

Destination Personality and Destination Image; their Impacts on Competitiveness and Destination Sustainability

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Abstract:

This research investigated whether destination personality and destination image have an impact on the competitiveness and destination sustainability of tourism in West Sumatra. The population of this research was all tourists visiting West Sumatra, both foreign and domestic tourists. The sample was determined proportionally considering the number of foreign and domestic tourists. The sample was 350 tourists, consisting of 150 foreign tourists and 200 domestic tourists. The data were analyzed using Structural Equation Model technique with SmartPLS. The results indicate that (1) destination personality have an impact on competitiveness (2) destination personality have an impact on destination image (3) destination image have an impact on competitiveness (4) destination personality have an impact on destination sustainability (5) destination image have an impact on destination sustainability, and (6) competitiveness have an impact on destination sustainability of tourism destination.

Keywords: Destination personality, destination image, competitiveness, destination sustainability.

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I. INTRODUCTION

West Sumatra has very potential tourist attractions due to its five relatively large lakes, beautiful landscape, attractive beaches, beautiful islands, famous surfing spots, and unique culture (matrilineal descent system) of *Pagaruyung* kingdom. Some famous tourist destinations include *Lobang Jepang* (Japanese Tunnel), *Jam Gadang* (Clock Tower), Mandeh Island, Cingkuak Island, Cubadak Island, Pasumpahan Island, Siberut Island, and Sipora Island. In addition, such annual activities as *Tabuik* in Pariaman and *Tour De Singkarak* in several regencies in West Sumatra also succeed to attract tourists' attention.

Moreover, West Sumatra is also very famous for its tasty food such as *Rendang* and *Gulai Ikan*. In 2017, West Sumatra succeeded to win the halal destination awards and the halal culinary contest at the international event held in Abu Dhabi. The number of tourists visiting West Sumatra also

increases significantly each year. In 2016, the number of domestic tourists was 7.3 million, and it increased by 7% (7.8 million) in 2017. In addition, the tourists from ASEAN countries also contributed to the increased number of the tourists as more than 8.19 million tourists visited West Sumatra during January-November 2017.

Carrilo and Jorge (2017) examined the sustainability destination in Spain by constructing composite indicators using a multicriteria decision technique for aggregation by using simple indicator weighting. The results of the study succeeded to identify which paradigm was weak or strong between the regions being studied.

In addition, Franzoni (2015) analyzed the destination sustainability using three-level variables including community, tourist destinations and individual organizations and social, competitive and economic dimensions. Moreover, Mathew (2017), who did a research on

the members of local communities, found that responsible tourism has a positive impact on the destination sustainability and the quality of life of the local people.

Furthermore, Torres (2014) developed a consensual indicator system in the field of tourism by producing social, economic and environmental sustainability indicators. Meanwhile, the results of Andres' (2017) research found that the profile of cultural and non-cultural tourists had impacts on the tourist satisfaction and expenditure. This present study, in particular, analyze the impact of destination personality and destination image on the competitiveness and destination sustainability. This study is the only study that analyze the impact of destination competitiveness on the destination sustainability.

II. Literature Review

Destination Sustainability

Mowforth and Munt (2009) recommend seven key aspects that are useful for the development of sustainable tourism: 1) ecological sustainability, 2) social sustainability, 3) cultural sustainability, 4) economic sustainability, 5) education elements, 6) local participation, and 7) conservation elements. The sustainable approach proposed by Howie (2003) consists of three key variables, i.e. environment, economy, and society. Meanwhile, Sangchumnon (2018) proposes four key points: 1) careful design and planning corresponding to creative ideas; 2) careful design and planning of tourism development desired by the market; 3) community involvement during these two phases resulting in a community with the ability to think, plan, use resources, and share consequences; and 4) designing tourism for people who adhere to the concept of sustainable tourism to have a beneficial impact on the community and its environment.

