



Exploring City Image Measurement: Systematic Literature Review

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Abstract: This paper aims to present a systematic literature review on city image to assist researchers conducting studies in this area. Three things reviewed in this paper are as follows: (1) Elements to measure the city image. (2) Factors related to city image. (3) The role of residents in building the city image. To conduct this literature review, the literature data was collected from three databases: ProQuest, Taylor and Francis, and EBSCO. The terms used in the search string database are 'city image', 'destination image' and 'place image'. The initial search results obtained 947 data, and the final screening results obtained 49 pieces of literature, which were then reviewed to answer the three problems above. The results show that although there are some common dimensions in measuring city image, namely the cognitive, affective, and conative dimensions, many different indicators are used to measure each dimension. Of the three dimensions, cognitive and affective are the most widely used for measurement. Previous research also shows that city brand image acts more as an independent variable than a dependent variable. Residents play an important role in shaping the city image, which will ultimately influence tourists' decision to visit or recommend the destination to others. In conclusion, researchers are advised to explore city image measurements for further research because elements used in the previous studies are inconsistent.

Keywords: Destination Image, Indicators, SLR, Residents, Tourists.

1. Introduction

Cities worldwide compete with one another for the attention of travelers, businesspeople, and investors who contribute to urban expansion and sustainable development. Cities employ branding to create a favorable impression in people's thoughts. In order to satisfy the demands of their target audiences (residents, investors, and tourists), cities compete with one another and struggle to gain a lasting competitive edge (Richards, 2018). In this regard, city branding is defined as "the use of various marketing practices to promote the attractiveness of a place to businesses, tourists, residents, and students" (Hanzaee & Saeedi, 2011). In contrast to product/service branding, city branding requires a variety of organizations, diverse stakeholders, limited control over the process over which the city government has control, and many target audiences (Kavaratzis & Ashworth, 2010). City branding should be viewed as a process of creating expectations for the parties involved and ensuring that these expectations are realized (Priporas et al., 2020)

Since it is regarded vital when choosing a destination, image plays a crucial part in the success of a tourist destination (Law et al., 2018; Prayag, 2008). An image conveys a location's or tourist destination's identity. Consumers can then experience the image that city projects, and visitors can subsequently form opinions about the location that will affect their purchasing decisions. It is challenging to market the most enticing image due to the similarity of attractions and activities across cities in every country. There is currently intense competition where tourists can freely select from a variety of available destinations (Tigu, 2012). As a result, a certain destination needs to be recognized and set itself out from rival locations in the eyes of the intended audience. Each location has its own distinct image since it needs to be advantageously positioned or distinguished from its rivals in consumers' thoughts (Qu et al., 2011).

While several studies have noted the impact of a city's image on visitors' intentions to return, researchers also believe that the image plays a part in keeping visitors happy (Chi & Qu, 2008; Prayag, 2009; Suprina et al., 2023). Previous studies have explained that visitors who have a positive perception of the image of a tourism destination tend to be more satisfied than visitors who have a negative perception of the image of the destination. According to earlier research, tourists with a favorable view of a tourist site are generally happier than those with a bad perception of the destination. The more favorable a city's reputation as a tourism destination, the happier its tourists will be. City branding acts as an outside stimulus to shape views of and happiness with a city. In this study, the construct was considered as an emotional response. This increases the visitor's return visit intention.

According to the findings of the literature review, there is no consistency in the measures, approaches, and research findings connected to the correlation between city branding characteristics. City image is one aspect that

is directly tied to city branding. One of the most crucial issues, both for city identity and city branding, can be considered to be city image. Both are inextricably linked to image (Riza et al., 2012). A positive correlation between image and visitor/tourist satisfaction is also supported by numerous studies. However, there are inconsistent research findings on the components to gauge city image and how it relates to other variables.

Previous studies have mostly investigated the city image from the view of tourists, while the role of residents in shaping the city image has not been studied much. In addition, the dynamic society and changing city conditions are assumed to affect the city image. One of the recent conditions beyond the control of stakeholders in the city is the COVID-19 pandemic. The following research issues are addressed in this work based on the topics mentioned above: (1) What elements are used to measure city image?; (2) What factors are related to city image?; (3) What is the role of the residents in building a city image?

