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THE CONTRIBUTION OF CONTENT MARKETING TO BUILDING THE BRAND IMAGE OF TOURIST DESTINATIONS

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ABSTRACT

The objective of our article is to highlight the role of content marketing in building brand image and increasing awareness of tourist destinations, to advance the tourism sector. To achieve our objective, we reviewed the literature, building on previous studies, in order to define our conceptual model and hypotheses. Next, we tested these hypotheses with a quantitative study, based on an ad hoc questionnaire of 500 Internet users (tourists), and the results obtained were analyzed through structural equation modeling Pls approach.

The study concluded that the dimensions of content marketing (relevance, credibility, and attractiveness) have a positive and direct impact in building the brand image and increasing awareness among tourists, while brand awareness is considered a real mediator between content marketing and the brand image of the tourist destination.

KEYWORDS

Content Marketing, Brand Image, Brand Awareness, Tourists, Tourist Destinations

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Introduction.

In today's digital age, tourism is one of the largest and most competitive global industries. With a growing number of destinations vying for tourists' attention, establishing a distinct and appealing brand image has become more essential than ever. Content marketing plays a crucial role in shaping the perception of tourist destinations. Unlike traditional advertising methods, content marketing allows destinations to engage with potential visitors on a deeper, more authentic level. By providing valuable, informative, and compelling content, destinations can connect emotionally with their target audience, establish trust, and ultimately influence their decision-making process. This paper explores how content marketing contributes to building and enhancing the brand image of tourist destinations. Content marketing has emerged as a powerful tool for tourist destinations to build and enhance their brand image

Content marketing has become an increasingly important strategy for businesses and organizations across various industries, including the tourism sector. As the competition in the tourism industry intensifies, destination marketers are seeking innovative ways to differentiate their offerings and build a strong brand image. One such strategy that has gained significant attention is content marketing, which involves the creation and distribution of valuable, relevant, and engaging content to attract and retain a target audience.

The purpose of this literature review is to explore the contribution of content marketing to building the brand image of tourist destinations. The review will examine the existing research on the role of content marketing in destination branding, the dimensions of content that are effective in this context. By synthesizing the findings from various scholarly sources, this review aims to provide a comprehensive understanding of the topic and identify potential areas for future research.

This literature review examines the contribution of content marketing dimensions – relevance, credibility, and attractiveness – to increasing brand awareness of tourist destinations. The rise of digital marketing has significantly altered how tourist destinations promote themselves, with content marketing emerging as a key strategy. This review synthesizes existing research to understand how these three dimensions interact to shape destination brand awareness. We will explore the theoretical frameworks underpinning this relationship, analyze empirical findings from various studies, and identify areas for future research.

The review will begin by defining the concept of content marketing and its relevance to the tourism industry, followed by a discussion of the importance of brand image in the context of destination marketing. It will then explore the specific ways in which content marketing can contribute to building a strong brand image for tourist destinations.

It is in this context that this article fits, the objective of which is important in the current tourism, where destinations are vying for the attention of travelers. Content marketing provides an opportunity to not only attract tourists but also build a strong and lasting relationship with them. The study is important for understanding the impact of content marketing on shaping the brand image of a destination and how it can be used strategically to create a memorable experience for tourists. Therefore, it is a matter of answering the following question:

How does content marketing contribute to enhancing the brand image of tourist destinations? and How Content Marketing Contributes to Brand Awareness of Tourist Destinations

To analyse our research question, we adopted a hypothetic-deductive approach. According to the following plan: the first part will focus on a literature review on the research variables, the proposal of our conceptual model and the development of hypotheses. The second part will devote to a quantitative study by means of a questionnaire intended for Internet users and subscribers of Mobile operators in Algeria. Finally, the presentation of the results as well as some recommendations.

2- Literature review

1- Defining Content Marketing in Tourism

Content marketing in tourism encompasses a range of activities aimed at creating and sharing engaging content that resonates with potential tourists. This can include blog posts, articles, videos, infographics, social media updates, virtual tours, and interactive experiences (Kulikova, E. et al, 2024). The objective is not simply to promote a destination but to provide valuable information, tell compelling stories, and build emotional connections with the target audience (Sodikov, 2024). Effective content marketing differentiates destinations, establishes a strong brand identity, and fosters positive associations with the destination. It's not just about showcasing scenic views; it's about crafting narratives that evoke emotions, inspire wanderlust, and ultimately, influence travel decisions (Zhang, 2024).

