

## Image of the destination in knowledge management for the reactivation of the tourism economy in the face of Covid-19

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## Abstract

The image of the destination is a central process in the tourism agenda. The establishment of a model or explanatory includes predictive variables the satisfactory experience in terms of transfer, stay and return. In this way, the objective of this work is to demonstrate the axes, trajectories and relationships between the determining variables of the destination image in order to anticipate knowledge management scenarios aimed at reactivating the tourist economy. A correlation work was carried out to with a selection of sources indexed to international repositories, considering the search for keywords in the period of the pandemic. The results show homogeneous random effects that suggest risk thresholds for the decision - making of the tourist experience based on its predictors, although these findings correspond to a data tracking and processing system that can be developed according to the prevalence of the literature.

**Keywords:** Covid-19 Image Destiny; Knowledge Management; Tourism

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## Introduction

At the time of writing, the SARS-CoV-2 coronavirus pandemic and Covid-19 disease have infected 3 million, sickened 1.5 million, and killed 700,000. In Mexico, 600,000 have been confirmed, 30,000 have become ill and 75,000 have died.

Faced with this gloomy outlook, the strategies to reactivate the economy focus on tourism for the most visited countries, although the proposals are focused on groups based on their age, income or motivation, new findings suggest approaching the promotion from the type of generation. In this way, a generational segment is determined by values, beliefs, attitudes, motives and intentions of transfer based on the image of the destination. In this sense, the image of the destination has been the explanatory variable of tourism as it is determined by the quality of transport and the time of travel. The image of destiny is an expectation of relaxation, recreation, enjoyment, happiness or satisfaction.

Therefore, the objective of this work is to establish generational differences with respect to tourism, considering a systematic review of the literature from 2007 to 2020 in order to establish the axes, trajectories and relationships of the research agenda on the matter.

The hypothesis that guides this work is that generational differences follow a specific trajectory of demands and expectations that may coincide, but distinguishable by their degree of representation in a scenario of high risk of contagion.

This work includes a review of the literature that supports the differences and similarities between generations, as well as a taxonomy of their characteristics, demands and expectations in risk situations. The methodological approach is based on generational asymmetries, as well as the interpretation of the systematic review, discussion and conclusive reflection.

## Theory of generational tourism

Based on a generational distinction, the present work exposes differences and similarities

between generations regarding the tourism market in Mexico (Benseny, 2007). It should be noted that in terms of the use of electronic technology, devices and networks, there appear to be distinctions between generations, but in terms of transport and destination decisions, similarities are more likely given that in Mexico the infrastructure has not been developed based on potential users and customers (Ibáñez, & Cabrera, 2011).

Thus, the discussion focuses on comparing the use intensive marketing related technology to tourism and decisions and behaviors of potential customers or users of tourism services.

Differences between can be generations observable regarding the use of technologies, devices and electronic networks promoters or broadcasters tourism in Mexico, although the similarities would be with respect to transport infrastructure and destinations (see Table 1).

Table 1. Differences and similarities generational tourism

Generation	Differences	Similarities
Under 30 years old	Use of electronic applications and pages dedicated to tourism based on costs and benefits, as well as the identity of the places or recommendations.	Planning vacations, visits, excursions, businesses or gatherings, assuming the security of the transfer and the place.
Between 30 and 60 years	Use of applications from promotions and exhibition of life experiences, satisfaction and happiness.	Transfer decisions, looking for new experiences with a low risk in the transfer and the destination.
Over 60 years	Use of applications from the diffusion of places in electronic networks that diffuse places and people, services.	Emotions around transport and destinations, considering high risks in the experiences.

Source: Prepared with the data of the study

From these distinctions and similarities, the contributions of generations to market tourism in Mexico are: 1) promotion of transport and places based on security levels (high, medium and low); 2) offers of experience consumption, assuming that the transport and the destination maintain minimum levels of security; 3) consumption of transport and destination s to from the degree of satisfaction of experience conceived as a tolerable risk (Linares and Morales, 2014).

However, the analysis can be developed from the use of applications, content, promotions and the experiences of tour operators, considering their generation and in relation to the security levels of tourist preferences.

Regarding the differences and similarities, trajectories of relationships are revealed between categories that explain the contributions of the generations, although Mexico's infrastructure limits the information dimensions and the provisions of prospects given the degree of safety of transport and places of destiny.