In his study, Sangchumnon (2018) used 15 indicators to measure destination sustainability: increasing incomes, increasing employment

opportunities, generating income and equality of distribution, reducing backwardness of villages, increasing quality of life, improving mangrove ecosystems, utilizing more land instead of mangrove planting, supporting fisheries, increasing waste and pollution, destroying tourist attraction, restoring local wisdom and culture, restoring places of interest to the community, creating mutual love and helping each other, increasing the problems of theft and drugs, and increasing conflicts among local people.

Tourism Competitiveness

According to Manrai et al. (2018) the competitive advantage of a tourist attraction needs to be built when marketers try to persuade tourists to visit the attraction. Basically, tourism is a luxury product, when marketers want to get tourists need the competitiveness of the tourist objects. Several researchers developed the conceptualization of competitiveness of tourist destinations by introducing the determinants of destination competitiveness, such as society, technology, culture, demographics, economy, geography, history, infrastructure, law, opponents, law, politics, and resources (Manrai et al., 2018), sustainability of destination competitiveness (Cucculelli and Goffi, 2016; Aral-Tur and Kozak, 2015). These determinants particularly unique and impact the competitiveness of tourism destination.

Enright and Newton (2004) evaluate the relative importance and relative competitiveness of both tourism factors and business-related factors in the tourist destinations. As the follow up to their initial study in Hong Kong, Enright and Newton (2008) conducted another study on two other tourist destinations in the Asia-Pacific, Singapore and Bangkok, to determine whether the attributes of competitiveness had the same relative importance in the different location, and whether the findings from one objective can be replicated in another. The results of this follow-up study indicate that all the attractions listed in the survey

are considered to have a certain level of importance, thereby providing stronger support for the competitiveness model of the tourist destination (Crouch & Ritchie, 1999).

The indicators provided by Enright, M J and Newton J. (2005) to measure the competitiveness of tourist destination are safety, culinary, special tourist attractions, visual attractions, famous landmarks, nightlife, unique cultures, special events, attractive architecture, interesting festivals, climate, local way of life, important history, museums and galleries, music and performances. (Michael J. Enright & James Newton, 2005).

Destination Personality

Establishing a unique personality of the tourist destination enables marketers to distinguish their destination from its competitors (Baloglu et al., 2014), and improve the experience of tourists after a tour (Papadimitriou et al., 2015). Based on the concept proposed by Aaker (1997), destination personality is defined as “a set of human characteristics related to destination as perceived from the tourists’ point of view”. Several tourist destinations succeed in developing their clear personal traits. For example, Spain is known as friendly and family-oriented; London as open-minded, unorthodox, enthusiastic, and creative; and Paris as romantic (Morgan & Pritchard, 2002). Responding to this view, Ekinci and Hosany (2006) argue that “tourism destinations are rich in terms of symbolic values and personality traits, given that they consist of a bundle of tangible and intangible components (e.g. visitors, hotels, and people involved) related to certain values, history, events and feelings”.

According to Hosany et al. (2006), the personality indicators of tourist destination areas are truthful (sincerity), enthusiasm (excitement), and conviviality (hospitality). Meanwhile, the personality of established tourist destinations has such characteristics as (1) facilitating differentiation from competitors (Pitt et al., 2007),

(2) increasing the tourists’ perceived value and satisfaction in the tourist destination (Chen & Phou, 2013), (3) increasing the loyalty of attitudes and interests of tourists to revisit (Ekinci & Hosany, 2006; Ekinci et al., 2007), and (4) developing an emotional connection between the tourists and the tourist destination, leading to the tourists’ higher loyalty to the tourist destination (Ekinci et al., 2013; Usakli & Baloglu, 2011).

