized as critical and, bearing this in mind, a new measurement is developed.

It is through the five senses that human beings interact with their surroundings (Agapito, 2020). Multisensory impressions, therefore, gain relevance in the design of the tourist experience "within the consumption of places" (Agapito,

2020: 2). Literature in the field of management and marketing explores concepts such as destination imagery (Matos, Mendes & Pinto, 2015) and destination brand experience (Rathus, 2020; Brakus, Schmitt & Zarantonello, 2009) where the contribution of senses is recognised. Hirschman and Holbrook (1982) advocate those multisensorial impressions generate multisensory images which can inform historical imagery – related to an event that actually occurred – or fantasy imagery – drawn on particular sensory elements that inform imagination (Singer, 1996). In this vein, being it in an (unstructured) imagery scenario defined previously to on-site experiences (Matos, Mendes & Pinto, 2015) or in a scenario of (structured) destination images stored in the long-term memory (Lee, Scott & Lohmann, 2019), senses shape the holistic representations of destinations in tourists' minds (Echtner & Ritchie, 1991) and consequent behaviours (Afshardoost & Eshaghi, 2020). The theory of embodied cognition posits that physical experiences are connected with psychological states (Krishna, 2012) and can directly influence consumers' attitudes and behaviours in an unconscious way (Krishna & Schwarz, 2014). Scholars acknowledge that more investigation on senses in tourism studies is needed (Agapito, 2020; Buzova, Cervera-Taulet, & Sanz-Blas, 2020). However, it is recognized that multisensory experiences should be considered in the formation process of the image at the destination level.

Although still little explored, this is not a new topic in destination marketing literature. Previous studies have already noted the role of multisensory impressions in shaping a holistic impression or the image of destinations (Li, Li, Lin & Qiu, 2023; Nghiê-m-Phú & Bagul, 2020; Kim & Kerstetter, 2016; Xiong, Hashim, & Murphy, 2015; Huang & Gross, 2010; Son & Pearce, 2005). However, those studies did not advance with conceptualisation and testing. During a study on the image of international students in Australia, Son and Pearce (2005) found that participants use visual, olfactory, auditory and tactile elements to describe their Impressions. The authors introduced the multisensory image as a third component of the DI. They proposed that "a multisensory assessment should be added to cognitive and affective appraisals of a destination" (Son & Pearce, 2005: 23). The term *multifaceted image* was introduced, and a new definition of

DI was elaborated to reflect the new conceptualisation of the construct: "an individual's subjective beliefs, feelings, and multisensory representations toward a tourist destination" (Son & Pearce, 2005: 24). A multifaceted image assessment (MIA) framework is developed. Later, Huang and Gross (2010) and Xiong et al. (2015) recovered this line of investigation and, through qualitative methodologies, confirmed the multisensory dimension of image formation regarding the ancient town of Phoenix. Kim and Kerstetter (2016) found that sensory processing impacts on DI formation by conducting experimental research on US individuals regarding their impressions of South Korea. Lv, Li and McCabe (2020) use online reviews to portray tourists' sensory impressions of a heritage town in China and empirically confirm its explanatory ability regarding destination loyalty, especially in the face of on-site experiences. Nghiêm-Phú and Bagul (2020) recently studied visual and auditory images as triggers of cognitive, affective and conative images. Researchers argue that "sensory images are the attributes that an individual holds of a destination through seeing (visual), hearing (auditory), smelling (olfactory), tasting (gustatory) and touching or being touched (tactile)" (Nghiêm-Phú & Bagul, 2020: 2).

Given the undeniable experiential nature that characterises consumption in touristic contexts and the role of senses in DI formation, Trang, Yoo, Joo and Lee (2023) challenge the *status quo* and question whether the traditional dimensions included in bi- and tri-dimensional models fully capture the image of destinations. In line with Echtner and Ritchie (1991), authors argue that "tourists' sensory connections to a destination can be essential to their mental representations of the destination, unique from its cognitive or affective images" (Trang, Yoo, Joo & Lee, 2023: 1). Adopting Churchill's (1979) scale development process, authors create and validate a measurement for the multisensory image. Findings allow validating the multisensory image as an additional dimension of DI. Authors argue that it allows a more accurate assessment of how the destination is represented in the minds of visitors. In addition, the study also explores and confirms the impacts of DI on important outcomes such as satisfaction with the tourist experience and loyalty.

Based on the tri-dimensional notion of the multifaceted image of destinations - cognitive-affective-sensory - Li, Li, Lin and Qiu (2023) analyse consumer reactions to viewing different formats (animated vs static) of images about tourist destinations (visual stimuli). Although the direct experience at the destination is fundamental for the formation of sensory perceptions about the place, research in the areas of psychology and neurosciences concludes that visual elements can be used to trigger imagery (Elder et al, 2017; Pearson et al, 2015) and related multisensory feelings (Lee & Shin, 2020). For example, photos induce virtual experiences and stimulate individuals' imagination about the place (Li, Li, Lin & Qiu, 2023; Zhang, Chen & Li, 2020; Önder & Marchiori, 2017; Stepchenkova & Zhan, 2013). For more clarity, scholars call for further research of impacts of visual stimuli on image formation (Li, Chen, Wang & Liu, 2020; Kim, Kim & Bolls, 2014; Bernkopf & Nixon, 2019). By employing mixed methods and based on an experimental design, Li, Li, Lin and Qiu (2023) conclude that animated images significantly impact the three dimensions of DI – cognitive, affective and sensory image. In their research, a sample of 400 individuals (200 per group experimental study), composed only of young adults who have never visited the destination – Georgia – participated in an online survey. Among other managerial implications, results can inform marketing practitioners to design compelling advertisements to engage potential visitors by evoking multifaceted images. If, on the one hand, static images tend to elicit holistic perceptions about places, on the other hand, animated visuals evoke concrete ones, professionals can manage promotional activities accordingly with specific objectives and targets, both in online and offline channels.

Li, Lv and Scott (2023: 323) view sensory consumer experiences as “a complementary but different mental mechanism to the destination image”. Both evolve over time and play parallel roles in predicting revisit intentions (Lv, Li & McCabe, 2020). Studying DI and sensory impressions as drivers of revisit intentions in an ancient heritage town, China, Li, Lv and Scott (2023) conclude that DI influence more the decision to revisit in the pre-trip stage and sensory impressions in the post-visit stage proving its potential as a core element in memorable experiences. Further exploration on the dynamics of sensory

impressions and destination images and its effects on consumer behaviour are then claimed.

Despite not being a topic of recent investigation, this perspective opens up new research opportunities since the understanding of the role of the senses in the image is still vague (Li, Li, Lin & Qiu, 2023; Trang, Yoo, Joo & Lee, 2023). Trang, Yoo, Joo and Lee (2023) call for further research to add a cross-cultural validity of multisensory image and testing it in similar settings. Furthermore, future studies must investigate if the multisensory image drives the cognitive or affective image components and the effect of each component on important outcomes like satisfaction and destination loyalty. The effects of travel purposes or experience on multisensory images and tourist satisfaction and loyalty deserves more attention. Tourist experiences can be analysed as a mediator between DI dimensions (including multisensory image dimension) and tourist satisfaction. Li, Li, Lin and Qiu (2023) expanded knowledge on this topic by investigation static and animated images related to tourism destinations. Since the DI formation is an ongoing process and diverse personal factors and information sources contribute to it, future studies must explore diverse scenarios or stimuli and adopting cross-cultural perspectives, namely different regions and destination types. Recognising that people is not able to detail about their own sensorial impressions, it is also suggested the adoption of more creative methods and other approaches with the assistance of neuroscience equipment.

4.2 ONLINE DESTINATION IMAGE

Online Destination Image (ODI) refers to "the online representation of the collective beliefs, knowledge, ideas, feelings and overall impressions of a destination" (Mak, 2017: 282). The main difference between DI and ODI is that new technologies and social networks now allow tourists to create and share content and, consequently, co-create the DI by sharing their own experiences and images about the place (Mak, 2017). In the digital arena, the ODI is influenced by a multitude of factors that DMOs cannot control, such as the

phrases used in search engines, the types of shared images, website access, the types of users generating eWOM, among others (Mak, 2017; Hunter, 2016; Rodríguez-Molina et al., 2015). In this sense, the DI is no longer a one-way projection that manipulates visitors' perceptions; it is, instead, a social construction over which the online user has complete control (Hunter, 2016; Hunter, 2022). The representation of place under these circumstances has taken on new complexities as online representations replace reality and put into question place authenticity (Hunter, 2016). DI, as projected by the content generated by tourists, is a relatively new research field (Xiao, Fang, Lin & Chen, 2022; Jiménez-Barreto et al., 2020).

The online experience of a destination has, in some sense, become just as important as the real or physical experience since it is positively correlated to tourist behaviours such as intention to visit and recommend (Jiménez-Barreto et al., 2020). However, the intention to visit and image formation have been shown to vary depending on the type of platform travellers use to access the information (Molinillo et al., 2018). These findings confirm the hypothesis proposed by Mak (2017) that different social media platforms, and, consequently, different forms of TGC, impact the ODI in different ways.

ODI has, therefore, gained an increasing influence on consumer behaviour, destination choice, destination reputation, and eWoM (Jiménez-Barreto et al., 2020; Bernkopf & Nixon, 2019; Molinillo et al., 2018; Terzidou et al., 2018; Hunter, 2016). Much of the research on the topic of ODI has focused on how users form an image of a destination based on online resources (Paül i Agustí, 2021; Mak, 2017; Rodríguez-Molina et al., 2015). It makes imperative to understand the different representations of a specific destination across platforms controlled by DMOs and those of users (Garay Tamajón & Cànoves Valiente, 2017; Kladou & Mavragani, 2015; Stepchenkova & Zhan, 2013). For this reason, studies on projected and perceived images are common in recent studies (e.g., Li, He, Li, Huang, & Liu, 2023; Qu, Dong & Gao, 2022; Zhang., Qi & Qi, 2021; Kuhzady & Ghasemi, 2019; Mak, 2017).

4.2.1 Textual, pictorial and video content

ODI content includes textual, visual and video (e.g., Li, He, Li, Huang & Liu, 2023; Zuo, Tsai, Su, Jantes, Chen & Liu, 2023; He, Deng, Li & Gu, 2022; Qu, Dong & Gao, 2022; Xiao, Fang, Lin & Chen, 2022; Paül i Agustí, 2021; Zhang., Qi & Qi, 2021; Kuhzady & Ghasemi, 2019). Textual content is the text-based content shared by DMOs (e.g., Li, He, Li, Huang & Liu, 2023; Qu, Dong & Gao, 2022) and by tourists (e.g., Xiao, Fang, Lin & Chen, 2022; Mak, 2017). Visual content includes photos (e.g., Xiao, Fang, Lin & Chen, 2022) and videos (e.g., Zuo, Tsai, Su, Jantes, Chen & Liu, 2023) created and shared by DMOs and tourists.

Many researchers in the field of tourism have highlighted the significant role of visual content or photography in travel and tourism contexts (Yu, Xie & Wen, 2020; Volo, 2021; Yu & Egger, 2021; Picazo & Moreno-Gil, 2019; Mak, 2017; Stepchenkova & Zhan, 2013; Jenkins, 2003; Urry, 1990; Chalfen, 1979). In fact, it is considered a key element in DI formation (Xiao, Fang, Lin & Chen, 2022; Stepchenkova & Zhan, 2013; Jenkins, 2003; Markwell, 1997) both as induced and organic agents (Gartner, 1994).

The scenes, the aesthetic quality and the visual uniqueness of destinations are portrayed in photos (Marder, Erz, Angell & Plangger, 2019). They can add to the measurement of TDI (Xiao, Fang, Lin & Chen, 2022). Beyond the tourism scene, photos shared by tourists on social media also convey subjective evaluations, like visual aesthetics and uniqueness that together shape the overall representation of the DI online (Xiao, Fang, Lin & Chen, 2022; Stepchenkova & Zhan, 2013).

By analysing the visual content posted by tourists on social media platforms, researchers can interpret the DI "from tourists' own, emic perspective", which then allows them "to describe and understand beliefs, attitudes, and behavior" (Michaelidou et al., 2013: 792). According to some studies, visual content is more easily remembered and has faster effects on attitude (Arefieva, Egger & Yu, 2021; Kuhzady & Ghasemi, 2019; Kim, Kim & Bolls, 2014; Ye & Tussyadiah,

2011), and impressions (Ye & Tussyadiah, 2011). UGC photos give insights into destination brand associations (Hsu & Song, 2014) and socially constructed meanings (Paül i Agustí, 2018). It is, therefore, a visual trigger of the identity and characteristics of the destination (Hunter, 2016), so its analysis in a semiotic approach shows how the trip to a given tourist destination should be (Hunter, 2016).

Photos illustrate the most representative elements of tourist experiences (Park & Kim, 2018) and through the digitisation of the tourist gaze (Urry & Larsen, 2011), share visual content to portray forms of consumption and impressions about places (Yu, Xie & Wen, 2020). The contents generated and shared by tourists are more comprehensive than those shared by DMOs (Mak, 2017). So, analysing UGC is particularly relevant to assist marketers in (re)designing marketing strategies accordingly (Song & Kim, 2016). As sharing pictorial content on websites became increasingly popular, many studies have stressed the importance of DMOs expanding their marketing activities to social media (Zuo, Tsai, Su, Jantes, Chen & Liu, 2023; He, Deng, Li & Gu, 2022; Xiao, Fang, Lin & Chen, 2022; Song & Kim, 2016; Choi et al., 2007).

In addition to capturing the beauty of the place, travel photos portray multisensory and engaging experiences of the idealized trip (Yu & Ko, 2017). When shared with family and friends or through social media, this pictorial content can be influential (Paül i Agustí, 2018; Joyner et al., 2018), shape DI (Lee, 2020) and serve as memorabilia (Yu & Ko, 2017). It is recognised that there is a gap related to the study of visual content and its role both as organic and induced image sources (He, Deng, Li & Gu, 2022; Kuhzady & Ghasemi, 2019; Zhang, Fu, Cai, & Lu, 2014; Stepchenkova & Mills, 2010), especially based on Instagram posts shared by the DMO and by the tourists themselves (Volo & Ariámis, 2021; Yu & Egger, 2021; Kuhzady & Ghasemi, 2019; Sheldon & Bryant, 2016). In light of the growing amount of visual datasets available, Volo and Irimiás (2021: 2) calls for "new methodological perspectives and fostering adequate visual analysis". Under the discipline of data science, big data analysis decodes meaningful information from social media posts, its influence on

tourists' engagement, or clustering tourists' preferences and location analytics (Arefieva, Egger & Yu, 2021; Yu, Xie & Wen, 2020; Kuhzady & Ghasemi, 2019; Sun, Huang, Peng, Chen & Liu, 2019). From a cross-disciplinary approach in the tourism context – semiotics, marketing, and data science – Arefieva, Egger and Yu (2021) use machine learning to cluster the image of Austria as a tourism destination on Instagram.

Textual data is also essential to the ODI (Mak, 2017; Pan, Xie, Guo & Hua, 2007) as it reflects the perceived DI and tourist experiences in an authentic and unsolicited way (P Pan, Xie, Guo & Hua, 2007). Blogging sites, as a host for textual travel-related content, have particularly attracted the attention of researchers (Mak, 2017; Tussyadiah & Fesenmaier, 2008; Pan et al., 2007). Many have argued that travel blog content is crucial in monitoring and improving the ODI and in adjusting marketing strategies (Pan, Xie, Guo & Hua, 2007) providing a deeper understanding of tourist behaviours and their perceptual dimensions of places (Tussyadiah & Fesenmaier, 2008). However, other mediums on which textual data can be found have also been considered by researchers, such as travel magazines (Hsu & Song, 2013)

4.2.2 Projected and perceived online destination image

Kotler, Haider and Rein (1993) stated that building the image includes two types of tourism DI in the place marketing literature: the projected Image and the perceived Image. The projected DI in online environments is defined as "the attributes projected through marketing communications (e.g., NTO websites) that represent the ideal characteristics of tourism products and offerings in a destination"; and perceived ODI as "the holistic impressions, perceptions and feelings that tourists share online about the tourism products and offerings in a destination" (Mak, 2017: 282). These are mental representations created based on the projected image and other sources related to the destination or the visit (Picazo & Moreno-Gil, 2019; Govers & Go, 2005; Mak, 2017; Baloglu & McCleary, 1999).

The projected image is a destination-based concept since "image is actively and purposefully promoted by destination marketers" (Kislali, Kavaratzis & Saren, 2016: 1-2), which makes use of induced sources. Hunter (2016: 222) adds that is the "purposive generation or packaging of verbal or visual representations for marketing or commentary", and it refers to the destination identity from the DMO's perspective (Qu, Dong & Gao, 2022; Qu, Xiang & Dong, 2022).

