

# The Impact of Tourism Destinations in Sports Events on the Mental Well-being of Tourists

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## Abstract

In order to better understand the impact of tourism destination imagery on passenger psychological state, the author proposes a study based on the impact of sports event tourism destination imagery on passenger psychological state. The author selected golf open races, sea sailing races, and international marathon races held in a certain province as examples. Using questionnaire survey, literature analysis and mathematical statistics, based on the brand alliance theory, test the relationship between large-scale sports events and the impact of tourism destination brands through reliability and validity analysis, descriptive analysis, and confirmatory factor analysis of questionnaire surveys. A total of 300 valid questionnaires were collected for this survey. The proportion of males and females in the sample is relatively balanced, and the proportion of locals and non locals is also relatively balanced. The respondents are concentrated between the ages of 25-45, accounting for 70% of the sample size. The research results indicate that, the degree of image fit and image extension positively affect brand identity, the degree of image fit and image extension positively affect the image of tourism destinations, and brand identity positively affects the image of tourism destinations. The image of sports events has a significant positive impact on the image of tourism destinations, and the two images can be extended and transferred.

**Keywords:** Sports Events, Tourist Destination, Psychological State of Passenger.

## Introduction

With the development of social politics, economy, and culture, sports, as a cultural phenomenon owned by humans, have become an important choice for people to actively and healthily live. Sports events are an important manifestation of the cultural phenomenon of sports, and their role has surpassed the impact on sports itself, sports events will have a positive promoting effect on different industries and fields in the host country, especially in recent years, the impact on the tourism industry has become increasingly apparent, a typical example is the 29th Summer Olympics held in Beijing in 2008, where the Bird's Nest and Water Cube became the main tourist destinations for tourists in Beijing, sports events have gradually become an important influencing factor for people to choose tourist destinations. A tourist destination is a general term for the area where people choose to visit, visit, or stay for the purpose of tourism, the tourism industry will have an impact on the local economic development, especially for tourism destinations with certain characteristics and influence. Tourism will be the pillar industry of local economic development, and tourism destinations will continue to develop and explore suitable tourism products to attract tourists and promote the development of the tourism industry.

Sports event tourism refers to tourism activities where tourists choose to visit specific destinations, participate in

events, or experience the atmosphere of sports events. In recent years, sports tourism has gradually become a popular form of tourism worldwide. Various sports events, such as the Olympic Games, the World Cup, the World Athletics Championships, and international football matches, attract a large number of tourists from different regions to the destination to experience the fierce competition and unique atmosphere of the event. The image of tourist destinations plays an important role in sports event tourism. Destination image refers to tourists' cognition and perception of a place, which includes the characteristics of the local culture, history, Natural landscape, tourism facilities, etc. An attractive tourist destination can add a lot of color to sports tourism and attract more tourists to participate. In sports tourism, destination imagery has a significant impact on the psychological state and emotional experience of travelers. A positive and attractive destination image can stimulate passengers' interest and curiosity, increasing their desire to go to their destination. Some negative destination images may lead passengers to have a negative attitude towards the destination and even choose to avoid it. Therefore, the image of tourism destinations has a significant impact on the attractiveness and competitiveness of sports event tourism. Understanding the impact of destination terrain on the psychological state of tourists can help destination managers and tourism operators better promote and create a more attractive tourism image, enhance the

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attractiveness and tourism benefits of sports event tourism. This article aims to deeply explore the impact of destination imagery of sports event tourism on the psychological state of passengers. By investigating and analyzing passengers' perceptions and experiences, it

provides empirical support for destination image shaping and tourism marketing, and promotes the sustainable development of sports event tourism (Pan et al., 2021). As shown in Figure 1:



Figure 1: The Influence of Tourist Destination Image on Tourist Psychological State.

