

A Literature Review on Brand Image of Tourism Destination

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Abstract: With the rapid development of new tourism formats, the construction of destination brand image plays an important role in the process of tourism destination branding. Based on CNKI database, the paper collects, organizes and sorts out relevant literature, and reviews and analyzes the concept, dimensions, and influencing factors of tourism destination brand image. Finally, points out the future direction of tourism destination brand image.

1. Introduction

In recent years, with the rapid development of new tourism formats, the brand image and brand status of traditional tourist attractions have been affected to a certain extent. The construction of destination brand image plays an important role in the process of tourism destination branding. How to create more attractive tourism products, how to build a brand image with rich connotations, and how to build the first brand of tourism destinations are important issues in the development of traditional destination. In the 1960s, the famous American advertising expert David Ogilvy put forward the theory of Brand Image from the perspective of marketing. Since then, brand image has always been a research hotspot in the field of marketing, and has formed relatively rich research results.

The paper searches and collects literature through CNKI, and a total of 181 articles were obtained by setting the search conditions: (subject=brand image of the tourist destination'or title=brand image of the tourist destination) AND ((main subject=brand of tourist destination) OR (main subject=brand image) OR (secondary topic = tourism brand image) OR (secondary topic = destination branding) OR (secondary topic = tourism destination brand image)). The literature mutual citation network was generated, and shown in Figure 1. Red represents original literature, dark blue represents references, and light blue represents cited literature. The largest dark dot in the center of the network is the literature "Conceptualizing, Measuring, and Managing Customer-Based Brand Equity"[1]. The author proposes a conceptual model of brand equity from the perspective of individual consumers. Consumer-based brand equity is defined as the differential effect of brand knowledge on consumer responses to brand marketing. Consumer-based brand equity occurs when consumers become familiar with a brand and have some favorable, strong, and unique brand associations in memory. The article discusses building, measuring, and managing customer-based

brand equity, and future field of study.

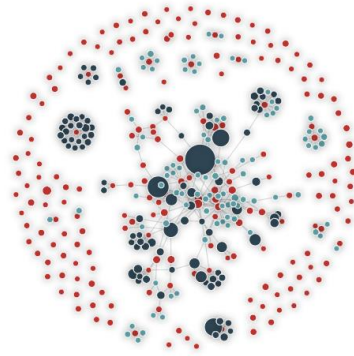


Figure 1: Literature mutual citation network

2. Destination Image

Destination image has always been a hot topic in the field of tourism research. Most of the current researches define and analyze tourist destination image from the perspective of tourists.

Researches on destination image have gone through a research process from the cognitive level to the emotional level, and then to the tourist behavior level. Baloglu (1999) believed that destination image was an individual's cognition, emotion and overall image of a tourism destination [2]. Zhang et al. (2014) summarized the tourist destination image into five dimensions: cognitive image, emotional image, overall image, cognitive-emotional joint image and self-harmony, and verified that the overall image has the greatest impact on tourist loyalty [3]. Yamaguchi et al. (2015) explored the interaction between tourist destination image and tourists' decision-making behavior, and found that tourists' perceived service quality and past travel experience had a significant positive effect on destination image [4]. Veasna et al. (2013) found that tourist destination image had a mediating effect between destination information source channels and tourist satisfaction [5].

At present, it is more based on the perspective of tourists' perception, with online text as the data source and quantitative methods as the main means. Guo Lingxia et al. (2020) extracted four dimensions from tourists' evaluations, including tourism resources, characteristic elements, tourism facilities and services, and tourism experience, and proved that these four aspects had important impacts on tourism destination image [7]. Cong et al. (2021) found that after successfully winning the right to host the Winter Olympics, tourists' perception of Beijing's destination image mainly focused on the local atmosphere, attractions, tourism services and international image [8]. Some scholars analyzed the destination image with "cognition-emotion" three-dimensional model, and analyzed the perception of tourists [6,9-11].

3. Concepts and Dimensions of Brand Image of Tourism Destination

3.1 Concepts

For the brand image of tourism destination, scholars often equate destination image with brand image of tourism destination, and the research contents of the two are easy to confuse. Brand image of tourism destination is evolved from the concept of tourism destination image that integrates concepts such as brand image and branding, and is the comprehensive performance of the tourism destination [12]. Boo et al. believe that the destination brand image is the social image represented by the destination and the ego personality of the destination brand [13]. Martinez et al. (2010) defined the brand image of tourism destination as: the elements of the core attraction composed of

products and services that are truly felt by tourists in tourism destination [14]. Ekinci and Hosany (2006) believed that the creation and promotion of the brand image of a destination was an important way to realize the branding of destination, analyzed the impression and feeling of tourists on the destination [15]. The brand image of a destination plays a crucial role in the success of a tourism destination. It can affect the supply and demand relationship between tourists and tourism enterprises, and is the core element of tourism destination branding [16]. The key to successful destination brand image building is to identify various associations those are closely related to the destination brand [17].

