

A Study Of Perception Of India's Destination Image Through #Travelindia**Shruti Gulati****Ph.D Scholar****Department of Commerce****Delhi School of Economics****University of Delhi****gulati_shruti@yahoo.co.in****Abstract**

Tourism is an information intense industry which often relies on other people's personal experiences. Imagery plays a significant role in a traveller's mind and help them in dreaming, conceptualising and planning a holiday. While some images are developed organically with respect to personal encounters, some are also induced through various marketing strategies. Destination image is a subjective concept and can have different connotations based on individual's knowledge, imagination, emotions or experiences. This helps people to plan their trip thus playing a pivotal role in destination choice. Further, destination image is also seldom witnessed as the basis of post travel behaviour such as satisfaction and future travel plans. India's diversity is spread across cultures, scenic beauty, historical outlook and vibrancy of the festivals celebrated within. India also has several dark imageries attached rooting from the 'typical' third world problems of poverty, hygiene etc. With such a contrast witnessed for the same nation it becomes worthwhile to understand the perceived destination image of India. Sophisticated technology has paved way for tourists to freely exchange experiences and over social media. This study revolves around understanding India's global destination image through the eyes of the most trending travel hashtag on twitter i.e. "#travelindia".

Keywords

Destination, image, twitter, social media, tourist, perception.

Research Problem

To study the 'perceived' destination image of India online.

Research questions

1. What are the positive attributes attached with India's destination Image
2. What are the negative attributes attached with India's destination Image
3. What is the overall image of India as a tourism destination

Research Methodology

To understand the perceptions of tourists regarding India's destination image, a qualitative approach has been taken. Primary data has been collected for analysis. Twitter, which is World's largest micro blogging website was chosen for extracting user generated tweets at a global level. With the help of data analytics, and social media analysis techniques conclusions on sentiments of visitors of India.

Destination and Social Media platforms

India which is a home to many cultural, historic and natural sites has already been granted 37 sites as the UNESCO Heritage Sites as of 2019. There are about more than 40 sites which seek approval to be added to that list. For such a rich cultural background and architecture, India has been a favourite budget friendly spot for many tourists. Due to a varied geographical composition, natives also prefer travelling domestically within India. Thus the destination for the present study has been taken as India. Also past studies show that study on India's destination image has not been satisfactory (Das et al., 2007; Dwivedi, 2007; Dwivedi et al., 2009), this makes it essential to understand the perception that tourists truly have about India's destination image.

Twitter, which is World's largest micro blogging website having 262 million users internationally was chosen to collect data in the form of "tweets". Tweets are user generated contents including word and media restricted to a maximum of 280 characters online. As per the privacy settings of the user, these can be accessed for engagements and impressions on the online space amongst fellow users.

Research design

To understand the concept of destination image, a descriptive approach has been undertaken. A theoretical framework of the destination image and its formation process has been reviewed from past literature available. To study the perception of tourist's over India's

destination image, an exploratory research design is undertaken. After analysing the trending Tweets relating to India Tourism, #travelindia was identified as the most popular hashtag amongst the travellers. To study the global image of India as a travel destination, tweets containing the mention of #travelindia was assumed as the population. Amongst these, a 435 tweets posted by 159 unique users having a global reach of 840, 300 were extracted as a sample. Even though this selection was based on random sampling, an attempt has been made to analyse tweets across the globe covering representatives of all the continents. This has allowed us to understand the destination image prevalent amongst the domestic Indian citizens, Non Resident Indians and foreigners.

Amongst the users, an attempt was made to include the Tweets extracted from Twitter, and were further analysed for understanding the perceptions of India in terms of its destination image. Keeping in mind the social media popularity and fan base of influencers, 92 influencers and bloggers were included to study the trending tweets. Web based data mining techniques were adopted to filter and analyse the hashtag dynamics. A deep UGC analysis has been undertaken to study the perceptions on the online domain. A hashtag analysis was conducted on “#travelindia”. With a lexical outlook to statements was assumed and the tweets were divided into words denoting an underlying sentiment. These were categorised as positive, negative and neutral words. Trending topics relating to India and top hashtags were also retrieved. Combining data mining, content analysis and sentiment analysis conclusions are drawn on the overall perception of India’s destination image.