## Literature Review

There are many definitions and classifications of sports events. Different scholars have different understandings of sports events from different perspectives, from the perspective of pure High-performance sport, sociology, and event results. The research is based on considering sports events from the perspective of their impact on tourism destinations. This requires that the hosting location of sports events become the motivation for tourists to choose tourism destinations and have an impact on the local tourism industry. To achieve this goal, the size of the impact of sports events is the most crucial factor, that is, sports events with certain influence will have an impact on tourism destinations. Sports events that meet this condition should mainly be considered from three aspects: the level, scale, and characteristics of the event. Sports events with a certain level, such as the Olympic Games, World Cup, World Championships, and other international events, as well as domestic national and national games, are held at a certain level and in a designated region (Asnawi, 2021). The event will attract athletes from different countries or regions to gather at the host location for competition, and also attract viewers to come to watch. Both participants and viewers will not only use the sports event as the purpose of going to the host location, The host location will also be designated as a tourist destination; The level of sports events with a certain scale may not be very high, but they are large or have a large number of participants and come from different regions. Such events have great influence in the international or domestic arena, such as the American Professional Basketball League (NBA), the four major tennis open competitions, the domestic Shanghai Masters Cup tennis tournament, the Chinese Basketball Association (CBA),

the Tour of Qinghai Lake, etc. These events have formed a certain brand, Having significant international or domestic influence, it can also have an impact on the tourism industry of its hosting location, becoming a tourist destination chosen for sports events. Van Dunem, T. and others are studying the perception of "foreign" tourists on the image of Luanda's destination, so as to assess the impact of local identity, best uniqueness and authenticity on positive and negative emotions, and how these emotions affect satisfaction, emotional attachment and willingness to revisit. To analyze statistical data, a structural equation model was used. The results are based on a sample of 252 tourists. Research has shown that location identity affects both positive and negative emotions, while the best uniqueness and authenticity only affect the positive emotions of tourists. Research further proves that positive and negative emotions have a positive impact on satisfaction, but only positive emotions have an impact on emotional attachment and willingness to revisit. This survey shows that when tourists visit Luanda, positive and negative emotions may link their views with the relationship they want to maintain (Van-Dunem et al., 2021).

Some scholars believe that there is a positive correlation between festival activities and their hosting destinations, that is, the better the match, the higher the evaluation of both. In addition, matching the event with the destination benefits the destination, depending on whether the image of the event can be extended and transferred to the destination. However, it should be noted that although image transfer is achieved through high matching, it is not entirely dependent on matching. If there are mild differences or highly inconsistent differences in the process of fitting, consumers will analyze such differences in the Contact process, mild differences will be filtered by

consumers themselves, and highly inconsistent differences will be interpreted and reorganized by consumers. Based on the above two factors, the author proposes Hypothesis 1 and Hypothesis 2.

H1: There is a significant positive relationship between the image fit between sports events and destinations and the destination terrain image.

H2: There is a significant positive relationship between the image extension of sports events and the destination terrain of tourism.

Meanwhile, some scholars have confirmed that the more positive the image of a destination, the greater its appeal to potential tourists. When the festival matches the tourism destination, consumers' willingness to visit significantly increases. Visiting intention is the manifestation of consumers' brand identity towards tourism destinations, and brand identity is a high-level feedback on the degree of

brand alignment and matching. There are research results indicating that, joint matching has a significant positive impact on joint brand evaluation, and the latter also has a significant positive impact on the joint brand evaluation. Through brand collaboration, the attitude of the partnered brand has been significantly improved.

The author believes that the improvement of attitude indirectly indicates identification. Based on this factor, the author proposes hypothesis H3.

H3: The fit and extension between sports events and destinations have a significant positive impact on the brand identity of tourism destinations, and thus have a positive impact on the image of tourism destinations.

In summary, this study proposes that the dimensions of fit between the two are: image fit (H1), image extension (H2), and brand identity (H3), and proposes the following assumptions as shown in [Table 1](#).

