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**ALGARVE ONLINE DESTINATION IMAGE: EMOTION
ABSTRACTION ON TRIPADVISOR**



UNIVERSITY OF ALGARVE
FACULTY OF ECONOMICS

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ALGARVE ONLINE DESTINATION IMAGE: EMOTION ABSTRACTION ON TRIPADVISOR

Masters in Management

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ABSTRACTION ON TRIPADVISOR**

Work Authorship Declaration

I declare to be the author of this work, which is unique and unprecedented. Authors and works consulted are properly cited in the text and are included in the listing of references.

Lucija Hrkać

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ABSTRACT

To gain and maintain their competitiveness, destinations should have a strong and positive Destination Image. With the expansion of Web 2.0., social media and travel platforms it has become of foremost importance to acknowledge the strength online travel reviews (OTRs) have. Tourism generated content (TGC) can influence the choice of a destination and therefore shape the online destination image (Liu et al., 2020). The aim of this study is to identify and explore the theoretical and empirical *state of the art* regarding online destination image. To do so, systematic quantitative literature review (SQLR) has been selected as analysis method. Tripadvisor has been chosen as the main OTR platform since it is the world's largest travel platform.

After SQLR took place, the initial selection criteria identified 173 publications of which, after screening process, 22 final documents have been selected to proceed for further review. Issues addressed were commented throughout next contexts: Information sources; Dimensions of online Destination Image; Emotion abstraction in OTRs; Time and space effect on Destination Image; Stakeholders regarding Destination Image and Unique attributes of Destination Image. After detailed consideration next major findings were addressed: (i) organic information sources (TGC), (ii) (in)congruency of projected and perceived image (iii) Residents as “third side” on a “demand-supply” dichotomy, (iv) shift in dimensions of Destination Image (DI).

As well, practical implications have been found. DMOs and marketiers should take into account organic information sources e.g. TGC as they can help them to act timely and enhance positive images of tourism destinations. Moreover, TGC can help them to bridge the gap between projected and perceived image that tourists have of a destination. In addition, enhancing unique attributes of tourism destination with the help of sentiments, especially nostalgia can evoke in tourists positive emotions and therefore positive Destination Image.

Keywords: *online Destination Image, SQLR, tourism generated content, Tripadvisor*

RESUMO

Para ganhar e manter a sua competitividade, os destinos devem ter uma imagem de destino forte e positiva. A imagem de destino é um conceito complexo e multidimensional e um dos tópicos mais estudados na literatura de turismo. A expansão da Web 2.0., das redes sociais e das plataformas de viagens, veio acentuar a importância das avaliações de viagens on-line (OTRs – online travel reviews). O conteúdo gerado pelo turismo (TGC – tourism generated content) pode influenciar a escolha de um destino e, portanto, moldar a respetiva imagem online (Liu et al., 2020).

O objetivo do estudo é analisar a literatura mais recente sobre imagem de destino online. Deste modo, o método de análise selecionado foi o da revisão sistemática e quantitativa da literatura (SQLR – systematic quantitative literature review). Para o efeito, escolheu-se o Tripadvisor como a principal plataforma (OTRs) por ser a maior plataforma de viagens do mundo, que ajuda mensalmente 460 milhões de turistas a fazer da sua viagem, a melhor viagem (Tripadvisor, 2022). Foi definido o objetivo específico do estudo e as questões de pesquisa:

-Identificar e explorar

- No que respeita à Imagem do Destino manifestada nas revisões de turismo online, qual a literatura mais recente?

- Quais são os principais elementos da imagem de destino online no Tripadvisor?

Procedeu-se à revisão sistemática quantitativa da literatura (SQLR), pelo facto de este método permitir que uma grande quantidade de pesquisas de literatura sejam sistematizadas, abrangentes e com menos desvios à identificação do conhecimento empírico atual (Pickering et. al., 2015). Foram critérios de inclusão na seleção de literatura, todos os artigos publicados entre 2015-2021, em língua inglesa, e que incluíssem as palavras-chave “Imagem de destino” e “Tripadvisor” para a seleção de literatura. Foram usadas duas bases de dados, Scopus e Web of Science (WoS), e identificadas 173 publicações de acordo com os critérios iniciais. Após o processo de triagem, 22 documentos finais foram selecionados para prosseguir com a revisão. Com base nos artigos identificados com os critérios de elegibilidade (22), o resultado do SQLR forneceu uma visão geral das características encontradas no tópico revisto, da imagem de

destino, no contexto online no Tripadvisor. Os resultados do SQLR revelaram a distribuição geográfica por país de afiliação dos autores, destinos selecionados, autores, jornais, número de citações, abordagens metodológicas, seleção de dados e técnica de análise de dados.

Em relação à imagem de Destino online no Tripadvisor, as questões abordadas foram comentadas ao longo dos próximos contextos: fontes de informação; dimensões da imagem de destino online; abstração de emoções em OTRs; efeito de tempo e espaço na imagem de destino; partes interessadas em relação à imagem de destino e atributos exclusivos da imagem de destino. Após uma análise detalhada, foram abordados os seguintes resultados principais: (i) fontes de informação orgânica (TGC), (ii) (in)congruência da imagem projetada e percebida (iii) Residentes como “terceiro lado” numa dicotomia “procura-oferta”, (iv) deslocamento nas dimensões do DI.

As fontes de informação orgânicas mais detalhadas são as mais frequentes encontradas no TGC no Tripadvisor e estão marcadas como fontes de informação orgânicas solicitadas e não solicitadas (Ferrer-Rosell & Marine-Roig, 2020; Garay & Cànoves, 2016; Garay & Cànoves, 2017; Kladou & Mavragani, 2015; Llodrà-Riera et al., 2015) e os resultados vão ao encontro da classificação de fontes de informação do Gartner (1993). Além disso, as fontes orgânicas parecem ser mais fidedignas uma vez que as pessoas confiam mais nelas, independentemente de serem de pessoas familiares, no caso da família e amigos, ou de conteúdo gerado pelo utilizador/viagem, que parece ter o mesmo efeito. Além disso, para ter uma imagem de Destino forte, é importante ter uma imagem projetada e prevista correspondente. Quanto maior for a diferença/lacuna entre as diferentes fontes de informação, maior será a inconsistência entre a imagem prevista e a projetada, o que pode, no final, levar a turistas insatisfeitos com sentimentos negativos em relação à imagem do Destino. A sugestão é acrescentar (in)congruência à classificação do Gartner (1993) (Ferrer-Rosell & Marine-Roig, 2020; Koufodontis & Gaki, 2020a; Liu et al., 2020; Marine-Roig & Ferrer-Rosell, 2018). Também foi destacada a importância dos moradores locais, pois são cocriadores de imagem. Os moradores locais são geralmente os primeiros a estarem em contato com os turistas, pois podem atuar como prestadores de serviços diretamente no destino turístico ou online nas redes de comunicação social ou na plataforma OTR, como o Tripadvisor. Sugere-se que os moradores locais sejam adicionados como uma nova fonte aos modelos tradicionais de criação de imagem em relação à oferta de um e do lado da procura de outro, por exemplo. Tasci & Gartner (2007)

(Garay & Cànoves 2016; Garay & Cànoves, 2017; Smith et al., 2018). Outra coisa que tem sido sugerida é uma mudança do modelo cognitivo-afetivo-conativo das dimensões da imagem para um modelo mais detalhado de Pocus et. al. (1978) que utiliza o modelo designativo-apreciador-avaliativo. Como a dimensão designativa é composta por componentes espaciais e temporais, o próprio modelo pode ser útil para medição de espaço e tempo (Marine-Roig, 2017).

Além disso, foram encontradas implicações práticas. Uma das principais implicações é que os DMOs e profissionais de marketing devem ter em conta as fontes de informações orgânicas, como o exemplo do TGC, que pode ajudar a agir em tempo útil e melhorar as imagens positivas dos destinos turísticos. Além disso, o TGC pode ajudar a preencher a lacuna entre a imagem projetada que estão a tentar transmitir e a imagem prevista que os turistas têm de um destino. Além de melhorar os atributos únicos do destino turístico com a ajuda de sentimentos, especialmente a nostalgia, pode evocar no turista emoções positivas e, portanto, imagem positiva do destino. Além disso, sabendo que a imagem do Destino pode mudar ao longo do tempo e do espaço e também durante a crise, os DMOs avaliam suas estratégias de gestão de crise.

Existem também algumas limitações para o estudo. Embora o SQLR seja uma forma eficaz de analisar a literatura de forma mais eficaz e abrangente, no caso deste estudo existem algumas melhorias a serem feitas. Como um dos critérios incluídos e elegíveis foi o Tripadvisor, seria interessante ver os resultados realizados em outras redes sociais e plataformas de OTRs como: Booking, Airbnb, Facebook, Instagram etc. talvez fosse melhor conferir o período de tempo ou expandir o período de tempo por, pelo menos, alguns anos. O período de tempo definido foi de 2015 a 2021, mas seria interessante ver, por exemplo, resultados no período de pelo menos 10 anos.

Palavras-chave: *imagem de destino online, SQLR, conteúdo gerado pelo turismo, Tripadvisor*

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1. INTRODUCTION

1.1. Importance of the Subject

Nowadays, to gain and maintain a competitive advantage, destinations must deal with a lot of market challenges. For destination marketing organizations (DMOs) it is of great importance to understand the image creation as it can influence tourist's decision to choose, travel and stay in a given place and competitiveness with other destinations (Nowacki & Niezgodna, 2020). Much research highlights the importance of having a strong destination image to the overall success of a destination in tourism (Chen & Kerstetter, 1999; Crompton, 1979; Hunt 1975; Liu et al., 2020; Tasci & Gartner, 2007). That can be explained by the principal idea that a positive image of a destination increases the probability of people traveling and therefore positively influence their experience and level of satisfaction.

