Destination image and on-site tourist behaviour: A systematic literature review

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Abstract | Destination image is a prominent topic in tourism research. While studies on destination image have extensively focused on the role of image in destination selection and consumer loyalty, its impact on tourists' on-site behaviour is often overlooked. This paper explores this relationship through a systematic literature review of Scopus-indexed research published between 1960 and 2019 concerning this theme, discussing the main findings and methodologies utilized as well as the thematic context in which this research was conducted. Research reveals to be primarily quantitative and addressing several components of destination image. The effects of image on on-site behaviour, although less frequent than those on pre and post-travel behaviour, have been analysed in terms of activities sought, levels of expenditure, length of stay, itinerary choices and behaviours towards accommodation. Based on this analysis, gaps in the academic literature are identified suggesting future avenues of research.

Keywords | Destination image, on-site behaviour, literature review, tourism marketing, tourist expenditure, length of stay

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1. Introduction

Destination image is considered an important factor explaining tourist pre-visit behaviour, namely as it is an relevant predictor of destination selection (Fieger, Prayag, & Bruwer, 2019; Stylidis, Belhassen, & Shani, 2017; Tasci, Gartner, & Cavusgil, 2007). Its importance in marketing strategy is, therefore, evident: through the use of destination image projection and adequate communication strategies, tourism stakeholders can reinforce their intended image of the destination, thereby enhancing its competitiveness (Camprubí, 2009; Crompton, 1979).

One may correspondingly, according to authors such as Kastenholz (2002) or Baumann, Lourenço and Lopes (2017), distinguish two, however closely related, fields of destination image analysis: a) image as created by and affecting **the tourist**, - the consumer behaviour perspective; b) image as projected by and affecting **the destination**, the destination marketing perspective. However, most studies focus on the tourists' perspective with implications on destination marketing. The tourist or consumer behaviour focus is also the one selected for the present study, with a particular interest in the link between destination image and on-site tourist behaviour driving the review.

Despite the importance of the destination image concept, it still lacks a consensual definition, like many concepts in the social sciences, but particularly in the relatively recent field of tourism studies (Iordanova & Stylidis, 2019; Josiassen, Assaf, Woo, & Kock, 2016; Tasci et al., 2007). Tasci et al. (2007) provide one of the most comprehensive conceptualizations of image, defining it as "an interactive system of thoughts, opinions, feelings, visualizations, and intentions toward a destination" (Tasci et al., 2007: 200). This definition implies that destination image is composed of interrelated but distinct components, of a cognitive, affective, imagery and behavioural nature.

Much like its definition, there is a lack of consensus on the components, constituting destination image. Many authors identify two components of destination image: cognitive and affective (Baloglu & Brinberg, 1993; Baloglu & McCleary, 1999; Kastenholz, 2002; Seehyung Kim & Yoon, 2003; Stepchenkova & Mills, 2010; Tasci et al., 2007). Besides these two, authors such as Gartner (1994), Tasci et al. (2007) or Hao, Xu and Zhang (2019) consider a third component: the conative or behavioural dimension. Additionally, some authors such as Kastenholz (2002) consider imagery as a component of image.

Cognitive image relates to what one knows or believes to know about a destination, while affective image refers to feelings towards the destination, namely emotions and values associated with it, such as excitement about exoticism or fear for one's safety. The conative component relates to behaviour, to how people act on information received, interpreted and evaluated (Gartner, 1994; Kladou & Mavragani, 2015; Konecnik & Gartner, 2007). Finally, imagery is the mental process of assimilating multisensory information and developing conceptions about destinations (Matos, Mendes, & Pinto, 2015).

These components are interrelated and any can be considered cause and effect of a change in destination image at any moment. Consequently, they cannot be understood in isolation, and should be studied in an integrated manner (Tasci et al., 2007). Baloglu and McCleary (1999), for example, posite that the affective component is largely dependent on the cognitive component of image, while others (Gartner, 1994; Konecnik & Gartner, 2007) observe that the conative component is largely determined by both cognitive and affective image.

In the same way that the conative dimension of image is heavily impacted by cognitive and affective image, these three components as a whole are heavily influenced by a series of factors that are responsible for shaping destination image in the consumers' mind. A number of models have been

proposed for the process of destination image formation, with most agreeing on destination image being subject to constant evolution and change through the action of several factors and agents (Z. Chen, 2019; Iordanova, 2015; Iordanova & Stylidis, 2019; Seongseop Kim, Stylidis, & Oh, 2019; Marine-Roig, 2015). This idea was first made popular by Gunn (1988), whose model identifies two stages of destination image formation: organic image, grown from the assimilation of information sources such as newspapers, magazines or art, and induced image, which results from an active effort of destination image promotion, through guidebooks, publicity, or other similar means. Later models would explore further the different factors that influence the generation of destination image.