Background

People have more than often travelled from their hometown to newer places since their very existence for various reasons such as leisure. But it is only in 19th century that tourism was evidently found as a distinct activity. (Hunt & Layne, 1991). Tourism means differently to different people. From 1905, when the first definition of Tourism was launched by GuyerFeuler, tourism in itself has undergone transformation with various kinds of tourism emerging. The most important characteristics of tourism are its nature to be experiential along with being intangible (Xiang, Magnini, & Fesenmaier, 2015). The basic essence of tourism can be defined by the following definition given by UNWTO:

"Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes." (UNWTO, 2017)

Destinations are places for which people move out to stay and travel (Leiper, 1995). It is considered as a unique concept which is of subjective nature thus guided by different perceptions which could be an amalgam of not just products, but services and personal experiences. (Buhalis, 2000). The study of destination image has been of keen interest to various stakeholders such as tourists, researchers, marketers and academicians. It is often considered as the starting point of a travel process and thus has deep impact on a traveller's intention to travel. Destination image was thus identified as an important concept during the 1970s for the tourism and hospitality sector. (Hunt, 1971; Gunn 1972; Mayo 1973)

With the dynamism in the world, tourism and hospitality industry has also been revolutionising with technology. Social media has taken over human beings making them a prisoner of the never ending socialisation. Opinions are freely exchanged through various social media platforms such as Facebook, Instagram, Twitter etc. in such a scenario, Twitter which is the World's largest micro blogging website has become a stage for voicing opinions, exchanging information and media. Customer engagements through Twitter can be witnessed at the global level where every tweet reaches the masses in a split second. To ensure that the voices are heard, twitter offers a unique feature called "retweet" which allows users to share the already posted user generated content through his own account. This kind of mechanism allows the users to make any and everything viral. Twitter has the whole world hooked to it starting from famous celebrities to official handles of ministries and government to sports persons to the common man.

Twitter has also allowed marketers to understand their preferences, experiences and suggestions in a powerful manner. All it takes to reach out the company is to tag @official account. Almost all players of the hospitality sector i.e. airlines, hotels, travel agencies have linked themselves to the general public through Twitter. At the same time various bloggers and influencers have surfaced out on this social web space.

Twitter which has one of the most powerful interface amongst the other user generated content (UGC) sites has easily slipped into the daily lives of people. Keeping the tweet short and crisp, people are able to reach out to the likeminded or their "followers".

"Never underestimate the power of a tweet."

- Germany Kent

(You Are What You Tweet: Harness the Power of Twitter to Create a Happier, Healthier Life)

The famous quote by Germany Kant also finds its way to the tourism industry wherein a single bad tweet about a destination can make someone question their intention to choose that as a travel spot. Humans in today's time and era refer to social media to know about the existing ideologies and later form their own perception on the information gathered online. For example, an online tweet becomes viral about theft being a common practise in Italy can make potential tourists to be careful of their belongings and travel in groups. At the same time India's architectural richness can be a motivation for a historian to visit. Amongst the many, Agra's TajMahal has always gathered importance amongst domestic and foreign tourists.

