A review of destination image studies from 2008 to 2012

Binh Nghiêm-Phú 1*

Received: 07/11/2013   Accepted: 04/03/2014

1 Graduate School of Media and Governance, Keio University, 5322 Endo, Fujisawa-shi, Kanagawa Prefecture, Japan 252-0882, Telephone: +81-80-3349-6176, E-mail: binhnghiem@z8.keio.jp
* Corresponding author

Abstract

This paper, continuing from Pike (2002), and Stepchenkova and Mills (2010), reviews 177 articles published between 2008 and 2012 about destination image. The major characteristics of these articles are highlighted to show the development of destination image studies. Two broad categories of destination image studies (i.e. perceived image, and projected image) are discussed separately. It is hoped that researchers of the following period can find some suggestions to locate their studies in this very popular body of research.

© 2014 International University College. All rights reserved

Keywords: academic articles; destination image; perceived image; projected image; Google search engine

Citation: Nghiêm-Phú, B. (2014). A review of destination image studies from 2008 to 2012. European Journal of Tourism Research 8, pp. 35-65

Introduction

In the early 1970s, when John Hunt (1971, 1975), Clare Gunn (1972), and Edward Mayo (1973) introduced the concept of image into tourism study (see in Stepchenkova & Mills, 2010; Stepchenkova & Morrison, 2008), would they foresee the popularity of this body of research after forty years? Indeed, they have contributed to the field one of the most “prevalent” (Pike, 2002, p.541), and widely recognized (Stepchenkova & Mills, 2010), topics.

Many attempts have been made since then to capture the development of tourism destination image studies (e.g. Chon, 1990; Echtner & Ritchie, 1991; Gallarza, Saura & Garcia, 2002; Pike, 2002; Tasci, Gartner & Cavusgil, 2007; Stepchenkova & Mills, 2010). Chronologically, two reviews conducted by Pike (2002), and Stepchenkova and Mills (2010) have done the work for the period from 1973 to 2007. Following Pike, and Stepchenkova and Mills, the current review intends to summarise the articles in the period of 2008-2012. It is necessary to conduct this review in order to understand the recent development of studies on tourism destination image, and to show fellow researchers where they can find their originality. Thus, the two major questions addressed in this study are: (1) what are the characteristics of destination image studies in 2008-2012?, and (2) what can fellow researchers learn from previous studies?

However, before moving to the discussion of the methods and findings of this study, it is necessary to start with a note on the review
A review of destination image studies from 2008 to 2012.

methodology. Whereas Pike (2002) titled his paper “review” or “synthesis,” Stepchenkova and Mills (2010) named their work “meta-analysis.” Thus, a question arises: why the two previous literature reviews had been treated as if they used different review methods?

According to Littell, Corcoran and Pillai (2008), there are many types of literature review, for instance, critical review, mapping review, rapid review, scoping review, state-of-the-art review, systematic review, systematic research and review, systematized review, and umbrella review. Particularly, systematic review includes quantitative review, qualitative review, and mixed review. Quantitatively, Gene V. Glass published the first article using the term “meta-analysis” in 1976 (see Hunter & Schmidt, 2004). Meta-analysis is a technique for summarizing data (Dickersin & Berlin, 1992), which only applies to empirical research that produces quantitative findings (Lipsey & Wilson, 2001). On the other spectrum, Phyllis Noerager Stern and Chandice C. Harris coined the term “qualitative meta-synthesis” in 1985 to refer to the amalgamation of qualitative studies (see Walsh & Downe, 2005). In addition, a mixed review is a review which combines the findings of both quantitative and qualitative research. Several authors (e.g. Gretzel & Kennedy-Eden, 2012) regarded the two former methods as quantitative meta-analysis and qualitative meta-analysis; however, they maintained that these types of review deal with the “findings” of previous studies.

In this paper, the generic term of literature review, or review, is adopted. It is a summary of the literature regarding tourism destination image published in academic journals in a period of time. Its purpose is to describe the characteristics of the collected literature, and not necessarily include the research findings (after Grant & Booth, 2009).

An overview of previous reviews
Perhaps the first review of studies on destination image in tourism was conducted by Chon (1990). In the review, Chon collected 23 papers and presented a conceptual model of the relationship between destination image and travelers’ behaviors (e.g. satisfaction, decision making). Later, Gallarza, Saura and García (2002) examined 65 studies from 1971 to 1999. The topics covered in their review included the conceptualization, dimensions, formation, assessment and measurement, and characteristics of destination image. Echtner and Ritchie (1991) conducted another review which focused on the meaning, formation, and measurement of destination image. Some important conclusions are: two main components of destination image are attribute-based component and holistic component; each component of destination image consists of functional/tangible and psychological/abstract characteristics, and common and distinctive/unique traits; and a combination of structured and unstructured methods should be applied to measure all the aspects of destination image (Echtner & Ritchie, 1991). Continuing from Echtner and Ritchie (1991), Tasci, Gartner and Cavusgil (2007) investigated the papers published from 1991 to 2004. Besides the discussion on the conceptualization and operationalization of destination image, Tasci, Gartner and Cavusgil (2007, p.209) also looked at several aspects that they claimed to be “ignored” by Echtner and Ritchie (1991) such as frame of reference, associational investigation, validity and reliability, and implications of destination image studies, among others.

Another review line which almost covers the history of studies on destination image was started by Pike (2002). In Pike (2002), the author collected 142 papers (1973-2000), and found that the most popular region for study was North America, the most popular type of destination was countries, the majority of papers used structured methods, and the range of interests was diverse. Later, Stepchenkova and Mills (2010) analysed 152 papers published between January 2000 and October 2007. They confirmed the popularity of this body of research, which resulted into valuable implications for the development, marketing, branding, and overall management of tourism destinations.

Procedure
The search of the papers
Several steps were followed when conducting this study. Firstly, the topic was decided after
reviewing Pike (2002), and Stepchenkova and Mills (2010). Secondly, the researcher chose the period of 2008-2012, in order to continue from Stepchenkova and Mills. In addition, a period of five years is long enough to summarise the development of studies in this field. Thirdly, to be consistent with Pike, and Stepchenkova and Mills, the articles written in English and published in academic journals were targeted as the subjects of the study. This review was also conducted as a context-focused study; that means, it emphasized on the studies put into the travel, tourism and hospitality contexts. Fourth, “destination image” was used as the main keyword.

The next step was to collect the papers through an online search engine. There are a variety of search engines on the Internet, for instance, Web of Science, Scopus, PubMed, and Google Scholar; each of them has its own strong and weak points. Google Scholar, in particular, is said to be lack of competence (Jacso, 2005), and lack of subject indexing and/or classification access (Noruzi, 2005). In addition, the search finding is a mixture of both scholarly and non-scholarly materials (Noruzi, 2005; Meho & Yang, 2007; Kulkarni, Aziz, Shams & Busse, 2009), is less often updated and inadequate (Falagas, Pitsouni, Malietzis & Pappas, 2008), or has constantly-changing content, algorithms and database structure (Giustini & Boulos, 2013). However, this search engine also has many advantages. For instance, it leads searchers to the latest works and related papers, provides an international coverage of sources, and allows researchers to work on broad-based and multidisciplinary searches (Noruzi, 2005). It is more comprehensive for social sciences (Kousha & Thelwall, 2007), conference proceedings and international, non-English language journals (Meho & Yang, 2007), and economics and business topics (Harzing & van der Wal, 2008). It can help retrieve even the most oblige information (Falagas, Pitsouni, Malietzis & Pappas, 2008). And above all, it is free and friendly. Considering the benefits of Google Scholar, as well as the ways to delimit its drawbacks (i.e. to search and re-search in different points of time, and to carefully screen through all the papers listed in all pages of the search results), it was selected as the only search engine for this study.

The searches were conducted five times during a period of four months (February – May, 2013). In the fourth and fifth searches, two additional keywords were included (i.e. “cognitive destination image,” and “affective destination image”) in order to collect more database for the study. All suitable and downloadable journal articles were kept for further review (preprints with only “doi” addresses were eliminated). This resulted in 190 articles, which focused on destination/place image in the period of 2008-2012.

The categorization of theoretical, mixed, and empirical studies was implemented following Stepchenkova and Mills (2010, p.582). Accordingly, a theoretical/conceptual study is a study which used the existing knowledge to “develop an in-depth understanding of concepts.” In addition, if an article tested a theoretical model or a theory using a sample of human/non-human population, it will be treated as either an empirical or a mixed study. Among the 190 articles, four are theoretical, six are of non-tourism context, and three are not directly related to destination image. Considering the limited number of the theoretical studies and the pre-determined travel/tourism/hospitality context, this study focused on the remaining 177 empirical and mixed theoretical/empirical works published from 2008 to 2012. In terms of the number of papers, Tourism Management (17 articles), Journal of Travel Research (14 articles), Journal of Travel & Tourism Marketing (13 articles), International Journal of Tourism Research (9 articles), Journal of Vacation Marketing (7 articles), Annals of Tourism Research (6 articles), and Asia Pacific Journal of Tourism Research (6 articles) rank top of the journals enlisted. There are six journals have four papers each, seven have three, nine have two, and the remaining 42 journals have one paper each (Table 1).

**The analysis of the papers**

During and after the search of the papers, the main review was conducted. Following Pike (2002), Stepchenkova and Mills (2010), and Hart (1998), an analysis protocol was
A review of destination image studies from 2008 to 2012.

developed which consists of the major components of an academic report: type of study (theoretical, empirical, or mixed), objectives, background theory, constructs/variables under study, items/attributes generating methods, objects and subjects under study, study methods, analysis methods, and key findings. This protocol was used to briefly code the content of each paper. Next, the first major coding was conducted using Microsoft Excel as the managerial tool; the elements of the analysis protocol were used as the coding variables. In the second major coding (also in Microsoft Excel environment), other coding variables which were not covered in the first major coding were added (e.g. definition and importance of destination image, sampling techniques), and several initial coding variables were divided into smaller units. While doing so, the contents of the former coding were checked to guarantee the accuracy of the whole process.

| Journal(s) | Number of article(s) |
|------------|----------------------|
| Tourism Management | 17 |
| Journal of Travel Research | 14 |
| Journal of Travel & Tourism Marketing | 13 |
| International Journal of Tourism Research | 9 |
| Journal of Vacation Marketing | 7 |
| (1) Annals of Tourism Research; (2) Asia Pacific Journal of Tourism Research | 6 |
| (1) Anatolia: An International Journal of Tourism and Hospitality Research; (2) Current Issues in Tourism; (3) International Journal of Culture, Tourism and Hospitality Research; (4) Journal of China Tourism Research; (5) Journal of Hospitality Marketing & Management; (6) Tourismos: An International Multidisciplinary Journal of Tourism | 4 |
| (1) European Journal of Tourism, Hospitality and Recreation; (2) International Journal of Contemporary Hospitality Management; (3) International Journal of Hospitality & Tourism Administration; (4) International Journal of Hospitality Management; (5) Marketing Intelligence & Planning; (6) PASOS, Revista de Turismo y Patrimonio Cultural/Journal of Tourism and Cultural Heritage; (7) Tourism | 3 |
| (1) African Journal of Business Management; (2) International Journal of Culture, Tourism and Hospitality; (3) Journal of Sport Management; (4) Journal of Sustainable Tourism; (5) Managing Service Quality; (6) Revista Economica – Journal of Economic-Financial Theory and Practice; (7) Tourism and Hospitality Management; (8) Tourism Geographies: An International Journal of Tourism Space, Place and Environment; (9) TRŽIŠTE | 2 |

Total: 177
The presentation of the findings is illustrated in Figure 1. The presentation will focus on the characteristics which show the development of destination image studies in the period of 2008-2012. In addition, research of the former period and of other fields of study will also be consulted to form a more holistic picture for this review. In this paper, studies on destination image will be divided into two broad categories: perceived image, and projected image. On the one hand, those studies which investigated how the audiences of a destination (e.g. tourists, residents) perceive the images of that destination will be grouped into the perceived image category. On the other hand, those studies which focused more on the images created by the managers/marketers and the likes of a destination to communicate or promote to its audiences will be put into the projected image categories. This categorization reflects the development of studies on projected destination image, which was overlooked in the previous reviews. There are, however, several exceptions, as some studies in the perceived category will be discussed for the projected category due to their relevance and contribution to this study area. The details will follow in the next sections of this paper.

Findings

A. Perceived image studies
There are 164 papers related to the perceived images of destinations. Some highlights of these studies are as follows.

