Thilini ALAHAKOON *
Steven PIKE **
Amanda BEATSON ***

IMIDŽ DESTINACIJE: IMPLIKACIJE KATEGORIZACIJE 156 PUBLIKACIJA U RAZDOBLJU OD 2008. OD 2019. ZA BUDUĆA ISTRAŽIVANJA

DESTINATION IMAGE: FUTURE RESEARCH IMPLICATIONS FROM THE CATEGORIZATION OF 156 PUBLICATIONS FROM 2008 TO 2019

SAŽETAK: Imidž destinacije jedan je od najviše istraživanih konstrukata u literaturi o turizmu od prvih studija publiciranih u ranim 1970-ima. Unatoč njegovoj dugotrajnoj popularnosti, još uvijek nema konsenzusa oko načina mjerenja imidža destinacije pa postoji mnoštvo gledišta i metoda. Stoga ovaj članak identificira glavne značajke uzorka od 156 članaka o imidžu destinacija u razdoblju od 2008. do 2019. godine kako bi budući istraživači dobili konsolidiranu metodološku kategorizaciju. Kategorizacija slijedi Pikeov (2002, 2007) pregled 262 članka o imidžu destinacije iz razdoblja od 1973. do 2007. godine. Ovim dvjema studijama budući istraživači imidža destinacije dobit će uvid u reference i značajke iz uzorka od 418 radova objavljenih u razdoblju od 1973. do 2019. godine. K tomu, ističemo nekoliko glavnih ograničenja dosadašnjih istraživanja imidža destinacije koja predstavljaju prilike za buduće istraživače, a koje bi unaprijedile razumijevanje složene prirode atraktivnosti destinacije.

KLJUČNE RIJEČI: imidž destinacije, kontekst putovanja, putne situacije, metode istraživanja, istraživački jaz, ograničenja

ABSTRACT: Destination image has been one of the most researched constructs in the tourism literature since the first studies were published in the early 1970s. Despite this enduring popularity, there is not yet a consensus on how destination image should be measured, leading to a multiplicity of viewpoints and methods. Therefore, to provide a consolidated methodological categorization for future researchers, this paper sets out to identify the key characteristics of a sample of 156 destination image articles published between 2008 and 2019. The categorization follows the structure of Pike's (2002, 2007) reviews of 262 destination image articles published between 1973 and 2007. Combined with the present study, future destination image researchers will have references to, and the characteristics of, a sample of 418 publications from 1973 to 2019. In addition, we highlight several key limitations in destination image research to date, which present opportunities for future studies to enhance understanding of the complex nature of destination attractiveness.

KEY WORDS: destination image, travel context, travel situation, research methods, research gaps, limitations

* Thilini Alahakoon, School of Advertising, Marketing & Public Relations, Queensland University of Technology, Brisbane, Australia, e-mail: thilinihiranya.alahakoon@hdr.qut.edu.au

** Associate Professor Steven Pike, School of Advertising, Marketing & Public Relations, Queensland University of Technology, Brisbane, Australia, e-mail: sd.pike@qut.edu.au

*** Amanda Beatson, PhD, School of Advertising, Marketing & Public Relations, Queensland University of Technology, Brisbane, Australia, e-mail: A.Beatson@qut.edu.au

1. UVOD

O konstruktu imidža destinacije dosljedno se izvještavalo u literaturi o marketingu destinacije od samog njegovog početka ranih 1970-ih (Chon, 1990; Hu i Ritchie, 1993; Gertner, 2010; Pike i Page, 2014). O nekoliko glavnih preglednih članaka ove literature izvijestili su Chon (1990), Gallarza, Saura i Garcia (2002), Pike (2002, 2007), Tasci, Gartner i Cavusgil (2007), Stepchenkova i Mills (2010), Zhang, Fu, Cai i Lu (2014) te Josiassen, Assaf, Woo i Kock (2016). Glavni je razlog širokog zanimanja za ovu temu praktična uloga koju u nematerijalnoj prirodi odlučivanja o destinaciji imaju percepcije potrošača, što vodi k uvriježenom Huntovom aksiomu (1975) prema kojemu je imidž destinacije jednako značajan kao i njegove značajke. Ovo potvrđuje teorija da je *percepcija stvarnosti*, kojom se tvrdi da percepcije pojedinaca vode njihovo odlučivanje bez obzira na to jesu li te percepcije točne ili ne (vidi Thomas i Thomas, 1928, u Patton 2002:571). U tom pogledu odavno je poznato da veza između percepcije potrošača o marki proizvoda, poput destinacije, i činjenice može biti vrlo slaba (Gardner i Levy, 1955; Reynolds, 1965). Stoga i priliči destinacijskim marketinškim stručnjacima baviti se istraživanjima o percipiranim prednostima i slabostima njihovog kraja u odnosu na konkurentska mjesta.

Unatoč priznatom utjecaju imidža destinacije na njezinu konkurentnost i na opseg publiciranih istraživanja s tim u vezi, još uvijek nema široko prihvaćene definicije o tom konstruktu (Akgün, Senturk, Keskin i Onal, 2019; Pike, 2021), a niti konsenzusa o načinu njegovog mjerenja (Pike, Jin i Kotsi, 2019). Stoga je prvi cilj ove studije bio ispitati glavne metodološke značajke publikacija o imidžu destinacije od 2008. do 2019. godine prema Pikeovim kategorizacijama (2002, 2007) iz 262 studije imidža destinacije u razdoblju od 1973. do 2007. godine. Tri

1. INTRODUCTION

The destination image construct has consistently been one of the most reported in the destination marketing literature since the field commenced in the early 1970s (Chon, 1990; Hu and Ritchie, 1993; Gertner, 2010; Pike and Page, 2014). Several major reviews of this literature have been reported (see Chon, 1990; Gallarza, Saura and Garcia, 2002; Pike, 2002, 2007; Tasci, Gartner and Cavusgil, 2007; Stepchenkova and Mills, 2010; Zhang, Fu, Cai and Lu, 2014; Josiassen, Assaf, Woo and Kock, 2016). A key reason for the extensive interest in the topic is the practical role that consumers' perceptions play in the intangible nature of destination decision making; leading to the long-held axiom proposed by Hunt (1975) that a destination's image is as important as its tangible features. This is underpinned by the theory that *perception is reality*, which posits that an individual's perceptions guide their decision making, whether those perceptions are correct or not (see Thomas and Thomas, 1928, in Patton 2002:571). In this regard, it has long been recognised that consumers' perceptions of a brand, such as a destination, might only have a tenuous relationship to fact (Gardner and Levy, 1955; Reynolds, 1965). Hence it behoves destination marketers to engage in research that identifies the perceived strengths and weaknesses of their region, relative to competition places.

Despite the acknowledged influence of a destination's image on destination competitiveness, and the scale of published research on the topic, there is still no widely accepted definition of the construct (Akgün, Senturk, Keskin and Onal, 2019; Pike, 2021), nor a consensus on how the construct should be measured (Pike, Jin and Kotsi, 2019). Therefore, the first aim of the present study was to examine the key methodological characteristics of destination image publications from 2008 to 2019. We follow Pike's (2002, 2007)

kategorizacije pružaju budućim istraživačima glavne karakteristike 418 publikacija o destinacijama od početka istraživanja 1973. godine (vidi Matejka, 1973) do 2019. godine. Drugi je cilj bio utvrditi ograničenja imidža destinacije do danas te ukazati budućim istraživačima prilike za bolje razumijevanje ovog značajnog konstrukta.

U vrijeme pisanja ovog članka, u veljači 2021., Pikeova (2002) kategorizacija 142 publikacije o imidžu destinacije iz razdoblja od 1973. do 2000. godine bila je 15. najcitiraniji rad u časopisu *Tourism Management*. Također, Pikeova (2007) sljedeća analiza 120 publikacija o imidžu destinacije u razdoblju od 2001. do 2007. godine bila je drugi najcitiraniji članak u časopisu *Acta Turistica*. Sve to ističe značaj imidža destinacije za istraživače. Ova analiza slijedi Pikeovu kategorizaciju (2002, 2007) kojom se prvo sažimaju značajke 156 studija o imidžu destinacije objavljenih u razdoblju od 2008. do 2019. godine, a potom slijedi tumačenje napretka istraživanja o imidžu destinacije.

2. METODA

S obzirom na postojanje više od procijenjenih 150 znanstvenih časopisa koji se bave temama turizma (vidi Goeldner, 2011), naše se istraživanje ograničilo na pet časopisa u kategoriji ABDC **A*** (*Tourism Management, Annals of Tourism Research, Journal of Travel Research, Journal of Sustainable Tourism, International Journal of Hospitality Management*), kao i na specijalizirani časopis *Journal of Destination Marketing & Management* koji je prvi puta objavljen 2012. godine, a rangiran je kao ADBC **A**. Koristeći „imidž destinacije" kao termin traženja u naslovima, sažetcima i ključnim riječima šest časopisa od 2008. do 2019. godine, urvrđena je prva skupina od 169 članaka. Procesom ručnog pregleda 13 je članaka izuzeto

categorizations of 262 destination image studies published between 1973 and 2007. In total the three categorizations provide future researchers the key characteristics of 418 destination publications from when the field commenced in 1973 (see Matejka, 1973) up to 2019. Our second aim was to identify limitations of destination image research to date, to present opportunities for future researchers to contribute to an enhanced understanding of this important construct.

At the time of writing, in February 2021, Pike's (2002) categorization of 142 destination image publications from 1973-2000 was the 15th most cited paper in *Tourism Management*. Also, Pike's (2007) follow up analysis of 120 destination image publications from 2001-2007 was the second most cited paper in *Acta Turistica*. This highlights the importance of destination image to destination marketing researchers. This present study follows the categorization used by Pike (2002, 2007) to firstly summarise the characteristics of 156 destination image studies from 2008 to 2019, and secondly to interpret the progress in destination image research.

2. METHOD

Given the existence of an estimated 150+ tourism-related academic journals (see Goeldner, 2011), our literature search focused on the five ABDC **A*** journals (*Tourism Management, Annals of Tourism Research, Journal of Travel Research, Journal of Sustainable Tourism, International Journal of Hospitality Management*) as well as specialist *Journal of Destination Marketing & Management*, which was first published in 2012 and is ranked ADBC **A**. Using 'destination image' as the search term in the titles, abstracts, and key words, in the six journals from 2008 to 2019, resulted in an initial identification of 169 articles. However, through a process of manual screening, 13 of these papers were removed from the analysis due to

iz analize zbog nedostatka izravnog fokusa na konstrukt. Kao što se vidi u Tablici 1, u konačnom popisu od 156 članaka *Tourism Management* ih je publicirao najviše, to jest 61 ili 39%.

a lack of direct focus on the construct. As shown in Table 1, *Tourism Management* had the most papers with 61 (39%) in the final list of 156 publications.

