

A STRUCTURAL EQUATION MODELLING APPROACH OF THE DETERMINANCE OF INFORMATION SOURCES ON PERCEIVED COGNITIVE DESTINATION IMAGE

Sabari Shankar R.*, **Elizabeth Renju Koshy****,
Sonia Katherin Mathew***

**Pedagogical Research Associate, IIMBx, Indian Institute of Management Bangalore, Karnataka, India. Email: sabarishankar92@gmail.com*

***Assistant Professor, Department of Professional Studies, Christ University, Karnataka, India. Email: dr.renjukoshy@gmail.com*

****Associate Professor, Department of Management, Musaliar College of Engineering and Technology, Pathanamthitta, Kerala, India. Email: soniakatherin3040@gmail.com*

Abstract

This empirical research paper was an extract from a major research work on understanding the tourists experience and post visit behaviour. Tourism industry confronted furious competition as marketers brand and position their destination in global market through lucrative strategies. One of the most predominant approaches was conceiving a favourable image of the destinations. Studies in this arena had highlighted the importance of information sources in destination image formation process. Accordingly, the primary objective of this work was to understand the structural determinance of information sources, that included online and offline sources on the tourists' perceived cognitive image of the destinations. Literary sources were analysed and supporting evidence was pulled out. A model was formulated and hypothesis was framed stating that information sources determine the cognitive destination image. A structured questionnaire containing necessary statements measuring the sources of information and perceived cognitive image of the destination was circulated and the data was collected from 400 tourists using convenient sampling technique. Sample size was rounded to 370 after rejecting the illegible responses. A three stage approach that included Exploratory Factor

Analysis of SPSS, Confirmatory Factor Analysis and Structural Equation Modelling of AMOS were used to test the hypothesis and the validity of the model. The model fit was identified for the individual factors and for the structural model. Also, the test results indicated the significant impact of information sources on cognitive image. Though there were studies that found the significance similar to this study, the novelty was indicated through the model. Studies were not found modelling these two factors viz; information sources and cognitive destination image. Suggestions were provided for the destination marketers. Limitations and Scope for further research were indicated.

Keywords: *Information Sources, Cognitive, Destination, Image, Tourists*

Introduction

Information search, perhaps in tourism destinations marketing, has been playing a vital role for marketers in understanding tourists' behaviour (Shankar, 2020a) and for tourists in their decision-making of holiday destinations (Bieger & Laesser, 2004). It is also decisive for the destination marketers to analyse how the tourists and prospects gather information about the destinations and such inferences would help the markets in framing strategies for effective marketing communication, and its campaigns, and quality service offerings too (Srinivasan 1990 and Wilkie & Dickson, 1985). Understanding the tourists' information sources is highly imperative as this arena has significance with tourists' destination planning, tourists' behaviour during and after travel, tourists' behavioural intention and recommendations etc., (Dodd, 1998; Baloglu, 2000; Gursoy & McCleary, 2004; Pan & Fesenmaier, 2006 and Balouchi, Aziz, Hasangholipour, Khanlari, Abd Rahman & Raja-Yusof, 2017). In the competitive tourism industry's outset, destination marketers are furious to position their destinations to attract wide range of tourists across the globe by enhancing their destinations images through destination branding strategies (Shankar, 2020b). However, understanding the destination images that intrude tourists' perception has been considered with intensive predominance as it not only conceives a competitive edge for the destination marketers (Simoes & Dibb, 2001), but also serves as the influential tool in promoting the destinations (Konecnik, 2004 and Ruiz-Real, Uribe-Toril & Gázquez-Abad, 2020). Information sources has also been considered as the marketing tool in destination branding. Baloglu and McCleary (1999) and Gartner (1989) found that the sources of information were image formation agents. This research work is an extract from major research on Tourists experience and primarily tries to identify a conceptual relationship between Sources of Information and Destination Image, specifically cognitive image, and to validate it hypothetically. Secondly, this research paper attempts to provide managerial suggestions for enhancing the destination image aspects through effective utilization of sources of information in branding process.

