

Abstract

Destination image is one of the most popular research topics in tourism academic research. That is because the image of a destination is a major influencer of a tourist's decision-making process when choosing a new travel destination. The role of the destination image can affect the behavior of the traveler towards the destination and the level of satisfaction he/she will get from the visit. This paper will look at the different measuring constructs used by academics and tourism researchers to study the destination image perceived by tourists and travelers. Moreover, the aim of this paper is to look at organic and induced images, as part of the image formation process. Two destinations will be chosen, and different components will be measured. The components will be measured once before the exposure of the respondent to any video material, and later the same destination components will be measured after the respondent has been exposed to official video material advertising the destination.

The destinations chosen for the study were Beirut in Lebanon and Sharm El Sheikh in Egypt. The aim of this paper was to bring focus to destinations in the Middle east and North Africa region, as it was evident that there was not enough literature or research studies covering tourism topics in that part of the world. Moreover, the paper provided a view to one of the methods of advertisement utilized by the official tourism entities of this region, to attract tourists. The effectivity of those methods was tested to see if they were effective in changing the perception of the potential consumer.