Destination Brand and Travel Behavior: Examining the Effects of Destination Image and Destination Personality

Abstract:

Despite such important role of destination brand in predicting tourists' behavior, much ambiguity exists in understanding the causal relationships among the components of destination brand and their effects on tourists' behavior. This study was undertaken to examine the direct and indirect effects of destination image and destination personality on behavioral intentions. Four structural models were testes on a sample of 300 international tourists using structural equations modeling (SEM). After testing the dimensionality, validity and reliability using confirmatory factor (CFA) analysis, SEM's results revealed that while cognitive image and destination personality have direct positive effects on both purchase intentions and word-of-mouth intentions, there is no evidence supported the effects of affective image on behavior intentions. The best model that describe the relation between destination brand and travel behavior was validated when destination personality play a mediating role between destination image and behavioral intentions. Oman's destination planners and marketers should strive to create a positive experience for tourists.