Review of Literature

Since this research work focuses on the sources of information and cognitive destination image, studies pertaining to these perspectives have been reviewed.

Sources of Information

Engel et al. (1995) defined information search as “*the motivated activation of knowledge stored in memory or acquisition of information from the environment*”. This definition emphasizes that searching for information involves both information recall intrinsically and gathering information extrinsically. Thus, Information Search in the tourism arena could be internal and extensive external phases (Ho, Lin & Chen, 2012) and could be for a variety of reasons or motives (Shankar, 2020c). For example; when one recalls the past experiences of touring or of the destinations, this could be termed as the internal information search (Chen & Gursoy, 2000). Similarly, when a tourist, perhaps prospective too, believes that the internal information is inadequate, they rely on external sources (Beatty & Smith, 1987 and Gursoy & McCleary, 2004). Some of the tourists’ information search dimensions are tourism attractions, accommodations, accessibility modes, stories, and cost of touring, weather conditions, local foods, and even reviews of tourists about the destinations (Shankar, 2021). Accordingly, tourists rely on the two primitive phases of information search viz; online and offline sources (Ho, Lin & Chen, 2012; Gursoy & McCleary, 2004). Having been bestowed with a variety of information sources in each of these phases, the choice of the type of information sources differs from tourists to tourists. Types of information could be word of mouth, professional advice, news or even rumours (Shankar, 2020a). A research work by Korneliussen and Greenacre (2017) accentuated this assertion through their investigation on which sources of information do tourists in Europe prefer while making decisions about their travel and holiday plans. Some of the Offline and Online sources of information inculcate family, friends and relatives (Gitelson & Crompton, 1983; Chen & Gursoy, 2000 and Lee et al., 2012), colleagues and tour groups (Bruwer & Lesschaeve, 2012), guide books and publications by government departments and reviews on destinations’ webpages (Gitelson & Crompton, 1983 and Papathanassis & Knolle, 2011), online travel communities (Casalo, Flavin & Guinaliu, 2010), Social Media networks (Xiang & Gretzel, 2010; Hoz-Correa & Munoz-Leiva, 2018 and Shankar, 2020a) Search Engines (Buhalis, 2003), Informatory content sources such as Wikipedia and Encyclopaedia (Tan & Chen, 2012), Online Forums and travel blogs (Gelb & Sundaram, 2002; Pan, MacLaurin, & Crofts, 2007 and Hoz-Correa & Munoz-Leiva, 2018), print mediums such as newspapers and magazines (Bruwer & Lesschaeve, 2012) and many other sources etc.,

These sources of information facilitate tourists salience about the destination attractions, and tourists allied business such as travel and accommodation.

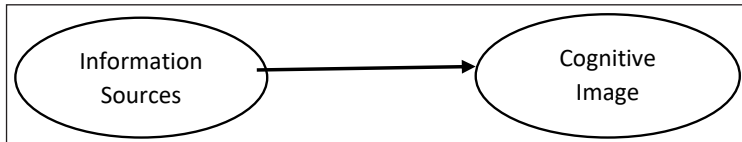
Cognitive Destination Image

Murphy, Pritchard and Smith (2000) defined destination image as “*A sum of associations and pieces of information connected to a destination, which would include multiple components of the destination and personal perception*”. Sophisticatedly, Kim and Richardson (2003) defined destination image as the “*Totality of impressions, beliefs, ideas, expectations, and feelings accumulated towards a place over time*”. These definitions highlights that there are two basic phases of destination image viz; cognitive destination image and affective destination image. According to the authors Pike and Ryan (2004), the cognitive destination image is all about the existing beliefs that a person has about the characteristics or attributes of the destinations. However, Kim and Richardson (2003) inferred that affective image is the individuals’ feelings towards the destination. Both these components such as cognitive and affective conceives a stringent image of the destination. Research studies found that cognitive and affective image aspects were interrelated, and the affective image was based on the cognitive parameters (Baloglu & McCleary, 1999). Accordingly, researchers were considering cognitive phenomenon than the affective perspective (Walmsley & Young, 1998) because belief would be hard to be created and could stay longer in tourists’ perception (Baloglu & McCleary, 1999). Since the findings of previous studies indicate that cognitive image determine the affective image, this study has focused on cognitive image aspects and how information sources significantly impact it.