These may be reduced to two main types of factors: personal factors and stimulus factors. The first relate to psychological and social aspects of the individual that affect how they perceive the destination (i.e. education, motivations, values, personality, etc.), while the latter relate to the many sources of information that shape that perception (Baloglu & McCleary, 1999).

These sources of information can, according to Gartner (1994) fall into four major categories of image shaping agents: overt induced agents (that is, DMOs, travel agencies, tour operators and other organizations that have a manifest interest in creating a positive image on the tourist's mind), covert induced agents (including opinion leaders and influencers which are paid by DMOs to give greater credibility to the projected image, as well as second-party endorsement through apparently unbiased reports such as news reports or articles in travel magazines), autonomous agents (truly independent sources which are often responsible for creating an organic stereotyped image of the destination; these can include news reports and articles or elements of popular culture such as music, films or art in general) and organic agents (which can be pure – meaning the tourists themselves and the real life-experiences they have with the desti-

nation – solicited – meaning information that has been requested to family or friends with personal experience with the destination – and unsolicited – meaning information that is given without request by individuals with experience in the destination). Different combinations of these four types of agents can produce vastly different images of a same destination in different consumers' minds (Beerli & Martín, 2004; Camprubí, 2009; Gartner, 1994).

As Tasci and Gartner's (2007) review on destination image literature indicates, the impacts of this construct on tourist behaviour are not limited to pre-visit behaviour and are also felt during the visit. Understanding on-site tourist behaviour is relevant for a variety of reasons: firstly, it helps prevent tourist overcrowding, thus improving tourist safety and avoiding accidents; secondly, provision of public services and facilities in tourist attractions should conform to tourists' expectations and behavioural patterns when visiting places, promoting the proper use of these facilities; lastly, in a post-modern tourism context, tourists tend to favour individual and experience-oriented destination visits, which makes the understanding of on-site behaviour – and its antecedents, including destination image – necessary for exceeding expectations in experience provision, delighting visitors and reinforcing previously held favourable images, consequently promoting destination loyalty (Kastenholz, 2002; Li, Yang, Shen, & Wu, 2018).

This paper thus seeks to explore this perspective through a systematic literature review of research carried out between 1960 and April 14th 2019 on this theme. Its main objective is to identify corresponding studies, assessing the main findings and methodologies utilized.

This paper is divided into five sections, including this introduction. The second section explains the methodology used for this review, and presents a short characterization of the sample. The third section presents the results of the analysis, in terms of the methodology used by the reviewed studies,

components of destination image considered and the relationships found between destination image and tourist on-site behaviour. The final section discusses this review's main findings and proposes pathways for future research.

2. Methodology

2.1. Data collection

In order to select the scientific documents to be analysed in this review, the Scopus database was used, since it is the "largest abstract and citation database of peer-reviewed literature" (Elsevier, 2018), being widely used for literature reviews in the tourism area (e.g. Borges, Eusébio, & Carvalho, 2014; Lane & Kastenholz, 2015; Leal, Breda, & Eusébio, 2019; Martins & Costa, 2017; Milheiro, Eusébio, & Kastenholz, 2014). Data collection was conducted on the 14-11-2019, using the following search string in the field 'title, abstract and keywords': "((("destination image") OR ("destination brand image") OR ("place brand image") OR (place AND image)) AND ("travel behavi*"OR "tourist behavi*"OR "tourist activit*"OR "travel activit*"OR (segmentation AND touris*)))".

The keywords used are accordingly several variations of the constructs "destination image" and "tourist behaviour", with the keywords "segmentation" and "touris*" being added to the research due to the existence of several articles on image-based segmentation that provide interesting insight on heterogeneity of destination image, associated to diverse on-site behaviour and opportunities for developing destination marketing strategies. The article selection process is described in Figure 1 and the full list of articles selected can be found on Table 1 of Appendix 1. The following criteria were utilized for selection:

(i) **Period of data collection:** The widest permitted by the Scopus platform: 1960-2020.

(ii) **Type of articles:** Only scientific journal articles.

(iii) **Language:** Only articles in English, Spanish, Portuguese or French, being the languages in which the authors are fluent.

