

Tourism Image of the Island Destinations of Greece

ANNA MARIA PACHOU¹ [annamaria.pahos@gmail.com]

MARIA LAGOU² [la44mar@yahoo.gr]

ANTHI GOUSIOU³ [goussiou@gmail.com]

Abstract | The images that people form in their minds regarding the various tourism destinations, when assessed, evaluated, and combined with other factors, often result in a travel decision. It is argued that these images serve as cognitive frameworks that help individuals to organise the various stimuli they receive daily. The aim of this article is to investigate all the factors that favourably influence the resilience and image of the sixty main island tourism destinations of Greece.

To achieve this objective, the methodology involved the separation of the image into two distinct categories: the basic and the specific. A composite indicator model was then developed that includes 34 variables, which collectively represent the functional characteristics and unique identity of each island destination. The model was then applied to the selected sample, to quantitatively assess both the basic and specific image of the sixty main island tourism destinations of Greece.

The resulting quantitative assessment analysis permits the formulation of an appropriate tourism policy framework for the island destinations of Greece, which enriches their tourism product and differentiates and enhances their tourism image compared to other destinations.

The resulting quantitative assessment analysis allows for the development of a comprehensive tourism policy framework for the island destinations of Greece. This framework enriches their

¹ PhD in Business Administration, University of the Aegean, Greece.

² PhD candidate, Department of Accounting and Finance, University of the West Attica, Greece.

³ PhD in Business Administration, University of the Aegean, Greece.

tourism product and differentiates and enhances their tourism image compared to other destinations.

Keywords | tourism image, island destinations, travel decisions, basic image, specific image, destination image

1. Introduction

Image as a significant factor in the travel decision-making process has been extensively studied in recent academic literature (Baloglu, 2000; Baloglu & McCleary, 1999; Bigne, Sanchez, & Sanchez, 2001; Chen, Chen, & Okumus, 2013; Chu, Bao, & Sun, 2022; Lalicic, Marine-Roig, Ferrer-Rosell, & Martin-Fuentes, 2021). When assessed and evaluated, people's perceptions of different tourism destinations become a key element of a travel purchase decision.

The image-making process is of greater importance in the context of tourism than in any other economic activity. Tourism products consist of experiences that are produced and consumed simultaneously (Li, He, Li, Huang, & Liu, 2023; Smith, 1994), and the tourist/consumer cannot try them before purchasing them. Consequently, if the tourist/consumer's perception of a tourism product differs significantly from its actual characteristics, they will apply the general rule of *caveat emptor* to their purchase. This is a customary rule that states that the consumer bears the risks of the purchase unless there is fraud or deception on the part of the seller or the seller's guarantee.

The destination image is defined as the collective impression held by an individual with no personal experience of the location in question and it comprises a synthesis of beliefs, ideas, and impressions (Baloglu & Brinberg, 1997; Echtner & Ritchie, 1991; Hunt, 1975; Stylidis, Shani, & Belhassen, 2017; Stylidis, Woosnam, & Tasci, 2022; Stylos, Bellou, Andronikidis, & Vassiliadis, 2017; Woosnam, Stylidis, & Ivkov, 2020). The image of a destination can be employed as a tourism policy tool for any island tourist destination. Consequently, the investigation of the mechanisms underlying the formation and modification of the overall image of a destination represents a pivotal issue within the field of tourism research. This can be evidenced by the choice of destination made by tourists and tour operators. The decision to select a particular destination is influenced by the perception of its attractiveness relative to other potential destinations. The destination's attractiveness is influenced by several factors,

including economic, social, and environmental considerations. Furthermore, the destination's life cycle also affects its image, which is disseminated to tourists and tour operators.

The assessment of the image of island destinations is a relatively recent development in tourism research, and the important role of the island image in travel decision-making models underscores the need for a methodological approach to assess this concept accurately. Research on the measurement/assessment of the island tourism image is fragmentary and presents shortcomings because researchers could not identify and include all the factors that compose tourism image in a measurement process. However, an increased awareness of the factors/variables that affect the overall image of an island destination has been shown to increase the level of satisfaction of tourists/customers and contribute to the differentiation of the tourism product and the creation of a competitive advantage. Conversely, factors/variables that negatively affect the image require corrective action to mitigate the effects.

The conceptual content of the destination image can be a subset of the general field of measurement of the image. At a more fundamental level, the formation and measurement of the image are mainly related to the study of the concept of *imagery* encountered in psychology. Psychologists have defined the concept of *imagery* as a distinct way of processing and storing multisensory information in working memory. They are the *mental structures of information* (imagery processing). The processing of mental information structures depends on more holistic methods of information representation (Cardoso, Dias, de Araújo, & Marques, 2019). This is often described as *mental picturing*, although vision is not the only sense involved in processing mental information structures. These structures can include any or even all the senses – smell, taste, sight, touch, and hearing. This contrasts with *discursive processing*, which is characterised by pieces of information that pertain to particular features rather than holistic impressions.

However, the concept of the destination image reflects the perceptions (ideas and beliefs) that tourists/consumers form around all kinds of products they buy or think about buying. The perceptions of a destination are not necessarily based on experiences or events, but they are frequently a significant motivator for leisure travel or tourism. Consequently, a fundamental objective of destination tourism marketing is to maintain, modify, or develop representations to influence future consumers' expectations. The promotion of a destination within the tourism market is predicated on these representations.

The definitions of tourism image proposed in the literature are typically framed as mental constructs or holistic perceptions. These definitions reflect the overall impressions or perceptions of tourists visiting a destination. Often, they remain theoretical, lacking qualitative characteristics, and are used technically to solve a problem or for a specific research purpose. However, the nature and purpose of the image of a tourism destination remain somewhat ambiguous. To address this issue, several tourism researchers (Lalicic et al., 2021; Leiper, 2008; McCabe, 2009; Smith, 2007) have proposed a revision of the conceptual content of the tourism image. In this context, Lai and Li (2015) analysed 45 definitions of the tourism image using definition theory. They aimed to develop a new definition that reduces internal and external conceptual ambiguities while offering contemporary and valuable content in the sense of the tourism image. They proposed the following definition:

a voluntary, multisensory, primarily picture-like, qualia-arousing, conscious, and quasi-perceptual mental (i.e., private, nonspatial, and intentional) experience held by tourists about a destination. This experience overlaps and/or parallels the other mental experiences of tourists, including their sensation, perception, mental representation, cognitive map, consciousness, memory, and attitude toward the destination (Lai & Li, 2015, p. 1074).

This definition consists of three integrated elements. These are the general, the common, and the different qualities and meanings.

Images of tourism destinations are powerful elements in influencing potential visitors to a tourism destination. Furthermore, images and expectations of the travel experience are often associated with or even identified in the minds of potential tourists. Hence, for all tourism destinations, there is an image based more on historical data than on current events.

According to Hunter (2016), studies in this field tend to focus on three complementary topics: (a) imagery, (b) destination image, and (c) how the perceived destination image is affected by marketing campaigns and destination experiences. A review of scientific literature and articles revealed that the vast majority of studies on the image of a tourism destination consider only the tourist/consumer side, namely the tourist demand side (Buhalis, 2000; Croy, 2011; Gretzel, Ham, & Koo, 2018). Few scholars examine the concept of a destination's image from the tourism supply side (Buhalis, 2000; Jovicic, 2017), and even fewer studies focus their research on both sides.

The aim of this article is to investigate the factors that affect resilience in the sixty main island tourism destinations of Greece and shape their tourism image. The design of the present research was based on the latter approach and focused the research interest on the main island tourist destinations in Greece that present low attractiveness due to their geographical discontinuity. More specifically, the assessment of the image of island destinations was based on a combination of data from the tourism demand and supply side. In this context, the research aims to investigate the image of island tourist destinations in Greece. It further seeks to assess these destinations to evaluate how tourism, as an economic and social activity, can contribute to their development.