Sources of Information and Cognitive Destination Image

Beerli and Martin (2004) inferred that the information sources would impact the tourists’ perception formations and evaluations about the destinations. A research by Molina, Gómez and Consuegra (2010) found that the components of information sources and destination image had interrelationship. Also, the study inferred that sources of information facilitate tourists in destination choice process. A research approach by McCartney, Butler and Bennett (2008) in Strategic use of the communication mix in the destination image formation indicated that the sources of information could impact the tourists travel destination choices. Similarly, Kim and Chen (2016) also pondered that the information before visiting the destination and information gained after visiting the destination would alter the images being perceived about the tourism destinations. The findings by Govers, Go and Kumar (2007) from their study pertaining to the promotion of destination

images in tourism arena highlighted that sources of information had higher relevance and impact on the destination image formation process. Baloglu (2000) also pointed out that both the cognitive and affective destination image had mediating relationship between tourists' intention and sources of information. From the intensive review of literature, it has been understood that information sources have significant impact on the destination image formation. However, those studies have been conducted with varied phases; varied tourists profile, destinations catered, timeline of the research and overall destination image. However, a void has been seen on the specifications of cognitive image and the determinance of information sources in the formation process. Also, with the advent of technology, perhaps the digitalization of industrial arenas, information available online has been more vibrant than the other conventional sources. Hence, this study has been framed by inculcating the online sources along with the offline sources of information and intended to find out the structural relationship between the sources of information, perhaps with the inclusion of digital sources and cognitive destination images. However, one of the reasons for focusing more on the cognitive image is that, the complexity of forming a belief before visiting the destination. As stated above cognitive belief is convoluted but acts as the stimulus for touring. Thus, the following model and hypothesis have been formulated to test.



Hypothesis: Sources of Information determines cognitive image of the destinations.

Fig. 1: Conceptual Model – Information Sources and Cognitive Destination Image

Research Methodology

Research Type: This study attempted to understand the structural relationship between the information sources and cognitive image and hence, empirical research type was adopted.

Sample Framework, Unit, Size and Technique: The Sample frame consisted of tourists who travel for varied motives in India. Sample unit inculcated the tourists of a district in Tamil Nadu State and Sample size was rounded to 370 after excluding the illegible responses. Convenient Sampling technique was followed.

Methods of Data Collection: The primary data was collected through a structured questionnaire. The questionnaire contained statements that constituted to information sources (online and offline) used and perceived cognitive image and were measured using Likert 5 Point Scaling. The reliability alpha values of the scales were more than 0.8. Secondary data such as literature review was performed through the research papers gathered from databases such as EBSCO, J Stor and Google Scholar.

Analysis Tools and Techniques: Exploratory Factor Analysis (EFA) was performed using SPSS to derive the high loading constructs. Confirmatory Factor Analysis (CFA) and Structural Equation Modelling (SEM) of SPSS AMOS were used to confirm the individual model and identify the structural model and the relationship between factors, respectively.

Analysis and Interpretation

Three stage-process of analysis had been employed here. First, the EFA – a data reduction technique was performed. Second, the derived constructs and modified factors were incorporated in CFA to understand the existence of individual model and finally, the SEM approach was handled to test the significant determinacy. However, to produce an overview of the tourists' profile, the following highlights have been provided.

