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LITERATURA O IMIDŽU DESTINACIJE OD 2001.- 2007.

DESTINATION IMAGE LITERATURE - 2001 TO 2007

SAŽETAK: Tema imidža destinacije postala je jednom od najpopularnijih u turističkoj literaturi. U ovom radu napravljen je pregled 120 članaka o imidžu destinacije objavljenih u razdoblju od 2001. do 2007. s ciljem da se istraživačima u tom području osiguraju smjernice vezane za sadržaj, metode i cilj proučavanja prethodnih studija. Ovaj rad nastavlja se na prethodni rad autora iz 2002. u kojem su obuhvaćena 142 članka o imidžu destinacije u razdoblju od 1973. do 2000. Zajedno ova dva rada obuhvaćaju preko 260 članaka iz prvih 35 godina objavljivanja radova o istraživanju imidža destinacije. Ključni zaključci koji proizlaze iz ovog rada: eksponencijalni rast radova povezanih s imidžom destinacije, kontinuirani nedostatak kvalitativnih metoda, nedostatak konkretnih primjera putovanja i opasnost od površnih odgovora.

KLJUČNE RIJEČI: imidž destinacije, opis putovanja, površni odgovori

SUMMARY: The topic of destination image has become one of the most popular in the tourism literature. A review of 120 destination image articles published in the literature between 2001 and 2007 was undertaken to provide researchers with a reference guide to the context, method and focus of previous studies. The analysis follows a previous study by Pike (2002), which reviewed 142 destination image papers published during the period 1973 –2000. Collectively, the two analyses categorize over 260 papers from the first 35 years of published destination image research. Key issues to emerge from the current review include: the exponential increase in studies related to destination image, a continued lack of qualitative methods, lack of an explicit travel situation, and the risk of uninformed responses.

KEY WORDS: destination image, travel situation, uninformed responses.

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UVOD

Promatrajući povijest razvoja turističke destinacije zanimljivo je da se znanstvena literatura vezana za to područje objavljuje tek u posljednjih 35 godina.

Na primjer, smatra se da je prva regionalna turistička organizacija (RTO) osnovana u St. Moritzu (Lässer, 2000) 1864., a prvi vodič za putnike objavljen je 1864. u Cambridgeu, Velika Britanija (Davidson & Maitland, 1997).

Iako je već u tom razdoblju postojalo zanimanje za promicanje imidža destinacije, John Hunt, uvodničar na Konferenciji Travel & Tourism Research Association 2000. upotrijebio je metaforu o tri zemljoradnika kako bi opisao istraživanje o imidžu destinacije koje je pokrenuo s Edwardom Mayo i Clare Gunnom 1970-ih godina.

U 35 godina pionirskog rada (vidi Anderssen & Colberg 1973, Mayo 1973, Matejka 1973, Gearing, Swart & Var 1974, Hunt 1975) ovo je područje jedno od najzastupljenijih u turističkoj literaturi. Popularnost tog područja ne bi trebalo biti iznenađujuće s obzirom na sljedeće:

- Važnost destinacija unutar modela turističkih sustava (npr. Leiper 1979, Gunn 1988), u kojem se većina aktivnosti vezanih za turizam i putovanja odvija u destinaciji.
- Gotovo neograničen broj destinacija natječe se za pažnju potrošača. Iako nitko nije siguran koliki broj organizacija koje se bave marketingom destinacije (DMO) postoji na svijetu, prema inputu turističkih znanstvenika na globalnoj TRInet listi tijekom 2003., procjena profesora Boba McKerchera je da je taj broj veći od 10.000.
- Iskustva u destinaciji su neopipljive prirode što znači da se destinacije često natječu koristeći samo slike.