2. Literature Review

According to the literature review, systematic research on the image of tourism destinations commenced in the early 1970s. The pioneers of image research were Hunt (as cited in Telisman-Kosuta, 1989), Gunn (1972), and Mayo (1973), who emphasised its role and importance in the development of a tourism destination. In addition, there is a plethora of studies and a rich scientific literature on this area of research, of which the following are indicative:

In a review of 23 articles focusing on the image of tourism destinations, Chon (1990) found that the primary areas explored were the influence of destination image on tourists' buying patterns and overall satisfaction. Furthermore, in a comprehensive review of fifteen prior relevant studies, Echtner and Ritchie (2003) found that image researchers tend to favor structured and quantitative research methods.

In addition, Baloglu and Mangalolu (2001) conducted a study across four destinations - Egypt, Turkey, Italy, and Greece - highlighting the importance of the perceptions held by travel agents and travel agencies worldwide regarding these destinations. Their findings indicate that entities responsible for the promotion of these destinations, particularly national travel agencies such as the Greek National Tourism Organisation (GNTO), must endeavour to improve the weak and negative images and promote the strong ones to entrepreneurs of the tourism product, i.e. travel agents. In the case of Greece, the study identified historical and archaeological monuments as the most prominent positive images, followed by features such as beaches, the sun, islands, and a sense of relaxation. Conversely, the study identified a series of negative images associated with Greece, including high costs, noise, overcrowding, pollution, and environmental degradation.

A further literature review conducted by Gallarza, Saura, and García (2002, p.58) identified 65 studies published between 1971 and 1999. These studies were systematically organised and categorised by author, chronological order, and seven key aspects related to the image of tourism destinations. These aspects included the conceptual content and dimensions of the image, the processes involved in its formation, methods for its evaluation, the impact of distance, the changes over time, the active and passive roles of permanent residents in shaping the tourism image, and policies regarding image management. Pike (2004) subsequently conducted a review of 132 articles pertaining to the image of the tourism destination, published between 1973 and 2000. This review highlighted the continued interest of researchers in this topic.

Furthermore, Hanlan and Kelly (2005) posit that the compelling image of a destination is disseminated through word-of-mouth. They suggest that the factors influencing destination choice include positive comments from family or friends and the individual's personal experience of the destination. Chen and Tsai (2007) also examined how destination image affects tourists' intentions to visit and return, while Költringer and Dickinger (2015) used online data from destination management organisations (DMOs), new media, and travel blogs to assess travelers' perceptions of destination image and branding, as well as their particular role and the specificities of different forms/media in image formation. Another study (Martín-Santana, Beerli-Palacio, & Nazzareno, 2017) examined how tourists' image of a destination evolves after their visit and the subsequent impact on their satisfaction and loyalty. It is also noteworthy that only one review paper (Huang, Chang, & Chang, 2021) comprehensively analyses the trend in destination image research. A review of 908 articles from 182 journals published between 1990 and 2019 revealed that the majority of literature is qualitative, lacking quantitative descriptions. However, this review does not provide a comprehensive overview of research topics and methods employed in the articles under consideration, while it is limited to literature published before 2019.

While the literature reviews mentioned above include studies published before 2017, since then there have been limited literature reviews on destination image. Since 2019, only nine literature reviews have focused on this topic, with the majority focusing on specific subfields, according to a comprehensive search of the Google Scholar database. Among these subfields are attributes of destination image (Primananda, Yasa, Sukaatmadja, & Setiawan, 2022), destination image and travel intention (Afshardoost & Eshaghi, 2020), destination image's impact on travel behaviour (Borlido & Kastenholz, 2021; Singh, Manhas, Nika, & Quintela, 2023), destination

image and gastronomic tourism (Moreira, Lavandoski, & Fraga, 2024; Sio, Fraser, & Fredline, 2021), wine tourism destination image (Sekhniashvili, 2021), e-WOM influence on destination image formation (Khan, Ashfaq, Bilal, Khan, & Shad, 2021; Oliveira, Augusto, Santo, & Santos, 2023; Siaw, Martey, & Danquah, 2023) and a quantitative study on the antecedents of destination image (Yilmaz & Yilmaz, 2020).

The principal findings from six decades of research on tourism destination image can be summarised as follows:

- In the 1970s, most researchers attempted to delineate the conceptual content of the image of the tourism destination, focusing on the characteristics and processes that shape it.
- In the 1980s, the focus of research shifted towards the development of methodological frameworks for the most appropriate means of measuring the image of a destination.
- In the 1990s, the focus shifted to the competitiveness and sustainability of tourism activity, with a particular emphasis on studies related to the image of specific destinations.
- During the first decade of the 21st century, most studies sought to examine the impact of the Internet on destinations' image, tourists' consumer behavior, and management and promotion policies.
- In the 2010s, researchers concentrated on topics that had been of interest to them in the 1970s and 1980s, namely the conceptual framework, the shaping process, and the modeling of the image of destinations. The advent of new technology and communication systems has profoundly altered the process of shaping the image of tourism destinations and the impact of new information channels on the methodological framework used to measure the tourism image.
- In the 2020s, research interest focused on uncovering the specific characteristics and emerging trends in the destination image. With the emergence of electronic media, virtual reality, electronic payment systems, and big data, destination image formation processes and elements have been significantly transformed, and tourism actions have become more complex.

3. The characteristics of the image of the island tourism destinations

Islands are independent spatial units with their own standard social features and unique cultural identity and perceptions, as well as their own stakeholders of political representation. There is also a latent perception that many people consider all islands as tourism destinations. It should be noted, however, that many islands in the world are not tourism destinations, such as Iceland, a *cold water* island. *Cold water* islands can be transformed into tourism destinations not based on the usual 3 'S' (sun, sea, and sand), but by promoting the place's nature, authenticity, and special characteristics (Baldacchino, 2006). This approach diverges significantly from conventional mass tourism model, focusing on specialised tourism.

However, within the context of the Mediterranean region, particularly on the Greek islands, specific local tourism destinations have adopted a development model centered on the *sun, sand, and sea* (3 'S') tourism industry. As a result, a significant proportion of the islands are located within the so-called *pleasure region* (Turner & Ash, 1975). Consequently, numerous island destinations have cultivated a *monoculture* tourism product, becoming dependent on mass tourism and large international travel agencies.

In this context, evaluating tourism destinations becomes crucial, and scholars have proposed various approaches and frameworks for this purpose. According to Lagos (2018, pp.106-108), a tourism destination can be categorised into five key components. These include the attractions and facilities of the destination, its accessibility, its overall image, and the price factor in relation to the destination. Similarly, Arif, Putra, and Khan (2023) propose a specific framework to assess the success of tourism destinations based on the 6 A's of tourism (attractions, accessibility, amenities, ancillary services, activities, and available packages).

Furthermore, Matos, Mendes, and Valle (2012, p. 112) propose a destination image model that represents the outcome of a continuous mental process influenced by two main forces: controllable and uncontrollable (see figure 1). The first category refers to efforts aimed at promoting a destination through external stimuli, such as accessibility, tourism infrastructure, and other factors shaped by tourism stakeholders, as well as promotional activities implemented by marketing managers. These efforts are designed to attract tourists to the destination. The second category encompasses forces arising from the social and psychological characteristics of tourists (e.g., previous travel experiences, motivations), and those of residents and service providers, who contribute to person-centered perceptions of tourism activity and the interactions between tourists and destinations. Together, these two forces influence the sources

of tourism information and enable travelers to construct a mental representation of the organic image of a tourism destination.

