check for updates

DESTINATION IMAGE AS MEANS OF BRANDING AND MARKETING: EVIDENCE FROM A MOUNTAINOUS CITY DESTINATION IN GREECE

Argyri Moustaka[1]
Mary Constantoglou[2+]

[1]*Hellenic Open University, Greece.*
Email: roulamoustaka@yahoo.gr Tel: +306977227841
[2]*University of the Aegean, Greece.*
Email: mkon@aegean.gr Tel: +306932464254

(+ Corresponding author)

ABSTRACT

The purpose of this paper is to offer insights on a mountainous city destination branding and image. The paper reviews existing literature by analyzing its factors, its formation and its measurement elements. The study aims to test a theoretical model of destination branding by examining the relationships of cognitive, affective and unique image components with the overall brand image and the tourist's behavior in the city of Edessa on the mountainous area of Pella in Greece. This paper contributes to the analysis and exploration of tourists' views on the image of Edessa in such a way as to assist managers and tourism professionals in reviewing their marketing and promotional activities to meet the needs of tourists. The methodology used was twofold. First a quantitative research to the city's tourists was conducted and secondly a qualitative research with the use of interviews was conducted to the city's stakeholders. Focus was given on the general characteristics of the city of Edessa including the vision, goals, actions, set by the city authorities, in order to extract results through the research based on how the image of Edessa is perceived by the visitors and residents of the city and especially the stakeholders and those whose decisions shape the touristic image of the place. The results of the research conducted shows that the creation of images is related to the significance of the water element through the breathtaking waterfalls and city's natural environment. In addition, the agricultural products of the area, contribute to the enhancement of the image of the city and particularly the integration of fruits in the local gastronomical culture.

Contribution/Originality: This study contributes to the existing literature as it examines a theoretical model of destination branding and the relationships of cognitive, affective and unique image components with the overall brand image and the tourist's behavior in the city of Edessa, Greece.

1. INTRODUCTION

Destination image is one of the most popular constructs due to its important role in the intangible nature of tourism consumer decision making (of consumer decisions in travel planning process (Pike, Jin, & Kotsi, 2019). Furthermore, destination image renders tourism as a socially constructed system of representations and knowledge about different aspects of reality (Theodoropoulou & Alos, 2020). Due to the intangible nature of the image (Pike et al., 2019) and the dynamic nature of its perception, which is evolving over time and space, Kim, Stylidis, and Oh (2019) the assessment of the destination image should reflect both cognitive evaluations and behavioral intentions (Latif, Islam, Rahman, Mohamad, & Kongsompong, 2016).

To determine the destination image, a few elements were identified. Those elements focus on functional attributes such as landscape/surroundings, nature, cultural attractions, nightlife and entertainment. Others, refer to

shopping facilities, local transport, sports facilities, and historic sites/museums and the psychological components refer to more intangible characteristics such as friendliness, hospitality, residents' receptiveness, safety, and tranquility (Souiden, Ladhari, & Chiadmi, 2017). Gunn (1972), as cited in Severt and Hahm (2020) classifies tourism image into two major categories; organic and induced. Organic images are formed via actual visitation, while induced images are formed before any actual visitation.

There is no specific definition for "destination image". However it is commonly agreed that the image reflects a tourist's perception of the physical, cultural, and social aspects of a destination while also combining emotional engagement to the place through cognitive and affective images (Chen, 2019). The formation of destination image is influenced not only by the information obtained from sources like internet, advertising, media, friends and relatives, but also by individual's characteristics(cognitive, affective, and conative elements) (Lojo, Li, & Xu, 2020; Rasoolimanesh, Jaafar, Marzuki, & Mohamad, 2016). Also, other factors that influence destination image formation are: motivations, experience of vacation travel, and socio-demographic characteristic of tourists (Önder & Marchiori, 2017). Understanding consumer behavior in every stage of the procedure (Demir, Kozak, & Correia, 2014) before, during, and after the trip (Afshardoos & Sadegh, 2020) helps destinations to develop their products for the purposes of meeting customer needs, attracting new segments, and retaining the loyalty of current tourists and so on (Demir et al., 2014). The tendency to increase visits to a destination is associated with the prospect of development of the tourist destination itself. It is also related to the number of visitors that destinations can serve and keep satisfied, according to its existed resources (Butler, 2019).

To a large extend, images can form tourists' perceptions of a place (Yang, 2016). For this reason, it is assumed that photographic images and web portals, are the features that influence the destination image (McMullen, 2019; Soegoto, Purnama, & Hidayat, 2018). There are some existing studies examining the value and importance of the destination image in different parts of the world. However, none of these focus on assessing of the destination image of Edessa from the point of view of tourists and stakeholders. What is the image of Edessa in tourists' perception before and after visiting the city? Is there a cleared and defined image of the city commonly constructed both by the local authorities and the visitors? How does a destination image contribute to sustainable tourism development? What are the elements that enhance the image of Edessa? How and in what extent does the effect of the image contribute to the promotion of the city of Edessa? This paper aims at gaining knowledge on the aspects of promoting the destination image of the city of Edessa though qualitative research and by providing empirical evidence that have been given by its local stakeholders. At the same time it analyzes the composition of city's destination image and its impact on tourists' perceptions, which in turn shapes visitors' future behaviors through quantitative research undertaken to the visitors of the city. More importantly, convenient policies are recommended to the tourism operators, so as to attract tourists and ensure development in the area.

2. LITERATURE REVIEW

2.1. Dimensions and Conceptual Framework of the Tourist Destination Image

The development of a tourist destination is highly affected by its image, as it increases the desire of tourists to visit a place. According to Terzidou, Stylidis, and Terzidis (2018) destination image is the impressions, beliefs and perceptions which individuals have about a place, which is not their permanent residence. Added to the above definition is the view of Chen (2019) which supports that in the structure of a destination image, the cognitive and the emotional dimensions are also reflected.

As stated in Cognitive Theory destination image is defined as the way that tourists perceive the attributes of a place (or destination), based on their thoughts, perceptions, images, experiences and all that may be linked in the consumers' mind (Da Costa, 2015). However, the destination image is not just about the subjective perceptions that derive from the cognitive characteristics, but also from the emotional aspect of a person for a place (Palau-Saumell, Forgas-Coll, Amaya-Molinar, & Sánchez-García, 2016). It is very complicated and difficult to measure the image of

a destination because the measurement process is subjectively-blurred, and the image varies (Wullur & Sutapa, 2019). In general, it is neither measured nor investigated before nor by checking their after-purchase behavior, but only after tourists have experienced the destination (Al-Kwifi, 2015). The tourist experience is an amalgam of the tourist's subjective and internalized thoughts, motivations and perceptions which interact within the destination (Moon & Han, 2019). Motivation is an antecedent of revisit intentions and the key factor that must be identified in order to understand the behavior of tourists and their purchase decisions (Almeida-García, Domígunez-Azcueb, Mercadé-Meléc, & Pérez-Tapia, 2020). Example of motivational factors among others are; culture, history, climate, business environment, security and health, transportation and communication infrastructure, location and added value of the destination, services for the tourist, Sanz-Blas, Carvajal-Trujillo, and Buzova (2019) or even cultural evidences and other sightseeing, social contact and hospitality, gastronomy, the traditional features of a place, opportunities for relaxation, enjoyment, fun and so on (Zhang & Xie, 2019).

Agapito, Valle, and Mendes (2013) support that the conative component is another important factor of image formation, besides the cognitive and emotional. The conative component comprises action which is concerned with the way a person acts, according to its received information

i.e., individual's actual conduct or intention to revisit and thus to recommend the destination to others. Many scholars refer to the demographic and social characteristics such as gender, age, education and marital status (Sanz-Blas et al., 2019) as factors for shaping the destination image. Internet can influence the decision of selecting a destination based on the promotion of its image through the web (Lian & Yu, 2019).

Part of the destination image is the brand image. The brand image is a name, a logo, or a graphic used to identify and distinguish the differences between places (Chi, Huang, & Nguyen, 2020). Destination branding creates a positive destination image that identifies and differentiates the destination (Da Costa, 2015). The differentiation of that brand results from enhancing and consolidating positive memories associated with a place (Chi et al., 2020) with the prospect of achieving sustainable tourism (Perkins, Khoo-Lattimore, & Arcodia, 2020).

