

## Destination Image and Trust in Tourism: A Comprehensive Bibliometric Exploration using R-Tool Bibliometrix

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**Abstract.** Understanding the relationship between destination image and destination trust is crucial for sustainable tourism development. This bibliometric study aims to analyze the research trends and future directions in this field by examining 330 publications from the Scopus database between 2006 and 2023. Utilizing the R-Tool Bibliometrix, the authors conduct performance analysis and science mapping techniques to identify significant sources, authors, countries, affiliations, and influential articles. The findings reveal a steady but declining growth in citations related to destination image and trust, highlighting the need for further research. Thematic maps and trend analysis indicate an emphasis on emotional responses and the influence of social media, particularly among younger generations, in shaping destination choices. The study suggests expanding the destination image literature to incorporate emotional factors and leveraging social media insights to foster authentic tourist experiences. By providing a comprehensive bibliometric analysis, this research offers valuable insights for tourism researchers, practitioners, and policymakers to strategically manage destination image and build trust among visitors.

**Keywords:** Bibliometric, Destination Image, Destination Trust, Tourism.

## **1. Introduction**

Tourist loyalty relies heavily on the destination image, emphasizing the need for active management of tourist relationships for long-term sustainability (Kanwel et al., 2019). Destination image encompasses perceptions, beliefs, emotions, and knowledge about a destination, obtained from various sources including travel experiences, associations, and online platforms (Jebbouri et al., 2022). Recent trust crises in various destinations underscore the pivotal role of trust, drawing attention from researchers and tourism professionals (Liu et al., 2019). For instance, the 2019 safety concerns in the Dominican Republic, where a series of tourist deaths led to widespread fear and a significant drop in tourism, highlighted the impact of perceived safety on destination trust (Burgos et al., 2019; Navarro, 2019). Similarly, the political unrest in Hong Kong in 2019 caused a sharp decline in tourist arrivals due to safety and security concerns, eroding trust in the destination (Kim et al., 2020; Poon & Koay, 2021; Shim et al., 2022). Moreover, the COVID-19 pandemic has further exposed vulnerabilities, with destinations like Italy and Spain experiencing dramatic decreases in tourist numbers due to health and safety fears (Gössling, Scott, & Hall, 2021).

The connection between destination image and tourists' trust is vital (Liu et al., 2019). Trust fosters a positive destination image, while its disruption can harm the overall perception (Chew & Jahari, 2014). Instances like harassment and fraud negatively impact trust and require attention in destination management (Chang, 2014). Communicating trustworthiness is crucial to alleviate tourist concerns and enhance market share (Mohammed Abubakar, 2016). Trust plays a central role in marketing and long-term relationships (Chen & Phou, 2013), alongside factors like satisfaction and attachment (Jebbouri et al., 2022). These insights can aid destination marketers in crafting effective strategies to boost trust levels. These examples demonstrate the critical importance of trust in maintaining and attracting tourists, thereby justifying the need for a deeper investigation into how image and trust can be managed and restored in the tourism industry (Franco & Tienda, 2023).

Previous studies have explored the topic of destination image from different perspectives using bibliometric analysis. For instance, Wang et al., (2023) Though explored for over 50 years, recent trends in destination image research remain understudied. This study analyzes 178 articles (2012-2023) to identify key features and introduce "e-WOM image" for future research advancement. Similarly, Huang et al., (2023) provides an overview of the evolution of destination studies from 2000 to 2020, identifies key themes and structural variations in 1393 destination studies through bibliometric analysis, and concludes with a research agenda for destination management scholarship. Pruñonosa et al., (2023) maps the intellectual structure and theoretical development of destination image (DI) research from 2001 to 2020 and during Covid-19 (2021–2023), using co-citation analysis to identify main clusters, intellectual turning points, and shifts in research focus due to the pandemic, providing insights for destination management and tourism industry adaptation. Guo, (2023) systematically visualizes the structure and trends of urban tourism destination image (U-TDI) research from 2005 to 2021 using bibliometric analysis, highlighting key topics, influential regions, and future research directions to aid scholars and policymakers in understanding and developing city image.

Despite these contributions, recent trends in destination image research remain understudied, leaving gaps in our understanding of this crucial aspect of tourism. Moreover, limited attention has been given to the relationship between destination image and trust, which plays a fundamental role in influencing tourist behavior and destination choice. Therefore, this study aims to address these gaps by conducting a comprehensive bibliometric analysis to investigate the importance of destination image and trust in tourism.