Tourists these days have more online sources that allow them to search and evaluate destinations, services, and products before the actual visit of a destination. Therefore, digital information sources have a progressively more important part in the destination image formation (Koufodontis & Gaki, 2020). With the growth of Web 2.0 more and more tourists share their experiences online through reviews, photos, and videos. Tourism generated content (TGC) can influence the choice of a destination and therefore shape the online destination image (DI) (Liu et al., 2020).

The expansion of big data and social media platforms shift the information sources researchers use, as well in the field of tourism and regarding Destination image. Traditional data collection methods have changed from surveys and interviews to user or tourism-generated content (Ferrer-Rossel & Marine-Roig, 2020). As well, the number of online tourism reviews (OTR) has expanded rapidly in the last few years. Each month, hundreds of millions of people consult online travel reviews (OTR) (Tripadvisor, 2022). Alongside the expansion of OTRs, the researches using reviews to examine Destination image are growing along the way (Hlee et al, 2018; Ferrer-Rossel & Marine-Roig, 2020). As well, the stakeholders increasingly acknowledge the strength of tourists and shift of travel-generated content (TGC) to travel-generated knowledge (Smith et. al, 2018).

1.2. Research Objective and Research Questions

Since the growth in research on this topic, it has been decided to analyze the most recent literature regarding online destination image. Therefore, the aim of this study is:

- Identify and explore the theoretical and empirical *state of the art* regarding online destination image

To achieve this goal, the following Research Questions were defined:

RQ1: What is the latest literature involving destination image manifested in online tourism reviews (OTRs)?

RQ2: What are the main elements of online destination image on Tripadvisor?

The relevance of this research lies in extracting and analyzing the latest literature, *state-of-art* regarding destination image that is measured or contains online information from user-generated content (UGC) or tourism-generated content (TGC) data. To do so, systematic quantitative literature review (SQLR) has been chosen as it allows to identify, organize and analyse the information used in the analysis (deMatos et al., 2021). Moreover, Tripadvisor has been chosen as the main OTR platform as it generates the most travel reviews content and is the leading travel platform in the world (Kladou & Mavragani, 2015).

1.3. Structure of the Study

The present study contains six main chapters. The first main chapter is an introduction that consists of general information regarding the importance of destination image (DI) and UGC/TGC followed by the statement of the research objective and research questions, type of the analysis, and OTR platform chosen as setting for the chosen analysis.

The second chapter is dedicated to the literature review. In this chapter are presented some general remarks regarding the DI; overview of the construct of DI, image formation process, dimensions of DI, and DI in online context and presentation of Tripadvisor.

The third chapter is about methodology of the research. It describes used analysis – systematic quantitative literature review (SQLR) and all the steps used to conduct the analysis.

The fourth chapter is dedicated to the results of the analysis and issues addressed in SQLR. Whereas the fifth chapter is discussion of the results addressed in the previous chapter. The last chapter gives the general overview of the study. It summarizes important findings and gives the implications for the practitioners as well the limitations of the study and recommendations for future research.

2. LITERATURE REVIEW

2.1. Definition of Destination Image

Destination image (DI) is one of the most studied topics in tourism literature (Agapito et al., 2013; Crompton 1979; Hunt, 1975; Jensen et al., 2015; Kladou & Mavragani, 2015; Styliadis et al., 2017; Tasci & Gartner, 2007). Destination image is a powerful concept that can influence traveller's perception of a holiday destination as well as destination loyalty (Marine-Roig, 2018; Tuohino & Pitkänen, 2004). Therefore, the importance given to DI in tourism literature is not surprising (Afshardoost & Eshaghi, 2020). One of the most used and recognized definition in literature defines Destination image as "the sum of beliefs, ideas, impressions that a person has of a destination" (Crompton 1979: 18). A similar perspective views Destination image "as a set of beliefs, ideas, and impressions that people have of attributes and/or activities available at a destination" (Alcázar et al., 2014:159).

2.2. The concept of Destination Image

Destination image is a very multi-dimensional concept that can be viewed as (i) temporal - pre or post- visit image (Alcázar et al., 2014; Beerli & Martin, 2004; Frías et al., 2008; Marine-Roig, 2019; Sussman & Unel, 1999; Yilmaz et al., 2009) as (ii) attribute- the image can be described as psychological or functional (Alcázar et al., 2014; Bigné et al., 2009; Echtner & Ritchie, 2003; Nowacki & Niezgodna, 2020; Tasci et al., 2007) and as on (iii) tourist response to basis- cognitive, affective and conative stimuli (Alcázar et al., 2014; Baloglu & McCleary, 1999; Konecnik & Gartner, 2007; Matos et al., 2012; Styliadis et al., 2017).

The cognitive, affective, and conative dimensions are often seen as three main components of destination image (González-Rodríguez et. al, 2016). For instance, *cognitive dimension* refers to knowledge about destination or what people may think of it, while the *affective dimension* goes beyond cognitive dimension and focuses on feelings about destination (Alcázar et al., 2014; Baloglu & McCleary, 1999; King et al., 2015; Matos et. al., 2012). The *conative dimension* is the intention to re-visit a certain destination that is a combination of knowledge and feelings towards the destination that

makes the person want to come back (Gartner, 1994; Matos et al., 2012). In other words, it is knowing about a destination, feeling something about it and doing something towards it (Marine-Roig, 2017). Several authors have agreed that *affective image* and *cognitive image* go side by side and that *affective image* and its components are formed on basis cognitive assessment (Baloglu & McCleary, 1999; Gkritzali et al., 2018). Moreover, it is mentioned how emotions or affects have greater influence on a person and their behaviour than a cognition towards destination and therefore particular importance is given to affective dimension of a tourist behavior. In other words, tourists that have positive feelings towards destination, such as pleasure, have the willingness to react positively about destination (Agapito et al., 2013). Considering *conative image* it is directly obtained from affective and conative components of tourist's behaviour where choosing a destination is a product of gathering information and images during the cognitive phase and later on evaluated during the affective phase (Gartner, 1993; Marine-Roig, 2017).

On top of a three-dimensional concept of destination image is *overall image*, an abstract dimension or individual's overall, global evaluative representation of a destination (Afshardoost & Sadegh, 2020). It is shown that *cognitive* and *affective image* directly influence *overall image* (Baloglu & McCleary, 1999). Moreover, overall image is seen as a combination of cognitive and affective dimensions influenced by other factors such as sociodemographic factors or a previous destination visit (Gkritzali et al., 2018, Lopes, 2011). There is a number of authors that mention how the exposure to travel information mostly influences cognitive and overall image so consequently can change the destination image of a potential traveller (Baloglu & McCleary, 1999; Beerli & Martín, 2004; Gursoy et al., 2014; González-Rodríguez et. al, 2016).

On a supply-demand basis, researchers differentiate *projected* and *perceived image*. *Projected image* can be defined as ideas and impressions about a destination that are made for tourist's consideration while *perceived image* is connected to the impressions and ideas of a destination that are formed by tourists themselves (Bramwell & Rawding, 1996). Differently said, projected image is the one promoted purposely by DMOs while perceived image is made in person's mind (Beerli & Martin, 2004).

Regarding *perceived image* it is divided into two major components: primary and secondary images. *Primary image* is formed through person's own first-hand experience of a destination while *secondary image* is connected to different and various information

sources beyond personal experience (Tasci et al., 2007). Those information sources can be divided into induced, autonomous, and organic sources. *Induced sources* are connected to promotional marketing efforts of a destination (González-Rodríguez et. al, 2016; Gartner, 1993; Gunn, 1977). *Autonomous sources* on the other hand are independent of a destination such as books, articles, news, school education, documentaries etc. (Marine-Roig, 2017). *Organic sources* are person determined which means they can come from a conversation with relatives, friends, colleagues about a destination so called *word of mouth* (WoM) or thorough nowadays popular online version on social media and internet platforms electronic word of mouth (eWOM) (Ferrer-Rosell & Marine-Roig, 2020). As well, perceived image can change during different stages of the trip, pre, in-situ and post. Those perceptions of images can be both, positive and negative.

2.3. Destination Image in Online Context

Since development of web 2.0, consumers are using more and more *electronic word of mouth* (eWOM) to share their opinions, beliefs, experiences about services, and products. Social online platforms such as Tripadvisor, forums, and travel blogs are incentivizing people to share their experiences and opinions about different destinations and therefore helping potential travellers to choose the right destination choice (González-Rodríguez et. al, 2016). The experiences shared on online social platforms can influence potential traveller's perception, decision-making process, and WOM. Word of mouth (WOM) is "oral, person to person communication between a receiver and a communicator whom the receiver perceives as non- commercial, concerning a brand, a product or a service" (Arandt, 1967:3). Word of mouth (WOM), recommendations from friends and family, tend to be the most relevant source of information for future travellers and along with WOM, eWOM is nowadays a similarly important concept due to its influence and power in the user-generated content (UGC) (González-Rodríguez et. al, 2016).

UGC is "an electronic communication phenomenon enabled by Web 2.0, the second generation of web-based services, which allows people to collaborate and share information online" (Alcázar et al., 2014:159). Moreover, travellers tend to "trust" more the opinions expressed in UGC (organic source) than the information and promotional tourism information sources (induced source). The reason why is that tourism services and products are intangible and cannot be tested prior purchase and consumption and

therefore travellers need recommendations, WOM has important role as a more reliable information source (González-Rodríguez et. al, 2016). In this context at the destinations, Destination Management Organizations (DMOs) have increasingly incorporated new technologies on their websites and social media, to increase the number of interactions with users in order to encourage UGCs to promote their destinations in the hope of influencing positively the destination image of their destinations (Öz, 2015).