Tourists Socio-Demographic Characteristics

Tourists are the respondents to this research and hence the term 'respondents' indicates the 'tourists' who have visited the selected tourism locations. Gender of the consumers play a vital role in understanding their behaviour and in this research, the gender distribution is very close to equal proposition. That is, the highest percentage of respondents are Male (55.7%) whereas the Female respondents are of 44.3%. Age categories significantly impact the tourists choice of information sources and in such context, the highest percentage of respondents are aged between 25 and 34 years (40.5%). However, 31.1% are tourists who are below 25 years of age. The research has also gathered data from the tourists aged above 55 years but the distribution percentage is 1.9% only. Educational profile of tourists could also be a determining factor in their perception formation. 25.1% of Undergrads' and 34.3% of the Postgrads have participated in this research. Occupation being an economic factor plays a vital activity in tourists' behaviour. Accordingly, the distribution of respondents based on their occupation in private sector is

34.6% whereas 26.2% of the respondents work in government sectors. This research has also portrayed tourists who are entrepreneurs, homemakers, students and researchers. Similarly, Income of tourists, perhaps an economic factor influence tourists' destination choice. The highest percentage of the respondents (26.5%) earn more than 65,000 (INR) per month. Though this research work is not focusing on the significance of tourists' socio demographic characteristics, it is critical to analyse tourists profile for better understanding of the data.

Stage 1: Exploratory Factor Analysis (EFA)

As the first stage, the EFA was performed on Sources of Information and Cognitive Image factors. Since the constructs of the factors are not consistently identified in the review of literature, the three stage process of analysis have been employed. Accordingly, the EFA has been carried out as a data reduction technique and to lay down the high loading statements. There were 17 sources of information (including the online and offline sources) and 17 statements measuring cognitive destination image. KMO tests for sampling adequacy resulted with 0.841 and 0.889 for information sources and cognitive image (respectively) and was declared the adequacy to perform EFA. With Varimax rotation, the EFA of information sources derived 4 high loadings of statements such as TV Programmes/Advertisements – 0.920, Travel E Blogs – 0.808, You Tube Channels & Other Video Streaming – 0.903 and Family Members & Relatives – 0.897. All these four statements were grouped together and named as sources of information and proceeded for further analysis.

Similarly, EFA on Cognitive image resulted with four statements having high loadings such as appealing local food in the destination – 0.893, cleanliness of the destination – 0.891, the destination has fun and entertainment elements – 0.870 and the destination has spiritual attractions – 0.987. Thereafter, these four were grouped together and named as cognitive destination image for further analysis stages.

Stage 2: Confirmatory Factor Analysis (CFA)

In the second stage, the derived factors were employed in CFA individually to confirm the existence of model in each factors. The following table represents the CFA results and model fit values of information sources and cognitive image.

Table 1: CFA Model Fit Values of Information Sources and Cognitive Image

Factors	Chi Square	RMSEA	GFI	AGFI	CFI	NFI	TLI	CMIN/df
IS	0.273	0.028	0.996	0.982	0.998	0.993	0.995	1.295
CI	0.124	0.054	0.994	0.972	0.950	0.916	0.851	2.089

Note: IS – Information Sources, CI – Cognitive Image, RMSEA - Root Mean Square of Error Approximation, GFI - Goodness of Fit Index, AGFI - Adjusted Goodness of Fit, CFI - Comparative Fit Index, TLI - Tucker-Lewis Index, NFI - Normed Fit Index (NFI), CMIN/df - Chi Square value divided by Degrees of Freedom.

There are three model fit approaches such as Absolute Model Fit, Incremental Model Fit and Parsimonious Model Fit. Absolute Model fit inculcates Chi square value, RMSEA and GFI. Incremental model fit consists of AGFI, CFI, TLI and NFI. Parsimonious Fit Indices consists CMIN/df. These fit indices facilitate not only to analyse the Confirmatory Factor Analysis but also for Structural Equation Modelling (Yuan, 2005 and Kenny & Mc Coach, 2003).

From the above Table 1, it has been found that CFA results of information sources are Chi Square = 0.273 > 0.05, RMSEA = 0.028 < 0.08, GFI = 0.996 \approx 1, AGFI = 0.982 \approx 1, CFI = 0.998 \approx 1, NFI = 0.993 \approx 1, TLI = 0.995 \approx 1, and CMIN/df = 1.295 < 5. Similarly, the values derived for cognitive image were Chi Square = 0.124 > 0.05, RMSEA = 0.054 < 0.08, GFI = 0.994 \approx 1, AGFI = 0.972 \approx 1, CFI = 0.950 \approx 1, NFI = 0.916 \approx 1, TLI = 0.851 \approx 1, and CMIN/df = 2.089 < 5. These values are falling under acceptable range indicated that there are models in each individual factors. There is perfect absolute, incremental, and parsimonious model fit in each factors; information sources and cognitive image.