The primary objective of this study is to undertake a comprehensive bibliometric analysis to elucidate the significance of destination image and trust in the context of tourism. Specifically, our aim is to identify key research trends, influential authors, top journals, and emerging themes pertaining to destination image and trust. Additionally, we seek to explore the evolution of research in this domain

over time and identify potential gaps or areas for future exploration (Zupic & Čater, 2015). In line with these objectives, we will address the following research questions:

- What are the predominant themes and trends in destination image towards trust research?
- Based on recent trends, what future research directions can be identified in destination image towards trust?

Employing bibliometric analysis, particularly through the R-Tool Bibliometrix, offers several advantages in this context. Firstly, it facilitates a systematic and objective examination of an extensive body of scholarly literature, enabling the identification of patterns, trends, and gaps in the research landscape efficiently (Ellegaard & Wallin, 2015). Secondly, utilizing Bibliometrix provides access to robust statistical methods and visualization tools, thereby facilitating a deeper exploration of the relationships between variables and the evolution of research themes over time (Aria & Cuccurullo, 2017). Lastly, leveraging bibliometric analysis enhances the reproducibility and transparency of the study, allowing other researchers to replicate and verify the findings (Linnenluecke et al., 2019), thereby contributing to the advancement of knowledge in the field of tourism research.

The paper's structure is as follows: Section 2 covers the database used and adherence to the PRISMA Checklist. Section 3 presents findings and discussions from bibliometric analysis, including performance analysis identifying significant sources, authors, countries, affiliations, impactful articles, and local cited references. Science mapping analysis, including thematic maps and exploration of thematic evolution, visually represents recent trends and potential future research directions. Section 4 concludes by addressing limitations and providing recommendations.

## **2. Method and Method**

### **2.1. Database Search Protocol**

Chen and Xiao (2016), outline two primary methods for selecting keywords: using keywords from a higher level in publications or employing critical keywords to identify larger research areas and their relevance at the micro level. This study adopts the latter approach and employs a systematic database search using the PRISMA procedure developed by Page et al. (2021). The PRISMA procedure offers a comprehensive checklist to enhance the standards of bibliometric analyses for academics and researchers (Alshater et al., 2022; Streimikis & Saraji, 2022). Figure 1 depicts the step-by-step process of collecting data for bibliometric analysis, as presented in the PRISMA flowchart.

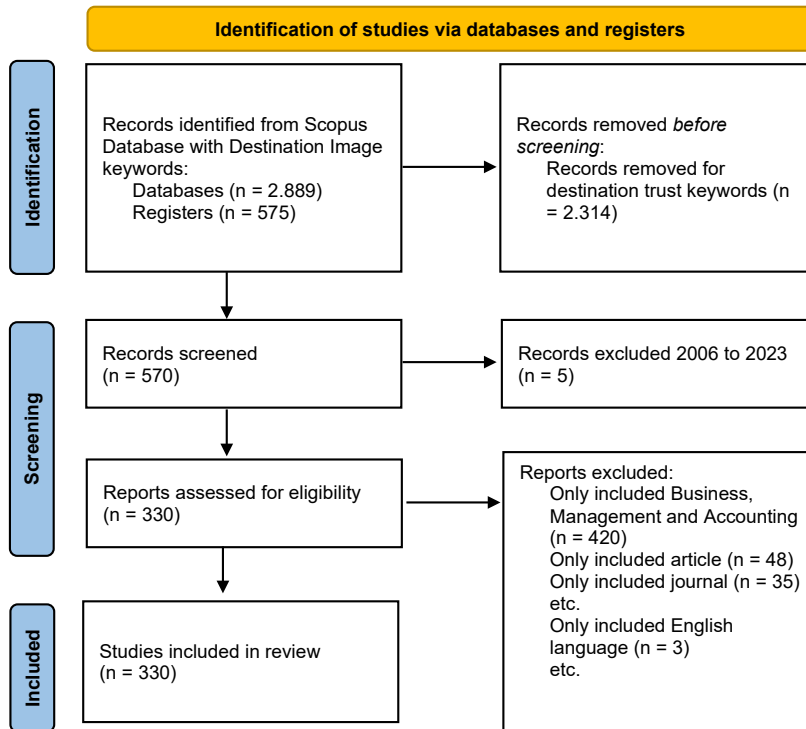


Fig.1: PRISMA Diagram.

A database search was conducted up to the year 2023 to ensure relevant articles could be reviewed. Scopus was chosen for its extensive coverage of high-quality, peer-reviewed literature across various disciplines (Baas et al., 2020; Gasparyan et al., 2013). First, "Destination Image" was entered in the Search Keyword section, yielding 2,889 articles. Then, in the refine search section, "Destinations Trust" was added as the second keyword, narrowing it down to 575 articles, with the earliest article appearing in 2006. Since the refined search started in 2006, the focus was on screening from 2006 to 2023. In the screening process, only the subject areas of business, management, and accounting, the document type article, the source type journal, and English-language articles were included in the analysis to facilitate the use of Biblioshiny, leaving 330 articles. Finally, these 330 articles were downloaded in CSV format and analyzed using Biblioshiny.