Tablica 1: Sažetak pretraživanja literature

Časopis	2020 ABDC rang	Početni rezultati N = 168	Konačni pregled N = 156	Bilješka
Tourism Management	A*	73	61	Tri konceptualna članka od kojih je jedan uvršten u pregled jer je izravno fokusiran na imidž destinacije. Deset ostalih članaka je isključeno jer im imidž destinacije nije bio u glavnom fokusu.
Journal of Destination Marketing & Management	A	47	47	
Annals of Tourism Research	A*	18	18	
Journal of Travel Research	A*	19	19	U pregled je uključen jedan konceptualni članak zbog izravnog fokusa na imidž destinacije.
Journal of Sustainable Tourism	A*	7	7	
International Journal of Hospitality Management	A*	4	4	

Table 1: Summary of literature search

Journal	2020 ABDC rank	Initial results N = 168	Final review N = 156	Note
Tourism Management	A*	73	61	Three conceptual papers of which one is included in the review as it directly focuses on destination image. Ten other papers were excluded from the review as destination image is not a main focus
Journal of Destination Marketing & Management	A	47	47	
Annals of Tourism Research	A*	18	18	
Journal of Travel Research	A*	19	19	One conceptual paper is included in the review as it directly focuses on destination image
Journal of Sustainable Tourism	A*	7	7	
International Journal of Hospitality Management	A*	4	4	

Nakon užeg izbora članaka odabranih za pregled prema Pikeu, ručno su kodirani članci po prethodno utvrđenim kriterijima situacije/konteksta putovanja (tj., područje fokusa, vrsta destinacije i broj destinacija uzetih u obzir), metodološkog pristupa (tj., metoda istraživanja, obilježja i tehnika analize podataka) i vrste sudionika u istraživanju (2002, 2007). U Tablici 2 kronološki je prikazana naša kategorizacija ovih 156 publikacija. U skladu s Pikeovim analizama (2002, 2007), prvi stupac naslovljen „kontekst putovanja" naznačuje gdje se specifična situacija putovanja dogodila. Drugi stupac ističe geografsko mjesto destinacije(a) od interesa. Stupac A popisuje broj destinacija od interesa, a stupac B označuje analizirani konkurentski set destinacija. Stupac C daje broj obilježja uzetih u obzir u studiji. Novi element kategorizacije uveden je u stupcu D u kojem se utvrđuje jesu li korištene mjere „važnosti obilježja". U stupcu E oznakom „U" navedeno je da su korištene nestrukturirane metode za mjerenje imidža destinacije ili za izbor popisa obilježja. Stupac F daje popis glavnih korištenih tehnika analize podataka i njihove šifre: analiza srednjih vrijednosti i analiza varijance (A), rangiranje/preferencije (K), repertoarni test/rešetka (G), mapiranje/druge rešetke (M), analiza važnosti-izvedbe (I), konstantna suma (S), faktorska analiza/modeliranje strukturalne jednadžbe (F), t-testovi (T), perceptualno mapiranje/multi-dimenzionalno skaliranje (P), klasterska/ diskriminantna analiza (C), tematska analiza/kodiranje (H), analiza frekvencije (R), indeksi/bodovi (X), regresija (N), analiza u oblaku (L), analiza sentimenta/semiotike/emocija (SA) i drugi (O). Stupac G prikazuje je li uz stavke na ljestvici dana opcija „ne znam" za sudionike koji možda ne bi imali nikakve percepcije o određenim obilježjima destinacije. Stupac H označava je li studija koristila longitudinalni pristup, a stupac I daje vrste sudionika. U stupcu J vidi se veličina uzorka. Zadnji stupac popisuje ostale zanimljivosti uočene u studiji.

Following the shortlisting of the papers to be reviewed, manual coding was done for the pre-identified criteria of travel situation/context (i.e., region of focus, destination type, and number of destinations considered), methodological approach (i.e., research method, attributes, and data analysis technique), and type of research participants based on Pike (2002, 2007). Our categorization of these 156 publications is presented in date order in Table 2. In keeping with Pike's (2002, 2007) analyses, the first column is labelled 'travel context' and denotes where a specific travel situation has been identified. The second column highlights the geographical setting of the destination(s) of interest. Column A lists the number of destinations of interest. Column B identifies whether a competitive set of destinations were analysed. Column C lists the number of attributes considered in the study. We introduced a new categorization element in Column D, which identifies whether measures of 'attribute importance' were used. Column E uses 'U' to denote that unstructured methods were used, either to measure destination image or in the selection of an attribute list. Column F lists the main data analysis techniques used which are coded as: analysis of means and analysis of variance (A), ranking/preferences (K), repertory test/grid (G), mapping/ other grids (M), importance-performance analysis (I), constant sum (S), factor analysis/structural equation modelling (F), t-tests (T), perceptual mapping/ multi-dimensional scaling (P), cluster/discriminant analysis (C), thematic analysis/coding (H), frequency analysis (R), indices/scores (X), regression (N), cloud analysis (L), sentiment/semiotic/emotions analysis (SA), and other (O). Column G identifies whether a 'don't know' option was provided alongside scale items, for participants who might not have any perceptions of a destination's performance on certain attributes. Column H identifies whether the study used a longitudinal-type approach. Column I indicates the type of research participants. Column J lists the sample size. The final column lists other interests stated in the study.

Tablica 2: Značajke studija imidža destinacija od 2008. do 2019. godine

Izvor	Kontekst	Područje	Vrsta destinacije	A	B	C	D	E	F	G	H	I	J	Ostali interesi
Chi i Qu (2008)		Sjeverna Amerika	Grad	1		53		U	F			Turisti	345	Zadovoljstvo, lojalnost destinaciji
Frías, Rodríguez i Castañeda (2008)		Europa	Područje	1		2			A, F			Turisti	592	Internet, obrada informacija
Hunter (2008)		Razna	Razne	21				U	R, Ostale			Turistička poduzeća		Fotografski prikazi, uređeni prostori
Lee, Scott i Kim (2008)		Azija	Ladanje	1		6			F			Potrošači	403	Uključivanje slavnih, bliskost, namjere potrošača
McCartney, Butler i Bennett (2008)		Azija	Država	1					A, M			Turisti	1462	Komunikacija imidža destinacije
Nadeau, Heslop, O'Reilly i Luk (2008)		Azija	Ladanje	1		30			F			Turisti	307	Imidž proizvoda-zemlje, namjere turista
San Martín i Rodríguez Del Bosque (2008)		Europa	Područje	1		22		U	A, C, F			Turisti i turistička poduzeća	807	Motivacije, kulturne vrijednosti
Stepchenkova i Morrison (2008)		Azija/ Europa	Ladanje	1				U	A, F, R, X			Turisti	337	
Lee (2009)	Održivi turizam	Azija	Selo	1		10	Da	U	F			Turisti	397	Usluge prevođenja, namjere turista
Lee i Lee (2009)		Australazija	Otok	1		30	Da	U	F, I, T			Turisti	481	Kultura
Pike (2009)	Putovanja u blizini doma / kratki odmor	Australazija	Grad	Višestruke	Da	24	Da	U	F, I	Da	Da	Potrošači	523 i 308 u 2003. / 447 u 2007.	Brendiranje

Izvor	Kontekst	Područje	Vrsta destinacije	A	B	C	D	E	F	G	H	I	J	Ostali interesi
Royo-Vela (2009)	Ruralno-kulturni turizam	Europa	Grad	21		34		U	F, R			Turisti	205	Izleti, profil turista
Tasci (2009)		Azija/ Europa	Ladanje	1		22		U	A, F, K			Studenti	162	Vizualne informacije, socijalna distanca, namjere turista
Bandyopadhyay i Nascimento (2010)	Seks turizam	Južna Amerika	Ladanje	1				U	H, Druge			Turisti, mediji	10	Prikazi, kolonijalizam
Castelltort i Mäder (2010)		Europa	Ladanje	1				U	K, Druge			Mediji		Tiskani mediji
Huang, Li i Cai (2010)	Festivalski turizam	Sjeverna Amerika	Drugi – Festivalski	1		17		U	F			Turisti	258	Lojalnost
Krider, Arguello, Campbell i Mora (2010)	Eko turizam	Sjeverna Amerika	Ladanje	2	Da			U	Druge			Potrošači	65	Značajke ekoturista, angažiranost
Assaker, Vinzi i O'connor (2011)	Sunčane destinacije	Višestruka	Višestruke	Višestruke		1			F			Turisti	450	Potraga za novim, zadovoljstvo, namjere turista
Lepp, Gibson i Lane (2011)		Afrika	Ladanje	1		20	Da	U	A, F, K, R			Studenti	278	Rizik, mrežna stranica
Pan i Li (2011)		Azija	Ladanje	1				U	R, N			Turisti	3263	Lingvistička struktura, mrežni marketing
Pan, Tsai i Lee (2011)		Australazija	Ladanje	1		8		U	R, X			Mediji		Turistički TV oglasi
Qu, Kim i Im (2011)		Sjeverna Amerika	Grad	1		47		U	F			Turisti	379	Imidž marke proizvoda i aso-cijacije na marku, ponašanje turista

Izvor	Kontekst	Područje	Vrsta destinacije	A	B	C	D	E	F	G	H	I	J	Ostali interesi
Stepchenkova i Eales (2011)		Azija/ Europa	Ladanje	1					H, N, X			Mediji		Medijske poruke, turistička potražnja
Çakmak i Isaac (2012)		Azija	Grad	1		26		U	H, M, R, SA			Turisti		Područja sukoba, elektronska usmena predaja
García, Gómez i Molina (2012)		Europa	Područje	1		19		U	F			Turistička poduzeća, rezidenti i turisti	1193	Brendiranje destinacije, interesi dionika
Lai i Li (2012)		Azija	Grad	1		26		U	F, K, R			Turisti	895	Struktura centra prema periferiji
Lee i Lockshin (2012)		Južna Amerika	Ladanje	1		1			F, T			Studenti i turisti	135	Država na koju se imidž odnosi, bliskost
Li i Stepchenkova (2012)		Sjeverna Amerika	Ladanje	1			Da	U	P, R			Turisti	1600	Svijest o marki proizvoda
Prayag i Ryan (2012)		Afrika	Otok	1		10		U	F			Turisti	705	Lojalnost, angažiranost
Reza Jalilvand, Samiei, Dini i Yaghoubi Manzari (2012)		Azija	Grad	1		5			A, F			Turisti	264	Elektronska usmena predaja, stav turista, namjere turista
Stepchenkova i Li (2012)		Sjeverna Amerika	Ladanje	1			Da	U	A, K, N, R, X			Turisti	1600	Rasprostranjenost imidža, razno- likost imidža, hor- izonti putovanja
Yang, He i Gu (2012)		Azija	Višestruke (Područje / Ladanje)	2	Da	12			T, Druge			Studenti	120	Implicitni kognitivni proces

Izvor	Kontekst	Područje	Vrsta destinacije	A	B	C	D	E	F	G	H	I	J	Ostali interesi
Assaker i Hallak (2013)		Višestruka (Afrika/ Europa)	Područje	Višestruke		1			C, F			Turisti	450	Tendencija potrage za novim, namjere turista
Botterill *et al.* (2013)	Turizam *backpackera*	Australazija	Grad	1				U	H, P, R			Turistička poduzeća	68	Sigurnost zajednice
Buultjens, Neale i Lamont (2013)	Alternativni turizam	Australazija	Grad	1			Da	U	H, I, R			Turisti i turistička poduzeća	263	Drogiranje, interakcije između domaćina i gostiju
Chen, Chen i Okumus (2013)	Putovanja mladih	Azija	Ladanje	1		19		U	A, F, R			Studenti	328	Ograničenja putovanja
Chen i Phou (2013)		Azija	Ladanje	1		21			F			Turisti	428	Osobnost destinacije
Deng i Li (2013)	Turizam događanja	Azija	Grad	1		32		U	F			Turisti	725	Transfer imidža, namjere turista
Dolnicar i Grün (2013)		Višestruka	Drugi – Kontinent	7	Da	13	Da	U	K, R, T, Druge	Da (prema nekim metodama)		Potrošači	2532	Metode mjerenja imidža
Hao i Ryan (2013)	Filmski turizam	Azija	Selo	1				U	H, SA			Rezidenti i turisti	15 rezidenata, 100 turista	Jezik filma, rekonstrukcija lokacije
Huang, Chen i Lin (2013)		Azija	Ladanje	1		31		U	F, T			Potrošači	618	Kulturna bliskost, namjere potrošača
Hunter (2013)	Hodočasnički i crveni turizam	Azija	Provincija	1				U	H, R, SA			Općenito		Semiotičko prikaz(ivanje)

