

The Influence of Information Sources on Tourist Image Fragmentation

Raquel Camprubí and Lluís Coromina

Abstract Information sources have been postulated as relevant for several reasons, and particularly to influence the decision-making process to travel and to generate images of places. Despite the fact that previous research detected the existence of possible gaps or incongruences on the promoted tourist image, there are no studies that prove the relationship between information sources and the fragmentation of the tourist image. In view of this context, this chapter aims to determine to what extent the information sources consulted influence the tourists' perceived image of a given destination, and to detect incongruences in the emitted image of the destination studied. Photo elicitation with a sample of 594 respondents was used to measure perceived image. Results reveal that emitted image fragmentation has effects on perceived tourist image of a destination; and it concludes that the number and type of information sources influence the degree of tourists' knowledge about a destination.

1 Introduction

Information sources are a key factor in the tourist's decision-making process (Dey and Sarma 2010), and these sources not only give tourists elements that help them decide which destination is the most appropriate according to their motivations, but they also create images in the mind of individuals (Alvarez and Campo 2011; Hanlan and Kelly 2005; Llodrà-Riera et al. 2015). Since the 1980s several studies have focused on determining the effectiveness of information sources (Fodness and Murray 1997; Gitelson and Crompton 1983). Nowadays, however, the Internet has

R. Camprubí (✉) · L. Coromina
University of Girona, Girona, Spain
e-mail: raquel.camprubi@udg.edu

L. Coromina
e-mail: lluis.coromina@udg.edu

revolutionised the search for information (Buhalis and Law 2008b), making it a significant factor in purchase decision-making (Frías et al. 2012; McCartney et al. 2008).

At the same time, research has demonstrated the relevance of tourist image as a factor in understanding tourist behaviour (Echtner and Ritchie 1993). In this context, information sources have been postulated as one of the most influential factors in tourist image formation during the decision-making process (Dey and Sarma 2010). Therefore, the tourist image is also an influencing factor in a destination's competitiveness, taking into account its strategic character in creating, maintaining or increasing tourism demand. For this reason, Govers and Go (2004) mention the need "to formulate a plan for projecting the 'right' image" as an essential part of a tourism development strategy. According to Gartner (1994), this strategy needs to be planned through the appropriate "image mix". Therefore, it is important to consider the complexity of the tourism system in a destination (Gunn 1972; Laws 1995; Pearce 1989), where multiple agents intervene in the process of marketing the destination. Gartner (1994) identified eight types of agents that participate in the image formation process, each representing one or more information sources. These information sources only show the attributes each of the agents wishes to highlight, therefore this can result in a fragmented image (Camprubí et al. 2014).

Consequently, tourism image is transmitted to both actual and potential tourists through these various online and offline sources of information; and are postulated as a factor that can increase knowledge of a destination. So, depending on the amount, and type, of information sources used, tourists can perceive images in substantially different ways. When dissonances arise, some authors point out their possible effects on the tourist image (Camprubí et al. 2014; Govers and Go 2004) and particularly, on cognitive evaluations.

Considering this background, previous research has given an insight into the relevance of various types of information sources and their effect on tourist behaviour (Fodness and Murray 1997) and image perception (Li et al. 2009). Academic literature identifies gaps in contributions to the analysis of image perception (Govers and Go 2004); and the image fragmentation of urban destinations in tourism brochures (Camprubí et al. 2014) and websites (Camprubí 2015). The possible effect of image fragmentation on perceived tourist image is pointed out in these studies. However, there are no studies analysing the relationship between the perceived tourist image of a destination, and information sources used, in order to find out incongruences among the various sources. When significant incongruences are detected, this is an indication that projected tourist image in the various information sources are different. This indicates, therefore, that tourist destination image is fragmented. Accordingly, this study aims to determine to what extent the number and type of information sources consulted influence the perceived image and cognitive evaluations made by tourists of a given destination, and to detect incongruences in the emitted image of the destination studied.