Hultman et al. (2015) identified several indicators of destination personality such as attractive, original, imaginative, fun, unique, courageous, upscale, glamorous, elegant, sophisticated, trendy, energetic, active, dynamic, lively, reliable, responsible, stable, sincere, honest, funny, warm, cheerful, tough, rude, and bold. In his research, Kumar (2016) used four indicators in measuring the personality of the tourist destination which consists of well behaving (trustworthy, sincere, welcoming, peaceful, good, respectful, not arrogant, polite), enthusiastic (cheerful, excited, courageous), creativity (courageous, energetic, enthusiastic, amazing), conformity (religion, belief, tradition) and crime (rude, corrupt, ignorant, vulgar).

Destination Image

Destination image has a direct influence on tourist attitudes towards tourist destinations (Suiden et al., 2017). According to Nadeau et al. (2008), although the literature on ‘product-country image’ and ‘tourist destination image’ has evolved separately (the former is usually studied in business and marketing journals, while the latter appears in specialized tourism journals), the two concepts overlap, either in terms of analyzing consumer perceptions or in the way they can influence consumer decisions. Destination image, an important element of destination brand, is defined as “an attitude construct consisting of an individual’s mental representation of knowledge (beliefs), feelings, and global impressions about a tourist attraction or destination” (Baloglu &

McCleary, 1999). The factors that may contribute to influencing the image of tourist attractions include media and international events (e.g., cultural and sporting events). Mercille (2005), for example, states that a media influences the tourists' views on Tibet. Similarly, Kladou and Mavragani (2015) report the role of social media in influencing the image of Istanbul.

The image of a tourist destination is an important element of a destination brand, defined as "an attitude construct consisting of an individual's mental representation of knowledge (beliefs), feelings, and global impressions about a tourist attraction or destination" (Baloglu & McCleary, 1999). The factors that may contribute to influencing the image of tourist attractions include media and international events (e.g., cultural and sporting events). Mercille (2005), for example, states that a media influences the tourists' views on Tibet. Similarly, Kladou and Mavragani (2015) report the role of social media in influencing the image of Istanbul. According to Nadeau et al. (2008) and Smith (2005), city image can be linked to sporting events.

Conceptual Framework

Based on the description of the literature review (state of the art) of this research, a conceptual framework can be formulated as shown in Figure 1 below.

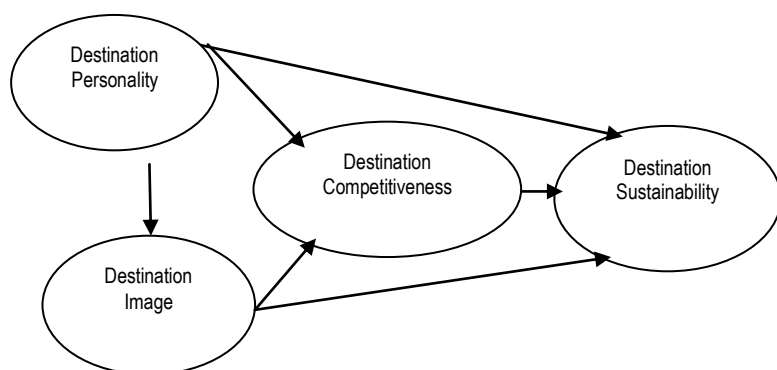


Fig.1. Conceptual Framework

III. Research methodology

The population was all tourists visiting West Sumatra, both foreign and domestic tourists. The sample was determined proportionally considering the number of foreign and domestic tourists. The sample was 350 tourists, consisting of 150 foreign tourists and 200 domestic tourists. The source of data was primary data. The data were collected using questionnaires. Before its administration, the questionnaire was tried out by looking at its validity and reliability. The data were analyzed using a Structural Equation Model (SEM) approach with SmartPLS software.

The destination sustainability variable was measured using environmental/ ecological sustainability, economic sustainability, social (community) sustainability, cultural sustainability, local participation sustainability, and conservation. The destination competitiveness variable was measured using such indicators as the uniqueness and price of admission to tourist attractions in West Sumatra compared to the one in other areas. The destination personality variable was measured using indicators of good behavior (trustworthy, sincerity, welcoming, peace, good, respectful, not arrogant, polite), enthusiastic (cheerful, excited, courageous), creativity (courageous, energetic, enthusiastic, amazing), conformity (religion, beliefs, traditions) and crime (rude, corrupting, ignorant, vulgar). Then, the destination image was measured using the tourists' image of all the tourist attractions they visited, such as landscapes, culture, art, history, food, population, infrastructure, and tourism distortion management in West Sumatra.