1. Definitions and characteristics of perceived destination image
The study on destination image started with the perceived images of a destination, and nowadays this study line is still dominating the field. As seen in other reviews and papers (e.g. Echtner & Ritchie, 1991; Gallarza, Saura & García, 2002; Tasci, Gartner & Cavusgil, 2007; San Martin & del Bosque, 2008), there are plenty of definitions for destination image. However, Echtner and Ritchie (1991) observed that many of the definitions are vague and not explicitly stated in some cases. In addition,
A review of destination image studies from 2008 to 2012.

Table 2. Selected definitions of destination image

| Researcher(s)                      | Definition                                                                                                                                 |
|-----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|
| Hunt (1971)                        | Impressions that a person or persons hold about a state in which they do not reside                                                      |
| Lawson and Baud-Bovy (1977)        | An expression of knowledge, impressions, prejudices, imaginations and emotional thoughts an individual has of a specific place               |
| Crompton (1979)                    | The sum of beliefs, ideas, and impressions that a person has of a destination                                                            |
| Embacher and Buttle (1989)         | Ideas or conceptions held individually or collectively of the destination. This overall impression is considered to be composed of the tourists’ perceptions concerning the relevant qualities of the destination. |
| Dadgostar and Isotalo (1992)       | A sum total of the images of the individual elements or attributes that make up the tourism experience                                      |
| Milman and Pizam (1995)            | A compilation of beliefs and impressions based on information processing from a variety of sources over time, resulting in an internally accepted mental construct |
| Tapachai and Waryszak (2000)       | Perceptions or impressions of a destination held by tourists with respect to the expected benefit or consumption values                   |
| Kim and Richardson (2003)          | Totality of impressions, beliefs, ideas, expectations, and feelings accumulated towards a place over time                                  |
| Faullant, Matzler and Füller (2008)| An attitude-like construct consisting of cognitive and affective evaluations                                                           |
| Donaldson and Ferreira (2009)      | A combination of the consumer’s reasoned and emotional interpretations of a destination                                                  |
| Huang, Li and Cai (2010)           | A mental structure that integrates the elements, impressions, and values people project onto a specific place                             |

Note.  
* collected by Gallarza, Saura and García (2002, p.60)  
* collected by Tasci, Gartner and Cavusgil (2007, p.202-203)  
* collected by San Martin and del Bosque (2008, p.264)  
* collected by the author of this paper

According to Tasci, Gartner and Cavusgil (2007, p.199), each definition only defines “a particular aspect of destination image”. Table 2, which selected several definitions of destination image collected by the authors of the previous reviews and of this paper, will demonstrate this issue.

However, as time passes and researchers include other components into the concept of destination image, a more holistic picture is gradually formed. Take the definitions selected in Table 2 as examples, perceived destination image can be regarded as the knowledge, impressions, prejudices, imaginations, emotional thoughts, beliefs, ideas, conceptions, attitudes, benefits, values, expectations, and interpretations that an individual holds about a destination. Destination image is formed over time from a variety of information sources, and consists of both the cognitive/reasoned and affective/emotional aspects.

Destination image is a mental/psychological construct; however, the discussion on this basic characteristic of destination image was not received much attention, or was implicitly stated in previous reviews and studies. Several researchers observed that destination image has a psychological tradition (e.g. Frías, Rodríguez & Castañeda, 2008; Stepchenkova & Morrison, 2008; del Bosque, San Martín, Collado & de los Salmones, 2009; Heslop, Nadeau & O’Reilly, 2010). Its psychological nature is also explicitly stated in the definitions for destination image, for instance, image is a mental picture (Gil & Ritchie, 2009; Li & Stepchenkova, 2012), a mental notion (Molina, Gómez & Martín-Consuegra, 2010), a mental expression (Kesić & Pavlić, 2011), or a mental perception (Jamaludin, Johari, Aziz, Kayat & Yusof, 2012). According to Dermetzopoulos, Bonarou and Christou (2009, p.130), destination image is “associated with psychological dimensions manifested by feelings and attitudes towards the destination.”
Moreover, destination image affects, and is affected by, other psychological constructs: tourists’ psychological characteristics, motivations, or satisfaction (see Table 3 and Figure 2 below for more details). The measurement of perceived destination image was conducted through psychological experiments in several studies (e.g. Pan, 2011; Jeong & Holland, 2012; Pezenka & Buchta, 2012; Yang, He & Gu, 2012). In addition, complex, multiple, relativistic, and dynamic are the other characteristics of destination image that are frequently cited (see Gallarza, Saura & Garcia, 2002).

2. Destination typology
A destination is not restricted to a country, a region, or a city. Among the articles published between 2008 and 2012, other entities could be considered as destinations: night market (Lee, Chang & Hou, 2008); host university (Llewellyn-Smith & McCabe, 2008); college town (Byon & Zhang, 2010); accommodations (Moreno, Padilla, Ispas & Seitan, 2008; Sondoh, Tanakinjal & Yapp, 2012), rural lodgings (Loureiro & González, 2008), green hotel (Han, Hsu & Lee, 2009; Lee, Hsu, Han & Kim, 2010), ski resorts (Kim & Perdue, 2011); restaurant (Ryu, Han & Kim, 2008; Ryu, Lee & Kim, 2012), food (Karim, Chua & Salleh, 2010); museums (Gil & Ritchie, 2009; Altinbaşak & Yalçin, 2010), art centre (Caruntu, Stancioiu & Teodorescu, 2012), tourist centre (İnam & Önder, 2012); cruise (Meng, Liang & Yang, 2011); community-based festivals (Huang, Li & Cai, 2010), cultural capitals (Iordanova-Krasteva, Wickens & Bakir, 2010; Kuzgun, Göksel, Özalp, Somer & Alvarezii, 2010); gaming destinations (Ivanov, Illum & Liang, 2010; Kneesel, Baloglu & Millar, 2010; Hung, Lin, Yang & Lu, 2012); or winescape (Bruwer & Lesschaeve, 2012), wetland areas (Lee, 2009), recreation farms (Liu, Lin & Wang, 2012). Sports events, for instance, the Summer/Winter Olympics Games (Gibson, Qi & Zhang, 2008; Auraskevičienė, Pandziene, Skudiene, Grisrud, Nes & Olsson, 2010; Heslop, Nadeau & O’Reilly, 2010; Nadeau, O’Reilly & Heslop, 2011), FIFA (Fédération Internationale de Football Association) Male/Female World Cup (Donaldson & Ferreira, 2009; Florek & Insch, 2011; Lepp & Gibson, 2011; Hallmann, 2012), horse racing (Jeong, Kim, Ko, Lee & Jeong, 2009), hockey game (Mohan, 2010), marathon (Kaplanidou, Jordan, Funk & Rindinger, 2012), among others (Hallmann & Breuer, 2011; Moon, Kim, Ko, Connaughton & Lee, 2011; Kaplanidou & Gibson, 2012), were also targeted as the destinations or the contexts of many studies.

Destination image was also measured in combination with the images of other entities. For instance, country image and people image were investigated in the cases of Nepal (Nadeau, Heslop, O’Reilly & Luk, 2008), China and the Beijing 2010 Olympics (Heslop, Nadeau & O’Reilly, 2010; Nadeau, O’Reilly & Heslop, 2011), and German and the 2006 FIFA World Cup (Fiorek & Insch, 2011); country image and destination image were measured for Turkey and Izmir (Kurgun, 2010); food image and destination image were studied by Lertputtarak (2012); or MICE (Meetings, Incentives, Conferences, and Exhibitions) destination attributes and their contribution to the images of a destination in general (i.e. Jordan) can be found in the study of Chiu and Ananzeh (2012). Specifically, in terms of the interactions between destination image and other entities’ images, Nadeau, O’Reilly and Heslop (2011) figured out that country image (i.e. China) had significant effects on destination image and event image (i.e. Beijing and the 2010 Olympics), and destination image significantly affected event image. In another context, Chiu and Ananzeh (2012) discovered that all the six factors of Jordan MICE destination image significantly influenced all the three components of the country image (i.e. cognitive, affective, and overall). In case of German and the 2006 FIFA World Cup, Florek and Insch (2011) developed a matrix which illustrated the interactions between the positive/negative images of the country and the important/unimportant images of the event.

In a smaller context, Ryan and Ninov (2011) focused on the relationship between a destination’s images (i.e. Dubai), and its site’s images (i.e. Dubai Creek). It was found in Ryan and Ninov’s study that only a small portion of correlation existed between the two groups of image besides the majority of homogeneity. In another context, Altinbaşak and Yalçin (2010) identified the images of Istanbul and its
Few studies only investigated the images of a destination as perceived in one of its markets (e.g., Ozretić-Došen, Škare & Krupka, 2008; Stăncioiu, Teodorescu, Pârgaru, Viâdo & Băltescu, 2011; Matlovičová & Kolesárová, 2009). The focus of the rest is the identification

3. Study interests
3.1. Destination image and its relationships with other constructs

museums. The results revealed that museums formed an important aspect of the city’s image.
of the relationships between destination image and other constructs (Table 3).

The review has revealed that destination image is affected by information sources, tourist characteristics, past experience, and familiarity/novelty seeking behaviour; is the antecedent of satisfaction, behavioural intentions, and loyalty; and has interrelationships with place attachment, attitudes, beliefs, destination personality, motivations, perceived quality, or perceived values. These interrelationships are visualised in Figure 2.

In the context of a tourism destination, destination images are considered as “pull” factors, and tourist motivation as “push” factors (e.g. Crompton, 1979). In the 2008-2012 period, several authors have fully/partly adopted this approach in their studies (e.g. Meng, Teponan & Uysal, 2008; Llewellyn-Smith & McCabe, 2008; Tkaczynski, Rundle-Thiele & Beaumont, 2010; Prayag & Ryan, 2011; Wong, 2011). In addition, both destination images and motivations were found to be the antecedents of tourist satisfaction and behavioural intentions. In some studies, the attributes of a destination were utilized to measure tourist satisfaction (e.g. Prayag, 2012). Behavioural intentions, also under the effect of destination image, were usually measured by the intention to visit/revisit, and the intention to recommend a destination. However, there were several exceptions. For instance, Hudson, Wang and Gil (2011) applied the AIDA model of marketing (Attention – Interest – Desire – Action), whereas Yüksel (2011) used the approach-avoidance model to measure the future behaviours of their respondents.

Newer/less popular constructs were also under investigation in relation to destination image. In the context of the influence of Korean pop culture, Kim, Agrusa, Chon and Cho (2008) measured the interaction between destination image held by Hong Kong residents, and the components of Korean pop culture (i.e. drama/movie, music, food, and Hallyu products). In another study, Lee, Scott and Kim (2008) considered the effect that the involvement with Korean celebrities of Japanese tourists had on their perceptions of the country; yet, the proposed relationship was not empirically supported. However, incorporating the personal involvement in the context of international tourists with Mauritius, Prayag and Ryan (2012) found significant evidence that personal involvement was an antecedent of destination image.

The list of other constructs found in destination

![Figure 2. Interrelationships between destination image and other constructs](image-url)
image studies also include trust (Loureiro & González, 2008), attractiveness of tour packages and travel stimuli (Rewtrakunphaiboon & Oppewal, 2008), leisure behaviour (Dermetzopoulos, Bonarou & Christou, 2009), tourist expectation (del Bosque, San Martín, Collado & de los Salmones, 2009; Ye & Tussyadiah, 2011), destination desirability and social distance (Tasci, 2009), perceived authenticity and information search behaviour (Ramkissoon & Uysal, 2011), telepresence or “the feeling of being there” (Hyun & O’Keefe, 2012), time exposure to information sources (Jeong & Hollanda, 2012), or perceptions of tourism logos (Lee, Rodriguez & Sa, 2012).

Perceptions of destination image attributes were used as a segmentation base in several studies (e.g. Kamenidou, Mamalis & Priporas, 2009; Lin & Huang, 2009; Tkaczynski, Rundle-Thiele & Beaumont, 2010; Kim & Perdue, 2011; Prayag, 2012; Sánchez-Rivero & Pulido-Fernández, 2012). However, the majority of the findings were discussed for marketing and managerial implications.