INTRODUCTION

Given the history of tourism destination development it is interesting to consider that the published academic literature has only been around for 35 years. For example the first regional tourism organization (RTO) is thought to have been formed at St Moritz in 1864 (Lässer, 2000), and the first travel guidebook for Cambridge in England was published in 1758 (Davidson & Maitland, 1997). While places have clearly held an interest in destination image promotion during this period, John Hunt, key note speaker at the 2000 Travel & Tourism Research Association conference, used the metaphor of three peasant farmers breaking in a new field, to describe the 1970s destination image research undertaken by himself, Edward Mayo and Clare Gunn. In the 35 years since this pioneering work (see Anderssen & Colberg 1973, Mayo 1973, Matejka 1973, Gearing, Swart & Var 1974, Hunt 1975) the topic has become one of the most prevalent in the tourism literature. The field's popularity should not be surprising, given the following:

- The prominence of destinations within models of the tourism 'system' (see for example Leiper 1979, Gunn 1988), in that most tourism and travel related activities take place at destinations.
- The almost limitless number of destinations competing for consumer attention. While no one is quite sure how many destination marketing organizations (DMO) now exist world-wide, following input from tourism academics on the global TRInet listserv during 2003, Professor Bob McKercher's best estimate was over 10,000.
- The intangible nature of destination experiences, meaning places can often only compete via images.

- Mogućnost supstitucije destinacija, s obzirom na učestalost koristi koje toliki broj turističkih destinacija nude putnicima.
- Rast investicija od strane DMO-a u stvaranju marke destinacije i kampanjama pozicioniranja s ciljem diferencijacije na takvim konkurentskim tržištima.
- The potential substitutability of destinations, given the commonality in benefits offered to travelers by so many destinations.
- The increasing investments being made by DMOs in destination branding and positioning campaigns with the aim of differentiation in these competitive markets.

Huntova (1975) tvrdnja da su slike koje imaju potencijalni putnici toliko važne u procesu odabira destinacije da mogu utjecati na održivost destinacije, postala je argumentirani aksiom za istraživače. Ova tvrdnja da je percepcija stvarnost potječe od Thomasovog (1928) teorema: „Što ljudi utvrde ili percipiraju jest stvarnost u svojim posljedicama“ (Thomas & Thomas, 1928, str. 572, u Patton 2002). Hunt je istaknuo kako je manje važno da organizacije za destinacijski marketing brinu o tome jesu li razmišljanja potrošača o destinaciji ispravna ili pogrešna, s obzirom na uvjerenja o destinaciji, koliko je važnije saznanje da će putnici radije djelovati u skladu sa svojim percepcijama nego u skladu s objektivnom stvarnošću. Doista, u prvom radu o imidžu destinacije u literaturi, Chon (1990) nalazi da su popularne teme bile uloga i utjecaj imidža destinacije u ponašanju i zadovoljstvu potrošača:

Središnji postulati radova o imidžu destinacija su da imidž destinacije ima ključnu ulogu u individualnim kupnjama putnika koje se odnose na donošenje odluke i toga da zadovoljstvo/nezadovoljstvo kupnjom putovanja individualnog putnika uvelike ovisi o usporedbi njegovih očekivanja o toj destinaciji ili o prijašnjem imidžu destinacije, ili njegovoj percepciji same destinacije. (str. 3)

Drugi učestalo citirani radovi su radovi Echtner i Ritchie (1991), Gallarza, Saura i Garcia (2002) i Pike (2002a). Pikeov preg-

Hunt's (1975) proposition that the images held by potential travelers are so important in the destination selection process that they can affect the very viability of the destination has arguably become axiomatic for researchers. This proposition, also referred to as *perception is reality*, originated from Thomas' (1928) theorem: "What is defined or perceived by people is real in its consequences" (Thomas & Thomas, 1928, p. 572, in Patton 2002). As Hunt pointed out, it is not important for DMOs to lament whether a consumer's opinions are right or wrong in their beliefs about a destination, as it is to acknowledge that travelers will act on their perceptions rather than on objective reality. Indeed, the first review of the destination image literature, by Chon (1990), found the popular themes were the role and influence of destination image in traveler buyer behavior and satisfaction:

The central postulates of the destination image studies are that a destination image has a crucial role in an individual's travel purchase related decision making and that the individual traveler's satisfaction/dissatisfaction with a travel purchase largely depends on a comparison of his expectation about the destination, or a previously held destination image, and his perceived performance of the destination. (p. 3)