IV. Result and discussion

Convergent Validity

This test was done to see the validity of each indicator. The results of the outer loading analysis are shown in Figure 2 below.

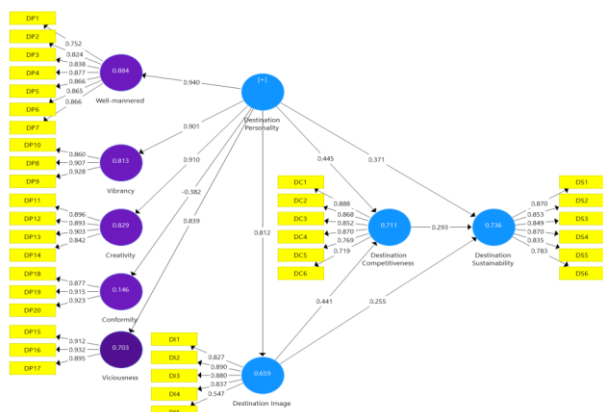


Fig. 2.Values of Outer Loading Research Variables.

The results presented in Figure 2 show that the indicator declared invalid is the destination image (DI) variable, i.e. DI5. Then, the destination personality (DP) variable composed of DP1, DP18, DP19, DP 20 is an invalid indicator. Those invalid indicators are excluded from the research model.

Internal Consistency Test

To find out the accuracy of measurements that are consistent from time to time, a reliability test was performed by looking at the value of composite reliability and Cronbach's alpha. The value of composite reliability and Cronbach's alpha for all research variables must be more than 0.7.

The results presented in Table 1 show that all the variables have composite reliability and Cronbach's alpha values at above 0.70, meaning that the research variables are reliable.

Table 1

Results of Composite Reliability and Cronbach's Alpha

	Cronbach's Alpha	Composite Reliability	Information
Destination Competitiveness	0.908	0.929	Reliable

Destination Image	0.859	0.901	Reliable
Destination Personality	0.927	0.945	Reliable
Destination Sustainability	0.919	0.937	Reliable

Discriminant Validity Testing

The discriminant validity testing was carried out to see the scale of difference between the variables by looking at the value of average variance extracted (AVE). The testing results are displayed in Table 2 below.

The construct validity results displayed in Figure 2 indicate that the AVE value of all variables has met the requirements and all latent variables have good discriminant validity and construct validity.

Table 2 Results of Construct Validity

	Average Variance Extracted (AVE)
Destination Competitiveness	0.688
Destination Image	0.650
Destination Personality	0.553
Destination Sustainability	0.712

Inner Model (Structural Model)

R Square Test

The R-square value can be used to see the influence level of the cause variable on the effect variable. The R-square values are presented in Table 3 below.

Table 3

Results of R-Square Test

	R Square	R Square Adjusted
Destination Competitiveness	0.711	0.709
Destination Image	0.659	0.658
Destination Sustainability	0.736	0.733

The value of R-square for destination sustainability variable is 0.736, which means that the effect of destination competitiveness on the destination sustainability is quite strong, i.e. 73.6%. Meanwhile, the destination competitiveness variable is 0.711, and the destination image variable is 0.659.

Hypothesis Testing

The hypothesis testing used two tailed tests with a significance level of 5% (t statistics 1.96). The scale of the t-value and the significance value can be seen in Table 4 below.

The results of the bootstrapping and path coefficient presented in Table 4 show that the original sample values and p values or t statistics are used as the reference to accept or reject the hypothesis. The hypothesis can be accepted if the value of t statistic higher than t table or p-value higher than 0.05.