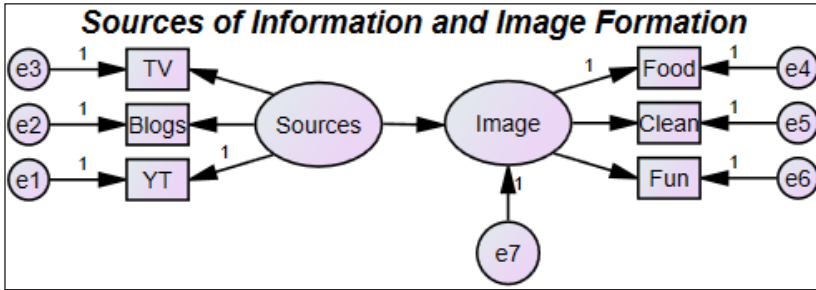
Stage 3 – Structural Equation Modelling (SEM)

In the third stage, the individual CFA models have been employed to find the structural relationship between the information sources and cognitive image. The following Table 2 represents the SEM results on the validated model and Fig. 2 represents the AMOS Output.

Table 2: SEM Model Fit Values

Factors	RMSEA	GFI	AGFI	CFI	NFI	TLI	CMIN/df
IS and CI	0.061	0.983	0.957	0.974	0.957	0.952	2.392

Note: IS – Information Sources, CI – Cognitive Image.



Note: the words in the above figure represents; TV – Television Programmes/Advertisements, Blogs – Tourists Travel E Blogs, YT – You Tube Channels and other video streaming, Food – Appealing Local Food in the Destination, Clean – The destination is clean and hygienic, and Fun – Destination has fun and entertainment elements.

Fig. 2: SEM on Information Sources and Cognitive Image of Destination

The Structural Equation Modelling results reveals that $RMSEA = 0.061 < 0.08$, $GFI = 0.983 \approx 1$, $AGFI = 0.957 \approx 1$, $CFI = 0.974 \approx 1$, $NFI = 0.957 \approx 1$, $TLI = 0.952 \approx 1$, and $CMIN/df = 2.392 < 5$ between the sources of information and Cognitive image of the destination. The elements chosen for the structural modelling are based on the iterations performed on the model fit values. However, Family Members and Relative of Information Sources and Spiritual attractions of Cognitive Image have been removed based on the reliability values for achieving the model fit. Also, the p value that shows the relationship between the factors indicates $p = 0.000 (***) < 0.05$, and hence there is significant impact of sources of information on perceived cognitive image of the destination. Hence, the Hypothesis, Sources of Information determines cognitive image of the destinations has been accepted. There is structural determinance of information sources on tourists perceived cognitive destination image. Also, the conceptual model has been validated hypothetically as the results indicate perfect Absolute, Incremental and Parsimonious Model fit.

Managerial Implications

This study is intended to understand the determinance of information sources, that includes online and offline sources on tourists perceived cognitive image of the destinations. However, the final results of structural equation modelling indicates the predominance of the digital sources such as You Tube Channels and Video streaming, Travel E Blogs, and Television Programmes and Advertisements. All these digital sources are not substituting