Other commonly cited reviews have included Echtner and Ritchie (1991), Gallarza, Saura and Garcia (2002) and Pike (2002a). Pike's review of 142 destination

ledni rad o imidžu 142 destinacije, objavljen u literaturi u razdoblju 1973. – 2000., nastao je kao sinteza ključnih karakteristika. Cilj je bio napraviti sažetak koji bi budućim istraživačima bio korisna smjernica u njihovom radu. Svrha ovog rada je proširiti postojeći rad sa člancima koji su objavljeni u razdoblju od 2001. do 2007. Zajedno, ova dva rada pokrivaju prvih 35 godina istraživanja imidža destinacije. Ključna pitanja koja su korištena kao smjernice rada su:

- Do kojeg opsega studije mjere imidž destinacije same po sebi ili u odnosu na konkurente?
- Koliko je studija istražilo imidž destinacije za konkretno putovanje?
- Koliko je studija koristilo strukturirani pristup?
- Od studija koje su koristile strukturirani pristup, koliko ih koristi mogućnost odgovora „ne znam“ kako bi se smanjio rizik površnih odgovora?
- Koliko je studija koristilo kvalitativne metode bilo u mjerenju imidža destinacije ili stvaranju popisa karakteristika destinacije?
- Koliki je opseg metoda korišten u analizi podataka?
- Osim mjerenja imidža destinacije, koji su drugi istraživački fokusi ili moderirajuće varijable bile interesantne za proučavanje tog područja?

PREGLED LITERATURE

U razdoblju od 2001. do 2007. sakupljeno je sto dvadeset članaka objavljenih o imidžu destinacije. Bit ovog rada je empirijska studija tržišno temeljene percepcije destinacija.

Brojni ne-empirijski radovi povezani s problematikom imidža destinacije su također navedeni kao izvori, a to su:

image papers, published in the literature during the period 1973-2000, produced a synthesis of key characteristics. The aim was to provide a summary that would provide future researchers with a useful reference guide. The purpose of this article is to extend this work by reviewing papers published between 2001 and 2007. Combined, the two reviews cover the first 35 years of destination image research. The key questions used to guide the review were:

- To what extent are the studies measuring destination image in isolation, or in relation to a competitive set?
- How many studies examined destination image for an explicit travel situation?
- How many studies used a structured approach?
- Of those studies using a structured approach, how many utilized a 'don't know' option to minimize the risk of uninformed responses?
- How many studies utilized qualitative methods in either the measurement of destination image or in the development of attribute lists?
- What range of methods was used in the data analysis?
- Apart from measuring destination image, what other research foci or moderating variables have been of interest?

LITERATURE REVIEW

One hundred and twenty destination image papers published in the literature between 2001 and 2007 were collected. The focus of this paper is empirical studies of market-based perceptions of destinations. However, a number of non-empirical papers related to aspects of destination image were also sourced. These included:

- konceptualni modeli imidža destinacije (Gallarza, Saura & Garcia 2002, Formica 2002, Tasci & Gartner 2007, Tasci, Gartner & Cavusgil 2007)
- konceptualni modeli *benchmarkinga* destinacije (Kozak, 2004)
- analiza struktura za imidž zemlje i imidž destinacije (Mossberg & Kleppe 2005)
- analize slika destinacije prikazanih u televizijskim emisijama na teme putovanja (Hanefors & Mossberg, 2002)
- analize slika destinacija prikazanih preko medija (Santos 2004, Sadler & Haskins 2005, Xiao & Mair 2006, Custodio & Gouveia 2007)
- analize slika prikazanih u turističkim vodičima (Schellhorn & Perkins 2004, van Gorp & Beneker, 2007)
- analiza slika prikazanih na razglednicama (Markwick, 2001)
- analiza slika prikazanih na promotivnim materijalima organizacija za destinacijski marketing (Ateljevic & Doorne, 2002)
- analiza veze između preferencije vina i izbora vinskih turističkih destinacija (Brown & Getz, 2005)
- analiza utjecaja filmova na imidž destinacije (Frost, 2006)
- kvalitativna isticanja uočljivih atributa imidža destinacije (Pike, 2007a)
- analiza percepcije atributa destinacije vezanih na kupovinu (shopping) (Reisenger & Turner, 2002)
- analiza imidža prikazanih na web-stranicama DMO-a (Choi, Lehto & Morrison 2007, Govers & Go 2004, Stepchenkova & Morrison 2006).
- conceptual models of destination image (Gallarza, Saura & Garcia 2002, Formica 2002, Tasci & Gartner 2007, Tasci, Gartner & Cavusgil 2007)
- a conceptual model of destination benchmarking (Kozak, 2004)
- analysis of frameworks for country image and destination image (Mossberg & Kleppe 2005)
- analysis of destination images projected by television travel shows (Hanefors & Mossberg, 2002)
- analyses of destination images projected by media (Santos 2004, Sadler & Haskins 2005, Xiao & Mair 2006, Custodio & Gouveia 2007)
- analyses of images projected in travel guides (Schellhorn & Perkins 2004, van Gorp & Beneker, 2007)
- analysis of images projected on postcards (Markwick, 2001)
- analysis of images projected in DMO promotional texts (Ateljevic & Doorne, 2002)
- analysis of the link between wine preferences and choice of wine tourism destinations (Brown & Getz, 2005)
- analysis of the influence of movies on destination image (Frost, 2006)
- qualitative elicitation of salient destination image attributes (Pike, 2007a)
- analysis of perceptions of destination shopping attributes (Reisenger & Turner, 2002)
- analyses of images projected on DMO websites (Choi, Lehto & Morrison 2007, Govers & Go 2004, Stepchenkova & Morrison 2006.)

