

Humanizing Destinations: How Tourists Construct Destination Personality and Gender

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Abstract

This study explores how tourists humanize destinations and attribute gendered characteristics to them. Using qualitative interviews with 14 international travelers, the research identifies three interconnected levels influencing this process. At the micro level, interactions with residents shape anthropomorphic perceptions of destinations. At the macro level, culture, stereotypes, and gender norms drive the projection of human traits and gender attribution. At the meta level, linguistic structures such as grammatical gender reinforce these associations. The findings contribute to understanding destination anthropomorphism as a socially constructed and multi-level phenomenon, offering insights for destination marketers to design branding strategies based on destination personality.

Track: Tourism Marketing