## 2.2. Bibliometric Analysis

The bibliometric analysis employed in this study involves using performance analysis and scientific mapping tools within the Biblioshiny package in R Studio. Biblioshiny is a web-based application for bibliometric analysis integrated into the R package "bibliometrix," offering various functions to analyze and visualize bibliometric data (Aria et al., 2022; Aria & Cuccurullo, 2017; Donthu et al., 2021). Performance analysis in Biblioshiny was used to evaluate the most productive authors, institutions, countries, and journals in the field, incorporating citation analysis to identify the most cited articles, authors, and journals, publication trends to analyze the annual number of publications and citations over time, and the H-index to assess the impact of authors and institutions. For scientific mapping, thematic maps and thematic evolution analysis were employed to explore the intellectual structure and development of research themes over time. Thematic maps were used to display the development and relevance of research themes, while thematic evolution analysis provided insights into how these themes have evolved (Aria et al., 2022; Aria & Cuccurullo, 2017; Donthu et al., 2021). These visualization

techniques facilitated a detailed and comprehensive analysis of the research landscape on destination image and trust in tourism.

### 3. Result

The section presents comprehensive findings and discussions stemming from bibliometric analysis. This encompasses a detailed performance analysis, pinpointing significant sources, authors, countries, affiliations, impactful articles, and locally cited references. Additionally, the study employs science mapping analysis, utilizing thematic maps to explore thematic evolution, providing a visual representation of recent trends and offering insights into potential future research directions.

#### 3.1. Most Relevant Sources

Researchers used the most relevant source to see which research sources were issued. Figure 2 shows the most relevant source according to biblioshiny result.

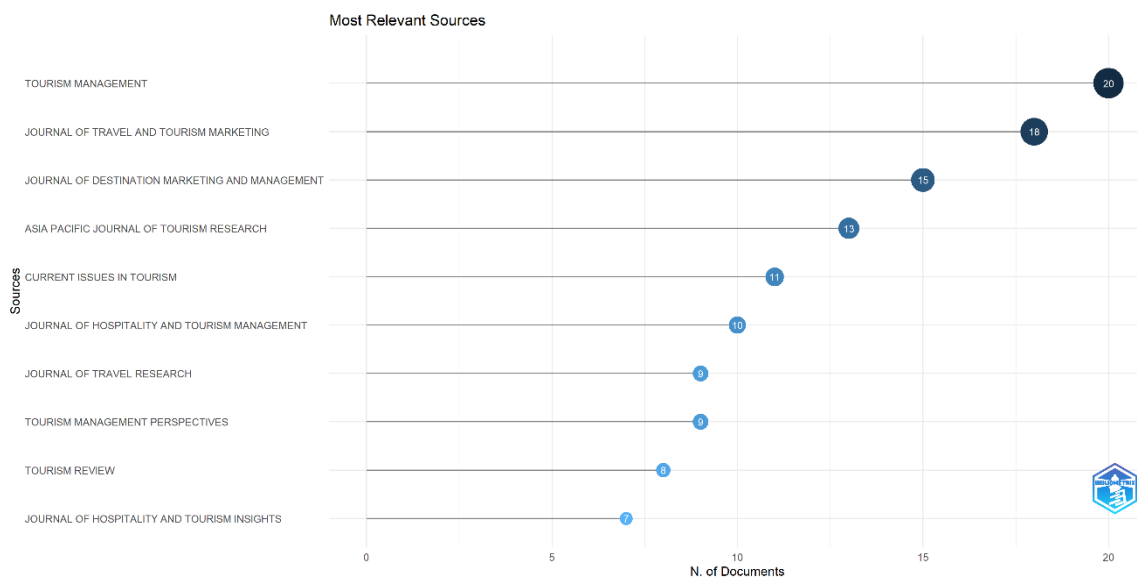


Fig.2: Most Relevant Source. Source: Biblioshiny.

The data reveals the distribution of articles across key tourism-related journals. Tourism Management leads with 20 articles, followed closely by Journal of Travel and Tourism Marketing with 18. Other significant contributors include Journal of Destination Marketing and Management (15 articles), Asia Pacific Journal of Tourism Research (13 articles), and "Current Issues in Tourism" (11 articles). Journals such as Journal of Hospitality and Tourism Management, Journal of Travel Research, Tourism Management Perspectives, and Tourism Review also make substantial contributions, while Journal of Hospitality and Tourism Insights concludes the list with 7 articles. This analysis provides a concise overview of the scholarly output across diverse journals, offering insights into the key platforms influencing tourism research.

