

Destination Image Development in Tourism: Literature Review

Pande Gde Bagus Naya Primananda, Ni Nyoman Kerti Yasa, I Putu Gde Sukaatmadja, Putu Yudi Setiawan
Economics and Business Faculty, Udayana University, Bali - Indonesia

Abstract: The development of the image of the destination continues to grow so that research is needed that can determine future research gaps. This rapid development inspired us to conduct a recent literature review on destination image. In this study we update the literature review introduced in previous studies (Li et al., 2015) and define research gaps to be conducted. To achieve the objectives of this study, the researcher details the image research of selected destinations from 2012-2019 which was carried out to review the latest findings. The result is a brief summary of the destination image research based on the attributes used, analysis, number of samples and type of sample.

keywords: destination image, literature review, image

I. INTRODUCTION

The tourism industry, including a business that continues to grow recently, has very good prospects and has extensive links with several other industries, which encourage economic growth. Besides that, the image of the destination has a big impact on travel, such as the selection of a destination and future travel intentions. Research on destination image continues to grow and produces many findings. Regardless of the results of the research, efforts to understand the image of the destination need to be made to fill in the knowledge that continues to grow

Previous studies on destination imagery that have been carried out in the last decade include Prayag and Ryan (2012) who used 7 attributes of destination imagery which found that cultural diversity is one of the determinants of satisfaction. Lee et al (2014) using 21 attributes of destination image found that services must be well controlled and the post-trip image of tourists varies according to their level of satisfaction, therefore it is important to ensure that tourists are satisfied after visiting the destination. Foroudi et al (2018) which uses 6 attributes of destination image explain that destination image is the main antecedent of behavioral intentions such as intention to return and intention to recommend. Therefore, it is very important to strengthen a positive image after the visit. The image of the destination is a key factor to influence the factor of tourist visits in the future, although it is impossible to control all elements of the image of the destination, tourism actors must build a positive image of the tourist destination.

Despite the importance of this research, destination image research continues to evolve. In this paper, the researcher updates the literature review on destination image and defines study gaps for future research. The reason for this is to promote a good understanding of the destination's image, new significance and future research information. To achieve this

goal, research on destination imagery released from 2012-2019 was carried out. Researchers have come up with 22 studies on destination imagery conducted by academics published in various journals.

In particular, this study offers an overview and debate on the theory and measurement of destination imagery. The methodological process for determining the image of the destination is also investigated in an effort to help researchers record and determine the development of the image of the destination. The limitations of this paper's problem are as follows:

1. Some concepts of destination image from several studies.
2. What is the latest result of the destination image?
3. What are the attributes used to measure the image of the destination?
4. What statistical approach is used to measure the image of the destination?

II. LITERATURE REVIEW

Destination Image Concept

Several definitions of destination image from several experts as shown in Table 2, it is explained that in general the destination image is the impression of cognitive and affective assessment (Baloglu and Mc Clearly, 1999).

Meanwhile the image of the destination is widely recognized by the strong in the tourism industry and can be used as an advantage in competitive competition. Foroudi et al. (2018). Destination image is one of the factors that can make tourists make decisions to visit a tourist destination (Chaulagain et al., 2019). However, to measure the attributes that can measure the image of the destination is still not consistent. Research studies conducted by Castro et al, 2007; Agapito et al., 2013; Hallman et al., 2015; Chiu et al., 2015; Stylos et al., 2016) measure destination image based on cognitive image, affective image and conative image

Figure 1. Formation of destination image



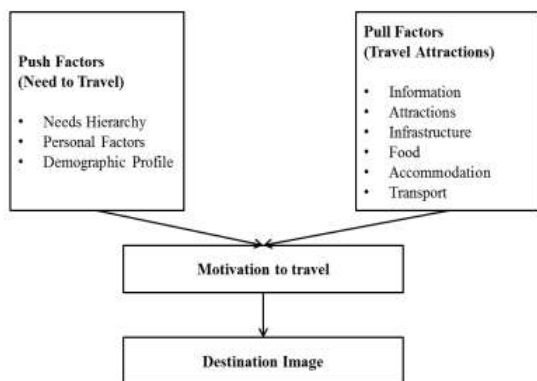
Source: Baloglu and Mc Cleary (1999)

In most studies of destination imagery, researchers place more emphasis on the cognitive component and ignore the affective component (Ecthner and Ritchie, 1991). However, recent research has shown that the combination file of these two components is actually very closely related in producing an overall evaluation of the destination image (Baloglu and McClearly, 1999). Cognitive image basically comes from a broad source of information (Echtner and Ritchie, 1991). The information is then selected, organized and interpreted as what the individual perceives. This process called perception is a mental development process that builds images based on some impressions from them that come from sources of information.