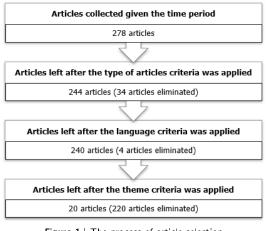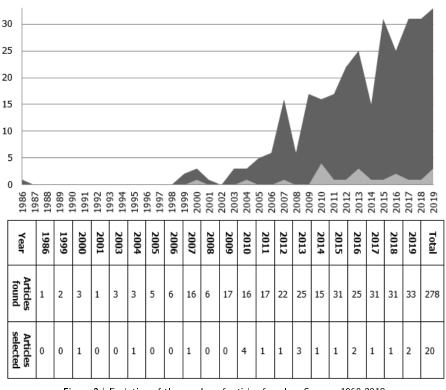(iv) **Theme:** Only articles analysing the impact of destination image on on-site behaviour.

Figure 1 | The process of article selection
Source: own work

This search yielded a total of 278 articles, of which 20 were selected for analysis. The reason for eliminating such a large quantity of articles relates mostly to the last criteria: a very large part of the articles found refer to pre-trip behavioural intentions, such as destination selection, or post-trip behavioural intentions, such as willingness-to-revisit or willingness-to-recommend, and therefore do not address on-site behaviour.

For this review, on-site behaviour was considered as behaviour occurring while the tourist is at the destination, regardless of when the behavioural decision was taken. For example, length of stay is considered a variable reflecting on-site behaviour – even though the decision on the length of that stay

might have been made before the trip, but not necessarily so. In other words, the objective is not to analyse how destination image shapes the consumers' behavioural decisions while they are on the destination; but to shift the focus of research on destination image's impact on consumer behaviour, which is almost exclusively dedicated to post-trip and future pre-trip consumer behaviour, often neglecting on-site behavioural aspects.

The on-site behaviour focus was considered relevant, since a) this type of behaviour has attracted less academic attention, when compared to pre- and post-visit behaviours, while b) on-site behaviour is a most important field of study and in-

tervention for destination and service managers in terms of destination experience enhancement, management of tourist flows and their impacts on both destination and tourist. Variables of potential interest would be: tourists' space-time mobilities (Caldeira, 2014), choice of hospitality services (J. S. Chen, Chang, & Cheng, 2010), attractions and events sought while at the destination (Prayag, 2010), expenditure levels (J. S. Chen & Hsu, 2000) or social interaction (Kastenholz, Carneiro, & Eusébio, 2018).

The temporal distribution of the articles is visible in Figure 2.

Year	1986	1999	2000	2001	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	Total
Articles found	1	2	3	1	3	3	5	6	16	6	17	16	17	22	25	15	31	25	31	31	33	278
Articles selected	0	0	1	0	0	1	0	0	1	0	0	4	1	1	3	1	1	2	1	1	2	20

Figure 2 | Evolution of the number of articles found on Scopus, 1960-2018
Source: own work

2.2. Characterization of the sample

The number of articles on the influence of des-

tination image on on-site behaviour is notably reduced. The first article published on the matter is Chen and Hsu's (2000) study "Measurement of Ko-

rean Tourists' Perceived Images of Overseas Destinations", published in the Journal of Travel Research. During the mid to late 2000s three more articles were published, with a steady yet modest flow of articles getting published starting from 2010. This year also sees the peak number of published articles in the period under review, with 4 articles published. The area remains, however, under-researched, as can be observed by the low number of articles found.

The journals with most published articles on the analysed question were the *Asia Pacific Journal of Tourism Research*, the *Journal of Travel Research*, the *Journal of Sport & Tourism* and the *Journal of Travel & Tourism Marketing*, all having published two articles each.

All articles contained an empirical component, with none focusing exclusively on literature review. Of these, Chen and Kaplanidou were the most significant authors, each having with two articles. The main objectives of the reviewed articles can be consulted on Table 2 of Appendix 1.

2.3. Data analysis

Following the selection of articles, a systematic analysis was conducted on the selected 20 articles, with data from each of the articles being organized in a table with six categories, which were defined with the intent of breaking down the papers into comparable themes: main objectives, geographic and temporal context, population, methodology, main conclusions and limitations/suggestions for further investigation. The following section presents the main conclusions extracted from this analysis.
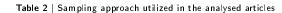
3. Results

3.1. Methodological approaches utilized

The analysed articles used mostly quantitative methodologies. This is evident in the methods chosen for data collection: all articles used a questionnaire-based survey for data collection. Of these, fourteen chose self-administered questionnaires, the majority of which were handed out by the researcher. A few researchers also used additional qualitative data collection techniques, namely semi-structured interviews and participative observation. All collection techniques utilized in the articles can be consulted in Table 1. With regards to sampling, as visible in Table 2, convenience sampling stands out, being used in nearly half of the analysed articles, followed by purposive sampling, used by 4.