Izvor	Kontekst	Područje	Vrsta destinacije	A	B	C	D	E	F	G	H	I	J	Ostali interesi
Josiassen i George Assaf (2013)		Europa	Ladanje	1		6			F			Potrošači	334	Imidž zemlje proizvoda, društvena vidljivost, osjetljivost na normativni utjecaj
Larson, Lundberg i Lexhagen (2013)	Turizam pop kulture	Višestruka (Europa/ Sjeverna Amerika)	Grad	4	Da			U	Druge			Organizacije destinacijskog menadžmenta	7	Autentičnost destinacijskog menadžmenta
Sun, Chi i Xu (2013)	Obalni turizam	Azija	Otok	1		24		U	F			Turisti	498	Upoznatost, lojalnost, vrijednost
Stepchenkova i Zhan (2013)		Južna Amerika	Ladanje	1				U	H, M, R, SA			Turisti i organizacije destinacijskog menadžmenta		Sadržaj koji stvaraju korisnici
Veasna, Wu i Huang (2013)		Azija	Znamenitost	2	Da	7			F			Turisti	398	Vjerodostojnost izvora o destinaciji, privrženost destinaciji, zadovoljstvo
Yang, Ryan i Zhang (2013)	Etnički turizam / domorodački turizam	Azija	Znamenitost	1		22	Da		C, F			Turisti	650	Interakcija, zadovoljstvo, lokalna kultura
Bianchi, Pike i Lings (2014)	Dugolinijska putovanja	Južna Amerika	Ladanje	3	Da	4			A, F, K	Da		Potrošači	112	Brendiranje destinacije, namjere turista
Chen, Ji i Funk (2014)	Sportski turizam	Sjeverna Amerika	Ladanje	1		3			A		Da	Turisti	50	Psihološke veze

Izvor	Kontekst	Područje	Vrsta destinacije	A	B	C	D	E	F	G	H	I	J	Ostali interesi
Cherif, Smith, Maitland i Stevenson (2014)		Europa	Grad	1				U	H, R			Potrošači	300	Izvori koji utječu na oblikovanje imidža
Chew i Jahari (2014)	Rizične destinacije	Azija	Ladanje	1		17			F			Turisti	255	Percepcije rizika, namjere turista
Lee, Lee i Lee (2014)		Azija	Grad	1		21		U	A, T			Turisti	520	Oblikovanje imidža
Liu (2014)		Azija	Grad	1		5		U	F, Druge	Da		Rezidenti i nerezidenti	198	Segmentacija
Pan, Lee i Tsai (2014)		Višestruka	Višestruke	Višestruke		13		U	C, R, SA, Druge			Turisti		Slike s putovanja, motivacije
Stepchenkova i Li (2014)		Sjeverna Amerika	Ladanje	1			Da	U	R, X, Druge			Turisti	1600	Prve asocijacije na destinaciju
Stylidis, Biran, Sit i Szivas (2014)		Europa	Grad	1		14			F			Rezidenti	300	Razvoj turizma, utjecaji turizma
Tessitore, Pandelaere i Van Kerckhove (2014)		Azija	Ladanje	1		25 (u odnosu na stav)			A, T			Studenti	72	Plasman proizvoda, ishodi ponašanja, televizijski zbiljokazi
Zhou (2014)	Ruralni turizam	Azija	Grad	1		10		U	H			Organizacije destinacijskog menadžmenta i turistička poduzeća		Ruralnost
Zhang, Fu, Cai i Lu (2014)									Meta-analiza, kodiranje, veličina učinka					66 studija o imidžu destinacije i lojalnosti turista
Avraham (2015)		Azija	Područje	1				U	H			Media		Krizno komuniciranje

Izvor	Kontekst	Područje	Vrsta destinacije	A	B	C	D	E	F	G	H	I	J	Ostali interesi
Gómez, Lopez i Molina (2015)	Vinski turizam	Europa	Ladanje	1		24			A, F			Turistička poduzeća i turisti	817	Oznaka izvornosti, tržišna vrijednost marke
Hallmann, Zehrer i Müller (2015)	Sportski turizam	Europa	Grad	2	Da	30			F			Turisti	795	Namjere turista
Kim i Stepchenkova (2015)		Azija/ Europa	Ladanje	1		12			A, N, R			Turisti	318	Sadržaj koji stvaraju korisnici
Kladou i Mavragani (2015)		Azija/ Europa	Grad	1			Da	U	H, R			Turisti		Mrežni marketing, društveni mediji
Llodrà-Riera, Martínez-Ruiz, Jiménez-Zarco i Izquierdo-Yusta (2015)		Europa	Otok	1					F			Turisti i rezidenti	541	Izvori informacija, društveni mediji
Lu, Chi i Liu (2015)	Turizam baštine	Azija	Znamenitost	1		11			F			Turisti	412	Autentičnost, angažiranost, iskustva turista
Pearce, Wu i Chen (2015)		Australazija	Znamenitost	1		42		U	H, R			Turisti		Mrežni vizualni prikazi
Pereira, Correia i Schutz (2015)	Golferski turizam	Europa	Područje	1		8		U	R			General	46	Osobnost marke destinacije
Rodríguez-Molina, Frías-Jamilena i Castañeda-García (2015)		Bajkovito	Bajkovita	1		5			A			Potrošači	560	Mrežna mjesta, preopterećenost informacijama, angažiranost
Smith, Li, Pan, Witte i Doherty (2015)		Južna Amerika	Ladanje	1		11			N, Druge		Da	Studenti	17	Tehnologija pametnih telefona, promjena imidža
Sun, Ryan i Pan (2015)		Australazija	Ladanje	1				U	C, H, L, R			Turisti		Kultura, putni blog

Izvor	Kontekst	Područje	Vrsta destinacije	A	B	C	D	E	F	G	H	I	J	Ostali interesi
Sun, Zhang i Ryan (2015)		Australazija	Grad	1				U	P, R			Turisti	235	Krajolici, kultura
Tseng, Wu, Morrison, Zhang i Chen (2015)		Azija	Ladanje	1				U	H, M, R			Turisti	630	Elektronska usmena predaja
Arnegger i Herz (2016)	Turizam događanja	Azija/ Europa	Ladanje	1		7			A, T		Da	Turisti	271	Ekonomski utjecaj
Breitsohl i Garrod (2016)		Višestruka	Višestruke	Višestruke		3			F			Studenti	1277	Kriza, strategije nalaženja izlaza, lojalnost
Chen, Lai, Petrick i Lin (2016)		Azija	Ladanje	1		23		U	F			Potrošači	715	Stereotipiziranje, prethodna iskustva destinacije
Fu, Ye i Xiang (2016)	Filmski/TV turizam	Azija	Višestruke	Višestruke		15			F			Potrošači i studenti	355	Uključenje publike, namjere potrošača
Hanks, Zhang, Line i McGinley (2016)	Održivi turizam	Sjeverna Amerika	Turističko odredište	2	Da				A			Potrošači	140	Stav, lakoća prihvaćanja, skepticizam, namjere turista
Hudson (2016)		Azija	Ladanje	1				U	H, Druge			Državna tijela i turistička poduzeća	15	Brendiranje
Hunter (2016)		Azija	Grad	1				U	H, R, SA			Turisti		Prikazi na internetskoj mreži
Kock, Josiassen i Assaf (2016)		Europa	Ladanje	2	Da	4	Da		A, F			Potrošači	337	Predodžbe o destinaciji, namjere turista

Izvor	Kontekst	Područje	Vrsta destinacije	A	B	C	D	E	F	G	H	I	J	Ostali interesi
Lai i Li (2016)	Specifični oblici turizma								Konceptualna analiza, brojanja frekvencija					45 tipičnih definicija imidža destinacije
Lee i Bai (2016)		Azija	Ladanje	1		7		U	H			Potrošači	23	Pop-kultura
Line i Hanks (2016)	Održivi turizam	Sjeverna Amerika	Turističko odredište	2	Da				A, F			Potrošači	1105	Uvjerenja, održivo potrošačko ponašanje
Marine-Roig i Anton Clavé (2016)		Europa	Provincija	1 (9 pod-destinacija)		8		U	H, R, X			Turisti		Multiskalarne turističke destinacije, sadržaj koji stvaraju korisnici
Nelson (2016)	Gastro-turizam	Sjeverna Amerika	Grad	1		4		U	H, R			Organizacije destinacijskog menadžmenta		Mrežna mjesta
Pike (2016)	Dugolinijska putovanja	Sjeverna Amerika	Ladanje	3	Da	17	Da		I, K, R	Da		Potrošači	598	Države vs. regionalne cjeline
Ryu, L'Espoir Decosta i Andéhn (2016)		Azija	Ladanje	1		9			F			Potrošači	500	Evaluacija proizvoda, namjere potrošača
Seiver i Matthews (2016)	Turizam autohtonog stanovništva	Australazija	Znamenitost	4	Da			U	H			Turistička poduzeća		Lokalni turistički proizvodi, bjelina
Stylos, Vassiliadis, Bellou i Andronikidis (2016)		Europa	Ladanje	1		38			F, R	Da		Turisti	1514	Osobno normativno uvjerenje (posrednik), namjere turista
Tan i Wu (2016)		Azija	Država	1		14		U	F			Rezidenti	493	Upoznatost, namjere turista

Izvor	Kontekst	Područje	Vrsta destinacije	A	B	C	D	E	F	G	H	I	J	Ostali interesi
Wang, Qu i Hsu (2016)		Azija	Područje	1		27		U	F			Turisti	774	Očekivanja turista, rod
Becken, Jin, Zhang i Gao (2017)		Azija	Ladanje	1		17			F			Potrošači	600	Percepcije rizika, namjere potrošača
Herrero, San Martín, Garcia de Los Salmones i Collado (2017)	Regionalni turizam	Europa	Područje	1		6			F			Turisti	253	Lojalnost, upoznatost, svijest, percipirana kvaliteta
Jin i Sparks (2017)	Specifični oblici turizma	Višestruka	Višestruke	Višestruke				U	H			Turistička poduzeća	20	Ograničenja
Lee i Kim (2017)		Višestruka (Azija/ Europa)	Ladanje	3	Da	12			A, N, Druge			Studenti	285	Implicitna i eksplicitna spoznaja
Mak (2017)		Azija	Područje	1		19		U	P, R, Druge			Turisti i organizacije destinacijskog menadžmenta		Sadržaj koj stvaraju korisnici
Martín-Santana, Beerli-Palacio i Nazzareno (2017) and Nazzareno (2017		Europa	Otok	1		18			F, R			Turisti	411	Vrijeme utrošeno za traganje za informacija, lojalnost
Pezenka (2017)	Gradski turizam	Europa	Grad	44	Da		Da	U	K, P, R			Potrošači	465	Alternativna mjerenja
Stepchenkova i Shichkova (2017)		Sjeverna Amerika	Ladanje	1		23	Da	U	K, N, R, T, X			Studenti	405	Imidž države, asocijacije na marku proizvoda
Stylidis, Shani i Belhassen (2017)		Azija	Grad	1		22			F			Turisti i rezidenti	240 turista i 200 rezidenata	Namjere turista

Izvor	Kontekst	Područje	Vrsta destinacije	A	B	C	D	E	F	G	H	I	J	Ostali interesi
Stylos, Bellou, Andronikidis i Vassiliadis (2017)		Europa	Ladanje	1					F, K, T	Da		Turisti	1362 i 1164	Privrženost mjestu, namjere turista
Tan (2017)	Domaći turizam	Azija	Grad	1		22	Da		A, F			Turisti	332	Ograničenja slobodnog vremena, turističko iskustvo, poznavanje
Alcántara-Pilar, Armenski, Blanco-Encomienda i Del Barrio-García (2018)		Izmišljeno	Izmišljena	1		4			F			Potrošači	491	Kultura, mrežno iskustvo (online)
Almeida i Garrod (2018)	Otočni turizam	Europa	Otok	1		22			A, N			Turisti	260	Zrele destinacije, faza stagnacije
Almeida-Santana i Moreno-Gil (2018)		Europa	Otok	7	Da	30			F, Druge			Turisti	6.964	Horizontalna lojalnost, motivacija
Bastiaansen et al. (2018)	Filmski turizam	Višestruka (Azija/Europa)	Grad	2	Da	1			A, Druge			Studenti	30	Emocije, neuromarketing, filmovi
Carballo i León (2018)	Umjetnost u turizmu	Europa	Otok	1		21			F			Turisti	453	Obnova resursa
Chen i Li (2018)		Europa	Ladanje	1		7			F			Turisti	1048	Sreća
Choe i Kim (2018)	Gastroturizam	Azija	Država	1		5		U	F			Turisti	875	Vrijednost, stav, namjere turista, kultura
Deng i Li (2018)		Sjeverna Amerika	Grad	1				U	A, K, R, SA, X			Turisti		Sadržaj koji kreira korisnik, odaslane i primljene slike

