

TOURISM DESTINATION MANAGEMENT

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Abstract: This paper is a theoretical approach and intends to present some aspects of the tourism destination image factors that influence tourist attraction. Through management actions can be obtained conditions to enhance a positive image of tourist destinations and thus increase the probability of a tourist to choose and select a particular destination.

Key words: tourism destination, destination image, tourism management

INTRODUCTION

The image of travel service sums up all the information received by tourist and his attitude about a particular destination and are based more on subjective attributes as the tourist is more emotionally involved in the choice of holiday destination than when purchasing a consumer product. Thus the image is not what is actually tourism product, but what the tourist wants to be that destination.

MATERIALS AND METHODS

The authors of the paper used as methods of work: data collection, processing analysis, observation and their interpretation.

RESEARCH RESULTS

Studies regarding the tourist image toward destinations valued presents some theoretical and conceptual boundaries. Tourists watch subjectively reality, have an image of a destination largely subjective and immaterial as it is based on individual perceptions toward destinations where they were or who they heard, and the large number of elements and attributes that characterize it, makes its definition complicated and has not yet reached a consensus on this concept (Gallarza, MG, Saura, IG (2006).

A term that refers to the image of tourist destination often cited is that of Fakey and Crompton (1991) defining the tourism destination image as the sum of beliefs, ideas and impressions that a person has about a destination This definition refers to the individual while other definitions recognize the fact that images can be shared not only by individuals but also by groups of people In regards to whom they like to travel with, 53,3% of the respondents chose friends, seconded by family: 48% and 37,3%% of them chose their significant other. Last two answers fell onto the "others" category.

This definition has led many researchers to pay attention to the image as an important concept in understanding the selection of tourist destinations.

Destination image should be composed of all the individual attributes such as climate, resources, and natural or man-made attractions, unique or rare targets, symbolic, accommodation facilities, infrastructure, and the ease of movement of people and mental images that make up the tourism experience .

Recent research shows that the development of tourism destination image of tourist destinations based on consumer rationality and its emotions as a result of the combination of two components or dimensions. A cognitive component destination image is evaluated

by its resources attributes, the attractions that motivate tourists to visit a destination (Beerli and Martin, 2004.) And an affective component which refers to consumer feelings and emotions to a tourist destination (Keller, 1993).

Between the two parts there are ample connections. Cognitive component of the image has a significant impact on the emotional component (Lin, CH., Duarte, B., Kerstetter, DL & Hou, JS.2007) and complete picture of the destination can be a combination of cognitive and affective components. (Beerli & Martin, 2004).

The same author considers that the actual experience of visiting a tourist destination has a significant effect on the image of the destination in terms of both cognitive and emotional.

In management approach is considered that tourists gives a major importance to the image of tourist destination and ultimately influence their final choice or behavioral intention (Chen and Tsai, 2007).

Image exert a positive influence on perceived quality and satisfaction because it creates individual expectations before visiting the destination following that this to compare actual experience with expectations that (Bigne, Sánchez, and Sánchez, 2001).

Tourism destination assessment can assist tourism management to identify strengths and weaknesses, and to predict the behavior and intentions of tourists. (Bigne et al., 2001 Fakey and Crompton, 1991).

A perceptual-cognitive and affective evaluation configure picture that consumers are forming about a tourist destination (Baloglu and McCleary, 1999), so the destination image is enhanced on account of several determinants namely Socio-psychological perception age, level of education, tourism information and experience tourist motivation.

Information that a person is accessing in the media, libraries historical, political, economic and social, geographic, information obtained from the reference group, favors an individual to be able to build an image for any destination without have visited this location. Each client has its own set of values of economic, social, cultural, professional, that will influence the image that they do about a tourist destination, acting as a selective filter of attention (Moutinho, 1987).

An interesting point of view is supported by the Bonn Joseph & Dai -2005, which states that the country of origin of a person influence its image that they build about a tourist destination. We appreciate it features both cultural and social reasons geographical, spatial.

Desires, motivations tourists cognitive and perceptual evaluation of destination through image is influenced by their age (Tasci 2007) and the affective component has a lower determination (Baloglu, S., & Brinberg, D. 1997) than the level of education of the person and socio-psychological profile. Demographic measurements also strongly influences the image of tourist destinations.

We consider very important the role of the tourist destination image in the success or failure of service and tourism products.

There are differences between the image that a tourist has for a destination and the stage before buying. A tourist is creating an image of a destination before traveling to that destination when the literature says that it is more useful to communicate information and persuasive messages about the destination.

Aforementioned determinants such as age, experience of visiting the tourist's level of education, culture, motivation, strongly influences the images of a particular destination and which were created by the consumer by previous experiences.

In assessing alternatives to purchase a tourist holidays, tourist attitude expresses consumer trends, positive or negative. Tourist attitude components include cognitive, affective and behavioral conduct.

Cognitive response is the assessment made in the formation of attitudes, affective response is a physiological response tourist expressing a tourist preference for one entity and behavior component is a tourist's intention to visit a particular destination.

CONCLUSIONS

A holiday destination can be selected by a tourist largely by the image that has made about that place as a result of their visits and the information accessed later.

Managing this aspect should not be neglected when service providers and tourism products initiate campaigns to promote tourist locations or to sell holidays.

Enhance the positive image of a destination will increase the probability of a tourist to choose, to select a particular destination.

In short, the target image is one of the most important elements of a tourist destination, and becomes a critical factor for the success or failure of travel service providers.

After visiting the tourist destination tourist forms a new image in this case manager considers it appropriate activities designed and sent messages recall past experiences.

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