2- Content Marketing and Brand Building

- **Content marketing** has been defined as "a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action" (Institute, 2022). In the context of tourism, content marketing can be a powerful tool for building brand image and attracting visitors to a destination.

- **Destination branding** is a crucial aspect of tourism marketing, as it helps to differentiate a location from its competitors and communicate its unique features and experiences (Hanna & Rowley, 2015). A strong brand image can enhance a destination's appeal, increase visitor loyalty, and even influence travel decisions. Content marketing can play a key role in this process by creating and disseminating content that aligns with a destination's brand identity and resonates with its target audience.

Content marketing has become an increasingly important strategy for building brand image and awareness, particularly in the tourism industry (Hutter & Hoffmann, 2011). As tourists have become more discerning and selective in their travel choices, the ability of destinations to effectively communicate their unique offerings and experiences through compelling content has become crucial (Chung, 2015)

The three key dimensions of content marketing - relevance, credibility, and attractiveness - have been identified as critical factors in determining the success of a destination's branding efforts.

- **Relevance of Content Marketing**

Relevance refers to the ability of content to resonate with the target audience and address their specific needs and interests (Järvinen, 2016).

Relevance: Connecting Content to Tourist Needs and Interests

Relevant information builds trust and enhances self-congruity, positively influencing the decision-making process. This highlights the importance of accuracy, detail, and overall quality in the content itself. The strategic use of relevant content can significantly influence the perception of the destination as a whole. Effective content strategy necessitates understanding the target audience's preferences and motivations. This involves conducting thorough market research to identify the key drivers of tourist decisions. The study by Jiménez-Barreto et al. demonstrates a multimethod approach to studying the influence of online destination brand experience and credibility on tourist behavioral intentions. Their research highlights the importance of understanding user behavior across different platforms. This understanding informs the creation of relevant content that resonates with different segments of the target market. Therefore, a deep understanding of the target audience is a prerequisite to creating content that effectively connects with them and encourages engagement. Failing to do so can lead to ineffective marketing and a missed opportunity to connect with potential visitors (Jiménez-Barreto, Rubio, Campo, & Molinillo, 2020)

The relevance of content marketing in the tourism industry is well-established, as it enables destinations to effectively communicate their unique offerings and experiences to potential visitors. (Buhalis & Law, Progress in information technology and tourism management: 20 years on and 10 years after the Internet—The state of eTourism research, 2008)

Relevant content that addresses the specific needs and interests of the target audience can significantly influence their perceptions and decision-making (Järvinen, 2016).

Research has shown that the relevance of content marketing can be enhanced through a deep understanding of the target audience, their preferences, and their pain points. By creating content that directly addresses these factors, destinations can effectively capture the attention of potential visitors and differentiate themselves from competitors.

- **Credibility of Content Marketing**

Credibility is the extent to which the content is perceived as trustworthy and reliable, which can significantly influence consumer perceptions and decision-making (Moro, 2017)

Credibility: Establishing Trust and Authenticity

Credibility is crucial for building a strong destination brand image. Credible content is perceived as trustworthy, reliable, and authoritative. This is established through several factors, including the use of high-quality visuals, accurate information, and testimonials from verified sources. The research by Wang and Yan directly addresses the role of trust as a mediator in the relationship between social media information quality and travel intention. Their findings suggest that credible information fosters trust, which in turn, positively influences travel intentions. This highlights the importance of presenting factual and reliable information to establish credibility. (Wang & Yan, 2022)

Consumers are increasingly skeptical of marketing messages and seek out content that they perceive as trustworthy and reliable (Pulizzi, 2012).

Research has highlighted the importance of using authoritative and reputable sources, as well as incorporating user-generated content, to enhance the credibility of a destination's content marketing efforts. Additionally, the use of consistent and transparent messaging, as well as the demonstration of expertise and knowledge, can contribute to the overall credibility of the content.