Izvor	Kontekst	Područje	Vrsta destinacije	A	B	C	D	E	F	G	H	I	J	Ostali interesi
Gkritzali, Gritzalis i Stavrou (2018)		Europa	Grad	1		11			A, SA, T			Rezidenti i nerezidenti		Ekonomska recesija, promjena, sadržaj na mrežnim stranicama
Hernández-Mogollón, Duarte i Folgado-Fernández (2018)	Kulturni turizam	Europa	Područje	1		11			F			Turisti	611	Brendiranje
Ivanov et al. (2018)	Održivi turizam i turizam mladih	Višestruka (Azija/Europa)	Ladanje	3	Da	1			A		Da	Studenti	109	Poruke o cijepljenju
Kim (2018)		Azija	Ladanje	1		6			F			Turisti	301	Nezaboravna iskustva turista, namjere turista
Kotsi, Pike i Gottlieb (2018)	Međudestinacije, dugolinijska putovanja	Azija	Grad	1		4			F			Potrošači	768	Brendiranje destinacije, lojalnost
Lai (2018)	Turizam događanja	Azija	Druge - Event	1		30			F, N			Turisti	702	Događaji
Lee i Jeong (2018)	Rekreativni sportovi	Azija	Znamenitost	1		6			F			Turisti	222	Motivacija, opredjeljenje za zaštitu okoliša
Li, Wen i Ying (2018)		Azija	Ladanje	1				U	H			Turisti, rezidenti i turistička poduzeća	32	Kriza, namjere turista
Lin i Kuo (2018)		Azija	Ladanje	1				U	F, T			Turisti	4291	Vrste organizacije putovanja
Marine-Roig i Ferrer-Rosell (2018)		Europa	Područje	1				U	K, R, X			Turisti		Izvori informacija, percipirani i projicirani imidž

Izvor	Kontekst	Područje	Vrsta destinacije	A	B	C	D	E	F	G	H	I	J	Ostali interesi
Molinillo, Liébana-Cabanillas, Anaya-Sánchez i Buhalis (2018)		Azija	Ladanje	1		9			F, T			Studenti	265	Mrežne platforme, namjere potrošača
Pike, Kotsi i Tossan (2018)	Međudestinacije, dugolinijska putovanja	Višestruka	Ladanje	9	Da	20	Da	U	K, G		Da	Turisti i studenti	18	
Sánchez, Campo i Alvarez (2018)		Azija	Ladanje	3	Da				A, N			Potrošači	163	Netrpeljivost, namjere potrošača
Stoffelen i Vanneste (2018)	Prekogranični turizam	Europa	Područje	2				U	A, H		Da	Donositelji politika i rezidenti	5 intervjua i 711 anketnih ispitivanja	Prekogranična suradnja
Stylidis (2018)		Azija	Grad	1		17		U	A, C				368	Privrženost destinaciji, segmentacija, namjere
Swart, George, Cassar i Sneyd (2018)	Događanja	Južna Amerika	Grad	1		4			A, F, T			Turisti	270	Potraga turista za informacijama, rizik od kriminala, percepcije, namjere turista
Tegegne, Moyle i Becken (2018)		Afrika	Ladanje	1				U	H, M			Turisti, turistička poduzeća i organizacije destinacijskog menadžmenta	46	Pristup kvalitativne sustavne dinamike
Wang, Li i Lai (2018)		Azija	Turističko odredište	1		120	Da	U	K, M, R	Da		Rezidenti	1000	Struktura centra-periferije
Whyte (2018)	Turizam krstarenja	Sjeverna Amerika	Područje	10	Da		Da	U	G			Turisti	20	

Izvor	Kontekst	Područje	Vrsta destinacije	A	B	C	D	E	F	G	H	I	J	Ostali interesi
Xia, Zhang i Zhang (2018)		Azija	Država	1		15			F			Potrošači	500	Iskustvo internetske mreže
Xu i Ye (2018)		Azija	Grad	1				U	H			Turisti i turistička poduzeća	45	Pokretači imidža
Zhang, Wu i Buhalis (2018)		Azija	Grad	1		11			F			Turisti	261	Imidž države, nezaboravna iskustva turista, namjere turista
Zhang, Zhang, Gursoy i Fu (2018)		Azija	Grad	1		4			A, F			Studenti	272	Oblikovanje obilježja, regulatorni fokus, namjere turista
Al-Ansi i Han (2019)	Halal turizam	Azija	Ladanje	1		3			C, F			Turisti	358	Pridržavanje pravilima halal-a, vrijednost, povjerenje, lojalnost
Alrawadieh, Alrawadieh i Kozak (2019)		Azija	Znamenitost	1				U	H, L, R			Turisti	27	Uznemiravanje turista, potrošnja turista, namjere turista
Bandyopadhyay i Nair (2019)	Wellness turizam i duhovni turizam	Azija	Država	1				U	H			Turisti	44 (približno)	Destinacijski marketing, zapadne zvijezde
Cardoso, Dias, de Araújo i Andrés Marques (2019)		Višestruka	Višestruke	Višestruke	Da			U	H, K, R			Potrošači	9333	Prve asocijacije, destinacija iz snova, najmilija destinacija
Chaulagain, Wittala i Fu (2019)		Sjeverna Amerika	Ladanje	1		21		U	F			Rezidenti	353	Upoznatost, namjere turista

Izvor	Kontekst	Područje	Vrsta destinacije	A	B	C	D	E	F	G	H	I	J	Ostali interesi
Choe i Kim (2019)	Gastro-turizam	Azija	Država	1		5		U	F			Turisti	870	Vrijednost, zadovoljstvo, namjere turista
Hahm, Tasci i Breiter Terry (2019)	Sportski turizam i turizam događanja	Azija	Ladanje	1		12			A		Da	Potrošači	100 (približno) u svakoj fazi	Promjena imidža
Han, Al-Ansi, Olya i Kim (2019)	Halal turizam	Azija	Ladanje	1		55		U	F			Turisti	340	Halal turizam, namjere turista
Hao, Xu i Zhang (2019)		Europa	Ladanje	1				U	H, SA, X			Potrošači i mediji		Mnoštvo informacija, mediji
Huang i Pearce (2019)	Vjerski turizam	Azija	Znamenitost	4		4	Da	U	H, R		Da	Turisti	71	Iskustvo posjetitelja
Jacobsen, Iversen i Hem (2019)	Turizam grada i sela	Europa	Pokrajina	4	Da	1			F			Turisti	1.324	Gustoća društva, omasovljavanje
Lee, Lockshin, Cohen i Corsi (2019)	Vinski turizam	Australazija	Višestruke (Ladanje / Druge - vinske)	1		5			A, F		Da	Potrošači	460	*Halo efekt*, namjere turista, angažiranost
Oliveira i Huertas (2019)		Europa	Grad	2	Da			U	R			Organizacije destinacijskog menadžmenta		Krizni menadžment, društveni mediji
Park i Nicolau (2019)		Azija	Ladanje	1		1			N, Druge			Turisti	12.024	Uspješnost destinacije, zona tolerancije, nesklonost gubitku
Pike, Jin i Kotsi (2019)	Kratki odmor	Australazija	Grad	1		19	Da	U	G, I, K, Druge		Da	Turisti	763 u 2000. / 441 u 2014. / 294 u 2019.	Temporalnost
Shen, Lv, Lin i Li (2019)	Domaći turizam	Azija	Pokrajina	31	Da				C, F, T			Rezidenti	786	Stereotipiziranje, namjere turista

Izvor	Kontekst	Područje	Vrsta destinacije	A	B	C	D	E	F	G	H	I	J	Ostali interesi
Shi, Gursoy i Chen (2019)	Home sharing	Azija	Ladanje	1		18			F, R			Turisti	278	Turističko iskustvo, home sharing
Tasci i Sönmez (2019)		Sjeverna Amerika	Država	1		17			A, N			Turisti	1692	Nasilje upotrebom vatrenog oružja, percepcija rizika, lojalnost
Vinyals-Mirabent (2019)	Urbani turizam	Europa	Ladanje	12	Da	19		U	H, M, R			Organizacije destinacijskog menadžmenta		Online komunikacija
Zenker, Von Wallpach, Braun i Vallaster (2019)		Europa	Grad	1		4			F			Potrošači	2612	Percipirana sigurnost, percipirana otvorenost, namjere turista, izbjeglička kriza
Zhang, Huang, Cao i Chen (2019)	Urbani turizam	Azija	Grad	Višestruke		1			F, K, X			Turisti	672	Osobnost destinacije, urbani krajolik

Table 2: Characteristics of destination image studies 2008 - 2019

Source	Context	Region	Destination type	A	B	C	D	E	F	G	H	I	J	Other interests
Chi and Qu (2008)		North America	City	1		53		U	F			Tourists	345	Satisfaction, destination loyalty
Frías, Rodríguez and Castañeda (2008)		Europe	Region	1		2			A, F			Tourists	592	Internet, information processing
Hunter (2008)		Multiple	Multiple	21	Yes			U	R, Other			Tourism businesses		Photographic representations, groomed spaces
Lee, Scott and Kim (2008)		Asia	Country	1		6			F			Consumers	403	Celebrity involvement, familiarity, consumers' intentions
McCartney, Butler and Bennett (2008)		Asia	State	1					A, M			Tourists	1462	Communication of destination image
Nadeau, Heslop, O'Reilly and Luk (2008)		Asia	Country	1		30			F			Tourists	307	Product-country image, tourists' intentions
San Martín and Rodríguez Del Bosque (2008)		Europe	Region	1		22		U	A, C, F			Tourists and tourism businesses	807	Motivations, cultural values
Stepchenkova and Morrison (2008)		Asia/Europe	Country	1				U	A, F, R, X			Tourists	337	
Lee (2009)	Sustainable tourism	Asia	Village	1		10			F			Tourists	397	Interpretation services, tourists' intentions
Lee and Lee (2009)		Australasia	Island	1		30	Yes	U	F, I, T			Tourists	481	Culture

Source	Context	Region	Destination type	A	B	C	D	E	F	G	H	I	J	Other interests
Pike (2009)	Near home travel / short-break holidays	Australasia	City	Multiple	Yes	24	Yes	U	F, I	Yes	Yes	Consumers	523 and 308 in 2003 / 447 in 2007	Branding
Royo-Vela (2009)	Rural-cultural tourism	Europe	City	21		34		U	F, R			Tourists	205	Excursions, tourist profile
Tasci (2009)		Asia/Europe	Country	1		22		U	A, F, K			Students	162	Visual information, social distance, tourists' intentions
Bandyopadhyay and Nascimento (2010)	Sex tourism	South America	Country	1				U	H, Other			Tourists, media	10	Representations, colonialism
Castelltort and Mäder (2010)		Europe	Country	1				U	K, Other			Media		Print media
Huang, Li and Cai (2010)	Festival tourism	North America	Other Festival	1		17		U	F			Tourists	258	Loyalty
Krider, Arguello, Campbell and Mora (2010)	Eco tourism	North America	Country	2	Yes			U	Other			Consumers	65	Ecotourist traits, involvement
Assaker, Vinzi and O'connor (2011)	Sun destinations	Multiple	Multiple	Multiple		1			F			Tourists	450	Novelty seeking, satisfaction, tourists' intentions
Lepp, Gibson and Lane (2011)		Africa	Country	1		20	Yes	U	A, F, K, R			Students	278	Risk, website
Pan and Li (2011)		Asia	Country	1				U	R, N			Tourists	3263	Linguistic structure, online marketing
Pan, Tsai and Lee (2011)		Australasia	Country	1		8		U	R, X			Media		Tourism TV commercials