the other offline sources such as Newspaper, Magazines, Books, Friends, Colleagues, Family Members and Relatives etc., however, the emphasis is on the evolution of digital sources of information in tourists' perception and behaviour. A study on the e-sources of information found that social media is the most preferred source for gathering information about the destination and its characteristics (Shankar, 2020a). Accordingly, the model derived from the conceptual framework based on literary sources and the analysis highlights the need for catering more on the digital sources. This is a decisive key note for the destination marketers and policy makers to position and promote their destinations. In destination marketing strategies formulation, the most essential perspective is designing the marketing campaign, preferably the advertising and promotions. Despite the conventional routes, marketers should proportionate their marketing messages more on the digital sources as the changing dynamic tourists and potential tourists characteristics rely on the digital platforms and lifestyles. Also, the industry is at a competitive outset where other destinations are lucratively positioned and marketed to attract colossal tourists' inflow. Promoting the Destinations or creating salience about the destinations on digital sources would facilitate in stringent image formation about the tourism destinations in tourists' perception. Such cognitive belief would intrude tourists' motives to tour (Shankar, 2020b). In either perspective, tourists experience in the destination can lead to the generation of contents in blogs, social media or on other forums. Such messages would turn word of mouth and thereby acts as the sources for tourists. This eventually conceive the image of the destinations in tourists' perception. On an overview, tourists preferred digital sources of information, tourists' perception about the destination image, tourist's motives, tourists experience, tourists' recommendations (Word of Mouth) and intention – all these are interrelated and significantly influence the tourists' tour endeavours. However, the clout for the destination marketers is on the effective management of online sources of information as that would not only create salience and promote the destination but also intrude tourists' motives and inflow, and this would result in business benefits, mainly in strong destination image formation.

Conclusions

Being the one of the most viable elements of branding – information sources, have numerous benefits to the marketers and policy makers, and for tourists too. For the consumers (tourists), the sources facilitate in gather information about various paradigms of the tourism destinations whereas for marketers, it contributes to not only to understand the market characteristics

but also for conceiving salience, positioning, promotion and perhaps branding too. This research findings pointed on the influence of information sources on perceived cognitive image and the managerial implications have highlighted the applications of research findings in real time destination marketing. Thereby this research work will be useful for the destination marketers and other thereof. This study is limited to the sample size of 370, the geographical location, and the use of analytical tools and techniques based on the data gathered. However, considering the growth of digital economy and lifestyles, sample size if increased and catered to other geography on distinct approach of the themes of the study may produce significantly different results. Thus, the scope for further research can be seen.

References

- 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. doi:https://doi.org/10.1300/J073v08n03_05
- Baloglu, S., & McCleary, K. W. (1999). A model of destination image formation. *Annals of Tourism Research*, 26(4), 868-897. doi:[https://doi.org/10.1016/S0160-7383\(99\)00030-4](https://doi.org/10.1016/S0160-7383(99)00030-4)
- Balouchi, M., Aziz, Y. A., Hasangholipour, T., Khanlari, A., Abd Rahman, A., & Raja-Yusof, R. N. (2017). Explaining and predicting online tourists' behavioural intention in accepting consumer generated contents. *Journal of Hospitality and Tourism Technology*, 8(2), 168-189. doi:<https://doi.org/10.1108/JHTT-09-2016-0059>
- Beatty, S. E., & Smith, S. M. (1987). External search effort: An investigation across several product categories. *Journal of Consumer Research*, 14(1), 83-95. doi:<https://doi.org/10.1086/209095>
- Beerli, A., & Martin, J. D. (2004). Factors influencing destination image. *Annals of Tourism Research*, 31(3), 657-681. doi:<https://doi.org/10.1016/j.annals.2004.01.010>
- Bieger, T., & Laesser, C. (2004). Information sources for travel decisions: Toward a source process model. *Journal of Travel Research*, 42(4), 357-371. <https://doi.org/10.1177/0047287504263030>

- Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2001). *Consumer behavior*. Dryden Press, Harcourt College Publishers, Ft. Worth, Texas.
- Bruwer, J., & Lesschaeve, I. (2012). Sources of information used by tourists travelling to visit Canadian winery tasting rooms. *Tourism Planning & Development*, 9(3), 269-289. doi:<https://doi.org/10.1080/21568316.2012.672452>
- Buhalis, D. (2003). *eTourism: Information technology for strategic tourism management*. Pearson Education.
- Casaló, L. V., Flavián, C., & Guinalú, M. (2010). Determinants of the intention to participate in firm-hosted online travel communities and effects on consumer behavioral intentions. *Tourism Management*, 31(6), 898-911. doi:<https://doi.org/10.1016/j.tourman.2010.04.007>
- Dodd, T. H. (1998). Influences on search behavior of industrial tourists. *Journal of Hospitality & Leisure Marketing*, 5(2-3), 77-94. doi:https://doi.org/10.1300/J150v05n02_05
- Gartner, W. C. (1989). Tourism image: Attribute measurement of state tourism products using multidimensional scaling techniques. *Journal of Travel Research*, 28(2), 16-20. doi:<https://doi.org/10.1177/004728758902800205>
- Gelb, B. D., & Sundaram, S. (2002). Adapting to “word of mouse”. *Business Horizons*, 45(4), 21-25.
- Gitelson, R. J., & Crompton, J. L. (1983). The planning horizons and sources of information used by pleasure vacationers. *Journal of Travel Research*, 21(3), 2-7. doi:<https://doi.org/10.1177/004728758302100301>
- Govers, R., Go, F. M., & Kumar, K. (2007). Virtual destination image a new measurement approach. *Annals of Tourism Research*, 34(4), 977-997. doi:<https://doi.org/10.1016/j.annals.2007.06.001>
- Gursoy, D., & Chen, J. S. (2000). Competitive analysis of cross cultural information search behavior. *Tourism Management*, 21(6), 583-590. doi:[https://doi.org/10.1016/S0261-5177\(00\)00005-4](https://doi.org/10.1016/S0261-5177(00)00005-4)

- Gursoy, D., & McCleary, K. W. (2004a). Travelers' prior knowledge and its impact on their information search behavior. *Journal of Hospitality & Tourism Research*, 28(1), 66-94. doi:<https://doi.org/10.1177/1096348003261218>
- Gursoy, D., & McCleary, K. W. (2004b). An integrative model of tourists' information search behavior. *Annals of Tourism Research*, 31(2), 353-373. doi:<https://doi.org/10.1016/j.annals.2003.12.004>
- Ho, C. I., Lin, M. H., & Chen, H. M. (2012). Web users' behavioural patterns of tourism information search: From online to offline. *Tourism Management*, 33(6), 1468-1482. doi:<https://doi.org/10.1016/j.tourman.2012.01.016>
- Kenny, D. A., & McCoach, D. B. (2003). Effect of the number of variables on measures of Fit in Structural Equation Modelling. *Structural Equation Modelling Journal*, 10(3), 333-351. doi:https://doi.org/10.1207/S15328007SEM1003_1
- Kim, H., & Chen, J. S. (2016). Destination image formation process: A holistic model. *Journal of Vacation Marketing*, 22(2), 154-166. doi:<https://doi.org/10.1177/1356766715591870>
- Kim, H., & Richardson, S. L. (2003). Motion picture impacts on destination images. *Annals of Tourism Research*, 30(1), 216-237. doi:[https://doi.org/10.1016/S0160-7383\(02\)00062-2](https://doi.org/10.1016/S0160-7383(02)00062-2)
- Konecnik, M. (2004). Evaluating Slovenia's image as a tourism destination: A self-analysis process towards building a destination brand. *J Brand Manag.*, 11, 307-316. doi:<https://doi.org/10.1057/palgrave.bm.2540175>
- Korneliussen, T., & Greenacre, M. (2018). Information sources used by European tourists: A cross-national study. *Journal of Travel Research*, 57(2), 193-205. doi:<https://doi.org/10.1177/0047287516686426>
- Lee, J. Y., Paik, W., & Joo, S. (2012). Information resource selection of undergraduate students in academic search tasks. *Information Research: An International Electronic Journal*, 17(1).
- McCartney, G., Butler, R., & Bennett, M. (2008). A strategic use of the communication mix in the destination image-formation

process. *Journal of Travel Research*, 47(2), 183-196. doi:<https://doi.org/10.1177/0047287508321201>