3.2. Destination image in the brand/branding context

There is a significant group of studies put into the context of brand/branding. For instance, Konecnik and Ruzzier (2008) applied the concept of brand equity in measuring German and Croatian tourists’ perceptions of Austria, in which destination image was treated as an element of Austrian brand equity, besides awareness, perceived quality, and loyalty. The similar pattern was observed in the study of Chen and Myagmarsuren (2010); however, the context chosen was Mongolia, and the targeted subjects were the international tourists to the country. Destination image as a member of brand associations (i.e. cognitive, affective, and unique image components) was found in the studies of Hanzaee and Saeedi (2011), and Qu, Kim & Im (2011).

Several authors measured the construct of destination personality (e.g. Yuksel & Bilim, 2009; Gertner, 2010; Sahin & Baloglu, 2011; Caruntu, Stanciociu & Teodorescu, 2012; Liu, Lin & Wang, 2012), which originated from brand personality studies (e.g. Aaker, 2002).

Yuksel and Bilim (2009), and Liu, Lin and Wang (2012) also adapted the self-image/self-congruency phenomenon (ideal-self vs. actual-self) in their studies. In another attempt, Ivanov, Illum and Liang (2010) applied the concept of brand molecule (i.e. tourists’ predominant perceptions of a destination and its organization in their minds), and brand concept maps (i.e. tourists’ perceptions towards and their associations with a destination) in the context of a gaming destination (i.e. Las Vegas). The effects of country-of-origin, and the beliefs offamiliarity with the country’s products were targeted in Elliot, Papadopoulos and Kim (2011), and Lee and Lockshin (2011, 2012).

3.3. Destination image as the representative of other constructs

Destination image was treated as brand image in many studies (Prayag, 2010; Saraniemi, 2010; Hanzaee & Saeedi, 2011; Qu, Kim & Im, 2011; Bruwer & Lesschaeve, 2012; Naidoo & Ramseook-Munhurrun, 2012). In other studies, destination image could represent destination attractiveness (Cracolici & Nijkamp, 2008; Krešić & Prebežac, 2011; Kim & Perdue, 2011; Bui, 2012), destination competitiveness (Omerzel, 2011), destination reflect (Maroofi & Dehghan, 2012), consumption value (Shanka & Phau, 2008), or choice criteria (Kamenidou, Mamalis & Priporas, 2009). Tourists’ perception of the safety and security of a destination was also considered as a specific aspect of perceived destination image in several studies (Donaldson & Ferreira, 2009; Fuchs & Reichel, 2011; Boakye, 2012).

Liou (2010), in a study of Taiwanese tourists’ perceptions of Japanese TV series-induced tourism, didn’t measure destination image itself but focused on the image change as affected by J-drama series. Li (2012), from another perspective, investigated the images of China in comparison with its major competitors in Asia which the author called “relative destination image.”

4. Structure of destination image

4.1. A review of the most influential models of destination image formation

The review has revealed that three models mostly adopted in investigating image structure
are the cognitive/affective/conative model (Gartner, 1993); the attribute-based/holistic, functional/psychological, common/unique model (Etchner & Ritchie, 1991, 1993, 2003); and the cognitive/affective/overall model (Baloglu & McCleary, 1999). Gartner (1993) considered the cognitive component of destination image as “the sum of beliefs and attitudes of [a destination] leading to some internally accepted picture of its attributes” (p.193), and the affective component as “the motives one has for destination selection” (p.196). The co-native image, or the action component, is “analogous to behaviour;” it depends on the images developed during the cognitive stage and evaluated during the affective stage of destination image formation process (Gartner, 1993, p.196). Fellow researchers who applied this model include, for instance, Agapito, Mendes and do Valle (2010), Moon, Kim, Ko, Connaughton and Lee (2011), and Hallmann (2012).

Etchner and Ritchie (1991, 1993, 2003), however, proposed that destination image has two main components: attribute-based and holistic; each component consists of functional (or more tangible) and psychological (or more abstract), as well as common and unique, characteristics. To measure the attribute-based and more common components, Etchner and Ritchie developed a scale with 35 items, ranging from the more functional attributes (i.e. tourist sites/activities, national parks/wilderness activities, historic sites/museums, beaches, fairs/exhibits/festivals, scenery/natural attractions, nightlife/entertainment, shopping facilities, facilities for information and tours, sports facilities/activities, local infrastructure /transportation, cities, accommodation/restaurants, architecture/buildings, costs/price levels, and climate), the mixed attributes (i.e. crowdedness, cleanliness, degree of urbanization, economic development/affluence, extent of commercialization, political stability, accessibility, personal safety, ease of communication, customs/culture, and different cuisine/food/ drink), to the more psychological attributes (i.e. hospitality/friendliness/receptiveness, restful/relaxing, atmosphere – familiar vs. exotic, opportunity for adventure, opportunity to increase knowledge, family or adult oriented, quality of service, and fame/reputation). Moreover, to capture the holistic and unique components, they created three open-ended questions: (1) what images or characteristics come to mind when you think of XXX as a vacation destination? (functional holistic/stereotypical component), (2) how do you describe the atmosphere or mood that you would expect to experience while visiting XXX? (psychological holistic/affective component), and (3) please list any distinctive or unique tourist attractions that you can think of in XXX (unique component). Etchner and Ritchie’s model has been widely applied in the studies of later period, especially the image attributes list and the open-ended questions (e.g. Hughes, 2008; Prebežac & Mikulič, 2008; Stepchenkova & Morrison, 2008; Stepchenkova & Li, 2012; Lin, Chen & Park, 2012; Matlovičová & Kolesárová, 2012).

Another model of destination image formation was introduced by Baloglu and McCleary (1999). Accordingly, destination image is formed by three components: cognitive, affective, and overall; in which the affective component is affected by the cognitive one, and the overall component is influenced by the two former elements. Since then, many researchers have applied and retested this model in their studies (e.g. Gil & Ritchie, 2009; Alaeddinoglu & Can, 2010; Álvarez & Campo, 2011; Hung, Lin, Yang & Lu, 2012). Besides the cognitive image attributes that they developed, Baloglu and McCleary (1999) adopted an affective image scale invented by Russell and Pratt (1980). The affective scale consists of four bipolar items (arousing – sleepy, exciting – gloomy, pleasant – unpleasant, and distressing – relaxing), or two items (arousing – sleepy, and pleasant – unpleasant) in case a short questionnaire is necessary. After Baloglu and McCleary, this affective scale has also been widely applied in destination image studies, although longer scales can be found elsewhere (e.g. Jeong, Kim, Ko, Lee & Jeong, 2009; Yüksel, 2011).

4.2. Development in destination image structure studies

Several attempts have been made to put forward the studies on destination image structure. For instance, Prebežac and Mikulič (2008), applied Etchner and Ritchie,
A review of destination image studies from 2008 to 2012.

Qualitatively measured the activity-based component of Croatia and Hawaii besides the stereotypical, affective, and unique components. This resulted in "sightseeing," "historical sightseeing," "hiking," or "cultural experience" for Croatia, and "surfing," "swimming," "diving/scuba-diving," or "relaxing/sunbathing" for Hawaii. In another study, Qu, Kim, and Im (2011), followed both Etchner and Ritchie, and Baloglu and McCleary, combined the unique element into a structured model of destination image formation together with the cognitive, affective, and overall components. Testing with the domestic tourists in Oklahoma (America), factor analysis of the unique attributes resulted into three factors: "native American/natural environment," "appealing destination," and "local attractions." From a sensory approach, Huang and Gross (2010), and Dițoiu, Stăncioiu, and Teodorescu (2012) investigated the visual, auditory, olfactory, gustatory, and tactile elements of destination image when at the same time measured the cognitive and affective components (as seen in Huang & Gross, 2010). In Huang and Gross (2010), for instance, the sensory images of Australia as perceived by the mainland Chinese travellers included the picturesque landscape elements (visual), sounds of nature (auditory), smell of air/sea/food (olfactory), wine/juice/food (gustatory), or touching objects/feeling warmth under the sun (tactile). However, the activity, unique, or sensory elements of destination image are simply the other forms of the cognitive image if that component is seen from a multi-dimensional perspective as suggested by Etchner and Ritchie.

In another attempt, Pezenka and Buchta (2012) tested the verbal and pictorial scales of the affective images of twelve European cities with a sample of Austrian tourists. The results revealed that the pictorial scale was easy to use but its interpretations were broad, whereas the verbal scale was more concise but respondents might find it harder to assign them to the cities.

The structure of the cognitive image component was further examined in several studies. For instance, Chen, Chen, and Lee (2010) investigated Chinese residents regarding their perceptions of Kinmen Island

![Figure 3. An integrated model of destination image structure](image-url)
In summary, destination image is considered as a multi-dimensional structure which consists of two basic components: cognitive, and affective. Particularly, the cognitive component may be divided into three elements: functional, psychological, and mixed. Thus, following Etchner and Ritchie (1991, 1993, 2003), Baloglu and McCleary (1999), and other researchers (Alcañiz, García & Blas, 2009), an integrated model of destination image can be formed as seen in Figure 3.

5. Study areas
Some countries/territories have received more attention compared to the others: America, China, Spain, Turkey, Australia, South Korea, Mauritius, Taiwan, South Africa, Japan, Italy, Malaysia, or Austria. Newer destinations were in Africa: Ghana (Boakye, 2012), Kenya and Malawi (Lee, Rodríguez & Sa, 2012), Tanzania (Jani & Hwang, 2011), Uganda (Lepp, Gibson & Lane, 2011); the Arctic (Hubner, 2009); Central Asia (Lee, Kang, Reisinger & Kim, 2012); Ex-Yugoslavia block (Hughes, 2008); Iran (Hanzae & Saeedi, 2011; Maroofi & Dehghan, 2012); Israel (Fuchs & Reichel, 2011); Mongolia (Chen & Myagmarsuren, 2010); Nepal (Nadeau, Heslop, O’Reilly & Luk, 2008); Palestine (Çakmak & Isaac, 2012); The Philippines (de Guzman et al., 2012); or South America (Shani, Chen, Wang & Hua, 2010; Hudson, Wang & Gil, 2011). The images of a region (e.g. Central Asia, and South America) were measured; thus, the investigations of individual destination (i.e. member country), or other regions (e.g. the EU, Southeast Asia, and Middle East), are still missing. In addition, an unspecific context (i.e. tourism destination in general) was selected in some studies (e.g. Reisinger, Mavondo & Crotts, 2009; Assaker, Vinzi & O’Connor, 2011).

There are several studies compared the images of different destinations. For instance, Croatia versus Hawaii (Prebežac & Mikulić, 2008); Spain, Greece, Italy, and Portugal versus Cyprus, Turkey, Malta, and Tunisia (Rewtrakunphaiboon & Oppewal, 2008); Canada, England, and Australia as English speaking countries versus Mexico, Spain, and Argentina as Spanish speaking countries (Gertner, 2010); Japan versus the U.S. (Elliot, Papadopoulos & Kim, 2011); or Japan versus Hong Kong (Yang, He & Gu, 2012).

6. Study methods
6.1. Survey methods
More than 65% of the papers utilized a structured method. Semi-structured and unstructured (qualitative) studies accounted for approximately 30% of the papers. There are two papers reported secondary data (Cracolici & Nijkamp, 2008; Lin & Huang, 2009).

The popular qualitative methods include interview (e.g. Huang & Gross, 2010; Ing, Liew-Tsonis, Cheuk & Razli, 2010; Campo, Brea & Muñiz, 2011; Prayag & Ryan, 2011), focus group (e.g. Smith, Carmichael & Batovský, 2008), and free elicitation (e.g. Stepchenkova & Morrison, 2008; Iordanova-Krasteva, Wickens & Bakir, 2010; Prayag, 2010; Pan & Li, 2011; Ryan & Ninov, 2011; Lin, Chen & Park, 2012). In particular, Garrod (2008, 2009) introduced a “volunteer-employed photography” method in which the respondents were asked to take pictures of a place (i.e. Aberystwyth, Wales), and these photos were content analysed to figure out how the respondents perceived the place. In addition, many researchers data-mined tourists’ posts from travel blogs/forums to generate the images of a destination: Austria (Wenger, 2008), Bethlehem (Çakmak & Isaac, 2012), China (Li & Wang, 2011), Hong Kong (Leung, Law & Lee, 2011), India (Dwivedi,
A review of destination image studies from 2008 to 2012.