Tablica 1 prikazuje sažetak karakteristika 89 empirijskih radova pri čemu je svaki rad predstavljen kronološkim redom. U stupcu A popisane su sve analizirane destinacije. Stupac B prikazuje broj obilježja korištenih kao nezavisne varijable u onim radovima koji koriste strukturirane metode (* označuje nejasno). Stupac C koristi 'Q' da označi korištenje kvalitativnih metoda s potrošačima, bilo kao glavno mjerilo za imidž destinacije ili u istraživačkoj fazi s ciljem jačanja oblikovanja popisa atributa. Stupac D prikazuje veličinu uzorka. Stupac E navodi jesu li sudionici bili posjetitelji destinacije, putnici u drugoj destinaciji, potrošači u domicilu ili posrednici.

Stupac F prikazuje glavne tehnike korištene u analizi podataka, koje su naznačene kao: analiza sredina, rangiranje/preferencije, repertoralni raster, conjoint analiza, faktorska analiza, multidimenzionalno skaliranje, analiza važnost-izvedba, klaster analiza, metoda Q, modeliranje strukturiranih jednažbi, tehnike združivanja, regresija, korepondencijska analiza, analiza sadržaja, analiza kanoničke korelacije, diskriminacijska analiza, analiza modeliranja izbora.

Zadnji stupac navodi je li se u radu koristila „ne znam“ mogućnost da se smanji opasnost od površnih odgovora.

ZAKLJUČCI

- samo 14 od 89 radova mjerilo je imidž destinacije u eksplicitnom putnom kontekstu, u usporedbi sa 23 od 142 rada u analizi od 1973. - 2001.
- europske destinacije bile su tema 31 studije, zatim slijedi Azija (23), sjeverna Amerika (18), Australasia (15), Afrika (6), Skandinavija (3), Oceanija (1), južna Amerika (1), Karibi (1), srednja Amerika (1), Perzijski zaljev (1). To pokazuje odmak od dominacije sjeverne Amerike u radovima u razdoblju od 1973. - 2001.

Table 1 presents a summary of the characteristics of the 89 empirical papers, where each study has been presented in chronological order. Column A lists the number of destinations analysed. Column B lists the number of attributes used as independent variables in those papers that used structured methods (* denotes unclear). Column C uses 'Q' to denote that qualitative methods were used with consumers, either as the main measure of destination image or in an exploratory stage to enhance the design of an attribute list. Column D lists the sample size. Column E denotes whether participants were visitors to the destination, travelers at another location, consumers at home, or intermediaries.

Column F lists the main techniques used to analyse data, which were coded as: analysis of means (A), ranking/preferences (R), repertory grid (RG), conjoint analysis (CJ), factor analysis (F), multi-dimensional scaling (MDS), importance-performance analysis (IPA), cluster analysis (C), Q-method (QM), structured equation modeling (SEM), association techniques (AT), Regression (Reg), correspondence analysis (Cs), content analysis (CA), canonical correlation analysis (CCA), discriminant analysis (D), choice modeling analysis (CMA). The final column denotes whether the study reported the use of a 'don't know' option in a structured study to minimize the risk of uninformed responses.