2.2. Impact of the Image of a Tourist Destination on Future Behavioral Intentions

The image of a destination is formed by the people in many ways (Severt & Hahm, 2020). These are sources of information such as magazines and newspaper articles, the internet and social media, travel-related pages, movies, documentaries, friends and relatives, as well as personal experience and personal characteristics (Severt & Hahm, 2020; Tan, Lee, Hew, Ooi, & Wong, 2018). The characteristics include socio-demographic characteristics and socio-psychological factors (Rasoolimanesh et al., 2016). Some of the personal characteristics are the motivations that lead individuals to a certain action that bring positive emotions. This happens, because emotions can motivate individuals (Pestana, Parreira, & Moutinho, 2019). Also, tourists can obtain information about touristic products and services that they have not yet experienced from external cues (Dedeoğlu, 2019). Finally, other factors such as nationality, gender, age and education undoubtedly influence tourists' opinion and perception (Rasoolimanesh et al., 2016). Consumer behavior is a dynamic process and keeping its stability in different locations and time periods it is particularly difficult (Demir et al., 2014). For this reason, consumer behavior is affected before travelling to the destination, during visit, and after the end of the visit (Afshardoos & Sadegh, 2020).

The impact of the image on tourist's behavior before the visit includes identifying the need for travel, gathering the necessary information from various sources, and identifying the motivations as well as tourists' selection criteria (Demir et al., 2014; Martín-Santana, Beerli-Palacio, & Nazzareno, 2017; Rasoolimanesh et al., 2016).

Visitors' behavior is also affected during their stay at the destination. Arrival experiences are related to emotions, behavior, and knowledge acquisition, when for example visitors and residents share cultural values. Generally, residents interact with visitors and their attitudes and perceptions can influence these visitors (Valek & Williams, 2018). In the final stage, the impact of the image on post-visit behavior depends on an overall assessment of the perceived quality of a destination, which is highly related to satisfaction (Cong, 2016). According to Jeong

and Kim (2019) and Albaity and Melhem (2017) satisfaction is the result of a greater benefit to the consumer than one expects least or is unexpected, according to price, time, and effort estimates. For this reason, satisfaction may arise from broad, multiple standards of comparison and involves comparing the actual, substantive experiences with the prior expectations formed based on various external or internal information sources (Lin & Kuo, 2016) which directly affects consumers (Cong, 2016; Huete & López, 2019). So, when the expectation disconfirmation increases feelings of gratification, satisfaction after the visit also increases (Lin & Kuo, 2016).

2.3. The Photographic Image and the Web Portals as Sources of Destination Image Information

Photographs can achieve a multi aesthetic effect by conveying complex concepts, visualizing perceptions (Balomenou & Garrod, 2019) thus, tourists are both passive and active consumers of photographs; they are shaped by these photographs just as much as the photographs are shaped by them (McMullen, 2019). In the tourism sector, photography can be divided into tourist and travel.

Tourist photography usually depicts the lifeless features of an image, is presented in a dry and monotonous way, does not excite the imagination and suffices in presenting a place (Sontag, 2016). On the other hand, travel photography is of great interest. Travel photography depicts the doubt, the elusive impression, the quality narrative and the fragile instability of a single moment of a place.

The tourist creates a perceived image of the destination from the photographs had been taken during the journey and transmits them. Therefore, the perception and transmission cycle, also known as the interpretive reproduction cycle, is created (Jenkins, 2003).

Photographs become, simultaneously, the impetus for and the outcome of tourism (McMullen, 2019) contributing to its promotion. Promotion presents the characteristics of products to customers while at the same time it sparks their interest, convincing them to buy (Middleton, Fyall, Morgan, & Ranchhod, 2009).

Several traditional techniques to promote tourism exist. Autonomous reports come from news and popular culture such as documentaries, magazines, travel guides, multimedia, brochures, advertising and organic information coming from friends and relatives through word-of-mouth. Both reports present the destination to individuals, who have not visited the place (Liu, Li, & Yang, 2015; Marine-Roig & Ferrer-Rosell, 2018).

Modern promotional techniques include cinema, where through films, all the positive characteristics of a destination are enhanced (Chen., 2018; Gupta, Foroudi, Väätänen, Gupta, & Tiu, 2018; Marine-Roig & Ferrer-Rosell, 2018) stimulating the interests of viewers and influencing their tourism destination choices (Teng & Chen, 2020). Tourism advertising plays an important role in shaping the emotional reactions and mental images of potential visitors to a destination by turning them to one destination among many other alternative choices. Tourism marketers use advertisements to position a brand against its competitors and hence influence destination selection (Hadinejad, Moyle, Kralj, & Scott, 2019; Li, Walters, Packer, & Scott, 2019). The immediate goals are to promote the destination image and enhance the virtual experience, (Kong, Huang, Scott, Zhang, & Shen, 2019) and to emotionally influence their actions that are predictive of positive attitude and intention to buy (Hadinejad et al., 2019). There is a variety of conventional marketing tools for promoting tourism products and services such as television, radio, newspapers, magazines, billboards, booklets, catalogues, brochures, and flyers (Balomenou & Garrod, 2019; Johnson & Kaye, 2016; Tan et al., 2018). Due to the advent of internet and social networks along with the advancement of mobile technologies, a new advertising platform has emerged in the tourism sector (Tan et al., 2018). The internet has become an innovative marketing tool (Soegoto et al., 2018) for transmitting travel information, allowing the direct contact with consumers and making online transactions, among other things (Martínez, Cuevas, & Espinoza, 2016). In many cases, tourists are searching their next holiday destination through the web (Córdova & Freixa, 2016).

Is a fact that tourism industry was directly affected by the growing power of the Internet, mobile technology and smart phones, which they offered new marketing services (Chang, 2017). Online tourism destination image is a

more dynamic social construction and works as a form of soft power, inducing sympathetic sentiments and brand image 'trust'(Hunter, 2016). Some social media are; the Instagram, LinkedIn, Pinterest, Facebook, Twitter, YouTube, Flicker, TripAdvisor, Tumblr, etc., promotional videos, e-WOM (Park, Kim, & Ryu, 2019; Tan et al., 2018).

Web portals have several advantages over traditional promotion tools. To begin with, the web technologies allow tourists to create and share photographs, videos, text on various social media platforms (Mak, 2017). Furthermore, travel agencies have made internet a significant tool for the promotion of tourism products and services because the communication of online destination image is no longer predominantly one-way from the supply side to the demand side (Lian & Yu, 2019; Mak, 2017). Moreover, the information provided is plentiful, the searching costs are low and there is no limitation in promotional time (Rodríguez-Molina, Frías-Jamilena, & Castañeda-García, 2015). The special functions of interaction, interactivity and customization of the websites cover the shortcomings of the traditional means and provide the tourists with a better travel experience (Lian & Yu, 2019). Finally, image criticism on travel websites and social media is now recognized as an important element in the construction of the destination image and in its evaluation (Wong & Qi, 2017).

In addition, social networks consolidation allows users to share information about themselves and their interests, stimulating their potential tourists for travelling to a particular destination,

offering electronic word of mouth marketing (Wong & Qi, 2017).

Digital images change and shape tourism events. The main feature of digital images is to maintain a social function and to accelerate the communication processes as they are used in interactive communication with various stakeholders (Camilleri, 2018). Another distinctive feature is that they create a visual culture in their local environment through global visual languages (Cantón-Correa & Alberich-Pascual, 2019). Also, tourists are provided with the ability to reflect their emotions, beliefs and preferences about their travel experience by means of visuals (Conti & Lexhagen, 2020). Finally, digital images can be edited since the digital filters, which alter the shades and colors of the pixels and comprise an image or add an image/text, are available within an increasing number of social media platforms (Bell, 2019).

2.4. Description of the Geographical Area

The Municipality of Edessa is a tourist destination since 1958 (Ouroumi, Psixogiou, & Kiriakou, 2012). Figure 1 shows the geomorphology of the area. The population of the area amounts to 28.814 inhabitants. Basic statistical data for the area are provided in Table 1. It is a unique place with rich cultural elements and traditions, and it welcomes all travelers warmly and respectfully (Papaioannou, Abdimiotis, Paraskevopoulou, & Giouzepas, 2019).

Table-1. Statistics of domestic and foreign tourists.