The projected image results from the action of government authority and private commercial efforts, aiming at creating a unique and iconic image of the place that is represented through "ideal" attributes (Hunter, 2013). It has a more commercial connotation, makes use of marketing techniques and is materialised in brochures, destination promotion programs, websites, promotional fairs, government documents, advertising materials, etc. Thus, they relate, to a large extent, to the induced agents (Gunn, 1988; Gartner, 1994) and intend to mould expectations before a visit (Li, He, Li, Huang & Liu, 2023). He, Deng, Li and Gu (2022: 598) advocate that "DMOs are at the forefront of projecting a positive destination image to influence tourists' destination choice".

The authorities in charge of marketing tourist destinations also project the desired image of the destination among diverse channels (Li, He, Li, Huang and Liu, 2023; Lojo, Li & Xu, 2020; Deng & Li, 2018), since they effectively target different market segments (Kuhzady & Ghasemi, 2019). It is noticeable that exaggerated or ambiguous information from reliable sources like those in use by the DMO can hurt destination brand trust and reputation and harm consumers' attitudes. Obtaining congruence between the image projected by the destination and the image perceived by its targets is, therefore, the purpose of destination marketing management activities (Qu, Xiang & Dong, 2022).

Reckard and Stokowski (2021) analysed text and visuals from Vermont's small, medium and large sky areas in the USA. Data was collected between 2016-2017 from the homepages of sky areas and town websites managed by local individual agencies and businesses. A content analysis was performed, and affiliation (small places), aspiration (medium places), and appropriation (large places) discourses were identified. A discourse of imagined places was also identified

across all study sites. Photos prove to be especially relevant to disclose place meanings. Authors suggest that discourses should also be studied from the perspective of social media followers, adopting quantitative analytical and longitudinal approaches.

Zuo, Tsai, Su, Jantes, Chen and Liu (2023: 2) explore the "dynamic construction of TDI by mapping the interaction and composition structure of destination iconic symbols displayed in DMO-produced" Promotional Videos. Space-people-activity is analysed through co-occurrences, an adequate approach to interpreting emotional and symbolic meanings of the destination. Against the Place attachment theory, the promotional videos from Thailand abroad between 1993 and 2021 are analysed. Traditionally measured using attribute-based approaches (e.g., Arefieva, Egger & Yu, 2021; Mak, 2017; Stepchenkova & Zhan, 2013; Beerli & Martin, 2004; Zuo, Tsai, Su, Jantes, Chen and Liu, 2023), this study takes a step forward by considering the linkages and connections among categories and, thus, portraying a holistic image of the destination. In fact, the theory of place attachment, made of a person's psychological processes and place dimensions (Scannell & Gifford, 2010), explains affective judgement on spatial contexts. Since the image of tourist destinations is more than just a collection of attributes, it is socially, cognitively and emotionally constructed. Afshardoost and Mohammad (2020), in their literature review on DI and loyalty, recognise that few studies include attributes of a social and emotional nature. Social interactions between tourists and residents shape the destination's image (Stylidis, Woosnam & Ivkov, 2020; Freire, 2009). In this study, space-specific attributes equal cognitive component, activity-specific attributes equals conative component, and people-specific attributes arise as the affective component and emotional bonding. After encoding video content using NVivo software, the data mining procedure disclosed Thailand's holistic image as a cultural destination. Co-occurrence analysis "capture the linkage and interrelationship between image components" (Zuo, Tsai, Su, Jantes, Chen & Liu, 2023: 11), thus revealing its hidden meanings and highlighting the emotional bonds between potential visitors and destinations. Findings also confirm that human presence in destination promotional videos (residents or

tourists) is crucial in building the emotional dimension of DI. In the scope of destination promotional videos used by Thailand abroad, Zuo, Tsai, Su, Jantes, Chen & Liu (2023), apart from claiming for further research using other promotional activities than videos, claim for cultural discrimination or experiments using videos with potential visitors to test their emotions.

With the advent and spread of Web, tourists have "the power to reproduce their perceived images" using social media platforms (Mak, 2017: 283; Volo & Arimiás, 2021). The "perceived" image is those formed in peoples' minds (Xiao, Fang, Lin & Chen, 2022; Kim & Lehto, 2013; Beerli & Martín, 2004; Chen & Hsu, 2000), and it relies on how tourists interpret the information related to the destination (He, Deng, Li & Gu, 2022; Tasci & Gartner, 2007). Perceived images result from the "interaction between projected images and the visitor's own personal characteristics" (Marine-Roig & Ferrer-Rosell, 2018: 237). Currently, tourists are active agents in building the image of destinations since they share their thoughts, impressions, processes and emotions about their visitor experiences (Marine-Roig & Huertas, 2020; Marine-Roig & Ferrer-Rosell, 2018). Sharing travel experiences is, nowadays, a mega-trend (Oliveira, Araújo & Tam, 2020), which is why the analysis of organic large-scale big data is a valuable source of information to assess the perceived Image (Li, He, Li, Huang & Liu, 2023).

Pan, Rasouli and Timmermans (2021) investigate the influence of destination image shared by social network members about multiple tourism destinations in Europe in tourists' decisions. Using a sequential choice experiment, based on an online questionnaire, findings prove the influential role of DI as portrayed by social network members on tourists' final destination choice. The authors call for further investigation on the relationship between tourists' personality traits and their destination preferences and on the respondents' cultural differences. Other destinations and more DI dimensions should be considered. Jiang, Chan, Eichelberger, Ma and Pikkemaat (2021) used data mining and sentiment analysis to study Hong Kong's ODI. Reviews shared by Chinese tourists were retrieved from popular online travel sites. Relying on Beerli and Martin (2004)

DI factors, sentiment analysis applied feature extraction and polarity judgement to get cognitive and affective image elements. Echtner and Ritchie's (1993) model guided the keywords and sentiment scores for the cognitive image attributes. The combination of sentiment analysis and secondary data is considered an area of marketing innovation and authors calls for more investigation including audio-visual data. A limitation that is similar to other studies using secondary data retrieved from online platforms and social networks is the fact that websites do not provide information about users' demographics. To overcome this limitation, other complementary data sources should be used.

From the perspective of DI analytics, design thinking and peer-to-peer accommodation, Lalicic, Marine-Roig, Ferrer-Rosell and Martin-Fuente's (2021) study aims to reveal how peer-to-peer lodging contribute to the DI formation and design of tourism experiences. Using data from 811,235 English written reviews retrieved from Inside Airbnb, between 2010 and 2018, about accommodations in four Spanish cities, a framework for DI analytics is introduced. As suggestions for future research, the authors mention the relevance of exploring the role of residents as destination's ambassadors, contrasting guest and host reviews, resorting to other text-mining approaches, including machine learning, to compare different touristic seasons, identify unique designator words to compare the profile of competing destinations and design appropriate destination images.

Since a holistic visual representation of the image of destinations must incorporate scenes of destinations, visual aesthetics and uniqueness, Xiao, Fang, Lin and Chen (2022) develop a framework that integrates these objective and subjective elements and propose an articulated Marketing strategy. Wuyuan, a rural destination in China, is the setting of this study. From a multidisciplinary perspective – image, marketing and data science in tourism contexts, big data and deep learning technologies, namely visual scene extraction, computational aesthetics and neural networks, are used to explore visual content in TGC photos, in terms of scenes recognition, aesthetics ad

uniqueness. The frequency of tourism scenes indicates the focus of tourists' gaze and the main symbols of this destination in the eyes of tourists. After, the correspondence analysis method suggests different types of scene compositions of tourism destinations. Findings reveal that visual aesthetics and uniqueness are key elements in differentiating destination images bringing practical implications for branding and marketing tourism destinations. As future research avenues, Xiao, Fang, Lin and Chen (2022) suggest extending this approach to other TGC formats, such as text and video. Also, verifying the evaluation of visual aesthetics and visual uniqueness by other means to confirm the methods' reliability is suggested.

Using data from Los Angeles official page Instagram, He, Deng, Li and Gu (2022) innovate because it employs Network methods and machine learning on a set of photos posted by visitors to guide decisions regarding the choice of suitable content to be shared by the DMO on its own social networks. The information taken from the UGC, and respective semantic network makes it possible to identify the core-periphery structural information for each dimension – affective and cognitive – of DI corresponding to the top-of-mind associations regarding the destination brand. This study offers a road map for using UGC to inform DMO's DI projection and content selection on social media. This process also contributes to improving online engagement. The study concludes that "if an OGC photo posted on social media contains elements that sit in the "core" of tourists' minds, it is likely to generate increased online engagement", especially of an affective nature (He, Deng, Li and Gu, 2022: 615). This study sheds light on the reciprocal and dynamic relationship between perceived and projected images. However, by adopting an audience-driven perspective as a baseline, it is possible to connect the findings with consumer behaviour, as the images projected by the DMO, when aligned with the core elements in the minds of consumers, impact the level of engagement. Relying on the two-dimensional DI affective-cognitive structure, this study confirms its use to explain and predict online engagement. By translating photos into text and numbers, both content formats can represent cognitive and affective associations (nodes) of the DI. These nodes are, therefore, top-of-mind associations (nodes of high frequency

and strongly connected to other high-frequency nodes). He, Deng, Li and Gu's (2022) study dealt with Instagram data from a single destination (Los Angeles) to explore the relationship between the core of tourists' minds about affective and cognitive dimensions of DI and online engagement. Aligning these powerful brand image top-of-mind associations and the DMO's posts will enhance brand awareness and familiarity. Los Angeles is a consolidated tourism destination, so further research should employ this methodological path in emerging tourism destinations or destinations in the repositioning process. The creation of machine learning context-specific labels should also be addressed in future studies. Furthermore, future research should combine online and offline traffics to determine the consequences of projecting core versus peripheral images of affective and cognitive nature.

Aware of the relevance of this topic and its implications for destination management, researchers explore the comparison between the projected image and perceived image (e.g., Li, He, Li, Huang & Liu, 2023; He, Deng, Li & Gu, 2022; Mak, 2017; Stepchenkova & Zhan, 2013), measure the effectiveness of destination marketing strategies through their congruence (e.g. Li, He, Li, Huang, & Liu, 2023; Wu, Xiang & Dong, 2022; Qu, Dong & Gao, 2022; Picazo & Moreno-Gil, 2019; Deng & Li, 2018; Marine-Roig & Ferrer-Rosell, 2018; Mak, 2017; Hunter, 2016), study the DI gap (e.g., Martín-Santana, Beerli-Palacio, & Nazzareno, 2017) and impacts' on engagement (e.g., He, Deng, Li & Gu, 2022; Guerreiro, Pinto, Ramos, Matos, Golestaneh, Sequeira, Pereira, Agapito, Martins & Wikesjö, 2023 [submitted]); Arefieva, Egger & Yu, 2021). Outcomes can inform DMOs and other stakeholders to better address destination attractiveness issues (Marine-Roig & Clave, 2016), the effectiveness of destination Marketing in meeting target markets' aspirations (Mak, 2017), real motivations behind repeater visitors (Chen & Xiao, 2013), among others. The coherence between the projected image and the perceived image results in the improvement of the global image of the tourist destination (Kuhzady & Ghasemi, 2019). However, by reviewing existing studies, Qu, Dong and Gao (2022) recognise difficulties in aligning segmentation and targeting with host-guest projected/perceived destination images.

In recent studies, contrasting projected and perceived image is a trend. Stepchenkova and Zhan (2013) compared photographic tourist-generated content shared on Flickr with photos used in the same social media by the DMO, in Peru. Authors found significant differences between projected and perceived online images of the country: travellers were more interested in the everyday lives of residents, and the DMO was more focused on sharing images about the local culture. Mak (2017) explores differences between projected and perceived online destination images of a tourist region, in Taiwan, and relevant misalignments were identified. For instance, transportation and accommodation are not part of the official projected content. More recently, Sun, Tang and Liu (2021) spot relevant misalignments in cognitive and affective attributes of DI in Australia. Qu, Dong and Gao (2022) investigated the (in)congruence between projected and perceived destination images by contrasting the projected network based on image attributes on the destination's official website and the perceived network based on image attributes collected in Blogs from repeating tourists. The contrast between the projected and perceived images' core nodes allows identifying significant misalignments in the case of the mature destination of Hangzhou, China. Findings can inform DI repositioning strategies to align brand positioning with perceived brand image.

By contrasting images posted by Barcelona DMO and tourists visiting the city on Instagram, Paül i Agustí (2021) used cartographic tools to analyse differences in the spatial distribution of projected and perceived images posted on this popular social network. Findings reveal that tourism boards focus on the same specific locations contrasting with user-generated images that show a richer and more diverse image of Barcelona. Further research is needed to clarify temporal variations, and users' nationalities, among others. The diffusion process of innovation in DI throughout projected images deserves more clarification.

Using data from a visitor open-ended questions survey and social media photos and metadata posted by the DMO, Lin, Liang, Xue and Schroeder (2021) employ

content analysis, machine learning and text analysis to compare DI outcomes from methodologies in assessing the image of a college town in the USA more comprehensively. Results point out that both methods must be viewed as complementary. Future research sources compare data from sources other than Flickr. Photo data was analysed by Google Vision API, which does not recognise local landmarks since it requires a huge number of photos. So, future studies should employ this mixed methods approach, especially machine learning, in major tourist locations with massive photo data. Interviews, surveys, photos, audio, and videos should be used to research tourism DI more comprehensively.

Li, He, Li, Huang and Liu (2023) measure the (in)congruence between projected and received images adopting an attractions-based approach. The chosen setting is Hainan, China, and attractions set include amusement parks and museums, city view, natural landscape, cultural monuments, shopping, parks and recreation. Using textual data shared on Ctrip (a leading online travel agency in China) provides useful insights about the positive influence of image congruence on how tourists evaluate their own experiences, moderated by the external crisis (like COVID-19), the readability of promotional messages and tourists' expertise. Mixed methods, namely text mining and econometrics, were used. Results point out that image congruence positively influences tourists' evaluations of their experiences at the destination since it impacts tourists' initial expectations. Li, He, Li, Huang and Liu (2023) recognise that by assessing DI congruence at the individual level (attractions at the destination) extend the concept within the consumer behaviour literature and claim for further theoretical discussions and empirical testing relationships between image congruence, its antecedents (like personal characteristics, social group, cultural background) and consequences (cognitive, affective and behavioural responses). Furthermore, additional information sources and how image congruence interacts with situational factors to influence perceptions, experiences and behaviours should be addressed in future studies. Since this study only uses text published on tourism websites, future studies should include photos and videos and sentiment analysis should also be incorporated; other social networks and other contexts (different cultures and latitudes);

experimental methods to clarify the role of sociodemographic variables can also contribute to advancing knowledge.

4.3 LOCALS AS DESTINATION IMAGE-MAKERS

Tourism, by its nature, creates the conditions for tourists and residents to interact in the destination (Lin, Chen & Filieri, 2017; Woosnam, Norman & Ying, 2009), which, in fact, "add a cultural and social flavour to their trip" (Tasci, Uslu, Stylidis & Woosnam, 2023: 431). In an attempt to seek explanations for the formation of image and loyalty, researchers advance with the concept of quality interaction between tourists and residents, useful to explain, for example, place attachment (Aleshinloye, Fu, Ribeiro, Woosnam & Tasci, 2020), emotional solidarity with residents (Woosnam, Stylidis & Ivkov, 2020; Joo, Tasci, Woosnam, Maruyama, Hollas & Aleshinloye, 2018) and DI (Stylidis, 2022; Tung, Tse & Chan, 2021; Stylidis, Shani & Belhassen, 2017). Locals are part of the destination and, as such, part of the destination's image (Stylidis, Woosnam and Tasci, 2022) and branding (Golestaneh, Guerreiro, Pinto & Mosaddad, 2021).

Actually, interactions between hosts and guests can shape the destination's image (Stylidis, 2022; Tse & Tung, 2021; Tasci & Severt, 2017) and provide additional insights about the place where they live in. "Friendly residents" and hospitality are key in assessing tourism DI from the tourists' eyes (Agapito, Oom do Valle & Mendes, 2013; Pike, 2002; Echtner & Ritchie, 1991). For residents, a positive DI can support positive perceived economic, sociocultural and environmental impacts from tourism and trigger positive behaviours towards tourists (Tse & Tung, 2021; Tung, 2019). The literature reports that socialisation stimulates positive relationships between the two groups (Tung, 2019). However, it is also possible to find evidence that unpleasant tourist behaviours reduce residents' tolerance (Tse & Tung, 2020), especially during the COVID-19 pandemic (Guerreiro, Pinto, Ramos, Marques, Lança & Lai, 2020; Pinto, Guerreiro, Renda, Pereira, Lança & Lai, 2020).