**Table 1**

*Evaluating Fit between Tourist Destination and Sports Event Image Assumptions*

Dimension	Hypothesis
Image fit H1	H1: Image fit has a significant positive impact on the image of sports events and destination terrain
Image Extension H2	H2: The image extension of the competition has a significant positive impact on the image of tourism destinations
Brand identity	H3: The fit and extension of events and destinations have a significant positive impact on the identity of tourist destinations, and thus have a positive impact on the image of tourist destinations

## Research Methods

### Research Subjects

The author selects golf open events, sea sailing events, and international marathon events held in a certain province as examples. One is the event that has been officially recognized by the provincial government and is planned to be the main force in the next 5 years, after official inspection and recognition in the early stage, it has a certain influence; Secondly, these events are regular projects that align with the effectiveness of brand collaboration in studying the sustainability of tourism destinations; Thirdly, these events have strong operating capital, a huge scale, and have numerous domestic and foreign media coverage throughout the entire process, with audiences and influence covering the world.

### Questionnaire Design

The design of this questionnaire relies on existing scales from domestic and foreign scholars on the theory of joint brand evaluation and the relationship between festival image and tourism destinations for reference. The main body of the questionnaire is a structured research option,

and a small sample pre survey of 80 people was conducted in the early stage, after multiple adjustments, the final survey questionnaire was formed.

The specific questionnaire consists of: (1) Statistical table of social demography characteristics, including respondents' gender, age group, occupation, education level, income and geographical origin, in order to understand the detailed information of the respondents; (2) Image fit and extension measurement table, including cognitive/emotional perception of tourism destination and festival image; (3) Brand Identity Scale, measuring behavior/purchase intention and brand identity; (4) The Tourism Destination Terrain Image Scale measures from the perspectives of perceptual measurement and comparative analysis.

### Respondents

A total of 300 valid questionnaires were collected for this survey. The proportion of males and females in the sample is relatively balanced, and the proportion of locals and non locals is also relatively balanced. The sample has good randomness. The respondents are concentrated between the ages of 25-45, accounting for 70% of the sample size. The reasons for the concentration in this age group are as

follows: Firstly, this type of competition is relatively novel and youthful, making it more attractive for the middle-aged and young population; Secondly, based on the occupational information filled out by the sample, it was found that 65% of the respondents were civil servants and employees of enterprises and institutions, which is basically consistent with the age group of the respondents. The leisure, relaxation, and high viewing value of these three types of events have attracted the 9-to-5 working population, with a high degree of explanation.

### **Concept of Fit and Adaptation**

This study cites the concept of "fit" from the theory of fitness hypothesis. The term "fit" is closely related to "fit", and "image fit" is one type of "fit". In the empirical research literature on the theme of "the fit between the image of sports events and the image of destinations", the measurement method is to use the same image description scale to measure the image of sports events and the image of destination terrain, respectively.

### **The Relationship Between The Image of Tourist Destinations and The Image of Events and Events**

There are many literature on the relationship between sports events and tourism. Sports events and tourism are both highly comprehensive industries, and they are products of social development at a certain stage, from this, it can be seen that the relationship between tourism destinations and sports events is complementary. Tourists often continue to travel after watching sports events, and participants in sports events become tourists, driving the development of local tourism industry.

However, the intermediary for successful transformation is the combination of the two. According to the above adaptability and brand alliance theory, consumers will also associate the image of tourism destinations with the image of events and events. The author believes that the hosting of sports events and the image of tourism destinations are a joint brand, and the fit between the image of tourism destinations and events depends on whether they share similar factors, the more they match each other, the more reasonable the evaluation tends to be (Zaman & Aktan, 2021).

### **Fit Measurement Dimensions and Evaluation Methods**

#### *Measurement Dimensions of Tourism Destination Image and Festival Image*

The measurement dimension of tourism destination image mainly refers to three-dimensional labeling, namely "pleasure awakening leading", and believes that this three-dimensional method is generally applicable to people's evaluation of people, events, and products.

#### **Measurement Dimensions of Image Fit and Extension**

For the measurement dimensions of image fit and extension, some scholars believe that measuring the fit or mismatch between the two can be divided into qualitative analysis and quantitative analysis. Among them, quantitative analysis refers to using image measurement indicators as semantic differences indicators of image fit, using the same scale to measure two brands separately (Ban et al., 2021).