Table 1 | Data collection methods utilized in the analysed articles

	Primary data					
	Quantitative				Qualitative	
	Questionnaires				Semi-structured interviews	Participative observation
	Self-administered			Administered by the researcher		
	Distributed by e-mail / online	Paper – handed over by researcher	Paper – mailed			
Y.-K. Lee et al. (2019)	X					
Park et al. (2019)	X					
Line et al. (2018)	X					
Bruwer et al. (2017)				X		
Handler (2016)		X				
Kock et al. (2016)				X		
Josiam et al. (2015)				X		
Liu (2014)		X				
Bessiere & Tibere (2013)		X			X	X
van der Zee & Go (2013)	X	X			X	X
Xie & Lee (2013)				X		
Kaplanidou et al. (2012)	X					
Peters et al. (2011)		X				
Chen et al. (2010)				X		
Machado (2010)		X				
Mohan (2010)		X				
Prayag (2010)				X		
Kaplanidou & Vogt (2007)			X			
Dolnicar & Grabler (2004)				X		
Chen & Hsu (2000)		X				
Total number of articles	5	8	1	7	5	2

Source: own work

Table 2 | Sampling approach utilized in the analysed articles

Type	Articles employing the approach	Total number of articles
Convenience	Chen et al. (2010); Dolnicar & Grabler (2004); Handler (2016); Josiam et al. (2015); Kaplanidou et al. (2012); Y.-K. Lee et al. (2019); Line et al. (2018); Liu (2014); Machado (2010); Mohan (2010); Park et al. (2019); van der Zee & Go (2013); Xie & Lee (2013)	13
Purposive	Bessiere & Tibere (2013); Peters et al. (2011); Prayag (2010); van der Zee & Go (2013)	4
Systematic	Bruwer et al. (2017); Chen & Hsu (2000); Kock et al. (2016)	3
Quota	Prayag (2010)	1
Random	Bessiere & Tibere (2013)	1
Non existent	Kaplanidou & Vogt (2007)	1

Source: own work

Data analysis was also mostly quantitative, with all articles using univariate techniques. More than half of the articles also used bivariate and multivariate techniques. In this last category, the use of standalone factor analysis (7 articles) is notable, as is structural equation modelling (6 articles), multiple regression modelling (5 articles) and factor-cluster analysis for segmentation studies (4 articles). Less used are qualitative data analysis techniques, although content analysis was also used in 2 articles. These methodological approaches are summarized in Table 3.
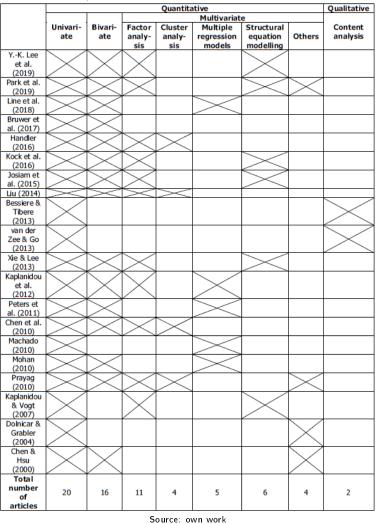
Table 3 | Data analysis methods utilized in the analysed articles

| | Quantitative | | | | | | | Qualitative |
| | Univariate | Bivariate | Multivariate | | | | | Content analysis |
			Factor analysis	Cluster analysis	Multiple regression models	Structural equation modelling	Others	
Y.-K. Lee et al. (2019)	X	X	X			X		
Park et al. (2019)	X	X				X	X	
Line et al. (2018)	X	X			X			
Bruwer et al. (2017)	X	X	X					
Handler (2016)	X	X	X	X				
Kock et al. (2016)	X	X	X			X		
Josiam et al. (2015)	X	X	X	X		X		
Liu (2014)	X							
Bessiere & Tibere (2013)	X							X
van der Zee & Go (2013)	X							X
Xie & Lee (2013)	X	X	X		X			
Kaplanidou et al. (2012)	X	X	X	X	X			
Peters et al. (2011)	X	X	X		X			
Chen et al. (2010)	X	X				X		
Machado (2010)	X							
Mohan (2010)	X	X			X			
Prayag (2010)	X	X	X				X	
Kaplanidou & Vogt (2007)	X	X	X			X		
Dolnicar & Grabler (2004)	X	X		X			X	
Chen & Hsu (2000)	X	X	X				X	
Total number of articles	20	16	11	4	5	6	4	2

Source: own work

3.2. Main findings: the impacts of destination image

Despite the reduced number of articles, some interesting insight was found. The effects of destination image can be categorized as impacts on activities sought, levels of expenditure, length of stay and behaviours towards accommodation, as discussed next (see also Table 4).