Reference Year	Arrivals of domestic tourists	Arrivals of foreign tourists	Total Arrivals	Overnight stays of domestic tourists	Overnight stays of foreign tourists	Total Overnight Stays	Bed occupancy rate
2015	18.005	2.425	20.430	31.215	3.764	34.979	13,7
2018	13.981	2.307	16.288	34.499	6.220	40.719	21,3

Source: Hellenic Statistical Authority (2020). Available at: http://www.statistics.gr/en/home

The tourist profile of the city is linked to the water and particularly to the breathtaking waterfalls. However, considerable efforts are being made to promote the site-related images, besides the water element of the area (Ouroumi et al., 2012; Papaioannou et al., 2019).

There are plenty sightseeing in the area that can attract different categories of tourists. Examples are the water museum, the waterfall park and it's cave, various temples including the mosque yen, the folklore museum, the stone tower building with the clock "Roloi", the ancient Edessa and "Kiupri- byzantine bridge" area (where the Edessa

river crosses) and the old Christian neighborhood (or "Christian Mahal"), Varosi (Ouroumi et al., 2012; Papaioannou et al., 2019).

The actions generated by the Municipality of Edessa, are focusing on the creation of images through various forms of alternative tourism, aiming at increasing the tourist flows (Ouroumi et al., 2012; Papaioannou et al., 2019).

Firstly, in the field of educational tourism (Valempini & Martin, 2019) there are plenty activities for students and young people which are taking place at the Open Water Museum. The knowledge generated is concerned with the field of hydrodynamics and the utilization of water energy, the plants that are growing in the park and the aquatic organisms and at the same time individuals can relax in this beautiful natural environment.

Secondly, as far as the field of rural tourism is concerned, there are endless opportunities to to share their natural environments with tourists seeking for more authentic experiences, while helping rural communities to diversify their sources of income and creating new jobs (Qezelbash & Randelli, 2020). Since 1983 in the city of Edessa a festival dedicated to Cherries is taking place every single year, creating beautiful images for visitors as it combines colors, flavors, aromas of nature and sounds of traditional music. Visitors can taste cherries in various ways: fresh, sweet desserts, jam, pie, cake, ice cream, tea and many more cooking ideas.

Third, in the field of cultural tourism, tourists can visit the place to admire the sights or to actively participate in the events organized in the area (Berbel-Pineda, Palacios-Florencio, Ramírez-Hurtado, & Santos-Roldán, 2019). Moreover, in 1956 a celebration known as "Anthestiria" (flower festival). The particular celebration glorifies the colorful nature that surrounds the city of Edessa and spring. The final day of the celebration, which usually lasts for three days, an impressive parade takes place. People of all ages, musicians and dancers can take part all adorned with flowers. It takes place every May in the main sidewalk pedestrian precinct of Edessa. Tourists create colorful, fragrant and melodic images as they are watching the parade of chariots decorated with flowers, participating in environmental actions, dancing and having fun.

Fourthly, gastronomic tourism is regarded as the driving force of the city (Berbel-Pineda et al., 2019; Kumar, 2019). Edessa is an area particularly rich in agricultural production. The plethora of food products in combination with the historic cultural influences has created a unique local cuisine. The Mill of Taste in the area of Kanavourgio is only one of the places that tourists can exploit the numerous options in meat, fish, fruits, vegetables and nuts. In addition, tourists can purchase books related to the local gastronomy and by local products that are shelled in various stores in the city.

Finally, it is observed an increasing trend of sport tourism (Schnitzer & Barth, 2019). The city of Edessa is trying to adapt to this new form of tourism by organizing a newly introduced event known as the "Autumn Night Road". This event is taking place in autumn and is a 5km race by the riverside. The images are breath taking and contribute to the rejuvenation and relaxation of both the participants and the viewers, whose numbers increase every year.

3. RESEARCH METHODOLOGY

Main aim of a research study is the data collection and data analysis, with a view to investigate a particular phenomenon (Mills, Gay, & Airasian, 2017). Consequently, main aim of this paper is to investigate the image and the brand name of the city of Edessa in Greece. More precisely the survey undertaken had to answer the following questions:

- What is the image of Edessa in tourists' perception before and after visiting the city?
- Is there a cleared and defined image of the city commonly constructed both by the local authorities and the visitors?
- How does a destination image contribute to sustainable tourism development?
- What are the elements that enhance the image of Edessa?
- How and in what extent does the effect of the image contribute to the promotion of the city of Edessa?
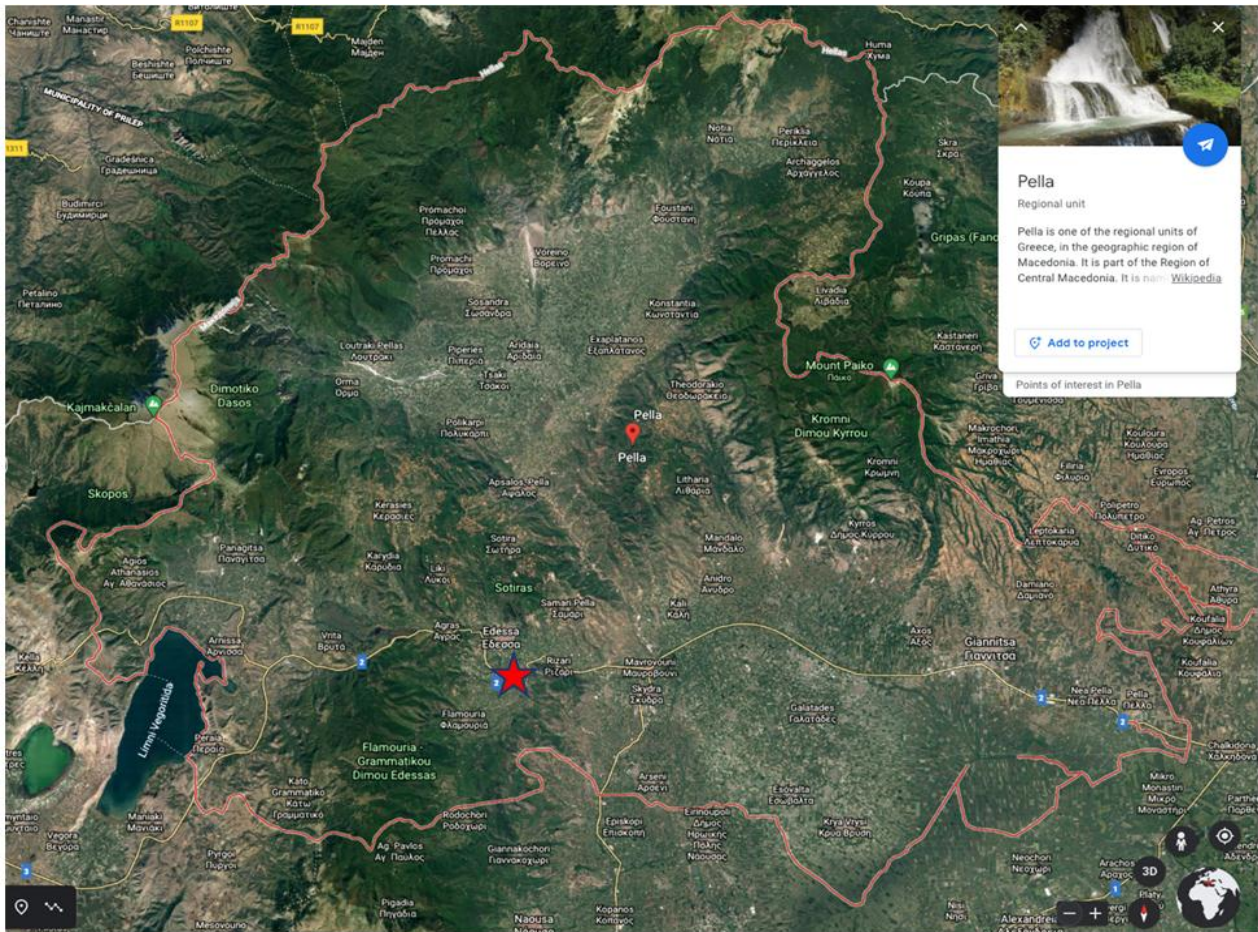
Figure-1. Regional Unit of Pella, Greece- Capital town Edessa.

In order to gain knowledge on the above research questions a quantitative survey was undertaken with the use of questionnaires, to the city visitors together with a qualitative research to the stakeholders of the town.