### **Research Results**

Check descriptive statistical data from the four dimensions of image fit, image extension, brand identity, and tourism destination image, among them, the maximum (minimum/maximum) of 7 data items, including worthless, unpleasant, dull, boring, low visibility, traditional, and regional, exceeds the average by 3 standard deviations, this indicates that the data fluctuates greatly and is relatively average, using the median to describe the overall level is more suitable, therefore, the author selected the median for descriptive analysis (Pérez-Tapia et al., 2021). The median of image fit and brand identity is 3, while the median of image extension and tourism destination image is 4, indicating that the sample has a higher evaluation of the latter and more agrees with the tourism destination image of the event rather than the event itself. In addition, the maximum absolute value of kurtosis is 1.520, and the maximum value of skewness is 0.216. All are less than 3, indicating that the sample conforms to normal distribution (Chen et al., 2021).

In descriptive analysis, regarding the "festival image" of the event, consumers have mixed reviews of golf and sea sailing events, while their overall evaluation of international marathon events tends to be positive, with ratings higher than the first two events. Similarly, the "festival image" of the province as a tourism destination is mixed. In terms of image fit, many consumers do not recognize these three types of events as being in line with the province's tourism destination image, nor do they fully recognize that these three types of events can represent the province and enhance its brand image.

In terms of the extension of the image of large-scale sports events and tourism destination brands, the approval rate is higher than the opposition rate in terms of extension perception evaluation and brand extension evaluation, indicating that the image extension of events has a significant positive impact on the tourism destination image (Nefzi & malek, 2021).

In terms of brand identity, from the analysis of approval rate and opposition rate, whether in terms of behavior/purchase intention or brand identity, the opposition rate is higher than the approval rate, indicating that the attraction of the event is not enough, and



consumers are not willing to revisit the event due to watching it again, consumers still have some doubts about the sustained brand image of the province. However, in terms of tourism destination image, both in perceptual measurement and comparative analysis, the approval rate is higher than the opposition rate.

The author used exploratory factor analysis to conduct reliability testing analysis. Four dimensions Cronbach  $\alpha$  The coefficients are all greater than 0.8, indicating good reliability of the questionnaire scale and the authenticity and reliability of the data.

Using exploratory factor analysis for validity analysis, during the first analysis, it was found that EDI1 held the above-mentioned events in the province, which improved the brand image of the province. The commonality (common factor variance) was less than 0.5. After removing this item, perform a secondary analysis. During the secondary analysis, it was found that the commonality (common factor contrast) of EDI2, EDI3, and EDI4 was less than 0.4, so these three items were deleted again. The final remaining 40 options have a good correspondence with the dimensions. According to Bartlett's spherical test,  $P < 0.002$ ;  $Df = 451$ ; KMO value is  $0.960 > 0.7$ ; The cumulative variance interpretation rate after rotation is  $75.998\% > 60\%$ , most of the item information can be extracted, and the research data has a good level of structural validity.

After deleting and correcting the non compliant items, the first confirmatory factor analysis was conducted. The first CFA validation analysis included 30 measures of image fit, 4 measures of image extension, 4 measures of brand identity, and 2 measures of tourism destination image, totaling 40 items.

The factor load coefficient, AVE and CR index results of the model, Pearson and AVE rooting, all have indices ranging from 0.8 to 0.9, but the model fitting index is not good, and it is judged that there are too many measurement items for image fit. In addition, due to the low positive evaluation of the "festival image" of the first two events, and the fact that the effective sample size of this study is 316, some analysis items were removed in order to obtain stable results. Based on this, delete a total of 10 unreasonable measurement items from CI1-CI7 and YI1-YI7, and analyze them using the international marathon event as the final measurement case.