In the present context, tourists tend to express their opinions, emotions and sentiments more and more using different online platforms (e.g., TripAdvisor, Facebook, Tweeter etc.) that will generate an enormous amount of valuable customer data (Ren & Hong, 2017). In traveller's perspective, social media represents an important role of information, and it is used *before, during* and *after holidays* (Xiang & Gretzel, 2010). Moreover, social media is usually perceived as more trustworthy than other sources of information: DMO website pages, mass media etc. (Kladou & Mavragani, 2015). User-generated content (UGC) for tourism and travel includes all online reviews about attractions, accommodation, restaurants etc. where people share their experiences and evaluate different services (Ren & Hong, 2017). The tourism literature discusses UGC in detail and therefore calling it TGC- tourist generated content that is concentrated on travel-related content created and uploaded on social media by tourists (Mak, 2017). Due to growth of TGC, it has been put to usage as a data source to analyze the destination image perceived by tourists (Ferrer-Rosell & Marine-Roig, 2020).

2.4. About Tripadvisor

Tripadvisor is the world's largest travel platform which according to them, each month it helps 460 million tourists to make their trip the best trip (Tripadvisor, 2022). It has more than 830 million reviews and opinions on 8 million accommodations, restaurants, experiences, airlines and cruises, and uses an average of 460 per month million users. It is based on TGC created to get feedback on destinations, tourist attractions, hotels, restaurants, trips etc. (Tripadvisor, 2022).

Tripadvisor was established in 2000 by Langley Steinert and Stephen Kaufer and it is primary imagined as travel guide that offers professionally published guides, newspapers and magazines, while on the other hand includes the option for visitors to add their own

reviews. Travelers' reviews surpassed the official ones and thus turned it into a tourist-generated platform (Quesenberry, 2015).

User generated content is the main review tool regarding tourism products and services, while ratings can be expressed numerally by adding stars from 1-5. Its biggest advantage is that organizations are in direct contact with customers and can timely react regarding reviews (Tripadvisor, 2022). In addition, users can post their photos, which further contributes creating a loyal community because users feel privileged and special since they can share something of their own (Quesenberry, 2015). TripAdvisor is the largest travel review site in the world and one of the leading ones (Kladou & Mavragani, 2015). It encourages tourism service providers and DMOs to make more effort in order to provide the best and highest quality service to tourists and got the best reviews and thus more future tourists.

To have a better understanding about the state of art of online destination image, especially regarding Tripadvisor, certain analysis is about to be conducted.

3. METHODOLOGY

3.1. Systematic Quantitative Literature Review

Systematic quantitative literature review (SQLR) has advanced in recent years as a literature review approach as it allows big amount of research and literature to be systemized, comprehensive and with fewer biases identifying the current empirical knowledge (Pickering et. al., 2015). Differently from traditional narrative method that is based on in-depth analysis of conclusions and results of the articles, SQLR tends to summarize the literature, so the results are quantifiable, reliable, and reproducible. As well it includes commenting on the literature gaps (Carlini et. al., 2021). The method is systematic because the techniques used to identify and select the papers included are reproducible and explicit which means that if procedure is repeated, similar results will be found. Moreover, the review is quantitative as it quantifies the search as well as the gaps (Pickering & Byrne, 2014). The method bridges the gap between narrative method and meta-analysis (Carlini et. al., 2021).

SQLR implies searching for existing literature systematically, using keywords to identify papers that will be included, based on clearly articulated reproducible criteria. Therefore, SQLR aims to (i) offer a comprehensive mapping of the subject inquiring, (ii) provide a clearly reproducible method for the selection and identification of literature, (iii) summarise the subject regarding broader picture of the researched field, (iv) extend over correlational data while giving quantitative view of the studied subject and (v) identify limitations and generalizations of the study (Pickering & Byrne, 2014).

Differently from traditional review methods that are mostly focused on quantitative methods, SQLR includes knowledge generated from both qualitative (interviews, content and text analysis, focus groups etc.) and quantitative techniques (surveys, field or laboratory experiments, trials etc.) and therefore is suitable for trans-disciplinary research (Pickering et. al., 2015). The goal of SQLR is not on evidence-based practices and their statistical power, but the contents for instance what methodology is used or whether outcomes are positive/neutral/negative (Suzuki et. al., 2018).

Since the objective of this paper is identifying empirical *state-of-art* regarding online destination image, on Tripadvisor, we consider SQLR as the most appropriate

methodology. As number of articles using SQLR is increasing in various areas, so far to our knowledge, in terms of our specific subject it is rare. Through analysing overview of destination image in online context with SQLR, we aim to identify geographical, methodological, theoretical, and conceptual gaps in the current literature. The following outlines the process design for used SQLR.

3.2. Process Design of SQLR

The process of SQLR that is undertaken in this study is adapted from Pickering and Byrne (2014) (fig.1). After first step was taken and objectives were defined, protocol was developed to guide the literature search; initial and search criteria was established following keywords, databases, and selection criteria.

The keywords were selected by reviewing literature in the field of Destination Image considering not only the keywords selected in the papers but also mentioning of searched terms in their abstracts. Afterwards, the trial-and-error process was conducted in order to find the most suitable keywords that will reflect our set objectives and research questions. As aim of this paper is evolved around Destination Image and its online context and as the Tripadvisor has been chosen as online platform to conduct further on research, “Destination Image” and “Tripadvisor” were selected as search terms.

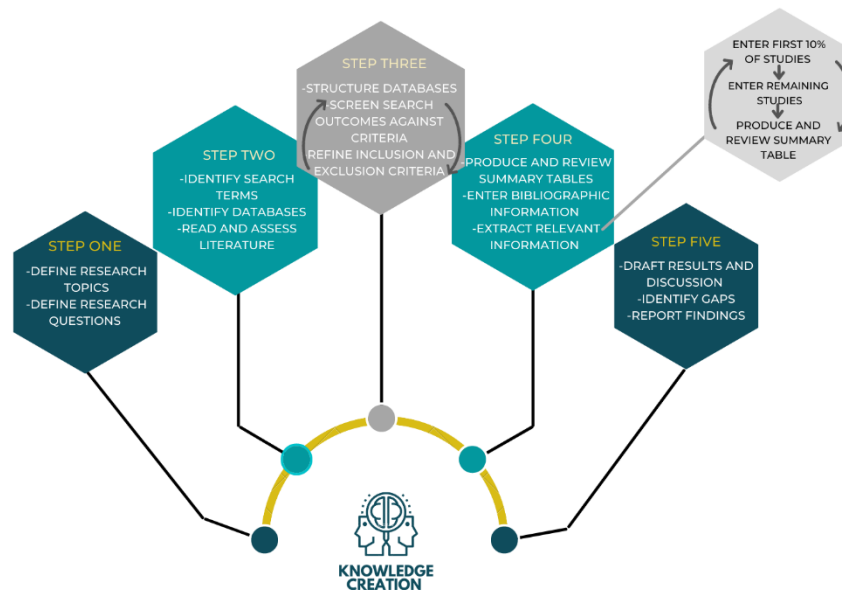


Fig 1. Systematic Review Process

Source: Adapted from Pickering and Byrne (2014) and Yang et. al. (2017).

To conduct a SQLR it is important to do a throughout database search. To do so it is important to choose more than one database. As well, usage of more databases insures comprehensiveness because use of single bibliographic database will hardly provide adequate coverage (Suzuki et al., 2018). The relevant documents were selected through *Scopus* and *Web of Science (WoS)*. Later to test and ensure comprehensives of databases and keywords selected, additional search occurred on *Science Direct*, but no additional relevant documents were found so it was decided not to include mentioned database in the following analysis.

The literature search was conducted between 10th and 24th of February 2021 using the keywords previously mentioned. Only original research articles published in English-language peer-reviewed journals were considered to maintain the quality of the review and to assure efficient synthesis. Thus, any research papers published in English-language academic journals that contained the aforementioned search terms in the title, abstract, or keywords were considered. As our topic is relatively new the timeframe chosen was between 2015-2021.

To ensure the quality and consistency of inclusion criteria and literature selection for the SQLR, additional steps have been involved; (i) identification, (ii) screening and (iii) inclusion in accordance with PRISMA 2020 guidelines (Page et al., 2021). The initial

selection criteria identified 173 publications. After, the inclusion criteria for screening process included three conditions: (i) exclusion of duplicates: 14 duplicate documents were identified, (ii) full-text documents and (iii) publications that are only related to the subject of online Destination Image assessed on or through Tripadvisor. After all criteria used, 22 final documents have been selected to proceed with further review (fig. 2).