- **Attractiveness of Content Marketing**

Attractiveness, on the other hand, encompasses the visual and emotional appeal of the content, which can captivate the audience and foster a stronger connection with the destination brand (Baltes, 2015)

Attractiveness: Engaging Content that Captures Attention

Attractive content is visually appealing, emotionally engaging, and stimulating. This involves using high-quality images and videos, incorporating storytelling techniques, and creating content that appeals to the

senses. The study by Bazi et al. emphasizes the importance of content aesthetic quality and its mediating role in fostering brand love and loyalty through entertainment. Their research shows that aesthetically pleasing and entertaining content can significantly increase customer engagement and strengthen brand relationships. This highlights the importance of investing in high-quality visuals and creative storytelling to enhance the attractiveness of content. (Bazi, Filieri, & Gorton, 2023)

The attractiveness of content marketing is a crucial factor in building the brand image of tourist destinations, as it can captivate the audience and foster a stronger connection with the destination brand (Baltes, 2015).

Attractive content that evokes emotional responses and creates a sense of anticipation can significantly influence consumer perceptions and decision-making (Hutter & Hoffmann, 2011).

Research has highlighted the importance of incorporating visually appealing elements, such as high-quality images and videos, as well as engaging storytelling techniques, to enhance the attractiveness of a destination's content marketing efforts. Additionally, the use of user-generated content and influencer marketing can contribute to the overall attractiveness of the content, as it can provide a more authentic and relatable perspective.

The three dimensions of content marketing – relevance, credibility, and attractiveness – are interconnected and mutually reinforcing. High-quality, relevant content is more likely to be perceived as credible if it comes from a trusted source and is presented in an attractive manner. Similarly, credible information is more likely to be relevant and engaging if it is presented in an attractive format. The effectiveness of content marketing relies on the synergistic interplay of all three dimensions. The combined effect of relevance, credibility, and attractiveness can significantly enhance the overall impact of the marketing strategy. Therefore, a holistic approach is crucial for maximizing the effectiveness of content marketing efforts.

- **Contribution of Content Marketing Dimensions to Brand Image**

The existing research suggests that the three key dimensions of content marketing - relevance, credibility, and attractiveness - can significantly contribute to the building of a destination's brand image (Baltes, 2015).

Relevant content that addresses the specific needs and interests of the target audience can help to differentiate the destination and capture the attention of potential visitors (Järvinen, 2016).

Credible content that is perceived as trustworthy and reliable can enhance consumer confidence and influence their decision-making. (Moro, 2017)

Attractive content that evokes emotional responses and creates a sense of anticipation can foster a stronger connection between the destination and the audience, ultimately contributing to the overall brand image (Hutter & Hoffmann, 2011).

- **Measuring the Impact of Content Marketing**

Measuring the impact of content marketing on destination brand image can be a complex and challenging task, as the effects of content marketing may be difficult to isolate from other marketing and branding efforts. However, destination marketers can employ a variety of metrics and analytics to evaluate the effectiveness of their content marketing strategies and their impact on brand image. (Hays, Page, & Buhalis, 2013).

Some common metrics used to measure the impact of content marketing in the tourism industry include website traffic, social media engagement, lead generation, and conversion rates. (Mariani, Di Felice, & Mura, 2016) Destination marketers can also use more qualitative measures, such as brand awareness, brand loyalty, and customer satisfaction, to assess the impact of their content marketing efforts on the overall brand image.

This literature review aims to examine the existing research on the contribution of these three content marketing dimensions in building the brand image of tourist destinations. By synthesizing the findings from various studies, the review will provide a comprehensive understanding of the role of content marketing in shaping destination branding and offer insights for tourism practitioners and researchers.

Research hypotheses and Conceptual model:

Relevance significantly influences Content Marketing by ensuring that the messages and information align with the needs and interests of the target audience. When content meets the audience's expectations, it boosts engagement, strengthens trust, and enhances the connection with the brand (Moisio, E. (2020); Zhou, L. (2017)), we suppose:

H 1: Relevance has a significant influence on the Content Marketing.

Credibility significantly influences Content Marketing by enhancing its trustworthiness and reliability in the eyes of the audience. When brand content is perceived as credible, it fosters greater consumer confidence and encourages positive engagement. Credible content is more likely to be accepted and shared, leading to stronger brand loyalty and a more favourable brand image Lou, C., & Yuan, S. (2019). Therefore, we assume that:

H 2: Credibility has a significant influence on the Content Marketing.

Attractiveness has a significant influence on Content Marketing by making it more engaging and visually appealing to the audience. When content is aesthetically pleasing or emotionally compelling, it captures attention and encourages interaction, leading to higher levels of engagement and recall So, K. et al, (2017). Attractive Content Marketing is more likely to create a positive impression, strengthen brand perception, and increase consumer interest. We suppose:

H 3: Attractiveness has a significant influence on the Content Marketing.