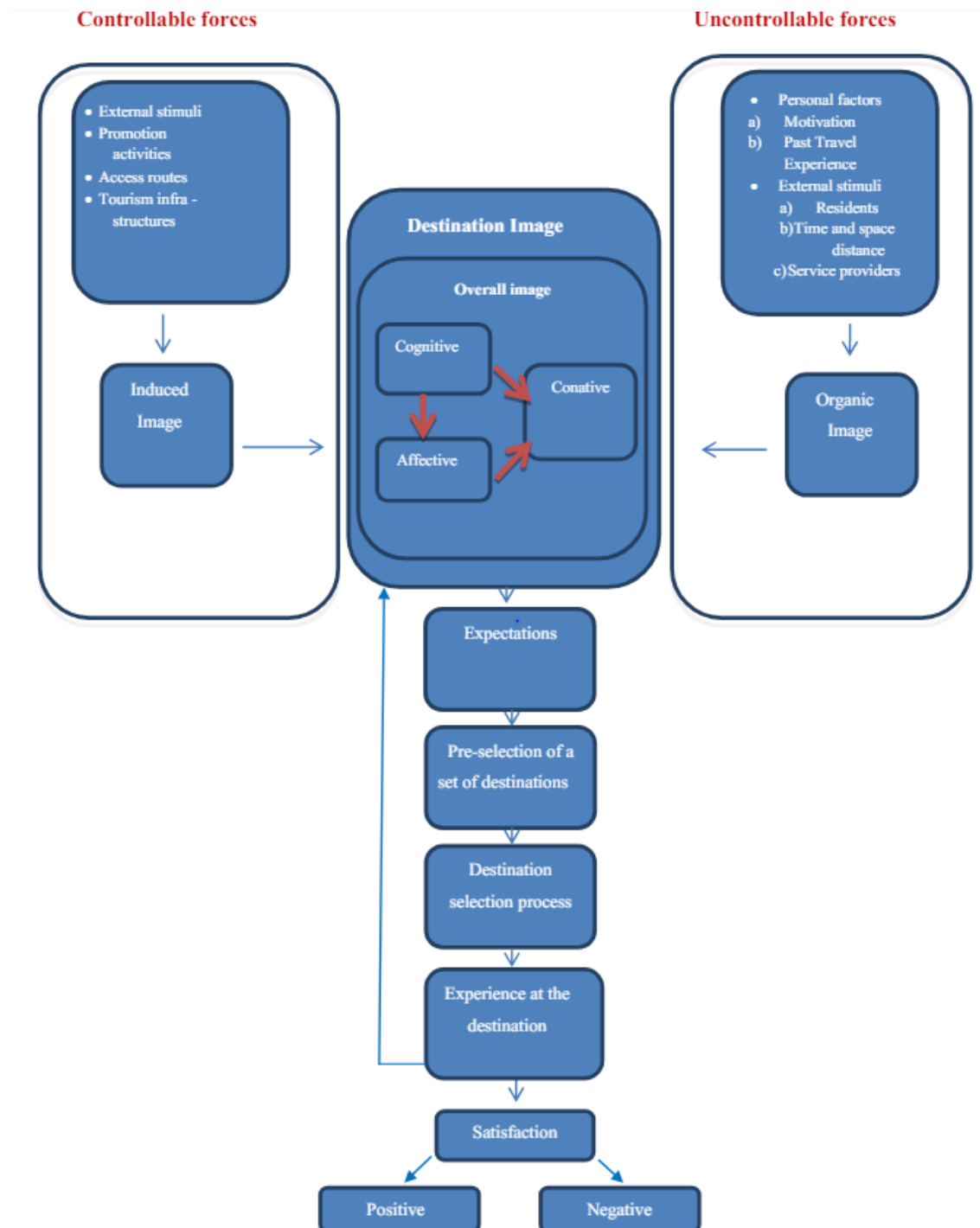


Figure 1. The conceptual model of destination image

(Source: Matos et al., 2012, p. 112)

Another study on the tourism experience in an island destination by Moon and Han (2019) explores the relationships between tourist experience quality, perceived value, price reasonableness, tourist satisfaction with tour experience, and loyalty to an island destination. The study emphasises the significance of tourists' involvement in tours and their perceptions of value and price. Similarly, Park and Njite (2010) highlight the substantial influence of destination image factors — such as environment, attractions, value for money, and climate — on tourists' satisfaction and future behavior, including their intention to recommend and revisit the island. Moreover, in the context of island tourism, Cheng and Lu (2012) argue that enhancing a destination's image positively impacts perceptions of novelty, hedonics, and value, which in turn strengthens tourists' intention to revisit. Kamenidou, Mamalis, and Priporas (2009) also identify key attributes contributing to the destination image, including nightlife, luxury accommodations, and scenic beauty.

The perception of a destination is shaped by tourists and encompasses both practical and emotional characteristics. This perception is influenced by three key aspects: the cognitive aspect, which refers to the knowledge that tourists have about the destination; the affective aspect, which involves the beliefs and emotions that tourists associate with it; and the conative aspect, which pertains to the intentions or future behaviors that tourists may exhibit regarding the destination.

The overall destination image is formed, enabling tourists to consider potential trips to one or more preferred destinations. Their decision is based on the a priori image at any given time. A destination's image shapes tourists' expectations before and during their travel experience at the destination (image in loco) and after their return to their place of permanent residence (a posteriori image) when the travel experience is reviewed and evaluated by tourists. A positive evaluation, indicating satisfaction may lead to a return visit or recommendations to friends and relatives. Conversely, a negative evaluation, reflecting dissatisfaction, may result in a negative word-of-mouth campaign and a reduced likelihood of revisiting the destination.

4. Methodological approach for assessing the image of island tourism destinations

One approach to assessing a destination's tourism image is to measure the factors that contribute to the quality and accessibility indicators, which are incorporated into the mathematical expression of the basic image, along with the specific factors that shape the specific image (Middleton & Clarke, 2001). This phenomenon can be elucidated by the following rationale:

individuals who take the image of a destination belong to different social groups and exhibit sensitivity to distinct factors. Consequently, the impact of the destination image varies among these groups.

The quantification of the factors that comprise a destination's basic and specific image is based on the 34 attributes identified by Echtner and Ritchie (2003, p. 45).

In this context, the basic and specific image of a destination is a single expression, which is defined in indicators by both objective and subjective criteria. Objective criteria are quantitative expressions of the characteristics that comprise the image, while subjective criteria are qualitative expressions from the perspective of each individual tourist, travel operator, or tourism industry stakeholder.

Specifically, the basic image of a destination is the combination of its characteristic attributes and the overall impression that this destination creates for potential travelers/tourists. The basic image, therefore, measures the extent to which a tourism destination satisfies a set of key factors expressed in indicators.

The specific image of a tourism destination, from the perspective of a specific group of people, indicates the extent to which individuals within that group view the destination as their ultimate and preferred choice. However, the specific image is not merely a function of the factors that primarily attract the members of the specific group; it is primarily a function of the basic image of a destination.

According to Middleton and Clarke (2001, p. 127), the main factors influencing the basic image are History, Culture, Politics, Economic and Social Conditions, Climate, Natural Beauties, Sights/Leisure, Recreation, Infrastructure, Transport Networks and Costs. These factors can be divided into two categories. The first refers to quality (use or service), and the second to accessibility (physical or economic). Thus, the factors of the first category (History, Culture, Politics, Economic and Social Conditions, Climate, Natural beauties, Sights/Monuments, Leisure, and Infrastructure) measure the quality of the destination called Quality Index (QI). Similarly, the factors of the second category (Transport Network and Cost) determine the Accessibility Index (AI).

In this context, the approach proposed by Echtner and Ritchie (2003, p. 43), which posits that there are specific components (characteristic elements-factors) that determine the conceptual content of the image of a destination place, serves as the theoretical foundation for the

subsequent development of a methodological framework for the quantitative assessment of the tourism image using objective criteria, as well as for its comparison with the images of other tourism destinations.