Host community adds a cultural dimension to the tourist experience and is frequently used within destination branding strategies (Golestaneh, Guerreiro, Pinto & Mosaddad, 2021; Woosnam, Stylidis & Ivkov, 2020; Konecnik & Go, 2008). As place brand ambassadors, residents communicate place values and meaning (Pinto, Guerreiro, Renda, Ramos, Marques, Lança & Lai, 2023 b; Tse & Tung, 2022; Stylidis, Cherifi, & Melewar, 2021; Tung, Tse & Chan, 2021; among others) and act as credible (organic) agents in shaping the DI (Stylidis, 2022; Stylidis, Woosnam and Tasci, 2022; Stylidis, Shani & Belhassen, 2017; Baloglu & McCleary, 1999).

Locals, as image-makers in destination marketing and branding (Golestaneh, Guerreiro, Pinto & Mosaddad, 2021), are still more relevant as they are more involved in social media platforms, creating and sharing content about the place where they live (Stylidis, 2022). Residents who perform their professional activity, directly or indirectly related to tourism, tend to develop more positive attitudes and more favourable image of the destination (Pinto, Guerreiro, Renda, Ramos, Marques, Pereira, Lança & Lai, 2023 a; Pinto, Guerreiro, Renda, Ramos, Marques, Pereira, Lança & Lai, 2023 b; Stylidis, Belhassen & Shani, 2017). Furthermore, when locals also play as tourism employees, their role as image-makers improves since they influence tourists' onsite experience and image (Stylidis, 2022).

Residents as destination image-makers is a line of research that emerges and gains strength in recent literature. Tasci, Uslu, Stylidis and Woosnam (2023) investigate place-oriented (DI and place attachment) and people-oriented (cultural distance, social distance and emotional solidarity) as drivers of loyalty behaviours within domestic and international travellers visiting a typical sea-sand-sun destination in Turkey. To explain destination loyalty through the influence of DI (affective and cognitive dimensions) and perceived distances on place attachment and emotional solidarity, a survey collected data from domestic and international leisure travellers. Results point out that place-oriented factors (cognitive and affective image and place attachment) are better predictors of loyalty than people-oriented factors. Both DI dimensions positively

influence place attachment and indirectly loyalty, although the influence of cognitive dimension is stronger. People-oriented factors show a weaker impact on loyalty. This result calls attention to destination authorities to draw promotion materials showing locals and tourists to increase social affinity and sympathy. Other touristic contexts, namely ecotourism and community-based offers, should be studied to test the model's validity. Country-level DI, cultural influences and longitudinal studies are recommended. The authors also call for further investigation into the role of people-oriented and place-oriented concepts in tourism experiences, well-being, and happiness considering different traveller" psychographic, behavioural and demographic profiles.

Stylidis, Woosnam and Tasci (2022) study the role of perceived interaction quality (residents-tourists) on tourists' DI and loyalty. The theoretical background of this study is Vygotsky's (1978) theory of "zone of proximal development", according to which, as residents are "more knowledgeable others", they can impact the knowledge tourists have about the destination. A survey collected data from tourists in Greece. Structural equation modelling was performed to test a model where resident-tourist interaction quality drives affective and cognitive DI. New research avenues are suggested to test the model in other settings, explore tourist-tourist interactions on DI, satisfaction and loyalty, to include moderators like first-time vs repeat visitors or different nationalities.

Addressing the limited knowledge of the impacts of resident-tourist' interactions on DI formation and drawing on the Contact and Mere Exposure theory, Stylidis (2022) explores the role perceived quality of interaction with local community plays (residents and tourism employees) in cognitive, affective and conative DI components. Using data from two studies in Greece, Stylidis (2022) tested the proposed model separately by performing a confirmatory factorial analysis and testing their structural relationships via structural equation modelling (SEM). A multigroup comparison gives insights into relationship variations across two studies. Findings reveal that resident-tourist interactions affect DI components. Future research may test the model across different tourist destination profiles,

including other constructs, like emotional solidarity. Also, the impact of interaction, emotional solidarity and satisfaction on DI deserve more investigation. Mediating and moderating effects of first-time and repeat visitors, ethnic or religious groups should be addressed by further studies.

In an original work, Stylidis, Cherifi and Melewar (2021) explore commonalities and divergences in DI regarding London as a place to visit and to live in. Findings from a qualitative approach using semi-structured interviews with foreigners visiting London (Czechs and Greeks) suggest that although the dimensions of the city's image are aligned, it is perfectly differentiated in people's minds. The city's image as a tourist destination is the platform from which people draw their image of London as a place to live. In addition to attractions, amenities, accessibility and services, this study incorporates aesthetic and social dimensions into the conceptual design of the image of the place as a tourism destination. The aesthetic qualities of a destination (Kirillova, Fu, Lehto & Cai, 2014) and the social dimension of the image (Stylidis, 2022) are already recognised in the literature, but studies are still scant; therefore, a possible direction for the future research. Regarding the image of the place to live, a new dimension emerges – the economic environment (jobs, economic development, cost of living, among others). The associations and interlinkages between the two images of the same place are richer and more complex in the place to live. Mental associations of London as a tourism destination are globally more positive. The authors highlight the option for a qualitative methodology, which thus allows respondents to freely express their opinions, feelings, perceptions, ideas and unique elements that shape their images about the same place. This study used the Identity Theory to clarify different perceptions of the same city from the perspective of the respondent's identity. It is, therefore, necessary "recognising identity lens through which a person perceives a place" (Stylidis, Cherifi & Melewar, 2021: 7). Future research should, above all, verify these results in larger populations and take into account different cultural backgrounds, the image as a place to study and to invest, incorporating the identities of the student, the investor, as well as the immigrant.

Tse and Tung (2021) explore a holistic view of residents' intergroup behaviours for and against tourists mapping the valence (facilitative or harmful) and intensity of behaviours (active or passive) and their implications on DI formation. Two independent studies were conducted. First, a sample of residents in Hong Kong was studied to assess behaviours towards tourists. Second, two samples of residents in Singapore and the USA provide cross-cultural validity. As future research avenues to advance the DI mainstream, authors suggest exploring the predictive power of residents' behaviours (passive-facilitation-accommodating, active-facilitation-initiating, passive-harm-distancing, active-harm-intimidating) on tourists' DI and competitiveness as well as on residents' willingness to act as place ambassadors.

Tung, Tse and Chan (2021) investigate the effects of negative information about residents on potential tourists' DI formation during the COVID-19 pandemic. By employing experimental design methods within first-time travellers, findings reveal that tourists use the compensatory efforts concept by evaluating other aspects of the destination (e.g., culture or environment) more positively, especially when delving into a destination they would like to visit. Authors suggest that future studies should employ qualitative methods to understand better how negative information about residents can harm DI or the role of history and culture as a compensatory effort under these circumstances. Different age groups and repeat visitors should be included in new studies. Effects of travel bubbles on DI should also be analysed.

4.4 DESTINATION IMAGE AND RISK PERCEPTION

Tourist activity is quite vulnerable to crises, natural disasters, terrorism, wars, sanitary conditions or political or economic sanctions (Gorji, Garcia & Mercadé-Melé, 2023; Avraham, 2021 a b; Ghorbanzadeh, Shabbir, Mahmood & Kazemi, 2021; Lu & Atadil, 2021; Perpiña, Prats & Camprubi, 2021). Even jellyfish can inform risk perception, damaging DI in beach tourism destinations (Crowley-Cyr, Gershwin, Bremser, Abraham, Martin, Carreño & Wüst, 2022). Beyond

severe damage to the DI of countries in the epicentre of the pandemic, like China (Lu & Atadil, 2021), literature also notice chaotic DI management practices (Hunter, 2022).

DI, as a multidimensional construct made of cognitive, affective and behavioural components, is mainly connected with positive attributes of places, and destination-specific travel risks are not in consideration (Roehl & Fesenmaier, 1992). Risk perception refers to the perceptual uncertainties a person can be exposed to when travelling (Chew & Jahari, 2014). It includes cognitive and affective dimensions, which are significantly correlated (Trumbo, Peek, Meyer, Marlatt, Grunfest, McNoldy & Schubert, 2016). Cognitive attributes of risk perception refer to the risks a traveller may encounter at any stage of the travel journey. Cognitive evaluation of destinations is broadened if cognitive image simultaneously includes travel risks. Similarly, the affective image can be more inclusive if risk feelings are included in the equation, thus expanding Russell, Ward and Pratt's (1981) inspired affective scale. Risk perception and DI are thus complementary concepts if considering positive and negative attributes and emotions. In line with this, by merging risk perception and DI, Perpiña, Prats and Camprubi (2021) develop a more complex and comprehensive conceptual approach to measure destination perceptions. The dual image-risk perception concept is the theoretical ground of this approach.

Lu and Atadil (2021) studied the impact of COVID-19 on the formation of China's image and behavioural intentions, among US travellers, through mixed methods. A DI scale for a country during the COVID-19 pandemic is developed. Results from an online survey show low travel intentions to China amid COVID-19. Destination safety and security, and news about COVID-19 are critical image factors. A content analysis on CNN News identified keywords and sentiments towards China. Findings showed a trend in emotionally harmful content, which has a stronger influence on forming a more negative image of the country among respondents who follow CNN news. The authors suggest that future studies should test the scale in other countries affected by sanitary crisis, considering a more representative sample and other news sources, like social media.

Furthermore, cultural differences and time-series data to properly monitor changes in the DI should be addressed.

Adopting subjective knowledge, past travel experience, destination perceptions, and intention to revisit as theoretical underpinnings, Perpiña, Prats and Camprubi (2021) work on the empirical evidence of this dual image-risk perception concept. An online survey in Spain assessed potential tourists' perceptions of Colombia in South America. After an Exploratory and Confirmatory Factor Analysis, the SEM was used to test the conceptual model. Sociodemographic were used to explore differences in the image and risk perceptions. Findings support destination perceptions as a multidimensional construct comprising image and risk attributes (cognitive evaluations) and feelings (affective evaluations). Future studies should expand the model by including other variables such as information search, cultural proximity and sensation seeking. In addition, other destinations and possible differences between non-visitors and first-time visitors must also be addressed. Longitudinal studies are also suggested as a line of future research.

Within this line of research, Ghorbanzadeh, Shabbir, Mahmood and Kazemi (2021) investigate the quality of the tourist experience as a predictor of DI, perceived value, satisfaction and behavioural intentions in the context of dark tourism, especially war tourism. The study takes place in Iran, an emerging tourism destination in the Middle East, and defines the image of war tourism destinations as "an overall destination image formed through tourists' experiences of interacting with a war tourism destination" (Ghorbanzadeh, Shabbir, Mahmood & Kazemi, 2021: 3094). The empirical study was conducted in two war destination-areas, and a survey of visitors of war museums collected data that was analysed with structural equation modelling to test the proposed model. Findings reveal that DI, satisfaction and perceived value mediate the relationship between experience quality and behavioural intentions. Future studies should consider probability methods to overcome the limitations of convenience sampling. Scale development procedures should be adopted in future studies to offer a reliable scale that is more context-oriented. Tourists'

emotions and motivations should also be addressed in future research. Quantitative survey methods should be complemented by eye tracking to minimise common method variance bias.

In the context of managing the COVID-19 pandemic, social distancing policies generated contradictory responses, that is, chaordic responses (Hunter, 2022). The answer to managing the image of destinations is sometimes a mixture of order and chaos, called 'chaordi' (Olmedo & Mateos, 2015). Hunter (2022) used the structural social semiotics methodology to explore chaordic changes resulting from the COVID-19 pandemic in an urban tourism destination (Seoul). Two cross-cultural studies collected data in 2020 (online) and 2021 (onsite) to demonstrate the evolution of the DI from idealised representations of prevention to mitigation actions. Through the lens of semiology, the author interprets visual signs of social distancing in the context of public reactions against COVID-19.

In a country marked by political instability and risk of terrorism, Assaker and O'Connor (2021) study the role of UGC platforms as facilitators of the relationship between political risk and terrorism, DI and travel intent to Lebanon. Using data from online surveys of residents in France and UK, respondents were grouped according to their use of eWOM platforms. Then a PLS-SEM and multigroup analysis were conducted to test the model. Results confirm that political instability and terrorism risk are key predictors of DI formation, no matter the respondents' gender, age, education, previous travel experience and nationality. eWOM usage moderates the proposed relationships among the constructs. Further studies on this topic should include more destinations, additional populations, and more control variables like ethnicity and travellers' psychographic characteristics.

The influence of multiple touch points across the customer journeys on tourists' experiences and DI in crisis contexts is recently explored by Krey, Dieck, Wu and Fountoulaki (2023). Using structural equation modelling to analyse data from a survey of tourists in Crete, Greece, the influence of negative word-of-mouth (WOM) about its financial difficulties in the pre-consumption stage of travel experience driving actual travel experience and satisfaction. Uncontrollable

negative WOM predicts DI. However, once at the destination, positive experiences reshape positively pre-trip influences and satisfaction. Future studies should replicate this approach in other crisis contexts, compare first-time with repeat visitors, and assess the impact of technologies to shed more light on the impact of negative WOM along the tourist travel journey.

Drawing on qualitative data from in-depth semi-structured interviews with visitors and non-visitors, Gorji, Garcia and Mercadé-Melé (2023) explore how tourists perceive a sanctioned country as a tourism destination and behavioural intentions. Drawing on the tourism crisis concept, which stems from any threat that can affect the normal functioning of the tourist industry and that can affect perceptions of reputation, safety and global image of the destination, the authors see sanctions as a crisis. Iran is the setting of this study. Findings reveal that sanctions influence the DI's risk perceptions and affective and cognitive dimensions. Non-visitors perceive Iran as a highly risky destination. Those who have already visited the country in the past describe its image as hospitable and warm. Cross-cultural studies and mixed methods are recommended to assess risk perception and DI along the travel journey to visit sanctioned destinations.

In the face of human-made or natural-made disasters, DI repair strategies are necessary to recover the attractiveness of the place as a tourism destination. Literature reports that a brand can correct a negative image resulting from crises by adopting strategies that, in the field of tourism, must be within the domain of Marketing (Faulkner & Vikulov, 2001; Walters & Mair, 2012). Avraham and Ketter (2016 (cited by Avraham, 2021 a), especially attentive to the case of tourist destinations, propose "a multi-step model for altering place image", which fundamentally includes three types of image repair strategies: source, audience and message. Avraham (2021 a) studies the strategies used by European countries to recover damages caused by terrorist attacks. Against the background of tourism marketing and DI repair, adopting a multi-case approach, qualitative content analysis is applied to study advertising, websites, social media accounts, media reports and digital marketing. Findings showcase three kinds of image-repair strategies: source-focused strategies (blaming the

media for distorted coverage, finding alternative media), message-focused strategies (business as usual, contradictory messages, ignoring or reducing the scale of the crisis, new attractions, expanding DI, films and series) and audience-focused strategies (new audiences, emphasis on similar values, history and enemies). With the same theoretical span and methodology (Avraham, 2021a), Avraham (2021b) investigated how Americans act in image repair strategies after crises caused by terrorist attacks, pandemics like COVID-19, volcanic eruptions, floods, mass shootings, hurricanes, coastal pollution and wildfires, between 2001 and 2020. A multi-case approach was adopted to overcome the perspective of specific case studies. The three image recovery strategies were confirmed, but new influential factors were identified: resource allocation, cooperation, involvement of different players, quick reaction, and holistic crisis management policy. Avraham (2021a) suggests deepening knowledge on the topic by conducting in-depth interviews to explore local marketers' actions in dealing with image repair in the context of terrorist attacks.

4.5 ENVIRONMENTALLY ORIENTED DESTINATION IMAGE

Tourist destinations around the world seek to invest in initiatives that contribute to sculpting a positive environmental image in the hope that this will increase the attractiveness of the place. Although some destinations develop their brand around a value proposition associated with being environmentally friendly, studies that investigate the environmental image of destinations are scarce. Works that explore the relationship between the environmental image and pro-environmental behaviour of tourists (Lee & Jeong, 2018; Su & Swanson, 2017), loyalty (Lee & Xue, 2020), destination brand equity (Bigné, Zanfardini & Andreu, 2020), mostly in nature-based destinations, are noteworthy. In fact, despite being emerging, this is a line of investigation that deserves the attention of future studies.