Brand awareness acts as a mediator in the relationship between Content Marketing and the Tourist Destination Brand Image. This means that the content created by the brand helps increase the audience's awareness of the brand, which in turn influences their perception of the destination's brand image. Poursaeed, M., et al, (2023) When consumers are more familiar with a brand, they are more likely to associate it with positive attributes and a strong image. The Content Marketing not only shapes consumer perceptions directly but also indirectly affects the brand image through increased brand awareness, which serves as a crucial step in building a strong destination brand Manhas, P. et al, (2016). Therefore, we suppose that:

H 4: Brand Awareness mediates the relationship between Content Marketing & Tourist Destination Brand Image.

H 4.1: Content Marketing has a significant influence on Brand Awareness.

H 4.2: Brand Awareness has a significant influence on the Tourist Destination Brand Image.

Content Marketing has a significant influence on the tourist destination brand image by shaping how the target audience perceives the destination. Well-crafted brand content, whether through storytelling, visuals, or messaging, helps create a compelling and attractive image of the destination. It influences consumer attitudes and can enhance the destination's reputation, making it more appealing to potential visitors (Konecnik, M., & Go, F. (2008); Gartner, W. C. (2014)). We suppose that:

H 5: Content Marketing has a significant influence on the Tourist Destination Brand Image.

Therefore, we are going to test the direct relationship between Content Marketing and the Tourist Destination Brand Image. We will also, test the mediating effect of Brand Awareness in this relationship; Figure 1 schematizes our conceptual model:

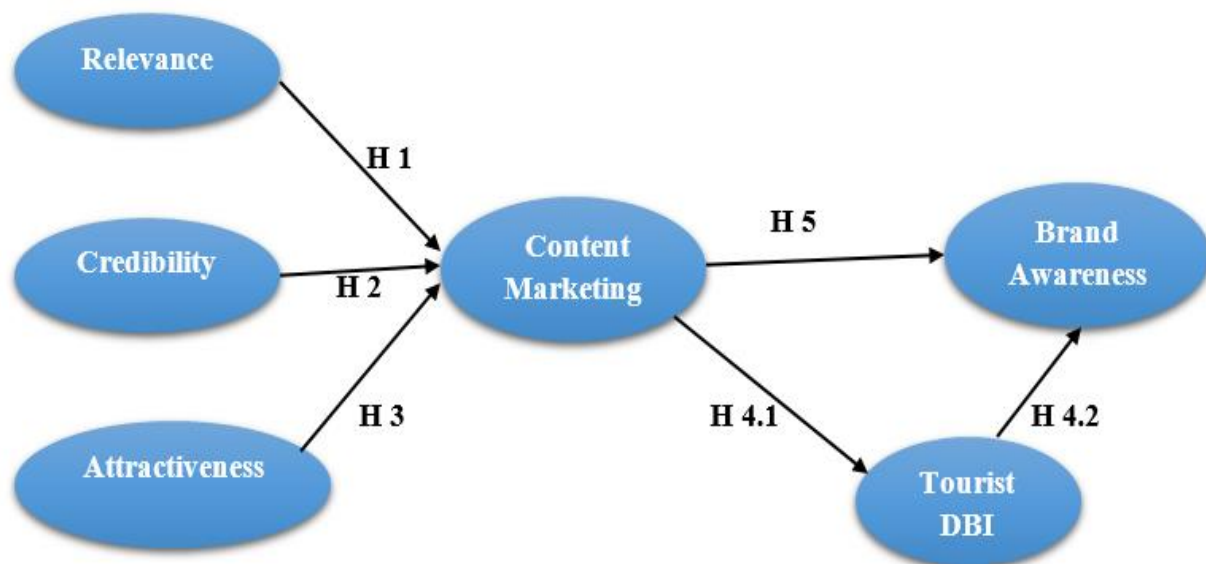


Fig. 1 Conceptual model of research

In summary, our conceptual model consists of three types of variables: an independent variable "Content Marketing" through three dimensions (Relevance; Credibility; and Attractiveness), a dependent variable "Tourist Destination Brand Image" and mediating variable "Brand Awareness"

3. Materials and methods:

In our study, we have adopted a quantitative methodology to investigate **tourists** to test our hypotheses, we designed a questionnaire administered to 500 respondents (tourists) over six months' period. The

questionnaire was distributed through multiple channels, including social networks, email, and face-to-face interactions. A non-probability sampling technique, specifically convenience sampling, was employed to select participants for the study. The collected data will be analysed using the Partial Least Squares (PLS) method for structural equation modelling (SEM). PLS is a powerful technique used to estimate relationships between constructs and concepts within a model. For this analysis, we will utilize SMART-PLS software, version 4.