Source	Context	Region	Destination type	A	B	C	D	E	F	G	H	I	J	Other interests
Qu, Kim and Im (2011)		North America	City	1		47		U	F			Tourists	379	Brand image, brand associations, tourist behaviour
Stepchenkova and Eales (2011)		Asia/Europe	Country	1					H, N, X			Media		Media messages, tourist demand
Çakmak and Isaac (2012)		Asia	City	1		26		U	H,M,R,SA			Tourists		Conflict areas, electronic word-of-mouth
García, Gómez and Molina (2012)		Europe	Region	1		19		U	F			Tourism businesses, residents, and tourists	1193	Destination branding, stakeholder interests
Lai and Li (2012)		Asia	City	1		26		U	F, K, R			Tourists	895	Core-periphery structure
Lee and Lockshin (2012)		South America	Country	1		1			F, T			Students and tourists	135	Country of image, familiarity
Li and Stepchenkova (2012)		North America	Country	1			Yes	U	P, R			Tourists	1600	Brand awareness
Prayag and Ryan (2012)		Africa	Island	1		10		U	F			Tourists	705	Loyalty, involvement
Reza Jalilvand, Samiei, Dini and Yaghoubi Manzari (2012)		Asia	City	1		5			A, F			Tourists	264	Electronic word-of-mouth, tourist attitude, tourists' intentions
Stepchenkova and Li (2012)		North America	Country	1			Yes	U	A, K, N, R, X			Tourists	1600	Image distribution, image diversity, travel horizons

Source	Context	Region	Destination type	A	B	C	D	E	F	G	H	I	J	Other interests
Yang, He and Gu (2012)		Asia	Multiple (Region / Country)	2	Yes	12			T, Other			Students	120	Implicit cognitive process
Assaker and Hallak (2013)		Multiple (Africa / Europe)	Region	Multiple		1			C, F			Tourists	450	Novelty seeking tendencies, tourists' intentions
Botterill et al. (2013)	Backpacker tourism	Australasia	City	1				U	H, P, R			Tourism businesses	68	Community safety
Buultjens, Neale and Lamont (2013)	Alternative tourism	Australasia	City	1			Yes	U	H, I, R			Tourists and tourism businesses	263	Drug use, host, and guest interactions
Chen, Chen and Okumus (2013)	Youth travel	Asia	Country	1		19		U	A, F, R			Students	328	Travel constraints
Chen and Phou (2013)		Asia	Landmark	1		21			F			Tourists	428	Destination personality
Deng and Li (2013)	Event tourism	Asia	City	1		32		U	F			Tourists	725	Image transfer, tourists' intentions
Dolnicar and Grün (2013)		Multiple	Other - Continent	7	Yes	13	Yes	U	K, R, T, Other	Yes (in some methods)		Consumers	2552	Image measurement methods
Hao and Ryan (2013)	Film tourism	Asia	Village	1				U	H, SA			Residents and tourists	15 residents, 100 tourists	Film language, place reconstruction
Huang, Chen and Lin (2013)		Asia	Country	1		31		U	F, T			Consumers	618	Cultural proximity, consumers' intentions
Hunter (2013)	Pilgrimage and red tourism	Asia	Province	1				U	H, R, SA			General		Semiotics, representation

Source	Context	Region	Destination type	A	B	C	D	E	F	G	H	I	J	Other interests
Josiassen and George Assaf (2013)		Europe	Country	1		6			F			Consumers	334	Product country image, social visibility, susceptibility to normative influence
Larson, Lundberg and Lexhagen (2013)	Pop culture tourism	Multiple (Europe/North America)	City	4	Yes			U	Other			Destination management organisations	7	Destination management, authenticity
Sun, Chi and Xu (2013)	Coastal tourism	Asia	Island	1		24		U	F			Tourists	498	Familiarity, loyalty, value
Stepchenkova and Zhan (2013)		South America	Country	1		7		U	H, M, R, SA			Tourists and destination management organisations		User-generated content
Veasna, Wu and Huang (2013)		Asia	Landmark	2	Yes				F			Tourists	398	Destination source credibility, destination attachment, satisfaction
Yang, Ryan and Zhang (2013)	Ethnic tourism / indigenous tourism	Asia	Landmark	1		22	Yes		C, F			Tourists	650	Interaction, satisfaction, local culture
Bianchi, Pike and Lings (2014)	Long haul travel	South America	Country	3	Yes	4			A, F, K	Yes		Consumers	112	Destination branding, tourists' intentions
Chen, Ji and Funk (2014)	Sports tourism	North America	Country	1		3			A		Yes	Tourists	50	Psychological connections
Cherifi, Smith, Maitland and Stevenson (2014)		Europe	City	1				U	H, R			Consumers	300	Sources of image formation

Source	Context	Region	Destination type	A	B	C	D	E	F	G	H	I	J	Other interests
Chew and Jahari (2014)	Risky destinations	Asia	Country	1		17			F			Tourists	255	Risk perceptions, tourists' intentions
Lee, Lee and Lee (2014)		Asia	City	1		21		U	A, T			Tourists	520	Image modification
Liu (2014)		Asia	City	1		5		U	F, Other	Yes		Residents and non-residents	198	Segmentation
Pan, Lee and Tsai (2014)		Multiple	Multiple	Multiple		13		U	C, R, SA, Other			Tourists		Travel photos, motivations
Stepchenkova and Li (2014)		North America	Country	1			Yes	U	R, X, Other			Tourists	1600	Top of the mind associations
Stylidis, Biran, Sit and Szivas (2014)		Europe	City	1		14			F			Residents	300	Tourism development, tourism impacts
Tessitore, Pandelaere and Van Kerckhove (2014)		Asia	Country	1		25 (attitude-related)			A, T			Students	72	Product placement, behavioural outcomes, reality TV shows
Zhou (2014)	Rural tourism	Asia	City	1		10		U	H			Destination management organisations and tourism businesses		Rurality
Zhang, Fu, Cai and Lu (2014)									Meta-analysis, coding, and effect size					66 studies on destination image and tourist loyalty
Avraham (2015)		Asia	Region	1				U	H			Media		Crisis communication

Source	Context	Region	Destination type	A	B	C	D	E	F	G	H	I	J	Other interests
Gómez, Lopez and Molina (2015)	Wine tourism	Europe	Country	1		24			A, F			Tourism businesses and tourists	817	Designation of origin, brand equity
Hallmann, Zehrer and Müller (2015)	Sports tourism	Europe	City	2	Yes	30			F			Tourists	795	Tourists' intentions
Kim and Stepchenkova (2015)		Asia/Europe	Country	1		12			A, N, R			Tourists	318	User-generated content
Kladou and Mavragani (2015)		Asia/Europe	City	1			Yes	U	H, R			Tourists		Online marketing, social media
Llodrà-Riera, Martínez-Ruiz, Jiménez-Zarco and Izquierdo-Yusta (2015)		Europe	Island	1					F			Tourists and residents	541	Information sources, social media
Lu, Chi and Liu (2015)	Heritage tourism	Asia	Landmark	1		11			F			Tourists	412	Authenticity, involvement, tourists' experience
Pearce, Wu and Chen (2015)		Australasia	Landmark	1		42		U	H, R			Tourists		Online visual representations
Pereira, Correia and Schutz (2015)	Golf tourism	Europe	Region	1		8		U	R			General	46	Destination brand personality
Rodríguez-Molina, Frías-Jamilena and Castañeda-García (2015)		Fictitious	Fictitious	1		5			A			Consumers	560	Websites, information-overload, involvement
Smith, Li, Pan, Wite and Doherty (2015)		South America	Country	1		11			N, Other		Yes	Students	17	Smartphone technology, image change

Source	Context	Region	Destination type	A	B	C	D	E	F	G	H	I	J	Other interests
Sun, Ryan and Pan (2015)		Australasia	Country	1				U	C, H, L, R			Tourists		Culture, travel blog
Sun, Zhang and Ryan (2015)		Australasia	City	1				U	P, R			Tourists	235	Landscapes, culture
Tseng, Wu, Morrison, Zhang and Chen (2015)		Asia	Country	1				U	H, M, R			Tourists	630	Electronic word-of-mouth
Arnegger and Herz (2016)	Event tourism	Asia/Europe	Country	1		7			A, T		Yes	Tourists	271	Economic impact
Breitsohl and Garrod (2016)		Multiple	Multiple	Multiple		3			F			Students	1277	Crisis, coping strategies, loyalty
Chen, Lai, Petrick and Lin (2016)		Asia	Country	1		23		U	F			Consumers	715	Stereotyping, previous destination experience
Fu, Ye and Xiang (2016)	Film/TV tourism	Asia	Multiple	Multiple		15			F			Consumers and students	355	Audience involvement, consumers' intentions
Hanks, Zhang, Line and McGinley (2016)	Sustainable tourism	North America	Resort	2	Yes				A			Consumers	140	Attitude, processing fluency, scepticism, tourists' intentions
Hudson (2016)		Asia	Country	1				U	H, Other			Government authorities and tourism businesses	15	Branding
Hunter (2016)		Asia	City	1				U	H, R, SA			Tourists		Online representations

Source	Context	Region	Destination type	A	B	C	D	E	F	G	H	I	J	Other interests
Kock, Josiassen and Assaf (2016)		Europe	Country	2	Yes	4	Yes		A, F			Consumers	337	Destination imagery, tourists' intentions
Lai and Li (2016)									Conceptual analysis, frequency counts					45 representative definitions of destination image
Lee and Bai (2016)	Special interest tourism	Asia	Country	1		7		U	H			Consumers	23	Pop-culture
Line and Hanks (2016)	Sustainable tourism	North America	Resort	2	Yes				A, F			Consumers	1105	Beliefs, sustainable consumption behaviour
Marine-Roig and Anton Clavé (2016)		Europe	Province	1 (9 sub destinations)		8		U	H, R, X			Tourists		Multi scalar tourism destinations, user-generated content
Nelson (2016)	Food tourism	North America	City	1		4		U	H, R			Destination management organisations		Websites
Pike (2016)	Long haul travel	South America	Country	3	Yes	17	Yes		I, K, R	Yes		Consumers	598	Countries vs. gestalt
Ryu, L'Espoir Decosta and Andéhn (2016)		Asia	Country	1		9			F			Consumers	500	Product evaluation, consumers' intentions
Seiver and Matthews (2016)	Indigenous tourism	Australasia	Landmark	4	Yes			U	H			Tourism businesses		Local tourism promotions, whiteness
Stylos, Vassiliadis, Bellou and Andronikidis (2016)		Europe	Country	1		38			F, R	Yes		Tourists	1514	Personal normative belief (mediator), tourists' intentions

Source	Context	Region	Destination type	A	B	C	D	E	F	G	H	I	J	Other interests
Tan and Wu (2016)		Asia	State	1		14		U	F			Residents	493	Familiarity, tourists' intentions
Wang, Qu and Hsu (2016)		Asia	Region	1		27		U	F			Tourists	774	Tourist expectations, gender
Becken, Jin, Zhang and Gao (2017)		Asia	Country	1		17			F			Consumers	600	Risk perception, consumers' intentions
Herrero, San Martín, Garcia de Los Salmones and Collado (2017)	Regional tourism	Europe	Region	1		6			F			Tourists	253	Loyalty, familiarity, awareness, perceived quality
Jin and Sparks (2017)	Special interest tourism	Multiple	Multiple	Multiple				U	H			Tourism businesses	20	Barriers
Lee and Kim (2017)		Multiple (Asia/ Europe)	Country	3	Yes	12			A, N, Other			Students	285	Implicit and explicit cognition
Mak (2017)		Asia	Region	1		19		U	P, R, Other			Tourists and destination management organisations		User-generated content
Martín-Santana, Beerli-Palacio and Nazzareno (2017) and Nazzareno (2017		Europe	Island	1		18			F, R			Tourists	411	Time spent on searching for information, loyalty
Pezenka (2017)	City tourism	Europe	City	44	Yes		Yes	U	K, P, R			Consumers	465	Alternative measurements
Stepchenkova and Shichkova (2017)		North America	Country	1		23	Yes	U	K, N, R, T, X			Students	405	Country image, brand associations