Therefore, based on the above distinction of factors, it was estimated that the Basic Image (BI) is a function of two indicators, the Quality Index (QI) and the Accessibility Index (AI), that incorporate the characteristics-factors, and is expressed mathematically as follows:

$$BI = f(QI, AI)$$

Where,

BI = Basic Image

QI = Quality Index

AI = Accessibility Index

The Specific Image (SI_h) of a destination is a function of the Basic Image of the destination and specific factors that refer to a group of potential travelers/tourists and is expressed mathematically as follows:

$$SI_h = f(BI, SF_{i,h})$$

Where,

SI_h = Specific Image, as perceived by members of group h

BI = Basic Image of the destination

SF_{i,h} = Specific factor i concerning members of group h

These factors vary across different groups of travelers/tourists, depending on various criteria, such as geographical, socio-economic (e.g., age, income, occupation), and personal characteristics. The combination of a high level of quality and competitive accessibility results in an attractive basic image. Nevertheless, this factor alone is insufficient for a destination to be selected. The final decision is not determined by the specific image in isolation. It is imperative to recognise that the cultivation of a positive image of a destination requires more than merely enhancing the specific image through deliberate manipulation of specific factors while neglecting the basic image. Instead, it is essential to prioritise the development of a robust

and appealing basic image, while concurrently intervening in the specific image to ensure the attainment of the desired outcome.

The development of a tourist destination can be expressed in both absolute and relative terms. In the latter case, the development model of a specific island tourist destination is compared to that of a hypothetical island destination, which is designated as a 'typical' island destination. This 'typical' destination is intended to represent, as closely as possible, the average of the main island destinations that possess characteristics similar to the one under study. Consequently, all factors influencing the destination's image, both basic and specific, must be expressed in relative values, compared to the corresponding values of the 'typical' tourist destination.

5. Basic Image evaluation procedure

Up to date, the assessment of a tourist destination's image has been conducted using either scales or open-ended questions in structured questionnaires addressed to tourism experts, consumer interviews, and travel patterns surveys, and the results have been processed accordingly (Snyder, 2019). In recent years, in addition to the aforementioned approaches, several other statistical, mathematical, and econometric methods have been employed to quantify the tourism image.

To meet the research objectives, it was proposed that the tourism image of a destination could be quantified through objective measurements of the factors that constitute the quality and accessibility indicators included within the mathematical expression of the basic image and the specific factors that shape the special image of a destination.

Echtner and Ritchie (2003, p. 45) report that 14 studies have been conducted based on these 34 attributes. In this context, it was considered that the 34 attributes should not be overlooked in the process of evaluating the image of a destination. Combining these attributes with the factors that affect the basic and specific image will result in a complete assessment of them. However, even today, tourism research is based on the same determinants and attributes that have long shaped the tourism image. Only a limited number of researchers have successfully incorporated the majority of these attributes into a single measurement tool. In addition, the emphasis in existing research is given to the most functional features of the image of tourism destinations while the only psychological attribute most researchers measure is *friendliness*.

Considering the aforementioned issues, a framework has been presented for the quantitative assessment of the tourism image with objective criteria, as well as for its comparison with the images of other tourism destinations. In particular, the estimation of the basic image of a tourism destination is described below:

Firstly, an analysis was conducted to ascertain the meaning of the typical destination and the way in which it is located. The Basic Image of the *typical place destination* must be considered in the context of the values of all other destinations within a region of the country (e.g. regional unit, municipality, island). Accordingly, the Basic Image is contingent upon many variables, rendering it implausible to posit a destination whose values for all these factors are identical. Consequently, it is not meaningful to discuss a *typical destination* per se, but rather *a typical destination about a specific factor*.

Just because a destination is typical of one factor does not mean it will be typical of another. The typical destination depends solely on the respective factor F_i . Thus, regarding the factor F_i (e.g., accommodation), the number of beds (parameter λ) of all Regional Units of the country is calculated, and the median (M) of these numbers is estimated. The Regional Unit to which the median corresponds is also the typical destination in terms of the accommodation factor.

As is well known, the median (M) of a set of measurements is the value that, when the observations are arranged in order of magnitude, divides them into two parts so that at most 50% of the measurements are less than this value and at most 50% of the measurements are greater than this value. Determining the median of a set of observations necessitates their arrangement in order of magnitude. Once this is accomplished, the median position is identified. According to the definition, the median is in the $(n/2 + 1/2)$ position, i.e., the observation $X_{n/2 + 1/2}$ (n is the number of observations). Once the median position is found then its value is determined as follows:

$$M = X_{\frac{n}{2} + \frac{1}{2}} = X_{\frac{n}{2}} + 0.5 (X_{\frac{n}{2} + 1} - X_{\frac{n}{2}})$$

The median is not affected by the values of the observations but by their number and is therefore preferable to the mean value, which is influenced by extreme values.

Secondly, once the typical destination has been identified, the subsequent step pertains to quantifying the factors. The quantification of the F_i factors is to be conducted by utilising a function, which will accept values ranging from 0 to 2. The value of the function will thus represent the value of the factor under study. The type of the function is delineated as follows (Palamoutis, 2003, p. 26):

$$f(x) = \begin{cases} 1.4 * x_i & \text{if } 0 \leq x_i \leq 0.5 \\ 0.6 * x_i + 0.4 & \text{if } 0.5 < x_i < 1.5 \\ 1.4 * x_i - 0.8 & \text{if } 1.5 \leq x_i \leq 2 \\ 2 & \text{if } x_i > 2 \end{cases}$$

Where,

$$x_i = \lambda_i / \lambda_1$$

λ_1 is the value of the parameter calculated to estimate the factor corresponding to the typical destination and

λ_i is the value of the parameter calculated to estimate the factor i corresponding to the remaining destinations under study.

For example, regarding the quantification of the factor *accommodation*, it is noted that the parameter λ , to be calculated, is *the number of beds in hotels and rooms for rent*. The calculation of λ_1 for the typical destination and λ_i for the other i destinations is then undertaken. Subsequently, the ratio

$$x_1 = \lambda_1 / \lambda_1,$$

corresponding to the typical destination, is calculated, followed by the ratio

$$x_2 = \lambda_2 / \lambda_1,$$

corresponding to the next destination, and so on. The value of the factor F_i for the destination j is then calculated by substituting the value x_j in the function $f(x)$.

The logic underpinning the construction of this function is straightforward and predicated on the assumption that any discrepancy in the λ value of one destination factor relative to the same factor of another destination should be reflected in the values of all other factors. To illustrate, it appears implausible that a single destination would possess 10,000 beds and another 500 beds and the values of the *accommodation* factor for the two destinations would be almost equal.

The algorithm for quantifying the F_i factors is presented in detail below in order to facilitate complete comprehension:

- Consider the factor F_i
- The parameter λ , which plays a direct role in the quantification process, is identified.
- The values of the parameter λ are determined by utilising official statistics for all destinations.

The following values are presented for the Regional Unit of the Ionian Islands as an illustrative example:

Corfu: $\lambda=75004$, Zakynthos: $\lambda=53279$, Kefalonia: $\lambda=29453$, Lefkada: $\lambda=19467$, Ithaca $\lambda=2269$

- The median of all these values is calculated.

Example: For the Ionian Islands, the median of the values 75004, 53279, 29453, 19467, and 2269 is 29453

- The destination to which the median corresponds is characterised as standard, and the parameter λ corresponding to it is renamed to λ_1 .

