Tourism Destination Image: Towards a Conceptual Framework

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Abstract: The growth of tourism industry in the century has provided travellers with the opportunity to choose a variety of destinations that have been developed with a variety of options that are available and continue to grow. Additionally, the technology available today has provided visitors with pleasure in a short time. Among them are the efficient transport network, high income, plenty of free time and so on. Selection of tourist destinations based on promotions is very important to tourists who want to travel. The destination is to have a clear distinction either from its competition, its positive position and an interesting place or destination image. Destination images are an important attraction to tourism development. Destinations with positive images are more likely to be considered and chosen as a starting point for travel. Destination images play an important role in determining travel direction for tourists for satisfaction and for marketing strategies for industry parties.

Key words: Tourism · Destination Image · Attributes

INTRODUCTION

Tourist advances are seen as successful when it is possible to increase visitor receipts of destination as well as to provide income to the locals as well as to provide income to the government. Which method should be used to attract tourists to return or suggest those destinations to others is very important for the success of destination's tourism development. A destination's image consists of people's beliefs, ideas, or impressions about a place. Very often, the concept is further operationalized and measured on the basis of destination attributes [1-3]. The study of destination image is a relatively recent addition to the field of tourism research. Several studies have illustrated that destination images do, indeed, influence tourist behavior [4, 5].

Image destination is intended to provide tourists' convenience to choose an attractive tourist destination and provide satisfaction during the holiday process. The understanding of travel image destinations is very effective in determining the direction of tourism that makes tourism a meaningful one. The perception of a traveler is reflected through the five senses of vision, hearing, taste, touch and to evaluate the hospitality and hospitality of the tourism products offered [6]. Tourist perceptions impact on a tourist destination [7-11]. Hence, image destinations are especially useful for tourists in satisfying their place of residence and can give good advice to others.

Destination images have an important role in making individual or group trip decisions. Individual satisfaction or dissatisfaction with the planned journey depends largely on the image of the destination previously viewed. This is especially important for tourists or industry players to identify destination images related to their respective destination. Although many studies on image destinations are carried out to measure destination imagery such as territories, states and countries, this paper is to provide a deeper understanding of the concept of the destination image and designing appropriate techniques for its measurement. A number of tourism and recreation researchers have investigated the reasons why people travel; studied the traveler's travel purchase behavior; and emphasized the image of a tourist destination and the tourist's perception of an attitude toward a tourist destination [12]. The significance to understand the perceptions of tourists helps target appropriate markets for tourism promotion. It may also assist in improving or correcting the image of the destination country. Specifically, the development of an appropriate image for a destination may further enhance tourism development in the area [13].

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Studies on destination image began in the early 1970s, when influential work examined the role of image in tourism development [14]. Since then, destination image has become one of the dominant areas of tourist research. Destination image is defined as an attitudinal concept consisting of the sum of beliefs, ideas and impressions that a tourist holds of a destination [1].

Literature Review: This image destination is formed as the development of mental construction based on the number of information obtained by tourists from promotions conducted by travel agencies such as travel brochures, posters, travel agents, opinions from people who have travelled to the area such as families, friends or neighbours. In addition, information is also obtained through newspapers, magazines, books, television and movies [15]. The process of image formation involves two categories: individuals can have destination images even though they have never visited them or even exposed to more commercial forms of information. The second is that there will be changes in the destination image before and after the visit, it is desirable to separate the images of individuals who have visited and those who did not. Most tourism products are in the form of service-oriented products and destinations are among the tourism products that can make a tourist attraction. Natural resources, historical monuments, cultural and community heritage, traditional food and handicrafts and many more sources that can be an image of the local area to attract tourists to the destination [16, 17].

The information channel on travel image destinations is still using conventional techniques such as the use of brochures. Brochures can be found at the main entrance of the tourist arriving at a tourist attraction either at the airport or the tourist information centre. In addition, according to the technological advancement, internet usage and blogs are very popular among modern societies. Information channeled on blogs and websites is more effective for promotional purposes. For blog use, most of the information presented is the result of the author's own experience [18, 19]. Destination image is defined as an individual's mental representation of knowledge (beliefs), feelings and overall perception of a particular destination [1, 20]. According to [21], photographs are vital to successfully creating and communicating images of a destination. Since image represents a simplification of a large number of associations and pieces of information connected with places [22], visual images are very powerful marketing tools enabling the destination to communicate a variety of images in a compressed format. [21] argued that visuals are salient in the early stages of destination evaluation, when the tourist's involvement level is low.