SEM has become a cornerstone in modern research due to its multivariate nature, offering a comprehensive framework for testing theoretical models (Iacobucci, 2009). Our choice to use PLS-SEM is guided by its ability to simultaneously evaluate relationships between dependent and independent variables (Safitri et al., 2022), enabling an in-depth assessment of our theoretical framework in the context of this study (Memon et al., 2021).

4. Results and discussion:

In SEM, the model consists of two sub-models: the measurement model and the structural model. The measurement model assesses the reliability and validity of the relationships between observed variables (manifest variables) and their underlying constructs (latent variables). This process ensures that the observed items accurately reflect their respective constructs. In contrast, the structural model focuses on testing the hypothesized relationships between latent variables to evaluate the theoretical framework (Hair, 2010).

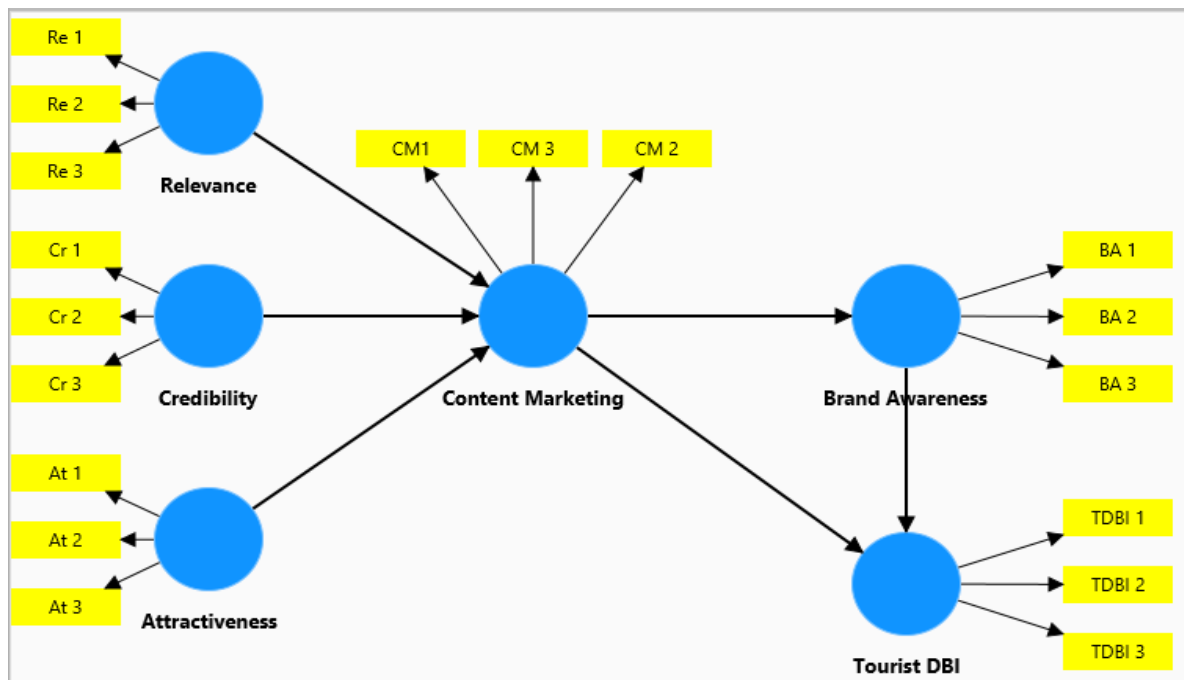


Fig. 2. Our model research on Smart PLS

A. Measurement model analysis

1. Reliability and Convergent Validity:

- **Reliability:** refers to the extent to which a construct consistently explains the variance in observed variables, minimizing measurement errors. According to Hair et al. (2017), reliability is considered satisfactory when both Cronbach's α and composite reliability (CR) values exceed 0.7, reflecting good internal consistency. The Cronbach's α and CR values obtained from our PLS-SEM measurement model are summarized in the table below.