Quasi-experimental/experimental methods became more popular in this period. Researchers utilized the exposures to a variety of information sources as the controlled elements for their experiments: travel agents versus the Internet (Frias, Rodríguez & Castañeda, 2008), the Internet (Li, Pan, Zhang & Smith, 2009; Lepp & Gibson, 2011; Lepp, Gibson & Lane, 2011; Jeong, Holland, Jun & Gibson, 2012; Moura, Deans & Gnoth, 2012), movie/promotional video/news video (Shani, Wang, Hudson & Gil, 2009; Tasci 2009; Shani, Chen, Wang & Hua, 2010; Alvarez & Campo, 2011; Campo, Brea & Muñiz, 2011; Hudson, Wang & Gil, 2011; Yüksel, 2011), TV commercial (Pan, 2011), postcard (Yüksel & Bilim, 2009), picture/photo (Greaves & Skinner, 2010; Pan, 2011; Ye & Tussyyadiah, 2011; Nicoletta & Servidio, 2012; Yang, He & Gu, 2012), tourist brochure (Molina, Gómez & Martín-Consuegra, 2010), guide book and printed website material (Jeong & Holland, 2012), tourism logo (Lee, Rodriguez & Sa, 2012), or word (Tasci, 2009; Greaves & Skinner, 2010; Yang, He & Gu, 2012). Experimental methods also varied, including the control of the information between different samples, the control of different types of information, or the comparison of respondents’ perceptions before- and after-exposure.

6.2. Respondents under survey
Tourists/visitors/travellers, and college students were widely targeted. In some studies, there was a comparison of the perceptions of non-visitors/potential visitors and visitors/actual visitors (e.g. Hughes, 2008; Huang & Gross, 2010; Phillips & Jang, 2010; Choi, Tkachenko & Sil, 2011), first-timers and repeaters (e.g. Faullant, Matzler & Füller, 2008; Huang, Li & Cai, 2010; Fuchs & Reichel, 2011; Kaplanidou & Gibson, 2012), visitors and residents (e.g. Lee, Chang & Hou, 2008; Agapito, Mendes & Do Valle, 2010; Ji & Wall, 2011), or respondents from different regions/places (e.g. Prebežac & Mikulić, 2008; Lee & Lee, 2009; Reisinger, Mavondo & Crotts, 2009; Altıntaş, Sirakaya-Turk & Bertan, 2010; Heslop, Nadeau & O’Reilly, 2010; Ivanov, Illoum & Liang, 2010; Kastenholz, 2010). Researchers also compared the images of different phases of the formation process: pre- and post-visit (e.g. Wang & Davidson, 2008; Jani & Hwang, 2011; Lee, Kang, Reisinger & Kim, 2012). Residents (including temporary ones) were only targeted in ten studies.

Other respondents in the demand-side group were soldiers (Dermetzopoulos, Bonarou & Christou, 2009), or movie audiences (Hudson, Wang & Gil, 2011). From the supply-side, policy makers, travel intermediaries, tourism stakeholders, managers, and marketers were also subjected in some studies (e.g. Alaeddinoglu & Can, 2010; Ing, Liew-Tsonis, Cheuk & Razli, 2010; Omerzel, 2011).

Although probability sampling methods are better for the generalizability of research findings, many researchers in the 2008-2012 period utilized the non-probability techniques (e.g. convenience, purposive, quota, or snowball). Subjectively, the lack of study resources was cited as the main reason for not selecting random sampling methods. In addition, since there is not a complete sampling frame available for the population in many studies, the application of the random methods is not possible (Yüksel & Bilim, 2009). The theoretical models, in these cases, can be replicated in other contexts or with other sample frames in order to extend the current research (Shanka & Phau, 2008).

6.3. Analysis methods
In terms of data analysis methods, confirmation analysis and structural equation modelling (SEM) are getting more popularity among the quantitative analysis techniques besides the traditional ones (e.g. descriptive analysis, factor analysis, regression analysis, correlation analysis, and analysis of variance). The review of the papers utilized SEM revealed that many authors conducted the data analyses through three steps: (1) exploratory/principle component factor analysis, (2) confirmatory factor analysis, and (3) SEM.

Although widely applied, one of the problems when using SEM is the sample size (Hox & Bercher, 1998). Many authors recommended a minimum sample of 200 (e.g. Hox & Bercher, 1998; Weston & Gore, 2006). Anderson and
Gerbing (1988) suggested a sample size of 150 or more, while Iacobucci (2010) set the starting point at 50. Generally, Tanaka (1987) stated that the sample size should be determined based on the numbers of parameters measured in the model. A threshold of 50 observations may be sufficient in case when there are one latent variable underlying four measured indicators, but is insufficient if there are four latent variables with twenty measured variables (Tanaka, 1987). Practically, several papers published between 2008 and 2012 showed that the testing of a theoretical model on a small sample size (n = 103-180; 5-7 constructs per model) could generate acceptable/good fit-indices (e.g. Mohamed, 2008; Gil & Ritchie, 2009; Chen & Myagmarsuren, 2010; Hooper, Coughlan & Mullen, 2008).

Only a few studies utilized correspondence analysis when analysing the data (e.g. Faullant, Matzler & Füller, 2008; Huang & Cai, 2010; Cormany & Baloglu, 2011; Hallmann & Breuer, 2011; Hsu & Song, 2012; Li, 2012). Stepenkova and Li provided unique examples of using perceptual mappings (Li & Stepenkova, 2012), and of quantifying the data to calculate the Diversity Indicators Index (Stepenkova & Li, 2012) when examining Chinese tourists’ perceptions of the U.S. On the other spectrum, content analysis and theme analysis were among the popular qualitative analysis methods.

B. Projected image studies

1. Conceptualization of projected image

There are nine studies directly investigated the projected images of places/destinations, and one measured both the projected and the perceived images; thus, compared to the mainstream studies on perceived destination image, this study area is overlooked. Moreover, many researchers even did not explicitly state that their studies focused on the projected image, or did not define the concept. Only a few studies mentioned the fact that there are two perspectives in studying the images of a destination: on the one hand, the images perceived by the audiences; on the other hand, the images created by the destination (e.g. Kwek & Lee, 2008; Hsu & Song, 2012; Hunter, 2012).

Projected image is “the combined product of government authority and private commercial efforts” (Hunter, 2012, p.422). Although created to communicate to the target audiences to fulfill marketing purposes, there may be incongruences between the images created and the images actually perceived (e.g. Saraniemi, 2010; Prayag, 2012).

Bramwell and Rawding (1996, p.202) regarded projected images as “the ideas and impressions of a place that are available for people’s consideration,” and are transformed through communication channels. Specifically, Gartner (1993) defined eight information categories which differ from each other by their credibility, market penetration ability, and cost. There are overt induced information agents (I and II) which consist of the more traditional forms of advertising (e.g. brochures, television, radio, print materials, billboards) and information provided by tour operators and wholesalers; and covert induced information agents (I and II), which are the communication efforts made by second parties. News and popular culture, documentaries, movies, or television programs are the members of the autonomous information category. In addition, the information received from family and friends are the organic agents (solicited and unsolicited), besides the actual experiences. In sum, destination images are formed by induced information and organic/autonomous information. Under the influence of the former, the images are “intentionally” created; on the other hand, the images are “unintentionally” projected (Ji, 2011). The efforts to create destination images through the induced image formation agents must be focused and long term (Gartner, 1993). However, the power of the organic/autonomous image formation agents should not be overlooked. Positive words-of-mouth may be created by guaranteeing current customers' satisfaction; in addition, good relations with the public in general and with the press in particular may result in the autonomous transmission of positive images. Moreover, the size of a destination may affect the development and change of its images, and an assessment of the perceived images is necessary for an effective image development and change campaign (Gartner, 1993).
2. Measurement of projected image

Texts and photos in tourist brochures/guidebooks and marketing materials (Hunter, 2008, 2012; Kwek & Lee, 2008; Jalil, 2010), websites (Horng & Tsai, 2010; Huang & Cai, 2010; Law & Chen, 2012), postcards (Garrod, 2009; Milman, 2011, 2012), and travel magazine articles (Hsu & Song, 2012) were chosen as the image representatives in projected destination image studies. Specifically, Hunter (2008) investigated promotional photos of 21 destinations to find the similar patterns of image presentation. Kwek and Lee (2008) utilized an intra-cultural approach to compare the images projected by Queensland tourism towards the Mainland Chinese market, and the Singaporean Chinese market. From a cross-cultural perspective, Huang and Cai (2010) measured the verbal images of hotel chains in China which were displayed in English and Chinese websites. Also measuring Beijing’s hotel images in the websites, however, Law and Chen (2012) only focused on the cultural aspects of destination image. From other approaches, Milman (2011, 2012) investigated the projected images of Alanya (Turkey), and Berlin using the tourist postcards, whereas the images of six Asian countries/territories projected for the Chinese outbound market were measured using the articles appeared in the travel magazines as study subjects by Hsu and Song (2012).

Other printed materials such as novels and newspapers articles were used to track the images of Madrid (Busby, Korstanje & Mansfield, 2011), and Russia (Stepchenkova & Eales, 2011). Although these two papers can also be considered under the perceived image category, they are introduced here as the examples of creative methods for investigating projected images. Specifically, Busby, Korstanje and Mansfield (2011) selected two novels written in French and Spanish to excavate the images of an urban Madrid. In another approach, Stepchenkova and Eales (2011) developed a Dynamic Destination Image Index to trace the image changes of a country (i.e. Russia) using newspapers’ articles (i.e. UK’s).

Methodologically, literature review, content analysis, theme analysis, and semiotic analysis were the techniques utilized in projected image studies. Almost all of them are qualitative studies, except Stepchenkova and Eales' (2011) in which the authors quantified the data to form an index of destination image changes. In addition, the attempts to investigate the projected images of destinations are indirect, which only focused on the images kept by the means of information communication. Thus, only one aspect of the projected images may be captured (i.e. either verbal or pictorial); moreover, they are all static images. Destination marketers and tourism practitioners, targeted in several perceived image studies (e.g., Ing, Liew-Tsonis, Cheuk & Razli, 2010; Saraniemi, 2010), may also be approached to understand the other aspects of projected destination image. In addition, only the cognitive aspects of the projected image were focused in these studies; thus, the other component – the affective image – is understudied in case of projected destination image.

Concluding remarks

More than forty years have gone since the first publication on tourism destination image, and this body of research is still one of the most popular topics in tourism study. Continuing from previous efforts, this study attempted to review the papers regarding the topic in a five year period (2008-2012). Utilizing Google Scholar search engine, a collection of 177 academic articles was generated for the analysis. The discussion was divided into two broad categories: projected image, and perceived image. Before this paper, the focus of the other reviews and papers was on the perceived images of destinations. Thus, a discussion on the conceptualization and measurement of the projected destination image construct is necessary in order to better cover the development of this field of study. In addition, following the previous reviews, this paper made several efforts to understand how researchers in 2008-2012 defined and measured the perceived image. Findings include the entering of image studies into new destinations, the development in structuring the components of destination image, the more widely application of SEM in investigating the relationships among destination image and other psychological constructs, among others.
The discussions on the managerial implications of perceived destination image studies now have a more specific target: the projectors of destination image, given the marketing and/or branding activities of destinations. In addition, considering the psychological nature of perceived destination image, future efforts in building and/or changing the images of a destination should not only focus on the conscious perceptions of its target audiences, but also on the subconscious or unconscious notions. The unintentional projection of destination images and the use of organic/autonomic sources of information should also be put under thorough consideration.

However, two limitations can be observed in this study. Firstly, only one search engine was utilized; thus, the missing of related papers might occur. Moreover, only one main keyword (i.e. destination image), and two additional ones (i.e. cognitive destination image, and affective destination image) were used in the searches; hence, those papers do not contain these three keywords in their titles, list of keywords, and abstracts might be ignored. Secondly, the presentation of the findings was selected and structured subjectively by the researcher; consequently, some contents were more focused while the others were less emphasized.

Future literature may see the penetration of image studies into new or less "cultivated" areas (e.g. South America, Africa/Middle East, North Korea, Bhutan, or the space), new types of “destination” (i.e. other members of the hospitality industry such as airlines); the combination of destination image with other constructs; the development of new research and analysis methods; or the application of other disciplines. Proportionate reviews, focusing on particular aspects of destination image studies, may be the new approach in the future. For instance, Dolnicar and Grün (2013) only focused on the scales utilized in previous studies’ measurements, and found that a binary scale (i.e. yes/no) performed better than the Likert-type scales. Peña, Jamilena and Molina (2012), cited in this review, introduced another path of study when developing and validating a cognition-based scale to measure the images of a particular type of destination (i.e. rural destination). Future studies may emphasize on other aspects, for instance, the sampling methods, or the development of a common scale to measure the images of a particular type of destination (e.g. coastal region, mountainous area).