3.2 Brand image dimensions of tourism destination

The brand image dimensions of tourism destination are divided mainly from two perspectives. The first is to continue the dimensional composition of the tourist destination image, including cognition, emotion and overall image [18,19]. Tourists' perception of the brand image of a destination is more concentrated on the cognitive image of the destination, so the measurement elements of brand image are concentrated on the city appearance environment, tourist attractions, self-attraction, aspects of the social and human environment [20]. Second, starting from the tourists needs, brand image of tourism destination is divided into three dimensions: functional, experiential and symbolic. Functional dimension can influence tourists' decision-making more, while symbolic dimensions have little effect [21]. The relationship between tourist hotspots and surrounding areas can promote the formation of tourism destination brand image [22]. Hailin Qu et al. (2011) proposed an integrated model of destination brand and destination image, and the results showed that brand image plays an important mediating role between destination brand association and tourists' future behavior [19]. Köttringer and Dickinger's (2015) online text-based content mining method verified how to obtain destination brand identity and brand image through online text [23].

4. Influencing Factors of Brand Image of Tourist Destinations

Scholars have put forward research results from different perspectives. Some discussed from the individual factors of tourists, tourism information sources and other macro backgrounds, explored the influence of cultural background and online platforms on destination brand image [24-26]. Some scholars analyzed the mechanism and principle of the brand image of tourism destinations by proposing a structural equation model [26]. Zhang Hongmei et al. (2019) used grounded theory to propose seven factors affecting the brand image of wine tourism destinations, specifically seven dimensions including cognitive image, emotional image, perceived quality, perceived value, satisfaction, behavioral willingness and brand image enhancement [27]. Ma Yinan and Chang Xiaoyan (2019) showed through empirical research that brand awareness, brand awareness, brand quality, and brand trust have a direct positive relationship with the brand image of tourist destinations, while tourist complaints have the greatest negative effect [28].

Brand cognition is the consumer's awareness and understanding of the connotation, personality, and products of a brand [29, 30]. The role of brand cognition is more reflected in the evaluation of the degree of brand image that consumers know, and it is the initial step of researching brand image [31]. Only when a tourist destination has a certain brand recognition can it be noticed by tourists and become one of the potential destinations for tourists to choose [32]. Tourists' perception of the brand awareness and reputation of scenic spots can cultivate tourists' positive attitude towards scenic spots' brands, thereby influencing tourists to make brand choices [33].

Perceived quality is the overall perception of the quality of the destination by tourists and a comprehensive reflection of the overall service quality of the destination. Perceived quality is not

equal to the real quality under objective conditions, but the subjective evaluation given to the brand after the experience from the perspective of consumers. Perceived quality, as a key component of brand equity, will positively affect consumers' subsequent purchase, decision-making and evaluation behaviors of the brand [34]. As a tourist's experience perception during and after tourism, perception quality will profoundly affect the destination brand image formed by tourists' subjective consciousness.

Brand trust is the willingness of consumers to recognize a brand based on positive expectations of the brand's quality, behavioral intentions, and its ability to fulfill promises in a risky situation. Brand trust is based on tourists' trust and recognition of tourist destination brands, which will continue to affect tourists' psychology and consumption behavior. The formation and influence of brand trust play an important role in the brand management of tourism destinations [35].

Brand personality is a set of personality traits associated with tourist destinations [15]. If brand personality of the destination is highly consistent with the inner self-consistency of tourists, the brand awareness of tourists will be significantly improved, and at the same time, it will effectively promote tourists' recognition of the destination brand and further form emotional attachment to the destination brand [36].

5. Conclusions

Existing study has made some progress in the depth and breadth of research. Scholars have begun to combine brand image with destination image, and study image components, image perception, and image design. In terms of research methods, quantitative methods such as text mining and content analysis are mostly used in the research on image perception of tourism destinations, while the research on brand image and destination brand image is mostly based on questionnaire survey and statistical analysis. From the perspective of research content, the research on tourism destination image, destination brand image, etc. mostly focuses on conceptual definition, dimension division, influencing factors, etc., and the views put forward by different scholars based on different research objects are different, and further research is needed. In the process of researching the influence mechanism of destination brand image, it is necessary to conduct sufficient research on the relevant content of brand image at the beginning. Beginners put the brand image in the brand equity for analysis, and think that the brand image is the key factor to consider in enhancing the brand equity. In recent years, the focus has been on the brand image of the destination. Employ new methods and strengthen empirical research based on new perspectives. Under the current multidisciplinary and multi-level academic cross-research trend, based on new perspectives, innovating research methods, and enriching research methods are the key points that scholars need to break through. Due to the serious homogeneity of the destination, how to build a brand image that attracts tourists' attention and maintain a good brand image for a long time has become an urgent research hotspot in the tourism industry.

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