After deletion, there were a total of 10 items, in the second CFA validation analysis, the factor load coefficients and all measurement items showed significance at the level of 0.002 ( $P < 0.002$ ), and the standardized load coefficient values were all greater than 0.6, with characteristic values between [0.762, 0.908], the data structure validity level was good; The structural reliability value (CR) is between

[0.862, 0.966], and the average extracted variance value (AVE) is between [0.632, 0.816], indicating good convergent validity.

The discriminant validity test is shown in Table 2. When the correlation between model factors is not equal to 1, it means that there are differences between variables. The AVE square root values of H1-H3 below are all greater than the correlation coefficients between this factor and other factors, indicating that the scale used in this study has good discriminant validity.

**Table 2**

*Pearson correlation of discriminant validity and AVE square root value*

	H1	H2	H3
H1	0.874	0.803	0.452
H2	0.335	0.487	0.547
H3	0.412	0.427	0.375

After deleting unreasonable items, the second model fitting indicators were found to meet the established judgment criteria (except for GFI which does not meet the criteria slightly), indicating that the model is well constructed.

Conduct a survey questionnaire on 300 consumers both inside and outside the province, and then conduct corresponding descriptive analysis, reliability and validity, and confirmatory factor analysis on the survey questionnaire. After adjusting and deleting non compliant items and other data analysis work, finally, this study constructs a theoretical model between the image fit, image extension, brand identity, and tourism destination brand image of the provincial international marathon as a large-scale sports event. A structural model is constructed using SPSS AU software to measure the image fit and image extension as the antecedent variables, brand identity as the intermediate variable, and tourism destination image as the independent variable.

Meanwhile, according to the fitting indicators of the structural equation model, the chi square degree of freedom ratio is 2.453, which is less than 3, indicating a good fitting effect of the model; Although the RMR value is 0.055 greater than 0.05, it is close to 0.05; The CFI value is 0.842, less than 0.9, but close to 0.9; The other indicators are within the standard range, and the model results are reliable.

Based on the above research and testing, all have been reasonably verified. The research results and hypothetical conclusions are shown in Table 3 and Table 4. The non standardized regression coefficients in Table 4 are all greater than 0,  $P = 0.000 - 0.006$ , both less than 0.01, the standardized regression coefficients are all positive, and there is a positive correlation between the two.

**Table 3**

*Research Hypothesis Conclusion*

Dimension	Hypothesis	Conclusion
image fitness	H1: Image fit has a significant positive impact on the match and destination terrain image	Partial establishment
Image extension	H2: The extension of the image of the competition has a significant positive impact on the tourism destination terrain image	Partial establishment
Brand identity	H3: The alignment and extension of events and destinations have a significant positive impact on the identification of tourism destinations, which in turn has a positive impact on the image of tourism destinations	Partial establishment

**Table 4**

*Model Interpretation*

X	Y	Non Standardized Regression Coefficient	P	Standardized Regression Coefficient	Inspection Conclusion
image fitness	Brand Identity	0.325	0	0.32	Positive impact
image fitness	Tourism destination image	0.278	0	0.33	Positive impact
Image extension	Brand identity	0.416	0	0.3	Positive impact
Image extension	Tourism destination image	0.297	0.006	0.448	Positive impact

**Discussion**

In terms of event names, the initially selected the province's international road cycling race, golf open race, sea sailing race, and international marathon race as the research objects for large-scale sports events based on the development plan of the province's national sports tourism demonstration zone (2020-2025) issued by the provincial government. Later, in the pre survey stage of the questionnaire survey, the factor load coefficient and common factor variance of the SPSSAU validity analysis of the provincial international road bicycle race are less than 0.3 and excluded. During the formal research phase, descriptive analysis was conducted on the Golf Open, Sailing, and International Marathon races, and it was found that except for the International Marathon where the approval rate was higher than the opposition rate, neither the Golf Open nor the Island Roundabout International Sailing Race in the province achieved the expected evaluation (Dewi & Abidin, 2021).