Recent research on the subject explores the influence of image of environmentally sustainable destination on loyalty (Lee & Xue, 2020) as well as the adoption of pro-environmental behaviours by tourists (Lee & Jeong, 2018) and residents (Wang, Li & Yang, 2020). Bilynets, Knezevic and Dolnicar (2023) argue that publicly visible pro-environmental events contribute to position the destination as environmentally oriented and interfere in the organic image formation (Gunn, 1972).

There are several pro-environmental initiatives that, in addition to minimizing the negative impacts of tourism, can act in the formation of the organic image of the destination. For example, eco-friendly water and waste management, sustainable mobility, renewable energy, recycling systems, reducing the use of plastic, green credentials like ecolabels, among others. To prevent greenwashing perceptions, it is important to put into practice public initiatives that prove the destination's environmentally friendly orientation and thus endorse this dimension of the image (Hanks, Zhang, Line & McGinley, 2016).

With Ljubljana, in Slovenia, as a setting with pro-environmental initiatives, Bilynets, Knezevic and Dolnicar (2023) conduct a survey within visitors at the city's airport, upon arrival and again upon departure. The findings reveal that pro-environmental initiatives influence the assessment of environmentally friendly and sustainable environmental image attributes. Upon departure, tourists remember the pro-environmental events they had the opportunity to attend. Thus, one of the main contributions of this study is to prove that it is possible for DMO to proactively interfere in the organic dimension of DI, contrary to the theory of image formation according to which the organic image cannot be controlled by fate (Gunn, 1972, 1988). Practical implications are discussed, namely that putting in practice environmental initiatives is noticed and appreciated by tourists which leads to DI improvements and reduces the environmental footprint of this activity. Future studies must address cultural factors, consider impacts on pro-environmental behaviours, include other destinations and investigate interactions of organic and induced agents of DI formation.

5. CONTEXT AND MEASURES

5.1 CONTEXT-DRIVEN APPROACHES

Studies on destination image published in Top-journals in Tourism, Hospitality and Leisure take place in settings mainly in Asia, setting for 24 of the 60 articles under review. 19 of which depict Chinese countries, regions and cities. Several countries, cities and islands in Europe are also studied (13 out of 60 studies). Four studies focused on multiple settings and two did not specify the context (Table 5).

Table 5 – Context-driven studies

Asia (40%)	Ma & Li, 2023; Li, He, Li, Huan. & Liu, 2023; Li, Lv & Scott, 2023; Zuo, Tsai, Su, Jantes, Chen & Liu, 2023; Trang, Yoo, Joo & Lee, 2023; Zhou, Xiong, Li, Liu, Wang & Ryan, 2023; Hunter, 2022; Kim & Barber, 2022; Qu, Dong & Gao, 2022; Qu, Xiang & Dong, 2022; Tasci, Uslu, Stylidis & Woosnam, 2022; Tse & Tung, 2022; Xiao, Fang, Lin & Chen, 2022; Cheng & Fountain, 2021; Chi & Han, 2021; Fu & Timothy, 2021; Lu & Atadil, 2021; Jiang, Chan, Eichelberger, Ma & Pikkemaat, 2021; Rejikumar, Ajitha, Jose & Mathew, 2021; Tavitiyaman, Qu, Tsang & Lam, 2021; Zhang, Qi & Qi, 2021; Wong & Lai, 2021; Wu & Lai, 2021
South America (5%)	Arroyo, Barbieri, Knollenberg & Kline, 2023; Chaulagain, Jahromi & Fu, 2021; Perpiña, Prats & Camprubí, 2021
North America (10%)	He, Deng, Li & Gu, 2022; Sharma, Stylidis & Woosnam, 2022; Avraham, 2021 b; Dubois, Griffin, Gibbs & Guttentag, 2021; Lin, Liang, Xue, Pan & Schroeder, 2021; Reckard & Stokowski, 2021
Europe (22%)	Bilynets, Cvelbar & Dolnicar, 2023; Krey, Dieck, Wu & Fountoulaki, 2023; Li, Li, Lin & Qiu, 2023; Bastiaansen, Straatman, Mitas, Stekelenburg & Jansen, 2022; Carreira, González-Rodríguez & Díaz-Fernández, 2022; Stylidis, 2022; Stylidis, Woosnam & Tasci, 2022; Stylidis, Cherifi & Melewar, 2021; Avraham, 2021 a; Lalicic, Marine-Roig, Ferrer-Rosell & Martin-Fuentes, 2021; Pan, Rasouli & Timmermans, 2021; Paul i Agustí, 2021
Middle East (10%)	Gorji, Garcia & Mercadé-Melé, 2023; Ndubisi & Nair, 2023; Assaker & O'Connor, 2021; Ghorbanzadeh, Shabbir, Mahmood & Kazemi, 2021; Rasoolimanesh, Seyfi, Hall & Hatamifar, 2021; Soltani, Nejad, Azad, Taheri & Gannon, 2021
Oceania (3%)	Bui, Alaei, Vu, Li & Law, 2022; Maghrifani, Liu & Sneddon, 2022
Multiple destinations (7%)	Crowley-Cyr, Gershwin, Bremser, Abraham, Martin, Carreño & Wüst, 2022; Nguyen & Hsu, 2022; Alahakoon, Pike & Beatson, 2021; Andersson, Bengtsson & Svensson, 2021; Davari & Jang, 2021

5.2 MEASURES AND METHODOLOGICAL ADVANCES

The image, in the context of the marketing of tourist destinations, despite being a widely studied and discussed topic, although not very consensual, currently moves in a novel landscape. One of the main features is that traditional approaches and data analysis methods – self-reported surveys, interviews among others – are no longer enough.

In the set of articles analysed in this study, there is a solid predominance of quantitative design methods (27 out of 60 papers). The data collection instrument is the self-administered questionnaire, in person or online. In addition to descriptive statistics, exploratory and confirmatory factor analysis are often used. Structural Equation Modelling, with PLS, AMOS or Lisrel, tests relationships between latent variables. Multigroup Analysis is also trendy.

Mixed methods design, combining qualitative and quantitative approaches, allow capturing in a more comprehensive and context-driven way the image of tourist destinations. For example, Picture-text diads in DMO's promotional materials and survey questionnaire (Arroyo, Barbieri, Knollenberg, & Kline, 2023), Semi-structured interviews and survey questionnaires (Rasoolimanesh, Seyfi, Hall & Hatamifar, 2021; Trang, Yoo, Joo, & Lee, 2023), focus groups, semi-structured interviews and survey questionnaires (Cheng & Fountain, 2021; Fu & Timothy, 2021), survey questionnaire and social media photos, blogs, text metadata (Lin, Liang, Xue & Schroeder, 2021; Marques, Vinhas da Silva & Antova, 2021; Lu & Atadil, 2021) are in use.

Eight studies employ experimental design methods. The experiments are carried out mainly through survey questionnaires (Ma & Li, 2023; Li, Li, Lin & Qiu, 2023; Li, Lv & Scott, 2023; Davari & Jang, 2021; Crowley-Cyr, Gershwin, Bremser, Abraham, Martin, Carreño & Wüst, 2022; Dubois, Griffin, Gibbs & Guttentag, 2021; Tung, Tse & Chan, 2021). Only one of the studies performed EEG Experiment + Behavioral Experiment, Emotion-related, event-related potential (ERP).

Qualitative design methods are used in eight studies that employ secondary (e.g., web pages, advertising, press interviews, screenshots) or primary (semi-structured interviews) data (e.g., Avraham; 2021 a, b; Gorji, Garcia & Mercadé-Melé, 2023; Reckard & Stokowski, 2021; Stylidis, Cherifi, & Melewar, 2021; Zhang, Qi & Qi, 2021; Alahakoon, Pike & Beatson, 2021). Hunter (2022) employ semiotic methodologies to guide pictorial data interpretation.

This new landscape where the destination image is crafted is strongly marked by the challenges brought by social networks and the content shared by tourists. It is a new landscape marked by various actors and sources of information – induced and organic – about tourist destinations. In a permanent dialectic, these agents, together shape images that, sometimes, are not totally congruent. Faced with the big data availability on social networks, it is important to encourage the adoption of new methodological approaches to foster adequate analysis of destination images. Although this big data is readily available, it is not designed to answer specific research questions. However, recent literature points out that its use can generate new insights, especially in combination with traditional approaches. Li, He, Li, Huang and Liu (2023) identify two approaches to transforming unstructured data (text and images) into structured data for analysis (coding): (1) manual content analysis for the manual design of code schemes and libraries (e.g., Song & Hsu, 2014), and (2) automated content analysis by employing algorithms to extract elements and compute values (He, Deng, Li & Gu, 2022). In measuring the projected-perceived image (in)congruence about the destination, diverse approaches have been used, mainly general content comparative analysis (e.g., Kim & Lehto, 2013), network analysis (He, Deng, Li & Gu, 2022), compositional analysis (e.g., Marine-Roig & Ferrer-Rosell, 2018), among others. Given the relevance of this issue, the investigation focused, in the first place, on quantitative methodologies to determine the congruence between projected and perceived images about the same place (Qu, Xiang & Dong, 2022; Qu, Dong & Gao, 2022). For example, reviewing previous research, Qu, Dong and Gao (2022) recognise a substantial evolution in investigating projected and perceived images at the destination level. Authors argue that there was a notorious progression from (1) frequency

and ranking comparisons to sophisticated statistical methods, (2) textual image to textual and visual image, (3) recognising to calculating the size of image gap, (4) analysing individual image attributes to profiling image clustering, (5) setting explicit image contents to image networks. Nine studies, using metadata from textual, pictorial and videos, use data mining procedures to study the image projected and perceived through content shared by DMOs and tourists on social networks and websites. Machine learning, associative semantic-network based on co-occurrence, sentiment analysis and cartographic tools were employed (Li, He, Li, Huang, & Liu (2023); Bui, Alaei, Vu, Li & Law (2022); He, Deng, Li, & Gu (2022) Qu, Dong & Gao (2022) Qu, Xiang & Dong (2022) Jiang, Chan, Eichelberger, Ma & Pikkemaat (2021) Zuo, Tsai, Su, Jantes, Chen, & Liu (2023) Xiao, Fang, Lin & Chen (2022) Paul i Agustí (2021). Table 6 summarizes these findings.

Table 6 - Methods

Methods	authors
mixed methods design	Arroyo, Barbieri, Knollenberg, & Kline (2023); Trang, Yoo, Joo, & Lee (2023); Cheng & Fountain (2021); Fu & Timothy (2021); Lin, Liang, Xue & Schroeder (2021); Lu & Atadil (2021); Marques, Vinhas da Silva & Antova (2021); Rasoolimanesh, Seyfi, Hall & Hatamifar (2021)
experimental design	Li, Li, Lin & Qiu (2023); Li, Lv & Scott (2023); Ma & Li (2023); Bastiaansen, Straatman, Mitas, Stekelenburg & Jansen (2022); Crowley-Cyr, Gershwin, Bremser, Abraham, Martin, Carreño & Wüst (2022); Davari & Jang (2021); Dubois, Griffin, Gibbs & Guttentag (2021); Tung, Tse & Chan (2021)
quantitative design	Bilynets, Cvelbar, & Dolnicar (2023); Krey, Dieck, Wu, & Fountoulaki (2023); Ndubisi & Nair (2023); Zhou, Xiong, Li, Liu, Wang, & Ryan (2023); Carreira, González-Rodríguez & Díaz-Fernández (2022); Kim & Barber (2022); Maghrifani, D., Liu, F. & Sneddon (2022); Nguyen & Hsu (2022); Sharma, Stylidis & Woosnam (2022); Tasci, Uslu, Stylidis & Woosnam (2022); Tse & Tung (2022); Stylidis (2022); Stylidis, Woosnam & Tasci (2022); Andersson, Bengtsson & Svensson (2021); Arifieva, Egger and Yu (2021); Assaker & O'Connor (2021); Chaulagain, Jahromi, & Fu (2021); Chi & Han (2021); Ghorbanzadeh, Shabbir, Mahmood & Kazemi (2021); Lalicic, Marine-Roig, Ferrer-Rosell & Martin-Fuentes (2021); Pan, Rasouli & Timmermans (2021); Perpiña, Prats & Camprubí (2021); Rejikuma, Ajitha, Jose & Mathew, 2021); Soltani, Nejad, Azad, Taheri & Gannon (2021); Tavitiyaman, Hailin, Tsang & Lam (2021); Wong & Lai (2021); Wu & Lai (2021);

qualitative design	Gorji, Garcia & Mercadé-Melé (2023); Hunter (2022); Alahakoon, Pike & Beatson (2021); Avraham (2021 b); Avraham (2021 a); Reckard & Stokowski (2021); Styliadis, Cherifi, & Melewar (2021); Zhang, Qi & Qi (2021)
Data mining	Li, He, Li, Huang, & Liu (2023); Zuo, Tsai, Su, Jantes, Chen, & Liu (2023); Bui, Alaei, Vu, Li & Law (2022); He, Deng, Li, & Gu (2022); Qu, Dong & Gao (2022); Qu, Xiang & Dong (2022); Xiao, Fang, Lin & Chen (2022); Jiang, Chan, Eichelberger, Ma & Pikkemaat (2021); Paül i Agustí (2021)

6. NEW RESEARCH AVENUES

6.1 THEORIES

Theme 1: Experiential and sensory destination image

The conceptualisation of the destination image is not consensual and may vary between one or more dimensions. In line with the tradition in research on the destination image, recent literature also dominates studies focusing on the one-dimensional approach, especially the cognitive dimension. In this context, the bi-dimensional structure of the image is studied mainly through the cognitive and affective components. The three-dimensional approach to destination image proves to be less consensual among recent studies that, in addition to the classic dimensions - cognitive-affective-conative or cognitive-affective-global-call for dialogue with more challenging approaches: cognitive-affective-multisensory, designative-appraisive-prescriptive, cognitive-affective-unique. However, since tourism activity allows tourists to be engaged in different activities and diverse scenarios, the impact of those experiences on tourists needs to be re-evaluated since it affects tourists in different ways (Li, Li, Lin & Qiu, 2023), particularly their senses. As noted previously, the role of the senses in destination image formation is critical. In light of the above discussed, the multisensory image is formed and is reflected in DI dimensions (e.g., cognitive or affective, multisensory) (Li, Li, Lin & Qiu, 2023; Li, Lv & Scott, 2023; Trang, Yoo, Joo & Lee, 2023). In addition, new approaches incorporating the effects of tourists' experiences as mediators stress the need to integrate new approaches focusing on the new holistic consumption and its effects (e.g., on satisfaction

and loyalty) (Trang, Yoo, Joo & Lee, 2023). Further exploration of the dynamics of experiences and sensory impressions on DI and its effects on consumer behaviour is claimed (Li, Lv & Scott, 2023). Thus, it is proposed the following:

RP1: New conceptual approaches are needed to define, assess and verify the relationship between existing and new dimensions of DI.

Theme 2: Online destination image

With the internet and online platforms' dominance among younger generations, destination and DMO managers need to monitor the pros and cons of such channels. For instance, the Instagram posts shared by the DMO and by the tourists themselves provide new opportunities to explore the field of visual media due to their influence as an organic or induced DI source of information among potential visitors (He, Deng, Li & Gu, 2022; Yu & Egger, 2021). Moreover, several authors have argued that among the content shared, the relationship between tourists' personality traits, culture, and destination preferences (but also differences) can be examined (Pan, Rasouli and Timmermans, 2021). Extending this view, Lalicic, Marine-Roig, Ferrer-Rosell and Martin-Fuentes (2021). They also posit the need to look into residents' role as destination ambassadors in the online environment. The online DI enables novel processes to communicate the destination innovatively (Paul I Agustí, 2021). For example, destination managers should combine online and offline traffics to determine the consequences of projecting core versus peripheral images of affective and cognitive dimensions (He, Deng, Li and Gu, 2022). Thus, further theoretical discussions and empirical testing relationships between image congruence, its antecedents (like personal characteristics, social group, and cultural background) and consequences (cognitive, affective and behavioural responses) need to be investigated (Li, He, Li, Huang & Liu, 2023). Aware of the challenges this new reality poses to DMOs in DI management, Bui, Alaei, Vu, Li and Law (2022) advance with a holistic measurement framework using Big Data. This framework allows not only to measure but also to compare and contrast DI taking into account different contexts (online and offline), content creators (DMOs and other organisations in the destination and tourists), data sources

and methods (visual, textual data from diverse social media, sentiment analysis). Therefore, it is argued that:

RP2: Advances in the conceptualisation of comprehensive approaches, considering the multidimensional nature of DI across online and offline contexts, diverse content creators and methods are claimed.