FINDINGS

- Only 14 of the 89 studies measured destination image for an explicit travel context, in comparison to 23 out of 142 papers in the 1973-2001 analysis.
- European destinations were the focus of 31 studies, followed by Asia (23), North America (18), Australasia (15), Africa (6), Scandinavia (3), Oceania (1), South America (1), Caribbean (1), Central America (1), Gulf (1). This represents a shift away

- Više od polovice radova (54) analizira imidž same destinacije bez usporedbe s konkurentskim destinacijama.
 - Najpopularniji tip destinacija ostaju zemlje (38), zatim gradovi (27), provincije (20), odmorišta (8), države (8), ruralna područja (1) i ostalo (5).
 - U 73 od 89 radova koriste se strukturirane tehnike koje uključuju omjerne skale.
 - U 34 rada koriste se kvalitativne tehnike s potrošačima, bilo da se analizira imidž destinacije ili da se iznađu obilježja za strukturirane upitnike.
 - Posjetitelji u destinaciji bili su najpopularnija skupina sudionika (46), zatim potrošači u domicilu (30), praktikanti (9) i putnici u tranzitu (9).
 - Radovi su se odnosili na širok raspon tema: privrženost (11), pozicioniranje (9), stvaranje marke (8), zadovoljstvo (7), porijeklo posjetitelja (7), poznatost (5), ponovljeni posjeti (4), namjera za posjetu (4), segmentacija (3), skup izbora (3), izvori informacija (3), *benchmarking* (2), iskustva (2), *push/pull* (2), mediji (2), promjena imidža (2), zbivanja (2), imidž same destinacije (2), konkurentnost (2), povijesne pokrajine, razglednice, zrele destinacije, stvaranje imidža, glavne/sekundarne destinacije, posjetitelji koji su koristili fotografiju, etnografija, izbjegavanje destinacije, dob, motivacija, kulturne razlike, usmena predaja, gradski turizam, stvorene slike i gastronomija.
 - U samo 3 od 73 strukturirana rada izvješteno je da je korištena mogućnost odgovora "ne znam".
- from the dominance of North American studies in the 1973-2001 period.
 - Over half of the studies (54) analyzed the image of one destination in isolation, without a frame of reference to competing places.
 - The most popular type of destination continues to be countries (38), followed by cities (27), provinces (20), resorts (8), states (8), rural areas (1), and other (5).
 - 73 of the 89 studies used structured techniques involving rating scales.
 - 34 studies used qualitative techniques with consumers, either to analyse destination image or to elicit attributes for structured questionnaires.
 - Visitors at the destination were the most popular type of participants (46), followed by consumers at home (30), practitioners (9), and travelers in transit (9).
 - The studies addressed a diverse range of interests: affect (11), positioning (9), branding (8), satisfaction (7), visitor origins (7), familiarity (5), repeat visitation (4), intent to visit (4), segmentation (3), choice sets (3), information sources (3), benchmarking (2), experiences (2), push/pull (2), media (2), image change (2), events (2), self image (2), competitiveness (2), historical districts, postcards, mature destinations, image formation, main/secondary destinations, visitor employed photography, netnography, destination avoidance, age, motivation, cultural distance, word of mouth, urban tourism, projected images and gastronomy.
 - Only 3 of the 73 structured studies reported the use of a 'don't know' option alongside scale items for participants.