2. Methodology

The database selection is based on the ease of access to the database and the amount of data that can be obtained. The three databases used for this SLR are ProQuest, EBSCO, and Taylor and Francis. The search string used is "element" OR "attribute" or "aspect" OR "component" OR "factor" AND "measure " OR "evaluate" OR "assess" AND "influence" OR "impact" OR "affect" OR " effect" AND "role " OR "performance" OR "part" AND "resident" OR "citizen" OR "local people" OR "inhabitant" AND "city image" OR "destination image" OR "place image".

The stages of data search are carried out as follows: (1) Search is limited to full text, academic journals, articles, in English, last ten years, the number of data obtained is as follows: (a) ProQuest = 533 data; (b) Taylor and Frances 280 data; (c) EBSCO 161 data. Thus, altogether, 974 data were obtained; (2) Furthermore, the combined total data from the three databases is exported to Excel and screened to eliminate duplicate data. The results obtained 849 data; (3) Then the 849 data were screened again based on the title and abstract. The criteria used are topics and keywords relevant to the research questions. The result is 131 data; (4) After that, a full-text screening was carried out with the following criteria: research focus and paper quality. Generated 49 data; (5) Finally, the 49 articles were reviewed. The stages of the data search are depicted in Figure 1:

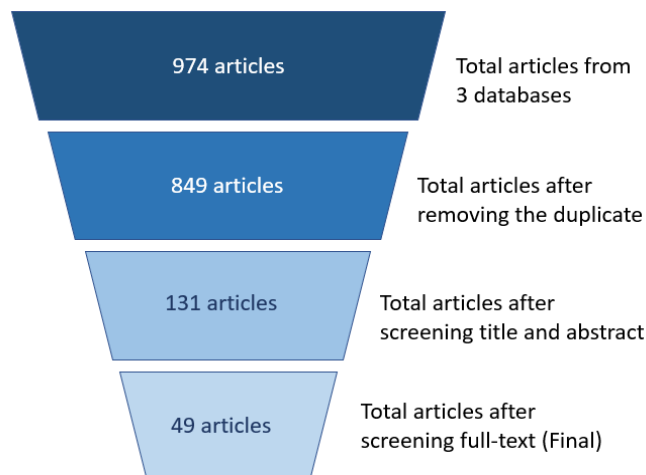


Fig 1. Funnel diagram of the search process and article selection.
Source: Researcher's data

3. Results and Discussion

Elements To Measure City Image

In order to understand the components to measure city image, the 49 final papers based on the screening result were studied and depicted in Table 1.

Table 1. Elements to measure city image.