In the quantitative research a questionnaire was used. The questionnaire was specifically designed, semi-structured and opened to ensure its effectiveness and to assure that the participants can freely express their opinion. The quantitative research was consisted of 32 questions. The data collected were statistically analyzed with the use of the Statistical Package for the Social Sciences (SPSS) version 22.0 and descriptive statistics. In designing the questionnaire, the concerns of the local society, those of the authorities and the stakeholders along with similar other studies published in journals were studied and taken into consideration. The fields covered in the questionnaire of the visitors were the socioeconomic status, travel information, quality of tourist experience, destination branding and tourist satisfaction.

The survey was conducted between January and February 2020 within one month by one of the authors and just before the beginning of the COVID-19 pandemic and the Greek national lockdown. Randomly selected participants in the touristic kiosk of the city of Edessa near the waterfalls were provided with details on the research assured of data confidentiality and anonymity. A total of 250 questionnaires were collected while 103 proved valid for statistical analysis. The sample could have been admittedly larger, but many people refused to participate in the (rather lengthy) survey due to lack of time. Despite the random selection of participants, the sample includes representatives from a wide range of socio-demographic groups thus, selection bias has been avoided.

The main objective of the current research focuses on visitors' attitudes, behaviors and impressions of Edessa's image. The quantitative research is characterized as primary, since these were the first data which were collected. It is also characterized as descriptive and cross-cutting as it aims to describe the perceptions of visitors according to the image and brand of Edessa.

At the same time a qualitative survey took place with the use of interviews to the city's stakeholders. Stakeholders have answered in eleven questions. The participants were from the selected representatives, professionals working for the municipal of Edessa responsible for the tourism sector and persons from the local touristic companies and hotels.

4. RESULTS

4.1. Findings of the Quantitative Research

To begin with the demographics of the research it is worth mentioning that the tourists who visit the city belong to the age scale of 36-45 and they mainly were Greeks as shown in Table 2. Most people who visit the town of Edessa are aged between 36 to 55 and only a small selection of visitors was younger people. In particular the 46% percent were between 36-45 years-old, while the age group 46-55 corresponds to 23% of the total visitors. Most of them hold a bachelors or a master's degree at a rate of 37%. Their total income varies up to 20.000€.

Table-2. Respondents' Profile – socio-demographic information.

Demographics		Percentage (%)
Gender	Male	48
	Female	52
Age	18-25	5
	26-30	5
	31-35	14
	36-45	46
	46-55	24
	56-65	6
Country of Residence	Greece	97
	Europe	3
Education	Senior High school	15
	Other higher education	16
	College-University	26
	Postgraduate studies MSc	37
	Ph.D Doctorate degree	6
Total income	up to 20.000€	50
	20.001-30.000€	26
	30.001-40.000€	17
	άνω των/more than 40.001€	7
Employment status	Unemployed	9
	Seif- Employed	17
	Salaried	66
	Retired	2
	University Student	6

More than half of the people replied to this questionnaire believe that attractions and experiences offered by the city are the main reason tourists visiting the place. Sightseeing in a quiet city is more easily accomplished. They also believe that the city has to offer a high-quality experience.

In addition, 59 out of 103 travelers show interest in unique natural landscape, while 88 out of 103 tourists consider the waterfalls a very interesting attraction. In this, the value and importance of the sustained natural environment of the waterfalls, must be taken into account by stakeholders.

Furthermore, Edessa is a family and recurring destination, since a significant percentage of respondents (57%), had visited Edessa more than three times, and a 76% after had been encouraged by friends.

A percentage of 97% of the visitors agreed that the natural environment is one of the reasons that make Edessa a preferred tourist destination. The predominant element of the city's image is the water, as it is justified by the 83%, while its natural beauty and its waterfalls are also attributed to Edessa's identity. Moreover, the 78% of the

interviewed visitors supported that the production of cherries, which are considered very tasteful and exceptional, is another unique characteristic of the area.

Moreover, according to the average and the standard deviation, it is observed that the unique natural environment is considered as an important characteristic, followed by the clean environment as well as the natural and cultural history of Edessa city. This is noticed by the following Table 3 and Figure 2.

Table-3. Means and standard deviations concerning the evaluation of the characteristics available from the destination of Edessa.

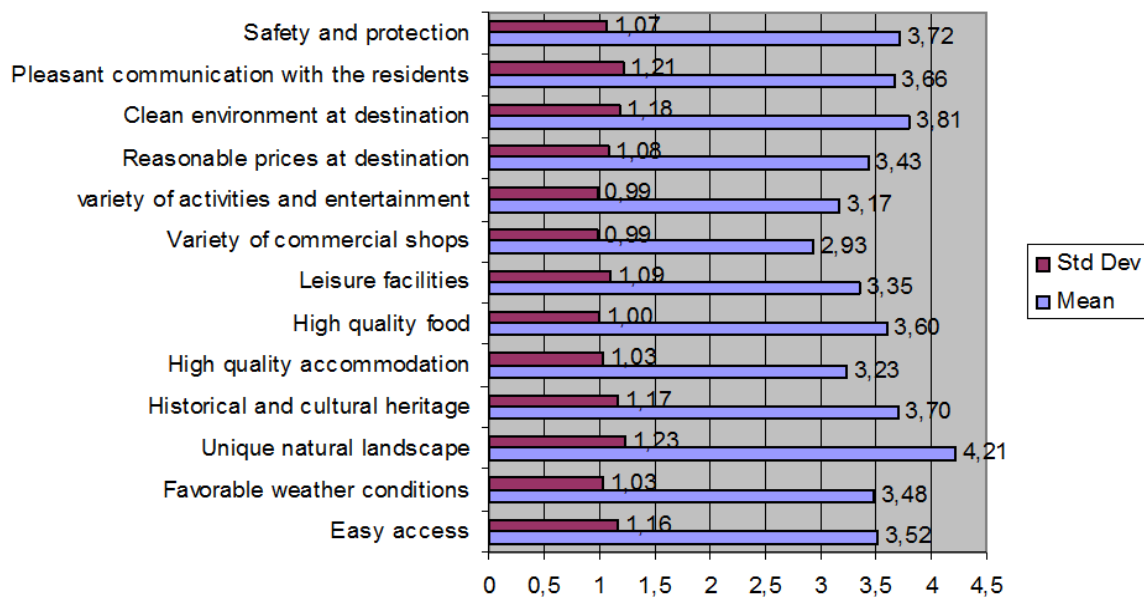|	Mean	Std Dev
Easy access	3,52	1,16
Favorable weather conditions	3,48	1,03
Unique natural landscape	4,21	1,23
Historical and cultural heritage	3,70	1,17
High quality accommodation	3,23	1,03
High quality food	3,60	1,00
Leisure facilities	3,35	1,09
Variety of commercial shops	2,93	0,99
Variety of activities and entertainment	3,17	0,99
Reasonable prices at destination	3,43	1,08
Clean environment at destination	3,81	1,18
Pleasant communication with the residents	3,66	1,21
Safety and protection	3,72	1,07

Figure-2. Means and standard deviations concerning the evaluation of the characteristics available from the destination of Edessa.

As well as this, the waterfalls and the ancient city are considered the most interesting sight of the area, followed by ancient and well known Varosi village, as Table 4 and Figure 3 depicts.

Table-4. Means and standard deviations concerning the most interesting sights of the area.

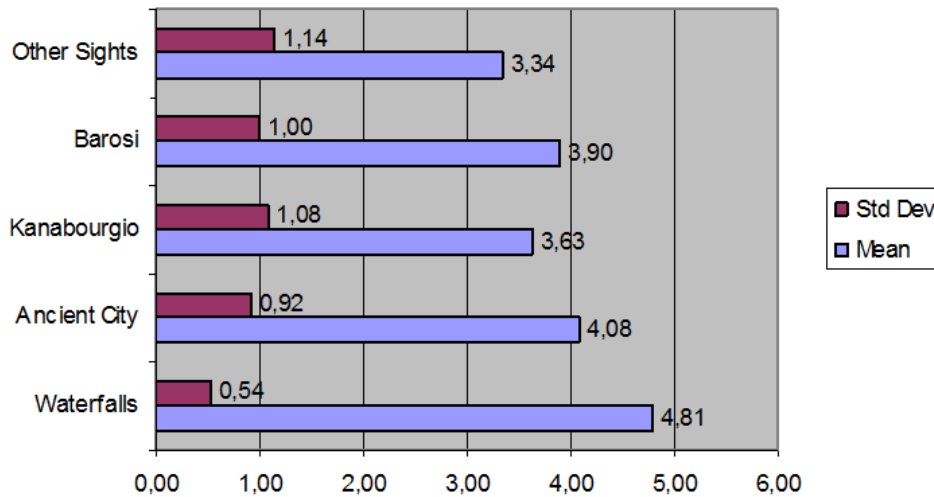|	Mean	Std. Dev
Waterfalls	4,81	0,54
Ancient City	4,08	0,92
Kanabourgio	3,63	1,08
Barosi	3,90	1,00
Other Sights	3,34	1,14

Figure-3. Means and standard deviations concerning the most interesting sights of the area.