2 Literature Review

A tourist image is conceived as a mental construction, where the visual component comes second after tourists' previous knowledge, impressions and beliefs of the destination (Echtner and Ritchie 1993; Kotler et al. 1993). However, "the tourist image is, at the same time, a subjective construction (that varies from person to person), and a social construction, based on the idea of collective imagination" (Galí and Donaire 2005, p. 778). Therefore, any individual has images of tourism destinations in their mind, whether they have visited them or not (Baloglu and McCleary 1999; Beerli and Martín 2004; Gunn 1988).

Academic literature agrees that tourism image can be differentiated between emitted and perceived images (Bramwell and Rawding 1996; Galí and Donaire 2005). The first are images that "reach the consumer by an image transmission or diffusion process through various channels of communication"; however perceived images "are formed from the interaction between these projected messages and the consumer's own needs, motivations, prior knowledge, experience, preferences, and other personal characteristics" (Bramwell and Rawding 1996).

The influential factors of these images are varied, and several studies have tried to explain the image formation process from the demand-side (Baloglu and McCleary 1999; Beerli and Martín 2004), from the supply-side (Camprubí et al. 2009) and from both a supply and demand perspective (Tasci and Gartner 2007).

In particular, Baloglu and McCleary (1999) identified three main issues affecting the perceived image formation process: tourism motivations, socio-demographics, and various information sources. Numerous studies (Josiassen et al. 2015; Tasci et al. 2007) have highlighted all three factors as highly relevant for image perception, and more specifically for cognitive and affective evaluations. From among these factors, this study focuses on information sources and their relationship with perceived image.

2.1 *Information Sources and Tourism Image Fragmentation*

According to Li et al. (2009), information sources are the basis for tourism destination image. The information search process implies activating stored knowledge in the individual's mind, or acquiring new external knowledge. This process is essential to increasing knowledge about a destination for three main reasons (Gitelson and Crompton 1983): (a) vacations are considered as high-involvement purchases; (b) tourism products are intangible; and (c) there is a lack of knowledge about the destination. Thus, information sources represent an anticipation of how the destination can be consumed.

Gartner (1994), in his seminal contribution, identifies a continuum of agents contributing to image formation of a destination. Each of these agents represents one or more tourist information sources influencing visitors' perception of the destination. Tasci and Gartner (2007) observe the controllable and uncontrollable nature of these information sources in tourist image projections, and how tourists perceive an image. In this regard, Camprubí et al. (2014) mention that tourism images with substantial differences can be projected at the same time, having possible consequences on tourist satisfaction if this phenomenon is not well managed. Even though integrated marketing communication involves speaking with one voice, this does not mean that all the communication tools have to provide exactly the same information. Information can differ from one source to another, if this information is directed to the right market segments. Subsequently, tourism image fragmentation is not a problem when segmented information is offered to each target and its particular interests.

Obviously, not all tourists have the same previous knowledge of a place, nor do they use the same information sources. It is for this reason that the level of knowledge from one individual to another can vary, taking as a reference both the number and type of information sources used (Gitelson and Crompton 1983; Schul and Crompton 1983) and previous experience of a destination (Letho et al. 2006). Various types of information sources have been detected in academic literature. For example, Bieger and Laesser (2004) included 18 different types of information sources in their study; Money and Crotts (2003) identified four categories (personal, marketer-dominated, neutral and experiential sources). More recent studies differentiate between online and offline information searches (Li et al. 2009; Llodrà-Riera et al. 2015; Luo et al. 2004).