ELEMENT AND INDICATOR OF CITY IMAGE	CITY/COUNTRY	SOURCE
1. Stereotype image: 1 open-ended question	Xinjiang, China	Ding & Wu (2022)
2. Cognitive image: 5 dimensions (service facilities, tourist attraction, local cuisine, local culture, climate environment), 44 indicators		
3. Affective image: 4 indicators (pleasant, exciting, relaxing, arousing)		
4. Conative image: 4 indicators (whether satisfied, whether willing to revisit, whether to revisit, whether to recommend)		
1. Cognitive (tangible) image: 2 open-ended questions	Australia	Noela et al. (2013)
2. Affective (intangible-emotion/feelings: 1 open-ended question)		
3. Conative (behaviour) dimension: 1 open-ended question		
1. Cognitive image: 5 indicators	Jammu and Kashmir, India	Bhat & Darzi (2018)
2. Affective image: 3 indicators		
3. Uniqueness image: 3 indicators		
Three statements to measure the social image and self-image of city brand	Hoi An City, Vietnam	Tran et al. (2019)
Four elements, 26 indicators	Thessaloniki, Greece	C. V Priporas et al., (2020)
1. Municipal services (10)		
2. Services (4)		
3. Leisure (7)		
4. Environment and prosperity (5)		
Total 26 indicators		
Six indicators of city image	Malang	Hussein (2020)
1. Infrastructure (7 indicators)	Tarakan City, Indonesia	Marso & Gunawan (2018)
2. Attraction (8 indicators)		
3. Value for money (3 indicators)		
4. Enjoyment (4 indicators)		
Four indicators of city image	Plasencia, Spain	Folgado-Fernández et al. (2015)
1. Four dimensions for residents, namely municipal facilities (6 indicators), Leisure (5 indicators), Security (4 indicators), Public services (3 indicators)	Jerusalem, Rome, and Trieste	Gilboa et al. (2015)
2. Five dimensions for tourists, namely Caring (5 indicators), Tourism and Recreation (5 indicators), security (3 indicators), Public Services (3 indicators), Leisure and entertainment (3 indicators)		
Eight dimensions: City movement, Underclass, Polluted city, City of investors. City of characteristic culture, City of great events and entertainment, Recommendable city, City of sport events	Katowice/Poland.	Adamus-Matuszyńska et al. (2019)
Cognitive image which consists of four dimensions: Quality experience (6 indicators), Tourist attraction (5) Infrastructure environment (5), Outdoor activities (2)	West Java/Indonesia	Chan et al. (2021)
1. Cognitive image which consists of urban soft environment (7 indicators), tourism service (6), public places and services (3)	Guangzhou/China	Yang et al. (2020)
2. Emotional image which consists of tourist attraction (7)		
3. Conative image which consists of tourism activities (7)		
1. Pre-visit perceived image: Cognitive (12 indicators) and Affective (7)	Kuala Lumpur/Malaysia	Jaafar et al. (2020a)
2. During-visit perceived image: Manifest content (9) and Latent content (12)		
Six subcategories: Multiple image of the city, Metropolis, Modern city, Conservative city, No clearly defined city image, No vision for a specific city	Vilnius, Lithuania	Černikováitė & Karazijienė (2020)
1. Iconic signs	Prague	Matlovičová et al. (2019)
2. Indexical signs		
3. Symbolic signs		
1. Cognitive (culture, batik, city tagline, community)	Solo/Indonesia	Wiyana et al. (2018)
2. Affective (tradition, culinary, purposes, climates, and welcoming)		
Affective and Cognitive	4 cities in Holland	Wäckerlin et al. (2020)

ELEMENT AND INDICATOR OF CITY IMAGE	CITY/COUNTRY	SOURCE
1. Native image: geographical variable, cultural variable 2. Induced image: star rated hotel, accommodation industry, transporting passengers, travel agency 3. Composite image: affective variable, cognitive variable	Shandong Province, China	Yanan Li et al. (2021)
1. Cognitive image: 14 indicators 2. Affective image: 4 indicators	Antalya/Turkey	Yağmur & Aksu (2020b)
Conative and affective (4 indicators altogether)	South Korea	Kim et al. (2018)
Destination image: 8 indicators	South Korea	Zaman et al. (2021)
Infrastructure and socioeconomic environment (3 indicators), Atmosphere (3 indicators), Natural environment (3 indicators), Affective image (3 indicators), Cultural environment (3 indicators)	Jeju/South Korea	Jeong & Kim (2019)
Municipal facilities (5 indicators), Service and Leisure (6 indicators), Security (3 indicators), Entertainment (2)	Verona, Italy	Cassia et al. (2018)
Leading (9 indicators), Safe (3 indicators)	South Korean	Hwang & Kim (2022)
Cognitive: 11 indicators Unique: 5 indicators Affective: 3 indicators	Jakarta	Setiawan et al. (2021)
1. Cognitive: local social environment, flavour characteristics, restaurant facilities and services, local features, price, health and safety 2. Affective: positive emotion, neutral emotion, negative emotion 3. Conative: Intention to spend, traveling demand, intention to recommend	Chengdu, China.	Yi Li et al. (2020)
Dynamic image: 5 indicators, Specific image: 4 indicators, Stable image: 4 indicators	South Korea	Kim & Lee (2015)
Cognitive Affective	Bratislava, Slovakia.	Simon Manyiwa et al. (2018)
1. Destination attractiveness 2. Accommodation services 3. Perceived risk 4. Cultural contact	Binh Thuan Province, Vietnam	Nguyen Viet et al. (2020)
Cognitive and affective (5 indicators altogether)	Jember/Indonesia	Supriono & Yulianto (2021)
1. Physical Components (5 indicators) 2. Nonphysical components (8 indicators)	Surakarta/Indonesia	Okpriati et al. (2020)
1. Attractive destination image 2. Non-attractive destination image	Qatar	Al-Kwif (2015)
1. Cognitive (27 indicators) 2. Affective (6 indicators)	Madrid, London, Paris, Rome and Berlin.	Carballo et al. (2021)
1. Cognitive image (attraction, blemish, contemporary culture, events, aesthetics, activities) 2. Affective image (unattractive, interesting, unpleasant, exquisite, tranquil)	Linz/Austria	Iordanova & Stylidis (2019)
Cognitive and affective destination image which consists of nine elements altogether (quality of experience, tourist attraction, environment and infrastructure, entertainment or outdoor activities, cultural traditions, pleasant, arousing, relaxing, exciting)	Maluku/ Indonesia	Huwae et al. (2020)
Three indicators only: 1. The city has a better image than other tourist destination 2. The overall travel experience meets one's needs 3. Recommending the city as a favourable destination	Chengdu/China	Jiang et al. (2022)
Five dimensions and 21 indicators all together: Destination environment (4 indicators), Entertainment and leisure (4 indicators), Destination culture (4 indicators), Destination common service (6 indicators), Price and value (3 indicators)	Macao	Leou et al. (2015)
Four dimensions and 21 indicators altogether: Urbanity and diversity (7 indicators), Nature and recreation (7), Job opportunity (4), Cost efficiency (3)	Izmir dan Antalya/Turkey.	Sokullu (2019)