Example: For the Ionian Islands, Kefalonia $\lambda_1=29453$

- The ratios of all the other λ to λ_1 are calculated. That is

$$x_1 = \lambda_1 / \lambda_1, x_2 = \lambda_2 / \lambda_1, x_3 = \lambda_3 / \lambda_1, \dots, x_k = \lambda_k / \lambda_1$$

Example: In the case of the Ionian Islands,

$$\begin{aligned} x_1 &= 29453/29453=1, & x_2 &= 75004/29453=2.546, & x_3 &= 53279/29453=1.808, \\ x_4 &= 19467/29453=0.660, & x_5 &= 2269/29453=0.070 \end{aligned}$$

- Giving all these values to the function

$$F_i = f(x_i) = \begin{cases} 1.4 * x_i & \text{if } 0 \leq x_i \leq 0.5 \\ 0.6 * x_i + 0.4 & \text{if } 0.5 < x_i < 1.5 \\ 1.4 * x_i - 0.8 & \text{if } 1.5 \leq x_i \leq 2 \\ 2 & \text{if } x_i > 2 \end{cases}$$

the value that the F_i factor takes for each destination is calculated.

Example: Continuing the case of the Ionian Islands

$$\text{Kefalonia: } \Pi_3 = f(x_1) = 0.6 * x_1 + 0.4 = 0.6 * 1 + 0.4 = 1$$

$$\text{Corfu: } \Pi_3 = f(x_2) = 2$$

$$\text{Zakynthos: } \Pi_3 = f(x_3) = 1.4 * x_i - 0.8 = 1.4 * 1.808 - 0.8 = 1.712$$

$$\text{Lefkada: } \Pi_3 = f(x_4) = 0.6 * x_3 + 0.4 = 0.6 * 0.660 + 0.4 = 0.796$$

$$\text{Ithaca: } \Pi_3 = f(x_5) = 0.6 * x_3 + 0.4 = 0.6 * 0.070 + 0.4 = 0.442$$

The following mathematical formula numerically expresses the Basic Image of the random destination x :

$$BI_x = QI_x + AI_x = \sum_1^{34} FX_j, \text{ with } 0 \leq BI_x \leq 100$$

Where,

BI_x : The Basic Image of the destination x

QI_x : The Quality Index referred to destination x

AI_x : The Accessibility Index referring to destination x

FX_j : The value received by the j factor of destination x

So, it is:

$$BI_x = \sum_1^{34} FX_j, \text{ with } 0 \leq BE_x \leq 100$$

The values of the Basic Image of random destinations range from 0 to 100. Thus, by applying the above algorithm for several destinations, a scoring table of possible tourism destinations can be constructed, where the highest value denotes the most attractive destination.

Before proceeding to quantify all the factors F_j ($j = 1, \dots, 34$) that compose the Basic Image, it should be mentioned that this research focuses on 60 selected island destinations in Greece, which are the field of quantitative research with objective criteria. The quantification of all factors will, therefore, be based on this premise.

Suppose one wishes to extend the study to larger destinations, such as regions or countries. In that case, it may be necessary to discover more compatible ways of expressing the F_j factors numerically, with the caveat that this will always be dependent on the region under study.

According to the above, the Image of a tourism destination is predominantly influenced by the Basic Image. A positive Basic Image combined with a remarkable Specific Image, constitutes a strong Image of the destination. This indicates that, within the framework of the aforementioned methodology, destinations with high-ranking Basic Images are more likely to possess a good Image.

In accordance with the research aim, the proposed methodology was applied to 60 island tourism destinations, enabling the estimation of 34 factors quantified through corresponding indicators (see table 1).

Table 1. Evaluation indicators of the factors that determine the Basic Image

	FACTORS	INDICATORS
F1	TRANSPORT	Arrivals at the destination / Arrivals throughout the country
F2	COST / PRICE LEVELS	Harmonised index of consumer prices (average annual) of accommodation and catering services
F3	LANDSCAPE / NATURAL LUCK	Shannon Landscape Uniformity Index
F4	BEACHES	Number of Blue Flag beaches/kilometer of coastline
F5	ATMOSPHERE	Hours of daily sunshine per destination
F6	HISTORY	Number of archeological sites + number of monuments + number of museums/kilometers of coastline
F7	PROSPERITY	Gross Domestic Product of the tourism destination
F8	DEGREE OF ENTREPRENEURSHIP	Degree of participation of the local GDP in the whole country
F9	PERSONAL SECURITY	Number of court rulings issued by civil and criminal courts/tourism destination population 0 if there is no political stability
F10	POLITICAL STABILITY	1 if the destination has stability but the political instability of another (perhaps neighboring) destination affects it negatively 2 if there is political stability

F11	GLORY / FAME	Average annual occupancy of hotel accommodation
F12	CROWDING	Number of tourists + number of permanent residents/destination area in km ²
F13	CLEANLINESS	Monthly garbage collection frequency/number of permanent residents
F14	DEGREE OF URBANISATION	Number of permanent residents of destination/area of destination in km ²
F15	HOSPITALITY / FRIENDSHIP	Overnight stays of domestic and foreign guests in all types of hotel accommodation
F16	QUALITY OF SERVICES	Number of high-class hotel units (4 and 5 stars) in the destination
F17	EASY TO COMMUNICATE	Per capita Gross Product at destination
F18	FEASTS / EXHIBITIONS / FESTIVALS	Number of feasts + number of exhibitions + number of festivals
F19	DIFFERENT MORALS / CUSTOMS	Kilometer distance between the place of destination and the point of permanent residence of the tourist
F20	DIFFERENT KITCHEN / NUTRITION	Kilometer distance between the place of destination and the point of permanent residence of the tourist
F21	OPPORTUNITY FOR LEARNING	Number of museums of the destination
F22	CLIMATE	Average air temperature (Apr. - Sept.)
F23	NIGHTLIFE & FUN	Catering and entertainment units at the destination
F24	CALM / RELAXATION	Number of tourists + number of permanent residents/destination area in km ²
F25	OPPORTUNITY FOR ADVENTURE	Number of caves + number of gorges + number of ski resorts + number of mountaineering and climbing clubs + number of extreme sports schools
F26	ATHLETIC ACTIVITIES	Number of sports clubs
F27	LOCAL INFRASTRUCTURE	Number of ports + number of marinas + number of airports + number of heliports/destination area in km ²
F28	NATIONAL PARKS	Number of national parks
F29	ARCHITECTURE / BUILDINGS	Number of traditional settlements and buildings
F30	POSSIBILITY OF PURCHASES	Total costs for the purchase of goods and services at the place of destination
F31	ACCOMMODATION	Number of hotel beds + number of beds of rooms for rent
F32	TOURISM LOCATIONS / ACTIVITIES	Number of tourism sites (Protected landscapes and natural formations, aesthetic forests. Protected natural monuments, Specially Protected Areas according to Protocol 4 of the Barcelona Convention. Areas of Absolute Nature Protection, Nature Protection Areas)
F33	FACILITIES FOR EXCURSIONS / INFORMATION CENTERS	Number of Tourism Offices at the destination
F34	MONUMENTS / MUSEUMS	Number of monuments + number of museums

Source: (Pachou, 2020)

The factors and indicators have been derived from international literature and expressed quantitatively based on the Greek context. The data used to estimate the above factors through the indicators that were formed and determine the Basic Image per island tourism destination originate from official sources of information (e.g. EUROSTAT, Hellenic Statistical Authority, Hellenic Chamber of Hotels, Bank of Greece, Regional Chambers).

6. Analysis and discussion of the results of the tourism image in Greek island destinations

The data that constituted the indicators of the factors determining the Basic Image of Greek island tourism destinations was assessed using a methodological framework. The results of this assessment are presented in table 2.