Finding of previous research in this area show that both the amount and type of information sources used have a direct influence on the perceived image of a destination (Baloglu and McCleary 1999). More specifically, word-of-mouth is considered to be one of the most influential information sources (Fodness and Murray 1997; Llodrà-Riera et al. 2015) together with online information sources (McCartney et al. 2008; Frías et al. 2012), taking into account Information and Communication Technologies paradigm (Buhalis and Law 2008a). Considering the dichotomy between online and offline information sources, Baloglu and McCleary (1999) concluded that offline information sources influence cognitive evaluations in the image formation process; and later, Li et al. (2009, p. 55) found that "active online information search may change participants' destination image, particularly its affective aspects". Regarding the amount of information sources consulted, previous research has concluded that superficial knowledge about a destination can be associated with the use of a lower number of information sources (Baloglu 2000; Baloglu and McCleary 1999). In particular, Gitelson and Crompton (1983) found that tourists that most seek excitement tended to use more types of information than those not seeking excitement. In summary, information sources can generate an improved destination image (Li et al. 2009).

3 Method

A total of 594 tourists were interviewed in Palafrugell, Costa Brava (Spain), between April and September 2014. The sample was stratified for each month according to the number of tourists visiting the destination in each period, and data collection was carried out on tablet computers. The survey included questions about sources of information and perceived image.

Six pre-defined information sources were used in a multiple-choice question in the questionnaire. Information sources, three of them were online information sources (official website, tourism blogs, search engines), and three offline sources (brochures, mass media, and word-of-mouth).

Perceived image of a destination was measured through photo elicitation (Matteucci 2013) and pictures were classified in three categories (Dilley 1986; Santos 1998): culture, heritage, and landscape. The pictures included in each category were selected in agreement with the local Destination Marketing Organization. For each category, four pictures of the destination were shown to the respondents (Fig. 1) with the question: “From the following picture categories, which is the most representative picture of the municipality of Palafrugell?”. Each

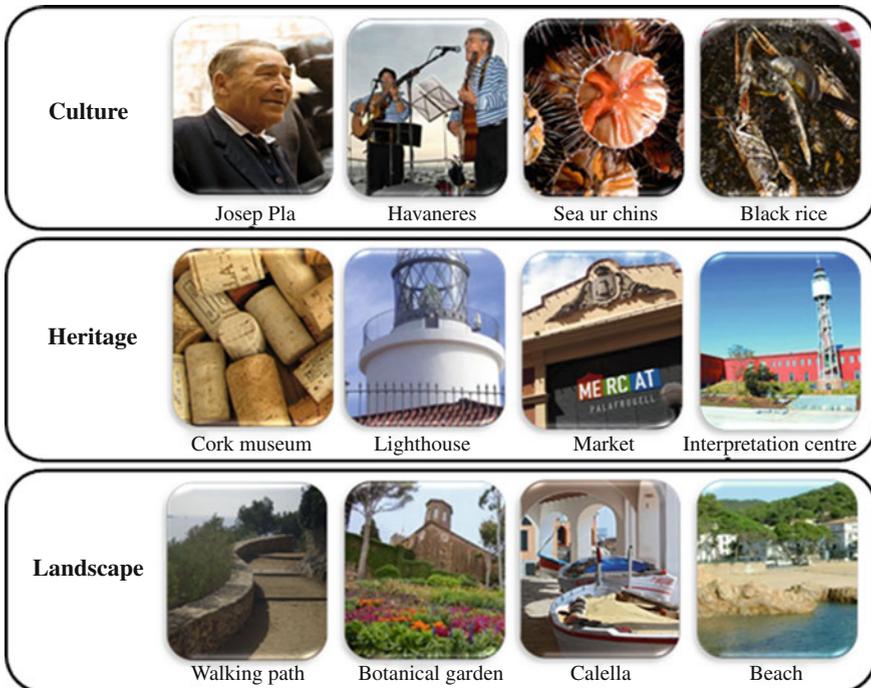


Fig. 1 Pictures by category

Table 1 Profile of respondents

	Frequency	%		Frequency	%
Gender			Education		
Male	243	41.3	Primary	35	5.9
Female	346	58.7	Secondary	216	36.7
			University	338	57.4
Age					
Less than 35	97	16.4	Place of		
35–44	151	25.5	Residence		
45–54	186	31.5	Nationals	222	37.6
55–64	101	17.1	Internationals	368	62.4
More than 64	56	9.5			

respondent selected the one picture in each category they thought was the most representative.