An important element that arises is the description of Edessa as a peaceful and high-quality town and this can be deduced from the results in Table 5 and Figure 4.

Table-5. Means and standard deviations concerning the characterization of Edessa.

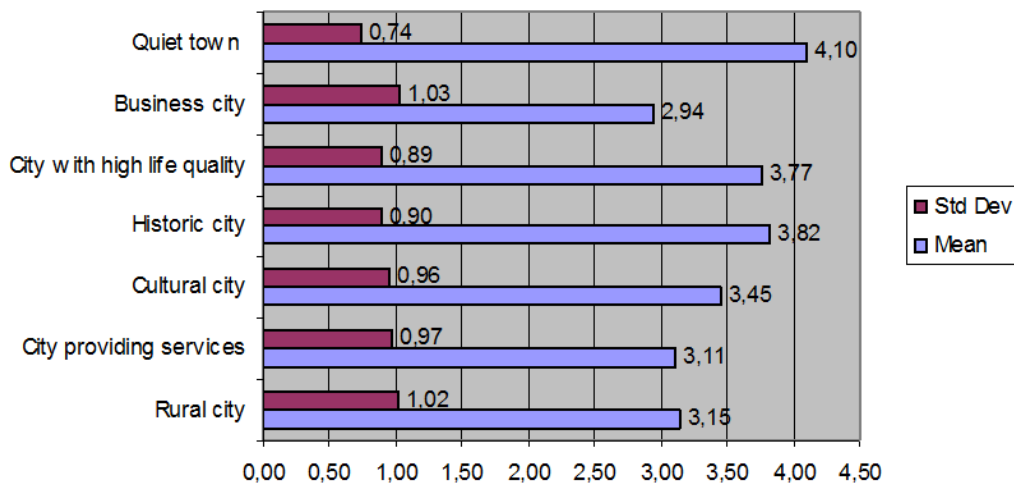|	Mean	Std Dev
Rural city	3,15	1,02
City providing services	3,11	0,97
Cultural city	3,45	0,96
Historic city	3,82	0,90
City with high life quality	3,77	0,89
Business city	2,94	1,03
Quiet town	4,10	0,74

Figure-4. Means and standard deviations concerning the characterization of Edessa.

Upon evaluation of the services offered in the city of Edessa, we reached the conclusion that Attractions and Experiences have received positive rating. Moreover, gastronomy and local products have also rated high in the list and that is directly reflected in Table 6 and Figure 5.

Table-6. Means and standard deviations concerning the evaluation of services provided in Edessa.

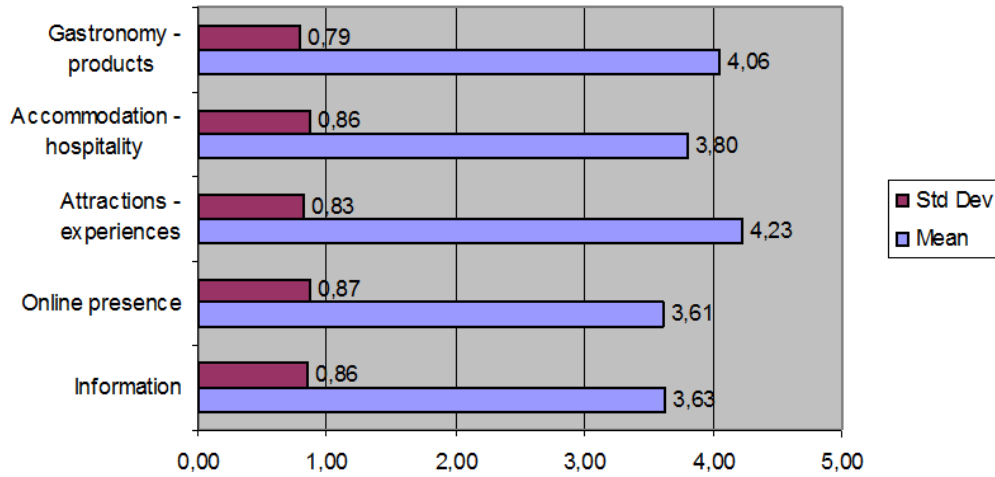|	Mean	Std Dev
Information	3,63	0,86
Online presence	3,61	0,87
Attractions – experiences	4,23	0,83
Accommodation – hospitality	3,80	0,86
Gastronomy – products	4,06	0,79

Figure-5. Means and standard deviations concerning the evaluation of services provided in Edessa.

Finally, according to the means and the standard deviations concerning visitors' satisfaction from services provided, is concluded that visitors are more satisfied with the overall tourist experience, giving high rating at architecture, gastronomy and opportunity of adventures experiences, as it is described in Table 7 and Figure 6.

Table-7. Means and standard deviations concerning the customer satisfaction from services provided.

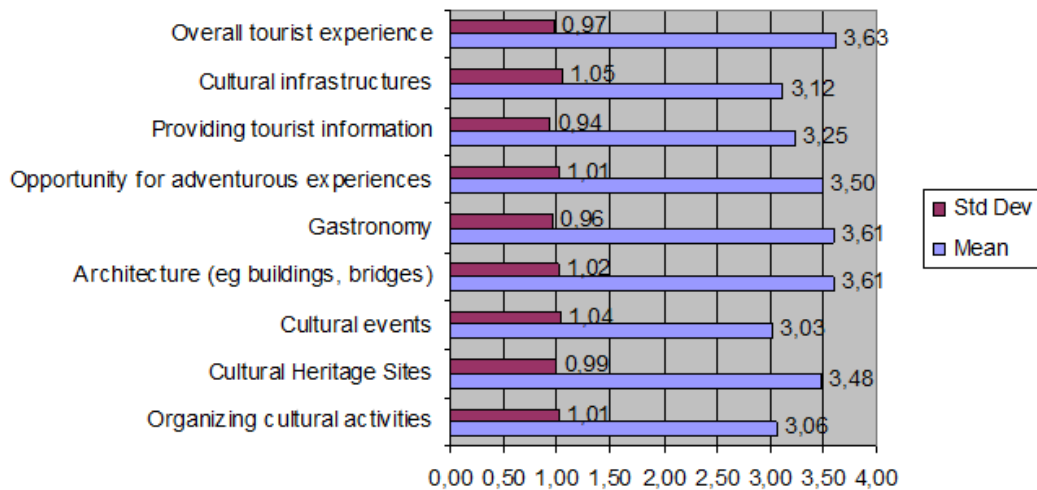|	Mean	Std Dev
Organizing cultural activities	3,06	1,01
Cultural Heritage Sites	3,48	0,99
Cultural events	3,03	1,04
Architecture (eg buildings, bridges)	3,61	1,02
Gastronomy	3,61	0,96
Opportunity for adventurous experiences	3,50	1,01
Providing tourist information	3,25	0,94
Cultural infrastructures	3,12	1,05
Overall tourist experience	3,63	0,97

Figure-6. Means and standard deviations concerning the customer satisfaction from services provided.

In conclusion, it is inferred that the image of the place is in high extent associated with nature tourism, since all the findings are relevant to the love of the landscape, the clean environment, the water element, the waterfalls and the cherries. Tourism in such natural environments changes and evolves rapidly in both developed and developing areas. In some occasions this is encouraged by new opportunities (Ooi, Duke, & O'Leary, 2018) since it can be a motivating factor for a greater number of travelers who wish to engage in close-to-nature activities, and at the same time it contributes to the growth of employment (Darmawan, Arfa, & Lestari, 2018).

The nature-lover tourist is usually a mature traveler with an average purchasing power and a substantial previous tourist experience, attributes that render visitors as consumers able to fully understand, compare and select.

4.2. Findings of the Qualitative Research

Everyone who is involved in the field of tourism industry at the city of Edessa characterizes tourism as a prominent expansionary tool, a tool which develops and evolves with the active involvement of all parties. In this case, emphasis should be given on the discovery of new patterns for tourism promotion and on the delivery of new ways to encourage a network of clusters in tourism.