Table 2. Evaluation indicators of the factors that determine the Basic Image

	ISLAND	VALUE			
			23	PATMOS	33.66
1	THIRA	47.41	24	ANDROS	33.67
2	ZANTE	45.62	25	HYDRA	33.41
3	SAMOS	45.23	26	SKOPELOS	33.41
4	KOS	44.74	27	MILOS	32.79
5	RHODES	44.67	28	LEROS	32.32
6	PAROS	43.90	29	POROS	32.29
7	CORFU	43.15	30	PAXOI	32.02
8	KEFALONIA	42.89	31	IKARIA	31.66
9	LESVOS	42.50	32	IOS	30.58
10	MYKONOS	41.79	33	SIFNOS	30.55
11	SYROS - ERMOUPOLI	41.27	34	SALAMINA	29.63
12	CHIOS	39.81	35	KYTHIRA	29.47
13	NAXOS & SMALL CYCLADES	39.75	36	ITHAKA	28.74
14	KALYMNOS	39.52	37	FOLEGANDROS	28.24
15	TINOS	39.34	38	AGISTRI	27.27
16	SKIATHOS	39.11	39	ALLONISOS	27.02
17	LEFKADA	38.72	40	AMORGOS	26.19
18	THASOS	38.51	41	NISYROS	26.21
19	KARPATOS	37.07	42	SYMI	26.11
20	SPETSES	34.75	43	SKYROS	26.01
21	AIGINA	34.57	44	KIMOLOS	25.89
22	LIMNOS	33.90	45	MEGISTI	25.87
			46	ANTIPAROS	25.33
			47	SERIFOS	25.10

48	KEA	24.31	54	PSARA	22.06
49	TILOS	24.21	55	ANAFI	21.50
50	LEIPSOI	23.73	56	KYTHNOS	21.32
51	CHALKI	22.96	57	MEGANISI	21.17
52	SAMOTHRAKI	22.81	58	KASOS	20.66
53	FOURNOI KORSEON	22.18	59	SIKINOS	20.59
			60	ASTYPALAIA	20.31

Source: (Pachou, 2020)

Table 2 shows that most of the top 10 island tourism destinations in the hierarchy primarily follow a mass tourism model. Tourism development in these destinations is predominantly concentrated in a few islands-poles and follows a polar development pattern, where growth is directed towards specific tourism poles. This trend is closely associated with the phenomenon of supranational tourism polarisation, in which large travel operators (tour operators) exert a significant influence on both the form and intensity of tourism concentration, ultimately impacting the spatial distribution of island tourism development. Additionally, the key elements defining each island destination's tourist product— essential for destination selection and significantly impacting the overall holiday experience - further reinforce this pattern. It is evident that the large islands (such as Rhodes and Corfu), along with the islands of the first group of table 2 (Thira, Zakynthos, Samos, Kos, Paros, Kefalonia, and Mykonos) that have developed infrastructure and superstructures and consider tourism as a promotional activity of local economy, rank higher in the hierarchical evaluation table. In particular, Thira, Rhodes, Kos, Zakynthos, and Corfu present a supranational tourism polarisation that intensifies their economic dependence on the main tourism destination countries. It is noteworthy that particular of these destinations may have already exceeded their tourism carrying capacity.

In many cases, the local economy of these islands is heavily reliant on tourism, functioning as a monoculture dependent on tourist flows from metropolitan countries via international travel agents. This dependency can gradually lead to a loss of control of decisions by the local population, resulting in foreign influences dominating the local economic system and reinforcing reliance on the concentration and accumulation of both local and foreign capital. This, distribution of tourists and the economic benefits derived from tourism development are, thus, controlled by international travel companies and organisations (tour operators) through the sale of all-inclusive tourism packages. This practice has been shown to disrupt the

productive cycle of island tourism destinations. It is important to highlight that the mass tourism model, beyond a critical threshold of development, faces two fundamental key issues related to the environment and productivity. Firstly, tourism production relies on exploiting natural resources, a process characterised by diminishing returns to scale and, consequently, decreasing average labor productivity. Secondly, expanding tourism demand primarily targets lower-income social groups entering the tourism market. This phenomenon is evidenced by the per capita tourism expenditure index, which demonstrates a decline in Greek tourism from 2000 to 2018 (Lagos, 2022). The decline in tourism revenue is largely attributed to a decrease in average expenditure per trip, driven by competitive pricing and a reduced influx of high-income visitors. Additionally, the shortening of the average length of stay and the decline in per-night spending further contribute to this reduction.

Another significant feature of Greek tourism is its pronounced concentration of visitors in four primary regions: Attica, Crete, the Dodecanese, and Halkidiki. These regions collectively account for 65.8% of the country's total available tourist accommodation, and they cater predominantly to the growing demand from foreign tourists, who typically travel in large numbers through mass tourism channels. Specifically, the South Aegean region accounts for 27.78% of foreign overnight stays (with Rhodes at 15.47%, Kos at 8.33%, Mykonos at 1.56%, and Thira at 0.90%). The North Aegean region accounts for 2.46%, while the Ionian Islands represent 12.57% (with Corfu at 6.58% and Zakynthos at 4.55%) of total foreign overnight stays.

In contrast, islands such as Lesbos and Chios, which are categorised as large islands, in conjunction with Syros and Naxos, demonstrate balanced local development and are highly regarded, signifying a robust tourism image grounded in their distinctive characteristics. However, despite their favourable tourism profile, their overall level of tourism development remains moderate. Consequently, these island destinations possess considerable potential for further tourism growth.

The eight intermediate islands listed in table 2 rank relatively low in terms of their Basic Image, despite possessing unique natural and cultural resources that attract tourists of special interests (e.g., Patmos, Kalymnos, Karpathos, Skiathos, Skopelos, and Tinos).

Similarly, the 38 small and very small islands of table 2 hold the lowest hierarchical classification in their Basic Image, indicating a correspondingly low level of tourism development.

The evaluation shows that the Basic Image of the island tourism destinations is positively associated with the lures (natural, man-made, constructed, cultural, and social). These elements serve as the primary drivers of tourism development and appeal. The greater the number and the quality of a destination's attractions, the higher the Basic Image ranking.

7. Conclusions and proposals for tourism policy

The quantitative assessment of the basic image indicators shows that most of the high-ranking islands have a strong basic image index, indicating that their tourism product is well developed and attracts tourists. Most of these island destinations are based on mass tourism, where their tourism development follows the pattern of polar development and is related to the phenomenon of supranational tourism polarisation. In the island destinations where the index of the basic image is lower, this is mainly related to their low level of socio-economic development and the lack of infrastructure and superstructures that shape their tourism product, which is of limited attractiveness.

The basic image of island tourism destinations is found to be positively associated with their lures, which serve as the primary resources for their development and attractiveness. The greater the number and quality of the lures of a destination, the higher the grade of its basic image.

Island tourism destinations ranked higher in the hierarchical evaluation table have advanced infrastructures and superstructures supporting tourism-driven local economies. However, they tend to have monoculture and dependence on metropolitan tourism flows mediated by foreign travel agents, reinforcing the phenomenon of supranational tourism polarisation.

Based on the above research conclusions, the following island tourism policy framework is proposed:

- The overall image can be used as a tourism policy-making tool for any island tourism destination, as it is linked to the carrying capacity of tourism development and the integrated management of tourism development.
- Advertising and promoting island tourism destinations through a holistic marketing mix that includes traditional and contemporary online media can contribute to the development of the basic image.

- Creating a network of attractions (clusters) with public-private partnerships that contributes to the diffusion of the tourism's effects and the creation of new destinations.
- Coupling the image of mature tourism destinations with the carrying capacity of tourism development and their life cycle.
- Managing the potential impacts of mature tourism destinations to contribute to the overall effort for sustainable development.
- The specific image of island tourism destinations should be defined through a visitor attraction index that considers new categories of travelers in relation to personalised motivations that express distinct types of travel experiences.

In conclusion, understanding the factors and components that shape a destination's image is crucial due to the unique nature of the tourism product. The identification of these factors has always been a subject of scientific contemplation in the field of tourism research. The absence of a transparent, unbiased methodology for measuring and integrating all aspects and dimensions of tourism image remains a key challenge.