To identify whether information sources were determinants for image selection, the average number of sources of information used and their typology were analysed. Thus, differentiation between online and offline information sources, as well their average number, were considered. ANOVA-tests were carried out in order to detect whether the average number of information sources varies according to the typology of the images. Additionally, since more than two images for each category exist, Bonferroni post hoc tests were also carried out, in order to detect significant differences between each pair of items.

The sample respondents' profile (gender, age, education and place of residence) is shown in Table 1. Demographic information shows that there are slightly more females than males. The age range of most tourists is from 45 to 54 years old, followed by tourists between 35 and 44 years old, the majority having university studies. This is a destination with 37.6% national and 62.4% international tourists.

4 Results

Descriptive statistics (see Table 2) on online information sources show that 52% of tourists use search engines such as Google, 36% use the official website, and tourism blogs are used by 13%. Of the offline information sources, 42% use word-of-mouth, 12% use tourism brochures and 10% use mass media information (television, radio or newspaper). This means that tourists mainly use online information sources, as they may have more updated and wider range of information about the destination. However, word-of-mouth information is also relevant for deciding about the destination.

The number of individuals that selected the most representative picture for each category in Fig. 1 is classified in Table 3. For the landscape category, the most

Table 2 Information sources

Type	Information source	% used
Online	Search engines	52
Offline	Word-of-mouth	42
Online	Official website	36
Online	Tourism blogs	13
Offline	Tourism brochures	12
Offline	Mass media	10

selected image is “Beach”, comprising almost 45% of respondents, followed by “Caletla”, chosen by one third of respondents, while “Walking path” and “Botanical Garden” are the least selected, and represent 14.5 and 7.3%, respectively.

Heritage is the most discriminative category, where 63.4% of tourists chose “Lighthouse”. Secondly, “Market” was chosen by 31.2% of respondents, while 5.4% selected “Cork museum”. No one chose “Interpretation centre” as the most heritage representative image for the destination. The fact that none chose this picture, and only 5.4% selected the cork museum, is representative of the new heritage nodes in the destination. These have been brought into communication messages more recently.

Concerning culture, more than a half of respondents selected “Haveneres”, traditional music from the region, as the most representative image for this category. The second and third most selected images refer to gastronomy; while the least selected image was Josep Pla (1897–1981), a Catalan writer born in the analysed destination, by 7.3% of respondents.

Table 4 shows the most representative picture selected in each category and the average number of information sources used by the respondents. It shows the average number of online and offline information sources used for tourists who selected a specific image as the most representative for landscape, heritage and culture. Anova tests and their significances for both online and offline information sources in each category are shown at the bottom of Table 4.

Significant differences among the most representative selected images for online and offline information sources in the different categories are found; with the exception of online information sources in culture category. This means that the image selected as most representative depends on the number of information sources used. For instance, for landscape category, respondents who selected Botanical Garden used an average of 1.44 online information sources, while respondents who selected Caletla used an average of 0.79 online information sources. Concerning offline information sources, respondents who selected Botanical Garden used an average of 1.35 offline information sources, while respondents who selected Caletla used an average of 0.41 offline information sources. The same interpretation can be made for the remaining categories.

These results suggest that the number of information sources used influences picture selection, for both online and offline information sources. Therefore, this means that information sources have an effect on the perceived tourist image; with

Table 3 Selection of representative images for each category

Landscape			Heritage			Culture		
	n	%		n	%		n	%
Beach	264	44.8	Lighthouse	376	63.4	Havaneres	314	52.9
Calella	200	33.8	Market	185	31.2	Black rice	141	23.8
Walking path	85	14.5	Cork museum	32	5.4	Sea urchins	95	16.0
Botanical Garden	43	7.3	Interpretation centre	0	0	Josep Pla	43	7.3
Total	592	100	Total	593	100	Total	593	100

