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Research note

Destination image analysisâ€™a review of 142 papers from 1973 to 2000

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Abstract

The analysis of destination image is relatively recent. However, in almost three decades since the first studies emerged, the topic has become one of the most popular in the tourism research literature. A review of 142 destination image papers, published in the literature during the period 1973â€™2000, was undertaken to provide destination image researchers with a reference guide to the context, method and focus of previous studies.



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