Furthermore, all parties highlight the lack of a specific and clearly defined image. Therefore, there is not a single policy for promoting the area using a unique image. Unfortunately, each one of the parties involved, promote an image according to their beliefs and ideas. Moreover, as far as the promotion of such images is concerned, an opinion is also held by the residents too. They further highlighted that some actions via the Internet were taken, which is considered as an important instrument towards raising the profile of a place, nevertheless they still believe that more tactical efforts are needed.

For the creation of a unique image, elements such as the natural environment, the water element-waterfalls, and cherries should be used. Achieving a coherent development of the area with homogenous features, the local authorities should focus on the proper use of the natural heritage available. Although some actions were taken, yet certain shortcomings have been noticed.

Another interesting opinion underlines the contribution of the agricultural sector to the image of the city. More specifically, relates the production and integration of cherries in the local gastronomy- after they have been patented first. However, the quality of raw materials cannot guarantee nor certify the growth of the food tourism as part of the local culture.

Moreover, further initiatives are needed, which have the potential in an ingenious manner, to benefit from the existing measures.

In sum, all the parties involved in the tourist sector of the area, characterize tourism as a prominent expansionary tool for the city, while they report that:

- There is not a clear and a clearly defined image shared by all the involved members. For the creation of a unique image, the different parties should focus on the natural environment and the overall advantages to be gained from the waterfalls, the water element and the cherries.
- They have highlighted some shortcomings, as far as the promotion of such images is concerned. Some ideas are shared by the locals as well, even though they have admitted that some actions were taken.
- They have realized that through the Internet, which is considered an important medium for the enhancement of the image of a place, some actions were taken, although they all agreed that more tactical ones need to be taken.
- They considered the contribution of the agricultural sector, through the production of cherries, as an important factor for the creation and improvement of the area image. They also believe in cherries' integration in local gastronomy, after having gained the patent of the fruit first.

5. DISCUSSION

Evidences from the quantitative research show that tourists beleive that a clearly defined image of the city of Edessa exists and it is related to the waterfalls. On the other hand, a different view is held by the local authorities and companies. Nevertheless, a consensus between all the involved members is required. According to the results of the research which was carried out by the municipality and is concerned with Edessa's "city branding", it is necessary to support and promote the specific character of the area; this is the existence of the waterfalls within the city. However, everyone agrees on the dominant features that create the image of Edessa, meaning the water element, the waterfalls and the cherries.

The projection and promotion campaigns of Edessa as a tourist destination need to adopt a holistic character. Tourists tend to return to destinations that they feel satisfied with the sights they offer -the waterfalls in the case of Edessa city- but also due to the services they provide. In other words, the above-mentioned features are also these which are mostly promoted through the Internet, the social media and images in general. Therefore, all parties that are involved in the destination promotion, should be able to provide images that strengthen individuals' desire to visit the destination and, in this way, to create a holistic positive image of the place. Thus, an agency for the Management of Tourist Destinations, which will be exclusively responsible for finding new ways and methods to promote the image of a city, should be immediately established. Above all, destinations should aim to the formation of positive images which in turn influence tourists through the features they describe. To achieve a unique destination image that occupies tourists' mind and influences their decision to visit, destination managers need to communicate and cooperate with each other.

The enhancement of Edessa's image, the stable and reliable cooperation of all the members of the local community, the awareness among the locals and the visitors via the Internet and via photographs, are several steps need to be taken in order to maintain and expand the market. In addition, a clear definition that distinct the city from competitive tourist destinations makes it more attractive for potential visitors and assists in increasing the visitors, is a necessity. In turn such improvements will leads to increases in income and strengthen city's economic development.

In conclusion, tourists:

1. Form images related to the natural environment, the water, the waterfalls and the cherries.
2. Believe that there is a clear and specified image (waterfalls and cherry).
3. Consider that the projection of Edessa through the Internet and through photographs contribute to and affect their decision to visit the place.

The authorities on the other hand:

1. Highlight the lack of consensus in the promotion of a single image, nevertheless they all agree on the importance of the waterfalls within the city and of cherries, as city's promotion images.
2. Stress the necessity for further actions required for waterfalls and cherries promotion through the Internet, aiming at strengthening the positive features of the destination. Also, underline the need to establish an agency for the Management of Tourist Destinations which will be exclusively responsible to deliver new ways and methods to promote the image of the city.
3. Point to an efficient cooperation and communication between them and between the representatives of the society.
4. Pinpoint that rises in visitors' number leads to an increasement of income and to economic growth.

Nevertheless, this study has certain limitations that has to be mentioned. Initially, all categories of individuals should be taken into account in order to form a coherent view of the city-as such members of the public sectors and of all ages, of different professional groups and of different socioeconomic statuses. The second restriction is the gathered sample, especially when the level of knowledge/education background varies. Lastly, it should be taken into consideration the arbitrary selection of respondents and the limited time they had.

In the future visitors' main characteristics are needed to be fully explored, especially these who are associated with the environmental aspects of a trip. An effort to continue the present study by conducting further research could be proved useful for the decision makers in the tourism sector. In order to attract customers and improve their satisfaction, the generated knowledge as well as the understanding of the demand indicators is important requirements for the inspection and enhancement of the tourism offer of a place. Also, in my opinion, research should be undertaken systematically in order to collect statistical data on a yearly basis; data relevant to the image of the destination to study its progress.

6. CONCLUSIONS AND RECOMMENDATIONS

This study aims to provide information for branding and management for Edessa as a destination with main goal to achieve sustainable tourism development. Literature review revealed that destination image is broad, elusive, and difficult to define, as it has to take into account the perceptions, beliefs and emotions of tourists, market players, as well as the community. The findings of the research confirmed that the most important image of the city of Edessa is related with the cherries and the waterfalls. Both of them are significant attributes for the domestic market and beyond. With the establishment of a Destination Management and Marketing Organization (DMMO) participatory tourism planning along with the overall goal of sustainable tourism development of the area to be achieved.

With respect to the previous statements, it is recommended that a Destination Management and Marketing Organization should be established with the participation of all the relevant local stakeholders. Stakeholders should equally be represented in the DMMO who should carefully procced to the destination's tourism planning through a participatory approach. This approach is vital because a plan to be implemented should have the consensus of the stakeholders and the society. Further effective destination management that will lead to appropriate decision making should also take into account market trends and tourists' perceptions and satisfaction levels.

At the same time intensive efforts should be made to promote specific qualities of the city, such as its natural wealth, clean environment, quality of life, safety etc., with an effort to attract different groups of visitors. The creation and promotion of new experiences close to the waterfalls and the cherries of the area is critical. This effort should take into account the new needs people will have after the pandemic.

Adjustment efforts of the tourist products should be made to meet the needs and wishes of the nature-loving tourists (exploitation of the various biotopes/habitats of rare beauty which offer an abundance of visual images, developing of natural pathways in the green landscape, organizing of activities in nature like horse-riding and others). Efforts should be made to encourage creativity and entrepreneurship among the youth of the area. That means that education in aspects of tourism and entrepreneurship are needed.

REFERENCES

Afshardoos, M., & Sadegh, E. M. (2020). Destination image and tourist behavioural intentions: A meta-analysis. *Tourism Management, 81*, 104154.Available at: 10.1016/j.tourman.2020.104154.

Agapito, D., Valle, P., & Mendes, J. (2013). The cognitive-affective-conative model of destination image: A confirmatory analysis. *Journal of Travel & Tourism Marketing, 30*(5), 471-481.Available at: 10.1080/10548408.2013.803393.

Al-Kwifi, O. S. (2015). The impact of destination images on tourists' decision making: A technological exploratory study using fMRI. *Journal of Hospitality and Tourism Technology, 6*(2), 174-194.Available at: 10.1108/JHTT-06-2015-0024.

Albaity, M., & Melhem, S. B. (2017). Novelty seeking, image, and loyalty—the mediating role of satisfaction and moderating role of length of stay: International tourists' perspective. *Tourism Management Perspectives, 23,* 30-37.Available at: 10.1016/j.tmp.2017.04.001.

Almeida-García, F., Domíguez-Azcueb, J., Mercadé-Meléc, P., & Pérez-Tapia, G. (2020). Can a destination really change its image? The roles of information sources, motivations, and visits. *Tourism Management Perspectives, 34,* 100662.Available at: 10.1016/j.tmp.2020.100662.