Table 4 Path Coefficient Result

Impact of	Original Sample	Standard Deviation	t-statistics	p-values
Destination Competitiveness -> Destination	0.293	0.290	0.061	4.800

Sustainability

Destination Image -> Destination Competitiveness

0.441	0.443	0.055	8.089	0.000
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Destination Image -> Destination Sustainability

0.255	0.256	0.054	4.708	0.000
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Destination Personality -> Destination Competitiveness

0.445	0.443	0.055	8.105	0.000
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Destination Personality -> Destination Image

0.812	0.812	0.025	33.135	0.000
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Destination Personality -> Destination Sustainability

0.371	0.372	0.060	6.182	0.000
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V. Discussion

Effect of Destination Personality on Competitiveness of Tourism Destination

The results of the analysis show that destination personality has a significant effect on the competitiveness of tourism in West Sumatra. This means that the tourists have good perceptions on the personality characteristics of the people around the tourist attractions in West Sumatra which will, therefore, become competitiveness for tourism in West Sumatra. Furthermore, the results also provide empirical evidence that there is a significant relationship between the two. The level of significance means that destination personality has an important role to enhance the competitiveness of tourism in West Sumatra. Thus, the personality characteristics possessed by the people around the tourism attractions in West Sumatra are creating such a safe and comfortable environment that the criminal rate will be low, practicing religious teachings properly, and having high spiritual values. In addition, that the

people of West Sumatra are very enthusiastic and excited about the visiting tourists is the competitiveness of tourism in West Sumatra. Consequently, destination personality is very important to care because it will increase the competitiveness of tourism in West Sumatra.

Effect of Destination Personality on Destination Image of Tourism

This research explains that destination personality has a significant effect on destination image of tourism in West Sumatra. If the tourists have good perceptions on the personality characteristics of the people around the tourist attractions in West Sumatra, they will build their own perceptions about the tourist attractions in West Sumatra. Furthermore, the results also provide empirical evidence that there is a significant relationship between the two. The level of significance means that destination personality has an important role to improve the destination image of tourism in West Sumatra.

Tourist attractions in West Sumatra are famous for their beautiful landscapes, such as Carocok Beach in Painan, Mandeh tourism area, Lake Singkarak, Harau Valley, Lake Diateh and Lake Dibawah (Twin Lake) and many others. Such beautiful landscapes are also inseparable from the role of local people who behave well, and the price of admission to the tourist attractions in West Sumatra has been standardized for both domestic and foreign tourists. Furthermore, West Sumatra is also famous for its unique culture, art, and history such as hoyak tabuik, randai, silek and other traditions that characterize West Sumatra. Such uniqueness is formed from the creativity of the people in West Sumatra who are very vivacious, energetic, enthusiastic and amazing. Thus, destination personality is very important to note not only to improve the competitiveness of tourism in West Sumatra but also to form a destination image for tourists.

Effect of Destination Image on Competitiveness of Tourism

In this study, it is explained that destination image has a significant effect on the competitiveness of tourism in West Sumatra. This means that the tourists have good perceptions on tourist attractions in West Sumatra which serve as the initial capital to achieve the competitiveness of tourism in West Sumatra. Besides, the results also provide empirical evidence that there is a significant relationship between the two. The level of significance means that destination image has an important role to increase the competitiveness of tourism in West Sumatra.

Based on the results of the descriptive analysis explained in the earlier section, the main competitiveness of tourist attractions in West Sumatra its cultural uniqueness and culinary uniqueness and delicacy. The tourists have high perceptions on delicious food, meaning that West Sumatra has a good image of its delicious local foods such as rendang, fish curry and so forth. In addition, West Sumatra is also famous for its food souvenirs such as *sanjai*, *bika*, *pinyaram*, *batiah*, etc. Furthermore, the tourists' perceptions on tourism in West Sumatra are its unique culture, art, and history such as *tabuik*, *randai*, *silek* and so forth, which are the typical characteristics of West Sumatra.