- **Convergent validity:** determines whether the observed variables effectively measure their associated constructs. Based on the guidelines proposed by Fornell and Larcker (1981), a construct demonstrates strong convergent validity when the Average Variance Extracted (AVE) is 0.5 or higher, indicating that more than half of the variance in the observed variables is explained by the latent construct.

Table 1. Reliability and validity of the construct

	<i>Cronbach's alpha</i>	<i>Composite reliability rh a</i>	<i>Composite reliability rh c</i>	<i>Average variance extracted AVE</i>
<i>Tourist DBI</i>	0.901	0.892	0.912	0.654
<i>Content Marketing</i>	0.925	0.954	0.901	0.780
<i>Brand Awareness</i>	0.872	0.892	0.768	0.602
<i>Relevance</i>	0.831	0.803	0.874	0.614
<i>Credibility</i>	0.901	0.892	0.913	0.654
<i>Attractiveness</i>	0.813	0.769	0.857	0.708

According to the findings presented in table 1, it is evident that all reliability indices (Cronbach's α , Rho-A, and Composite Reliability) in our model exceed > 0.7 , while the values of AVE for convergent validity surpass > 0.5 . These results indicate highly satisfactory outcomes, demonstrating robust internal consistency of the scales and significant coherence among the items.

2. Discriminant Validity:

To assess discriminant validity, we employed the Fornell-Larcker test (1981), which examines whether the measurement indicators of a construct exhibit higher correlations with each other than with indicators of other constructs. The results of our model are displayed in Table 2.

Table 2. The Discriminant Validity of Constructs

	<i>Tourist DBI</i>	<i>Content Marketing</i>	<i>Brand Awareness</i>	<i>Relevance</i>	<i>Credibility</i>	<i>Attractiveness</i>
<i>Tourist DBI</i>	0.822					
<i>Content Marketing</i>	0.378	0.757				
<i>Brand Awareness</i>	0.661	0.368	0.871			
<i>Relevance</i>	0.601	0.408	0.415	0.843		
<i>Credibility</i>	0.742	0.647	0.388	0.398	0.867	
<i>Attractiveness</i>	0.544	0.332	0.569	0.447	0.501	0.711

The findings indicate that the manifest variables are more closely associated with their respective constructs than with other latent variables. As illustrated in the table above, each construct's Average Variance Extracted (AVE) was compared to the squared correlation with other constructs, and the AVE was consistently higher.

B. Structural model analysis:

According to Hair et al. (2017), this analysis focuses on key metrics, including correlation coefficients, the determination coefficient (R^2), Cohen's effect size index (F^2), and predictive relevance (Q^2) based on Stone-Geisser's criterion.

1. Analysis of the determination coefficient R^2 :

The determination coefficient (R^2) is a commonly used measure to evaluate the structural model, indicating the proportion of variance in the dependent variable explained by one or more independent variables. Chin (1998) classifies R^2 values of 0.67, 0.33, and 0.19 as reflecting substantial, moderate, and weak explanatory power, respectively.

Table 3. The determination coefficient R^2

	<i>R-square</i>	<i>R-square adjusted</i>
<i>Tourist DBI</i>	0.613	0.757
<i>Content Marketing</i>	0.711	0.647
<i>Brand Awareness</i>	0.513	0.408

In our model according to table 3, the model explains 0.7 variance for Content Marketing, 0.61 variance for Tourist DBI, 0.5 variance for Brand Awareness. So our dependent variables are well explained by the independent variables.

2. Analysis of the size of the effect F^2

The effect size (F^2) analysis measures the strength of an impact within the model. According to Cohen (1988), an F^2 greater than 0.35 indicates a large effect size, while values between 0.15 and 0.35 represent a medium effect. Effect sizes between 0.02 and 0.15 are classified as small, and an F^2 below 0.02 suggests no significant effect (Hair et al., 2017).

Table 4. The size of the effect F^2

<i>F-square</i>	<i>Brand Content</i>	<i>Brand Awareness</i>	<i>Tourist DBI</i>
<i>Content Marketing</i>		0.401	0.594
<i>Brand Awareness</i>			0.758
<i>Relevance</i>	0.612		
<i>Credibility</i>	0.329		
<i>Attractiveness</i>	0.348		

In our model, as shown in Table 4, the values of F^2 indicate that the effect size ranges from medium to large: specifically, the effect of Content Marketing on the two variables Brand Awareness and Tourist DBI (Destination Brand Image). As well as the values of F^2 for Brand Awareness on Tourist DBI; and the values of F^2 for Relevance on Content Marketing; are large size effect. Moreover, the values of F^2 for Credibility on Brand Content and Attractiveness on Content Marketing are medium size effects.