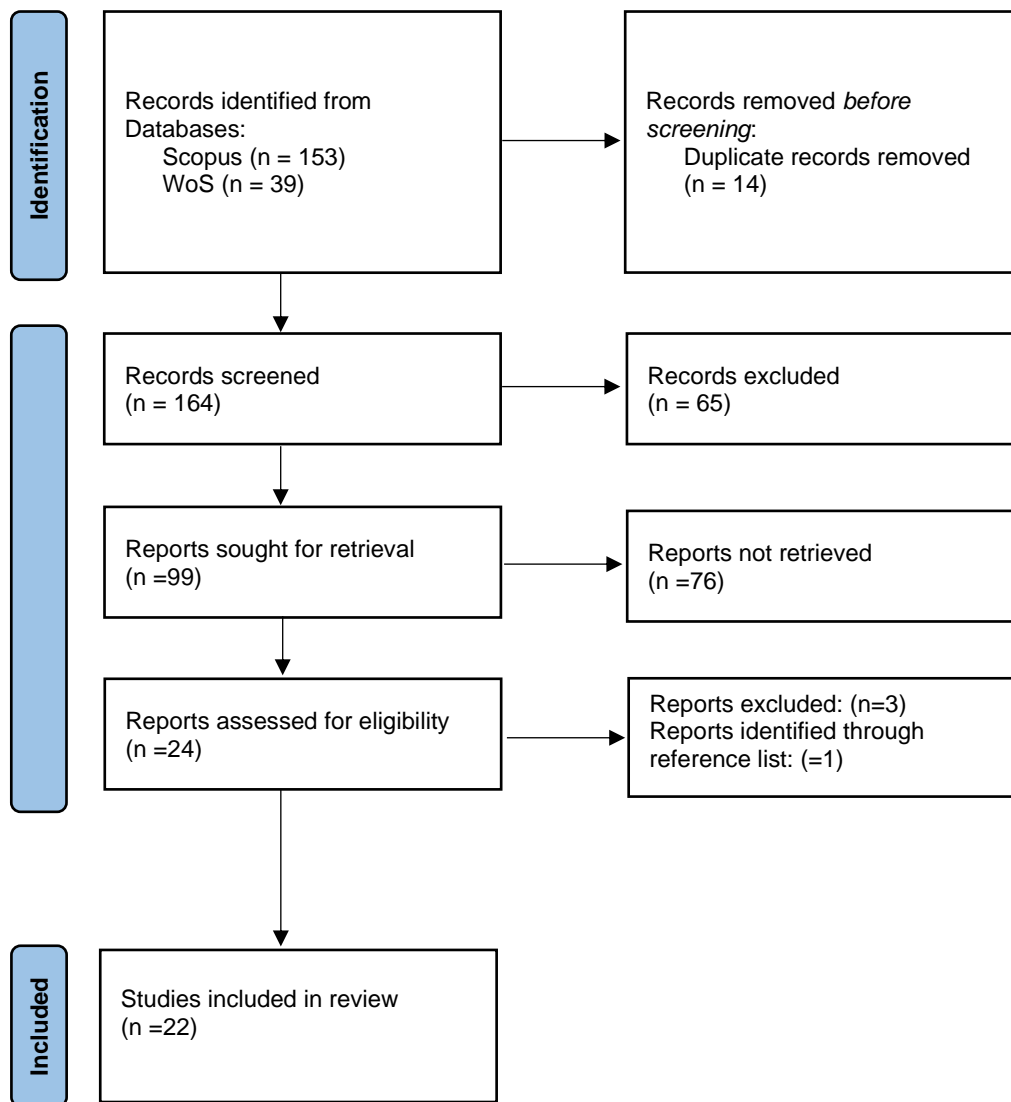


Fig. 2. PRISMA 2020 Flow Diagram.
Source: Adapted from (Page et al., 2021)

3.3. Results of SQLR

Based on the articles identified in with the eligibility criteria (=22) this section describes the SQLR outcome and provides overview of characteristics that were found in the reviewed topic of Destination image in online context on Tripadvisor. It also reviews the geographical spread by the Authors' country of affiliation, selected destinations, authors, journals, number of citations, methodological approaches, data selection and data analysis technique.

3.3.1. Geographical Spread

3.3.1.1. Authors' Country of Affiliation

In the selected (22) articles, considering the first author's country of affiliation, most of them are from Europe (17) of which ten of them are from Spain, two from United Kingdom and one from Croatia, Greece, Hungary, and Poland. As well four of articles are from Asia, three from China and one from India and one form the Middle East, United Arab Emirates. No articles were selected from Africa, North, South America and Australia and Oceania. (fig. 3).

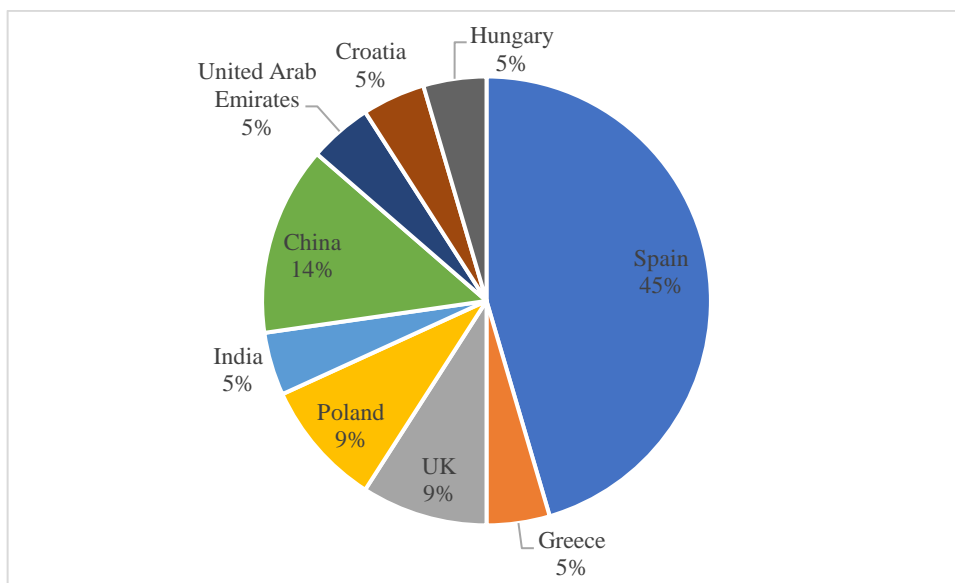


Fig. 3. First Author's Country of Affiliation
Source: Own compilation

3.3.1.2. Selected Destinations

Differently from previous geographical spread analysis, destinations studied in the articles (22) are presented (Table 1). It can be seen how tourism destination studied in the articles do not necessarily correspond to the authors' country of affiliation. The most studied country origin of a destination is *Spain*, specifically *Barcelona* that was a setting destination for four studies (Ferrer-Rosell & Marine-Roig, 2020; Garay & Cànoves, 2016; Garay & Cànoves, 2017; Lozano-Monterrubbio & Huertas, 2020) followed by *Macau*, *China* that was represented in two studies (Liu et al., 2020; Wong & Qi, 2017).

Article	Destination
(Bigne et al., 2019)	Venice and Ljubljana
(Ferrer-Rosell & Marine-Roig, 2020; Garay & Cànoves, 2016; Garay & Cànoves, 2017; Lozano-Monterrubbio & Huertas, 2020)	Barcelona, Spain
(Gkritzali et al., 2018)	Athens, Greece
(Feng et al., 2018)	Great Wall, China
(Jahmani et al., 2020)	Dubai, UAE
(Jakopović, 2016)	Dubrovnik, Croatia
(Kladou & Mavragani, 2015)	Istanbul, Turkey
(Koufodontis & Gaki, 2020)	Greece
(Liu et al., 2020; Wong & Qi, 2017)	Macau, China
(Llodrà-Riera et al., 2015)	Mallorca, Spain
(Marine-Roig, 2017)	Île-de-France region, France
(Marine-Roig & Ferrer-Rosell, 2018)	Catalonia, Spain
(Marine-Roig, 2019)	Attica, Greece
(Marine-Roig et al., 2019)	Canary Islands, Spain
(Nowacki, 2019)	Tokyo, New York, London, Dubai, and Warsaw
(Nowacki & Niezgoda, 2020)	Gdansk, Kaliningrad, Riga and Szczecin
(Nukhu & Singh, 2020)	Hyderabad City, India
(Smith et al., 2018)	“Balkan” countries

Table 1. Selected Destinations in Articles
Source: Own compilation

Presented destinations (Table 1) also serve us as a guide for the *chapter 4* where issues addressed will be presented.

3.3.2. Selected Document per Journal

Considering Journals where articles have been published, leading with two studies per Journal are: *Tourism Analysis* (Ferrer-Rosell & Marine-Roig, 2020; Garay & Cànoves, 2016); *Sustainability (Switzerland)* (Marine-Roig, 2017, 2019) and *Tourism Management* (Llodrà-Riera et al., 2015; Marine-Roig & Ferrer-Rosell, 2018)(Table 2).

Journal	Number of documents	H-index	Quartile/SRJ 2020
Tourism Analysis	2	36	Q2 0.56
Sustainability (Switzerland)	2	85	Q2 0.61
Tourism Management	2	199	Q1 3.33
Journal of Destination Marketing and Management	1	36	Q1 1.7
Current Issues in Tourism	1	74	Q1 1.73
Hungarian Geographical Bulletin	1	14	Q2 0.48
International Journal of Tourism Cities	1	12	Q2 0.52
e-Review of Tourism Research (eETR)	1	10	Q4 0.17
Journal of Theoretical and Applied Information Technology	1	29	Q4 0.15
Asia Pacific Journal of Marketing and Logistics	1	46	Q2 0.6
Journal of Travel Research	1	132	Q1 3.4
Medijske Studije	1	5	Q4 0.12
Scandinavian Journal of Hospitality and Tourism	1	43	Q1 0.93
Tourism Management Perspectives	1	43	Q1 1.45
Communication and Society	1	16	Q2 0.38
IEEE Transactions on Professional Communication	1	44	Q2 0.42
International Journal of Environmental Research and Public Health	1	113	Q2 0.75
Journal of Business Research	1	105	Q1 2.05

Table 2. Published Documents per Journal

Source: Own compilation

Moreover, SCImago (2022) data was used to determine the ranking of the Journals in which articles (22) were published (Table 2). The indicators used are H-index and SRJ (SCImago Journal Ranking), as well as the Quartile that is dependable of SRJ indicator. H-index is metric that is used to measure both: “journal scientific productivity and scientific impact” and is measured by “number of articles (h) that have received at least *h* citations” (SCImago, 2022). By H-index indicator, most successful journals are: *Tourism Management* (199); *Journal of Travel Research* (132) and *International Journal of Environmental Research and Public Health* (113). Simillary, SRJ is calculated by “the average number of weighted citations received in the selected year by the documents published in the selected journal in the three previous years” (SCImago, 2022). The highest ranked journals respectively are: *Journal of Travel Research* (Q1 3.4), *Tourism Management* (Q1 3.33) and *Journal of Business Research* (Q1 2.05).

3.3.3. Number of Articles per Author

Moreover, in the selected publications (22) most published Author with five articles is Marine-Roig, Estela (2017, 2018, 2019, 2019, 2020) (Table 3), followed by Authors with two articles: Ferrer-Rosell, Berta (2018, 2020); Garay, Lluís and Cànoves, Gemma (2016, 2017); Nowacki, Marek (2019, 2020).