Source	Context	Region	Destination type	A	B	C	D	E	F	G	H	I	J	Other interests
Stylidis, Shani and Belhassen (2017)		Asia	City	1		22			F			Tourists and residents	240 tourists and 200 residents	Tourists' intentions
Stylos, Bellou, Andronikidis and Vassiliadis (2017)		Europe	Country	1		37			F, K, T	Yes		Tourists	1362 and 1164	Place attachment, tourists' intentions
Tan (2017)	Domestic tourism	Asia	City	1		22	Yes		A, F			Tourists	332	Leisure constraints, tourist experience, familiarity
Alcántara-Pilar, Armenski, Blanco-Encomienda and Del Barrio-García (2018)		Fictitious	Fictitious	1		4			F			Consumers	491	Culture, online experience
Almeida and Garrod (2018)	Island tourism	Europe	Island	1		22			A, N			Tourists	260	Mature destinations, stagnation phase
Almeida-Santana and Moreno-Gil (2018)		Europe	Island	7	Yes	30			F, Other			Tourists	6964	Horizontal loyalty, motivation
Bastiaansen et al. (2018)	Film tourism	Multiple (Asia/ Europe)	City	2	Yes	1			A, Other			Students	30	Emotions, neuromarketing, movies
Carballo and León (2018)	Art in tourism	Europe	Island	1		21			F			Tourists	453	Recreation of resources
Chen and Li (2018)		Europe	Country	1		7			F			Tourists	1048	Happiness

Source	Context	Region	Destination type	A	B	C	D	E	F	G	H	I	J	Other interests
Choe and Kim (2018)	Food tourism	Asia	State	1		5		U	F			Tourists	875	Value, attitude, tourists' intentions, culture
Deng and Li (2018)		North America	City	1				U	A, K, R, SA, X			Tourists		User-generated content, projected and received images
Gkritzali, Gritzalis and Stavrou (2018)		Europe	City	1		11			A, SA, T			Residents and non-residents		Economic recession, change, web content
Hernández-Mogollón, Duarte and Folgado-Fernández (2018)	Cultural tourism	Europe	Region	1		11			F			Tourists	611	Branding
Ivanov et al. (2018)	Sustainable tourism and youth tourism	Multiple (Asia/Europe)	Country	3	Yes	1			A		Yes	Students	109	Inoculation messages
Kim (2018)		Asia	Country	1		6			F			Tourists	301	Memorable tourism experiences, tourists' intentions
Kotsi, Pike and Gottlieb (2018)	Stopovers, long haul travel	Asia	City	1		4			F			Consumers	768	Destination branding, loyalty
Lai (2018)	Event tourism	Asia	Other -Event	1		30			F, N			Tourists	702	Events

Source	Context	Region	Destination type	A	B	C	D	E	F	G	H	I	J	Other interests
Lee and Jeong (2018)	Leisure sports	Asia	Landmark	1					F			Tourists	222	Motivation, pro-environmental behaviour
Li, Wen and Ying (2018)		Asia	Country	1				U	H			Tourists, residents, and tourism businesses	32	Crisis, tourists' intentions
Lin and Kuo (2018)		Asia	Country	1				U	F, T			Tourists	4291	Travel arrangement types
Marine-Roig and Ferrer-Rosell (2018)		Europe	Region	1				U	K, R, X			Tourists		Information sources, perceived and projected image
Molinillo, Liébana-Cabanillas, Anaya-Sánchez and Buhalis (2018)		Asia	Country	1		9			F, T			Students	265	Online platforms, consumers' intentions
Pike, Kotsi and Tossan (2018)	Stopovers, long haul travel	Multiple	Country	9	Yes	20	Yes	U	K, G		Yes	Tourists and students	18	
Sánchez, Campo and Alvarez (2018)		Asia	Country	3	Yes				A, N			Consumers	163	Animosity, consumers' intentions
Stoffelen and Vanneste (2018)	Cross-border tourism	Europe	Region	2				U	A, H		Yes	Policymakers and residents	5 interviews and 711 survey questionnaires	Cross-border cooperation
Stylidis (2018)		Asia	City	1		17		U	A, C			Residents	368	Place attachment, segmentation, intentions

Source	Context	Region	Destination type	A	B	C	D	E	F	G	H	I	J	Other interests
Swart, George, Cassar and Sneyd (2018)	Events	South America	City	1		4			A, F, T			Tourists	270	Tourists' information search, crime risk perceptions, tourists' intentions
Tegegne, Moyle and Becken (2018)		Africa	Country	1				U	H, M			Tourists, tourism businesses and destination management organisations	46	Qualitative system dynamics approach
Wang, Li and Lai (2018)		Asia	Resort	1		120	Yes	U	K, M, R	Yes		Residents	1000	Core–periphery structure
Whyte (2018)	Cruise tourism	North America	Region	10	Yes		Yes	U	G			Tourists	20	
Xia, Zhang and Zhang (2018)		Asia	State	1		15			F			Consumers	500	Online experience
Xu and Ye (2018)		Asia	City	1				U	H			Tourists and tourism businesses	45	Image agents
Zhang, Wu and Buhalis (2018)		Asia	City	1		11			F			Tourists	261	Country image, memorable tourist experience, tourists' intentions
Zhang, Zhang, Gursoy and Fu (2018)		Asia	City	1		4			A, F			Students	272	Attribute framing, regulatory focus, tourists' intentions
Al-Ansi and Han (2019)	Halal tourism	Asia	Country	1		3			C, F			Tourists	358	Halal-friendly performances, value, trust, loyalty

Source	Context	Region	Destination type	A	B	C	D	E	F	G	H	I	J	Other interests
Alrawadieh, Alrawadieh and Kozak (2019)		Asia	Landmark	1				U	H, L, R			Tourists	27	Tourist harassment, tourist expenditure, tourists' intentions
Bandyopadhyay and Nair (2019)	Wellness and spiritual tourism	Asia	State	1				U	H			Tourists	44 (approximately)	Destination marketing, western celebrities
Cardoso, Dias, de Araújo and Andrés Marques (2019)		Multiple	Multiple	Multiple	Yes			U	H, K, R			Consumers	9333	Top-of the mind associations, dream destination, favourite destination
Chaulagain, Wiitala and Fu (2019)		North America	Country	1		21		U	F			Residents	353	Familiarity, tourists' intentions
Choe and Kim (2019)	Food tourism	Asia	State	1		5		U	F			Tourists	870	Value, satisfaction, tourists' intentions
Hahm, Tasci and Breiter Terry (2019)	Sports tourism and event tourism	Asia	Country	1		12			A		Yes	Consumers	100 (approximately) in each stage	Image change
Han, Al-Ansi, Olya and Kim (2019)	Halal tourism	Asia	Country	1		55		U	F			Tourists	340	Halal tourism, tourists' intentions
Hao, Xu and Zhang (2019)		Europe	Country	1			Yes	U	H, SA, X			Consumers and media		Barrage, media
Huang and Pearce (2019)	Religious tourism	Asia	Landmark	4		4		U	H, R		Yes	Tourists	71	Visitor experience
Jacobsen, Iversen and Hem (2019)	Town and village tourism	Europe	Province	4	Yes	1			F			Tourists	1324	Social density, crowding

Source	Context	Region	Destination type	A	B	C	D	E	F	G	H	I	J	Other interests
Lee, Lockshin, Cohen and Corsi (2019)	Wine tourism	Australasia	Multiple (Country / Other - Winery)	1		5			A, F		Yes	Consumers	460	Halo effect, tourists' intentions, involvement
Oliveira and Huertas (2019)		Europe	City	2	Yes			U	R			Destination management organisations		Crisis management, Social media
Park and Nicolau (2019)		Asia	Country	1		1			N, Other			Tourists	12024	Destination performance, zone of tolerance, loss aversion
Pike, Jin and Kotsi (2019)	Short-break holidays	Australasia	City	1		19	Yes	U	G, I, K, Other		Yes	Tourists	763 in 2000 / 441 in 2014 / 294 in 2019	Temporality
Shen, Lv, Lin and Li (2019)	Domestic tourism	Asia	Province	31	Yes				C, F, T			Residents	786	Stereotyping, tourists' intentions
Shi, Gursoy and Chen (2019)	Home sharing	Asia	Country	1		18			F, R			Tourists	278	Tourism experience, home sharing
Tasci and Sönmez (2019)		North America	State	1		17			A, N			Tourists	1692	Gun violence, risk perception, loyalty
Vinyals-Mirabent (2019)	Urban tourism	Europe	Country	12	Yes	19		U	H, M, R			Destination management organisations		Online communication
Zenker, Von Wallpach, Braun and Vallaster (2019)		Europe	City	1		4			F			Consumers	2612	Perceived security, perceived openness, tourists' intentions, refugee crisis
Zhang, Huang, Cao and Chen (2019)	Urban tourism	Asia	City	Multiple		1			F, K, X			Tourists	672	Destination personality, urban landscape

3. GLAVNI REZULTATI I ZAKLJUČAK

Tijekom 2020. godine odabrali smo uzorak od 156 studija o imidžu destinacije objavljenih od 2008. do 2019. godine i analizirali njihove metodološke značajke prema karakterizaciji korištenoj u Pikeovim preglednim člancima (2002, 2007) o imidžu destinacije od 1973. do 2007. godine. Sveukupno, ove značajke budućim istraživačima pružaju reference o 418 publikacije o imidžu destinacije od samog osnutka ove istraživačke teme 1973. godine. U ovom dijelu sažet ćemo glavne značajke članaka iz razdoblja od 2008. do 2019. godine u usporedbi s prije objavljenima (Pike, 2002, 2007). Pregled literature iz ovoga područja ima nekoliko ograničenja koja mogu poslužiti kao prilike za buduća istraživanja.

Utjecaj konteksta putovanja na privlačnost destinacije

Uočen je značajan porast omjera studija koje izričito savjetuju sudionike istraživanja o posebnim situacijama putovanja - čak 40% u razdoblju od 2008. do 2019. godine za razliku od 12% u razdoblju od 2001. do 2007. i 16% u razdoblju od 1973. do 2000. godine. Dakako, još je uvijek relevantno ograničenje činjenica da većina studija nije izrazila interes za kontekst putovanja s obzirom na davnu tvrdnju da privlačnost neke destinacije može varirati prema situaciji putovanja (Barich i Kotler, 1991; Crompton, 1992). To znači da sklonosti nekog pojedinca prema destinaciji mogu varirati između različitih situacija putovanja kao što su kratki odmor, međudestinacija, medeni mjesec ili obiteljski ljetni odmor. Naš poziv na daljnja istraživanja o utjecaju konteksta putovanja nije novost. To su pitanje prvo postavili Snepenger i Milner (1990), dok je Ritchiejev pregled (1996) ustanovio da je glavni nedostatak najnovije literature turističkog marketinga oskudica interesa za kontekst putovanja. Tvrdimo da buduće stu-

3. KEY FINDINGS AND CONCLUSION

During 2020, we selected a sample of 156 destination image studies from 2008 to 2019 and analysed their methodological characteristics by following the characterisation used in Pike's (2002, 2007) reviews of destination image studies from 1973 to 2007. Combined, these characterisations provide future researchers with the references to 418 destination image publications dating back to when the field commenced in 1973. In this section we summarise the key characteristics of the 2008-2019 publications, compared to those of Pike (2002, 2007), and from an overview of the literature in this field to date we propose several limitations that present opportunities for future research.