Theme 3: Locals as destination image makers

Each tourist's unique and complex DI of a place or destination also results from their interaction with locals (Stylidis, 2022). The predictive power of residents' behaviours (passive-facilitation-accommodating, active-facilitation-initiating, passive-harm-distancing, active-harm-intimidating) on tourists' DI and the residents' willingness to act as place ambassadors (Tse & Tung, 2021) are critical to evaluate the destination competitiveness. Thus, recent studies have emphasised the need to explore not only resident-tourists' interactions but also the role of people-oriented and place-oriented concepts in DI, considering different travellers' psychographic, behavioural, and demographic profiles (Stylidis, Woosnam & Tasci, 2022; Tasci, Uslu, Stylidis & Woosnam, 2023). Other authors also argue the need for studying DI along with moderators like first-time vs repeat visitors (Stylidis, Woosnam & Tasci, 2022), age and age groups (Tung, Tse & Chan, 2021), ethnic or religious groups (Stylidis, 2022). Newfound outcomes (e.g., emotional solidarity, well-being, happiness) and previous ones (e.g., satisfaction, loyalty) have also been found as ill-explored and lacking in the DI literature mainstream from the perspective of residents (Stylidis, 2022; Stylidis, Woosnam & Tasci, 2022). The relevance of attributes such as *friendly residents* and *hospitality* are recognised as key elements in the formation of DI from tourists' perspective (Echtner & Ritchie, 1991). In fact, residents play a dual role in DI management. On the one hand, their image of the place where they live and how they see it as a DI influence their attitudes and behaviours towards tourism and tourists. On the other hand, their role as brand ambassadors is influential in shaping the image of the place as a tourism destination, both in online environments (social media) and on-site. Despite

being recent, this line of research is promising as there are still interesting requests for future research. It is posited that:

RP3: The DI theoretical framework should be expanded to incorporate place-oriented and people-oriented factors in delving into and managing the congruence between the DI portrayed by the Place brand, the DI as perceived by tourists and the contribution to the well-being and sustainable goals.

Theme 4: Destination Image and risk perception

The development of technology and the increase in travelling worldwide enabled tourists over the past decades to have more and easier access to diverse destinations (emerging and mature). New technologies (e.g., internet and social media) empowered tourists that can now share their journey, cultural interactions, and travel experiences, even in made-made or nature-made crisis contexts (Krey, Dieck, Wu & Fountoulaki, 2023; Gorji, Garcia & Mercadé-Melé, 2023; Lu & Atadil, 2021). Thus, positive and negative experiential moments are within easy reach to potential tourists, influencing the DI and the (e)-WOM (Krey, Dieck, Wu & Fountoulaki, 2023). In this scenario, the perceptions of the risks involved before, during, and after travelling are more present than ever (Gorji, Garcia & Mercadé-Melé (2023; Lu & Atadil, 2021). In effect, then, the model of DI needs to be expanded to include other variables such as information search, cultural proximity and sensation seeking (Perpiña, Prats & Camprubi, 2021) during the moments of tension at the destination or crisis (e.g., during terrorist attacks, war, or pandemics). Aware of the multidimensional nature of DI, authors propose that the construct incorporates both positive and negative attributes (Trumbo, Peek, Meyer, Marlatt, Gruntfest, McNoldy & Schubert, 2016; Roel & Fesenmaier, 1992), like cognitive attributes of risk and risk feelings (Perpiña, Prats & Camprubi, 2021). Thus, it is proposed the following:

RP4: The DI conceptualisation and operationalisation needs to be extended to integrate the dual image-risk perception concept to face new challenges (e.g., pandemics, war, sanctions, natural disasters).

Theme 5: Environmentally oriented destination image

Destination promotional videos from DMOs and short videos produced and shared by tourists about their holiday experiences (Zuo, Tsai, Su, Jantes, Chen & Liu, 2023; Xiao, Fang, Lin & Chen, 2022), emphasising nature and landscape are among the most shared content on social networks. The evaluation and appeal of visual aesthetics and visual uniqueness of natural settings and environments to tourists are recognised (Xiao, Fang, Lin & Chen, 2022). Climate change and the various actions taken by international institutions such as the United Nations, governments, NGOs, civil society, companies and individuals have led to a growing awareness of our contribution to reducing the ecological footprint. As the tourist industry is one of the most polluting (Dolnicar, 2020), it is natural that, in this context, citizens are sensitive to environmentally sustainable practices. Particularly at a time environmental concerns and pro-environment behaviours are more common (Bilynets, Knezevic & Dolnicar, 2023). Consequently, understanding and monitoring those concerns and behaviours is critical for the destination's competitiveness and appeal in the eyes of potential tourists. As discussed above, tourists share their experiences and perceptions about places in online and offline channels, and content related to the environment in the context of tourism activity is sensitive (Pan, Rasouli & Timmermans, 2021). Destination managers accordingly seek to implement environment-friendly practices (Bilynets, Knezevic & Dolnicar, 2023; Wong, Ruan, Cai & Huang, 2021), which are induced and organic sources of information thus contributing to the formation of a green destination image (Bilynets, & Dolnicar, 2023). However, despite the immense growth of content shared on social networks (both by the DMO and tourists), its study regarding place-oriented pro-environmental practices on DI is still in its infancy (Bilynets, Knezevic & Dolnicar, 2023; Picazo & Moreno-Gil, 2019). Therefore, it is proposed that:

RP5: Tourists' pro-environmental behaviours and concerns about the destination and the DMOs' environment-friendly practices must be aligned. Furthermore, DI conceptual frameworks must evolve to capture and monitor deviations as shared online and offline because their influence the DI formation.

6.2 CONTEXT AND MEASURES

Theme 6 - Context-driven approaches

Addressing the claim that DI is context-driven (Echtner & Ritchie, 1991), recent studies on the topic multiply in different latitudes. Over the past years, diverse regions and destinations have been used for collecting data to inform the study of DI, i.e., mostly in China (Li, Li, Lin & Qiu, 2023). However, despite the extensive research and multitude of scenarios and stimuli under research (Li, Li, Lin & Qiu, 2023), cross-cultural perspectives are still needed to compare different destinations and those with similar characteristics (Trang, Yoo, Joo and Lee, 2023). It will enable managers to assess the performance of their destinations against direct and indirect competitors. It is requested for scholars to clarify temporal variations (over time, i.e., longitudinal studies), including special contexts (e.g., social, economic crisis) and special distribution of projected and perceived images (Paul i Agustí, 2021; Qu, Dong & Gao, 2022; Sun, Tang & Liu, 2021). Regarding this, it is proposed that:

RP6: Temporal variations, cross-cultural studies, and spatial distribution of projected and perceived DI among mature and new tourism destinations, by tourists' profiles, are needed.

Theme 7 - Measures and methods

New approaches and methodologies to capture the multidimensional nature of DI imbued with on-site experience and the experiential nature of consumption in touristic contexts are wanted (Lalicic, Marine-Roig, Ferrer-Rosell & Martin Fuentes, 2021; Trang, Yoo, Joo & Lee, 2023). It encompasses new approaches incorporating less used methodological approaches such as visual analysis (Volo & Irimiás, 2021), experimental methods (Li, He, Li, Huang & Liu, 2023) and mixed methods (e.g., interviews, surveys, qualitative analyses of photos, audio, videos). Machine learning, Artificial Intelligence, and sentiment analysis (Lin, Liang, Xue & Schroeder, 2021) are promising in uncovering symbolic meanings, emotions and sentiments about DI from their shared content (Reckard & Stokowski, 2021). Network analysis of semantic networks

based on co-occurrence can disclose relevant destination-related associations (Lai & Li, 2012) and clarify the DI across different profiles of tourists, residents and decision-makers (He, Deng, Li & Gu, 2022; Wang, Li & Lai, 2018; He, Deng, Li & Gu, 2022). Scholars should also explore more creative methods and approaches, like those involving neuroscience, physiology, or eye tracking (Ghorbanzadeh, Shabbir, Mahmood & Kazemi, 2021; Li, Li, Lin & Qiu, 2023).

RP7: Creative and innovative approaches involving quantitative, qualitative, experimental and technological-integrated methods should be used, developed, and applied in the study of DI to unveil place meanings and tourists' sentiments and emotions.

7. CONCLUSION

This study aims to perform a state-of-the-art review (Grant & Booth, 2009) to leverage key research streams and trends and exploring new research paths to assist tourism Management and Marketing at the destination level. ID is still a key concept in the area of management and marketing of places and destinations that is growing in terms of new branches, theories, contexts and methodologies. As shown in in this lesson, by dealing with up-to-date and relevant literature on a topic that has been extensively explored since the 1970s, this study opens promising avenues of investigation that can contribute to expanding knowledge and improving the management and marketing of tourist destinations.

Without intending to carry out a systematic literature review, the systematic search of articles published in the last two years in top academic journals allows for tracking the topic's evolution. The TCM framework (Paul, Parthasarathy & Gupta, 2017) was the lens from which this state-of-the-art review was designed and developed, attending key research streams and trends to explore new research avenues to assist Management and Marketing in the tourism destination field.

Thus, and in view of the extensive body of literature on the topic, which still seems to attract the attention of top journals on Tourism, Leisure, and Hospitality Management, this critical interpretive synthesis (Dixon-Woods et al., 2006) allows linking with theoretical and conceptual issues to profile destination image roots, identify new thematic approaches from recent ramifications as well as emerging contexts and measures. Seven promising themes stand out: (1) experiential and sensory DI, (2) online DI, (3) locals as destination image-makers, (4) DI and risk perception, (5) environmentally oriented DI, (6) context-driven approaches and (7) measures and methodological advances. In light of the discussed and aligned with the widely recognised complex nature (Marine-Roig & Ferrer-Rosell, 2018) and the conceptual and definitional problems (Lai & Li, 2016) assigned to DI, calls for further research were inspiring in the design of new research avenues branching into theories and context and measures and related research propositions.

Even though this is a widely studied topic, given the new challenges, it was stimulating to look at the relevance of studying the image of tourist destinations, which is, even today, undeniable and considered essential to Management and Marketing in the field of tourism design and branding. So, while an extensive review of the dense body of DI literature is beyond the scope of this work, key findings are outlined. The author, therefore, believes that leveraged by the complex challenges that research on DI presents, this study offers useful insights for advancing research on DI and the practical management. However, this discussion is not free of limitations that should inspire future developments. Despite mobilising an important collection and classic authors to support the DI roots, identifying new paths and related themes, contexts and measures is outlined based on a limited selection of papers. Given the multidisciplinary nature of the concept of image (Tasci, Gartner and Cavulgil, 2007), visiting sources other than Tourism, Leisure and Hospitality Management may contribute to strengthening the findings. Furthermore, other sources (e.g., newspapers, books, reports, conference proceedings), different languages and a broader time frame are recommended in future studies.

8. REFERENCES

- Afshardoost, M. & Eshaghi, M. S. (2020). Destination image and tourist behavioural intentions: A meta-analysis. *Tourism Management*, 81, 104154.
- Agapito, D. (2020). The senses in tourism design: A bibliometric review. *Annals of Tourism Research*, 83, 102934.
- Agapito, D., Oom do Valle, P. & Mendes, J. da C. (2013). The Cognitive-Affective-Conative Model of Destination Image: A Confirmatory Analysis. *Journal of Travel and Tourism Marketing* 30 (5), 471–81.
- Alahakoon, T., Pike, S. & Beatson, A. (2021). Transformative destination attractiveness: An exploration of salient attributes, consequences, and personal values. *Journal of Travel & Tourism Marketing*, 38(8), 845-866.
- Aleshinloye, K. D., Fu, X., Ribeiro, M. A., Woosnam, K. M. & Tasci, A. D. A. (2020). The Influence of Place Attachment on Social Distance: Examining Mediating Effects of Emotional Solidarity and the Moderating Role of Interaction. *Journal of Travel Research*, 59(5), 828–849.
- Aloise-Young, P. A., Hennigan, K. M. & Graham, J. W. (1996). Role of the self-image and smoker stereotype in smoking onset during early adolescence: a longitudinal study. *Health Psychology*, 15(6), 494.
- Alrawadieh, Z., Alrawadieh, Z. & Kozak, M. (2019). Exploring the impact of tourist harassment on destination image, tourist expenditure, and destination loyalty. *Tourism Management*, 73, 13–20.
- Anaya, G. J., & Lehto, X. (2023). ‘Moments to be Had’: Understanding The Experience of Memorable Tourism Moments. *Tourism Management*, 95, 104674.
- Anaya, G. J. & Lehto, X. (2023). Moments to be Had: Understanding: The experience of memorable tourism moments. *Tourism Management*, 95, 104674.
- Andersson, S., Bengtsson, L. & Svensson, Å. (2021). Mega-sport football events’ influence on destination images: A study of the of 2016 UEFA European Football Championship in France, the 2018 FIFA World Cup in Russia, and the 2022 FIFA World Cup in Qatar. *Journal of Destination Marketing & Management*, 19, 100536.
- Arefieva, V., Egger, R. & Yu, J. (2021). A machine learning approach to cluster destination image on Instagram. *Tourism Management*, 85, 104318.
- Arroyo, C. G., Barbieri, C., Knollenberg, W. & Kline, C. (2023). Can craft beverages shape a destination’s image? A cognitive intervention to measure pisco-related resources on conative image. *Tourism Management*, 95, 104677.

Assaker, G. & O'Connor, P. (2021). eWOM platforms in moderating the relationships between political and terrorism risk, destination image, and travel intent: the case of Lebanon. *Journal of Travel Research*, 60(3), 503-519.

Avraham, E. (2021a). Combating tourism crisis following terror attacks: image repair strategies for European destinations since 2014. *Current Issues in Tourism*, 24:8, 1079-1092.

Avraham, E. (2021 b). From 9/11 through Katrina to Covid-19: crisis recovery campaigns for American destinations. *Current Issues in Tourism*, 24:20, 2875-2889.

Baloglu, S. & Brinberg, D. (1997). Affective images of tourism destinations. *Journal of travel research*, 35(4), 11-15.

Baloglu, S. & McCleary, K. W. (1999). A model of destination image formation. *Annals of tourism research*, 26(4), 868-897.

Banyai, M. & Glover, T. D. (2012). Evaluating research methods on travel blogs. *Journal of Travel Research*, 51(3), 267-277.

Barnes, S. J. Mattsson, J. & Sørensen, F. (2014). Destination brand experience and visitor behavior: Testing a scale in the tourism context. *Annals of Tourism Research*, 48: 121-139.

Barthes, R. (1964). Rhétorique de l'image. *communications*, 4(1), 40-51.

Bastiaansen, M., Straatman, S., Mitas, O., Stekelenburg, J. & Jansen, S. (2022). Emotion measurement in tourism destination marketing: A comparative electroencephalographic and behavioral study. *Journal of Travel Research*, 61(2), 252-264.

Beerli, A. & Martin, J. D. (2004). Factors influencing destination image. *Annals of tourism research*, 31(3), 657-681.

Bernkopf, D. Nixon, L. (2019). The Impact of Visual social media on the Projected Image of a Destination: The Case of Mexico City on Instagram. In: Pesonen, J., Neidhardt, J. (Eds) *Information and Communication Technologies in Tourism*. Springer, Cham.

Bigné, E., Zanfardini, M. & Andreu, L. (2020). How online reviews of destination responsibility influence tourists' evaluations: An exploratory study of mountain tourism. *Journal of Sustainable Tourism*, 28(5), 686–704.

Bilynets, I., Cvelbar, L. K. & Dolnicar, S. (2023). Can publicly visible pro-environmental initiatives improve the organic environmental image of destinations? *Journal of Sustainable Tourism*, 31:1, 32-46.

Boulding, K. (1956). *The image: Knowledge in life and society*. (47), USA: University of Michigan Press.