#### 3.2. Most Impact Authors

This section highlights the authors most cited in literature on destination image towards trust. Table 1 ranks the articles by various metrics such as h-index, m-index, g-index, total citation (TC), and net production (NP), alongside the publication starting year (PY\_start), identifying the top 10 authors and their publications.

Table 1. Most Impact Authors. Source: Bilioshiny.

Authors	h_index	g_index	m_index	TC	NP	PY_start
STYLIDIS D	8	9	0.727	738	9	2014
HAN H	4	5	0.667	396	5	2019
GNOTH J	3	3	0.231	102	3	2012
GONZÁLEZ-RODRÍGUEZ MR	3	3	0.333	170	3	2016
HASAN MK	3	3	0.5	80	3	2019
HSU MK	3	3	0.2	501	3	2010
IORDANOVA E	3	3	0.375	78	3	2017
JEONG Y	3	3	0.5	148	3	2019
KIM S	3	3	0.5	195	3	2019
LI Y	3	3	0.75	67	3	2021

The data presents bibliometric metrics for authors in the field, measuring their research impact and productivity. STYLIDIS D leads with the highest h-index of 8, followed by HAN H with an h-index of 4. LI Y has the highest m-index of 0.75, considering co-authorship. STYLIDIS D stands out with 738 citations and 9 publications since 2014, indicating significant productivity. PY\_start indicates the starting year of their publication record, providing insights into the duration of their research activity. This analysis offers a quantitative overview of the authors' scholarly impact, productivity, and research duration.

### 3.3. Most Cited Country

Figure 3 provides a visual representation of the distribution of corresponding authors across the top 10 countries.

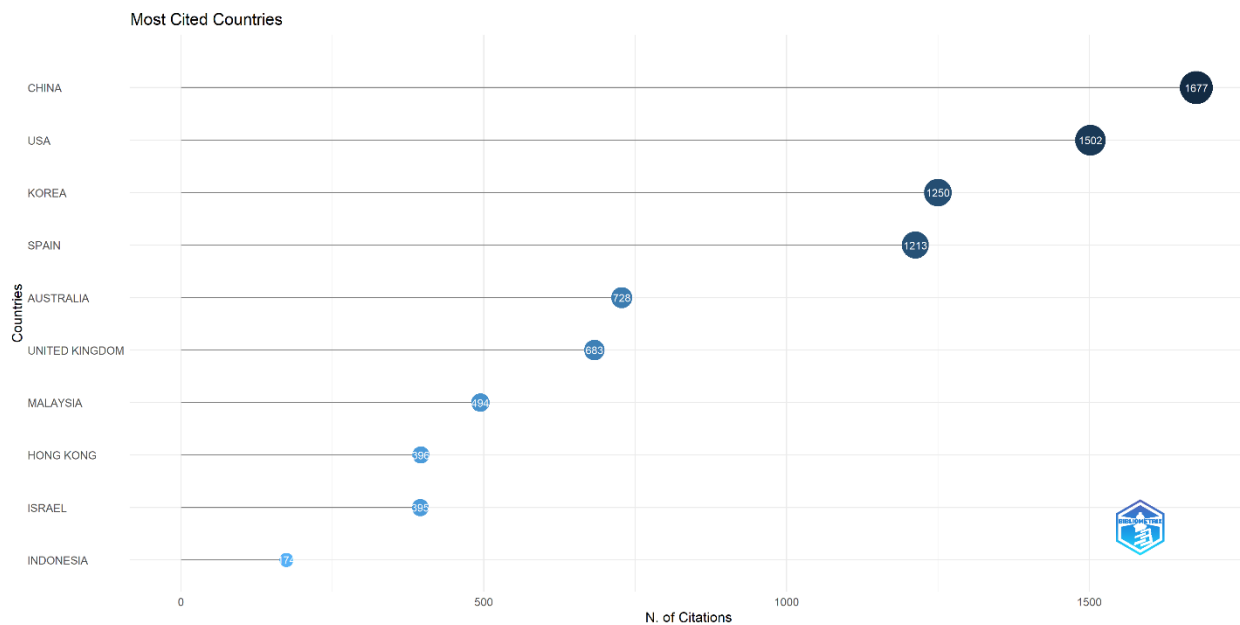


Fig.3: Most Cited Country. Source: Bilioshiny.

Figure 3 shows a comparison of total citations and average article citations across countries. China leads in total citations with 1677, while the United States has the highest average article citations at 83.40. Korea follows closely, with Spain, Australia, and others also showing significant performance. This analysis provides insights into citation patterns in tourism research.