ELEMENT AND INDICATOR OF CITY IMAGE	CITY/COUNTRY	SOURCE
Four factors and 14 indicators: Community services (4 indicators), Physical appearance (4), Social environment (3), Entertainment services (3)	Kavala/ Greece	Stylidis (2016)
Experience History culture Leisure service Tourist destination	Wuhan/ China	Chen et al. (2022)
Cognitive (32 indicators) and Affective (5 indicators)	The Traits of Roman Emperors/ Serbia.	Kovačić et al. (2022)

Source: Researchers (2022).

Table 1 shows that researchers have measured destination images with different attributes. The number of indicators used to measure the image of a destination varies from a minimum of three indicators (Jiang et al., 2022) to a maximum of 40 indicators (Jaafar et al., 2020b). As for the dimensions of the destination image, some researchers seem to agree with the destination image analysis using three dimensions, namely cognitive (knowledge about the destination), affective (feelings about the destination), and conative image (interest in visiting the destination). Based on Table 1, the complete dimensions of cognitive, affective, and conative are used by Ding & Wu, (2022); Yi Li et al., (2020; Noela et al., (2013); and Marso & Gunawan, (2018). Meanwhile, some researchers only focus on two dimensions, namely cognitive and affective (Carballo et al., 2021; Supriano & Yulianto, 2021; S Manyiwa et al., 2018; Setiawan et al., 2021; Bhat & Darzi, 2018; Jaafar et al., 2020b; W. H. Kim et al., 2018; Wäckerlin et al., 2020; Yağmur & Aksu, 2020a).

A slightly different measurement was put forward by Ding & Wu (2022), which added a stereotype image in addition to cognitive, affective and conative images. Bhat & Darzi (2018) suggested uniqueness image as a substitute for conative image. Jaafar et al. (2020a) made different measurement groupings, namely previsit perceived image consisting of cognitive and affective dimensions, and during visit perceived image consisting of manifest content and latent content dimensions. Meanwhile, Yanan Li et al. (2021) put forward a different term for measuring city image, which consists of native image, induced image, and composite image, where the affective variable and cognitive variable belong to the composite image group.

Several other researchers used a different dimension that did not use the terms cognitive, affective or conative. Jeong & Kim (2019) use five measurement dimensions, namely infrastructure and socioeconomic environment, atmosphere, natural environment, affective image, and cultural image. Cassia et al. (2018) use four city image factors, namely municipal facilities, service and leisure, security, and entertainment. Hwang & Kim (2022) uses two dimensions, namely leading and safe. Kim & Lee (2015) use three dimensions of city image, namely dynamic image, specific image, and stable image. Nguyen Viet et al. (2020) use four dimensions of destination image, namely destination attractiveness, accommodation services, perceived risk, and cultural contact. (Okpriati et al., 2020) use two components, namely physical components and non-physical components. Leou et al. (2015) use five dimensions of destination image, namely destination environment, entertainment and leisure, destination culture, destination common service, price and value. Stylidis (2016) uses four dimensions: community service, physical appearance, social environment, and entertainment services.