Destination image has often been linked to the success of a destination in terms of it being visited. (Chen and Kerstetter, 1999; Crompton, 1979; Hanlan and Kelly, 2004; Hunt, 1975)

THEORETICAL FRAMEWORK

Destination image

Destination image has varied notions and is a very subjective term that makes it difficult to describe it. Amongst the many definitions available, several authors have identified it as an amalgamation of "beliefs, feelings, knowledge and perceptions that an individual has of a particular place" (Beerli and Martin, 2004, Chen and Tsai, 2007, Crompton, 1979, Fakeye and Crompton, 1991)

The individual may or may not have been a tourist or have visited the destination, yet he may have an image attached to the destination. This can be due to WoM, promotional activities or his perceptions which may be due to his personal bias. Thus it can be said that destination image consists of more than one construct (Ahmed, 1991). These constructs can be either mental or attitude oriented. Several authors such as McLeary in 1991, Gartner in 1993, Fesenmaier in 1997 have also identified image as a composition of not just cognitive but emotional content as well. While the cognitive content stresses on understanding based image formation, it is the emotional content that helps one decide if its good or bad. (Gartner, 1993)

Destination image formation process

Amongst the many academicians and researchers, Gunn in the year 1972 and 1988 came up with the concept of dimorphic theory of destination images. This study reveals the two different kinds of destination images that are formed in the minds of the tourists. These are organic images and induced images.

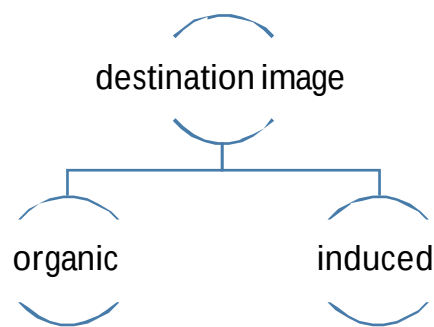


Fig 1: Gunn's dimorphic theory of destination images

While organic images are assumed to be generated in the minds of consumers in a “non-touristic” manner sourcing from the non-commercial sources of information. These include books, newspapers, etc.

Induced images are those that have been commercially induced into the minds of potential tourists through various marketing and campaigning efforts.

Social media in today's times has been instrumental in both organic image formation through reviews, photos etc. and also for induced image formation because of social media marketing techniques used in today's times.

Gartner in 1993 proposed destination image as a continuous process thus being formed and revised over time and hence no set model can be adopted to study the destination image as a static concept. It is often analysed as a mental activity involving various dynamic facets.

Similarly there are ideas proposed of two phases of images by Phelps, 1986. These are the primary and secondary images. While primary images are considered as the ones that are perceived to be formed post trip after actually travelling to a destination, secondary images are the pre-trip images that are formed before the actual travel takes place. It is assumed that the primary images are the actual images due to their comprehensive image formation process. These images are developed by the on-site experiences witnessed and behaviours on the trip and thus are more genuine. (Bucsa, Gaceu and Ola, 2010))

FINDINGS AND DISCUSSIONS

After analysing 435 tweets posted by 159 unique users having a global reach of approximately 12,24,000 having impressions of above 25,00,300, an attempt was made to study the perception of India as tourist destination. With the help of social media analytics tools, some of the key findings that were made are:

Keywords used with #travelindia in tweets:

Tweets are micro blogs that allows its users to use upto 280 character words. Most of these are in the form of hashtags, a common social media format of stressing on a key word.

The hashtag in focus for the study is #travelindia. After analysing this hashtag, it was found that it was used in a sentence with some of the below mentioned words.

Amongst the many, Indian government's travel motto "Incredible India" has been used most frequently. Some of the geographical locations that have been used frequently are Goa, Uttarakhand, Rajasthan and Kolkata. Photography has also been a centre of many tweets denoted by "travel photography", "nature photography", "India pictures", "India clicks".



Fig 2: Word cloud depicting keywords used in the tweet

Top hashtags used with #travelindia

A common practise on twitter is to use a series of hashtags. Hashtags help people to highlight the thought process behind posting text or media. Along with the hashtag in focus #travelindia, a couple of other hashtags were also posted in a tweet.