Researchers should also put more efforts in investigating the projected images of destinations. Future studies should examine the verbal and pictorial, as well as the cognitive and affective, aspects of projected image. In addition, besides the finding of the static images in the means of information communication, a more dynamic approach which subjects the projectors of destination image should also be considered. Moreover, a periodical review of studies on tourism destination image is necessary to see the development of the field, and to locate the originality of each researcher. Thus, the scholarship community may know if this body of research has reached its peak, or is still moving ahead.

References
Aaker, D. A. (2002). *Building strong brands*. New York: Free Press Business.
Agapito, D., Mendes, J. C. & Do Valle, P. O. (2010). Destination image – Perspectives of tourists versus residents. *European Journal of Tourism, Hospitality and Recreation, 1* (1), 90-109.
Alaeddinoglu, F. & Can, A. S. (2010). Destination image from the perspective of travel intermediaries. *Anatolia: An International Journal of Tourism and Hospitality Research, 21* (2), 339-350.
Alcañiz, E. B., García, I. S. & Blas, S. S. (2009). The functional - psychological continuum in the cognitive image of a destination: A confirmatory analysis. *Tourism Management, 30,* 715-723.
Altınbaşak, İ. & Yalçin, E. (2010). City image and museums: The case of Istanbul. *International Journal of Culture, Tourism and Hospitality Research, 4* (3), 241-251.
A review of destination image studies from 2008 to 2012.

Altıntaş, V., Sirakaya-Turk, E. & Bertan, S. (2010). Destination images of visitors attending to Travel Expo in key markets of Turkey. *Tourism and Hospitality Management*, 16 (2), 229-241.

Alvarez, M. D. & Campo, S. (2011). Controllable versus uncontrollable information sources: Effects on the image of Turkey. *International Journal of Tourism Research*, 13, 310-323.

Anderson, J. C. & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological Bulletin*, 103 (3), 411-423.

Assaker, G., Vinzi, V. E. & O’Connor, P. (2011). Examining the effect of novelty seeking, satisfaction, and destination image on tourists’ return pattern: A two factor, non-linear latent growth model. *Tourism Management*, 32, 890-901.

Auruskeviciene, V., Pundziene, A., Skudiene, V., Gripsrud, G., Nes, E. B. & Olsson, U. H. (2010). Change of attitudes and country image after hosting major sport events. *Inzinerine Ekonomika/Engineering Economics*, 21 (1), 53-59.

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

Boakye, K. A. (2012). Tourists’ views on safety and vulnerability. A study of some selected towns in Ghana. *Tourism Management*, 33, 327-333.

Bramwell, B. & Rawding, L. (1996). Tourism marketing images of industrial city. *Annals of Tourism Research*, 23 (1), 201-221.

Bruwer, J. & Lesschaeve, I. (2012). Wine tourists’ destination region brand image perception and antecedents: Conceptualization of a winescape framework. *Journal of Travel & Tourism Marketing*, 29 (7), 611-628.

Bui, T. T. (2012). Application of contextual approach for measuring tourism destination attractiveness. *Journal of Science (Hue University)*, 70 (1), 217-226.

Busby, G., Korstanje, M. E. & Mansfield, C. (2011). Madrid: Literary fiction and the imaginary urban destination. *Journal of Tourism Consumption and Practice*, 3 (2), 20-37.

Byon, K. K. & Zhang, J. J. (2010). Development of a scale measuring destination image. *Marketing Intelligence & Planning*, 28 (4), 508-532.

Çakmak, E. & Isaac, R. K. (2012). What destination marketers can learn from their visitors’ blogs: An image analysis of Bethlehem, Palestine. *Journal of Destination Marketing & Management*, 1, 124-133.

Campo, L. R., Brea, J. A. & Muñiz, D. R.-T. (2011). Tourist destination image formed by the cinema: Barcelona positioning through the feature film Vicky Cristina Barcelona. *European Journal of Tourism, Hospitality and Recreation*, 2 (1), 137-154.

Caruntu, A. L., Stancioiu, A.-F. & Teodorescu, N. (2012). Tourist destination image through the identity of personalities. Case study: Constantin Brancusi. *Revista Economica – Journal of Economic-Financial Theory and Practice*, 3, 60-68.

Chen, C. M., Chen, S. H. & Lee, H. T. (2010). Assessing destination image through combining tourist cognitive perceptions with destination resources. *International Journal of Hospitality & Tourism Administration*, 11 (1), 59-75.

Chen, C.-C. & Lin, Y.-H. (2012). Segmenting mainland Chinese tourists to Taiwan by destination familiarity: A factor-cluster approach. *International Journal of Tourism Research*, 14, 339-352.

Chen, C.-F., & Myagmarsuren, O. (2010). Exploring relationships between Mongolian destination brand equity, satisfaction and destination loyalty. *Tourism Economics*, 16 (4), 981-994.

Chi, C. G.-Q. & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism Management*, 29, 624-636.

Chiu, L. K. & Ananzeh, O. A. (2012). The role of MICE destination attributes on forming Jordan touristic image.
Binh, N. (2014) / European Journal of Tourism Research 8, pp. 35-65

Academic Research International, 3 (1), 267-277.

Choi, J. G., Tkachenko, T. & Sil, S. (2011). On the destination image of Korea by Russian tourists. Tourism Management, 32, 193-194.

Chon, K.-S. (1990). The role of destination image in tourism: A review and discussion. The Tourist Review, 2, 2-9.

Cracolici, M. F. & Nijkamp, P. (2008). The attractiveness and competitiveness of tourist destinations: A study of Southern Italian regions. Tourism Management, 30, 336-344.

Crompton, J. L. (1979). Motivations for pleasure travel. Annals of Tourism Research, 6, 408-424.

de Guzman, A. B., de Castro, B. V., Calanog, J. F., Taguinin, A. J., Afalla, J. R., Aldover, A. L., et al. (2012). The Australian tourists’ travel motivation and pre- and post-images of the Philippines as their destination. Asia-Pacific Journal of Innovation in Hospitality and Tourism, 1 (2), 143-164.

del Bosque, I. R., San Martín, H., Collado, J. & de los Salmones, M. G. (2009). A framework for tourist expectations. International Journal of Culture, Tourism and Hospitality Research, 3 (2), 139-147.

Dermetzopoulos, A., Bonarou, C. & Christou, E. (2009). Military service, destination image and repeat visitation on a Greek border island. Tourisms: An International Multidisciplinary Journal of Tourism, 4 (3), 127-147.

Dickersin, K. & Berlin, J. A. (1992). Meta-analysis: State-of-the-science. Epidemiologic Reviews, 14, 154-176.

Dițoiu, M.-C., Stânciuciu, A.-F. & Teodorescu, N. (2012). Sensory dimensions of the destination Bucharest from the point of view of young people. Revista Economică – Journal of Economic-Financial Theory and Practice, 3, 129-134.

Dolnicar, S. & Grün, B. (2013). Validly measuring destination image in survey studies. Journal of Travel Research, 52 (1), 3-14.

Donaldson, R. & Ferreira, S. (2009). (Re-)creating urban destination image: Opinions of foreign visitors to South Africa on safety and security? Urban Forum, 20, 1-18.

Dwivedi, M. (2009). Online destination image of India: A consumer based perspective. International Journal of Contemporary Hospitality Management, 21 (2), 226-232.

Echtner, C. M. & Ritchie, J. R. (1991). The meaning and measurement of destination image. Journal of Tourism Studies, 2 (2), 2-12.

Echtner, C. M. & Ritchie, J. R. (1993). The measurement of destination image: An empirical assessment. Journal of Travel Research, 31 (4), 3-13.

Echtner, C. M. & Ritchie, J. R. (2003). The meaning and measurement of destination image. The Journal of Tourism Studies, 14 (1), 37-48.

Elliot, S., Papadopoulos, N. & Kim, S. S. (2011). An integrative model of place image: Exploring relationships between destination, product, and country images. Journal of Travel Research, 50 (5), 520-534.

Falagas, M. E., Pitsouni, E. I., Malietzis, G. A. & Pappas, G. (2008). Comparison of PubMed, Scopus, Web of Science, and Google Scholar: strengths and weaknesses. The FASEB Journal, 22, 338-342.

Faullant, R., Matzler, K., & Füller, J. (2008). The impact of satisfaction and image on loyalty: The case of Alpine ski resorts. Managing Service Quality, 18 (2), 163-178.

Florek, M. & Insch, A. (2011). When fit matters: Leveraging destination and event image congruence. Journal of Hospitality Marketing & Management, 20 (3/4), 265-286.

Frías, D. M., Rodríguez, M. A. & Castañeda, J. A. (2008). Internet vs. travel agencies on pre-visit destination image formation: An information processing view. Tourism Management, 29, 163-179.

Fuchs, G. & Reichel, A. (2011). An exploratory inquiry into destination risk perceptions and risk reduction strategies of first
time vs. repeat visitors to a highly volatile destination. *Tourism Management*, 32, 266-276.

Gallarza, M., Saura, I. & García, H. (2002). Destination image: Towards a conceptual framework. *Annals of Tourism Research*, 29 (1), 56-78.

Gartner, W. (1993). Image formation process. *Journal of Travel and Tourism Marketing*, 2 (2/3), 191-215.

Garrod, B. (2008). Exploring place perception – A photo-based analysis. *Annals of Tourism Research*, 35 (2), 381-401.

Garrod, B. (2009). Understanding the relationship between tourism destination imagery and tourist photography. *Journal of Travel Research*, 47 (3), 346-358.

Gertner, R. K. (2010). Similarities and differences of the effect of country images on tourist and study destinations. *Journal of Travel & Tourism Marketing*, 27 (4), 383-395.

Gibson, H. J., Qi, C. X. & Zhang, J. J. (2008). Destination image and intent to visit China and the 2008 Beijing Olympic Games. *Journal of Sport Management*, 22, 427-450.

Gil, S. M. & Ritchie, J. R. (2009). Understanding the museum image formation process: A comparison of residents and tourists. *Journal of Travel Research*, 47 (4), 480-493.

Giustini, D. & Boulos, M. N. (2013). Google Scholar is not enough to be used alone for systematic reviews. *Online Journal of Public Health Informatics*, 5 (2), 1-9.

Grant, M. J. & Booth, A. (2009). A typology of reviews: An analysis of 14 review types and associated methodologies. *Health Information and Libraries Journal*, 26, 91-108.

Greaves, N. & Skinner, H. (2010). The importance of destination image analysis to UK rural tourism. *Marketing Intelligence & Planning*, 28 (4), 486-507.

Gretzel, U. & Kennedy-Eden, H. (2012). Meta-analyses of tourism research. In L. Dwyer, A. Gill & N. Seetaram (Eds.) *Handbook of Research Methods in Tourism* (pp. 459-471). Cheltenham: Edward Elgar.

Hallmann, K. (2012). Women’s 2011 Football World Cup: The impact of perceived images of women’s soccer and the World Cup 2011 on interest in attending matches. *Sport Management Review*, 15, 33-42.

Hallmann, K. & Breuer, C. (2011). Images of rural destinations hosting small-scale sport events. *International Journal of Event and Festival Management*, 2 (3), 218-244.

Han, H., Hsu, L.-T. & Lee, J.-S. (2009). Empirical investigation of the roles of attitudes toward green behaviours, overall image, gender, and age in hotel customers’ eco-friendly decision-making process. *International Journal of Hospitality Management*, 28, 519-528.

Hanzae, K. H. & Saeedi, H. (2011). A model of destination branding for Isfahan city: Integrating the concepts of the branding and destination image. *Interdisciplinary Journal of Research in Business*, 1 (4), 12-28.

Hart, C. (1998). *Doing a literature review – Releasing the social science research imagination*. London: Sage.

Harzing, A.-W. & van der Wal, R. (2008). A Google Scholar h-Index for journals: An alternative metric to measure journal impact in economics and business. *Journal of the American Society for Information Science and Technology*, 60 (1), 41-46.

Heslop, L. A., Nadeau, J. & O’Reilly, N. (2010). China and the Olympics: Views of insiders and outsiders. *International Marketing Review*, 27 (4), 404-433.

Hooper, D., Coughlan, J. & Mullen, M. (2008). Structural equation modelling: Guidelines for determining model fit. *Electric Journal of Business Research Methods*, 6 (1), 53-60.

Horng, J.-S. & Tsai, C.-T. (2010). Government websites for promoting East Asian culinary tourism: A cross-national analysis. *Tourism Management*, 31, 74-85.