### 3.4. Most Relevant Affiliation

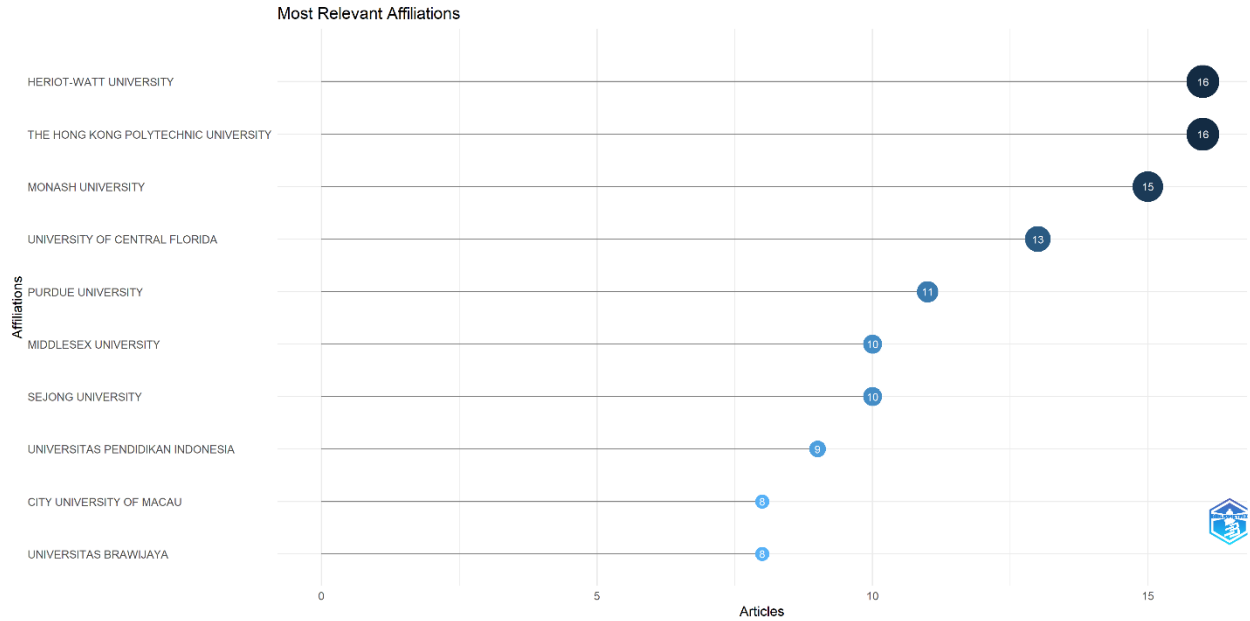


Fig.4: Most Relevant Affiliations. Source: Biblioshiny.

The data highlights the major affiliations contributing to tourism research. Heriot-Watt University and The Hong Kong Polytechnic University lead with 16 articles each, followed by Monash University with 15. The University of Central Florida and Purdue University also make significant contributions. This analysis sheds light on influential affiliations in tourism research.

### 3.5. Most Impact Article

This section delves into the top 10 globally cited articles on trust in destination image, as listed in Table 2. These articles represent the most influential research within this specific field.

Table 2. Most Impact Article. Source: Bilioshiny.

Document	Year	LC	GC	LC/GC Ratio (%)	NLC	NGC
CHEN C-F, 2013, TOUR MANAGE	2013	11	428	2.57	0.85	1.86
CASTRO CB, 2007, TOUR MANAGE	2007	22	399	5.51	1.00	1.00
STYLIDIS D, 2014, TOUR MANAGE	2014	6	395	1.52	4.20	4.53
STEPCHENKOVA S, 2013, TOUR MANAGE	2013	9	323	2.79	0.69	1.40
WANG C-Y, 2010, J TRAVEL TOUR MARK	2010	15	308	4.87	2.57	3.09
VEASNA S, 2013, TOUR MANAGE	2013	20	261	7.66	1.54	1.13
KIM S-E, 2017, INF MANAGE	2017	4	249	1.61	1.40	3.95
SUN X, 2013, ANN TOUR RES	2013	21	246	8.54	1.62	1.07
THAM A, 2013, J TRAVEL TOUR MARK	2013	10	189	5.29	0.77	0.82
XU (RINKA) X, 2018, J TRAVEL TOUR MARK	2018	0	180	0.00	0.00	4.91

LC: Local Citations, GC: Global Citations, NLC: Normalized Local Citations, and NGC: Normalized Global Citations

The data provides bibliometric insights into tourism literature. Among the highlighted articles, Castro CB's 2007 paper in Tourism Management stands out with a high LC/GC ratio of 5.51, indicating a substantial local impact relative to its global citations. This suggests that Castro's work has resonated strongly within specific contexts or regions, possibly due to its relevance to local tourism practices or challenges. Conversely, Stylidis D's 2014 paper demonstrates a lower LC/GC ratio of 1.52, suggesting

a more balanced distribution of citations between local and global sources. This may indicate that Stylidis' research has garnered attention and recognition from a broader audience across various geographical regions.