Several previous researchers measured the city image holistically, directly using certain indicators without grouping them into various dimensions. For example, Hussein uses six indicators to measure the city image as a whole, Folgado-Fernández et al. (2015) uses four indicators, Jiang et al. (2022) uses three indicators, and Tran et al. (2019) used three statements to measure overall social image and self-image. By studying Table 1, we know researchers have no consensus in measuring destination images. It should be recognized that the image of a destination is a complex and multidimensional concept. The research gap regarding the measurement of destination imagery is still wide open, and a measurement acceptable to researchers is needed to see the impact of destination image studies. It is essential to accurately measure the destination image variable to be related to other variables in the same way throughout the study.

Factors Related to City Image

Table 2. Previous research about factors related to city image.

DESTINATION IMAGE IN HYPOTHESIS UNDER STUDY	RESEARCH METHODS	AUTHORS
IV: Tourism Safety Perception DV: Destination Image	Content analysis, diversity index, one-way ANOVA, factor analysis	(Ding & Wu, 2022)
Single variable (destination image)	Qualitative research	(Noela et al., 2013)
IV: Destination Image MeV: Tourist Satisfaction MoV: gender, past experience, origin DV: Tourist Loyalty	Quantitative: EFA, CFA, SEM	(Bhat & Darzi, 2018)

DESTINATION IMAGE IN HYPOTHESIS UNDER STUDY	RESEARCH METHODS	AUTHORS
IV: Destination brand awareness Mv: Destination brand image, destination perceived quality, destination brand loyalty DV: Overall destination brand equity	Quantitative research (questionnaire). SEM analysis	Tran et al. (2019)
IV: City image, residents' overall satisfaction, city brand personality MoV: Economic crisis in personal daily routine, economic crisis on city infrastructure DV: Social media engagement	Quantitative Research (Questionnaires)	C. V Priporas et al. (2020)
IV: city authenticity, city uniqueness MeV: City image, visitor satisfaction DV: Revisit intention	Quantitative Research. SEM analysis	Hussein (2020)
IV: Destination image MeV: Satisfaction DV: Intention loyalty	Quantitative (Questionnaire). SEM	Marso & Gunawan (2018)
IV: cultural heritage, infrastructure, events, tourist attractions DV: City image	Quantitative. PLS path modelling	Folgado-Fernández et al. (2015)
IV: cognitive image MeV: City brand equity DV: Total city branding (WOM, brand commitment, and intention to revisit)	Online surveys, EFA, CFA, SEM, and PLS	Chan et al. (2021)
Image before and during visitation	Quantitative Research. Questionnaire and Volunteer Employed Photographer (VEP) techniques	Jaafar et al. (2020b)
IV: urban heritage initiative DV: brand image	Qualitative content analysis and expert semi-structured interviews.	Cernikovaitė & Karazijienė (2020)
The analysis of Prague brand image from the point of signs (symbols)	Qualitative research	Matlovičová et al. (2019)
IV: city image DV: destination (tourist attraction of Solo)	Quantitative research	Wiyana et al. (2018)
IV: destination image MeV: satisfaction DV: intention to recommend, continued intention to use	Survey-based quantitative research. SEM analysis.	Yağmur & Aksu (2020a)
IV: Destination Personality MeV: Destination image DV: intention to recommend	Quantitative research. SEM analysis	W. H. Kim et al (2018)
IV: country image, expat's cultural intelligence MeV: destination image DV: expat's destination loyalty	Quantitative research. PLS-SEM analysis	Zaman et al. (2021)
IV: destination image MeV: Tourist Satisfaction DV: attitudinal loyalty, behavioural loyalty	Quantitative research; SEM test	Jeong & Kim (2019)
Tourists' and residents' perception	Quantitative research. Questionnaire	Cassia et al. (2018)
IV: predisposing contingent factors, situational contingent factors, city characteristics DV: city image	Quantitative research	Hwang & Kim (2022)
IV: Overall image DV: intention to revisit, intention to recommend	Quantitative research. SEM analysis	Setiawan et al. (2021)
IV: short food video DV: destination image	Content analysis using content mining software ROST content mining 6.	Yi Li et al. (2020)
IV: tourist perceptions MeV: destination image, tourist satisfaction DV: destination loyalty	Conceptual paper based on existing theoretical and empirical research	Rajesh (2013)
IV: city personality MeV: city image DV: revisit intention	SEM approach. Data drawn from a web-based survey were analysed with the AMOS program.	H. Kim & Lee (2015)
IV: City brand image DV: emotional attachment to the city	Quantitative research. PLS-SEM methods.	Simon Manyiwa et al. (2018)