Thus, it can concluded that the tourists' perception about the tourist attractions in West Sumatra are that West Sumatra is a lost paradise, which means that the paradise has been in West Sumatra because it has unique and diverse tourist attractions viewed from its unique culture and delicious culinary. It can conclude that the peculiarities in terms of culture and culinary are the competitiveness of tourism in West Sumatra.

Effect of Destination Personality on Destination Sustainability

The results of the study have confirmed that destination personality has a significant effect on the sustainability of tourist attractions in West

Sumatra. This means that if the local people have good characteristics and personality towards the tourist attractions, tourism sustainability will take place. Furthermore, the results also provide empirical evidence that there is a significant relationship between the two. The level of significance means that destination personality has an important role for the sustainability of tourism in West Sumatra.

From the results of the descriptive analysis explained in the earlier section, destination sustainability is not high enough. This means that the tourist destinations in West Sumatra have not fully supported environmental preservation. The tourists, for example, state that the conservation in several tourist destinations does not work properly. Therefore, developing tourist destinations should pay attention to the environment and social conditions of the local people so that all the developed tourist attractions continue maintaining the preservation of nature. For example, such development should not damage forests, beaches, coral reefs, local culture, and so on. To overcome such problem, it is obviously important to create destination personality whose goal is to create safe and comfortable social condition. If the goal is successfully achieved, sustainable tourism will take place. A safe and comfortable community will certainly have good behavior. For example, people living in the neighborhood of tourist attraction are eager and enthusiastic to protect the tourist attraction, and the community is very courageous and persistent to preserve the nature. So, destination personality is important to consider for its potential to create sustainable tourism development.

Effect of Destination Image on Destination Sustainability

In this study, it is explained that destination image has a significant effect on the destination sustainability of tourism in West Sumatra. This means that the tourists' good perceptions about

tourist attractions in West Sumatra will create the sustainability of tourism in West Sumatra. Furthermore, the results also provide empirical evidence that there is a significant relationship between the two. The level of significance means that destination image has an important role for the sustainability of tourism in West Sumatra.

Based on the results of the descriptive analysis described in the earlier section, in addition to having delicious foods, West Sumatra is also famous for its beautiful landscapes. Besides, this area is also famous for its unique culture, art and history. This means that this area has implemented a program of sustainable tourism development, and this is one of the measures of the tourist destination sustainability in West Sumatra, particularly in terms of cultural sustainability.

Thus, it can be concluded that the factors contributing to affect the image of tourist destinations in West Sumatra are its natural beauty (beautiful landscapes) as well as its unique culture, art and history. It can conclude that West Sumatra has developed a sustainable tourism development especially on cultural sustainability.

Effect of Competitiveness on Destination Sustainability

In this study, it is explained that competitiveness has a significant effect on the destination sustainability of tourism in West Sumatra. This means that if the tourism in West Sumatra has competitiveness, sustainable development of tourism in West Sumatra will take place. Furthermore, the results also provide empirical evidence that there is a significant relationship between the two. The level of significance means that competitiveness has an important role for the development of tourism in West Sumatra.

Based on the results of the descriptive analysis above, it is concluded that the cultural uniqueness as well as the culinary peculiarity and delicacy have become the competitiveness for tourism in West Sumatra. Therefore, it is reasonable to consider the competitiveness of tourism in West

Sumatra as the most important factor to create sustainable tourism development in West Sumatra. This is due to its unique culture, where the development of sustainable tourism also pays attention to environmental / ecological sustainability, economic sustainability, social (community) sustainability, cultural sustainability, local participation sustainability, and conservation. It is clear that, in the future, sustainable tourism development in West Sumatra will take place, one of which can be seen from the sustainability of culture which is one of the keys to competitiveness for tourism in West Sumatra.

VI. Conclusion

Based on the results of the analysis, it is concluded that destination personality and destination image have a significant effect on the competitiveness and destination sustainability.

VII. Reference

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