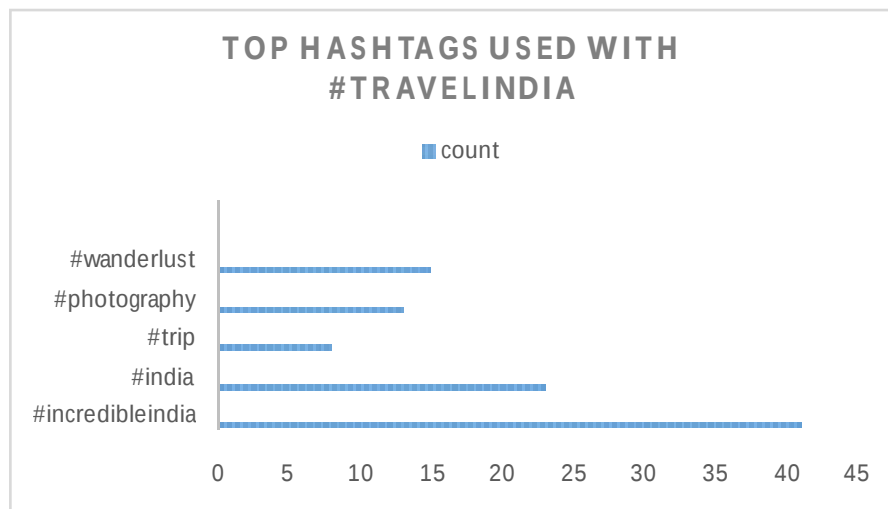


Fig 3: top 5 hashtags used with #travelindia

#travelindia is found to be the most famous hashtag used by tourists travelling to india. But it has been coupled with various other hashtags in a tweet. Multiple hashtags usage is a popular trend across social media and the top 5 hashtags that have been found to be used with #travel india are: #incredible India which is also the campaign name of India's Tourism run by the Government of India (41%), followed by #India to refer India as a country and a geographical territory of the land where tourists are travelling (23%); #wanderlust which is a new word emerging from the urban dictionary of travellers ranks third (15%) indicating India as a dream destination of the tourists, #photography has emerged as a famous hashtag indicating Indian tourist spots as photography worthy(13%); #trip is the next most used hashtag indicating India as a favourite leisure trip spot amongst travellers (8%)

Trending topics relating to India and their usage

Some of the topics around which India's tourism has been trending on Twitter were found as:

o *Rising topics around #travelindia*

Some of the topics that revolved around #travel india were:

IN/India indicating the reference of the discussions relating to India as a country.

Amongst geographical locations, Goa and Himachal have been top favourites amongst the tourists. There has been travel photography fascination for tourists travelling to India as well which can be seen in trending topics such as 'travelgram', travel photohgraphy' and 'India Captures'. Wanderlust which is the new generation symbolism for the desire to

travel has also been associated with India as a travel destination. India's experience in terms of travelling has also been a popular trend online.

o ***Declining topics around #travelindia***

India's beauty has seen downfall, this is visible through the topics of 'beauty' and 'beautiful' which seem to have declined in their usage and mentions.

Sentiments analysed from the Tweets:

Reviews	Count	Percentage
<i>Positive</i>	19	54.28
<i>Negative</i>	9	25.72
<i>Neutral</i>	7	20
Total	35	100

Table 1: composition of reviews from tweets.

Tweets containing #travelindia were broken down into sentences and then into words, these were then analysed for the underlying sentiments and were categorically divided into positive, negative and neutral as an attempt to conduct lexical sentiment analysis.