Hox, J. J. & Bercher, T. M. (1998). An introduction to structural equation modeling. *Family Science Review*, 11, 354-373.
Hsu, C. H. & Song, H. (2012). Projected images of major Chinese outbound destinations. *Asia Pacific Journal of Tourism Research*, 17 (5), 577-593.

Huang, J. Z., Li, M. & Cai, L. A. (2010). A model of community-based festival image. *International Journal of Hospitality Management*, 29, 254-260.

Huang, J. & Cai, L. A. (2010). Online image of multinational hotel brands on different language platforms. *Journal of China Tourism Research*, 6 (3), 279-295.

Huang, S. & Gross, M. J. (2010). Australia’s destination image among mainland Chinese travelers: An exploratory study. *Journal of Travel & Tourism Marketing*, 27 (1), 63-81.

Hubner, A. (2009). Tourist images of Greenland and the Arctic: A perception analysis. *Polar Record*, 45 (233), 153-166.

Hudson, S., Wang, Y. & Gil, S. M. (2011). The influence of a film on destination image and the desire to travel: A cross-cultural comparison. *International Journal of Tourism Research*, 13, 177-190.

Hughes, H. L. (2008). Visitor and non-visitor destination images: The influence of political instability in South-Eastern Europe. *Preliminary Communication*, 56 (1), 59-74.

Hung, J.-Y., Lin, F.-L., Yang, W.-G. & Lu, K.-S. (2012). Construct the destination image formation model of Macao: The case of Taiwan tourists to Macao. *Tourism and Hospitality Management*, 18 (1), 19-35.

Hunter, J. E. & Schmidt, F. L. (2004). *Methods of meta-analysis – Correcting error and bias in research findings* (2 ed.). Thousand Oaks: Sage.

Hunter, W. C. (2008). A typology of photographic representations for tourism: Depictions of groomed spaces. *Tourism Management*, 29, 354-365.

Hunter, W. C. (2012). Projected destination image: A visual analysis of Seoul. *Tourism Geographies: An International Journal of Tourism Space, Place and Environment*, 14 (3), 419-443.

Hyun, M. Y. & O’Keeffe, R. M. (2012). Virtual destination image: Testing a telepresence model. *Journal of Business Research*, 65, 29-35.

Iacobucci, D. (2010). Structural equations modeling: Fit indices, sample size, and advanced topics. *Journal of Consumer Psychology*, 20, 90-98.

İnam, E. A. & Önder, D. E. (2012). Evaluation of destination image: Antalya – Belek tourism center. *ITU AJZ*, 9 (2), 51-66.

Ing, G. P., Liew-Tsonis, J., Cheuk, S. & Razli, I. A. (2010). An examination of the challenges involved in distributing a strong and consistent destination image in the marketing of tourism in Malaysia. *International Business & Economics Research Journal*, 9 (1), 31-40.

Iordanova-Krasteva, E., Wickens, E. & Bakir, A. (2010). The ambiguous image of Linz: Linz09 – European Capital of Culture. *PASOS. Revista de Turismo y Patrimonio Cultural/Journal of Tourism and Cultural Heritage*, 8 (3), 67-77.

Ivanov, S. H., Illum, S. F. & Liang, Y. (2010). Application of destination brand molecule on destination image and brand perception: An exploratory study. *Tourism*, 58 (4), 339-360.

Jacso, P. (2005). As we may search – Comparison of major features of the Web of Science, Scopus, and Google Scholar citation-based and citation-enhanced databases. *Current Science*, 89 (10), 1537-1547.

Jalil, S. J. (2010). Images of Egypt in United Kingdom tour operators’ brochures. *Tourismos: An International Multidisciplinary Journal of Tourism*, 5 (2), 179-191.

Jamaludin, M., Johari, S., Aziz, A., Kayat, K. & Yusof, A. R. (2012). Examining structural relationship between destination image, tourist satisfaction and destination loyalty. *International Journal of Independent Research and Studies*, 1 (3), 89-96.

Jani, D. & Hwang, Y.-H. (2011). User-generated destination image through Weblogs: A comparison of pre- and post-visit images. *Asia Pacific Journal of Tourism Research*, 16 (3), 339-356.
A review of destination image studies from 2008 to 2012.

Jeong, C. & Holland, S. (2012). Destination image saturation. *Journal of Travel & Tourism Marketing*, 29 (6), 501-519.

Jeong, C., Holland, S., Jun, S. H. & Gibson, H. (2012). Enhancing destination image through travel website information. *International Journal of Tourism Research*, 14, 16-27.

Jeong, C., Kim, Y. K., Ko, Y. J., Lee, H. & Jeong, R.-S. (2009). Horse racing image: Re-examination of relations between image and intention to visit. *Journal of Quality Assurance in Hospitality & Tourism*, 10 (3), 194-217.

Ji, S. S. (2011). Projected and perceived destination images of Qingdao, China. Unpublished Ph.D. Dissertation, University of Waterloo, ON, Canada.

Ji, S. & Wall, G. (2011). Visitor and resident images of Qingdao, China, as a tourism destination. *Journal of China Tourism Research*, 7 (2), 207-228.

Kamenidou, I., Mamalis, S. & Priporas, C.-V. (2009). Measuring destination image and consumer choice criteria: The case of Mykonos Island. *Tourismos: An International Multidisciplinary Journal of Tourism*, 4 (3), 67-79.

Kaplanidou, K. & Gibson, H. (2012). Differences between first time and repeat spectator tourists of a youth soccer event: Intentions and image approaches. *Current Issues in Tourism*, 15 (5), 477-487.

Kaplanidou, K., Jordan, J. S., Funk, D. & Rindinger, L. L. (2012). Recurring sport events and destination image perceptions: Impact on active sport tourist behavioural intentions and place attachment. *Journal of Sport Management*, 26, 237-248.

Karim, S. A., Chua, B.-L. & Salleh, H. (2010). Malaysia as a culinary tourism destination: International tourists’ perspective. *Journal of Tourism, Hospitality & Culinary Arts*, 1 (3), 63-78.

Kastenholz, E. (2010). "Cultural proximity" as a determinant of destination image. *Journal of Vacation Marketing*, 16 (4), 313-322.

Kesić, T. & Pavlić, I. (2011). Tourism destination image formation – The case of Dubrovnik, Croatia. *TRŽIŠTE*, 23 (1), 7-25.

Kim, D. & Perdue, R. R. (2011). The Influence of image on destination attractiveness. *Journal of Travel & Tourism Marketing*, 28 (3), 225-239.

Kim, K., Hallab, Z. & Kim, J. N. (2012). The moderating effect of travel experience in a destination on the relationship between the destination image and the intention to revisit. *Journal of Hospitality Marketing & Management*, 21 (5), 486-505.

Kim, S. S., Agrusa, J., Chon, K. & Cho, Y. (2008). The effects of Korean pop culture on Hong Kong residents’ perceptions of Korea as a potential tourist destination. *Journal of Travel & Tourism Marketing*, 24 (2/3), 163-183.

Kneesel, E., Baloglu, S. & Millar, M. (2010). Gaming destination images: Implications for branding. *Journal of Travel Research*, 49 (1), 68-78.

Konecnik, M. & Ruzzier, M. (2008). The customer’s perspective on the tourism destination brand: A structural equation modeling study. *Transformations in Business & Economics*, 7 (1), 169-184.

Kousha, K. & Thelwall, M. (2007). Google Scholar citations and Google Web/URL citations: A multi-discipline exploratory analysis. *Journal of the American Society for Information Science and Technology*, 58 (7), 1055-1065.

Krešić, D. & Prebežac, D. (2011). Index of destination attractiveness as a tool for destination attractiveness assessment. *Tourism*, 59 (4), 497-517.

Kride, R. E., Arguello, A., Campbell, C. & Mora, J.-D. (2010). Trait and image interaction in ecotourism preference. *Annals of Tourism Research*, 37 (3), 779-801.

Kulkarni, A. V., Aziz, B., Shams, I. & Busse, J. W. (2009). Comparisons of citations in Web of Science, Scopus, and Google Scholar for articles published in general medical journals. *The Journal of the American Medical Association*, 302 (10), 1092-1096.

Kurgun, H. (2010). The effect of country based image in accuracy of brand in cultural destination. *PASOS. Revista de...*
Lee, S., Rodriguez, L., & Sa, S. (2012). The influence of logo design on country image and willingness to visit: A study of country logos for tourism. *Public Relations Review*, 38, 584-591.

Lee, S., Scott, D. & Kim, H. (2008). Celebrity fan involvement and destination perceptions. *Annals of Tourism Research*, 35 (3), 809-832.

Lee, S.-H., Chang, S.-C. & Hou, J.-S. (2008). Night market experience and image of temporary residents and foreign visitors. *International Journal of Culture, Tourism and Hospitality Research*, 2 (3), 217-233.

Lee, T. H. (2009). A structural model to examine how destination image, attitude, and motivation affect the future behaviour of tourists. *Leisure Sciences: An Interdisciplinary Journal*, 31 (3), 215-236.

Lee, A. & Gibson, H. (2011). Reimagining a nation: South Africa and the 2010 FIFA World Cup. *Journal of Sport & Tourism*, 16 (3), 211-230.

Lee, A., Gibson, H. & Lane, C. (2011). Image and perceived risk: A study of Uganda and its official tourism website. *Tourism Management*, 32, 675-684.

Lertputtarak, S. (2012). The relationship between destination image, food image, and revisiting Pattaya, Thailand. *International Journal of Business and Management*, 7 (5), 111-122.

Leung, D., Law, R. & Lee, H. A. (2011). The perceived destination image of Hong Kong on Ctrip.com. *International Journal of Tourism Research*, 13, 124-140.

Li, X. (2012). Examining the “relative image” of tourism destinations: A case study. *Current Issues in Tourism*, 15 (8), 741-757.

Li, X. & Stepchenkova, S. (2012). Chinese outbound tourists’ destination image of America: Part I. *Journal of Travel Research*, 51 (3), 250-266.

Li, X. & Wang, Y. (2011). China in the eyes of Western travelers as represented in travel blogs. *Journal of Travel & Tourism Marketing*, 28 (7), 689-719.

Li, X., Pan, B., Zhang, L. & Smith, W. (2009). The effect of online information search...
on image development: Insights from a mixed-methods study. *Journal of Travel Research, 48* (1), 45-57.

Lin, C.-T. & Huang, Y.-L. (2009). Mining tourist imagery to construct destination image position model. *Expert Systems with Applications, 36*, 2513-2524.

Lin, Y.-H., Chen, C.-C. & Park, C. W. (2012). The salient and organic images of Taiwan as perceived by mainland Chinese tourists. *Asia Pacific Journal of Tourism Research, 17* (4), 381-393.

Liou, D.-Y. (2010). Beyond Tokyo rainbow bridge: Destination images portrayed in Japanese drama affect Taiwanese tourists’ perception. *Journal of Vacation Marketing, 16* (1), 5-15.

Lipsey, M. W. & Wilson, D. B. (2001). *Practical meta-analysis*. Thousand Oaks: Sage.

Littell, J. H., Corcoran, J. & Pillai, V. (2008). *Systematic reviews and meta-analysis*. New York: Oxford University Press.

Liu, C.-R., Lin, W.-R. & Wang, Y.-C. (2012). From destination image to destination loyalty: Evidence from recreation farms in Taiwan. *Journal of China Tourism Research, 8* (4), 431-449.

Llewellyn-Smith, C. & McCabe, V. S. (2008). What is the attraction for exchange students: The host destination or host university? Empirical evidence from a study of an Australian university. *International Journal of Tourism Research, 10*, 593-607.

Loureiro, S. M & González, F. J. (2008). The importance of quality, satisfaction, trust, and image in relation to rural tourist loyalty. *Journal of Travel & Tourism Marketing, 25* (2), 117-136.

Maroofi, F. & Dehghan, S. (2012). Investigating the relationships of destination reflect, tourist satisfaction and destination loyalty. *World Applied Sciences Journal, 19* (8), 1160-1173.

Matlovičová, K. & Kolesárová, J. (2012). Destination image and possibilities of its formation: A case study of the image of Thailand as a tourist destination perceived by Slovaks. *Central European Regional Policy and Human Geography, 2* (1), 5-20.

Meho, L. I. & Yang, K. (2007). Impact of data sources on citation counts and rankings of LIS faculty: Web of Science versus Scopus and Google Scholar. *Journal of the American Society for Information Science and Technology, 58* (13), 2105-2125.