Table 4 | Variables of on-site behaviour analysed by different authors

Variable	Article analysing the variable	Total number of articles
Itineraries and activities sought	Bessiere & Tibere (2013); Bruwer et al. (2017); Dolnicar & Grabler (2004); Handler (2016); Josiam et al. (2015); Kaplanidou et al. (2012); Kaplanidou & Vogt (2007); Lee et al. (2019); Mohan (2010); Park et al. (2019); Peters et al. (2011); Prayag (2010); van der Zee & Go (2013)	13
Expenditure	Chen et al. (2010); Chen & Hsu (2000); Kock et al. (2016); Xie & Lee (2013)	4
Length of stay	Handler (2016); Liu (2014); Machado (2010)	3
Behavior towards accommodation	Chen et al. (2010); Line et al. (2018)	2

Source: own work

Regarding analysed components of image, all articles analysed the conative (i.e. behavioural) component of destination image, as should be expected from a literature review that addresses tourist behaviour. Cognitive image was also studied by eighteen of the articles, while affective image is approached by only seven articles and imagery by only one. This article is also the only one analysing all four components of destination image. It should additionally be mentioned that some of the authors listed as analysing cognitive or affective image fail to do a systematic analysis of these components, often analysing specific aspects of one or the other, such as Bessiere and Tibere (2013), using a uni-dimensional measure of destination image that integrates both cognitive and affective features (i.e. Chen & Hsu, 2000), or using inconsistent scales for measurement (i.e. Machado, 2010). The list of components analysed by each article can be found in Table 5.

Table 5 | Components of destination image that were measured in the selected articles

	Cognitive	Affective	Conative	Imagery
Y.-K. Lee et al. (2019)	X		X	
Park et al. (2019)	X		X	
Line et al. (2018)	X		X	
Bruwer et al. (2017)	X		X	
Handler (2016)		X	X	
Kock et al. (2016)	X	X	X	X
Josiam et al. (2015)			X	
Liu (2014)	X		X	
Bessiere & Tibere (2013)	X	X	X	
van der Zee & Go (2013)	X		X	
Xie & Lee (2013)	X		X	
Kaplanidou et al. (2012)	X	X	X	
Peters et al. (2011)	X		X	
Chen et al. (2010)	X		X	
Machado (2010)	X	X	X	
Mohan (2010)	X		X	
Prayag (2010)	X	X	X	
Kaplanidou & Vogt (2007)	X	X	X	
Dolnicar & Grabler (2004)	X		X	
Chen & Hsu (2000)	X		X	
Total number of articles	18	7	20	1

Source: own work

3.2.1. Itineraries and activities sought

The influence of destination image on activities and attractions sought by tourists was the most analysed relationship, with thirteen of the selected articles focusing on it. Of these, five of the articles focused exclusively on cognitive image's impact on on-site behaviour, with the remaining ones not focusing on any specific component of image besides the conative. The examined articles gave a wide account on how destination image can affect attractions visited by tourists – and consequently their itineraries (as analysed by seven of the articles in this section) – or their preferred activities (as analysed by nine of the articles), as will be described in the next few paragraphs.

In terms of its effect on itineraries, Park, Lee, Kim and Kim (2019) have found that positive destination images lead to an increase in the number of tourist attractions visited in Seoul. On the other hand, different destination images attributes lead to differences in the attractions sought, as Prayag's (2010) and Dolnicar and Grabler's (2004) studies on the impacts of cognitive image indicated; for example, Dolnicar and Grabler (2004) found that people who saw Vienna as an un-unique place show less tendency towards visiting markets, museums and exhibitions.

Destination (un)safety perceptions were also revealed by some studies as having great impact on itineraries. van der Zee and Go (2013) found that South Africa's negative safety perception led

Dutch tourism managers to opt for a strict and secure program, creating an environmental bubble with the help of the DMO, i.e. a 'safe space', protecting visitors from threatening destination features, with strict safety measures adopted for tourist activities. Tourist itineraries were thus severely conditioned by perceptions of unsafety. Handler's (2016) research on the Fukushima nuclear disaster revealed alterations in both itineraries and activities sought, with 11.3% of the respondents avoiding the Fukushima area in their travels to Japan, staying shorter periods of time in the country and refraining from buying Japanese products and cuisine. 17.5% displayed similar fears, tending to avoid the destination altogether, while 29.4% registered no alteration in behaviour whatsoever.

Some authors chose to focus on how films can influence both itineraries and activities sought. Both Peters, Schuckert, Chon and Schatzmann (2011) and Josiam et al. (2015) concluded that films tended to influence tourists to visit movie locations and related settings and even re-enact scenes from those movies, with the first authors studying tourists in Vienna and the *Sissi* trilogy and the second group of authors analysing tourists in New Delhi and the Bollywood movie industry.