Table 1: Summary of Destination Image Studies 2001 - 2007

Author	Date	Travel situation	Region	Destination	A	B	C	D	Participants	Data analysis	Other interest	'Don't know' option
Yuksel & Yuksel	2001a, 2001b		Europe	Country	7	67	Q	340	Visitors	F, Reg	Positioning	No
Bigne, Sanchez & Sanchez	2001		Europe	Resort	2	1	-	514	Visitors	SEM	Return intent	No
Ritichaimwat, Qu & Brown	2001		Asia	Country	1	31	-	510	Visitors	F	Repeat visitors	No
Litvin & Ling	2001		Asia	Resort	1	10	-	532	Visitors, travellers	A	Repeat visitors	No
Leisen	2001		North America	State	1	24	-	923	Consumers	F, C	Segmentation	No
Lennon, Weber & Henson	2001		Europe	Country	1	*	-	158	Practitioners	A	Satisfaction	No
Baloglu & Mangalolu	2001		Europe	Country	4	18	-	46	Practitioners	A	Affect	No
Sirakaya, Sonmez & Choi	2001		Europe	Country	1	*	-	326	Consumers	F, Reg	Familiarity	No
Mykletun, Crofts & Mykletun	2001		Scandinavia	Island	1	*	-	4004	Visitors	Reg	Segmentation, visitor origins	No
Joppe, Martin & Waalen	2001		North America	City	1	15	-	359	Visitors	IPA	Visitor origins, satisfaction	No
Lawson & Thyne	2001		Australasia, World	Region, country, city	19	10	Q	1703	Consumers	F, MDS	Choice sets, destination avoidance	No
Smith & Mackay	2001		North America	City, park	4	*	Q	180	Consumers	A	Age-related differences	N/A
Andsager & Drzewiecka	2002		Africa, North America	Country, city	2	N/A	Q	194	Consumers	CA, C	Familiarity	N/A
Gavzar & Gursoy	2002		Europe	Province	13	1	-	586	Visitors	A		No
Orth & Tureckova	2002		Europe	Country, province, city	16	40	-	249	Visitors	MDS, C, F	Positioning	No
Day, Skidmore & Koller	2002		Australasia	Province	1	N/A	Q	40	Consumers		Positioning	N/A
Cat	2002		North America	Province, city	3	6	-	1853	Consumers	MDS	Branding	No
Chalip, Harrison-Hill & Fairley	2002		Australasia	City	1			600	Consumers	MDS	Positioning	No
Kozak	2002		Europe	Country, province	2	*	Q	1190	Visitors	F	Benchmarking	No
Pike	2002b, 2002c, 2003	Short breaks	Australasia	Province, city	5	22	Q	763	Consumers, practitioners	RG IPA, F	Positioning, affect, decision sets	Yes
Laws, Scott & Parfitt	2002		Australasia	Province	1	*	Q	70, 220, 600	Visitors	RG	Branding, motivation	N/A
Lehto, O'Leary & Morrison	2002		North America, Asia, Oceania	Continent	3	23	-	850	Consumers	F, D	Psychographics	No
Fairweather & Swaffield	2002		Australasia	City	1	N/A	Q	66	Visitors	QM	Experiences	N/A
Sonmez & Sirakaya	2002		Europe	Country	1	83	-	552	Consumers	F	Affect	No
Jensen & Korneliusson	2002		Scandinavia	Country, province	5	25	-	424	Visitors	A	Cultural distance	No
Klenosky	2002	Spring break	North America	State, country	N/A	N/A	Q	53	Consumers		Push/pull relationships	N/A