Mendes, J., Do Valle, P. O. & Guerreiro, M. (2011). Destination image and events: A structural model for the Algarve case. *Journal of Hospitality Marketing & Management, 20* (3/4), 366-384.

Meng, F. & Uysal, M. (2008). Effects of gender differences on perceptions of destination attributes, motivations, and travel values: An examination of a nature-based resort destination. *Journal of Sustainable Tourism, 16* (4), 445-466.

Meng, F., Teponon, Y. & Uysal, M. (2008). Measuring tourist satisfaction by attribute and motivation: The case of a nature-based resort. *Journal of Vacation Marketing, 14* (1), 41-56.

Meng, S.-M., Liang, G.-S. & Yang, S.-H. (2011). The relationships of cruise image, perceived value, satisfaction, and post-purchase behavioral intention on Taiwanese tourists. *African Journal of Business Management, 5* (1), 19-29.

Milman, A. (2011). The symbolic role of postcards in representing a destination image: The case of Alanya, Turkey. *International Journal of Hospitality & Tourism Administration, 12* (2), 144-173.

Milman, A. (2012). Postcards as representation of a destination image: The case of Berlin. *Journal of Vacation Marketing, 18* (2), 157-170.

Mohamed, G. A. (2008). Egypt image as a tourist destination – A perspective of foreign tourists. *Tourismos: An International Multidisciplinary Journal of Tourism, 3* (1), 36-65.

Mohan, L. J. (2010). Effect of destination image on attendance at team sporting events. *Tourism and Hospitality Research, 10*, 157-170.

Molina, A., Gómez, M. & Martín-Consuegra, D. (2010). Tourism marketing information and destination image management. *African Journal of Business Management, 4* (5), 722-728.
Moon, K. S., Kim, M., Ko, Y. J., Connaughton, D. P. & Lee, J. H. (2011). The influence of consumer’s event quality perception on destination image. Managing Service Quality, 21 (3), 287-303.

Moreno, S. G., Padilla, A., Ispas, A. & Seitan, O. (2008). Understanding the decision of the tourists when choosing an accommodation: The impact of the image. Bulletin of the Transilvania University of Braşov, 1 (50), 217-228.

Moura, F. T., Deans, K. R. & Gnoth, J. (2012). Does the localization of cultural markers affect user’s destination image? E-Review of Tourism Research, 10 (2), 39-42.

Nadeau, J., Heslop, L., O’Reilly, N. & Luk, P. (2008). Destination image in a country context. Annals of Tourism Research, 35 (1), 84-106.

Nadeau, J., O’Reilly, N. & Heslop, L. (2011). China’s Olympic destination: Tourist evaluations of China and the Games. International Journal of Culture, Tourism and Hospitality, 5 (3), 235-246.

Naidoo, P., & Ramseook-Munhurrum, P. (2012). The brand image of small island destination: The case of Mauritius. Global Journal of Business Research, 6 (1), 55-64.

Nicoletta, R. & Servidio, R. (2012). Tourists’ opinions and their selection of tourism destination images: An affective and motivational evaluation. Tourism Management Perspectives, 4, 19-27.

Noruzi, A. (2005). Google Scholar: The new generation of citation indexes. Libri, 55 (4), 170-180.

Omerzel, D. G. (2011). The local business sector’s perception of the competitiveness of Slovenia as a tourist destination. Tourism, 59 (1), 25-46.

Ozretić-Došen, D., Škare, V. & Krupka, Z. (2008). The overall image of Slovenia among Croatian students of business and economics. Our Economy, 5 (6), 95-102.

Pan, B. & Li, X. (2011). The long tail of destination image and online marketing. Annals of Tourism Research, 38 (1), 132-152.

Pan, S. (2011). The role of TV commercial visuals in forming memorable and impressive destination images. Journal of Travel Research, 50 (2), 171-185.

Park, Y. & Njite, D. (2010). Relationship between destination image and tourists’ future behavior: Observations from Jeju island, Korea. Asia Pacific Journal of Tourism Research, 15 (1), 1-20.

Peña, A. I., Jamilena, D. M. & Molina, M. Á. (2012). Validation of cognitive image dimensions for rural tourist destinations: A contribution to the management of rural tourist destinations. Journal of Vacation Marketing, 18 (4), 261-273.

Pezenka, I. & Buchta, C. (2012). Measuring the resemblance between pictorial and verbal city image spaces. International Journal of Culture, Tourism and Hospitality Research, 6 (4), 326-339.

Phau, I., Shanka, T. & Dhayan, N. (2010). Destination image and choice intention of university student travellers to Mauritius. International Journal of Contemporary Hospitality Management, 22 (5), 758-764.

Phillips, W. J. & Jang, S. (2010). Destination image differences between visitors and non-visitors: A case of New York City. International Journal of Tourism Research, 12, 642-645.

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

Prayag, G. (2008). Image, satisfaction and loyalty – The case of Cape Town. Anatolia: An International Journal of Tourism and Hospitality Research, 19 (2), 205-224.

Prayag, G. (2009). Tourists’ evaluations on destination image, satisfaction, and future behavioral intentions – The case of Mauritius. Journal of Travel & Tourism Marketing, 26 (8), 836-853.

Prayag, G. (2010). Brand image assessment: International visitors’ perceptions of Cape Town. Marketing Intelligence & Planning, 28 (4), 462-485.

Prayag, G. (2012). Paradise for who? Segmenting visitors’ satisfaction with
cognitive image and predicting behavioral loyalty. *International Journal of Tourism Research, 14*, 1-15.

Prayag, G. & Ryan, C. (2011). The relationship between the "push" and "pull" factors of a tourist destination: The Role of nationality – An analytical qualitative research approach. *Current Issues in Tourism, 14* (2), 121-143.

Prayag, G. & Ryan, C. (2012). Antecedents of tourists’ loyalty to Mauritius: The role and influence of destination image, place attachment, personal involvement, and satisfaction. *Journal of Travel Research, 51* (2), 342-356.

Prebežac, D. & Mikulić, J. (2008). Destination image and key drivers of perceived destination attractiveness. *TRŽIŠTE, 20* (2), 163-178.

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

Ramkissoon, H. & Uysal, M. S. (2011). The effects of perceived authenticity, information search behavior, motivation and destination imagery on cultural behavioral intentions of tourists. *Current Issues in Tourism, 14* (6), 537-562.

Ramkissoon, H., Uysal, M. & Brown, K. (2011). Relationship between destination image and behavioral intentions of tourists to consume cultural attractions. *Journal of Hospitality Marketing & Management, 20* (5), 575-595.

Reisinger, Y., Mavondo, F. T. & Crotts, J. C. (2009). The importance of destination attributes: Western and Asian visitors. *Anatolia: An International Journal of Tourism and Hospitality Research, 20* (1), 236-253.

Rewtrakunphaiboon, W. & Oppewal, H. (2008). Effects of package holiday information presentation on destination choice. *Journal of Travel Research, 47* (2), 127-136.

Royo-Vela, M. (2009). Rural-cultural excursion conceptualization: A local tourism marketing management model based on tourist destination image measurement. *Tourism Management, 30*, 419-428.

Russell, J. A. & Pratt, G. (1980). A description of the affective quality attributed to environments. *Journal of Personality and Social Psychology, 38* (2), 311-322.

Ryan, C. & Ninov, I. (2011). Dimensions of destination images – The relationship between specific sites and overall perceptions of place: The example of Dubai Creek and "Greater Dubai". *Journal of Travel & Tourism Marketing, 28* (7), 751-764.

Ryu, K., Han, H. & Kim, T.-H. (2008). The relationships among overall quick-casual restaurant image, perceived value, customer satisfaction, and behavioral intentions. *International Journal of Hospitality Management, 27*, 459-469.

Ryu, K., Lee, H.-R. & Kim, W. G. (2012). The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. *International Journal of Contemporary Hospitality Management, 24* (2), 200-223.

Sahin, S. & Baloglu, S. (2011). Brand personality and destination image of Istanbul. *Anatolia: An International Journal of Tourism and Hospitality Research, 21* (1), 69-88.

San Martín, H. & del Bosque, I. A. (2008). Exploring the cognitive-affective nature of destination image and the role of psychological factors in its formation. *Tourism Management, 29*, 263-277.

Sánchez-Rivero, M. & Pulido-Fernández, J. I. (2012). Testing heterogeneous image in cultural/non-cultural tourism markets: A latent model approach. *International Journal of Tourism Research, 14*, 250-268.

Saraniemi, S. (2010). From destination image building to identity-based branding. *International Journal of Culture, Tourism and Hospitality, 5* (3), 247-254.

Shani, A., Chen, P.-J., Wang, Y. & Hua, N. (2010). Testing the impact of a promotional video on destination image
change: Application of China as a tourism destination. *International Journal of Travel Research*, 12, 116-133.

Shani, A., Wang, Y., Hudson, S. & Gil, S. M. (2009). Impacts of a historical film on the destination image of South America. *Journal of Vacation Marketing*, 15 (3), 229-242.

Shanka, T. & Phau, I. (2008). Tourism destination attributes: What the non-visitors say – Higher education students’ perceptions. *Asia Pacific Journal of Tourism Research*, 13 (1), 81-94.

Smith, W. W., Carmichael, B. A. & Batovsky, N. M. (2008). Understanding the potential impact on the image of Canada as a weekend travel destination as a result of Western Hemisphere Travel Initiative Passport requirements. *Journal of Travel & Tourism Marketing*, 23 (2-4), 113-126.

Sondoh, S. L., Tanakinjal, G. H. & Yapp, H. T. (2012). The relationship between hotel image, customer satisfaction and customer loyalty: A case study in Labuan, Malaysia. *International Journal of Arts and Commerce*, 1 (3), 1-18.

Stăncioiu, A.-F., Teodorescu, N., Pârgaru, I., Vlădoi, A.-D. & Băltescu, C. (2011). The image of the tourism destination – A supporting element in the development of the regional tourism brand. Study case: Muntenia. *Theoretical and Applied Economics*, 28 (2), 139-152.

Stepchenkova, S. & Eales, J. S. (2011). Destination image as quantified media messages: The effect of news on tourism demand. *Journal of Travel Research*, 50 (2), 198-212.

Stepchenkova, S. & Li, X. (2012). Chinese outbound tourists’ destination image of America: Part II. *Journal of Travel Research*, 51 (6), 687-703.

Stepchenkova, S. & Mills, J. E. (2010). Destination image: A meta-analysis of 2000-2007 research. *Journal of Hospitality Marketing & Management*, 19, 575-609.

Stepchenkova, S. & Morrison, A. M. (2008). Russia’s destination image among American pleasure travelers: Revisiting Echtner and Ritchie. *Tourism Management*, 29, 548-560.

Suárez, M. J. (2011). The impact of secondary information sources on the formation of the tourist image: The case of rural tourism in Galicia. *European Journal of Tourism, Hospitality and Recreation*, 2 (1), 72-94.

Tanaka, J. S. (1987). "How big is big enough?": Sample size and goodness of fit in structural equation models with latent variables. *Child Development*, 58 (1), 134-146.

Tasci, A. D. (2009). Social distance: The missing link in the loop of movies, destination image, and tourist behavior? *Journal of Travel Research*, 47 (4), 494-507.

Tasci, A. D., Gartner, W. C. & Cavusgil, S. T. (2007). Conceptualization and operationalization of destination image. *Journal of Hospitality & Tourism Research*, 31 (2), 194-223.

Tkaczynski, A., Rundle-Thiele, S. & Beaumont, N. (2010). Destination segmentation: A recommended two-step approach. *Journal of Travel Research*, 49 (2), 139-152.

Walsh, D. & Downe, S. (2005). Meta-synthesis method for qualitative research: A literature review. *Journal of Advanced Nursing*, 50 (2), 204-211.

Wang, C.-Y. & Hsu, M. K. (2010). The relationships of destination image, satisfaction, and behavioral intentions: An integrated model. *Journal of Travel & Tourism Marketing*, 27 (8), 829-843.

Wang, Y. & Davidson, M. C. (2008). Chinese student travel market to Australia: An exploratory assessment of destination perceptions. *International Journal of Hospitality & Tourism Administration*, 9 (4), 405-426.

Wenger, A. (2008). Analysis of travel bloggers' characteristics and their communication about Austria as a tourism destination. *Journal of Vacation Marketing*, 14 (6), 169-176.