Wang C-Y's 2010 paper in the Journal of Travel and Tourism Marketing also merits attention, boasting a robust LC/GC ratio of 4.87. This indicates a significant local impact coupled with substantial global recognition, implying that Wang's research has influenced both local tourism stakeholders and the broader academic community. On the other hand, Xu (Rinka) X's 2018 paper presents an intriguing case with a minimal LC/GC ratio of 0.00. While this may initially appear as a lack of local impact, it is essential to note the paper's high normalized global citations (NGC) of 4.91, indicating a considerable influence on the global stage despite limited local citations. This suggests that Xu's work has transcended geographical boundaries and resonated with researchers and practitioners worldwide.

Overall, the data presented in Table 2 offer valuable insights into the citation patterns and impact of seminal works in the field of trust in destination image. By examining the distribution of citations between local and global sources, we gain a deeper understanding of the reach and relevance of these articles within tourism literature.

### 3.6. Most Local Cited Reference

Focusing on the local context, Table 2 highlights the 10 most cited artistic works relevant to building trust in destination image publications.

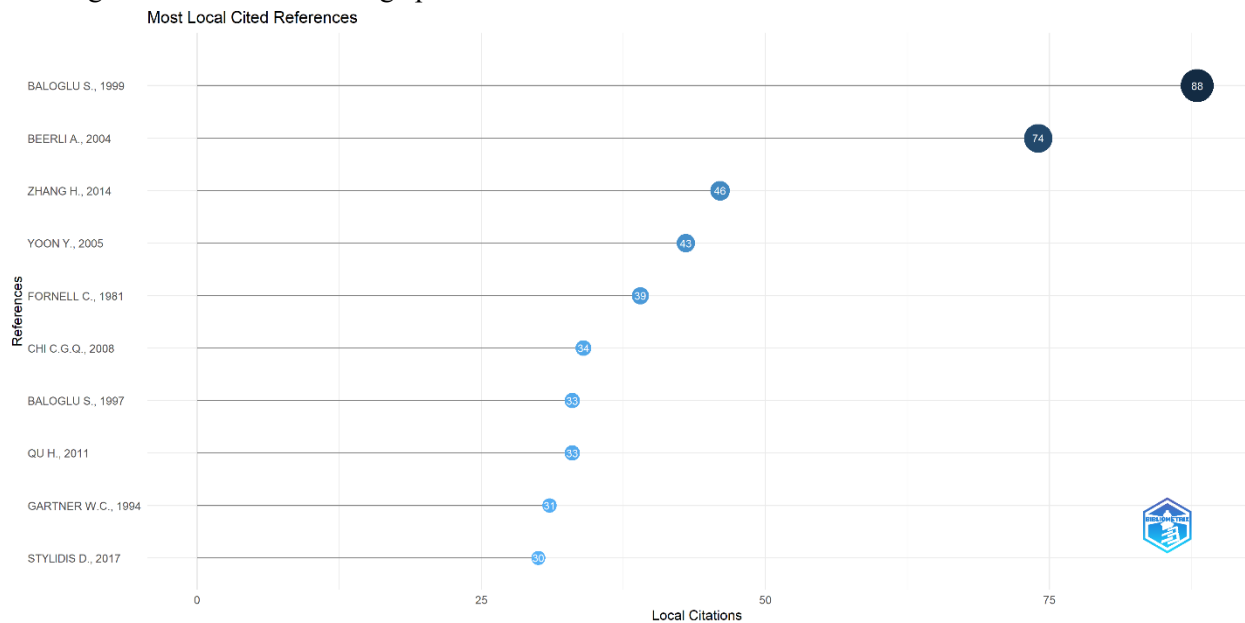


Fig.5: Most Local Cited Reference. Source: Biblioshiny.

The figure provides key locally cited references in destination image and trust research. Baloglu and McCleary's 1999 paper leads with 88 citations, offering a model for understanding destination image formation. Beerli and Martin's 2004 study, exploring factors influencing destination image, follows with 74 references. Other notable works include Zhang et al.'s 2014 meta-analysis on destination image and tourist loyalty, Yoon, and Uysal's 2005 structural model, and Fornell and Larcker's 1981 paper on evaluating structural equation models. Notably, Chi and Qu's 2008 integrated approach to destination image, satisfaction, and loyalty has garnered attention. This analysis highlights seminal works shaping the discourse on destination image in tourism research.