Author	Year	Event	Region	City	Country	City	Province	Country, city	Country	1	25	92	Consumers	F, R	Movies, Affect	No
Kim & Richardson	2003		Europe							2	*	-	1872	F, R	Satisfaction	No
Kozak	2003		Europe							1	*	-	323	F, R	Media construction	N/A
Iwashita	2003		Europe							1	*	-	231	SEM	Affect	No
Kim & Yoon	2003		Other							1	11	-	246	SEM		No
Rezendes-Parker, Morrison & Ismail	2003		South America							1	39	Q		F, C		No
Huybers	2003	Short breaks	Australasia							6	7	Q	384	CMA		N/A
O'Leary & Deegan	2003, 2006		Europe							1	17	Q	80	IPA		No
Pritchard	2003		Australasia							1	26	-	200	F, SEM	Word of mouth, satisfaction	No
Pawitra & Tan	2003		Asia							1	20	-	956	A		No
Vogt & Andereck	2003		North America							1	N/A	Q	748	A	Image change	N/A
Prentice	2004		Europe							1	*	Q	375	A	Familiarity	No
Richards & Wilson	2004		Europe							1	13	-	2200	A	Event impact	No
Chung	2004		Asia							5	*	-	162	Reg	Information sources	No
Suh & Gartner	2004		Asia							1	*	-	420	MDS	Urban tourism	No
Kozak, Bigane, Gonzalez & Andreu	2004		Europe							5	19	-	5390	A, Cs	Cultural differences	No
Hsu, Wolfe & Kang	2004		North America							1	19	-	417	A	Comparative advantage	No
Kastenholz	2004		Europe							1	16	-	2280	F	Self image, affect	No
Mackay & Coudwell	2004		North America							1	N/A	Q	136		Visitor employed photography	N/A
Fallon & Schofield	2004		North America							1	22	Q	467	F, R	Previous visitation, satisfaction	No
Awaittefe	2004		Africa							1	30	-	505	C, F	Previous visitation	No
Hankinson	2004a, 2004b, 2005		Europe							N/A	N/A	Q	25	RG	Organic images	N/A
Fuchs & Weiermair	2004		Europe							33	19	Q	2571	CA, IPA	Benchmarking, satisfaction	No
Beerli & Martin	2005		Africa							1	27	-	616	F, Reg	Image formation	No
Smith	2005		Europe							3	*	Q	309	A	Sport reimagining	N/A
McKercher & Wong	2005		Asia							1	N/A	Q	3230	A	Repeaters, Main/secondary destination	No
Mercille	2005		Asia							1	N/A	Q	397	CA	Media effects	N/A
Mohsin	2005		Australasia							1	*	-	670	F		Yes
White	2005		Asia							1	N/A	Q	45			N/A
Lee, Lee & Lee	2005	Special event	Asia							1	19	-	412	SEM		No
Obenour, Lengfelder & Groves	2005	Nature	North America							1	28	-	610	D	Distance	No
Kim & Morrison	2005	Special event	Asia							1	21	-	539	F, Cs	Image change	No
Kim, Chun & Petrick	2005	Golf	Asia, North America, Australasia							7	10	-	216	Cs, MDS	Positioning	No
Kim & Agrusa	2005	Honeymoon	Asia, North America, Australasia							7	8	-	393	Cs, MDS	Positioning	No

ZA RASPRAVU

Prikazano je ukupno 120 radova o imidžu destinacije u literaturi u razdoblju od 2001.-2007. sa svrhom da osigura budućim istraživačima sažetak ključnih značajki. Jedna od glavnih uloga destinacijskih marketinških organizacija je da razvijaju povoljne predodžbe u mislima potrošača i posrednika. Sažetak daje reference za niz tehnika koje stručnjaci za destinacijski marketing mogu koristiti za ove vrste mjerenja uspješnosti. Na primjer, ako je istraživač zainteresiran primijeniti specifičnu tehniku kao MDS, tablica mu daje devet referenci.

Jasno je da je nomenklatura problem za istraživače koje zanima imidž destinacije. Oni koji traže literaturu prijašnjih studija ne trebaju očekivati eksplicitno spominjanje imidža destinacije u naslovu rada. Tasci, Gartner i Cavusgil (2007) prikazali su brojne radove za koje se po njihovom naslovu činilo da istražuju druga područja, ali su istraživali imidž destinacije pod drugim imenom. Primjeri koji oni citiraju su: atraktivnost destinacije, spoznaja o destinaciji, prosuđivanje vrijednosti destinacije, percepcija destinacije, obilježja destinacije i kvaliteta destinacije.

Mnoge druge teme naslova uključuju elemente analize imidža, kao što su stvaranje marke i pozicioniranje destinacije, privlačni faktori, zadovoljstvo destinacijom, osobno uvjerenje, mogućnost izbora u destinaciji, konkurentska prednost, lojalnost destinaciji i ponovni dolazak, iskustva u destinaciji i destinacijski *benchmarking*.

Općenito, dok područje istraživanja imidža destinacije raste eksponencijalno, neki nedostaci još uvijek ostaju isti. U tom smislu tablica ističe istraživačke mogućnosti. Na primjer, dok je u prošlosti bilo puno kritika zbog potrebe da se potrošača stavi u istraživanje (vidi primjer u Pearce 1982, Dann 1996), ostaje manjak korištenja kvalitativnih

SUMMARY

A total of 120 destination image papers from the literature during the period 2001-2007 were reviewed, in order to provide a summary of key characteristics for future researchers. A major role of DMOs is to develop favorable images in the minds of consumers and intermediaries. The summary provides references to an array of techniques that destination marketers may use to measure whether they have been successful in this regard. For example, if a researcher was interested in applying a specific technique such as MDS, the table provides nine references to its application.