Table 4 Average number of information sources used for the most representative image selected

Landscape			Heritage			Culture		
	Online	Offline		Online	Offline		Online	Offline
Walking path	1.071	0.858	Cork museum	1.094	1.156	Josep Pla	1.326	1.326
Botanical Garden	1.442	1.349	Lighthouse	1.029	0.620	Havaneres	0.863	0.570
Calella	0.790	0.405	Market	0.935	0.611	Sea urchins	0.726	0.358
Beach	1.068	0.644	Interpretation	–	–	Black rice	1.404	0.801
Total	1.002	0.645	Total	1.004	0.646	Total	1.004	0.646
F-statistic	5.652	25.806	F-statistic	0.603	8.481	F-statistic	12.584	22.893
Eta (η)	0.167	0.341	Eta (η)	0.045	0.167	Eta (η)	0.245	0.323
p-value	0.001	0.001	p-value	0.548	0.000	p-value	0.000	0.000

the exception of online information sources for heritage, where no differences exist among the average number of online information sources used, taking into consideration the most representative image selected by tourists. In general, tourists who use less information sources, tend to select more pictures showing well-known destination attributes. For instance, in the case of landscape, a picture of Botanical garden was the image least selected (7.3%) and this corresponds to the highest average for the number of both online (1.442) and offline (1.349) information sources used.

Taking into consideration the influence of online and offline information sources on the decision-making process, correlations are studied to statically test whether the average number of information sources used influences picture selection. Results in Table 5 show that correlation coefficients between the number of on and offline information sources used, and the number of times a picture was selected as being the most representative are negative, for all three categories, corroborating the fact that tourists selecting pictures related to well-known destination attributes tend to use less online or offline information sources. This corroborates that the number

Table 5 Correlations among information sources used and pictures selected

	Landscape	Heritage	Culture
Online	-0.658	-0.324	-0.392
Offline	-0.813	-0.824	-0.144

of information sources used influences picture selection. Therefore, this means that information sources have an effect on the perceived tourist image. In this case, negative correlation coefficients mean that tourists, who use less information sources, tend to select more pictures showing well-known destination attributes.

Table 5 shows that the highest negative correlation coefficient is for offline information sources in landscape (-0.813) and heritage (-0.824) categories; while the correlation coefficient for offline information sources in culture (-0.144) is the lowest. Coefficients for landscape and heritage categories are the most similar for those using offline information sources; while for online information sources the similarities are between heritage and culture. There are notable differences, especially between the two types of information sources used for heritage category.

Comparing each pair of average number of information sources (online and offline) used for the most selected pictures in each category helps to detect homogeneity within online and offline information sources. This can be evaluated in order to identify which type of information sources, whether online or offline, use a more similar number of sources. In order to detect this information, multiple comparisons are made of the average number of online and offline information sources between each pair of images for all categories (landscape, heritage and culture), taking into account Bonferroni correction as a post hoc test.

Table 6a, b and c show the significant difference in Bonferroni post hoc tests among the averages for the number of online and offline information sources used (Table 4) in the landscape, heritage and culture categories, respectively. Values in the upper part of the table represent the difference in averages among pictures for online information sources, and differences in offline information sources averages are shown in the lower part.

As an example of interpretation, Table 6a shows that for offline information sources, those who selected Calella (0.790 in Table 4) used statistically significant more information sources than those who selected the Botanical Garden (1.442 in Table 4). Results in Table 6a, b and c detect more statistical differences among averages of offline information sources than among online information sources; meaning that more differentiation among offline information sources exists; while for online information sources, there are fewer differences among the average number of information sources. Specifically, Table 6b shows no differences among averages of online information sources for heritage, which was also detected in the Anova test ($p = 0.548$) in Table 4.