The influence of travel context on destination attractiveness

There was a marked increase in the ratio of studies that explicitly advised research participants of a specific travel situation, up to 40% of studies in 2008–2019 compared to 12% in 2001-2007 and 16% in 1973-2000. However, that a majority of studies still did not state an interest in a travel context is an important limitation given the long-held proposition that the attractiveness of a destination might vary according to the travel situation (Barich and Kotler, 1991; Crompton, 1992). That is to say that an individual's destination preferences might vary between different travel situations, such as a short break, stopover, honeymoon, or family summer vacation. Our call for more research into the influence of travel context is not new. The issue was first raised by Snepenger and Milner (1990), while Ritchie's (1996) review of the state-of-the-art of the tourism marketing literature found the lack of interest in travel context was a major shortcoming. We argue that since destination marketers need to understand market perceptions across dif-

dije o imidžu destinacija moraju izričito naglasiti sudionicima istraživanja one situacije putovanja koje ih zanimaju, jer promotori destinacija trebaju razumjeti percepcije tržišta u različitim kontekstima. Također prihvaćamo da je potrebno više istraživanja koja posebno propituju tezu da se imidž destinacije može razlikovati u različitim situacijama putovanja kao, na primjer, u istraživanju Mussalama i Tajeddinija (2016). Primjeri situacija putovanja koje su relativno nove u literaturi imidža destinacije uključuju transformativno putovanje (vidi npr. Bandyopadhyay i Nair, 2019), međunarodne međudestinacije (vidi npr. Kotsi, Pike i Gottlieb, 2018) i halal turizam (vidi npr. Han, Al-Ansi, Olya i Kim, 2019).

ferent travel contexts, future destination image studies must make it explicit to research participants the travel situation of interest. However, we also acknowledge that more research that specifically interrogates the proposition that a destination's image might vary across different travel situations, such as that by Mussalam and Tajeddini (2016), is needed. Examples of travel situations that have emerged relatively recently in the destination image literature include transformative travel (see for example Bandyopadhyay and Nair, 2019), international stopovers (see for example Kotsi, Pike and Gottlieb, 2018), and halal tourism (see for example Han, Al-Ansi, Olya and Kim, 2019).

Geografsko usmjerenje

Tijekom vremena dogodio se veliki pomak geografskog usmjerenja zanimanja za destinacije od Sjeverne Amerike i Europe koje su ukupno bile u fokusu 73% studija u razdoblju od 1973. do 2000. godine, na Aziju (41% u vremenu od 2008. do 2019.). Međutim, od 64 studije o azijskim destinacijama od 2008. do 2019. godine, većina ih je bila usmjerena na Daleki Istok, dok ih je samo tri obrađivalo područje Južne Azije (npr. Šri Lanka). Ostala područja koja su bila izvan fokusa istraživača su Afrika, Bliski Istok, Južna Amerika i Južni Pacifik. Zanimljivo je također primijetiti značajan manjak istraživanja mnogih destinacija na južnoj hemisferi. S obzirom da se 10 najčešće posjećenih destinacija nalazi na sjevernoj hemisferi (vidi Pike 2021:27), potrebno je više istraživanja koja bi pomogla promotorima destinacija na južnoj hemisferi ojačati konkurentnost tih destinacija.

Geographic focus

There has been a major shift over time in the geographic focus of the destinations of interest, from North America and Europe, which collectively accounted for 73% of studies in 1973-2000, towards Asian destinations (41% in 2008-2019). However, of the 64 studies focusing on Asian destinations in 2008-2019, the majority were interested in destinations in Far East Asia, with only three studies focusing on the South Asia region (e.g. Sri Lanka). Other regions where there continues to be a paucity of destination image research include Africa, the Middle East, South America and the South Pacific. It is also interesting to note the major gap relating to many destinations in the southern hemisphere. Given the top 10 most visited destinations have traditionally been in the northern hemisphere (see Pike, 2021:27), more research is needed to aid development of strategies for destinations marketers in the southern hemisphere to enhance destination competitiveness.

Vrsta destinacije

U istraživanjima iz razdoblja od 1973. do 2000. godine države i gradovi bili su u fokusu 57% analiza, a u razdobljima od 2001.

Type of destination

Countries and cities have consistently been the main unit of analysis, accounting for 57% of studies in 1973-200, 73% in 2001-

do 2007. i od 2008. do 2019. godine činili su 73% odnosno 61%. Uočen je relativan pad broja studija koje su se bavile „državama" (npr. u zemljama koje imaju federalno političko uređenje kao SAD) s 19% u razdoblju od 1973. do 2000. na 4% u razdoblju od 2008. do 2019. godine. S druge strane, fokus na područja i otoke malo se povećao. Ipak, te su destinacije činile samo 13% studija u razdoblju od 2008. do 2019. godine. Također postoji jaz u istraživanjima različitih vrsta destinacija kao što su sela, kontinenti i gradići u ruralnim sredinama koji su također u konkurenciji za privlačenje posjetitelja.

2007 and 61% in 2008-2019. There has been a relative decrease in the level of studies focusing on 'states' (e.g., in countries that have a federal political system such as the USA), from 19% in 1973-200 to 4% in 2008-2019. Instead, there have been small increases in focus on regions and islands. However, these destinations still only accounted for 13% of studies in 2008-2019. Research gaps also exist in relation to other types of destinations as diverse as villages, continents, and rural towns that also compete for visitors.

Mjerenje percepcija o jednoj izoliranoj destinaciji

Većina istraživanja nastavlja analize percepcija o jednoj izoliranoj destinaciji, a porast je zabilježen s 53% u razdoblju od 1973. do 2000. na 61% u razdoblju od 2001. do 2007. i na 83% u razdoblju od 2008. do 2019. godine. Glavno praktično ograničenje ovog pristupa jest činjenica da bez usporedbi s konkurentskim destinacijama u određenoj putnoj situaciji ovi podaci nisu dovoljni za utvrđivanje relativnih snaga i slabosti. Svjesni smo da uvrštavanje nekoliko destinacija u upitnik povećava vremensko opterećenje istraživačima, što opet može otežati nalaženje kandidata. Međutim, rezultati komparativne analize više destinacija olakšavaju utvrđivanje jedinstvenog pozicioniranja i promotivne strategije za povećanje konkurentnosti na ciljnim tržištima koja su pretrpana porukama imitacija onih iz drugih destinacija koje nude slične mogućnosti i koristi.

Measuring perceptions of one destination in isolation

The majority of studies have continued to analyse perceptions of one destination in isolation, and have increased from 53% in 1973-2000, to 61% in 2001-2007, to 83% in 2008-2019. A key practical limitation of this approach is that without reference to destinations in the competitive set of destinations for a given travel situation, the data cannot satisfactorily identify relative strengths and weaknesses. We acknowledge that incorporating several destinations in a questionnaire increases the time burden on research participants, which in turn can make recruitment even more difficult. However, the findings of multi-destination comparative analyses help to identify unique positioning and promotional strategies to enhance competitiveness in target markets crowded with the clutter of 'me too' type messages from other destinations that offer similar features and benefits.

Mjerenje važnosti obilježja

Razlika između sadašnje i prijašnjih analiza (Pike, 2002, 2007) jest dodatno pitanje jesu li u studijama, koje su koristile istraživanja koja su mjerila percipiranu uspješnost destinacije svih elemenata skale obilježja,

Measurement of attribute importance

One distinction between this present analysis and that of Pike (2002, 2007) was the additional characteristic of whether those studies that used surveys measuring a destination's perceived performance across a battery

također pitali sudionike da ocijene važnost koju pridaju tim obilježjima. Ovaj je aspekt uključen na preporuku u narativnoj analizi sveobuhvatne literature o marketingu destinacija autora Pikea i Pagea (2014). Citirali su Myersovu i Alpertovu (1968:13) definiciju determinantnosti obilježja:

Smatra se da su odlučujući oni stavovi prema značajkama koji su najuže povezani s preferencijama ili stvarnim odlukama o kupovini; ostale značajke ili stavovi – bez obzira na to koliko su povoljni – nisu odlučujući.

Tako će se vjerojatno među mnogim obilježjima koja bi se mogla smatrati važnima naći samo jedno ili nekoliko onih koja će zapravo odrediti izbor destinacije. U tom smislu je relevantan Fishbeinov (1967) multi-atributivan model kojim se tvrdi da privlačnost objekta (npr. destinacije) određuje važnost njegovih obilježja i percipirane uspješnosti istih. Stoga, analize kojima se mjere percepcije destinacije popisivanjem obilježja, a bez mjerenja njihove važnosti, mogu dati pogrešne rezultate. Na primjer, neka obilježja zbog kojih je destinacija percipirana kao vrlo uspješna možda zapravo i nisu važna istim osobama, a to ima ozbiljne praktične implikacije na, primjerice, oblikovanje marketinških komunikacija.

Dok se ovo pitanje postavljalo u ranim fazama razvoja ovog područja (vidi Goodrich 1978, Mayo i Jarvis 1981:03), većina analiza nije uključivala bilo kakvo mjerenje važnosti obilježja (Pike i Page, 2014). Naša analiza našla je samo 20 studija imidža destinacije u razdoblju od 2008. do 2019. godine koje su sadržavale mjerenje važnosti obilježja.

Korištenje nestrukturiranih metoda

U skladu s prije navedenim, važno pitanje u istraživanjima o imidžu destinacije je način na koji se razvija popis obilježja. Na primjer, neki istraživači tvrde da su koristili skalu koja se ranije spominjala u literaturi.

of attribute scale items also asked participants to rate the importance they place on these same attributes. This aspect was included following the recommendation included in a narrative analysis of the wider destination marketing literature by Pike and Page (2014). They cited Myers and Alpert's (1968:13) definition of attribute determinance:

Attitudes toward features which are most closely related to preference or to actual purchase decisions are said to be determinant; the remaining features or attitudes – no matter how favourable – are not determinant.

That is, there will likely be only one or a few attributes, among the many that might be considered important, that actually determine the choice of destination. In this regard, Fishbein's (1967) multi-attribute model is relevant, which posits that an object's (e.g. a destination) attractiveness is determined by the importance of its attributes and its perceived performance on the same attributes. Therefore, studies that measure the perceptions of a destination across a list of attributes, without any measure of attribute importance, might provide misleading results. For example, some attributes for which a destination is perceived to perform strongly might not actually be important to the same individual, and this has serious practical implications such as in the design of marketing communications.

While this issue was raised in the early stages of the field's development (see Goodrich 1978, Mayo and Jarvis 1981:203), it has been suggested that most studies have not included any measure of attribute importance (Pike and Page, 2014). Our analysis found only 20 destination image studies in 2008-2019 that included the measurement of attribute importance.

Use of unstructured methods

Following the previous point, an important consideration in destination image sur-

Iako se takva skala možda pokazala pouzdanom i valjanom u određenim okolnostima, mora se propitati koliko ona vrijedi za značajke nove studije. Na primjer, jesu li situacija putovanja i ciljna skupina isto? Ako nisu, ne bi se trebalo podrazumijevati da će popis obilježja za mjerenje percepcija Singapura kao međunarodne međudestinacije kod australskih putnika biti isto tako valjan za segment Kanađana koji razmišljaju o destinacijama u koje mogu otići na kratak odmor. Stoga, postoji važan razlog za uvođenje ciljnog potrošača u proces izbora obilježja uporabom kvalitativne faze u kojoj se pita koja su obilježja destinacije njima važna. U razdoblju od 2008. do 2019. godine samo je preko polovice (53%) studija koristilo kvalitativnu fazu, ali je to ipak bio porast u usporedi s razdobljima od 2001. do 2007. (38%) i od 1973. do 2000. godine (44%). Dakako, mi tvrdimo da je nedostatak nestrukturirane faze u razvoju upitnika i dalje ograničenje mnogih studija o imidžu destinacije.