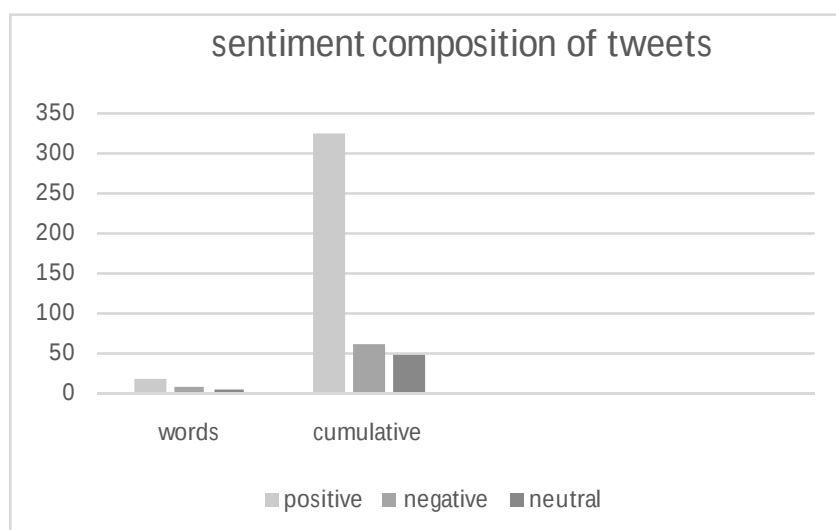


Fig 4: Sentiment composition of tweets

Sentiment score

$$\text{Score}_{\text{AVG}} = \frac{1}{m} \sum_{i=1}^m W_i$$

W_i is the score of the sentiment word i

$$= (1)(17)(19) + (9)(7)(-1) + (7)(7)(0) / 435$$

$$= 0.59$$

It can be seen that the sentiment score of India as a travel destination on the basis of #travelindia is 0.59. This indicates that overall, India has a positive destination perception over Twitter globally because of the positive lexicons surpassing the negative and neutral lexicons in a tweet. This is a favourable score for India but can be further improved. For understanding the exact areas having a positive, negative and neutral perception, the following analysis has been conducted to highlight the scope of improvement for India.

As per the ‘bag of words model’ following are the set of positive, negative and neutral words for the tweet set:

Positive words	Negative words	Neutral words
Good	Bad	Is
Amazing	Horrible	And
Awesome	Hate	The
Excellent	Dislike	Fine
Enjoy		But
Like		Okay
Love		
Nice		

Table 2: Examples of positive, negative and neutral words found in the tweet.

On the basis of the tweets extracted, each word was studied for its linguistic component. These words were distinguished and categorically identified as positive, negative and

neutral.(Examples shown above). From these words, the underlying positive, negative and neutral perception can be studied as discussed below:

Positive perception	Negative perception	Neutral perception
Incredible India	Evil	Film
Beauty	Last	Drama
Festival	Odisha	Puja
Fort	Lost	Journey
Architecture	Rural	Temperature
Winter	Pollution	Bazaar
Green	Lonely	Country
Beautiful place	Crowd	
Nature	Village	
Heart		
Life		
Bollywood		
Royalty		
Himachal		
Magnificent		
Paradise		
Fly		
Unique		
Devotional place		

Table 3: positive, negative and neutral perceptions retrieved from tweets.

Positive perception of India's destination image:

Incredible India which is also the India Tourism Campaign has gained a lot of popularity with the usage of the adjective “incredible” along with India in a very fluid manner. India's beauty is highly appreciated. Scenic beauty and natural beauty both have gained popularity

online. India's festivals are considered as happy and vibrant. Durga puja, Navratri, Holi, Diwali have been perceived positively, such that tourists have visited at the festive time to enjoy the festivals such as Gujarat has seen a heavy footfall during Navratri and Dandiya festival, Bengal during Durga Puja, and northern India during Diwali, Holi etc. certain specific festivals have also made their way amongst tourists such as the Kite flying festival of Gujarat, and Literature Festival of Jaipur. India's monuments have paved way into the World's seven wonders with Taj Mahal hence the historic origin of India's architecture has often seen it being called as a 'land of greatest forts'. Beyond forts, the temples and stupas have also gained popularity with the architectural lovers as they explore the cultural richness of India. The greenery prevalent in India has made it an attractive tourist spot for nature lovers. Heart a popular connotation of Love has often been used for India indicating people's love for the country. The common Indian man's life has often witnessed joy in form of travelling. The simplicity of Indians has been perceived positively. Bollywood, the Hindi cinema industry has been an ultimate source of entertainment for Indians. It has gained popularity worldwide for the peppy content, colourful characters and great locations. Bollywood has been a source for motivation amongst the domestic and foreign tourists in India. It often has led to making unexplored tourist spots famous. India has often associated as a royal place due to its roots of the royalty. Palaces and precious gems are some of the takeaways of this royalty culture which tourists are happy to explore. Himachal often referring to the north Indian state Himachal Pradesh is one of the most famous tourist spots in India. Owing to its scenic beauty and the mountains, it's the place where tourists travel to witness the very famous Himalayas. Indian beauty is considered as so enduring that tourists refer to it as magnificent and giving a feeling of paradise. Kashmir is often referred as 'heaven on Earth'. The richness of the place has often lead tourists to believe that it is a unique place. Also there are specific tours for devotional purposes that tourists undertake called the "teerth yatra". Some of the other devotional places that have been talked about online are Golden Temple (Punjab), Shirdi (Maharashtra), Dargah Haji Ali (Maharashtra), Tirupati Balaji (Andhra Pradesh).