- Molina, A., Gómez, M., & Martín-Consuegra, D. (2010). Tourism marketing information and destination image management. *African Journal of Business Management*, 4(5), 722-728.
- Muñoz-Leiva, F., Mayo-Muñoz, X., & De la Hoz-Correa, A. (2018). Adoption of homesharing platforms: A cross-cultural study. *Journal of Hospitality and Tourism Insights*, 1(3), 220-239. doi:<https://doi.org/10.1108/JHTI-01-2018-0007>
- Murphy, P., Pritchard, M. P., & Smith, B. (2000). The destination product and its impact on traveller perceptions. *Tourism Management*, 21(1), 43-52. doi:[https://doi.org/10.1016/S0261-5177\(99\)00080-1](https://doi.org/10.1016/S0261-5177(99)00080-1)
- Pan, B., & Fesenmaier, D. R. (2006). Online information search: Vacation planning process. *Annals of Tourism Research*, 33(3), 809-832. doi:<https://doi.org/10.1016/j.annals.2006.03.006>
- Pan, B., MacLaurin, T., & Crofts, J. C. (2007). Travel blogs and the implications for destination marketing. *Journal of Travel Research*, 46(1), 35-45. doi:<https://doi.org/10.1177/0047287507302378>
- Papathanassis, A., & Knolle, F. (2011). Exploring the adoption and processing of online holiday reviews: A grounded theory approach. *Tourism Management*, 32(2), 215-224. doi:<https://doi.org/10.1016/j.tourman.2009.12.005>
- Pike, S., & Ryan, C. (2004). Destination positioning analysis through a comparison of cognitive, affective, and conative perceptions. *Journal of Travel Research*, 42(4), 333-342. doi:<https://doi.org/10.1177/0047287504263029>
- Ruiz-Real, J. L., Uribe-Toril, J., & Gázquez-Abad, J. C. (2020). Destination branding: Opportunities and new challenges. *Journal of*

Destination Marketing & Management, 17, 100453. doi:<https://doi.org/10.1016/j.jdmm.2020.100453>

- Shankar, R. S. (2020c). An empirical analysis of tourists' motivation. *IUP Journal of Marketing Management*, 19(2), 35-46.
- Shankar, R. S. (2020b). Impact of cognitive and affective image on tourists' travel motivation. *Indian Journal of Marketing*, 50(5-7), 35-45. doi:<https://doi.org/10.17010/ijom/2020/v50/i5-7/152118>
- Shankar, R. S. (2021). What information do tourists search in the e-sources? An empirical study. *Asian Journal of Management*, 12(1), 41-46. doi:<https://doi.org/10.5958/2321-5763.2021.00007.X>
- Shankar, S. R. (2020a). E-sources and types of information: A descriptive analysis of tourists' perspectives. *IUP Journal of Marketing Management*, 19(4), 55-67. doi:<https://lavasalibrary.remotexs.in/scholarly-journals/e-sources-types-information-descriptive-analysis/docview/2486868499/se-2?accountid=38885>
- Simões, C., & Dibb, S. (2001). Rethinking the brand concept: New brand orientation. *Corporate Communications: An International Journal*, 6(4), 217-224. doi:<https://doi.org/10.1108/13563280110409854>
- Tan, W. K., & Chen, T. H. (2012). The usage of online tourist information sources in tourist information search: An exploratory study. *The Service Industries Journal*, 32(3), 451-476. doi:<https://doi.org/10.1080/02642069.2010.529130>
- Walmsley, D. J., & Young, M. (1998). Evaluative images and tourism: The use of personal constructs to describe the structure of destination images. *Journal of Travel Research*, 36(3), 65-69. doi:<https://doi.org/10.1177/004728759803600307>
- Wilkie, W. L., & Dickson, P. R. (1985). *Shopping for appliances: Consumers' strategies and patterns of information search*. Marketing Science Institute.

- Xiang, Z., & Gretzel, U. (2010). Role of social media in online travel information search. *Tourism Management*, 31(2), 179-188. doi:<https://doi.org/10.1016/j.tourman.2009.02.016>
- Yuan, K. H. (2005). Fit indices versus test statistics. *Multivariate Behavioral Research*, 40(1), 115-148. doi:https://doi.org/10.1207/s15327906mbr4001_5