- Brakus, J. J., Schmitt, B. H. & Zarantonello, L. (2009). Brand experience: what is it? How is it measured? Does it affect loyalty? *Journal of marketing*, 73(3), 52-68.
- Bui, V., Alaei, A. R., Vu, H. Q., Li, G. & Law, R. (2021). Revisiting Tourism Destination Image: A Holistic Measurement Framework Using Big Data. *Journal of Travel Research*, 1–21.
- Busby, G. & Haines, C. (2013). Doc Martin and film tourism: The creation of destination image. *Tourism: An International Interdisciplinary Journal*, 61(2), 105-120.
- Buzova, D., Cervera-Taulet, A. & Sanz-Blas, S. (2020). Exploring Multisensory Place Experiences Through Cruise Blog Analysis. *Psychology and Marketing*, 37(1), 131–40.
- Cai, L.A. (2002). Cooperative branding for rural destinations. *Annals of Tourism Research*, 29(3), 720-742.
- Carreira, V., González-Rodríguez, M. R. & Díaz-Fernández, M. C. (2022). The relevance of motivation, authenticity and destination image to explain future behavioural intention in a UNESCO World Heritage Site. *Current Issues in Tourism*, 25(4), 650-673.
- Castro, C. B., Armario, E. M. & Ruiz, D. M. (2007). The influence of market heterogeneity on the relationship between a destination's image and tourists' future behaviour. *Tourism management*, 28(1), 175-187
- Chalfen, R. M. (1979). Photograph's role in tourism: Some unexplored relationships. *Annals of Tourism Research*, 6(4), 435-447.
- Chaulagain, S., Jahromi, M. F. & Fu, X. (2021). Americans' intention to visit Cuba as a medical tourism destination: A destination and country image perspective. *Tourism Management Perspectives*, 40, 100900.
- Chaulagain, S., Wiitala, J. & Fu, X. (2019). The impact of country image and destination image on US tourists' travel intention. *Journal of Destination Marketing & Management*, 12, 1-11.
- Chen, C. F. & Tsai, D. (2007). How destination image and evaluative factors affect behavioral intentions? *Tourism management*, 28(4), 1115-1122.
- Chen, G. & Xiao, H. (2013). Motivations of repeat visits: a longitudinal study in Xiamen, China. *Journal of Travel & Tourism Marketing*, 30(4), 350-364.
- Chen, J. S. & Hsu, C. H. (2000). Measurement of Korean tourists' perceived images of overseas destinations. *Journal of Travel Research*, 38(4), 411-416.
- Cheng, D. & Fountain, J. (2021). Mainland Chinese Generation Y tourists to Tibet: Travel constraints, revisit intention and their negotiation. *Journal of Hospitality and Tourism Management*, 48, 128-137.

- Chew, E. Y. T. & Jahari, S. A. (2014). Destination image as a mediator between perceived risks and revisit intention: A case of post-disaster Japan. *Tourism Management*, 40, 382–393.
- Chi, C. G. Q. & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism management*, 29(4), 624-636.
- Chi, X. & Han, H. (2021). Emerging rural tourism in China's current tourism industry and tourist behaviors: The case of Anji County. *Journal of Travel & Tourism Marketing*, 38(1), 58-74.
- Choi, S. H. & Cai, L. A. (2022). Destination Image Is Not Enough: Proposing Experiential Tourism Image. *Tourism Analysis*, 27(4), 553-557.
- Choi, S., Lehto, X. Y. & Morrison, A. M. (2007). Destination image representation on the web: Content analysis of Macau travel related websites. *Tourism management*, 28(1), 118-129.
- Chon, K. S. (1990). The role of destination image in tourism: A review and discussion. *The Tourist Review*, 45(2), 2-9.
- Churchill, G. A. (1979). A Paradigm for Developing Better Measures of Marketing Constructs. *Journal of Marketing Research*, 16(1), 64–73.
- Cian, L. (2011). How to measure brand image: a reasoned review. *The Marketing Review*, 11(2), 165-187.
- Crompton, J. L. (1979). An assessment of the image of Mexico as a vacation destination and the influence of geographical location upon that image. *Journal of travel research*, 17(4), 18-23.
- Crowley-Cyr, L., Gershwin, L-A, Bremser, K., Abraham, V., Martin, M. J.M., Carreño, M. & Wüst, K. (2022). Jellyfish risk communications: The effect on risk perception, travel intentions and behaviour, and beach tourism destinations. *Journal of Hospitality and Tourism Management*, 51, 196–206.
- Dann, G. M. (1996). Tourists' images of a destination-an alternative analysis. *Journal of Travel & Tourism Marketing*, 5(1-2), 41-55.
- Davari, D. & Jang, S. (2021). Visit intention of non-visitors: A step toward advancing a people-centered image. *Journal of Destination Marketing & Management*, 22, 100662.
- Deng, N. & Li, X. R. (2018). Feeling a destination through the "right" photos: A machine learning model for DMOs' photo selection. *Tourism Management*, 65, 267–278.
- Dichter, E. (1985). What's in an image. *Journal of Consumer Marketing*, 2(1), 75-81.

- Dixon-Woods, M., Cavers, D., Agarwal, S., Annandale, E., Arthur, A., Harvey, J., ... & Sutton, A. J. (2006). Conducting a critical interpretive synthesis of the literature on access to healthcare by vulnerable groups. *BMC Medical Research Methodology*, 6, 1-13.
- Dolnicar, S. (2020). Designing for more environmentally friendly tourism. *Annals of Tourism Research*, 84, 102933.
- Dubois, L. E., Griffin, T., Gibbs, C. & Guttentag, D. (2021). The impact of video games on destination image. *Current Issues in Tourism*, 24(4), 554-566.
- Echtner, C. M. & Ritchie, J. B. (1991). The meaning and measurement of destination image. *Journal of tourism studies*, 2(2), 2-12.
- Echtner, C. M. & Ritchie, J. B. (1993). The measurement of destination image: An empirical assessment. *Journal of travel research*, 31(4), 3-13.
- Eid, R., El-Kassrawy, Y. A. & Agag, G. (2019). Integrating destination attributes, political (in) stability, destination image, tourist satisfaction, and intention to recommend: A study of UAE. *Journal of Hospitality & Tourism Research*, 43(6), 839-866.
- Elder, R. S., A. E. Schlosser, M. Poor & L. Xu. (2017). So Close I Can Almost Sense It: The Interplay Between Sensory Imagery and Psychological Distance. *Journal of Consumer Research*, 44 (4), 877-94.
- Fakeye, P. C. & Crompton, J. L. (1991). Image differences between prospective, first-time and repeat visitors to the lower Rio Grande valley. *Journal of Travel Research*, 30(2), 10-16.
- Faulkner, B. & Vikulov, S. (2001). Katherine, washed out one day, back on track the next: A post-mortem of a tourism disaster. *Tourism Management*, 22(4), 331-344.
- Fierro, A. & Aranburu, I. (2019). Airbnb branding: Heritage as a branding element in the sharing economy. *Sustainability*, 11(1), 74, 1-14.
- Folgado-Fernández, J. A., Hernández-Mogollón, J. M. & Duarte, P. (2017). Destination image and loyalty development: the impact of tourists' food experiences at gastronomic events. *Scandinavian Journal of Hospitality and Tourism*, 17(1), 92-110.
- Freire, J. (2009). 'Local People' a critical dimension for place brands. *Brand Management*, 16, 420-438.
- Fu, Y. & Timothy, D. J. (2021). Social media constraints and destination images: The potential of barrier-free internet access for foreign tourists in an internet-restricted destination. *Tourism Management Perspectives*, 37, 100771.
- Gallarza, M. G., Saura, I. G. & Garcia, H. C. (2002). Destination image: Toward a conceptual framework. *Annals of Tourism Research*, 29(1), 56-78.

- Garay Tamajón, L. & Cànoves Valiente, G. (2017). Barcelona seen through the eyes of TripAdvisor: Actors, typologies and components of destination image in social media platforms. *Current Issues in Tourism*, 20(1), 33-37.
- Gartner, W. C. (1994). Image formation process. *Journal of Travel & Tourism Marketing*, 2(2-3), 191-216.
- Gartner, W. C. (1989). Tourism image: Attribute measurement of state tourism products using multidimensional scaling techniques. *Journal of Travel Research*, 28(2), 16-20.
- Gartner, W. C. (1986). Temporal influences on image change. *Annals of Tourism Research*, 13(4), 635-644.
- Ghorbanzadeh, D., Shabbir, M. S., Mahmood, A. & Kazemi, E. (2021). Investigating the role of experience quality in predicting destination image, perceived value, satisfaction, and behavioural intentions: a case of war tourism. *Current Issues in Tourism*, 24(21), 3090-3106.
- Gibson, H. J., Qi, C. X. & Zhang, J. J. (2008). Destination image and intent to visit China and the 2008 Beijing Olympic Games. *Journal of Sport Management*, 22(4), 427-450.
- Giglio, S., Pantano, E., Bilotta, E. & Melewar, T. C. (2020). Branding luxury hotels: Evidence from the analysis of consumers' "big" visual data on TripAdvisor. *Journal of Business Research*, 119, 495–501.
- Golestaneh, H., Guerreiro, M., Pinto, P. & Mosaddad, S.H. (2022). On the role of internal stakeholders in place branding. *Journal of Place Management and Development*, 15 (2), 202-228.
- Golestaneh, H., Guerreiro, M. & Pinto, P. (2021). Design Thinking: A Path Towards Designerly Way of Place Branding. In de Matos, N., Guerreiro, M., Pinto, P. and Mendes, J. Eds) *Marketing, Creativity and Experiential Design*. Cambridge Scholars Publishing, pp. 104–122.
- Gorji, A. S., Garcia, F. A. & Mercadé-Melé, P. (2023). Tourists' perceived destination image and behavioral intentions towards a sanctioned destination: comparing visitors and non-visitors. *Tourism Management Perspectives*, 45, 101062.
- Grant, M. J & Booth, A. (2009). A typology of reviews: an analysis of 14 review types and associated methodologies. *Health Information and Libraries Journal*. 26, 91–108.
- Gretzel, U. & Collier de Mendonça, M. (2019). Smart destination brands: Semiotic analysis of visual and verbal signs. *International Journal of Tourism Cities*, 5(4), 560–580.

Guerreiro, M., Mendes, J., Fortuna, C. & Pinto, P. (2020). The dynamic nature of the city image: Do image components evolve over time? *Tourism: An International Interdisciplinary Journal*, 68(1), 83-99

Guerreiro, M., Pinto, P., Matos, N. Pereira, L., Sequeira, B., Ramos, C., Wikesjö, W., Agapito, D., Martins, R., Bender, A. & Lampreia, F. (2023). *Tourism experiences and experiential image: Algarve, a safe and joyful destination in Europe*. Faro: CinTurs/UAlg. Available at <https://doi.org/10.34623/zswg-ft49>

Guerreiro, M., Pinto, P., Ramos, C., Marques, J.F., Lança, M. & Lai, H. K. (2020). The contagious effect of Covid-19 on residents' perceptions about the socio-cultural impacts of tourism in the Algarve, Portugal. In R. Nunkoo & T. Juwaheer (Eds.), *A Research Agenda for the Social Impact of Tourism*, Edward Elgar. (forthcoming).

Guerreiro, M., Pinto, P., Matos, N., Pereira, L.N., Bagheri, F., Sequeira, B., Agapito, D., Ramos, C. M. Q., Wikesjö, W., Martins, R. & Bender, A. C. (submitted). Measuring experiential destination image: Scale development and validation. *Journal of Destination Marketing & Management*. Submission ID: JDMM-D-23-00195. Under review.

Guerreiro, M., Pinto, P., Ramos, C. M. Q., Matos, N., Golestaneh, H., Sequeira, B., Pereira, L.N., Agapito, D., Martins, R. & Wikesjö, M. (submitted). The online destination image as portrayed by the UGC on social media and its impacts on Tourists' Engagement. *Tourism Management Studies*. Submission ID #2061. Under review

Gunn, C. A. (1988). *Vacationscape: Designing tourist regions*. 2nd Ed., Van Nostrand Reinhold.

Gunn CA (1972). *Vacationscape: Designing Tourist Regions*, Taylor & Francis, Washington.

Hahm, J. J., Tasci, A. D. & Terry, D. B. (2019). The Olympic games' impact on South Korea's image. *Journal of Destination Marketing & Management*, 14, 100373.

Hanks, L., Zhang, L., Line, N. & McGinley, S. (2016). When less is more: Sustainability messaging, destination type, and processing fluency. *International Journal of Hospitality Management*, 58,34–43.

He, Z., Deng, N., Li, X. & Gu, H. (2022). How to “read” a destination from images? machine learning and network methods for DMOs' image projection and photo evaluation. *Journal of Travel Research*, 61(3), 597-619.

Herath, H., Hemmington, N. & Poulston, J. (2020). “Dirty pictures” – responsible photographic representation of tourism destinations. *Journal of Travel & Tourism Marketing*, 37:6, 663-678

Hirschman, E. & Holbrook, M. (1982). Hedonic consumption: emerging concepts, methods and propositions. *Journal of Marketing*, 46(3), 92–101.

- Holbrook, M. & Hirschman, E. (1982). The experiential aspects of consumption: Consumer fantasies, feelings, and fun. *Journal of Consumer Research*, 9(2), 132–140.
- Hosany, S. & Gilbert, D. (2010). Measuring tourists' emotional experiences toward hedonic holiday destinations. *Journal of Travel Research*, 49(4), 513–526.
- Hsu, C. H. & Song, H. (2014). A visual analysis of destinations in travel magazines. *Journal of Travel & Tourism Marketing*, 31(2), 162–177.
- Huang, S. & Gross, M. J. (2010). Australia's destination image among mainland Chinese travelers: An exploratory study. *Journal of Travel & Tourism Marketing*, 27(1), 63-81.
- Hunt, J. D. (1975). Image as a factor in tourism development. *Journal of Travel Research*, 13(3), 1-7.
- Hunt, J. D. (1971). *Image -A Factor in Tourism*. Colorado State University.
- Hunter, W. C. (2022). Semiotic fieldwork on chaordic tourism destination image management in Seoul during COVID-19. *Tourism Management*, 93, 104565.
- Hunter, W. C. (2016). The social construction of tourism online destination image: A comparative semiotic analysis of the visual representation of Seoul. *Tourism Management*, 54, 221–229.
- Hunter, W. C. (2013). China's Chairman Mao: A visual analysis of Hunan Province online destination image. *Tourism Management*, 34, 101-111.
- Iordanova, E. & Styliadis, D. (2019). The impact of visitors' experience intensity on in-situ destination image formation. *Tourism Review*, 74(4), 841-860.
- Jalilvand, M. R., Samiei, N., Dini, B. & Manzari, P. Y. (2012). Examining the structural relationships of electronic word of mouth, destination image, tourist attitude toward destination and travel intention: An integrated approach. *Journal of Destination Marketing & Management*, 1(1–2), 134–143.
- Jenkins, O. (2003). Photography and travel brochures: The circle of representation. *Tourism Geographies*, 5(3), 305-328.
- Jenkins, O. H. (1999). Understanding and measuring tourist destination images. *International Journal of Tourism Research*, 1(1), 1-15.
- Jiang, Q., Chan, C-S., Eichelberger, S., Ma, H. & Pikkemaat, B. (2021). Sentiment analysis of online destination image of Hong Kong held by mainland Chinese tourists, *Current Issues in Tourism*, 24:17, 2501-2522.
- Jiménez-Barreto, J., Rubio, N., Campo, S. & Molinillo, S. (2020). Linking the online destination brand experience and brand credibility with tourists' behavioral intentions toward a destination. *Tourism Management*, 79, 104101.

- Joo, D., Tasci, A. D., Woosnam, K. M., Maruyama, N. U., Hollas, C. R. & Aleshinloye K. D. (2018). Residents' attitude towards domestic tourists explained by contact, emotional solidarity and social distance. *Tourism Management*, 64, 245–257.
- Josiassen, A., Assaf, G., Woo, L. & Kock, F. (2016). The imagery–image duality model. *Journal of Travel Research*, 55(6), 789–803.
- Joyner, L., Kline, C., Oliver, J. & Kariko, D. (2018). Exploring emotional response to images used in agritourism destination marketing. *Journal of Destination Marketing & Management*, 9, 44-55.
- Katbamna, S., Olsen, R., Smith, L., Riley, R. & Sutton, A. J. (2006). Conducting a critical interpretive synthesis of the literature on access to healthcare by vulnerable groups. *BMC Medical Research Methodology*, 6(1), 35.
- Kim, H. & Richardson, S. L. (2003). Motion picture impacts on destination images. *Annals of Tourism Research*, 30(1), 216-237.
- Kim, J. & Kerstetter, D. L. (2016). Multisensory Processing Impacts on Destination Image and Willingness to Visit. *International Journal of Tourism Research*, 18: 52–61.
- Kim, J. J. & Fesenmaier, D. R. (2015). Designing tourism places: Understanding the tourism experience through our senses. In *TTRA international conference on advancing tourism research globally* (pp. 1–5).
- Kim, S. B., Kim, D. Y. & Bolls, P. (2014). Tourist Mental-Imagery Processing: Attention and Arousal. *Annals of Tourism Research*, 45: 63–76.
- Kim, S. S., Choe, J. Y. J. & Petrick, J. F. (2018). The effect of celebrity on brand awareness, perceived quality, brand image, brand loyalty, and destination attachment to a literary festival. *Journal of Destination Marketing & Management*, 9, 320-329.
- Kim, S. & Lehto, X. Y. (2013). Projected and perceived destination brand personalities: The case of South Korea. *Journal of Travel Research*, 52(1), 117-130.
- Kim, S., Stylidis, D. & Oh, M. (2019). Is perception of destination image stable or does it fluctuate? A measurement of three points in time. *International Journal of Tourism Research*, 21(4), 447-461.
- Kim, Y. H. & Barber, N. A. (2022). Tourist's destination image, place dimensions, and engagement: the Korean Demilitarized Zone (DMZ) and dark tourism. *Current Issues in Tourism*, 25(17), 2751-2769.
- Kirillova, K., Fu, X., Lehto, X. & Cai, L. (2014). What makes a destination beautiful? Dimensions of tourist aesthetic judgment. *Tourism Management*, 42, 282–293.