DESTINATION IMAGE IN HYPOTHESIS UNDER STUDY	RESEARCH METHODS	AUTHORS
IV: festival quality MedV: Destination image DV: Revisit intention	Quantitative research. PLS-SEM methods.	Supriono & Yulianto (2021)
IV: destination image MedV: Attitude DV: intention	A blocked design experiment was used during an fMRI scan to track brain activities resulting from presenting the two groups of images to participants,	Al-Kwafi (2015)
IV: Terrorism risk perception MedV: city image DV: behavioural intention MoV: type of destination	Quantitative research. SEM analysis	Carballo et al. (2021)
IV: visitors' experience intensity DV: in-situ destination image formation	Quantitative research. Principal component analysis, MANOVA, and discriminant analysis	Iordanova & Styliadis (2019)
IV: destination image MeV: Tourist satisfaction, Tourist engagement, Destination Value DV: Tourist Loyalty	Quantitative research. CFA and SEM	Huwae et al. 2(020)
IV: Perceived Risk MeV: Risk aversion, media influence, government initiatives, destination image DV: Travel intention	Quantitative research. SEM. Bootstrap method.	Jiang et al. (2022)
IV: Destination image MoV: whether has visited DV: Satisfaction	Quantitative research. Factor analysis. Variance analysis	Leou et al. (2015)
IV: Entrepreneurial Orientation, City Brand Image, Perceived Benefit, Perceived Risk DV: Satisfaction and Intention	Quantitative research	Sokullu (2019)
IV: Place image dimension MeV: Perceived tourism impacts DV: support for tourism development	Quantitative research	Styliadis (2016)
IV: Tourist Personality, Socio-demographic characteristics MeV: Destination image, destination personality DV: Tourist activities preference	Quantitative research	Kovačić et al. (2022)
IV: City branding MeV: branding identity, brand image DV: the decision to visit	Quantitative research. Multiple linear regression analysis, using F test, t-test, and path analysis	Purwanto & Soliha (2017)
IV: Internal Motivation of tourists (push factors), external motivation from destination (pull factors), word of mouth from trusted sources, perceived risks of travel DV: Destination image	Literature review	Madden et al. (2016)

Source: Researcher (2022)

Notes: IV = Independent Variable, MoV = Moderating Variable, MeV = mediating variable, DV = Dependent Variable.

So far, researchers have paid more attention to the use of destination image to explain tourist behavior, loyalty, satisfaction, etc., rather than finding out what influences the image of a destination. Whereas complex variables to be defined and measured will require an equally complex explanation. The number of studies in which the destination image is treated as the dependent variable is limited. The fact that destination image has been widely used as an independent variable even in the latest literature can be seen in Table 2. 24 studies use destination image as an independent variable or mediating variable. There are only five studies that place destination image as a dependent variable.

Some of the antecedent variables that have become the attention of previous researchers to be associated with city image are the perception of tourism security (Ding & Wu, 2022), destination brand awareness (Tran et al., 2019), city authenticity, city uniqueness (Hussein, 2020), city human resources (Folgado-Fernández et al., 2015), city attractions (Wiyana et al., 2018), city brand personality (W. H. Kim et al., 2018), brand identity (Purwanto & Soliha, 2017), festival quality (Supriono & Yulianto, 2021), terrorism risk perception (Carballo et al., 2021), tourist personality, socio-demographic characteristics (Kovačić et al., 2022).