Many studies emphasize that affective image is highly dependent on cognitive evaluation (Pike and Ryan, 2004). In other words, tourists can develop a favorable attitude towards a tourist destination when they have positive attributes towards the destination. However, these two components are interrelated. Research conducted by Baloglu and Mc Clearly (1999) explains that the image of a destination is formed by two main factors, namely the stimulus factor and the personal factor. The concept of image is generally considered as an attitude construct consisting of cognitive, affective and global impressions about an object or goal. Cognitive refers to beliefs or knowledge about the destination, affective refers to feelings or interests and the overall image depends on the cognitive and affective of the tourist destination. The image of the destination also comes from the motivation of tourists. Therefore, travel motivation can be classified as follows

1. Leisure travel
2. Event and Festival
3. Shopping travel
4. Relaxation travel
5. Nature and Heritage travel

Figure 2. Internal and External Motivation



Source: Madden et al (2016)

Push factors are closely related to Maslow's Theory which studies the needs of human life and early stage visits play an important role in making decisions for the next visit (Madden et al, 2016) while pull factors are divided into

1. Static factors which include natural scenery, climate, history and cultural attractions
2. Dynamic factors which include accommodation, entertainment, access, political conditions and tourism trends
3. Current decision factors which include marketing, prices at the destination and in the country of origin

Attributes of Destination Image

To find out what are the attributes of a destination image, it must include many elements such as infrastructure, natural resources, social context, local atmosphere and currency values (Baloglu and McClearly, 1999; Chaudhary, 2000; Chen, 2001; Chen and Tsai, 1999). 2007). Following a review of the destination image attributes from Beerli and Martin (2004), combining and classifying destination image assessments into 9 dimensions for cognitive imagery and 4 dimensions for affective imagery for more details can be seen in Table 3.

III. METHODS

The analysis of this research was carried out using the Systematic Literature Review (SLR) method based on five stages, namely the first stage by conducting an investigation starting from 2012-2019. The search is done by using the keywords destination image, title, abstract, performing a search with variables that affect the destination image. The second stage is to identify the relevant studies. The third stage is the relevance of each article such as including the destination image attribute, the number of citations is still small but can still be included because the purpose of this research is to find something new about destination image. Stage 4 lists the information contained in the article and stage five provides the main findings of the SLR

IV. RESEARCH FINDINGS

In Table 3, it can be seen that the attributes of the destination image adapted by Beerli and Martin (2004) are as follows: a review of the latest quantitative research using destination imagery. In the review in Table 4, it can be seen what dimensions are popularly used by researchers to measure the image of destinations from 2012-2019

Research methods that are often used in research can be seen in Table 1 and Table 2. In Table 1 it can be explained that the respondents were aimed at international tourists and only a few targeted domestic tourists as research respondents. From quantitative studies, the most widely used statistical method is SEM

Table 1. Summary of research methods used

Authors (year)	Destination	Number of Samples	Type of samples	Attributes of DI
Prayag and Ryan (2012)	Mauritius	705	International Tourist	7
Agapito et al (2013)	Lagos (Portugal)	379	Tourist	15

Chen and Phou (2013)	Angkor Temple (Cambodia)	428	Foreign Tourist	16
Huang <i>et al</i> (2013)	Taiwan	116	Chinese tourists	21
Isa dan Ramli (2014)	FRI Aquarium (Malaysia)	179	Tourist	13
Lee <i>et al</i> (2014)	Seoul	520	International Tourist	21
Setiawan <i>et al</i> (2014)	Bali (Indonesia)	150	Domestic Tourist	9
Munhurrin <i>et al</i> (2015)	Mauritius	370	International Tourist	24
Tosun <i>et al</i> (2015)	Alanya (Turkey)	539	International Tourist	38
Akroush <i>et al</i> (2016)	Visit Dead Sea and Stay in 5 Star hotel	237	International Tourist	6
Chen <i>et al</i> (2016)	Taiwan	715	Local Resident	22
Stylos <i>et al</i> (2016)	Yunani	270	Russian tourists	38
Tan (2016)	Toucheng (Taiwan)	332	Tourist	6
Artuger <i>et al</i> (2017)	Istanbul (Turki)	385	Arab tourists	22
Chiu <i>et al</i> (2017)	Seoul (Korea Selatan)	311	Chinese tourists	11
Kim (2017)	Taiwan	301	International Tourist	6
Stylydis <i>et al</i> (2017)	Eilat (Israel)	440	Tourists and Residents of Eilat	21
Zhang <i>et al</i> (2017)	Huangshan (China)	261	Korean Tourist	11
Foroudi <i>et al</i> (2018)	London (England)	359	Tourist	6
Sharma and Nayak (2018)	Rishikesh (India)	398	Tourist	9
Chaulagain <i>et al</i> (2019)	Cuba	353	United States Travelers	21