### 3.7. Thematic Map

Thematic maps typically display the distribution of keywords or terms within a collection of scholarly documents. Each node on the map represents a keyword, and the size or color of the node may indicate its frequency or relevance within the dataset (Rejeb et al., 2023). Researchers leverage thematic

maps to navigate the intellectual terrain of specific research areas. Figure 6 shows thematic map authors Keywords.

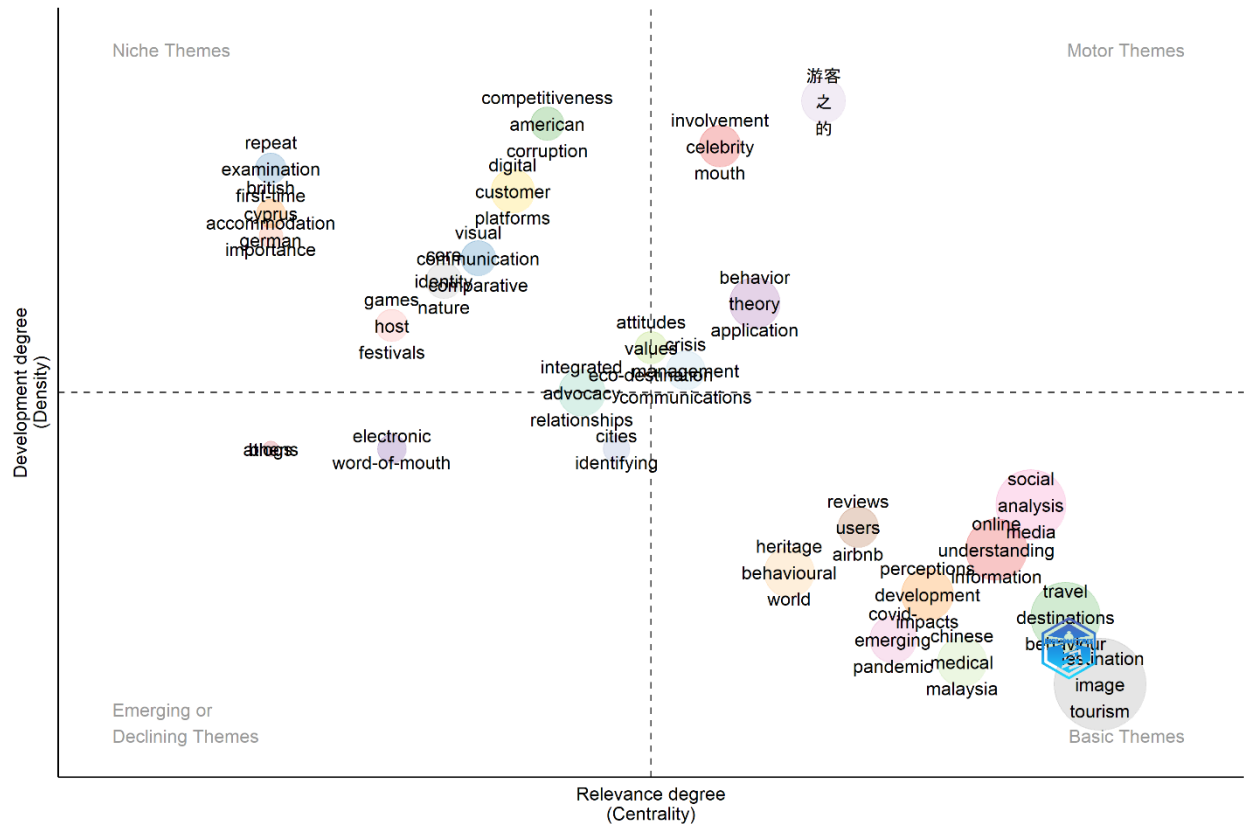


Fig.6: Thematic Map. Source: Biblioshiny.

Figure 5 presents a thematic map showing research theme development based on density and centrality. Centrality indicates theme importance, while density track's theme development. Research themes are classified into emerging or declining (bottom left), basic (bottom right), highly developed (top left), and essential (top right) categories. The map's size corresponds to theme factors.

### 3.8. Thematic Evolution

Thematic evolution involves observing changes in the frequency of specific topics or keywords across academic publications over various time periods. Researchers employ bibliometric analysis to identify trends, emerging themes, and shifts in research focus within a particular field. The figure presents author keywords, showcasing the history of themes and their evolution over time (Aria et al., 2020).