Online information source tourists use more similar or a more homogenous number of information sources compared to offline information source users, who consult a more disperse number of information sources. For instance, for the heritage category (Table 4), the variation in the number of online information sources

Table 6a Bonferroni post-hoc tests for landscape

Offline/Online	Walking path	Botanical Garden	Calella	Beach
Walking path	—	n.s.	n.s.	n.s.
Botanical Garden	***	—	***	n.s.
Calella	***	***	—	***
Beach	n.s.	***	***	—

***p-value < .05; n.s = not statistically significant

Table 6b Bonferroni post-hoc tests for heritage

Offline/Online	Cork museum	Lighthouse	Market	Interpretation
Cork museum	—	n.s	n.s	—
Lighthouse	***	—	.n.s.	—
Market	***	n.s	—	—

***p-value < .05; n.s = not statistically significant

Table 6c Bonferroni post-hoc tests for culture

Offline/Online	Josep pla	Havaneres	Sea urchins	Black rice
Josep Pla	—	***	***	n.s.
Havaneres	***	—	n.s.	***
Sea urchins	***	***	—	***
Black rice	***	***	***	—

***p-value < .05; n.s = not statistically significant

ranges between 0.94 and 1.09, while for offline it ranges from 0.611 and 1.156; the same pattern can be observed for the landscape and culture categories. It is also demonstrated by the Eta (η) comparison between online and offline information sources for landscape ($\eta_{\text{online}} = 167 < \eta_{\text{offline}} = 0.341$), heritage ($\eta_{\text{online}} = 0.045 < \eta_{\text{offline}} = 0.167$) and culture ($\eta_{\text{online}} = 0.245 < \eta_{\text{offline}} = 0.323$).

Thus, results suggest that the pictures for the offline information sources users are more fragmented. This indicates that they perceive more diverse images as being the most representative of the tourism destination.

Finally, in order to inspect whether the images most selected in one type of information source are also the most selected in the other, correlation coefficients (r) between online and offline information sources are carried out for each category.

Results show positive correlation coefficients of the averages between online and offline information sources used for landscape ($r = 0.973$), heritage ($r = 0.803$) and culture ($r = 0.678$). However, the degree to which it correlates varies. These findings are related to the concept of tourist image fragmentation (Camprubí et al. 2014), meaning that when online and offline information sources match (high correlation coefficients), more similar are the images induced through these sources,

and therefore perceived by tourists. In the opposite situation, when differences exist between online and offline sources (low correlation coefficients), there is a higher dissonance or fragmentation in projected images. This means that the images are differently perceived by tourists, depending on the information sources used.

Thus, the highest correlation is found in the landscape category, so selecting the most representative image of the destination i.e. landscape, is very similar whether using online or offline information sources. However, in the case of culture, where the correlation is the lowest, there are more differences in the selection of the most representative image between the types of information sources used. For instance, the image with the highest average of offline information sources used is Josep Pla, while for online information sources, it is 'black rice'.

5 Conclusion

Considering the relevance of information sources in the image formation process and as an influencing factor in decision-making, this study concludes that the real, perceived tourist image of a destination is affected by the fragmentation of tourism images transmitted through various information sources.

In particular, this study concludes that the number and types of information sources consulted influence cognitive evaluations on perceived tourist image. Consequently, a higher number of information sources means that the tourist has a deeper knowledge of the destination, and therefore he or she associates less well-known attributes to a destination, in contrast to tourists who have used a smaller number of information sources. At the same time, findings indicate that tourists perceive different tourist images depending on the information sources they have used. Online and offline information sources with various categories of pictures show different behaviour, concluding that, in these cases, a fragmentation among various projected images exists in the different information sources.

Therefore, fragmentation of emitted tourism images is widespread through information sources, which have effects on the images perceived by tourists. From the results of this study, it cannot be deduced that this fragmentation is a negative effect, as long as the attributes that are disseminated through various information sources and subsequently perceived by the tourists agree with the DMO's communication strategy. As Camprubí et al. (2014) point out; emitted tourism images can be purposely fragmented with the purpose of positioning tourism destinations in different market segments.