- Kislali, H., Kavartzis, M. & Saren, M. (2016). Rethinking destination image formation. *International Journal of Culture, Tourism and Hospitality Research*.
- Kladou, S. & Mavragani, E. (2015). Assessing destination image: An online marketing approach and the case of TripAdvisor. *Journal of Destination Marketing & Management*, 4(3), 187-193.
- Konecnik, M. & Go, F. (2008). Tourism destination brand identity: The case of Slovenia. *Journal of Brand Management*, 15(3), 177–189.
- Kotler, P., Haider, D. & Rein, I. (1993). There's no place like our place! The marketing of cities, regions, and nations. *The Futurist*, 27(6), 14.
- Krey, N., tom Dieck, M. C., Wu, S. & Fountoulaki, P. (2023). Exploring the Influence of Touch Points on Tourist Experiences at Crisis Impacted Destinations. *Journal of Travel Research*, 62(1), 39-54.
- Krishna, A. (2012). An integrative review of sensory marketing: Engaging the senses to affect perception, judgment and behavior. *Journal of Consumer Psychology*, 22(3), 332-351.
- Krishna, A. & Schwarz, N. (2014). Sensory marketing, embodiment, and grounded cognition: A review and introduction. *Journal of Consumer Psychology*, 24(2), 159-168.
- Kuhzady, S. & Ghasemi, V. (2019). Pictorial Analysis of the Projected Destination Image: Portugal on Instagram. *Tourism Analysis*, 24, 43–54.
- Kumar, V. & Kaushik, A. K. (2018). Destination brand experience and visitor behavior: The mediating role of destination brand identification. *Journal of Travel & Tourism Marketing*, 35(5), 649–663.
- Ladhari, R. & Souiden, N. (2020). The role of mega-sports event experience and host city experience in explaining enjoyment, city image, and behavioral intentions. *Journal of Travel & Tourism Marketing*, 37:4, 460-478
- Lai, K. & Li, X. (2016). Tourism destination image: Conceptual problems and definitional solutions. *Journal of Travel Research*, 55(8), 1065-1080.
- Lalicic, L., Marine-Roig, E., Ferrer-Rosell, B. & Martin-Fuentes, E. (2021). Destination image analytics for tourism design: An approach through Airbnb reviews. *Annals of Tourism Research*, 86, 103100.
- Lancaster, K. (1966). A new approach to consumer theory. *Journal of Political Economy*, 74(2), 132–157.
- Le, D., Scott, N. & Lohmann, G. (2019). Applying experiential marketing in selling tourism dreams. *Journal of Travel & Tourism Marketing*, 36(2), 220-235.

- Lee, B., Lee, C. K. & Lee, J. (2014). Dynamic nature of destination image and influence of tourist overall satisfaction on image modification. *Journal of Travel Research*, 53(2), 239–251.
- Lee, J. E. & Shin, E. (2020). The effects of apparel names and visual complexity of apparel design on consumers' apparel product attitudes: A mental imagery perspective. *Journal of Business Research*, 120, 407-417.
- Lee, J. E. & Shin, E. (2020). The Effects of Apparel Names and Visual Complexity of Apparel Design on Consumers' Apparel Product Attitudes: A Mental Imagery Perspective. *Journal of Business Research*, 120: 407–17.
- Lee, S. W. & Xue, K. (2020). A model of destination loyalty: Integrating destination image and sustainable tourism. *Asia Pacific Journal of Tourism Research*, 25(4), 393–408.
- Lee, W. & Jeong, C. (2018). Effects of pro-environmental destination image and leisure sports mania on motivation and pro-environmental behavior of visitors to Korea's national parks. *Journal of Destination Marketing & Management*, 10(August 2017), 25–35.
- Lemon, K. N. & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 80(6), 69-96.
- Li, C., Lv, X. & Scott, M. (2023). Understanding the dynamics of destination loyalty: a longitudinal investigation into the drivers of revisit intentions. *Current Issues in Tourism*, 26(2), 323-340.
- Li, H., Li, M., Lin, G. & Qiu, H. (2023). Perceiving destination through animated GIFs: a mixed method design for multifaceted image assessment. *Journal of Travel Research*, 62(1), 154-175.
- Li, M., Chen, Y., Wang, J. & Liu, T. (2020). Children's Attention Toward Cartoon Executed Photos. *Annals of Tourism Research*, 80: 102799.
- Li, T. T., Liu, F. & Soutar, G. N. (2021). Experiences, post-trip destination image, satisfaction and loyalty: A study in an ecotourism context. *Journal of Destination Marketing & Management*, 19, 100547.
- Li, Y., He, Z., Li, Y., Huang, T. & Liu, Z. (2023). Keep it real: Assessing destination image congruence and its impact on tourist experience evaluations. *Tourism Management*, 97, 104736.
- Li, Z. & Zhao, Z. (2021). Reliving past experience: memory and rural tourism destination image as predictors of place attachment. *Asia Pacific Journal of Tourism Research*, 26(12), 1402-1417.
- Lin, M. S., Liang, Y., Xue, J. X., Pan, B. & Schroeder, A. (2021). Destination image through social media analytics and survey method. *International Journal of Contemporary Hospitality Management*, 33(6), 2219-2238.

- Lin, Z., Chen, Y. & Filieri, R. (2017). Resident-Tourist Value Co-Creation: The Role of Residents' Perceived Tourism Impacts and Life Satisfaction. *Tourism Management*, 61: 436–442.
- Lojo, A., Li, M. & Xu, H. (2020). Online tourism destination image: components, information sources and incongruence. *Journal of Travel & Tourism Marketing*, 37 (4), 495-509.
- Lu, Q. & Atadil, H. A. (2021). Do you dare to travel to China? An examination of China's destination image amid the COVID-19. *Tourism Management Perspectives*, 40, 100881.
- Lv, X., Li, C. & McCabe, S. (2020). Expanding theory of tourists' destination loyalty: The role of sensory impressions. *Tourism Management*, 77, 104026.
- Lv, X., Li, H. & Xia, L. (2020). Effects of haptic cues on consumers' online hotel booking decisions: the mediating role of mental imagery. *Tourism Management*, 77, 104025.
- Ma, J. & Li, F. S. (2023). How does self-construal shape tourists' image perceptions of paradox destinations? The mediating roles of cognitive flexibility and destination involvement. *Tourism Management*, 95, 104664.
- Maghrifani, D., Liu, F. & Sneddon, J. (2022). Understanding potential and repeat visitors' travel intentions: the roles of travel motivations, destination image, and visitor image congruity. *Journal of Travel Research*, 61(5), 1121-1137.
- Mak, A. H. (2017). Online destination image: Comparing national tourism organisation's and tourists' perspectives. *Tourism management*, 60, 280-297.
- Marder, B., Erz, A., Angell, R. & Plangger, K. (2019). The role of photograph aesthetics on online review sites: Effects of management- versus traveler-generated photos on tourists' decision making. *Journal of Travel Research*, 60, 31–46.
- Marine-Roig, E. & Anton Clavé, S. (2016). A detailed method for destination image analysis using user-generated content. *Information Technology & Tourism*, 15, 341-364.
- Marine-Roig, E. & Ferrer-Rosell, B. (2018). Measuring the gap between projected and perceived destination images of Catalonia using compositional analysis. *Tourism Management*, 68, 236–249.
- Marine-Roig, E. & Huertas, A. (2020). How safety affects destination image projected through online travel reviews. *Journal of Destination Marketing & Management*, 18, Article 100469
- Markwell, K. W. (1997). Dimensions of photography in a nature-based tour. *Annals of tourism research*, 24(1), 131-155.

- Marques, C., da Silva, R. V. & Antova, S. (2021). Image, satisfaction, destination and product post-visit behaviours: How do they relate in emerging destinations?. *Tourism Management*, 85, 104293.
- Martineau, P. (1958). The personality of the retail store. *Harvard Business Review*, 36 (1), 47-55.
- Martín-Santana, J. D., Beerli-Palacio, A. & Nazzareno, P. A. (2017). Antecedents and consequences of destination image gap. *Annals of Tourism Research*, 62, 13-25.
- Matos, N., Mendes, J. & do Valle, P. O. (2012). The impacts of tourism experiences in the destination image. The case of the Algarve. *Tourism & Management Studies*, 1057-1059.
- Matos, N., Mendes, J. & Pinto, P. (2015). The role of imagery and experiences in the construction of a tourism destination image. *Journal of Spatial and Organizational Dynamics*, 3(2), 135-154.
- Mayo, E.J. (1973). Regional images and regional travel behavior, Proceedings of the Travel Research Association Conference, 211-218
- McKercher, B. (2021). The challenge for products that do not fit the destination image. *Journal of Destination Marketing & Management*, 22, 100667.
- Michaelidou, N., Siamagka, N. T., Moraes, C. & Micevski, M. (2013). Do marketers use visual representations of destinations that tourists value? Comparing visitors' image of a destination with marketer-controlled images online. *Journal of Travel Research*, 52(6), 789-804.
- Molinillo, S., Liébana-Cabanillas, F., Anaya-Sánchez, R. & Buhalis, D. (2018). DMO online platforms: Image and intention to visit. *Tourism management*, 65, 116-130.
- Ndubisi, N. O. & Nair, S. (2023). International tourism: Inimitable vs imitable core tourism resources and destination image. *Journal of Destination Marketing & Management*, 27, 100756.
- Nghiêm-Phú, B. & Bagul, A. (2020). An extended model of destination image formation: The inclusion of sensory images. *European Journal of Tourism Research*, 24, 2411.
- Nguyen, D. T. A. & Hsu, L. (2022). Exploring visit intention to India among Southeast Asian solo female travelers. *Journal of Destination Marketing & Management*, 25, 100725.
- Olmedo, E. & Mateos, R. (2015). Quantitative characterization of chaotic tourist destination. *Tourism Management*, 47, 115-126.
- Önder, I. & Marchiori, E. (2017). A Comparison of Pre-visit Beliefs and Projected Visual Images of Destinations. *Tourism Management Perspectives*, 21: 42-53

- Pan, B., Xie, H., Guo, Z., & Hua, T. (2007). Full-field strain measurement using a two-dimensional Savitzky-Golay digital differentiator in digital image correlation. *Optical Engineering*, 46(3), 033601-033601.
- Pan, S., Santos, C. & Kim, S. (2017). Promoting tourism, projecting power: The role of television commercials. *Journal of Travel & Tourism Marketing*, 34(2), 192-208.
- Pan, X., Rasouli, S. & Timmermans, H. (2021). Investigating tourist destination choice: Effect of destination image from social network members. *Tourism Management*, 83, 104217.
- Papadimitriou, D., Apostolopoulou, A. & Kaplanidou, K. (2015). Destination personality, affective image, and behavioral intentions in domestic urban tourism. *Journal of Travel Research*, 54(3), 302-315.
- Park, E., & Kim, S. (2018). Are we doing enough for visual research in tourism? The past, present, and future of tourism studies using photographic images. *International Journal of Tourism Research*, 20(4), 433–441.
- Paül i Agustí, D. (2018). Characterizing the location of tourist images in cities. Differences in user-generated images (Instagram), official tourist brochures and travel guides. *Annals of Tourism Research*, 73, 103–115.
- Paül i Agustí, D. (2021). The clustering of city images on Instagram: A comparison between projected and perceived images. *Journal of Destination Marketing & Management*, 20, 100608.)
- Paul, J., Parthasarathy, S. & Gupta, P. (2017). Exporting challenges of SMEs: A review and future research agenda. *Journal of World Business*, 52(3), 327–342.
- Pearson, J., Naselaris, T., Holmes, E. A. & Kosslyn, S. M. (2015). Mental Imagery: Functional Mechanisms and Clinical Applications. *Trends in Cognitive Sciences*, 19 (10): 590–602.
- Peña, A. I. P., Jamilena, D. M. F. & Molina, M. Á. R. (2012). Validation of cognitive image dimensions for rural tourist destinations: A contribution to the management of rural tourist destinations. *Journal of Vacation Marketing*, 18(4), 261-273.
- Perpiña, L., Prats, L. & Camprubí, R. (2021). Image and risk perceptions: An integrated approach. *Current Issues in Tourism*, 24(3), 367-384.
- Phau, I., Quintal, V. & Shankar, T. (2014). Examining a consumption values theory approach of young tourists toward destination choice intentions. *International Journal of Culture, Tourism and Hospitality Research*.
- Phelps, A. (1986). Holiday destination image—the problem of assessment: An example developed in Menorca. *Tourism Management*, 7(3), 168-180.

Picazo, P. & Moreno-Gil, S. (2019). Analysis of the projected image of tourism destinations on photographs: A literature review to prepare for the future. *Journal of Vacation Marketing*, 25(1), 3-24.

Pike, S. (2009). Destination brand positions of a competitive set of near-home destinations. *Tourism Management*, 30(6), 857-866.

Pike, S. (2002). Destination image analysis—a review of 142 papers from 1973 to 2000. *Tourism Management*, 23(5), 541-549.

Pike, S., Gentle, J., Kelly, L., & Beatson, A. (2018). Tracking brand positioning for an emerging destination: 2003 to 2015. *Tourism and Hospitality Research*, 18(3), 286-296.

Pinto, P., Guerreiro, M., Renda, A., Ramos, C., Marques, J. F., Pereira, L.N., Lança, M. & Lai, H. H. (2023 a). *Atitudes e comportamentos dos residentes: contributos para o desenvolvimento turístico sustentável no Algarve*. CinTurs/Ualg, Portugal. ISBN:978-989-9127-28-9, available at <https://doi.org/10.34623/d5ky-8916>.

Pinto, P., Guerreiro, M., Renda, A., Ramos, C., Marques, J.F., Pereira, L. N., Lança, M. & Lai, H. K. (2023 b). Residents' pro-tourism behaviour as a trigger for destination branding engagement: the Algarve case. *Tourism & Management Studies Journal*, (under review).

Pinto, P., Guerreiro, M., Renda, A., Pereira, L., Lança, M. & Lai, H. K. (2020), Is local lodging deteriorating residents' perceptions on the socio-cultural impacts of tourism in their community? Exploring the case of Algarve, Portugal. In R. Nunkoo & T. Juwaheer (Eds.), *A Research Agenda for the Social Impact of Tourism*, Edward Elgar. (forthcoming).

Pizam, A., Uriely, N. & Reichel, A. (2000). The intensity of tourist–host social relationship and its effects on satisfaction and change of attitudes: The case of working tourists in Israel. *Tourism Management*, 21(4), 395–406.

Qu, H., Kim, L. H. & Im, H. H. (2011). A model of destination branding: Integrating the concepts of the branding and destination image. *Tourism Management*, 32(3), 465-476.

Qu, Y., Dong, Y. & Gao, J. (2022). A customized method to compare the projected and perceived destination images of repeat tourists. *Journal of Destination Marketing & Management*, 25, 100727.

Qu, Y., Xiang G. & Dong, Y. (2022). Network mechanism contrast: a new perspective of the 'projection-perception' contrast of the destination image. *Current Issues in Tourism*, 1-17. DOI: 10.1080/13683500.2022.2057840.