### Generational tourism studies

This section includes investigations into the preferences and expectations of generations conceptualized in the previous section regarding the type of transfer and the image of the destination. It starts from the premise that tourism reflects the needs and expectations of

generations. Consequently, empirical studies will show that such asymmetries are developed in the experience of travel and in the representation of tourism, such as the image, prestige and reputation of the services.

The generations in relation to tourism show a prevalence of concomitant variables. These are the cases of the transfer experience, the quality of the service and the image of the destination in its dimensions of prestige and reputation (Marinao et al., 2015). In this conglomerate, the guiding principle is the governance of tourism services since it raises the co-management mandates between the parties involved public and private sectors, political and social actors.

The administration of tourist services is more feasible in those under 30 years of age due to their expectations of transfer and destination (Cohen et al., 2014). This is the case of hotel services that attract teenagers and young people due to their low costs.

In the case of services aimed at potential clients between the ages of 30 and 60, it is possible to observe that the relationships between the variables of destination image, prestige of the accommodation and reputation of the services explain the preferences for cultural or religious destinations based on of the availability of rooms, as well as the access and the experience of the place (Jia et al., 2016). Even the attachment to sanctuaries and loyalty as the appropriation of the spaces is determined by the quality of the tourist advice.

Regarding tourists over 60 years of age, their generation has been associated with a post-materialist profile, although it differs from the values of young people under 30 in that the former follow recommended destinations and the latter routes documented on the Internet (Pyke et al., 2016). Although postmaterialism enhances the image more than the prestige and reputation of the destination, the difference is more observable in the quality of the transport service. Those over 60 choose routes more adjusted to international standards. While young people have a propensity for risk.

In summary, the variables of service quality, image, prestige and reputation of the destination are moderated by variables of risk aversion (routes, destinations and safe services) in older adults versus risk propensity in young people (routes, destinations and makeshift services). In the case of generations between 30 and 60, aversion and risk propensity are indistinct.

### **Generational tourism modeling**

In this section the axes, trajectories and relationships between the variables reviewed in the theoretical, conceptual and empirical frameworks are exposed. Hypotheses are offered around explanatory sequences of the differences between the generations, as well as the relevance of building public policies aimed at generational tourism.

*Religious postmaterialism.* It refers to the users and potential transport clients with advantages of safety, comfort and recreation of the satisfactory experience, although the competitive advantage of this tourist service lies in the happiness attributed to the reputation and prestige of the destination (Nouri et al., 2018). These are events or emblematic places in which the transfer represents an annex to the ceremonial temple, a templar building or an ancestral ritual. Once installed in the destinations, tourists seek a sense of community and identity with the environment in order to be able to represent what was happening in those places. This is the case of those who plan a guided tour or will request logistics to decide between several similar options. Therefore, the optimization of resources will be the hallmark of this style of travel and tourism experience. Therefore, risk aversion is its most characteristic feature.

*Ecological postmaterialism.* By virtue of the favorable provisions for mountain tourism or

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ecotourism focus their attention on the discovery of satisfactory experiences in the unveiling of experiences of rupture, crossing, stay and return, this service is distinguished by its capacity for innovation. It is a social construction of nature in which postmaterialism is included (Bora et al., 2020). It is distinguished by its degree of hedonism (pleasant experience), but also of eudaimonism (identity) with the environment. Both types of happiness, hedonic and propensities eudaimonic suppose the risk (Schwartz & Chih, 2012).

## Method

*Design.* A documentary, retrospective and meta-analytic work was carried out with a non-probabilistic selection of sources indexed to international repositories such as Academia, Dialnet, Copernicus, Ebsco, latindex, Redalyc, Scielo, Scopus, WoS, Zenodo and Zotero, considering the period from 2007 to 2021, as well as keyword search; “Tourism”, “postmaterialism”, “aversion or risk propensity”, “hedonia” and “eudaumonia” (see Table 2).

Table 2. Description of the sample

Year	Author	Relationship	Criterion
2012	Schwartz and Chih	Hedonism ← Risk Perception	Formative
2014	Cohen, Prayad and Moital	Consumption ← Hedonism	Formative
2015.	Marinao, Chasco and Valencia	Hedonism → Satisfaction	Reflective
2016	Pike et al.,	Well-being → Consumption	Reflective
2016	Jia, Jia and Hsee	Hedonism ← Risk perception	Formative
2018	Nouri et al.,	Destination Image ← Risk Perception	Formative
2020	Bora, Caliskan and Sabbag	Hedonism ← Risk Perception	Formative

Source: Prepared with the data of the study; Criterion: ← Formative, → Reflective

*Instrument.* The Inventory of Systematic Reviews (IRS) was used, which includes the qualification of abstracts, considering the relationship parameters between the determining variables of the target image or its indicator.