Rizik uniformirane pristranosti odgovora

Samo je 5% članaka publiciranih od 2008. do 2019. godine i 3% od 2001. do 2007. godine uključilo u analizu odgovor „*ne znam*" u skale ocjenjivanja obilježja. Stoga, ako neki sudionik u anketi nema saznanja o bilo kojem obilježju percipirane uspješnosti destinacije, svaki odgovor na skali, pa tako i srednja točka, predstavlja iskrivljen podatak. Kada se ne nudi odgovor „*ne znam*" zasebno na ljestvici ocjenjivanja, neki će se sudionici izjasniti o stvarima o kojima nemaju spoznaje niti mišljenje (Hawkins, Coney i Jackson, 1988). Ovdje je potrebno paziti da uporaba opcije „*ne znam*" može utjecati na analizu podataka u istraživanju. Na primjer, studija percepcija južnoameričkih destinacija autora Bianchi *et al*. (2014) navodi da su australski sudionici u anketi uvelike koristili odgovor „*ne znam*" za većinu obilježja. Ovo je poka-

veys is the means by which a list of attributes is developed. For example, some researchers state they used a scale that had previously been reported in the literature. While such a scale might have been shown to be reliable and valid in a particular setting, questions must be asked about the extent to which this applies to the characteristics of the new study. For example, is the travel situation and target audience the same? If not, it shouldn't be assumed that a valid list of attributes to measure the perceptions of Singapore for an international stopover in the minds of Australian travellers will be valid for a segment of Canadians considering domestic short break drive holiday destinations. Therefore, there is an argument for bringing the target consumer into the attribute selection process by using a qualitative stage that asks them which attributes of a destination are important to them. In 2008-2019, just over half (53%) of studies used a qualitative stage, which represented an increase over 2001-2007 (38%) and 1973-2000 (44%). Nevertheless, we argue the lack of an unstructured stage in questionnaire development remains a limitation of many destination image studies.

Risk of uniformed response bias

Only 5% of publications in 2008-2019 and 3% in 2001-2007 trialled the use of a 'don't know' option alongside attribute rating scales. Therefore, if a survey participant has no cognition of a destination's perceived performance on any attributes, any response they give along the scale continuum, including the scale mid-point, represents biased data. When there is no *don't know* option that is separate to the rating scale, some participants will express an opinion about things they have no knowledge or opinion (Hawkins, Coney and Jackson, 1988). A cautionary note here is that use of a *don't know* option can have implications on the proposed data analysis. For example, a study of perceptions of South American destinations by

zalo vrlo nisku svijest o značajkama novih južnoameričkih destinacija na australskom tržištu, a taj rezultat dao je jake praktične implikacije za promotore destinacija u smislu praćenja bolje informiranosti s vremenom. Bez opcije „ne znam“ u ovom slučaju, kako bi australski sudionici odgovorili na svako pitanje na ljestvici? Međutim u toj analizi, u kojoj je 80% odgovora bilo „ne znam“, istraživači su bili prisiljeni koristiti analizu metoda parcijalnih najmanjih kvadrata s malim brojem korisnih ocjena stupnjeva, a ne planiranu tehniku modeliranja strukturalne jednadžbe.

Nedostatak longitudinalnih istraživanja

Razlika između ove kategorizacije i Pikeovih analiza (2002, 2007) bila je u tomu što smo mi htjeli identificirati koliko je studija obrađenih u razdoblju od 2008. do 2019. godine koristilo longitudinalni dizajn. Velika većina ispitivanja o imidžu destinacija provodila se kao jednokratna snimka stanja, a samo je mali broj njih (7% u razdoblju od 2008. do 2019. godine) bilo longitudinalno. Dvije vrste pristupa imaju praktičnu vrijednost u tom smislu. Prvo, ispitivanja prethodno testiraju stavove sudionika o putnim preferencijama, a zatim analiziraju njihova realizirana putovanja (vidi npr. Pike, 2006). Longitudinalna ispitivanja tih odgovora pružaju uvid u stupanj podudarnosti između onoga što sudionici izjave u anketama i njihovog stvarnog ponašanja. Drugo, istraživanja koja prate imidž destinacije s obzirom na određenu putnu situaciju kroz vrijeme (vidi Gartner i Hunt, 1987; Pike, Jin i Kotsi, 2019). Rezultati se mogu koristiti za praćenje učinkovitosti promjena u promotivnim inicijativama tijekom vremena. Dati pristup sudionicima u longitudinalno postavljenom istraživanju vjerojatno će biti sporno pa mi predlažemo da korištenje reprezentativnih uzoraka iz iste ciljne populacije može biti učinkovito.

Bianchi et al. (2014) reported a very large use of the *don't know* option for most attributes by Australian survey participants. This highlighted the very low awareness of the characteristics of the emerging South American destinations in the Australian market. This finding had a strong practical implication for the destination marketers in terms of tracking improvement in awareness over time. Without a *don't know* option in this case, how would the Australian participants have answered each scale item? In the data analysis however, with 80% of the sample using the *don't know* option meant the researchers were forced to use Partial Least Squares analysis with the small number of useable scale ratings, rather than the intended Structural Equation Modelling technique.

Lack of longitudinal-type studies

A point of difference between this present categorization and the analyses of Pike (2002, 2007) was that we sought to identify how many studies in the 2008-2019 sample used a longitudinal-type design. The vast majority of destination image studies have been undertaken as a snapshot at one point in time. Only a small number of studies (7%) in 2008-2019 featured a longitudinal-type. Two type of approach have practical value in this regard. Firstly, studies that test first survey participants' stated attitudes travel preferences and then later on analyse their actual travel (see for example Pike, 2006). Longitudinal studies of stated destination preferences and actual travel provide insights into the degree of congruence between what people say in research interviews/questionnaires and their actual behaviour. Secondly, studies that track a destination's image, for a given travel situation, over time (see Gartner and Hunt 1987; Pike, Jin and Kotsi, 2019). Findings can then be used to monitor the effectiveness of changes in promotional initiatives over time. While gaining access to the same research participants over time, as in the true

Vrsta sudionika u istraživanju

Najčešći tipovi sudionika u istraživanju su obično posjetitelji destinacija i oni čine 42% studija u razdoblju od 2001. do 2007. i 47% u razdoblju od 2008. do 2019. godine. Skupine koje su do sada privlačile pozornost su: lokalna zajednica i poslovni subjekti, mediji, posrednici u organizaciji putovanja, osoblje i volonteri informativnih ureda za posjetitelje i promotori destinacija. U budućim istraživanjima bilo bi vrijedno testirati razine podudarnosti između percepcija destinacije ovih dionika sa strane ponude s percepcijama potrošača na različitim ciljnim tržištima sa strane potražnje. Time bi se omogućila analiza jaza između ovih dviju strana, što bi moglo imati praktične implikacije za unutarnje i vanjske tržišne komunikacije.

Supstitucija i mijenjanje destinacija

Konačno, u literaturi o imidžu destinacije utvrdili smo veliki jaz između istraživanja o supstituciji destinacija i o mijenjanju destinacija. To jest, do koje se granice te destinacije u skupu odluka turista, mogu supstituirati prilikom donošenja konačne odluke i zbog kojeg/ih razloga? Prema *teoriji skupa odluka* turisti će u bilo kojoj situaciji putovanja, unatoč spoznaji o mnogim destinacijama, aktivno uzeti u obzir 4 +/- 2 u planiranju (vidi Woodside i Sherrell, 1977). Rezultati nekoliko longitudinalnih istraživanja opetovano su potvrdili ovu teoriju. Ako turisti imaju prevelik izbor dostupnih destinacija koje nude slične mogućnosti i koristi, onda je moguće da će im se jedna destinacija činiti lako zamjenjiva drugom. Drugim riječima, mnoga mjesta su jednostavne zamjene za konkurentske destinacije. Stoga turisti, čini se, daju prednost destinaciji koju imaju na umu kad počnu planirati putovanje, ali ju zamijene za alternativnu destinaciju kod konačne odluke zbog, na primjer, povoljnije cijene aranžmana. Istraživanje ovog potencijalnog fenomena moglo bi dati praktična saznanja za pro-

sense of a longitudinal design, is likely to be problematic, we propose the use of representative samples from the same target population has potential efficacy.

Type of research participants

The most common types of research participants have consistently been visitors at destinations, accounting for 42% of studies in 1973-2000, 52% in 2001-2007, and 47% in 2008-2019. Groups that have attracted little attention to date include: the host community, local businesses, media, travel trade intermediaries, visitor information staff and volunteers, and destination marketers. Of value in future would be studies that investigate levels of congruence between perceptions of a destination held by these stakeholders the supply side, with the demand-side perceptions of consumers in different target markets. This would enable gap analysis, which could have practical implications for internal and external marketing communications.

Destination substitutability and destination switching

Our final observation is that a major gap in the destination image literature is research into destination substitutability and destination switching. That is, to what extent are those destinations in a traveller's decision set, substitutable in final decision making, and for what reason(s)? Decision set theory posits that for any travel situation, travellers will be aware of many destinations but will only actively consider 4 +/- 2 in their planning (see Woodside and Sherrell, 1977). The findings of several studies over time have consistently supported this proposition. If travellers are spoilt for choice of available destinations offering similar features and benefits, then it is possible that one destination will be easily substitutable for another in the minds of travellers. In other words,

motore i produbiti naše razumijevanje teorije skupa odluka.

4. OGRANIČENJA

Iako ovdje dajemo kategorizaciju 156 istraživanja o imidžu destinacija od 2008. do 2019. godine, svjesni smo da to nije potpuno sveobuhvatan popis. Zbog opsega literature o imidžu destinacije, ograničili smo pretraživanje na pet časopisa rangiranih ABDC A* i još jedan specijalizirani časopis za marketing destinacija koji je rangiran kao ABDC A. Naše pretraživanje tako nije uključilo većinu turističkih časopisa koji su u rasponu od 150+ prema Goeldneru (2011). Dakako, naš popis 156 istraživanja iz šest časopisa veći je od onog kod Pikea (2002 i 2007) i govori u prilog sve većeg zanimanja o imidžu destinacije s obzirom na ranije analize koje su pokrivale više časopisa. Još jedno ograničenje naše analize jest u tome da smo slijedili kategorizaciju koju je koristio Pike (2002, 2007) zbog dosljednosti analize metodoloških značajki imidža destinacije od 1973. to 2019. godine. Svjesni smo i drugih značajki ovih istraživanja koje bi mogle biti zanimljive istraživačima, ali koje nismo razmatrali. Na primjer, jedan aspekt koji bi se mogao proučavati u budućim pregledima literature u ovom području jest analiza teorija koje su rabili istraživači u obrađivanju specifičnih menadžerskih odluka uprava, a koje su se odnosile na imidž destinacije.

many places are close substitutes for rival destinations. Therefore, it might be that travelers have a preferred destination in mind when they begin travel planning but switch to one of the alternative destinations in their decision set, due to a better package deal for example. Research into this potential phenomenon could provide practical insights for marketers and enhance our understanding of decision set theory.

4. LIMITATIONS

While we have provided a categorization of 156 destination image studies from 2008 to 2019, we acknowledge this does not represent a fully comprehensive listing. Due to the scale of the destination image literature, we limited our search to the five ABDC A* ranked tourism journals, plus the specialist destination marketing journal, which is ranked ABDC A. Our search therefore did not include the majority of tourism-related journals, estimated by Goeldner (2011) to be in the range of 150+. However, that our list of 156 studies from six journals is greater than those cited by Pike (2002) and those cited by Pike (2007) speaks to the increasing interest in destination image given both those earlier analyses covered a more comprehensive number of journals. A further limitation of our analysis is that we followed the categorization used by Pike (2002, 2007). This was to enable consistency of analysis of the methodological characteristics of destination image studies from 1973 to 2019. We do acknowledge there are other characteristics of these studies, which might be of interest to researchers, but which we did not address. For example, one aspect that might be considered in future reviews of the literature in this field is the analysis of which theories have been used by researchers to address specific management decisions relating to destination image.

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