Negative perception of India's destination image:

India which is often referred as a developing country having a third world status often witnesses the typical third world problems in the form of Poverty and Pollution. India's poverty is often witnessed by tourists through kaccha houses, villages, unauthorised

establishments on the road and flyovers. The presence of beggars on the streets have made it more evident. This has been perceived negatively about India being a poor country. Pollution is another negatively perceived attribute attached to India's image. The prevalent bad air conditions in the recent times has added to this outlook. Odisha which has lost much of its cultural heritage due to the prevailing floods has gained sympathy and concern online.

India has also been associated as a lonely place where people wander from one place to another. Indian mythology and customs have also been traced as having evil references such as The rural image of India has also lead some tourists to believe this as a last trip to travel to India indicating a disliking amongst some tourists.

Neutral perception of India's destination image:

Some tourist's sentiments have been identified as neutral not having any positive or negative connotation. These were for India's bazaars which are local market places having a huge variety of things and yet being crowded. There is a massive temperature variation in the Indian landscape which may or may not suit everyone hence holding a neutral sentiment. Spread across various religious sentiments, 'Puja' has also gained a neutral perception online. Other neutral perceptions online has been for 'journey', 'drama' and 'film'. Surprisingly as a country, India's image has gained neutral views online.

Demographical analysis of tweets:

Language:

It can be seen that majority of tweets have been made using English (89%), followed by Hindi (4%). These are the two most commonly used languages in India and thus indicate a huge proportion of domestic travel within India. Amongst the foreign languages, maximum tweets were found posted in French (3%) followed by equal proportion of Italian and Finnish (2%) indicating India's popularity amongst Europeans.

Language of tweets



Fig 5: languages in which #travelindia was tweeted

Geographical origin:

An attempt was made to extract random tweets covering the whole world, but the maximum tweets were found structured amongst North America (14%), Europe (11%) and Asia (55%). Specifically the geographical location of the tweets were United States of America, Cuba, France, Germany, Ireland, Italy, Switzerland, Greece, Turkey, Indonesia, China and India. Within the Countries maximum tweets were found in United States of America and India. Amongst India the maximum tweets were from the Southern India followed by North India. Comparatively central India has not been active in the usage of #travelindia.

Gender composition:

Amongst the twitter users using the hashtag #travelindia, it has been seen that majority of tweets have been made by males (86%) and less than a fifth have been made by women (14%)

It can be seen that men have travelled or intend to India much more than women and a high gender dominance can be witnessed.

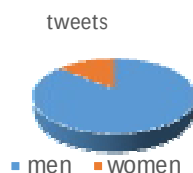


Fig 6: gender composition of users

CONCLUSION

It can be seen that the Indian diversity is witnessed globally. Where some aspects of the India tourism are well appreciated and have a positive perception attached to them, some are still not denoting a well acceptance and are visibly negative. Social media as a platform provides users a democratic space which has also lead to some tweets as having a neutral perception and some as plain noise. Overall the destination image of India has a positive score where the positive perceptions has surpassed the negative and neutral perceptions. The scenic beauty of

India has attracted several tourist globally who have witnessed India as a culturally rich nation celebrating a diverse range of traditional and international festivities. Not just Indians, globally different continents and different languages have been seen as being used for tweeting about India. Males have found to be more inclined towards travelling to India. Overall India seems to be a popular tourist spot at the social networking front.