Destination images are derived from a wide spectrum of information sources [23] and the communications between suppliers, intermediaries and potential visitors have become more complex since the Internet arrived. The global availability of Internet access and the blurring boundaries of competition have resulted in a proliferation of destination identities being communicated [24]. In addition, the 21st century market environment requires a rethinking of the traditional image formation process and a redefinition the role of information agents in shaping destination images. The timing, costs and strategies for distributing promotional messages have changed due to the increased importance of digital information. The influence of online digital information on image formation has become an important issue for tourism researchers [24]. Image and image formation have been examined extensively in the tourism literature due to its complex conceptual nature and its important role in influencing tourist decision making. However, research on the Internet as an image formation agent is still at an infancy stage. The Internet has drastically transformed the distribution andmarketing of tourism products [25] and information consumption patterns have been reshaped. Certainly, image formation has become a much more complex process than ever before. Researchers have advocated a systematic re-categorization of image formation agents by considering a wide assortment of online information sources.

[26] categorized destination images into primary and secondary depending on the information sources used. While primary images are formed through internal information such as past experiences, secondary images are influenced by information received from some external sources [27] suggested that one of the basic functions of secondary information sources was to create images of destinations. The understanding of a destination's image representation has become more complex with the larger spectrum of information sources and channels [28].

The fact that the destination of an image is like the source of information that a tourist receives before starting a tourism activity. The figure below shows factors that affect the image destination.
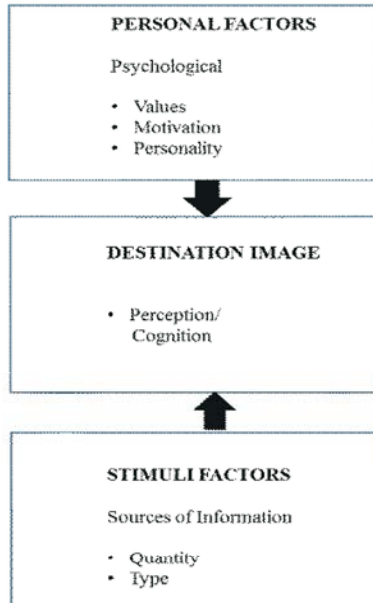
Fig. 1: Factors related to the image formation of the tourist destination [29].

According to Figure 1, image destination is closely related to personal factors and stimuli factors. Personal factors such as motivation and personality greatly influence the place. Meanwhile, the stimuli factor is the source of information obtained from advertising, tourist flyers, past experiences and other people's stories. Tourists are more likely to choose the information before traveling because they can give them satisfaction during the holidays. This has been agreed upon by [20]. They establish that together with a number of the factors, the information sources to which the individuals are exposed determine that certain destinations are considered possible alternative choices. The image is greatly influencing humans to form a decision. Therefore, the image that has been in the mind of a person is an eternal one and becomes a story material to others. Research finds that those who are satisfied with their first visit to a place will make a second or subsequent visit to the place of the visit. Otherwise, they will also influence their relatives or friends to visit the same place as having the experience they are satisfied with[30]. Repeat visits will take place based on images captured in mind based on past experience.

Individual factors are more likely to be something. Each individual has different characteristics of interest**.** Therefore, the perceived image will be formed through the image projected by the destination and the individual own needs, motivations, prior knowledge, preferences and other personal characteristics. In this way, individuals build their own mental picture of the place, which in turn produces their own, personal perceived images [31, 32]. The experience of an individual who loves to travel is one of the main factors for the formation of destination images. Those with experience will describe the place of the trip as a measure of the excitement or not of a place based on the experiences it has ever traveled. Therefore, the influence of individuals is huge in the world of tourism to attract others to visit the place or they themselves will repeat it to get satisfaction in the same place. Besides that, most of the decision process models for destination choices show that personal characteristics such as gender, age, occupation, education and social class, are internal inputs that influence the perceptions of places [33-35].

CONCLUSION

Tourism researchers have the benefit of accessing the methodologies which have been developed to measure product image in general. However, because of the more complicated and diverse nature of the tourism product, it may be necessary to develop more specific and more complex conceptual frameworks and methodologies in order to reliably and validly measure destination image.

This paper is to provide an understanding of the concept of image destination. Analysis from previous studies gave a clear picture to the researchers about it. There are many issues that have been raised by previous researchers on this subject. Various methodologies have also been adopted to explain the study of image destinations to study something more clearly for public understanding. It is hoped that it will provide a clear explanation to researchers who wish to conduct research on this subject in future research or those who decide on marketing management.

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