From a fitting perspective, the Grand Sailing Race has fully utilized the province's marine resources, combined with its unique regional advantages, and the Golf Open has also fully integrated the province's pleasant climate resources. These two types of events should be considered perfect matches for the province, but based on the collected data, the evaluation is not ideal. In addition, the originally planned evaluation of image fit from the perspective of emotional perception R was also excluded from the formal questionnaire data analysis due to the low load coefficient of the validity factor. However, from an extended

perspective, the positive evaluation of the relevant items is significantly higher than the negative evaluation, indicating that the image of sports events and tourism destinations has a significant positive impact on the psychological state of passengers, and both images can be extended and transferred.

So, how to achieve the goal of hosting sports events, organize sports events well, fully utilize sports events to enhance the image of tourism destinations, and achieve the perfect combination of sports tourism, based on the natural fit between sports events and cities, still requires continuous exploration and experience accumulation.

The hypothesis of H3 in this study is based on brand alliance theory, brand alliances between large-scale sports events and tourism destinations will have spillover effects, which will have a positive impact on urban identity attitudes and revisiting intentions. In this study, based on the respondents' responses, large-scale sports events and tourism destinations in the province were selected, the brand alliance between the two did not have a significant impact on future behavioral intentions (such as future tournaments and tourist destination recommendations).

Based on the above situation, finally, the provincial international marathon was selected as a case for confirmatory factor analysis. The author believes that the international marathon event in the province is positioned as a mass tourism event with high popularity and low participation threshold, attracting tourists from other places and abroad. Through the dimensions of image fit and image extension, it is once again verified that using this dimension as a framework for evaluating the image of

sports events and destinations is a feasible method, which is consistent with previous research results. These measurement indicators have good reliability and can effectively reflect the image of sports events and destinations. However, the creation of large-scale sports events and the construction of tourism destination brands in the province still have a long way to go, and it is necessary to continuously explore and accumulate experience to achieve the impact value of events on the destination (Meng et al., 2021).

## Conclusion

Sports events, as a tourism resource, have become an important tourism product in tourism destinations and have unique charm, the impact of events on tourism destinations objectively exists, and tourism destinations can also add vitality to sports events. The impact of sports events on tourism destinations can be supported from theoretical aspects such as event tourism, resource advantages, and time dimensions, the combination of sports events and tourism can promote one's own development, the hosting location of sports events should consider the factors of tourism destinations, and try to choose tourism destinations that are capable of hosting and will promote the development of local tourism industry. Tourism destinations should make every effort to develop and explore sports events on the basis of existing tourism resources, and enrich tourism resources as much as possible. Tourism destinations should consider hosting influential sports events based on their own actual situation, for economically developed tourist destinations, such as first tier cities, they can actively apply to host international or domestic high-level sports events. For tourist destinations with limited hosting capacity, they can

combine their own reality to seek ethnic and folk sports events with local characteristics, which will also promote the development of the tourism industry.

Although sports events have a positive impact on tourism destinations as tourism resources, there are also some limitations that need to be considered:

1. Dependency issue: For certain tourism destinations, excessive reliance on sports events may lead to a single industrial structure, increasing economic and tourism risks. If a sports event encounters problems or loses its attractiveness, tourist destinations may face an economic downturn.
2. Resource limitations: Hosting large-scale sports events requires a significant investment of resources, including venues, facilities, manpower, etc. For some economically weak tourist destinations, it is difficult to bear these costs, resulting in difficulties in hosting sports events.
3. Environmental impact: The hosting of large-scale sports events may have an impact on the natural environment and cultural heritage of tourist destinations. Especially for some ecologically fragile areas, it is necessary to carefully evaluate the impact of sports events to ensure sustainable development.

In summary, the impact of sports events on tourist destinations is complex and diverse. While actively developing sports events, tourism destinations need to recognize their limitations and take appropriate measures to address issues in order to achieve sustainable tourism development goals. At the same time, the combination of sports events and the tourism industry needs to be tailored to local conditions, and appropriate hosting strategies and development plans should be formulated based on the actual situation of different tourism destinations.

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