

Reputation Matters: An Empirical Framework for Assessing Tourist Destination Reputation

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Abstract

Although a favourable tourism destination reputation is crucial for enhancing political, economic, and social objectives, the current literature is devoid of empirical evidence and relies on corporate reputation frameworks. This research aims to develop an empirical framework to evaluate tourism destination reputation. The study uses two qualitative research methods: Delphi technique and focus groups. Both methods' findings were integrated to develop the tourism destination reputation framework. The framework facilitates the evaluation, auditing, and improvement of destination reputation.

Track: Marketing Communication (including digital) and Branding