- Rasoolimanesh, S. M., Seyfi, S., Hall, C. M. & Hatamifar, P. (2021). Understanding memorable tourism experiences and behavioural intentions of heritage tourists. *Journal of Destination Marketing & Management*, 21, 100621.
- Rather, R. A. (2020). Customer experience and engagement in tourism destinations: the experiential marketing perspective, *Journal of Travel & Tourism Marketing*, 37:1, 15-32
- Reckard, M. & Stokowski, P. A. (2021). Website discourses and tourism place meanings: Comparing ski areas and adjacent rural communities. *Journal of Destination Marketing & Management*, 21, 100637.
- Rejikumar, G., Ajitha, A. A., Jose, A., & Mathew, S. (2021). Strategic positioning of tourist destinations-analyzing the role of perceived meaningfulness. *Journal of Hospitality and Tourism Management*, 49, 140-151.
- Rodríguez-Molina, M. A., Frías-Jamilena, D. M. & Castañeda-García, J. A. (2015). The contribution of website design to the generation of tourist destination image: The moderating effect of involvement. *Tourism Management*, 47, 303-317.
- Roehl, W. S. & Fesenmaier, D. R. (1992). Risk perceptions and pleasure travel: An exploratory analysis. *Journal of Travel Research*, 30(4), 17-26.
- Rogers, T. B., Kuiper, N. A. & Kirker, W. S. (1977). Self-reference and the encoding of personal information. *Journal of Personality and Social Psychology*, 35(9), 677.
- Royo-Vela, M. (2009). Rural-cultural excursion conceptualization: A local tourism marketing management model based on tourist destination image measurement. *Tourism Management*, 30, 419-428.
- Ruiz-Real, J. L., Uribe-Toril, J. & Gazquez-Abad, J. C. (2020). Destination branding: Opportunities and new challenges. *Journal of Destination Marketing & Management*, 17, 100453.
- Russell, J. A., & Pratt, G. (1980). A description of the affective quality attributed to environments. *Journal of Personality and Social Psychology*, 38(2), 311.
- Russell, J. A., Ward, L. M. & Pratt, G. (1981). Affective quality attributed to environments: A factor analytic study. *Environment and Behavior*, 13(3), 259–288.
- San Martín, H. & Del Bosque, I. A. R. (2008). Exploring the cognitive–affective nature of destination image and the role of psychological factors in its formation. *Tourism Management*, 29(2), 263-277.
- Santana, L. D. & Sevilha Gosling, M. D. (2018). Dimensions of image: A model of destination image formation. *Tourism Analysis*, 23(3), 303-322.
- Saraniemi, S. & Kylänen, M. (2011). Problematizing the concept of tourism destination: An analysis of different theoretical approaches. *Journal of Travel Research*, 50(2), 133-143.

Scannell, L. & Gifford, R. (2010). Defining place attachment: A tripartite organizing framework. *Journal of Environmental Psychology*, 30, 1–10.

Schofield, P., Coromina, L., Camprubi, R. & Kim, S. (2020). An analysis of first-time and repeat-visitor destination images through the prism of the three-factor theory of consumer satisfaction. *Journal of Destination Marketing & Management*, 17, 100463.

Scimago Journal Rankings (2021). *Tourism, Leisure, and Hospitality Management*, available at <https://www.scimagojr.com/journalrank.php?category=1409>, accessed in January 2023.

Sharma, P. & Nayak, J. K. (2019). Understanding memorable tourism experiences as the determinants of tourists' behaviour. *International Journal of Tourism Research*, 21(4), 504-518.

Sharma, S., Styliadis, D. & Woosnam, K. M. (2022). From virtual to actual destinations: do interactions with others, emotional solidarity, and destination image in online games influence willingness to travel?. *Current Issues in Tourism*, 1-19.

Shaw, G. & Williams (2009). Knowledge transfer and management in tourism organisations: An emerging research agenda. *Tourism Management*, 30(3), 325-335.

Sheldon, P. & Bryant, K. (2016). Instagram: Motives for its use and relationship to narcissism and contextual age. *Computers in Human Behavior*, 58, 89–97.

Singer, J. L. (1966). *Day dreaming: an introduction to the experimental study of inner experience*. New York: Random House

Smith, S. L. (1994). The tourism product. *Annals of tourism research*, 21(3), 582-595.

Soltani, M., Soltani Nejad, N., Taheri Azad, F., Taheri, B. & Gannon, M. J. (2021). Food consumption experiences: a framework for understanding food tourists' behavioral intentions. *International Journal of Contemporary Hospitality Management*, 33(1), 75-100.

Son, A. & Pearce, P. (2005). Multi-faceted image assessment: International students' views of Australia as a tourist destination. *Journal of Travel & Tourism Marketing*, 18 (4), 21–35.

Song, C. M. & Jeon, H. Y. (2018). A semiotic study of regional branding reflected in the slogans of Korean regions. *Social Semiotics*, 28(2), 230–256.

Song, H. & Hsu, C. H. (2013). The image of Taiwan as a travel destination: Perspectives from Mainland China. *Journal of Travel & Tourism Marketing*, 30(3), 253-271.

- Song, S. G. & Kim, D. Y. (2016). A pictorial analysis of destination images on pinterest: The case of Tokyo, Kyoto, and Osaka, Japan. *Journal of Travel & Tourism Marketing*, 33(5), 687-701.
- Stepchenkova, S. & Mills, J. E. (2010). Destination image: A meta-analysis of 2000–2007 research. *Journal of Hospitality Marketing & Management*, 19(6), 575-609.
- Stepchenkova, S. & Morrison, A. M. (2008). Russia's destination image among American pleasure travelers: Revisiting Echtner and Ritchie. *Tourism Management*, 29(3), 548–560
- Stepchenkova, S. & Zhan, F. (2013). Visual destination images of Peru: Comparative content analysis of DMO and user-generated photography. *Tourism Management*, 36, 590-601.
- Stern, B., Zinkhan, G. M. & Jaju, A. (2001). Marketing images Construct definition, measurement issues, and theory development. *Marketing Theory*, 1(2): 201–224.
- Stern, E., & Krakover, S. (1993). The formation of a composite urban image. *Geographical analysis*, 25(2), 130-146.
- Stomppff, G. (2003). The forgotten bond: Brand identity and product design. *Design Management Journal (Former Series)*, 14(1), 26-32.
- Stylidis, D. (2022). Exploring resident–tourist interaction and its impact on tourists' destination image. *Journal of Travel Research*, 61(1), 186-201.
- Stylidis, D., Belhassen, Y. & Shani, A. (2017). Destination image, on-site experience and behavioural intentions: Path analytic validation of a marketing model on domestic tourists. *Current Issues in Tourism*, 20(15), 1653-1670.
- Stylidis, D., Cherifi, B. & Melewar, T. C. (2021). Exploring Czechs' and Greeks' mental associations of London: A tourist destination or a place to live in?. *Journal of Destination Marketing & Management*, 19, 100530.
- Stylidis, D., Shani, A., & Belhassen, Y. (2017). Testing an integrated destination image model across residents and tourists. *Tourism Management*, 58, 184-195.
- Stylidis, D., Woosnam, K. M. & Ivkov, M. (2020). Tourists' emotional solidarity with residents: A segmentation analysis and its links to destination image and loyalty. *Journal of Destination Marketing & Management*, 17, Article 100458.
- Stylidis, D., Woosnam, K. M. & Tasci, A. D. (2022). The effect of resident-tourist interaction quality on destination image and loyalty. *Journal of Sustainable Tourism*, 30(6), 1219-1239.
- Stylos, N., Vassiliadis, C. A., Bellou, V. & Andronikidis, A. (2016). Destination images, holistic images and personal normative beliefs: Predictors of intention to revisit a destination. *Tourism Management*, 53, 40-60.

Su, L. & Swanson, S. R. (2017). The effect of destination social responsibility on tourist environmentally responsible behavior: Compared analysis of first-time and repeat tourists. *Tourism Management*, 60, 308–321.

Su, L., Hsu, M. K. & Swanson, S. (2017). The effect of tourist relationship perception on destination loyalty at a world heritage site in China: The mediating role of overall destination satisfaction and trust. *Journal of Hospitality & Tourism Research*, 41(2), 180-210.

Sun, W., Tang, S. & Liu, F. (2021). Examining perceived and projected destination image: A social media content analysis. *Sustainability*, 13(6).

Sun, X., Huang, Z., Peng, X., Chen, Y. & Liu, Y. (2019). Building a model-based personalised recommendation approach for tourist attractions from geotagged social media data. *International Journal of Digital Earth*, 12(6), 661–678.

Taberner, I. & Juncà, A. (2021). Small-scale sport events as place branding platforms: A content analysis of Osona's projected destination image through event-related pictures on Instagram. *Sustainability*, 13(21), 12255.

Tamajón, L. G. & Valiente, G. C. (2017). Barcelona seen through the eyes of TripAdvisor: Actors, typologies and components of destination image in social media platforms. *Current Issues in Tourism*, 20(1), 33-37.

Tasci, A. D. A., Uslu, A., Stylidis, D. & Woosnam, K. M. (2023). Place-Oriented or People-Oriented concepts for destination loyalty: destination image and place attachment versus perceived distances and emotional solidarity. *Journal of Travel Research*, 61(2), 430-453.

Tasci, A. D. & Severt, D. (2017). A Triple Lens Measurement of Host–Guest Perceptions for Sustainable Gaze in Tourism. *Journal of Sustainable Tourism*, 25 (6): 711–31.

Tasci, A. D., Gartner, W. C. & Cavusgil, S. T. (2007). Measurement of destination brand bias using a quasi-experimental design. *Tourism Management*, 28(6), 1529-1540.

Tasci, A. D., Uslu, A., Stylidis, D. & Woosnam, K. M. (2022). Place-oriented or people-oriented concepts for destination loyalty: Destination image and place attachment versus perceived distances and emotional solidarity. *Journal of Travel Research*, 61(2), 430-453.

Tavitiyaman, P., Qu, H., Tsang, W. S. L. & Lam, C. W. R. (2021). The influence of smart tourism applications on perceived destination image and behavioral intention: The moderating role of information search behavior. *Journal of Hospitality and Tourism Management*, 46, 476-487.

Terzidou, M., Stylidis, D. & Terzidis, K. (2018). The role of visual media in religious tourists' destination image, choice, and on-site experience: the case of Tinos, Greece. *Journal of Travel & Tourism Marketing*, 35(3), 306-319.

- Trang, N. T., Yoo, J. J. E., Joo, D., & Lee, G. (2023). Incorporating senses into destination image. *Journal of Destination Marketing & Management*, 27, 100760.
- Trumbo, C. W., Peek, L., Meyer, M. A., Marlatt, H. L., Grunfest, E., McNoldy, B. D. & Schubert, W. H. (2016). A cognitive- affective scale for hurricane risk perception. *Risk Analysis*, doi:10.1111/risa.12575
- Tse, S. & Tung, V. W. S. (2022). Understanding residents' attitudes towards tourists: Connecting stereotypes, emotions and behaviours. *Tourism Management*, 89, 104435.
- Tse, S. & Tung, V. W. S. (2021). Measuring the valence and intensity of residents' behaviors in host-tourist interactions: implications for destination image and destination competitiveness. *Journal of Travel Research*, 61(3), 565-580.
- Tse, S. & Tung, V. W. S. (2020). Residents' discrimination against tourists. *Annals of Tourism Research*, 103060.
- Tung, V. W. S. (2019). Helping a lost tourist: The effects of metastereotypes on resident prosocial behaviors. *Journal of Travel Research*, 58(5), 837-848.
- Tung, V. W. S., Tse, S. & Chan, D. C. (2021). Host-guest relations and destination image: Compensatory effects, impression management, and implications for tourism recovery. *Journal of Travel & Tourism Marketing*, 38(8), 833-844.
- TurExperience (2023). *Tourist experiences' impacts on the destination image: searching for new opportunities to the Algarve*. Available at www.turexperience.pt.
- Tussyadiah, I. P., & Fesenmaier, D. R. (2008). Marketing places through first-person stories—an analysis of Pennsylvania roadtripper blog. *Journal of Travel & Tourism Marketing*, 25(3-4), 299-311.
- Urry, J. (1990). *Tourist gaze: travel, leisure and society*. London: Sage.
- Urry, J. & Larsen, J. (2011). *The tourist gaze 3.0*. SAGE Publications.
- Volo, S. (2021). The experience of emotion: Directions for tourism design. *Annals of Tourism Research*, 86, 103097.
- Volo, S. & Irimiás, A. (2021). Instagram: Visual methods in tourism research. *Annals of Tourism Research*, 91, 103098.
- Vygotsky, L. S. (1978). *Mind in society: The development of higher psychological processes*. Harvard University Press.
- Walmsley, D. J. & Jenkins, J. M. (1993). Appraisive images of tourist areas: application of personal constructs. *The Australian Geographer*, 24(2), 1-13.

- Walters, G. & Mair, J. (2012). The effectiveness of post-disaster recovery marketing messages: The case of the 2009 Australian bushfires. *Journal of Travel & Tourism Marketing*, 29(1), 87–103.
- Wang, H. J. (2019). Green city branding: perceptions of multiple stakeholders. *Journal of Product & Brand Management*. 28 (3), 376-390.
- Wang, S., Wang, J., Li, J. & Yang, F. (2020). Do motivations contribute to local residents' engagement in pro-environmental behaviors? Resident-destination relationship and pro-environmental climate perspective. *Journal of Sustainable Tourism*, 28(6), 834-852.
- Wong, J. W. C. & Lai, I. K. W. (2021). Gaming and non-gaming memorable tourism experiences: How do they influence young and mature tourists' behavioural intentions?. *Journal of Destination Marketing & Management*, 21, 100642.
- Wong, I. K. A., Ruan, W. J., Cai, X., & Huang, G. Q. I. (2021). Green-Induced tourist equity: the cross-level effect of regional environmental performance. *Journal of Sustainable Tourism*, 29(7), 1043–1062.
- Woosnam, K. M., Norman, W. C. & Ying, T. (2009). Exploring the theoretical framework of emotional solidarity between residents and tourists. *Journal of Travel Research*, 48(2), 245–258.
- Woosnam, K. M., Styliadis, D. & Ivkov, M. (2020). Explaining conative destination image through cognitive and affective destination image and emotional solidarity with residents. *Journal of Sustainable Tourism*, 28(6), 917–935.
- Wu, X., & Lai, I. K. W. (2021). Identifying the response factors in the formation of a sense of presence and a destination image from a 360-degree virtual tour. *Journal of Destination Marketing & Management*, 21, 100640.
- Xiao, X., Fang, C., Lin, H. & Chen, J. (2022). A framework for quantitative analysis and differentiated marketing of tourism destination image based on visual content of photos. *Tourism Management*, 93, 104585.
- Xiong, J., Hashim, N. H. & Murphy, J. (2015). Multisensory image as a component of destination image. *Tourism Management Perspectives*, 14, 34–41.
- Xu, H., & Ye, T. (2018). Dynamic destination image formation and change under the effect of various agents: The case of Lijiang, 'The Capital of Yanyu'. *Journal of Destination Marketing & Management*, 7, 131-139.
- Ye, H. & Tussyadiah, I. P. (2011). Destination visual image and expectation of experiences. *Journal of Travel & Tourism Marketing*, 28(2), 129-144.
- Yilmaz, Y., & Yilmaz, Y. (2020). Pre-and post-trip antecedents of destination image for non-visitors and visitors: A literature review. *International Journal of Tourism Research*, 22(4), 518-535.

- Yu, C. E., Xie, S. Y. & Wen, J. (2020). Coloring the destination: The role of color psychology on Instagram. *Tourism Management*, 80, 104110.
- Yu, C. Y. & Ko, C. H. (2017). Applying FaceReader to recognize consumer emotions in graphic styles. *Procedia Cirp*, 60, 104-109.
- Yu, J. & Egger, R. (2021). Color and engagement in touristic Instagram pictures: A machine learning approach. *Annals of Tourism Research*, 89, 103204.
- Zhang, D., Qi, H. & Qi, N. (2021). Transportation image: Place-based vehicles for destination branding. *Journal of Destination Marketing & Management*, 19, 100541.
- Zhang, H., Fu, X., Cai, L. A. & Lu, L. (2014). Destination image and tourist loyalty: A meta-analysis. *Tourism Management*, 40, 213-223.
- Zhang, K., Chen, Y. & Lin, Z. (2020). Mapping destination images and behavioral patterns from user-generated photos: A computer vision approach. *Asia Pacific Journal of Tourism Research*, 25(11), 1199-1214.
- Zhang, K., D. Chen & C. Li. (2020). How Are Tourists Different? - Reading Geo-Tagged Photos Through a Deep Learning Model. *Journal of Quality Assurance in Hospitality & Tourism*, 21 (2): 234-43.
- Zhou, B., Xiong, Q., Li, P., Liu, S., Wang, L. E. & Ryan, C. (2023). Celebrity and film tourist loyalty: Destination image and place attachment as mediators. *Journal of Hospitality and Tourism Management*, 54, 32-41.
- Zimbardo, Philip G., Robert L. Johnson, & Vivian McCann (2009). *Psychology: Core Concepts*, 6th Ed. Boston: Pearson.
- Zuo, B., Tsai, C. H. K., Su, C. H. J., Jantes, N., Chen, M. H. & Liu, J. (2023). Formation of a tourist destination image: Co-occurrence analysis of destination promotion videos. *Journal of Destination Marketing & Management*, 27, 100763.