Shifting the focus to activities sought, some authors chose to focus on how image could lead to a greater propensity towards food and wine tourism consumption. As Bessiere and Tibere (2013) point out, destination image frames the relationship between a country and its food in the consumers' mind. This makes them look for specific things, such as visits to farms, markets, restaurants and wineries (Bessiere & Tibere, 2013), as was corroborated by Bruwer et al. (2017) in their study in the Finger Lakes Region of the U.S.A. These authors concluded that destination image affected the behaviour of first-time and repeat visitors differently, as well as in-state and out-of-state visitors: repeat and in-state visitors regarded wine tourism as the main purpose of their visit, showing greater propensity towards the visit of wineries (Bruwer et al., 2017).

Destination image is also an important predictor of participation in sports activities. Both Kaplanidou and Vogt (2007) and Kaplanidou, Jordan, Funk, and Ridinger (2012) found that destination image held by travellers at the destination positively impacts on their intention to practice sports when revisiting the destination. Kaplanidou and Vogt (2007) further concluded that these intentions were important predictors of actual behaviour. Focusing on passive sports tourism, Mohan (2010) found a similar relationship between cognitive destination image and attendance of sports games.

To conclude, a mention to Y.-K. Lee, Pei, Ryu and Choi's (2019) study, which found a connection between cognitive destination image and pro-environmental practices, as the first had a determining influence on place attachment, which in turn impacted on on-site pro-environmental behaviours such as non-feeding animals on nature reservations or participation in meetings and petitions for the protection of the natural environment.

3.2.2. Expenditure

The second most studied travel behaviour was expenditure. All articles that analysed expenditure chose to focus on the cognitive component of image, with the exception of Kock et al. (2016) which analysed both affective and cognitive image's impact on expenditure. Xie and Lee (2013) found that different attributes of cognitive destination image had impacts on expenditure, concluding that a positive destination image impacted positively on destination personality, inducing, in turn, increased willingness-to-pay. This was confirmed by Kock et al.'s (2016) destination content model, which found that both cognitive and affective destination image has a direct positive effect on willingness-to-pay. The authors sought to validate the model through empirical work with Danish citizens, confirming the relationship between affective image and willingness-to-

pay for their perception of Germany, but not for that of Spain, and the relationship between cognitive image and willingness-to-pay for their perception of Spain, but not for that of Germany. Imagery's direct impact on willingness-to-pay was not analysed, but its impact on both cognitive and affective image was confirmed.

Other authors analysed the direct impacts and detailed which attributes had greater impact on expenditure. Chen and Hsu (2000) found that the amount of money spent during the trip tends to be higher when local destination lifestyles are perceived to be similar to those of the respondents. Conversely, perceived language barriers led to an intention to spend less, possibly making tourists feel uncomfortable about extended interaction with service and product providers in a shopping context.

Chen et al. (2010), on the other hand, segmented farm tourists in Taiwan based on cognitive destination image and concluded that the "cultural explorers" segment (whose destination image focused on culture, history, and events) had the lowest expenditure, while "specialty enthusiasts" (focusing rather on famous restaurants and local specialties) were the biggest spenders.

3.2.3. Length of stay

Length of stay also receives some attention in research. Machado (2010) and Handler (2016) concluded that different image attributes lead to different lengths of stay: the first, analysing tourism on the island Madeira, concluded that its cognitive image and reputation for wine, climate and casinos positively impacts length of stay, while attributes such as hotel quality have a negative impact (with the perception of high cost possibly reducing length of stay); the second, as already discussed, found that some visitors chose to stay for shorter periods of time in Japan due to the Fukushima nuclear disaster and the associated perceptions of unsafety.

Liu (2014), on the other hand, undertaking a factor-cluster cognitive image segmentation analysis of foreign cultural tourists in Taiwan, found no significant differences in terms of length of stay.

3.2.4. Behaviour towards accommodation

Two studies were found that analyse how cognitive image can impact on tourists' behaviour towards accommodation. Chen et al.'s (2010) segmentation of farm tourists to Taiwan showed that destination image was relevant for tourists' hotel choice, with "specialty enthusiasts" choosing luxury and resort hotels, as did for "nature seekers" (whose main image focus was scenery, wildlife and uniqueness of local people's life) and "family devotees" (focusing most on recreational and children activities), who additionally chose moderate hotels.

Line et al. (2018), in contrast, studied how cognitive destination image affected the ecological behaviour of tourists in hotels, finding that, for nature destinations, it significantly increased the acceptance of sustainability programs, which was however not true for urban destination images.

