Does it Really Affect Me?' Tourism Destination Narratives, Destination Image, and the Intention to Visit: Examining the Moderating Effect of Narrative Transportation

JEHN-YIH WONG, Shu-Ju Lee, WEN-HWA LEE

ABSTRACT

The extent to which tourism destination marketing narratives with different themes influence readers by imaginatively 'transporting' them is quite varied. This study investigates the different degrees of influence such narratives have on destination image and the intention to visit, exploring how the intensity of readers' experiences of being transported by narratives with different themes can influence their intention to visit. Our results reveal the extent to which different narrative themes affect destination image and significantly influence readers' intention to visit. The extent to which narratives with different themes make readers feel transported also has a significant moderating effect on their intention to visit.

Keywords: tourism destination; narrative; destination image; intention to visit; transportation

REFERENCES

Brown JS, Denning S, Groh K, Prusak L. 2005. Story...