Balomenou, N., & Garrod, B. (2019). Photographs in tourism research: Prejudice, power, performance and participant-generated images. *Tourism Management, 70,* 201-217.Available at: 10.1016/j.tourman.2018.08.014.

Bell, B. T. (2019). You take fifty photos, delete forty nine and use one: A qualitative study of adolescent image-sharing practices on social media. *International Journal of Child-Computer Interaction, 20,* 64-71.Available at: 10.1016/j.ijcci.2019.03.002.

Berbel-Pineda, J. M., Palacios-Florencio, B., Ramírez-Hurtado, B., & Santos-Roldán, L. (2019). Gastronomic experience as a factor of motivation in the tourist movements. *International Journal of Gastronomy and Food Science, 18,* 100171.Available at: 10.1016/j.ijgfs.2019.100171.

Butler, R. W. (2019). Tourism carrying capacity research: A perspective article. *Tourism Review.*Available at: 10.1108/TR-05-2019-0194.

Camilleri, M. A. (2018). The promotion of responsible tourism management through digital media. *Tourism Planning and Development, 15*(6), 653-671.Available at: 10.1080/21568316.2017.1393772.

Cantón-Correa, F. J., & Alberich-Pascual, J. (2019). The social construction of the image of a city through instagram: The case of granada. *Information Professional, 28*(1).Available at: 10.3145/epi.2019.ene.08.

Chang, P. (2017). The importance performance analysis of Taiwan tourism mobile marketing. *Journal of Tourism Management Research, 4*(1), 12-16.Available at: 10.18488/journal.31.2017.41.12.16.

Chen, Z. (2019). A qualitative pilot study exploring tourists' pre-and post-trip perceptions on the destination image of Macau. *Journal of Travel & Tourism Marketing, 36*(3), 330-344.Available at: 10.1080/10548408.2018.1541777.

Chen., C. Y. (2018). Influence of celebrity involvement on place attachment: Role of destination image in film tourism. *Asia Pacific Journal of Tourism Research, 23*(5), 1-14.Available at: 10.1080/10941665.2017.1394888.

Chi, H. K., Huang, K. C., & Nguyen, H. M. (2020). Elements of destination brand equity and destination familiarity regarding travel intention. *Journal of Retailing and Consumer Services, 52,* 101728.Available at: 10.1016/J.JRETCONSER.2018.12.012.

Cong, L. C. (2016). A formative model of the relationship between destination quality, tourist satisfaction and intentional loyalty: An empirical test in Vietnam. *Journal of Hospitality and Tourism Management, 26,* 50-62.Available at: 10.1016/j.jhtm.2015.12.002.

Conti, E., & Lexhagen, M. (2020). Instagramming nature-based tourism experiences: A netnographic study of online photography and value creation. *Tourism Management Perspectives, 34,* 100650.Available at: 10.1016/j.tmp.2020.100650.

Córdova, M., & Freixa, F. P. (2016). *Interactive communication as a tool for tourism promotion on the web: Indicators, parameters and communication quality.* Paper presented at the XI International Congress of Tourism and Information and Communication Technologies, October 2016. Spain: Turitec.

Da Costa, C. P. D. (2015). An integrated conceptual model of destination branding – touristmind. *Journal of Tourism Management Research, 2*(2), 24-40.Available at: 10.18488/journal.31/2015.2.2/31.2.24.40.

Darmawan, E., Arfa, M., & Lestari, P. D. (2018). The development of nature based-tourism in Tembarak District, temanggung regency. *Asia Pacific Journal of Tourism Research, 23*(9), 924-934.Available at: 10.1080/10941665.2018.1510423.

Dedeoğlu, B. B. (2019). Shaping tourists' destination quality perception and loyalty through destination country image: The importance of involvement and perceived value. *Tourism Management Perspectives, 29,* 105-117.Available at: 10.1016/j.tmp.2018.11.006.

Demir, S. S., Kozak, M., & Correia, A. (2014). Modelling consumer behavior: An essay with domestic tourists in Turkey. *Journal of Travel and Tourism Marketing, 31*(3), 303-312.Available at: 10.1080/10548408.2014.883349.

Gupta, S., Foroudi, M. M., Väätänen, J., Gupta, S., & Tiu, W. L. (2018). Nations as brands: Cinema's place in the branding role. *Journal of Business Research, 116*, 721-733.Available at: https://doi.org/10.1016/j.jbusres.2018.02.017.

Hadinejad, A., Moyle, B. D., Kralj, A., & Scott, N. (2019). Physiological and self-report methods to the measurement of emotion in tourism. *Tourism Recreation Research, 44*(4), 466-478.Available at: https://doi.org/10.1080/02508281.2019.1604937.

Hellenic Statistical Authority. (2020). Census data. Retrieved from: http://www.statistics.gr/en/home.

Huete, A. N., & López, R. V. R. (2019). The role of destination image in tourist satisfaction: The case of a heritage site. *Economic Research, 33*(1), 2444-2461.Available at: 10.1080/1331677X.2019.1654399.

Hunter, W. C. (2016). The social construction of tourism online destination image: A comparative semiotic analysis of the visual representation of Seoul. *Tourism Management, 54*, 221-229.Available at: https://doi.org/10.1016/j.tourman.2015.11.012.

Jenkins, O. (2003). Photography and travel brochures: The circle of representation. *Tourism Geographies, 5*(3), 305-328.Available at: https://doi.org/10.1080/14616680309715.

Jeong, Y., & Kim, S. (2019). Exploring a suitable model of destination image: The case of a small-scale recurring sporting event. *Asia Pacific Journal of Marketing and Logistics, 31*(5), 1287-1307.Available at: 10.1108/APJML-10-2018-0441.

Johnson, T. J., & Kaye, B. K. (2016). Some like it lots: The influence of interactivity and reliance on credibility. *Computers in Human Behavior, 61*, 136-145.Available at: https://doi.org/10.1016/j.chb.2016.03.012.

Kim, S., Stylidis, D., & Oh, M. (2019). Is perception of destination image stable or does it fluctuate? A measurement of three points in time. *International Journal of Tourism Research, 21*(4), 447-461.Available at: https://doi.org/10.1002/jtr.2273.

Kong, S., Huang, Z., Scott, N., Zhang, Z. a., & Shen, Z. (2019). Web advertisement effectiveness evaluation: Attention and memory. *Journal of Vacation Marketing, 25*(1), 130-146.Available at: https://doi.org/10.1177/1356766718757272.

Kumar, G. M. K. (2019). Gastronomic tourism—a way of supplementing tourism in the Andaman & Nicobar Islands. *International Journal of Gastronomy and Food Science, 16*, 100139.Available at: https://doi.org/10.1016/j.ijgfs.2019.100139.

Latif, W. B., Islam, M. A., Rahman, A., Mohamad, M., & Kongsompong, K. (2016). Conceptual framework of brand image for tourism industry: Tourism management and advertisement as moderators. *Journal of Tourism Management Research, 3*(1), 1-9.Available at: https://doi.org/10.18488/journal.31/2016.3.1/31.1.1.9.

Li, S., Walters, G., Packer, J., & Scott, N. (2019). Using facial electromyography to test the peak–end rule in tourism advertising. *Journal of Hospitality & Tourism Research*, 1096348019890047.Available at: https://doi.org/10.1177/1096348019890047.

Lian, T., & Yu, C. (2019). Impacts of online images of a tourist destination on tourist travel decision. *Tourism Geographies, 21*(4), 635-664.Available at: https://doi.org/10.1080/14616688.2019.1571094.

Lin, C.-H., & Kuo, B. Z.-L. (2016). The behavioral consequences of tourist experience. *Tourism Management Perspectives, 18*, 84-91.Available at: https://doi.org/10.1016/j.tmp.2015.12.017.

Liu, X., Li, J. J., & Yang, Y. (2015). Travel arrangement as a moderator in image–satisfaction–behavior relations: An investigation of Chinese outbound travelers. *Journal of Vacation Marketing, 21*(3), 225-236.Available at: 10.1177/1356766714567797.

Lojo, A., Li, M., & Xu, H. (2020). Online tourism destination image: Components, information sources, and incongruence. *Journal of Travel & Tourism Marketing, 37*(4), 495-509.Available at: https://doi.org/10.1080/10548408.2020.1785370.

Mak, A. H. (2017). Online destination image: Comparing national tourism organisation's and tourists' perspectives. *Tourism Management, 60*, 280-297.Available at: 10.1016/j.tourman.2016.12.012.