4. Discussion and conclusion

This study showed through a systematic literature review a clear research gap regarding the analysis of the relationship between destination image and tourists' on-site behaviour, with most destination image studies analysing tourist behaviour considering pre- or post-travel behaviour. This is observable despite the relevance of this area for marketing studies, permitting destinations to enhance on-site experiences also through a better understanding of distinct and heterogeneous image-behaviour dynamics. Notwithstanding the scarcity of articles studying the theme, a systematic analysis of their content suggests some interesting conclusions as well as avenues for future

research.

The impact of destination image on on-site tourist behaviour is wide and encompasses several aspects, but itineraries and activities sought were the most analysed behavioural variable. Several studies found that different image attributes imply different itineraries in a given territory. As a matter of fact, destination image has been found closely related to motivation, with tourists typically paying more attention to most valued attributes, activities and benefits sought at a place, thus forming travel expectations (Kastenholz, 2002), naturally leading to corresponding activities sought and itineraries. The specific effect of unsafety perceptions and film image on itineraries was analysed by some articles. The growing importance of film-induced tourism adds to the relevance of such findings (Hudson & Ritchie, 2006; Zhang & Ryan, 2018). Specific images can direct motivation towards specific products, such as food and wine or sports. Some studies additionally point towards image's influence in pro-environmental behaviours.

Expenditure was the second most analysed variable, with several authors attesting to the fact that different destination image attributes have different impacts on tourist expenditure. This impact is even greater if the effects of destination image on length of stay, identified by some studies (Machado, 2010), are taken into consideration. However, the impact of image on length of stay is not conclusive, with Liu (2014) not finding any such impact. Last but not least, destination image was found to have a significant impact on hotel choice and on ecological behaviour within a hotel.

These findings provide a strong argument in favour of image-based segmentation approaches, such as those used by Chen, Chang, and Cheng (2010), Dolnicar and Grabler (2004), Handler (2016) or Liu (2014) for diverse destination-market contexts. However, it should be noted that most of these articles employed factor-cluster segmentation approaches, which have been heavily criticized

by authors such as Dolnicar and Grün (2008). Future research should seek other methodologies for approaching image-based segmentation.

Findings suggest that destination image promotion may induce changes in tourist behaviour patterns, with more research on this matter needed. This can be of great relevance, when considering the growing number of cases of tourismophobia (Novy & Colomb, 2017; Pixová & Sladék, 2017), serving as a tool that may alter tourist itineraries, consequently reducing tourist pressure in more crowded areas of a destination. Cases of unwanted tourism behaviour, such as Spain's 'drunk tourism' problem (Ferrer, 2017; Serra-Cantallops & Ramon-Cardona, 2017), could also benefit from strategies of this type, as image promotion could foster behaviours deemed more acceptable by the local population. This strategy could again be combined with segmentation and management of demand (Kastenholz, 2004), namely through attraction of segments valuing destination attributes inducing the quest for more desirable tourist activities and sustainable tourist behaviours.

Destination image promotion, segmentation and corresponding management of demand could moreover contribute to increasing the benefits obtained from tourism, specifically those associated to possibly increased tourist expenditure via attraction of segments valuing certain types of destination attractions and activities.

Also, the present study has its particular limitations, the main one being the use of only one database for data collection – even though being the largest database of peer-reviewed literature in the world and, arguably, the most important for tourism studies. Future studies could expand this literature review to other databases. Also worth noting is the fact that some articles were automatically excluded due to the authors' lack of fluency in the language in which they were written, despite possibly including valuable insight into the here developed discussion. Since the total num-

ber of articles found to match our Scopus-search was relatively small, generalizable patterns regarding the here focused relationship cannot be established, making this article an initial step into a relatively under-researched field of tourism studies, mainly helping identify relevant future avenues of research.

One of the most evident refers to the need of replicating some of the suggested models in other cultural and/ or geographical destination contexts for validation. This is the case of Bruwer et al.'s (2017) winescape framework, Kock et al.'s (2016) destination content model, Chen et al.'s (2010) farm tourist image-based segmentation and Dolnicar and Grabler's (2004) city perception analysis.

Peters et al. (2011) also suggest further investigation on film-induced destination image and consequent tourist behaviour. One may additionally suggest the development and testing of models analysing the impact of any kind of art-induced destination image on tourist behaviour.

Further research on how destination image impacts tourist behaviour in specific product segments, in a similar fashion to Chen et al.'s (2010) study, could also be carried out. Apart from this, analysing image-segments within such markets and understanding differences amongst segments in terms of on-site behaviour adds relevance of results on destination management, as argued above, and are accordingly recommended.