In order to meet the increasing expectations of tourists and sustain a competitive advantage in the tourism market, scientific research on tourism image is essential for ensuring customer satisfaction. Modern tourists/customers seek more profound engagement with the attractions that define a destination's image and technological innovations that enhance social interactions and fulfil a diverse range of travel motivations.

This study aims to contribute meaningfully to the academic discourse and analysis of island destination image in relation to tourism development. Additionally, the scientific findings and practical recommendations regarding the assessment and evaluation of island destination image will further support this objective.

Finally, the insights gained will enable tourism decision-makers to evaluate the current attractiveness of island destinations, assess their potential for transformation, and enhance strategies for promoting sustainable tourism development.

8. Limitations and Future Research

A limitation of the study is that the measurement of various indicators defining the basic and specific image of an island destination relies on secondary data collected for each tourist

destination. This approach may present challenges related to uniformity, validity and comparability of secondary data across different island tourist destinations. However, the interdisciplinary and combined investigation of the factors influencing and shaping the image of island destinations for a more comprehensive and refined evaluation is in our future plans.

References

- Afshardoost, M., & Eshaghi, M. S. (2020). Destination image and tourist behavioural intentions: A meta-analysis. *Tourism Management*, 81, 104–22. <https://doi.org/10.1016/j.tourman.2020.104154>
- Arif, Y. M., Putra, D. D., & Khan, N. (2023). Selecting tourism site using 6 as tourism destinations framework based multi-criteria recommender system. *Applied Information System and Management (AISM)*, 6(1), 7-12.
- Baldacchino, G. (2006). Warm versus cold water island tourism: a review of policy implications. *Island studies journal*, 1(2), 183-200.
- Baloglu, S. (2000). A path analytic model of visitation intention involving information sources, socio-psychological motivations, and destination image. *Journal of Travel & Tourism Marketing*, 8(3), 81–90. https://doi.org/10.1300/J073v08n03_05
- Baloglu, S., & Brinberg, D. (1997). Affective images of tourism destinations. *Journal of travel research*, 35(4), 11-15.
- Baloglu, S., & Mangalolu, M. (2001). Tourism destination images of Turkey, Egypt, Greece, and Italy as perceived by US-based tour operators and travel agents. *Tourism management*, 22(1), 1-9. [https://doi.org/10.1016/S0261-5177\(00\)00030-3](https://doi.org/10.1016/S0261-5177(00)00030-3)
- Baloglu, S., & McCleary, K. W. (1999). US international pleasure travelers' images of four Mediterranean destinations: A comparison of visitors and non-visitors. *Journal of travel research*, 38(2), 144-152. <https://doi.org/10.1177/004728759903800207>
- Bigne, J. E., Sanchez, M. I., & Sanchez, J. (2001). Tourism image, evaluation variables and after purchase behaviour: inter-relationship. *Tourism management*, 22(6), 607-616. [https://doi.org/10.1016/S0261-5177\(01\)00035-8](https://doi.org/10.1016/S0261-5177(01)00035-8)

- Borlido, T., & Kastenholz, E. (2021). Destination image and on-site tourist behaviour: A systematic literature review. *Revista Turismo & Desenvolvimento*, 36(1), 63-80. <https://doi.org/10.34624/rtd.v1i36.8405>
- Buhalis, D. (2000). Marketing the competitive destination of the future. *Tourism management*, 21(1), 97-116. [https://doi.org/10.1016/S0261-5177\(99\)00095-3](https://doi.org/10.1016/S0261-5177(99)00095-3)
- Cardoso, L., Dias, F., de Araújo, A. F., & Marques, M. I. A. (2019). A destination imagery processing model: Structural differences between dream and favourite destinations. *Annals of tourism research*, 74, 81-94. <https://doi.org/10.1016/j.annals.2018.11.001>
- Chen, C. F., & Tsai, D. (2007). How destination image and evaluative factors affect behavioral intentions?. *Tourism management*, 28(4), 1115-1122. <https://doi.org/10.1016/j.tourman.2006.07.007>
- Chen, H. J., Chen, P. J., & Okumus, F. (2013). The relationship between travel constraints and destination image: A case study of Brunei. *Tourism management*, 35, 198-208. <https://doi.org/10.1016/j.tourman.2012.07.004>
- Cheng, T. M., & Lu, C. C. (2012). Destination image, novelty, hedonics, perceived value, and revisiting behavioral intention for island tourism. *Asia Pacific Journal of Tourism Research*, 18(7), 766-783. <https://doi.org/10.1080/10941665.2012.697906>
- Chon, K. (1990). The role of destination image in tourism: a review and discussion. *The Tourist Review*, 45(2), 2-9. <https://doi.org/10.1108/eb058040>
- Chu, Q., Bao, G., & Sun, J. (2022). Progress and prospects of destination image research in the last decade. *Sustainability*, 14(17), 10716. <https://doi.org/10.3390/su141710716>
- Croy, W. G. (2011). Film tourism: sustained economic contributions to destinations. *Worldwide Hospitality and Tourism Themes*, 3(2), 159-164.
- Echtner, C. M., & Ritchie, J. B. (1991). The meaning and measurement of destination image. *Journal of tourism studies*, 2(2), 2-12.
- Echtner, C. M., & Ritchie, J. B. (2003). The meaning and measurement of destination image: [Reprint of original article published in v. 2, no. 2, 1991: 2-12.]. *Journal of Tourism Studies*, 14(1), 37-48. <https://search.informit.org/doi/10.3316/ielapa.200305723>

- Gallarza, M. G., Saura, I. G., & García, H. C. (2002). Destination image: Towards a conceptual framework. *Annals of tourism research*, 29(1), 56-78. [https://doi.org/10.1016/S0160-7383\(01\)00031-7](https://doi.org/10.1016/S0160-7383(01)00031-7)
- Gretzel, U., Ham, J., & Koo, C. (2018). Creating the city destination of the future: The case of smart Seoul. *Managing Asian destinations*, 199-214. https://doi.org/10.1007/978-981-10-8426-3_12
- Gunn, C. (1972). *Vacations cape: Designing Tourism Regions*. Austin: University of Texas.
- Hanlan, J., & Kelly, S. (2005). Image formation, information sources and an iconic Australian tourist destination. *Journal of Vacation Marketing*, 11(2), 163-177. <https://doi.org/10.1177/1356766705052573>
- Huang, R.-Y., Chang, W.-J., & Chang, C.-Y. (2021). Destination image analysis and its strategic implications: A literature review from 1990 to 2019. *International Journal of Tourism & Hospitality Review*, 8(1), 30–50. <https://doi.org/10.18510/ijthr.2021.813>
- Hunt, J. D. (1975). Image as a factor in tourism development. *Journal of travel research*, 13(3), 1-7. <https://doi.org/10.1177/004728757501300301>
- 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. <https://doi.org/10.1016/j.tourman.2015.11.012>
- Jovicic, D. Z. (2017). From the traditional understanding of tourism destination to the smart tourism destination. *Current Issues in Tourism*, 22(3), 276-282. <https://doi.org/10.1080/13683500.2017.1313203>
- Kamenidou, I., Mamalis, S., & Priporas, C. V. (2009). Measuring destination image and consumer choice criteria: The case of Mykonos Island. *TOURISMOS*, 4(3), 67-79.
- Khan, A., Ashfaq, J., Bilal, M., Khan, M. H., & Shad, F. (2021). Destination image formation through User Generated Content (UGC). An updated literature review. *Indian Journal of Economics and Business*, 20(2), 1223–1238. <https://www.ashwinanokha.com/resources/6.%20Asfandyar%20Khan.pdf>
- Költringer, C., & Dickinger, A. (2015). Analyzing destination branding and image from online sources: A web content mining approach. *Journal of Business Research*, 68(9), 1836-1843. <https://doi.org/10.1016/j.jbusres.2015.01.011>