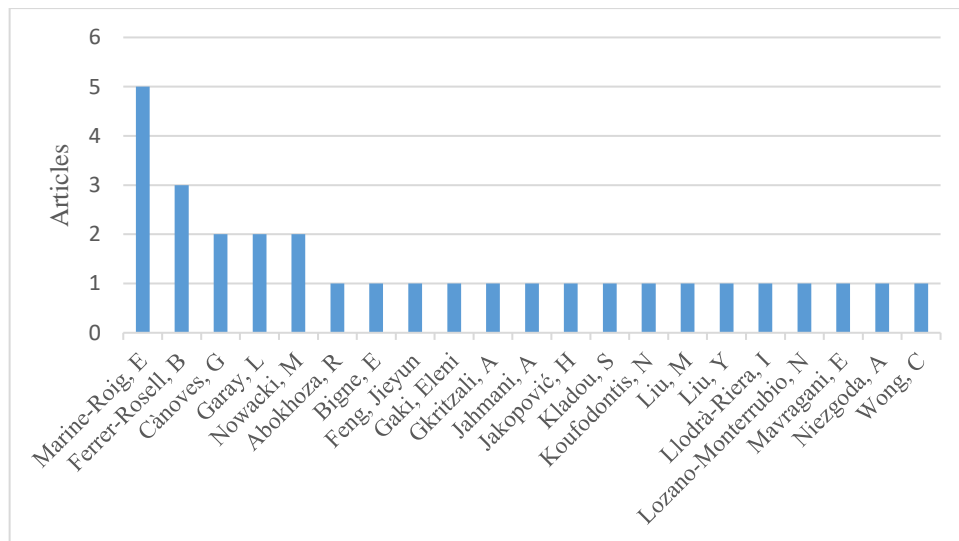


Fig. 4. Number of Articles per Author
Source: Own compilation

3.3.4. Number of Citations on Google Scholar

Article	Number of citations on Google Scholar
(Bigne et al., 2019)	29
(Ferrer-Rosell & Marine-Roig, 2020)	17
(Garay & Cànoves, 2016)	4
(Garay & Cànoves, 2017)	75
(Gkritzali et al., 2018)	39
(Feng et al., 2018)	3
(Jahmani et al., 2020)	6
(Jakopović, 2016)	8
(Kladou & Mavragani, 2015)	270
(Koufodontis & Gaki, 2020)	8
(Liu et al., 2020)	14
(Llodrà-Riera et al., 2015)	259
(Lozano-Monterrubio & Huertas, 2020a)	3
(Estela Marine-Roig, 2017)	84
(Marine-Roig & Ferrer-Rosell, 2018)	107
(Marine-Roig, 2019)	59
(Marine-Roig et al., 2019)	17
(Nowacki, 2019)	4
(Nowacki & Niezgoda, 2020)	4
(Nukhu & Singh, 2020)	4
(Smith et al., 2018)	4
(Wong & Qi, 2017)	69

Table 3. Number of Citations per Article
Source: Own compilation

In the (Table 4) we can see number of citations on Google Scholar per Article. The most cited publications are: (Kladou & Mavragani, 2015; Llodrà-Riera et al., 2015).

As well, it can be discussed that articles with most citations are the ones that are published in 2015, and therefore had the opportunity regarding time, to be cited more times.

3.3.5. Methodologies Used

3.3.5.1. Methodological Approach

In this section, methodological approaches of selected publications will be analysed. All the selected publications are of empirical nature and therefore four of them are quantitative (Bigne et al., 2019; Ferrer-Rosell & Marine-Roig, 2020; Jahmani et al., 2020; Estela Marine-Roig & Ferrer-Rosell, 2018) two are qualitative (Kladou & Mavragani, 2015a; Liu et al., 2020) and fourteen articles with mixed methods methodologies (Edwards et al., 2017; Feng et al., 2018; Ferrer-Rosell & Marine-Roig, 2020; Fronzetti Colladon et al., 2019; Garay & Cànoves, 2016b; Garay Tamajón & Cànoves Valiente, 2017b; Gkritzali et al., 2018a; Jakopović, 2016a; Koufodontis & Gaki, 2020a; Lee et al., 2020; Llodrà-Riera et al., 2015b; Lozano-Monterrubio & Huertas, 2020a; E Marine-Roig, 2017; Estela Marine-Roig, 2019; Estela Marine-Roig et al., 2019; M Nowacki, 2019a; Marek Nowacki & Niezgoda, 2020; Nukhu & Singh, 2020; Smith et al., 2018; Wong & Qi, 2017). As Online Destination Image is a complex and multi-dimensional concept, especially on a specific platform such as Tripadvisor, the quantity of articles that used mixed methodology approach is expected.

3.3.5.2. Data Collection Method

As inclusion criteria for the SQLR is Tripadvisor, meaning that analysis is made on UGC/TGC from Tripadvisor totally or partially it is expected that most of the articles use data from the mention platform. Therefore, ten of the articles are using only information/data from Tripadvisor (Gkritzali et al., 2018; Jakopović, 2016; Kladou & Mavragani, 2015; Marine-Roig, 2019; Marine-Roig et al., 2019; Nowacki, 2019; Nowacki & Niezgoda, 2020; Smith et al., 2018; Wong & Qi, 2017) while other ten of them are using data from Tripadvisor but in combination with data from either some other platform, social media, DMO's website or interviews with different stakeholders (Feng et al., 2018; Ferrer-Rosell & Marine-Roig, 2020; Garay & Cànoves, 2016; Garay &

Cànoves, 2017; Koufodontis & Gaki, 2020; Liu et al., 2020; Llodrà-Riera et al., 2015; Lozano-Monterrubbio & Huertas, 2020; Marine-Roig & Ferrer-Rosell, 2018; Nukhu & Singh, 2020). The rest of the articles, three, as data collection method used survey ((Bigne et al., 2019; Jahmani et al., 2020; Llodrà-Riera et al., 2015).

3.3.5.3. Data Analysis Technique

Concerning Data Analysis Technique, we can also separate them if they were used for qualitative, quantitative, or mixed techniques. For qualitative methodology studies, the most used analysis techniques are: content analysis (Kladou & Mavragani, 2015) and text-mining technique (Liu et al., 2020). Regarding quantitative methods, the analysis techniques are: quantitative and thematic analysis (Ferrer-Rosell & Marine-Roig, 2020; Marine-Roig et al., 2019), compositional analysis (Ferrer-Rosell & Marine-Roig, 2020; Marine-Roig & Ferrer-Rosell, 2018), Likert scale analysis (Bigne et al., 2019), statistical analysis (Jahmani et al., 2020). Talking about mixed methods, analysis techniques are: content analysis (Garay & Cànoves, 2016; Garay & Cànoves, 2017; Lozano-Monterrubbio & Huertas, 2020; Marine-Roig, 2019; Nowacki, 2019; Smith, 2018; Wong & Qi, 2017), quantitative analysis (Estela Marine-Roig, 2017) semiautomated analysis (Gkritzali et al., 2018), keyword analysis (Feng et al., 2018; Gkritzali et al., 2018a), word frequency count (Feng et al., 2018), text-mining technique (Wong & Qi, 2017) statistical analysis (Koufodontis & Gaki, 2020a), descriptive analysis techniques (Llodrà-Riera et al., 2015a) and sentiment analysis (Gkritzali et al., 2018a; Jakopović, 2016b; Estela Marine-Roig, 2019; Estela Marine-Roig et al., 2019; Marek Nowacki & Niezgoda, 2020).

It can be seen how most of the data analysis techniques are suitable to deal with big amount of data.

4. RESULTS – ISSUES ADRESSED

4.1. Context of Destination Image Research

In the (Table 5) the respected contexts: information sources; dimensions of online Destination Image; Emotion abstraction in OTRs; time and space effect on Destination Image; stakeholders regarding Destination Image and unique attributes of Destination Image are presented with the articles that those contexts are presented. Further, those contexts will be discussed throughout next sections.

ARTICLES	CONTEXT
(Ferrer-Rosell & Marine-Roig, 2020; Garay & Cànoves, 2016; Garay & Cànoves, 2017; Llodrà-Riera et al., 2015; Marine-Roig & Ferrer-Rosell, 2018)	information sources
(Amatulli et al., 2019; Garay & Cànoves, 2017; Kladou & Mavragani, 2015; Marine-Roig, 2019; Nowacki, 2019)	dimensions of online Destination Image
(Bigne et al., 2019; Gkritzali et al., 2018a; Kladou & Mavragani, 2015a; Lozano-Monterrubio & Huertas, 2020a; Estela Marine-Roig et al., 2019)	emotion abstraction on OTRs
(Gkritzali et al., 2018a; Liu et al., 2020; Smith et al., 2018; Wong & Qi, 2017)	time and space effect on Destination Image
(Garay & Cànoves, 2016; Garay & Cànoves, 2017; Smith et al., 2018)	stakeholders regarding Destination Image
(Kladou & Mavragani, 2015a; Estela Marine-Roig, 2019; Marek Nowacki & Niezgodà, 2020; Nukhu & Singh, 2020)	unique attributes of Destination Image

Table 5. Issues Addressed
Source: Own compilation

4.2. Information Sources

As mentioned before and used in “traditional” DI literature, information sources are important part of image formation process and influenced from both projected (supply-side) and perceived (demand – side) images. The supply- side, projected image is formed by different types of stakeholders with a specific purpose that is usually intended for the tourist and perceived. After the tourist (demand-side) as a result reproduces those images or creates new ones and therefore destination image is a sum of all the mentioned image interactions (Marine-Roig & Ferrer-Rosell, 2018). One of the most used typologies in the selected articles is the one proposed by Gartner (1993) where he mentions how image formation process is continuum of separate agents; autonomus, induced and organic that can act idenpendetly or together to form an image that is unique to each individual.

Regarding the sources, Gartner (1993) proposes the framework of sources depending on the control that a destination has over them ranging from the most to the least controlable and least to most trustworthy; (i) *overt induced*; (a) traditional forms of advertising, mostly from DMO’s and (b) information travel agents or agencies, (ii) *covert induced*; a) from traditional forms of advertising and (b) second party endorsment un biased reports; (iii) *autonomus*; news, documentaries, popular culture, reports, movies, travel guides – not controled by destinations (iv) *organic*; (a) solicited and (b) unsolicited information coming from friends and relatives thorough word-of-mouth (c) organic-actual or previous visitation of a destination. Those traditional typologies of information sources are used as main frameworks and theories in the used articles (Ferrer-Rosell & Marine-Roig, 2020; Garay & Cànoves, 2016; Garay & Cànoves, 2017; Llodrà-Riera et al., 2015; Marine-Roig & Ferrer-Rosell, 2018).