Consequently, for marketers in tourism destinations, it is particularly useful to know whether fragmentation of the tourism image exists or not. The reasons for this are twofold: firstly, to determine if the attributes transmitted by certain information sources are in accordance with the destination strategy; and secondly, to see whether it helps determine an appropriate image strategy and the composition of the "image mix". This refers to the continuum of factors that need to be taken into account to decide which agents will intervene in the formation of the tourist image,

as well as the amount of money budgeted for image development, characteristics of target markets, demographic characteristics and timing (Gartner 1994), as well as the adaptation of these issues to the new online information sources paradigm (Camprubí et al. 2013).

At the same time, this study deepens knowledge of the concept of tourism image fragmentation and its possible influence on tourist perceived image perception. However, this is only a first approximation and future research should analyse these phenomenon more deeply. In this case, picture elicitation has been used as a tool to assess the attributes attached to perceived image of the destination. Future research can use other methodological tools in order to measure cognitive evaluations.

Additionally, considering that knowledge about differences between the use of online and offline information search is scarce (Ho et al. 2012); this study considers the differentiation between these two types of information sources, expanding knowledge of the influencing character of online and offline information sources. Future research could consider each information source individually and expand the number of information sources considered for analysis.

References

- 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.
- Baloglu, S., & McCleary, K. W. (1999). A model of destination image formation. *Annals of Tourism Research*, 26, 868–897.
- Baloglu, S. (2000). A path analytic model of visitation intention involving information sources, socio-psychological motivations, and destination image. *Journal of Travel & Tourism Marketing*, 8, 81–90.
- Beerli, A., & Martín, J. D. (2004). Tourists' characteristics and the perceived image of tourist destinations: A quantitative analysis—A case study of Lanzarote, Spain. *Tourism Management*, 25, 623–636.
- Bieger, T., & Laesser, C. (2004). Information sources for travel decisions: Toward a source process model. *Journal of Travel Research*, 42, 357–371.
- Bramwell, B., & Rawding, L. (1996). Tourism marketing images of industrial cities. *Annals of Tourism Research*, 23, 201–221.
- Buhalis, D., & Law, R. (2008a). Progress in information technology and tourism management: 20 years on and 10 years after the Internet—The state of eTourism research. *Tourism Management*, 29, 609–623.
- Buhalis, D., & Law, R. (2008b). Progress in information technology and tourism management: 20 years on and 10 years after the Internet—The state of eTourism research. *Tourism Management*, 29, 609–623.
- Camprubí, R. (2015). Capital cities tourism image: Is it fragmented? *European Journal of Tourism, Hospitality and Recreation*, 6, 57–74.
- Camprubí, R., Guia, J., & Comas, J. (2014). Analyzing image fragmentation in promotional brochures a case study of two urban destinations. *Journal of Hospitality and Tourism Research*, 38, 135–161.
- Camprubí, R., Guia, J., & Comas, J. (2013). The new role of tourists in destination image formation. *Current Issues in Tourism*, 16, 203–209.