- Lagos, D. (2022). The development of Greek tourism and Mediterranean competition. In N. Maravegias & S. Babanasis (Eds.), *1821-2021 Greece in the Mediterranean: Geopolitical, political, economic, environmental, cultural dimensions* (pp. 303–325). Papazisis Publications and the Foundation for Mediterranean Studies. (In Greek)
- Lagos, D. (2018). *Tourism Economics*, 2nd edition. Athens: Kritiki. (in Greek)
- Lai, K., & Li, X. (2016). Tourism destination image: Conceptual problems and definitional solutions. *Journal of Travel Research*, 55(8), 1065-1080. <https://doi.org/10.1177/0047287515619693>
- Lalicic, L., Marine-Roig, E., Ferrer-Rosell, B., & Martin-Fuentes, E. (2021). Destination image analytics for tourism design: An approach through Airbnb reviews. *Annals of Tourism Research*, 86, 103100. <https://doi.org/10.1016/j.annals.2020.103100>
- Leiper, N. (2008). Why ‘the tourism industry’ is misleading as a generic expression: The case for the plural variation, ‘tourism industries’. *Tourism management*, 29(2), 237-251. <https://doi.org/10.1016/j.tourman.2007.03.015>
- Li, Y., He, Z., Li, Y., Huang, T., & Liu, Z. (2023). Keep it real: Assessing destination image congruence and its impact on tourist experience evaluations. *Tourism Management*, 97, 104736. <https://doi.org/10.1016/j.tourman.2023.104736>
- 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. <https://doi.org/10.1016/j.annals.2016.11.001>
- Matos, N., Mendes, J., & Valle, P. (2012). Revisiting the destination image construct through a conceptual model. *Dos Algarves: Tourism, Hospitality & Management Journal*, (21), 101-117.
- Mayo, E. J. (1973). Regional images and regional travel behavior. Research for changing travel patterns: Interpretation and utilization. In *The travel research association fourth annual conference proceedings* (pp. 211–218).
- McCabe, S. (2009). Chapter 2. Who is a Tourist? Conceptual and Theoretical Developments. In J. Tribe (Ed.), *Philosophical Issues in Tourism* (pp. 25-42). Bristol, Blue Ridge Summit: Channel View Publications. <https://doi.org/10.21832/9781845410988-003>
- Middleton, V., & Clarke, J. (2001). *Marketing in Travel and Tourism*, 3rd Edition. Routledge.

- 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. <https://doi.org/10.1080/10548408.2018.1494083>
- Moreira, P., Lavandoski, J., & Fraga, C. (2024). A Imagem das Cidades Criativas em Gastronomia. *Journal of Tourism & Development*, 45, 149-170. <https://doi.org/10.34624/rtd.v45i0.32766>
- Oliveira, A., Augusto, L., Santo, P. M., & Santos, S. C. (2023). The role of quality of life, communication and affective image in the WOM of residents in tourism promotion. *Journal of Tourism & Development*, 40, 175-184. <https://doi.org/10.34624/rtd.v40i0.31534>
- Pachou, Anna Maria. (2020). *Assessment and evaluation of the tourist image of Greek island destinations*. [Unpublished doctoral dissertation]. University of Aegean, Chios, Greece. (in Greek)
- Palamoutis, A. (2001). *The image of a tourist destination: Approach from the tourist side* (Unpublished master's thesis, MSc "Tourism Planning, Management and Policy"). University of the Aegean, Chios, Greece.
- Park, Y., & Njite, D. (2010). Relationship between destination image and tourists' future behavior: Observations from Jeju island, Korea. *Asia Pacific journal of tourism Research*, 15(1), 1-20. <https://doi.org/10.1080/10941660903510024>
- Pike, S. (2004). *Destination marketing organizations*. Oxford: Elsevier.
- Primananda, P. G. B. N., Yasa, N. N. K., Sukaatmadja, I. P. G., & Setiawan, P. Y. (2022). Destination image development in tourism: Literature review. *International Journal of Research and Innovation in Social Science*, 06(7), 198–202. <https://doi.org/10.47772/IJRISS.2022.6713>
- Sekhniashvili, G. (2021). A review of wine tourism destination image studies from 2001 to 2020. *Geojournal of Tourism and Geosites*, 37(3), 757–767. <https://doi.org/10.30892/gtg.37304-70>
- Siaw, G., Martey, E., & Danquah, B. (2023). Effect of E-marketing on the Brand Image of Hotels in Cape Coast, Ghana. *Journal of Tourism & Development*, 42, 67-80. <https://doi.org/10.34624/rtd.v42i0.32667>

- Singh, R., Manhas, P., Nika, A., & Quintela, J. (2023). Impact of Hotel Service Quality Dimensions on Hotel Brand Image and Guest Repeat Patronage. *Journal of Tourism & Development*, 44, 9-26. <https://doi.org/10.34624/rtd.v44i0.30789>
- Sio, K. P., Fraser, B., & Fredline, L. (2021). A contemporary systematic literature review of gastronomy tourism and destination image. *Tourism Recreation Research*, 49(2), 312–328. <https://doi.org/10.1080/02508281.2021.1997491>
- Smith, S. (1994). The tourism product. *Annals of tourism research*, 21(3), 582-595. [https://doi.org/10.1016/0160-7383\(94\)90121-X](https://doi.org/10.1016/0160-7383(94)90121-X)
- Smith, S. (2007). Duelling Definitions: Challenges and Implications of Conflicting International Concepts of Tourism. In J. Tribe, & David Airey (Eds.) *Developments in Tourism Research* 123–136. Oxford: Elsevier.
- Snyder, H. (2019). Literature review as a research methodology: An overview and guidelines. *Journal of Business Research*, 104, 333–339. <https://doi.org/10.1016/j.jbusres.2019.07.039>
- Stylidis, D., Shani, A., & Belhassen, Y. (2017). Testing an integrated destination image model across residents and tourists. *Tourism management*, 58, 184-195. <https://doi.org/10.1016/j.tourman.2016.10.014>
- Stylidis, D., Woosnam, K. M., & Tasci, A. D. (2022). The effect of resident-tourist interaction quality on destination image and loyalty. *Journal of Sustainable Tourism*, 30(6), 1219-1239. <https://doi.org/10.1080/09669582.2021.1918133>
- Stylos, N., Bellou, V., Andronikidis, A., & Vassiliadis, C. A. (2017). Linking the dots among destination images, place attachment, and revisit intentions: A study among British and Russian tourists. *Tourism management*, 60, 15-29. <https://doi.org/10.1016/j.tourman.2016.11.006>
- Telisman-Kosuta, N. (1989). Tourist Destination Image. In S. F.Witt, & L. Moutinho (Eds.) *Tourism Marketing and Management Handbook* (pp. 557–561) Cambridge: Prentice Hall.
- Turner. L., & Ash, J. (1975). *The Golden Hordes: International Tourism and the Pleasure Periphery*. London: Constable.
- Wang, Z., Udomwong, P., Fu, J., & Onpium, P. (2023). Destination image: A review from 2012 to 2023. *Cogent Social Sciences*, 9(1). <https://doi.org/10.1080/23311886.2023.2240569>

- Woosnam, K. M., Styliadis, D., & Ivkov, M. (2020). Explaining conative destination image through cognitive and affective destination image and emotional solidarity with residents. *Journal of Sustainable Tourism*, 28(6), 917-935. <https://doi.org/10.1080/09669582.2019.1708920>
- Yilmaz, Y., & Yilmaz, Y. (2020). Pre-and post-trip antecedents of destination image for non-visitors and visitors: A literature review. *International Journal of Tourism Research*, 22(4), 518–535. <https://doi.org/10.1002/jtr.2353>