SCOPE FOR FUTURE STUDIES

Since Twitter is the World's largest microblogging website, it restricts the usage of words to a maximum of 280 characters, a more in depth study can be done by analysing travel and other blogging websites. Also a comparison of the perceived image can be done with other Asian nations. Also a quantitative approach in future can be adopted for understanding tourist preferences of the destination.

REFERENCES :

- Agapito, D., Oom do Valle, P., & da Costa Mendes, J. (2013). The cognitive-affectiveconative model of destination image: A confirmatory analysis. *Journal of Travel & Tourism Marketing*, 30(5), 471–481.
- Ahmed, Z. U. (1991). The influence of the components of a state's tourist image on product positioning strategy. *Tourism Management*, 12, 331-340.
- Alhemoud, A. M. and Armstrong, E. G. (1996). Image of tourism attraction in Kuwait. *Journal of Travel Research*, 34(4), 76–80.
- Andéhn, M., Kazeminia, A., Lucarelli, A., &Sevin, E. (2014). User-generated place brand equity on twitter: The dynamics of brand associations in social media. *Place Branding and Public Diplomacy*, 10(2), 132–144.
- Baloglu, S. and McCleary, K.W. (1999). A model of destination image formation. *Annals of Tourism Research*, 4, 839-858.
- Baloglu, S., &McCleary, K. W. (1999). A model of destination image formation. *Annals of Tourism Research*, 26(4), 868–897.
- Berli, A. and Martin, J. D. (2004). Factors influencing destination image. *Annals of Tourism Research*, 31(3), 657-681.
- Benur, A. M., &Bramwell, B. (2015). Tourism product development and product diversification in destinations. *Tourism Management*, 50, 213–224.

- Buck, E. (1993). *Paradise Remade, the Politics of Culture and History in Hawaii*. Philadelphia: Temple University Press.
- Carmen, B. Stuart, E.L. and Ritchie, J.R.B. (2005). Destination branding: insights and practices from destination management organizations. *Journal of Travel Research*, 43, 28-338.
- Chaudhary, M. (2000). India's image as a tourist destination- a perspective of foreign tourists. *Tourism Management*, 21, 293-297.
- Chen, J.S. and Uysal, M. (2002). Market positioning analysis: a hybrid approach. *Annals of Tourism Research*, 29(4), 987-1003.
- Choi, S., Lehto, X.Y., O'leary, G.T. (2007). What does a consumer want from a DMO website? A study of U.S and Canadian tourists' perspectives. *International Journal of Tourism Research*, 9, 59-72.
- Chon, K.-S. (1990). The role of destination image in tourism: A review and discussion. *The Tourist Review*, 45(2), 2-9.
- Crompton, J. L. (1979). An assessment of the image of Mexico as a vacation destination and the influence of geographical location upon that image. *Journal of Travel Research*, 4, 61-67.
- Dervin, B., & Reinhard, C. D. (2007). Predicting library, internet and other source use: A comparison of the predictive power of two user-defined categorizations of information seeking situations—nature of situations versus situation “emotions” assessments. *Proceedings of the American Society for Information Science and Technology*, 44(1), 1-5.
- Dwivedi, M. Yadav, A. and Patel, V.R. (2009). The online destination image of Goa. *Worldwide Hospitality and Tourism Themes*, 1(1), 25-39.
- Dwivedi, M., Yadav, A., & Venkatesh, U. (2011). Use of social media by national tourism organizations: A preliminary analysis. *Information Technology & Tourism*, 13(2), 93-103.
- Echtner, C. and Ritchie, J.R.B. (2003). The meaning and measurement of destination image. *The Journal of Tourism Studies*, 14(1), 37- 48.
- Ekinci, Y. and Hosany, S. (2006). Destination personality: an application of brand personality to tourism destinations. *Journal of Travel Research*, 45(2), 127-139.
- Fakeye, P. and Crompton, J. (1991). Image differences between prospective, first-time, and repeat visitors to the lower Rio Grande valley. *Journal of Travel Research*, 30(2), 10-17
- García, A.; Gaines, S.; Linaza, M.T. A lexicon based sentiment analysis retrieval system for tourism domain. *Expert Syst. Appl.* 2012, 3, 9166-9180.