Marine-Roig, E., & Ferrer-Rosell, B. (2018). Measuring the gap between projected and perceived destination images of Catalonia using compositional analysis. *Tourism Management, 68*, 236-249.Available at: https://doi.org/10.1016/j.tourman.2018.03.020.

Martín-Santana, J. D., Beerli-Palacio, A., & Nazzareno, P. A. (2017). Antecedents and consequences of destination image gap. *Annals of Tourism Research, 62*, 13-25.Available at: 10.1016/j.annals.2016.11.001.

Martínez, M. O., Cuevas, C. T., & Espinoza, S. R. (2016). *Examination of tourism trends at the turn of the century XXI*. Mexico: Competitive Press, S.A. De C.V.

McMullen, M. (2019). Pinning' tourist photographs: Analyzing the photographs s on Pinresthared of heritage tourist destinations. *Current Issues in Tourism, 23*(3), 1-12.Available at: 10.1080/13683500.2019.1568399.

Middleton, V. T. C., Fyall, A., Morgan, M., & Ranchhod, A. (2009). *Marketing in travel and tourism* (4th ed.). Oxford: Taylor & Francis Ltd.

Mills, G. E., Gay, L. R., & Airasian, P. (2017). *Educational research*. Athens: Propompos.

Moon, H., & Han, H. (2019). Tourist experience quality and loyalty to an island destination: The moderating impact of destination image. *Journal of Travel & Tourism Marketing, 36*(1), 43-59.Available at: 10.1080/10548408.2018.1494083.

Önder, I., & Marchiori, E. (2017). A comparison of pre-visit beliefs and projected visual images of destinations. *Tourism Management Perspectives, 21*, 42-53.Available at: 10.1016/j.tmp.2016.11.003.

Ooi, N., Duke, E., & O'Leary, J. (2018). Tourism in changing natural environments. *Tourism Geographies, 20*(2), 193-201.Available at: 10.1080/14616688.2018.1440418.

Ouroumi, E., Psixogiou, E., & Kiriakou, E. (2012). Business program of the municipality of Edessa. Retrieved from https://docplayer.gr/919390-Epiheirisiako-shedio-dimoy-edessas-2013-2014.html

Palau-Saumell, R., Forgas-Coll, S., Amaya-Molinar, C. A., & Sánchez-García, J. (2016). Examining how country image influences destination image in a behavioral intentions model: The cases of Lloret De Mar (Spain) and Cancun (Mexico). *Journal of Travel & Tourism Marketing, 33*(7), 949-965.Available at: 10.1080/10548408.2015.1075456.

Papaioannou, J., Abdimiotis, S., Paraskevopoulou, C., & Giouzepas, G. (2019). *Edessa "identity" promotion plan and compilation of specifications of selected actions*. Greece: Edessa Town Hall.

Park, O. J., Kim, M. G., & Ryu, J. H. (2019). Interface effects of online media on tourists' attitude changes. *Tourism Management Perspectives, 30*, 262-274.Available at: 10.1016/j.tmp.2019.03.005.

Perkins, R., Khoo-Lattimore, C., & Arcodia, C. (2020). Understanding the contribution of stakeholder collaboration towards regional destination branding: A systematic narrative literature review. *Journal of Hospitality and Tourism Management, 43*, 250-258.Available at: 10.1016/j.jhtm.2020.04.008.

Pestana, M. H., Parreira, A., & Moutinho, L. (2019). Motivations, emotions and satisfaction: The keys to a tourism destination choice. *Journal of Destination Marketing and Management, 16*, 100332.Available at: 10.1016/j.jdmm.2018.12.006.

Pike, S., Jin, H. S., & Kotsi, F. (2019). There is nothing so practical as good theory for tracking destination image over time. *Journal of Destination Marketing and Management, 14*, 100387.Available at: 10.1016/j.jdmm.2019100387.

Qezelbash, A. H., & Randelli, F. (2020). The evolution of rural tourism in developing countries: The case of Iran. *Journal of Tourism Management Research, 7*(2), 208-217.Available at: 10.18488/journal.31.2020.72.208.217.

Rasoolimanesh, S. M., Jaafar, M., Marzuki, A., & Mohamad, D. (2016). How visitor and environmental characteristics influence perceived crowding. *Asia Pacific Journal of Tourism Research, 21*(9), 952-967.Available at: 10.1080/10941665.2015.1084348.

Rodríguez-Molina, M. A., Frías-Jamilena, D. M., & Castañeda-García, J. A. (2015). The contribution of website design to the generation of tourist destination image: The moderating effect of involvement. *Tourism Management, 47*, 303-317.Available at: 10.1016/j.tourman.2014.10.001.

Sanz-Blas, S., Carvajal-Trujillo, E., & Buzova, D. (2019). The moderating effect of personal and situational characteristics in behavioural factors affecting ports of call. *Current Issues in Tourism, 22*(2), 133-141.Available at: 10.1080/13683500.2017.1369013.

Schnitzer, M., & Barth, M. (2019). Does sport event satisfaction remain stable over time? *International Journal of Tourism Research, 21*(6), 785-789.Available at: https://doi.org/10.1002/jtr.2304.

Severt, K., & Hahm, J. J. (2020). Impact of political event and political affliation on destination image and a longitudinal approach of image change. *Journal of Destination Marketing & Management, 15*, 100406.Available at: 10.1016/j.jdmm.2019.100406.

Soegoto, E. S., Purnama, F. A., & Hidayat, A. (2018). Role of internet and social media for promotion tools. . *IOP Conf. Series: Materials Science and Engineering, 407*(1), 012040.Available at: 10.1088/1757-899X/407/1/012040.

Sontag, S. (2016). *Sobre La Fotografía.* Mexico: Debosillo.

Souiden, N., Ladhari, R., & Chiadmi, N. E. (2017). Destination personality and destination image. *Journal of Hospitality and Tourism Management, 32,* 54-70.Available at: 10.1016/j.jhtm.2017.04.003.

Tan, G. W. H., Lee, V. H., Hew, J. J., Ooi, K. B., & Wong, L. W. (2018). The interactive mobile social media advertising: An imminent approach to advertise tourism products and services? *Telematics and Informatics, 35*(8), 2270-2288.Available at: 10.1016/j.tele.2018.09.005.

Teng, H. Y., & Chen, C. Y. (2020). Enhancing celebrity fan-destination relationship in film-induced tourism: The effect of authenticity. *Tourism Management Perspectives, 33,* 100605.Available at: 10.1016/j.tmp.2019.100605.

Terzidou, M., Stylidis, D., & Terzidis, K. (2018). The role of visual media in religious tourists' destination image, choice, and on-site experience: The case of Tinos, Greece. *Journal of Travel & Tourism Marketing, 35*(3), 306-319.Available at: 10.1080/10548408.2017.1304316.

Theodoropoulou, I., & Alos, J. (2020). Expect amazing! Branding Qatar as a sports tourism destination. *Visual Communication, 19*(1), 13-43.Available at: 10.1177/1470357218775005.

Valek, N. S., & Williams, R. B. (2018). One place, two perspectives: Destination image for tourists and nationals in Abu Dhabi. *Tourism Management Perspectives, 27,* 152-161.Available at: 10.1016/j.tmp.2018.06.004.

Valempini, K., & Martin, B. (2019). Place-based education as a framework for tourism education in secondary schools: A case study from the Okavango Delta in Southern Africa. *Journal of Hospitality, Leisure, Sport & Tourism Education, 25,* 100197.Available at: 10.1016/j.jhlste.2019.100197.

Wong, C. U. I., & Qi, S. (2017). Tracking the evolution of a destination's image by text-mining online reviews-the case of Macau. *Tourism Management Perspectives, 23,* 19-29.Available at: 10.1016/j.tmp.2017.03.009.

Wullur, M., & Sutapa, I. N. (2019). Measuring the tourist destination images based on service quality using fuzzy inference system. *IOP Conference Series: Materials Science and Engineering, 567,* 012007.Available at: 10.1088/1757-899X/567/1/012007.

Yang, F. X. (2016). Tourist co-created destination image. *Journal of Travel & Tourism Marketing, 33*(4), 425-439.Available at: 10.1080/10548408.2015.1064063.

Zhang, Y., & Xie, P. F. (2019). Motivational determinates of creative tourism: A case study of Albergue art space in Macau. *Current Issues in Tourism, 22*(20), 2538-2549.Available at: 10.1080/13683500.2018.1517733.