In line with mentioned framework, Llodrà-Riera et. al (2015) suggest that, regardless of previous researches that concluded how Web can influence perceived image of a destination and how Web, instead of just being a induced source can in fact be classified into autonomus, induced and organic sources. In the same research, Internet users reflected how the least useful information source about a destination was induced from authorities and DMO’s, especially advertising, intermediaries and fairs. Considering autonomus information sources Travel guides tend to be very useful to the users followed by Internet and organic source represented by friends and colleagues. Regarding web sources and their usefulness to the users that search information about a destination, the

most important are search engines followed by online maps and web pages that featured UGC, such as Tripadvisor, and social networks. Websites that are mostly formed by UGC in principle, do not come from induced or autonomous sources but represent organic sources that are not controlled by the tourist destination. As well, it is not required to know directly person who is publishing the content to trust them; online reputation and digital identity can create trust. The sources that feature UGC take on particular importance when tourists promote the tourist destination regardless if its through social networks, photos, videos, blogs or reviews (Llodrà-Riera et al., 2015).

Similarly, Garay & Cànoves (2017) found in their research on Tripadvisor forum questions and notions of potential travellers that can be seen as a demand-side and on the other side recommendations of previous travellers, particularly residents (third side) that were offered to potential travellers. On Tripadvisor forum there was no content generated by DMO's and traditional advertising, supply side and usually induced information source nor travel agents or bloggers as autonomous sources and therefore projected image from their side were not projected in Tripadvisor. Therefore, highlighted information source was organic source projected by future and potential tourists that expressed their opinions about the destination they show interest for. Regarding the third parties and UGC, information passed by previous tourists and residents that based on their own experiences and knowledge shared recommendations is marked as solicited-organic and unsolicited-organic content (Garay & Cànoves, 2017). Moreover, types of resources represented by DMO's, different tourism agencies and information from Tripadvisor forum by tourists and residents is in fact not so different (Garay & Cànoves, 2016). Ferrer-Rosell & Marine-Roig (2020) also mention how eWoM effect has pushed organic information sources highest at popularity ranking. Tourism generated content (TGC) represents new and unsolicited organic image-formation agent through eWoM greater than the induced and autonomous sources (Marine-Roig, 2019).

Information sources consulted by potential tourists create expectations that will impact the perceived image once they visit the destination and thus DMO's must provide and ensure that the image that they project corresponds with the image that tourists perceive (Marine-Roig, 2015). To have a perception about the gap of projected and perceived image Marine-Roig & Ferrer-Rosell (2018) calculated the gap between different information sources about tourism destination. It has been found that the greatest gap is between induced (most controllable by DMO's and less trustworthy) and organic image

(the least controllable by DMO's and most trustworthy) and the smallest between induced and autonomous source (half way controlled and half way trustworthy). As well, big gap has been found between organic and autonomous sources. As well organic image, seen as perceived image are much more different from the projected image. Results show the image that tourists expressed through UGC is highly different than the image projected through other sources of information (Marine-Roig & Ferrer-Rosell, 2018). As closer are tourist's perceived and DMO's projected images, more likely the tourist's expectations will be met (Marine-Roig, 2015). In their afterwork Ferrer-Rosell & Marine-Roig (2020) confirm these findings and suggest the same as in previous work that there should be new element added to the Garner's (1993) framework of information sources; (in)congruence or a gap between sources (Ferrer-Rosell & Marine-Roig 2020; Marine-Roig & Ferrer-Rosell 2018). Similarly, Kofunditis & Gaki (2020) has found how in the destinations he examined, the online Destination Image proposed from Tripadvisor was significantly different than image based on local sources promoted by DMO's. The study of Liu et. al. (2020) also shows that there are differences between the government - projected DI and the tourist - perceived DI. Not all of the images projected by government have been perceived the same. The most recognised image that government and DMO's projected is *Macau City of Culture* and *A World Centre of Tourism and Leisure* has strengthened over period of time while other brands such as *Creative City of Gastronomy* and *City of Events* have not been so famous between tourist. It can be seen how not all the images pushed by DMOs are successfully delivered to travelers (Liu et. al., 2020).

It is important for DMO's to take into account organic sources represented by tourists in social media to gain competitive advantage and to brand the destination image properly. Therefore, it is important to mine UGC or TGC to seize and address negative and highlight the positive images shared by tourists (Kladou & Mavragani, 2015).

4.3. Dimensions of Online Destination Image

4.3.1. Cognitive-Affective-Conative

Traditionally in the literature of DI, the interaction of an individual, tourist with its surroundings involves three aspects ; cognitive, affective and conative or in another words knowing something, feeling something about it and in the end acting upon it (Marine-Roig, 2017).

In that sense, Kladou & Mavragani (2015) examined the tourists perception about a destination, Istanbul on Tripadvisor and the cognitive-affective-conative dimension of the mentioned image. Even though all three components were represented in the travel generated content, cognitive component of DI is the one that attracts the most tourist's evaluation especially elements of cultural environment followed by infrastructure and socioeconomic environment, atmosphere, and natural environment. Similarly, in the study Nowacki (2019) found that the most frequent attributes of a studied destinations: London, New York, Tokio and Warsaw are of cognitive nature; museums, sightseeing, viewing and walking, urban parks etc. but all three dimensions were identified, namely affective; expressions like beautiful or great and conative; recommendation. Likewise, Garay & Cànoves (2017) concluded that on Tripadvisor forum is consistent of a mix of cognitive and affective components while conative showed occasionally, e.g when potential tourists stated their travel plans. Cognitive component was mostly centered around travelers content about destinations tangible and intangible cultural resources while the content from advisors and especially residents was a mix of cognitive and affective component. In the same research, supply side/ projected image from a DMO's was mostly of cognitive nature, where useful information about a destination was provided (Garay & Cànoves 2017).

4.3.2. Designative-Appraisive-Prescriptive

Taking a step further from a traditional framework of three cognitive-affective-conative dimensions by Gartner (1993), Marine-Roig (2017, 2019) decided to use a alternative approach/schema proposed by Pocus et. al. (1978) which is consisted of (i) designative image; based on individual's knowledge of whatness and whereness of the image, informative in nature, (ii) appraisive image; attached, induced, based on the appraisal or assessment; and (iii) the prescriptive image; which relates to interpretations of both,

designative and appraisive image. Moreover, designative or informational image is based on cognitive assessment and structure of the surroundings, environment and can be seen through two aspects; (a) structural/physical (features like layout, shape, size and texture) and (b) spatial aspect (distance, directional relationship and relative location). Appraisive image is composed of both; (a) evaluation and (b) affects or emotions, meaning that a person is reflecting on the evaluation of the perceived image and afterwards adding value feelings, emotions, meaning and identity (Marine-Roig, 2017).

It has been demonstrated how dichotomy of cognitive-affective dimension can be substituted with designative-appraisive. Moreover, it is showed that UGC from search engines and Tripadvisor helps in construction of TDI, specifically in five dimensions; cognitive, spatial, temporal, evaluative and affective (Marine-Roig, 2017). As well, in another destination, the emphasis of data is on spatial dimension, especially in its metropolitan area (Marine-Roig, 2019). Argument lies as well in the temporal dimension that allows analysis of a destination's development over time and change of the image during different times, seasons, changes (Marine-Roig, 2017).

4.4. Emotion Abstraction on OTRs

It was mentioned that affective dimension of image comes after cognitive assessment and is evolved around sentiments and emotions. Those feelings or emotions can be assessed as positive, negative, or neutral. Affective associations that are expressed by emotions can be referred as attitudes regarding destination. Moreover, travellers develop various attitudes that are compensatory, in other words, negative attitude can offset positive feelings and other way around (Gkritzali et al., 2018).

Kladou & Mavragani (2015) in their study, between others, examined the valence of evaluations and beliefs about destination, in other words if the tourists' perspectives are positive or negative. Analysis showed that majority of reviews (87.33%) were positive meaning positively evaluate destination and 108 reviews out of 279 positive ones referred to affective dimension of the image (Kladou & Mavragani, 2015).

Talking about type of the reviews, Lozano-Monterrubio & Huertas (2020) mention how it is expected that first-person stories would be preferred reviews due to their intrinsic nature as the main purpose of online travel reviews is sharing personal stories and

experiences, but results show that majority of reviews are identified as opinions. As well first-person stories' reviews were more emotional and regarding negative reviews most recognizable emotions were sadness and anger. Regarding negative opinion reviews, the emotion that was reconized the most was disgust. Through analysis of negative reviews on Tripadvisor, study confirms that first-person reviews express wider, better and varied emotions than opinion expressed reviews as in opinions it is not easy to detect emotions (Lozano-Monterrubbio & Huertas, 2020).

Moreover, Bigne et al. (2019) mention how specific reviews are usually trustworthier and more believable than general ones. Interaction between familiarity of destination and valance of content (positive vs. negative) shows that DI and intention to visit decrease more when there is a negative review of unfamiliar destination than when the review is negative and the destination is familiar. As well, online reviews on familiar destinations have more effect on intention to visit and DI than reviews on unfamiliar destination (Bigne et al., 2019).

Marine-Roig & Ferrer-Rosell (2018) by measuring the (in)congruence between perceived and projected image on different information sources in case of Triapdvisor, 5.5% of the total words were feelings. Regarding feelings, the highest distance between sources was between Tripadvisor and official site of DMO where there was nearly no difference between induced and autonomus source regarding the frequency of words expressing feelings. Talking about valance (positive/ negative feelings) the biggest gap was actually between official dossier and Lonely planet while the smallest gap apropos was between Lonely Planet and Tripadvisor saying that both sources expressed similary in terms of emotions (Marine-Roig & Ferrer-Rosell, 2018).