Nomenclature is clearly an issue for researchers interested in destination image.

Those searching the literature for previous studies should not expect an explicit mention of destination image in paper titles. Tasci, Gartner and Cavusgil (2007) pointed to a number of studies that by their title seemingly investigated other constructs, but which investigated destination image under another name. The examples they cited were: destination attractiveness, destination awareness, destination evaluation, destination perception, destination attributes, and destination quality. Many other topic titles include elements of image analysis, such as destination branding and destination positioning, the 'pull' of destinations, destination satisfaction, personal constructions, destination choice sets, competitive advantage, destination loyalty and repeat visitation, destination experiences, and destination benchmarking.

In general, while the field is increasing exponentially, a number of weaknesses remain. In this regard the table highlights research opportunities. For example, while there has been criticism in the past about the need to bring the consumer into research design (see

metoda u dizajniranju strukturiranih upitnika. Mnogi radovi oslanjaju se na izbor obilježja iz prethodnih radova u literaturi, često s drugog kraja svijeta. Ovdje je opasnost rizik od uključivanja nekih obilježja koja bi mogla biti nebitna za sudionike u određenoj situaciji na putovanju. Obzirom na to, zanimljivo je da se samo u nekoliko radova nastojao izmjeriti imidž destinacije za bilo koji specifični kontekst putovanja, s obzirom na vjerojatnost da će isti putnik drugačije preferirati destinacije i obilježja za različite vrste putovanja.

Uključivanje potencijalno besmislenih obilježja vodi riziku poticanja površnih odgovora od sudionika koji nemaju jasno mišljenje o nekom od atributa. Od 114 strukturiranih radova u razdoblju 1973. - 2001. koje je objavio Pike (2002a), samo je u jednom zabilježena "ne znam" mogućnost odgovora, dok se u razdoblju od 2001.-2007. ta opcija pojavila u samo 3 rada. Također, u više od polovice svih radova izmjerena je percepcija samo jedne destinacije. Isključivanje okvira referenci bilo koje konkurentske destinacije može spriječiti razumijevanje relativnih prednosti i nedostataka.

Također, nedostaju longitudinalna istraživanja o I) promjeni imidža destinacije tijekom vremena i II) odnos između stavova i ponašanja.

Kao i prethodni rad Pikea (2002a), ovaj rad ne tvrdi da je potpuni popis svih ikad objavljenih radova koji se odnose na imidž destinacije.

Dakako, radovi od 1973. - 2000. i od 2001. - 2007. donose širu kategorizaciju preko 260 radova objavljenih u prvih 35 godina istraživanja ovog područja.

for example Pearce 1982, Dann 1996), there remains a lack of use of qualitative methods in the design of structured questionnaires. Many studies rely on the selection of attributes from previous studies in the literature, often from another part of the world. This runs the risk of including some attributes that might not be relevant to participants for a particular travel situation. In this regard it is interesting that relatively few papers attempted to measure destination image for any specific travel context, given the likelihood that the same traveler will have different destination and attribute preferences for different types of travel. The inclusion of potentially meaningless attributes runs the risk of stimulating uninformed responses by participants who might be unsure about a particular attribute. Of the 114 structured papers from 1973-2001 reviewed by Pike (2002a), only one reported the use of a 'don't know' option, while only 3 studies from 2001-2007 did so. Also, over half of the papers measured the perceptions of only one destination. Not including a frame of reference to any competing destinations can inhibit understanding of relative strengths and weaknesses. There also remains a lack of longitudinal studies examining i) destination image change over time, and ii) the relationship between attitude and behavior.

As with Pike (2002a), this review does not lay claim to be a complete comprehensive listing of every published destination image study. However, collectively the 1973-2000 and 2001-2007 reviews do provide a broad categorization of over 260 papers published in the first 35 years of research in the field.

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