- Gartner, W. C. (1989). Tourism image: Attribute measurement of state tourism products using multidimensional scaling techniques. *Journal of Travel Research*, 28(2), 16–20.
- Gartner, W. C. (1993). Image formation process. *Journal of Travel and Tourism Marketing*, Vol. 2(2/3), 191-215.
- Munar, S. Gyimothy, & C. Liping (Eds.). Tourism social media: Transformations in identity, community and culture .*Bingley*: Emerald Group Publishing, 73-78
- Hall, D. (2002). Brand development, tourism and national identity: the re-imaging of formerYugoslavia. *Journal of Brand Management*, 9(4/5), 323–34.
- Hays, S., Page, S. J., &Buhalis, D. (2013). Social media as a destination marketing tool: Its use by national tourism organisations. *Current Issues in Tourism*, 16(3), 211–239.
- Hunt JD (1975) Image as a factor in tourism development. *Journal of Travel Research* 13(3): 1–7.
- Jenkins, O. H. (1999). Understanding and measuring tourist destination images. *International Journal of Tourism Research*, 1(1), 1-15.
- Kavaratzis, M., & Hatch, M. J. (2013). The dynamics of place brands: An identity-based approach to place branding theory. *Marketing Theory*, 13(1), 69–86.
- Kneesel, E., Baloglu, S., & Millar, M. (2010). Gaming destination images: Implications for branding. *Journal of Travel Research*, 49(1), 68–78.
- Kotler, P. and Gertner, D. (2002). Country as a brand, product, and beyond: a place marketing and brand management perspective. *Journal of Brand Management*, 9(4/5), 249–61.
- Kotler, P., &Gertner, D. (2002). Country as brand, product, and beyond: A place marketing and brand management perspective. *Journal of Brand Management*, 9(4), 11-15
- Lam, T., & Hsu, C. H. (2006). Predicting behavioral intention of choosing a travel destination. *Tourism Management*, 27(4), 589–599.
- Lange-Faria, W., & Elliot, S. (2012). Understanding the role of social media in destination marketing.*Tourismos*, 7(1), 193–211.
- Li, M., Cai, L. A., Lehto, X. Y., & Huang, J. (2010). A missing link in understanding revisit intention—The role of motivation and image. *Journal of Travel & Tourism Marketing*, 27(4), 335–348.

- Lopatovska, I., & Arapakis, I. (2011). Theories, methods and current research on emotions in library and information science, information retrieval and human–computer interaction. *Information Processing & Management*, 47(4), 575–592.
- Lucarelli, A., & Brorström, S. (2013). Problematising place branding research: A metatheoretical analysis of the literature. *The Marketing Review*, 13(1), 65–81
- MacKay K. J. and Fesenmaier D.R. (1997). Pictorial element of destination in image formation. *Annals of Tourism Research*, 24(3), 37–565.
- Pike, S. and Ryan, C. (2004). Destination positioning analysis through a comparison of power, place. *Studies by Undergraduate Researchers at Guelph*, 4(2), 42-48.
- Selby M. and Morgan, N. J. (1996). Reconstructing place image: a case study of its role in destination market research. *Tourism Management*, 17(4), 287 294.
- Venkatachalam, V.B. and Venkateswaran, R. N. (2010). Destination branding: making India relevant and competitive in uncertain environment. *South Asian Journal of Tourism and Heritage*, 3(1), 81-91.