- Camprubí, R., Guia, J., & Comas, J. (2009). La formación de la imagen turística inducida: Un modelo conceptual. *Pasos Revista de Turismo y Patrimonio Cultural*, 7, 255–270.
- Dey, B., & Sarma, M. K. (2010). Information source usage among motive-based segments of travelers to newly emerging tourist destinations. *Tourism Management*, 31, 341–344.
- Dilley, R. S. (1986). Tourist brochures and tourist images. *The Canadian Geographer/ Le Géographe Canadien*, 30, 59–65.
- Echtner, C. M., & Ritchie, J. R. B. (1993). The measurement of destination image: An empirical assessment. *Journal of Travel Research*, 31, 3–13.
- Fodness, D., & Murray, B. (1997). Tourist information search. *Annals of Tourism Research*, 24, 503–523.
- Frías, D. M., Rodríguez, M. A., Castañeda, A. J., et al. (2012). The Formation of a Tourist Destination's Image via information sources: The moderating effect of culture. *International Journal of Tourism Research*, 14, 437–450.
- Galí, N., & Donaire, J. A. (2005). The social construction of the image of Girona: A methodological approach. *Tourism Management*, 26, 777–785.
- Gartner, W. C. (1994). Image formation process. *Journal of Travel and Tourism Marketing*, 2, 191–212.
- Gitelson, R. J., & Crompton, J. L. (1983). The planning horizons and sources of information used by pleasure vacationers. *Journal of Travel Research*, 21, 2–7.
- Govers, R., & Go, F. M. (2004). Cultural identities constructed, imagined and experienced: A 3-gap tourism destination image model. *Tourism*, 52, 165–182.
- Gunn, C. A. (1972). *Vacationscape*. Designing Tourist Regions: Taylor and Francis/University of Texas, Washington DC.
- Gunn, C. A. (1988). *Vacationscape: Designing tourist regions*. New York: Van Nostrand Reinhold.
- Hanlan, J., & Kelly, S. (2005). Image formation, information sources and an iconic Australian tourist destination. *Journal of Vacation Marketing*, 11, 163–177.
- Ho, C. I., Lin, M. H., & Chen, H. M. (2012). Web users' behavioural patterns of tourism information search: From online to offline. *Tourism Management*, 33, 1468–1482.
- Josiassen, A., Assaf, A. G., Woo, L., & Kock, F. (2015). The Imagery—image duality model: An integrative review and advocating for improved delimitation of concepts.
- Kotler, P., Haider, D. H., & Rein, I. (1993). *Marketing places: Attracting investment, industry, and tourism to cities, states, and nations*. New York: Free Press.
- Laws, E. (1995). *Destination management: Issues*. Routledge, London: Analysis and Policies.
- Letho, X. R., Kim, D. Y., & Morrison, A. M. (2006). The effect of prior destination experience on online information search behavior. *Tourism and Hospitality Research*, 6, 160–178.
- Li, X., Pan, B., Zhang, L., & Smith, W. W. (2009). The effect of online information search on image development: insights from a mixed-methods study. *Journal of Travel Research*, 48, 45–57.
- Llodrà-Riera, I., Martínez-Ruiz, M. P., Jiménez-Zarco, A. I., & Izquierdo-Yusta, A. (2015). A multidimensional analysis of the information sources construct and its relevance for destination image formation. *Tourism Management*, 48, 319–328.
- Luo, M., Feng, R., & Cai, L. A. (2004). Information search behavior and tourist characteristics: The internet vis-à-vis other information sources. *Journal of Travel and Tourism Marketing*, 17, 269–293.
- Matteucci, X. (2013). Photo elicitation: Exploring tourist experiences with researcher-found images. *Tourism Management*, 35, 190–197.
- McCartney, G., Butler, R., & Bennett, M. (2008). A strategic use of the communication mix in the destination image-formation process. *Journal of Travel Research*, 47, 183–196.
- Money, R. B., & Crotts, J. C. (2003). The effect of uncertainty avoidance on information search, planning, and purchases of international travel vacations. *Tourism Management*, 24, 191–202.
- Pearce, D. (1989). *Tourist Development*. New York: Longman.

- Santos, J. (1998). The role of tour operators' promotional material in the formation of destination image and consumer expectations: The case of the People's Republic of China. *Journal of Vacation Marketing, 4*, 282–297.
- Schul, P., & Crompton, J. L. (1983). Search behavior of international vacationers: Travel-specific lifestyle and sociodemographic variables. *Journal of Travel Research, 22*, 25–30.
- Tasci, A. D. A., & Gartner, W. C. (2007). Destination image and its functional relationships. *Journal of Travel Research, 45*, 413–425.
- Tasci, A. D. A., Gartner, W. C., & Cavusgil, S. T. (2007). Conceptualization and operationalization of destination image. *Journal of Hospitality and Tourism Research, 31*, 194–223.