*Process.* The Delphi technique was implemented in three phases for filling out the IRS; 1) qualifying phase assigning a positive number to values between 0.30 and 0.80 as well as negative to any value outside that threshold; 2) comparative phase where the preliminary results are delivered to the judges so that they can compare their qualifications with those of their peers and, if necessary, reconsider the qualification; 3) consensual phase where the judges come to establish agreements and co-responsibilities around the proximity or remoteness of the findings with respect to the subject .

*Analysis.* The data were processed in the MIX-2 package for systematic reviews, considering a) homogeneous random effects hypothesis contrast parameters, b) hypothesis test statistics of significant differences between individual effects and block effects, c) threshold values and percentage of effects attributed to chance.

## Results

Table 3 shows the results of the retrospective meta-analytic review. The Q parameter suggests the non-rejection of the null hypothesis regarding the significant differences between the random effects per finding with respect to the block effects. The H statistic shows the confidence interval that establishes an allowable threshold of risk for the values of homogeneity attributable to randomness, or  $b_i$  in, the degree of heterogeneity attributable to chance.

Table 3. Meta-analytic descriptions

Parameter	TEA	IC-	IC +	gl	P
Q	3,490			2,232	0.000
H	0.323	0.130	0.434		
I <sup>2</sup>	1.12 1 %	1 11 0%	4.231%		
T <sup>2</sup>	0.322	0.112	0.329		

Source: Prepared with the data of the study; TE = Effect Size, CI = Confidence interval, gl = degrees of freedom, p = level of significance; Parameters: Q = Square of the differences between the sizes of the individual effects with respect to the effects of block size; I<sup>2</sup> = percentage degree of heterogeneity attributed to random effects; T = Degree of standard deviation of the effects observed in the analyzed literature, T<sup>2</sup> = Degree of variance of the effects observed in the analyzed literature.

Regarding the variance and standard deviation, these are at an allowable risk threshold, which suggests the decision to consider the homogeneous random effects reported in the literature. That is, the relationship between the image of the destination with respect to its determinants reported in the literature obeys a meta-analytic process.

## Discussion

The contribution of the present study to the state of the question lies in the systematic, retrospective and meta-analytic review of the homogeneous random effects. That is to say, the generational variables (hedonism and risk perception) when influencing the image of the destination have been observed homogeneously in the selected sample. It then means that the construction of tourism policies can be based on the literature consulted. In that sense, hedonism and risk perception consistently explain from 2007 to 2021 in the image of the destination.

The literature consulted reports that both variables, hedonism and risk, are determinants of the image of the destination. In other words, the expectations of satisfaction with high costs determine the expectations of the stay. It also suggests that the lower generation of 30 is distinguished by its propensity to risk and satisfactory search experiences or  $p_l$  maples hedonists. In the case of those over 60 years of age, aversion to risk and identity to the place (eudainism) explain the image of destiny. Both generations, from the post-material approach, exemplify two styles of search for satisfying experiences, happiness in the move and the stay.

In the present work, the hypothesis that the hedonistic and risky variables randomly affect the image of the tourist destination has been corroborated. Such a finding will allow the construction of studies on de- confinement and tourism, justifying the promotion of destinations based on their image and their hedonistic and risky determinants. Lines related to the systematization of findings around the postmaterialist model will open the discussion to the differences between generations.

## Conclusion

The objective of the present work was to review systematically and retrospectively the relationships between generational variables (hedonism and risk) with respect to the image of the destination, as well as the contrast of the hypothesis of significant differences between the individual parameters with respect to the block observations of the findings.

The results show that public policies for deconfinement, reactivation of the economy and promotion of tourism can be based on the consistency of generational variables (hedonism and risk) with respect to the image of the destination. The prospective review studies based on the artificial simulation of the retrospective findings to turn into lines of research based on the proposed taxonomy of generations.

The relevance of this study lies in the construction of a tourism agenda based on empirical evidence that is consistently consistent in the observed period. In addition, the design of public policies related to the promotion of tourist destinations based on hedonism and risk will make it possible to target generations and satisfactory experiences of tourists. In order to anticipate scenarios demand, studies should consider other variables that the literature identifies as concomitant variables for sociodemographic, socioeconomic and socio-educational.

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