3. Predictive Relevance Q^2 Analysis:

The Stone-Geisser coefficient (Q^2), also known as the cross-validation redundancy index, evaluates the predictive validity of a model. A Q^2 value greater than 0 indicates acceptable predictive validity, while a Q^2 value less than 0 suggests that the model is not acceptable (Hair et al., 2017)

Table 5. Predictive Relevance Q^2

	<i>SSO</i>	<i>SSE</i>	<i>Q-square</i>
<i>Tourist DBI</i>	970.000	970.000	0.000
<i>Content Marketing</i>	1,213.000	967.089	0.178
<i>Brand Awareness</i>	1,969.000	1,314.683	
<i>Relevance</i>	979.000	660.764	0.331
<i>Credibility</i>	1,371.000	1,200.000	
<i>Attractiveness</i>	1,960.000	1,334.683	0.319

In our study, as shown in the preceding table, the Q^2 values are greater than 0, indicating significant predictive validity. This suggests that the model effectively predicts the dependent variables and demonstrates its capability to explain them.

C. Hypothesis testing:

To test the model's hypotheses, it is crucial to examine the p-values and t-values. A p-value must be less than 0.05, and a t-value must exceed 2 for the results to be considered statistically significant.

Table 6. Total effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P values	Hypothesis test
Relevance=> Content Marketing	0.077	0.077	0.024	3.258	0.001	H 1 validated
Credibility=> Content Marketing	0.619	0.614	0.027	22.681	0.000	H 2 validated
Attractiveness=> Content Marketing	0.662	0.461	0.023	14.979	0.000	H 3 validated
Content Marketing => Brand Awareness	0.459	0.460	0.036	12.658	0.000	H 4.1 validated
Brand Awareness => Tourist BDI	0.370	0.371	0.036	10.201	0.000	H 4.2 validated
Content Marketing => Tourist BDI	0.562	0.562	0.033	16.979	0.000	H 5 validated

From the previous table, we observed that all the values meet the required thresholds, confirming that all the hypotheses are validated. These findings align with the empirical results from our study and corroborate the conclusions drawn from the literature review, namely:

The hypothesis testing results demonstrate the following key findings:

H1, H2, and H3: Relevance, Credibility, and Attractiveness each have a significant positive influence on Content Marketing. So: relevance, Credibility and Attractiveness represent real dimensions of the Content Marketing variable.

H4, H4.1, H4.2, and H5: Brand Awareness presents itself as a true mediator between Content Marketing and Tourist Destination Brand Image.

These results highlight the interconnected roles of Relevance, Credibility, Attractiveness, and Brand Awareness in shaping Content Marketing and its impact on the Tourist Destination Brand Image.

Conclusions

In conclusion, the literature review has highlighted the critical role of content marketing dimensions in building the brand image of tourist destinations. The relevance, credibility, and attractiveness of content marketing have been identified as key factors that can significantly influence consumer perceptions and decision-making.

Relevant content that addresses the specific needs and interests of the target audience can help to differentiate the destination and capture the attention of potential visitors. Credible content that is perceived as trustworthy and reliable can enhance consumer confidence and influence their decision-making. Attractive content that evokes emotional responses and creates a sense of anticipation can foster a stronger connection between the destination and the audience, ultimately contributing to the overall brand image.

The findings of this literature review have important implications for tourism practitioners and researchers. Destination marketers should prioritize the development of content marketing strategies that effectively leverage the three key dimensions of relevance, credibility, and attractiveness. By creating content that resonates with the target audience, is perceived as trustworthy, and is visually appealing, destinations can enhance their brand image and differentiate themselves in a highly competitive market.

Future research should explore the specific strategies and techniques that destinations can employ to optimize their content marketing efforts, as well as the impact of these strategies on consumer behavior and destination loyalty. Additionally, the role of emerging technologies, such as virtual reality and augmented reality, in enhancing the attractiveness and immersiveness of content marketing should be investigated.

Overall, this literature review has provided a comprehensive understanding of the contribution of content marketing dimensions in building the brand image of tourist destinations. By leveraging the insights and recommendations presented here, tourism practitioners and researchers can develop more effective strategies for strengthening the brand image of their destinations and attracting a larger share of the global tourism market.

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