Finally, the literature review showed that most studies did not consider moderator variables when analysing the link between destination image and tourist behaviour, with Bruwer et al. (2017) being a notable exception, considering repeat versus first time and in-state and out-of-state visitors. This and other potential moderator variables would be important to address, such as cultural proximity, motivation, age, education or psychographic traveller type (Kastenholz, 2002). Also, the here identified relations, some of which lacking consensus (in the case of effect on length of stay), require additional research for consolidation, na-

mely through replication of destination image studies in distinct destination types. However, there is another challenge that needs to be addressed, namely the lack of consensus and consistency on the assessment of destination image in the first place. Replication and comparative studies may only lead to the sound development of destination image theory if the central construct is measured, with the same indicators and considering the same components, independently of analysing its impacts on pre-, post- or on-site tourist behaviour. Regarding components of destination image, future research should also integrate imagery and affective image, since it is an apparently interesting, but frequently neglected dimension. More qualitative studies are also needed in this area, as most are of a quantitative nature, using questionnaire-based survey data. Especially in destination image research, assessment of pictorial data and its associated meanings seems a relevant, but neglected approach (MacKay & Fesenmaier, 1997).

5. Acknowledgments

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Appendix

Appendix 1 | List of articles selected for literature review

Bessiere, J., & Tibere, L. (2013). Traditional food and tourism: French tourist experience and food heritage in rural spaces. *Journal of the Science of Food and Agriculture, 93*(14), 3420–3425.
Bruwer, J., Pratt, M. A., Saliba, A., & Hirche, M. (2017). Regional destination image perception of tourists within a winescape context. *Current Issues in Tourism, 20*(2), 157–177.
Chen, J. S., Chang, L.-L., & Cheng, J.-S. (2010). Exploring the Market Segments of Farm Tourism in Taiwan. *Journal of Hospitality Marketing & Management, 19*(4), 309–325.
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Appendix 2 | Main objectives of the articles selected for the literature review (own work)

Author / year	Main objectives
Bessiere & Tibere (2013)	To examine the role of food and eating in the tourist experience.
Bruwer, Pratt, Saliba & Hirche (2017)	To conceptualise a wine regional destination's perceived image, integrating multiple theories such as servicescape, place-based marketing and destination choice.
Chen & Hsu (2000)	To investigate image attributes affecting Korean tourist choice behaviours, such as length of stay, planning time frame, and budgeted travel costs.
Chen, Chang, & Cheng (2010)	To investigate travellers' perceptions of farm tourism, using a popular leisure farm in Taiwan as a site for the case study.
Dolnicar & Grabler (2004)	To introduce and test city perception analysis, using the perceptions of six European cities (Barcelona, Budapest, Paris, Prague, Venice and Vienna) to analyse one of them (Vienna).
Handler, (2016)	To analyse the effect of the Fukushima Nuclear Disaster on travel intention and behaviour of Taiwanese travellers.
Josiam et al. (2015)	To investigate the influence of Bollywood movies on destination image, tourist activity, and purchasing behaviours of Indian viewers.
Kaplanidou & Vogt (2007)	To propose and test a theoretical model examining the interrelationships between sport event image, destination image, satisfaction with the event, past experience with the event and destination, intentions to revisit the destination and subsequent behaviours of sport tourists to revisit.
Kaplanidou, Jordan, Funk & Ridinger (2012)	To analyse how the destination image of active sports tourists affects behavioural intentions and place attachment.
Kock, Josiassen, & Assaf (2016)	To develop the destination content model, and to test it with Danish tourists to Germany and Spain.
Lee, Pei, Ryu & Choi (2019)	To explore the possibility of a virtuous cycle generated by visitors to nature-based destinations by examining the tripartite relationship among loyalty, pro-environmental behaviour, and place attachment, and also destination image's influence as a way to enhance place attachment and to facilitate symbiotic relationships between park and people.
Line, Hanks, & Miao (2018)	To advance the understanding of the motivating factors that underlie tourist reactions to sustainability programs.
Liu (2014)	To test the effectiveness of using an image-based approach to segment the cultural tourism market.
Machado (2010)	To analyse the relationship between the image of a destination and demand duration.
Mohan (2010)	To examine the relationship between destination image and attendance at professional hockey games.
Park, Lee, Kim & Kim (2019)	To examine the structural relationships among destination image, tourists' multi-attraction travel behaviour patterns, tourists' satisfaction, and their behavioural intentions.
Peters, Schuckert, Chon & Schatzmann (2011)	To determine the role of the *Sissi* movies on destination image and, consequently, on the travel behaviour of tourists to Vienna.
Prayag (2010)	To segment the international tourists' market to Cape Town on the importance level attached to various pull factors.
van der Zee & Go (2013)	To examine the dynamics of forming a tourism destination image (TDI) under the influence of event visitors' travel experiences using the three-gap model and the environmental bubble concept.
Xie & Lee (2013)	To propose and test a model depicting the relationships among cognitive destination image, destination personality, and behavioural intentions