Meanwhile, the factors caused by the city image studied in previous studies are tourist loyalty (Bhat & Darzi, 2018), social media engagement (C. V Priporas et al., 2020), revisit intention (Hussein, 2020), WOM, brand

commitment (Chan et al., 2021), intention to recommend (W. H. Kim et al., 2018), emotional attachment to the city (Simon Manyiwa et al., 2018), travel intention (Jiang et al., 2022), satisfaction (Leou et al., 2015), support for tourism development (Stylidis, 2016), tourist activities preference (Kovačić et al., 2022), dan decision to visit (Purwanto & Soliha, 2017), tourist decision making (Al-Kwafi, 2015), tourist risk perception (Carballo et al., 2021), visitor's experience (Iordanova & Stylidis, 2019), destination value (Huwae et al., 2020), tourist engagement (Huwae et al., 2020), revisit intention, visiting decision (H. Kim & Lee, 2015), satisfaction, emotional attachment, and city brand recognition.

The Roles of Residents to Build City Image.

Kesgin et al. (2019) looked at how locals affected the perception of a destination. The study found that the impression of tourist attractions by locals impacts the perception of a destination. The level of locals' knowledge of tourist attractions and the perception of the location are positively correlated. The results of this study also point to a substantial role in the demographic traits of the population, such as gender and length of residence. This study also demonstrates the value of targeting locals with tourism promotions because they serve as advocates for the region. A positive destination image is especially dependent on the familiarity and attractiveness preferences of the locals. This study sheds light on how to locate potential residents in a place that needs special consideration.

Cassia et al. (2018) looked at three aspects of the image of northern Italian cities: locals' impressions of the city, tourists' opinions of the city image, and a comparison of the two groups' perceptions. The findings demonstrate that inhabitants' and visitors' perceptions of the city image in areas of services, leisure, safety, and entertainment are the same. City amenities are the only aspect of the city image that has changed significantly. Particularly, locals have higher standards for the city amenities than visitors do. Stylidis (2016) created a model that investigates the connection between locals' perceptions of the qualities of a location, the effects of tourism, and support for development. The findings demonstrated that two of the four elements of the destination image developed in this study—physical appearance and social environment—substantially impacted locals' attitudes about tourism. The community services and entertainment services dimensions do not make a big difference.

Based on the involvement of Gen Z citizens in the city's social media during the economic crisis, Priporas et al. (2020) examined the city image and brand personality. The findings indicate that (1) city image and brand personality positively and significantly affect Gen Z residents' participation in the city's social media. (2) There is a negative relationship between residents' satisfaction with their use of city social media, and (3) the impact of the economic crisis on residents' daily routines moderates the relationship between residents' satisfaction with their use of city social media. The discovery that disgruntled citizens are using the city's social media platforms more frequently can be interpreted as citizens' worries about the day-to-day condition in the city.

Casais, Beatriz, Monteiro (2019) examine the involvement of residents in creating city brands, their perceptions of the identity and authenticity of city brands and their suitability to their places. The results show that residents want to actively contribute to their city's marketing strategy. They agree that the image built fits the identity of the city, but they believe the branding strategy is intended to draw tourists rather than deepen locals' ties to the area.

4. Conclusion

The literature review results show that the method of measuring city image is inconsistent. Although the dimensions used are the same, the indicators used and the number of indicators show differences. The dimensions that are mainly used are cognitive image and affective image with various indicators. In contrast, conative is used less often because it refers to how people act on information, such as revisiting and recommending, which overlaps with loyalty indicators. City image is also associated with other variables that act as antecedents of city image and consequences of city image. The most related antecedent variables are city resources and city attractiveness, while the dependent variable resulting from the city image is tourist satisfaction and intention to visit again. Residents have an essential role in building a city image. The involvement of residents in tourism-related activities in their city is considered to affect the formation of the city image. Researchers are advised to explore city image measurements for further research because elements used in the previous studies are not yet consistent.

Despite the significance of our systematic review for researchers and practitioners, the methods used in this review have several limitations. First, only scientific journals were searched, with no consideration given to books, conference papers, commercial journals, or practical reports. Then, the study's search was restricted to three scientific databases (ProQuest, EBSCO, and Taylor and Francis), but other sources of information may cover the subject of the study. Future systematic reviews might make advantage of publications and databases with a wider range of content.

Acknowledgement

This research is fully supported by Trisakti Institute of Tourism

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