Table 2. Overview of the statistical procedures used

Authors (year)	Skala Likert	Statistics
Prayag and Ryan (2012)	7	SEM
Agapito <i>et al</i> (2013)	5	PLS
Chen and Phou (2013)	5	SPSS dan Amos
Huang <i>et al</i> (2013)	7	Multiple Regression
Isa dan Ramli (2014)	5	SPSS dan Regression
Lee <i>et al</i> (2014)	5	ANOVA
Setiawan <i>et al</i> (2014)	5	SEM
Munhurrin <i>et al</i> (2015)	5	SEM
Tosun <i>et al</i> (2015)	5	SEM
Akroush <i>et al</i> (2016)	5	SEM
Chen <i>et al</i> (2016)	7	SEM

Stylos <i>et al</i> (2016)	7	SEM
Tan (2016)	5	PLS
Artuger <i>et al</i> (2017)	5	SPSS dan SEM
Chiu <i>et al</i> (2017)	5	SEM
Kim (2017)	7	SPSS
Stylydis <i>et al</i> (2017)	7	SEM
Zhang <i>et al</i> (2017)	5	SPSS dan PLS
Foroudi <i>et al</i> (2018)	7	AMOS
Sharma and Nayak (2018)	7	PLS
Chaulagain <i>et al</i> (2019)	7	SEM

V. DISCUSSION

Destination image is a key role in terms of successful tourism development in a tourist destination. Destination image in this case there are 9 dimensions that can measure cognitive image and 4 dimensions that can measure affective image (Beerli and Martin, 2004). On the other hand, there are many concepts that can shape the image of a destination, one of which is a push factor and a pull factor that will shape tourist motivation. The push factor explains why someone needs to travel, therefore the concept uses the theory of human motivation developed by Maslow, while the pull factor is more towards the cognitive image of the destination such as attractions, infrastructure, food, accommodation, transport and information. Motivation can also affect the affective image as described by Baloglu and McCleary (1999), namely if there is a match between the motivation and the destination offered, the affective image can be positively influenced.

Information has an important role today. With the information makes it easier for humans to make decisions. Literature study conducted by Lubbe (1998) and further developed by Madden *et al.* (2016) explained that information is one of the pull factors for the formation of a person's motivation to travel which then the motivation will form the image of the destination. Currently, there are many parties who spread untrue information which is often referred to as trolls (Mkono and Tribe, 2016). Therefore, quality information is needed to strengthen the image of a tourist destination.

This study also summarizes in detail the research on destination imagery from 2012-2019, a summary of the literature related to measurements, methods and concepts. This also shows that the image of the destination still has many gaps to be researched. Many models were presented in the study and yielded some unique results regardless of the significance of the results. This shows that there are still problems that have not been fully investigated in the literature. On the other hand, culture also has a close relationship with the image of the destination. Therefore, research on culture must also be carried out because culture is something special when it is associated with the image of the destination. Besides that, the level of stress can increase the

motivation of tourists to visit even though they have different cultures

The moderating effect also needs to be considered in future research for example gender and destination familiarity studies like this need to be carried out to develop image. (Chaulagain et al, 2019). Destination image research is still a lot that uses satisfaction as a mediation of destination image and loyalty, but there is an interesting study from Chen and Phou (2013) which found that trust has a greater influence than satisfaction. Investigation of trust as a mediation is also necessary due to the development of newer destination images.

Future research that is interesting to study includes examining what actually motivates tourists, whether they are natural tourist attractions or cultural differences they have. So that tourism actors can really know the motivation of tourists to come to their area

VI. CONCLUSION

The image of the destination will greatly affect the intention to visit again. therefore, research on the image of the destination will continue to grow. Besides that, it is necessary to find the right mediating variable to connect the image of the destination and the intention to visit again so as to find the renewal of the research. The motivation of tourists to travel is to discover something new in their life, one of which is knowing the culture of the destinations they visit. Each destination certainly has a different culture so that research that displays cultural elements will be interesting to study.

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