4.5. Time and Space Effect on Destination Image

Destination image is a dynamic, relativistic and complex concept that changes over space and time (Gallaraza et. al., 2002; Gkritzali et al., 2018). Liu et. al. (2020) and Wong et. al. (2017) have used TGC from Tripadvisor to asses overall destination image of Macau and its change over time. Both studies have shown how perceived image and from both local tourists from China and international tourists, has changed. Wong et. al. (2017) has studied Destination Image of Macau in the timeline from 2005-2013 and have concluded

how destination has changed significantly in the last 10 years, as well as the Destination Image in the eyes of international tourists. Destination Image on Tripadvisor has changed over time and evolved into diversified destination despite its previous image of a “casino” destination and risen numbers of such complex infrastructure (Wong et. al., 2017). Liu et. al. (2020) have also come to conclusion how, even though there are differences in perceived image of international and Chinese tourists, the general perception of Macau’s DI as casino-related has decreased over time. By analyzing two largest travel-related online sources from 2014-2018, namely Ctrip (that is frequently used in China and Tripadvisor (that is mostly used by international tourists), the perceived destination image of international tourist has been stable over examined period of time while the perceived destination image of Chinese tourists have changed. They perceived Macau as a destination of culture but nowadays they see it as leisure and entertainment (Liu et. al., 2020).

On another hand, Gkritzali et al. (2018) studies the progress of the destination image of Athens from 2005-2015 on Tripadvisor to see the impact of the economical crises on individual perceptions. In other words, how effect of non-tourism related events have on DI. By studying affective attributes and overall image, Athens as a destination during crises was still perceived strongly positive. Even though, there has been a shift in a perception in the first years of the crises from 2009-2011 with a rise of unfavourable affects (value, attractiveness, security etc.) but also a rise of very favourable affects (hospitality and pleasure).

Mentioned contradiction implies that change of perceived image has not been just negative. Similarly to Liu et al. (2020), Gkritzali et al. (2018) studying space component, found that Greek residents and non-Greek residents perceive differently destination image, in this case affective component. Non-Greek residents have shown more positive, favorable image of a destination than Greek residents. All in all, study underpins how the effect of economic sovereign crisis in Greece had an effect on a Destination Image but only short term, in the beginning when crises took place. It also suggests that Destination Images are affected with non-tourism related events but their normative and primary image helps to keep its character for a long term (Gkritzali et al., 2018).

Destination Image creation and destination brand building in tourism can take years, if not decades, therefore highly complex (Smith et al., 2018). By studying Destination Image of

Balkans, Smith et al. (2018) mentions the importance of geographical dimension in destination branding as tourists are widely using term “Balkans” regardless of the country they are visiting in the geographical area. The importance of emotional component has been pinned as well as the importance of the residents as one of the creators of the image as they have direct contact with visitors, shapers of environment as they have strong identity in the studied area (Smith et al., 2018).

4.6. Stakeholders Regarding Online Destination Image

Stakeholders that influence image creation can be seen from; supply-side, demand-side and third parties matters. Regarding the demand-side it most often includes policy makers, DMOs, travel agencies etc., demand-side are usually final consumers e.g. travelers or potential travelers and third parties involve all the intermediaries between supply and demand side such as; media, travel specialists, bloggers, residents etc. (Garay & Cànoves 2016; Garay & Cànoves, 2017; Koufodontis & Gaki, 2020; Marine-Roig, 2019).

Regarding all the stakeholders, on Tripadvisor most detected impressions and questions are related to the potential travelers and recommendations from previous tourists especially from residents (Garay & Cànoves, 2017).

On the other hand, Tripadvisor considering communication process is based on dialogue that gives travelers more individualized and customized information about services, prices and opinions, helping one to facilitate more efficient decision-making. That saying, Tripadvisor and social media in general agree with the idea that the Web has great potential to impact the image perceived by consumers. Therefore it can be said that Web 2.0 paradigm is making consumers the main stakeholder. As well regarding the social media, demand-side inputs are accompanied with residents contributions offering a discourse that generates a more complete Destination Image. Local residents can be characterised as not only users but prescriptors of information where they fulfill the function of infomediation (Garay & Cànoves, 2016). As well, Smith et al. (2018) sees local residents as important side of Destination Image creation.

Finally, all of the stakeholders share the communication process based on the dialogue between them and together form a richer and broader image than traditional models. (Garay & Canoves, 2017).

4.7. Unique Attributes

Unique attributes or features regarding destination image are mostly studied in regards of natural environment, infrastructure, culture, place beauty, entertainment, residents, facilities, ambiance, facilities and tourism services (Marine-Roig, 2019). Similarly, tourism destinations are consisted of cultural and natural attractions and other features (Kladou & Mavragani, 2015). Those attributes have an effect on quality and standard of services even though image creation is more complex process as it involves impressions, emotions and experiences (Nowacki & Niezgoda, 2020).

Nowacki & Niezgoda (2020) analyzed associations related to the attributes (comparable features) concerning functional and psychological features of cities images (Gdansk, Kalinin-grad, Riga and Szczecin) on Tripadvisor. Functional attributes can be seen as more tangible and therefore easier to measure, it is objective, measurable and comparable between different destinations e.g. scenery, weather, prices. Differently, psychological attributes are intangible and therefore abstract, hard to measure, emotional, subjective e.g. hospitality of residents and politeness of staff, atmosphere. The results demonstrated that image of the cities differs significantly. Gdansk and Riga have the most unique features while Kaliningrad has the least where Gdansk is described as port city with interesting architecture scarred by war with great bars and nightlife, Riga is characterized as city of art galleries, with a rich (art nouveau) architecture, as well scarred by war, fun but expensive. Kaliningrad as said has the least of unique attributes; associated with cathedral and organs, military heritage, amber, Baltic sea and fish. Finally, Szczecin is a family trip destination with interesting shops, good restaurants, and great ambience. The analysis of attributes and comparable features regarding functional and psychological features highlighted the importance of emotional elements (nostalgia) in the organic image that is important for destination awareness and identity (Nowacki & Niezgoda, 2020)

Tourists form an overall attitude toward a destination by balancing personal attitudes and that overall attitude concerning a destination varies on the balanced outcome of perceived

importance of the destination's attributes and perceived experience (Kladou & Mavragani, 2015).

Nukhu & Singh (2020) studied two different images of the same city and mention how positioning of one feature should not shadow the other. It has been discussed how tourist's opinions towards destination are often stereotypical which can make branding of a destination difficult and ineffective so it is important to consider all involved stakeholders', views especially tourists' opinions, as it would alleviate the stereotyping of the city (Nukhu & Singh, 2020).

5. DISCUSSION

While the number of literature in tourism about Destination image is growing, fewer studies are involved in systematic and comprehensive review on the Destination Image in online context. Using the SQLR it was possible to capture all the latest *state-of-art* of online Destination Image and bring the overview and overall picture of major findings. The eligible criteria used for SQLR were English language peer-reviewed academic journals published between 2015-2021 with selected keywords; Destination Image and Tripadvisor so it was limited only to the articles that were evolved around Tripadvisor.

The SQLR allowed the comprehensive mapping regarding the studied subject and extraction of all the most relevant findings in the area of online Destination Image. From 22 identified articles, the major findings are selected and are about to be discussed (fig. 5); (i) organic information sources (TGC), (ii) (in)congruency of projected and perceived image (iii) Residents as “third side” on a “demand-supply” dichotomy, (iv) shift in dimensions of DI.

Firstly, Web and especially Web 2.0 is a powerful tool that can influence tourists’ perceived image of a destination. Moreover, Web pages can be classified into induced, autonomus and organic information sources (Llodrà-Riera, 2015). Differently from Berli & Martin (2004) that consider internet as induced source. The fact that should be considered, Berli & Martin (2004) conducted their study in the time when Internet expansion, especially in the area of social media, was not in its highest expansion.

Moreover, regarding TGC, organic information sources are ranked highest in “popularity rank” between information sources. UGC and TGC information shared by potential tourists as well as previous tourists and residents is marked as solicited and unsolicited organic information sources. Many of studies show the same, how organic sources dominate the social media platforms, especially Tripadvisor which content is based around reviews, opinions and experiences about destinations and its subcategories (Ferrer-Rosell & Marine-Roig, 2020; Garay & Cànoves, 2016; Garay & Cànoves, 2017; Kladou & Mavragani, 2015; Llodrà-Riera et al., 2015). Mentioned goes in line with Gartner (1993) classification as organic sources, solicited and unsolicited come through word-of-mouth of friends and relatives or in this case, through eWOM. As well, in Gartner’s (1993) classifications, organic sources are portrayed as the trustworthiest.