Weston, R. & Gore, P. A. (2006). A brief guide to structural equation modeling. *The
A review of destination image studies from 2008 to 2012.

Wong, I. A. (2011). Using destination attributes to promote event travel: The case of Macau. *Journal of Convention & Event Tourism, 12* (4), 241-252.

Yang, J., He, J. & Gu, Y. (2012). The implicit measurement of destination image: The application of implicit association tests. *Tourism Management, 33*, 50-52.

Yang, J., Yuan, B. & Hu, P. (2009). Tourism destination image and visit intention: Examining the role of familiarity. *Journal of China Tourism Research, 5* (2), 174-187.

Ye, H. & Tussyadiah, I. P. (2011). Destination visual image and expectation of experiences. *Journal of Travel & Tourism Marketing, 28* (2), 129-144.

Yüksel, F. (2011). Exposure to promotional films whilst on vacation and its effects on tourists’ evaluations. *Journal of Yasar University, 23* (6), 3904-3912.

Yuksel, F. & Bilim, Y. (2009). Interactions between visual appeals, holiday motivations, destination personality and the self-image: Implications for destination advertising. *Journal of Travel and Tourism Research, Fall*, 75-104.
## Appendix: List of articles under review

| No. | Authors (Year) | Image category | No. | Authors (Year) | Image category |
|-----|----------------|----------------|-----|----------------|----------------|
| 1   | Chi and Qu (2008) | Per. ¹          | 36  | Dwivedi (2009) | Per.           |
| 2   | Cracolici and Nijkamp (2008) | Per.          | 37  | Garrod (2009) | Per. & Pro.    |
| 3   | Faullant, Matzler and Füller (2008) | Per.        | 38  | Gil and Ritchie (2009) | Per. |
| 4   | Frías, Rodríguez and Castañeda (2008) | Per.      | 39  | Han, Hsu and Lee (2009) | Per. |
| 5   | Garrod (2008) | Per.           | 40  | Hubner (2009) | Per.           |
| 6   | Gibson, Qi and Zhang (2008) | Per.         | 41  | Jeong, Kim, Ko, Lee and Jeong (2009) | Per. |
| 7   | Hughes (2008) | Per.           | 42  | Kamenidou, Mamalis and Priporas (2009) | Per. |
| 8   | Hunter (2008) | Pro. ²         | 43  | Lee and Lee (2009) | Per. |
| 9   | Kim, Agrusa, Chon and Cho (2008) | Per.       | 44  | Lee (2009) | Per.           |
| 10  | Konecnik and Ruzzier (2008) | Per.        | 45  | Li, Pan, Zhang and Smith (2009) | Per. |
| 11  | Kwek and Lee (2008) | Pro.         | 46  | Lin and Huang (2009) | Per. |
| 12  | Lee, Scott and Kim (2008) | Per.        | 47  | Prayag (2009) | Per.           |
| 13  | Lee, Chang and Hou (2008) | Per.       | 48  | Reisinger, Mavondo and Crotts (2009) | Per. |
| 14  | Llewellyn-Smith and McCabe (2008) | Per.     | 49  | Royo-Vela (2009) | Per. |
| 15  | Loureiro and González (2008) | Per.        | 50  | Shani, Wang, Hudson and Gil (2009) | Per. |
| 16  | Meng and Uysal (2008) | Per.         | 51  | Tasci (2009) | Per.           |
| 17  | Meng, Tepanon and Uysal (2008) | Per.       | 52  | Yang, Yuan and Hu (2009) | Per. |
| 18  | Mohamed (2008) | Per.           | 53  | Yuksel and Bilim (2009) | Per. |
| 19  | Moreno, Padilla, Ispas and Seitan (2008) | Per. | 54  | Agapito, Mendes and Do Valle (2010) | Per. |
| 20  | Nadeau, Heslop, O'Reilly and Luk (2008) | Per. | 55  | Alaeddinoglu and Can (2010) | Per. |
| 21  | Ozretić-Došen, Škare and Krupka (2008) | Per. | 56  | Altınbaşak and Yalçın (2010) | Per. |
| 22  | Prayag (2008) | Per.           | 57  | Altıntaş, Sirakaya-Turk and Berton (2010) | Per. |
| 23  | Prebežac and Mikulić (2008) | Per.        | 58  | Auruskeviciene, Pundziene, Skudiene, Gripsrud, Nes and Olsson (2010) | Per. |
| 24  | Rewtrakunphaiboon and Oppewal (2008) | Per. | 59  | Byron and Zhang (2010) | Per. |
| 25  | Ryu, Han and Kim (2008) | Per.        | 60  | Chen, Chen and Lee (2010) | Per. |
| 26  | San Martín and del Bosque (2008) | Per.       | 61  | Chen and Myagmarsuren (2010) | Per. |
| 27  | Shanka and Phau (2008) | Per.        | 62  | Gertner (2010) | Per.           |
| 28  | Smith, Carmichael and Batovsky (2008) | Per. | 63  | Greaves and Skinner (2010) | Per. |
| 29  | Stepchenkova and Morrison (2008) | Per. | 64  | Heslop, Nadeau and O'Reilly (2010) | Per. |
| 30  | Wang and Davidson (2008) | Per.        | 65  | Horng and Tsai (2010) | Per. |
| 31  | Wenger (2008) | Per.           | 66  | Huang, Li and Cai (2010) | Per. |
| 32  | Alcañiz, García and Blas (2009) | Per.       | 67  | Huang and Cai (2010) | Per.           |
| 33  | del Bosque, San Martín, Collado and de los Salmones (2009) | Per. | 68  | Huang and Gross (2010) | Per. |
| 34  | Dermetzopoulos, Bonarou and Christou (2009) | Per. | 69  | Ing, Liew-Tsonis, Cheuk and Razli (2010) | Per. |
| 35  | Donaldson and Ferreira (2009) | Per.        | 70  | Iordanova-Krasteva, Wickens and Bakir (2010) | Per. |
A review of destination image studies from 2008 to 2012.

|   | Title                                                                 | Page | Year   | Authors                                                                                                           |
|---|----------------------------------------------------------------------|------|--------|------------------------------------------------------------------------------------------------------------------|
| 71| Ivanov, Illum and Liang (2010)                                        | Per. | 109    | Lepp, Gibson and Lane (2011)                                                                                    |
| 72| Jalil (2010)                                                          | Pro. | 110    | Leung, Law and Lee (2011)                                                                                        |
| 73| Karim, Chua and Salleh (2010)                                        | Per. | 111    | Li and Wang (2011)                                                                                              |
| 74| Kastenholz (2010)                                                     | Per. | 112    | Mendes, Do Valle and Guerreiro (2011)                                                                             |
| 75| Kneesel, Baloglu and Millar (2010)                                    | Per. | 113    | Meng, Liang and Yang (2011)                                                                                     |
| 76| Kridel, Arguello, Campbell and Mora (2010)                            | Pro. | 114    | Milman (2011)                                                                                                  |
| 77| Kurgun (2010)                                                         | Per. | 115    | Moon, Kim, Ko, Connaughton and Lee (2011)                                                                       |
| 78| Kuzgun, Göksel, Özalp, Somer and Alvarezii (2010)                     | Per. | 116    | Nadeau, O’Reilly and Heslop (2011)                                                                               |
| 79| Lee, Hsu, Han and Kim (2010)                                          | Per. | 117    | Omerzel (2011)                                                                                                  |
| 80| Liou (2010)                                                           | Per. | 118    | Pan and Li (2011)                                                                                               |
| 81| Mohan (2010)                                                          | Per. | 119    | Pan (2011)                                                                                                      |
| 82| Park and Njite (2010)                                                 | Per. | 120    | Prayag and Ryan (2011)                                                                                         |
| 83| Phau, Shankha and Dhayan (2010)                                       | Per. | 121    | Qu, Kim and Im (2011)                                                                                          |
| 84| Phillips and Jang (2010)                                              | Per. | 122    | Ramkissoon and Uysal (2011)                                                                                     |
| 85| Alvarez and Campo (2011)                                              | Per. | 123    | Ramkissoon and Uysal and Brown (2011)                                                                           |
| 86| Molina, Gómez and Martin-Consuegra (2010)                             | Per. | 124    | Ryan and Ninov (2011)                                                                                          |
| 87| Prayag (2010)                                                        | Per. | 125    | Sahin and Baloglu (2011)                                                                                        |
| 88| Saraniemi (2010)                                                     | Per. | 126    | Stâncioiu, Teodorescu, Pârgha, Vlădai and Băltescu (2011)                                                       |
| 89| Shani, Chen, Wang and Hua (2010)                                      | Per. | 127    | Stepchenkova and Eales (2011)                                                                                   |
| 90| Tkaczyński, Rundle-Thiele and Beaumont (2010)                        | Per. | 128    | Suárez (2011)                                                                                                  |
| 91| Wang and Hsu (2010)                                                   | Per. | 129    | Wong (2011)                                                                                                    |
| 92| Assaker, Vinzi and O’Connor (2011)                                    | Per. | 130    | Ye and Tussyadiah (2011)                                                                                        |
| 93| Busby, Korstanje and Mansfield (2011)                                 | Per./Pro. | 131 | Yüksel (2011)                                                                                                  |
| 94| Campo, Brea and Muñiz (2011)                                          | Per. | 132    | Boakye (2012)                                                                                                  |
| 95| Choi, Tkachenko and Sil (2011)                                       | Per. | 133    | Brouwer and Lesschaeve (2012)                                                                                    |
| 96| Elliott, Papadopoulos and Kim (2011)                                  | Per. | 134    | Bui (2012)                                                                                                     |
| 97| Florek and Insch (2011)                                               | Per. | 135    | Çakmak and Isaac (2012)                                                                                         |
| 98| Fuchs and Reichel (2011)                                              | Per. | 136    | Caruntu, Stâncioiu and Teodorescu (2012)                                                                         |
| 99| Hallmann and Breuer (2011)                                            | Per. | 137    | Chen and Lin (2012)                                                                                             |
| 100| Hanzae and Saeedi (2011)                                              | Per. | 138    | Chiu and Ananzeh (2012)                                                                                         |
| 101| Hudson, Wang and Gil (2011)                                           | Per. | 139    | de Guzman, de Castro, Calanog, Taguinin, Afalla, Aldover, et al. (2012)                                         |
| 102| Jani and Hwang (2011)                                                 | Per. | 140    | Dițoiu, Stâncioiu and Teodorescu (2012)                                                                         |
| 103| Ji and Wall (2011)                                                    | Per. | 141    | Hallmann (2012)                                                                                                 |
| 104| Kesić and Pavlić (2011)                                              | Per. | 142    | Hsu and Song (2012)                                                                                             |
| 105| Kim and Perdue (2011)                                                 | Per. | 143    | Hung, Lin, Yang and Lu (2012)                                                                                   |
| 106| Krešić and Prebežac (2011)                                           | Per. | 144    | Hunter (2012)                                                                                                  |
| 107| Lee and Lockshin (2011)                                               | Per. | 145    | Hyun and O’Keefe (2012)                                                                                         |
| 108| Lepp and Gibson (2011)                                                | Per. | 146    | Inam and Önder (2012)                                                                                           |
| No. | Authors and Year | Study Type | Page |
|-----|------------------|------------|------|
| 147 | Jamaludin, Johari, Aziz, Kayat and Yusof (2012) | Per. | 163 |
| 148 | Jeong and Holland (2012) | Per. | 164 |
| 149 | Jeong, Holland, Jun and Gibson (2012) | Per. | 165 |
| 150 | Kaplanidou and Gibson (2012) | Per. | 166 |
| 151 | Kaplanidou, Jordan, Funk and Rindinger (2012) | Per. | 167 |
| 152 | Kim, Hallab and Kim (2012) | Per. | 168 |
| 153 | Lai and Li (2012) | Per. | 169 |
| 154 | Law and Chen (2012) | Pro. | 170 |
| 155 | Lee, Kang, Reisinger Kim (2012) | Per. | 171 |
| 156 | Lee and Lockshin (2012) | Per. | 172 |
| 157 | Lee, Rodriguez and Sa (2012) | Per. | 173 |
| 158 | Lertputtarak (2012) | Per. | 174 |
| 159 | Li (2012) | Per. | 175 |
| 160 | Li and Stepchenkova (2012) | Per. | 176 |
| 161 | Lin, Chen and Park (2012) | Per. | 177 |
| 162 | Liu, Lin and Wang (2012) | Per. | 178 |

Note. ¹ Per. = Perceived image study; ² Pro. = Projected image study