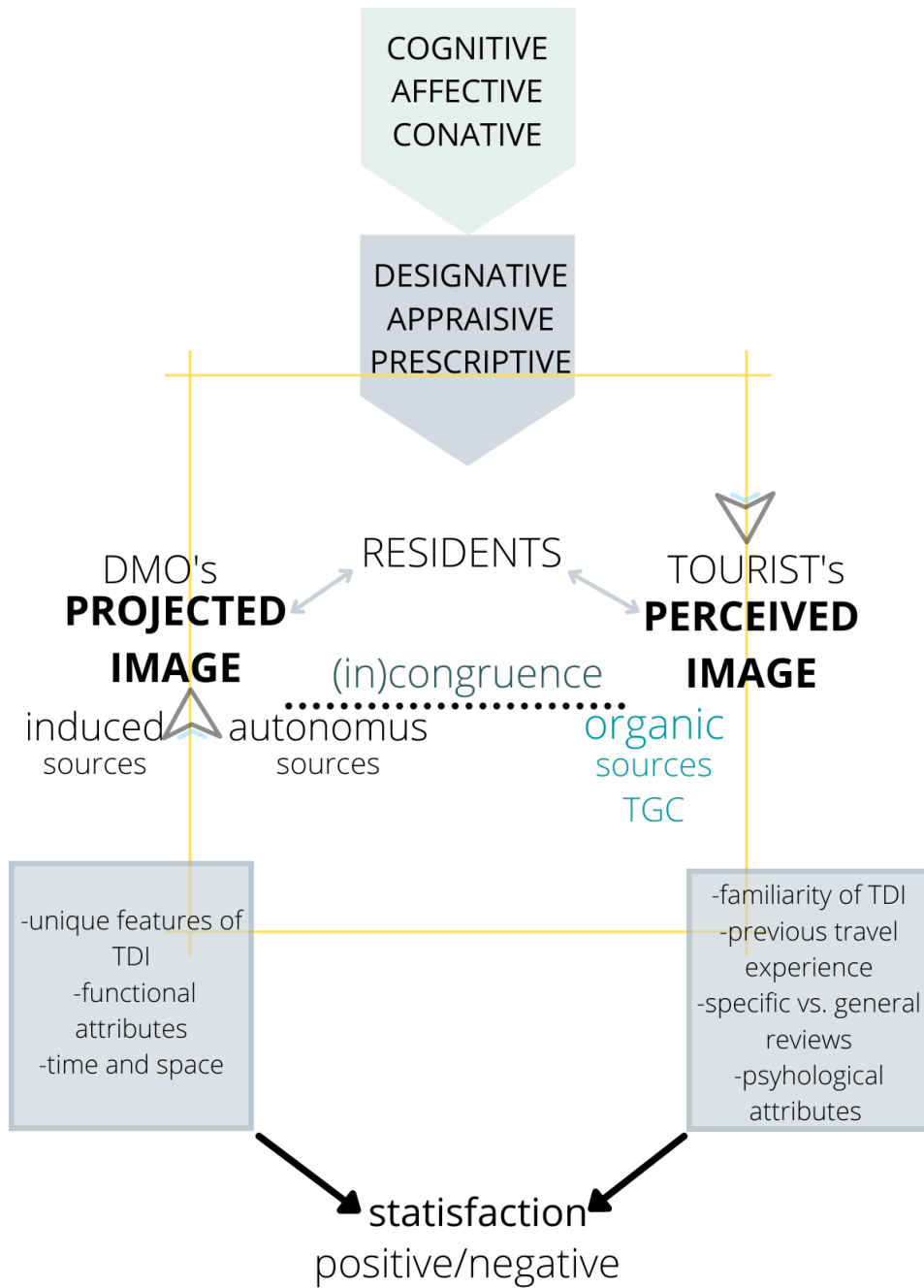


Fig. 5. The Concept of Online Destination Image
Source: Own compilation

The same happens with eWOM and digital identity that can create trust, the same way as classical WOM. All this implies how organic information sources take important part in Web 2.0., especially in social media and Tripadvisor so DMOs and marketers should take into account organic images to highlight the positive images (Kladou & Mavragani, 2015).

Secondly, to build a strong Destination Image its important that the image projected by DMOs corresponds to the images perceived by tourists. Perception of the gap can be measured as a gap between information sources; induced, autonomus and organic and is represented as (in)congruence or distance between information sources (fig). It has been shown that the biggest distance is between induced and organic information sources and smallest distance is between induced and autonomus (Ferrer-Rosell & Marine-Roig, 2020). The results suggests that there is a incongruence between projected and perceived image. Simillary, other studies have shown how there is a gap between projected and perceived image (Koufodontis & Gaki, 2020; Liu et al., 2020; Marine-Roig & Ferrer-Rosell, 2018) It has been suggested to add (in)congruence to Gartner's (1993) classification of information sources (Ferrer-Rosell & Marine-Roig, 2020).

Thirdly, stakeholder's dichotomy of supply-demand side could benefit from another perspective: third-side-local residents. Local residents have a special function regarding image creation, so called co-creators of a destination image as they are in direct contact with tourists either as direct providers of services e.g. accomodation or giving informations and reviews about destination online e.g. Tripadvisor (Garay & Cànoves 2016; Garay & Cànoves, 2017; Smith et al., 2018). Therefore, traditional models e.g. Tasci & Gartner (2007) that are based on image creation and inputs from the supply side and perceptions from the demand-side could benefit from a new, potential source: local residents.

Last but not least, talking about dimentions of DI, in the traditional model of *cognitive-affective-conative* model, originaly proposed by Gartner (1993) in TGC on Tripadvisor, all three components were detected (Garay & Cànoves, 2017; Kladou & Mavragani, 2015; M Nowacki, 2019). Moreover, the most represented dimension on Tripadvisor is cognitive which is expected as people usually express their opinions and experiences that are usualy of cognitive nature (Kladou & Mavragani, 2015; M Nowacki, 2019). On the other hand, regarding *designative-appraisive-prescriptive* model, the emphasis lies on spatial and temporal dimention as it allows analysis of DI's development through space

and time. (Marine-Roig, 2017). Model *designative-appraisive-prescriptive*, proposed by Pocus et al. (1978) could be an interesting alternative to a traditional *cognitive-affective-conative* model that is mostly used to explain dimensions of DI as it allows more thorough and in-depth explanation of dimensions, especially regarding time and crisis e.g. coronavirus crisis.

Regarding the valence of comments (positive/negative) on TGC it has been shown how specific reviews are usually more believable and trustworthy than general reviews and if destination is familiar the intention to visit is higher (Bigné, 2019). It goes in line with Bianchi et al. (2017) that said how familiarity of a destination can stimulate tourist's visit intention.

Moreover, destinations have their own unique attributes that are comparable features involving functional and psychological features whereas tourist's overall attitude is a balanced outcome of perceived destination's attributes and perceived experience (Kladou & Mavragani, 2015; Nowacki & Niezgoda, 2020). As well, studying unique attributes, the sentiments, especially nostalgia were mentioned as important for deepening destination's identity (Nowacki & Niezgoda, 2020). The results go in line with Marine-Roig (2019) discussing that human behaviour relies on images more than on objective reality.

6. CONCLUSION

The aim of this study was to understand latest *state-of-art* regarding online Destination image on Tripadvisor. To do so, research questions were established and systematic quantitative literature review SQLR was conducted. After inclusion and eligible criteria was established, 173 publications were identified through two databases: Scopus and Web of Science. After (i) identification, (ii) screening and (iii) inclusion of publications took place, 22 publications were detected and processed for further analysis including both; content and meta-analysis.

Regarding online Destination image on Tripadvisor, the issues addressed were commented throughout next contexts: Information sources; Dimensions of online Destination image; Emotion abstraction in OTRs; Time and space effect on Destination image; Stakeholders regarding Destination image and Unique attributes of Destination image. After detailed consideration next major findings were addressed: (i) organic information sources (TGC), (ii) (in)congruency of projected and perceived image (iii) Residents as “third side” on a “demand-supply” dichotomy, (iv) shift in dimensions of DI.

More detailed, organic information sources are the most frequent sources found in TGC on Tripadvisor and are marked as solicited and unsolicited organic information sources (Ferrer-Rosell & Marine-Roig, 2020; Garay & Cànoves, 2016; Garay & Cànoves, 2017; Kladou & Mavragani, 2015; Llodrà-Riera et al., 2015) and the findings go in line with Gartner’s (1993) classification of information sources. As well, organic sources appear to be more trustworthy and people trust them more no matter if they are from familiar people e.g. family and friends or from user/travel generated content that seems to have the same effect.

Moreover to have a strong Destination image, it is important to have corresponding projected and perceived image. The biggest the difference/gap between different information sources, the biggest the inconsistency it is between perceived and projected image which can in the end lead to non satisfied tourists with negative sentiments regarding Destination Image. Suggestion lies in adding (in)congruence to the Gartner’s

(1993) classification (Ferrer-Rosell & Marine-Roig, 2020; Koufodontis & Gaki, 2020; Liu et al., 2020; Marine-Roig & Ferrer-Rosell, 2018).

As well, the importance of local residents has been highlighted as they are co-creators of image. Local residents are usually first in contact with tourists as they can act as service providers directly at tourism destination or online on social media or OTR platform such as Tripadvisor. It has been suggested that local residents should be added as a new source to the traditional models of image creation regarding supply from one and demand side from another e.g. Tasci & Gartner (2007) (Garay & Cànoves 2016; Garay & Cànoves, 2017; Smith et al., 2018).

Another thing that has been suggested is a shift from *cognitive-affective-conative* model of image dimensions to more detailed one of Pocok et. al. (1978) that uses *designative-appraisive-prescriptive* model. As designative dimension is consisted of spatial and temporal components, the model itself can be useful for measurement of space and time (Marine-Roig, 2017).

The results show that there are some practical implications that can be noted. One of the main implications is that DMOs and marketers should take into account organic information sources e.g. TGC as they can help them to act timely and enhance positive images of tourism destinations. Moreover, TGC can help them to bridge the gap between projected image they are trying to forward and perceived image that tourists have of a destination. As well enhancing unique attributes of tourism destination with a help of sentiments, especially nostalgia can evoke in tourist positive emotions and therefore positive Destination Image. Moreover, as it is known that Destination Image can change over time and over space and as well during crisis, DMOs should evaluate their management crisis strategies.

There are as well some limitations to the study. Even though the SQLR is a effective way to examine literature in most effective and comprehensive way, in case of this study there are some improvements to be made. As one of the inclusion and eligible criteria was Tripadvisor it would be interesting to see the results conducted on other social media and OTRs platforms such as: Booking, Airbnb, Facebook, Instagram etc. Even though the aim of the study was to examine the latest *state-of-art* it would maybe be better to revise the timespan or to expand the timespan for at least few years. The set timespan was from

2015-2021 but it would be interesting to see for example. results in the timespan of at least 10 years. As well, in this study only articles that included online reviews were included which means that articles that were evolved around pictures and videos weren't selected for a analysis.

All in all, this study can serve as a example of systematic quantitative literature review (SQLR) and be a basis for other researches in area of online Destination Image.

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