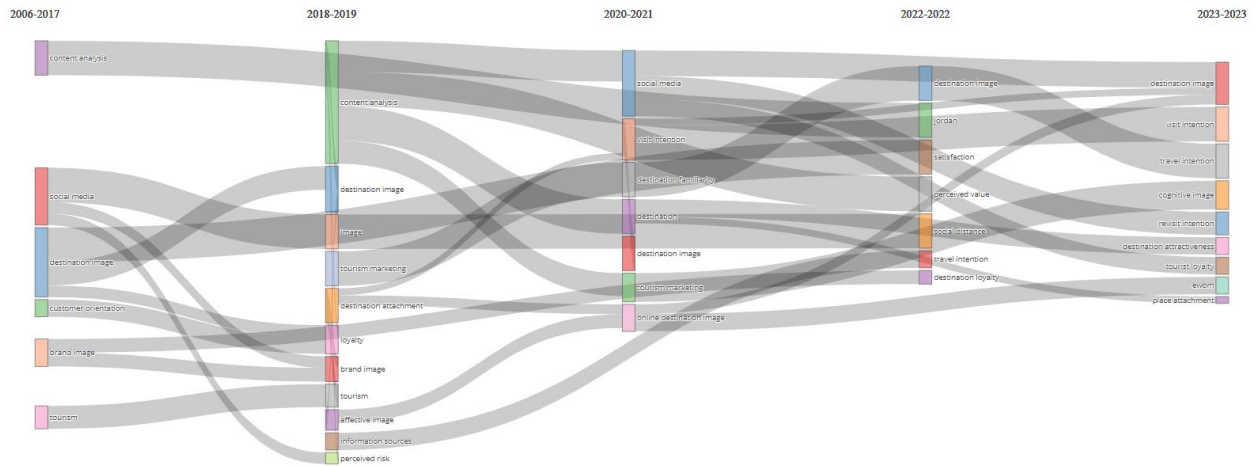


Fig.7: Thematic Evolution. Source: Bilioshiny.

The field of Destination Image research is inherently dynamic, with numerous studies in the past 16 years exploring individual tourist spots through various theoretical frameworks (Millán et al., 2021). These studies define destinations as distinct geographical areas perceived by visitors as unique entities with dedicated tourism management structures (Barnes et al., 2014). The thematic analysis of the provided bibliometric data reveals distinct clusters within the field of tourism research, highlighting the prominence and interconnectedness of various themes.

The most significant cluster, labeled "destination image," encompasses terms such as tourism, trust, COVID-19, destination social responsibility, pandemic, and post-pandemic, demonstrating a robust centrality (0.707) and density (69.316). This indicates a high degree of interconnectedness and relevance in current research, reflecting the critical impact of the COVID-19 pandemic on tourism and the evolving perceptions of destinations and trust within this context. The second cluster, "revisit intention," includes environmental image, indicating an emerging focus on how environmental factors influence tourists' intentions to return to destinations. Despite its lower centrality (0.083) and density (43.75), this theme underscores the growing importance of sustainability in tourism.

Clusters like "place attachment" and "cognitive image" show moderate centrality and density values, indicating their significant yet less interconnected roles in literature. "Place attachment" relates to behavioral intention, user-generated content, and celebrity involvement, highlighting the emotional and social dimensions of tourism. Meanwhile, "cognitive image" involves affective image, destination loyalty, and emotional solidarity, emphasizing the psychological aspects of tourist experiences and loyalty.

Smaller clusters such as "tourist loyalty," "destination attractiveness," "ewom" (electronic word-of-mouth), and "travel intention" display lower centrality but varying densities. These clusters, although less central, indicate specialized areas of interest, such as the influence of social media and online reviews (e.g., the "online review" cluster), loyalty, and satisfaction.

Overall, the thematic evolution underscores the multifaceted nature of tourism research, with a predominant focus on the impact of the COVID-19 pandemic on destination image and trust, alongside emerging interests in sustainability, emotional connections, and the digital influence on tourist behavior.

#### 4. Recent Topic

Destination Image and Trust are intertwined in the literature, with consensus on their close relationship (Liu et al., 2019). As the tourism market evolves, managers must adapt to build trust and loyalty among visitors. Understanding the impact of different factors, such as tour-operator and user-generated content, on destination image formation is crucial (Sultan et al., 2021). Effective destination marketing requires a balanced approach, incorporating both practical details ("utilitarian") and emotionally engaging content ("hedonic") to cultivate positive perceptions (Tang & Jang, 2014).

Utilizing innovation and customer insights can enhance service quality and visitor experiences (Barnes et al., 2014). Maintaining a good reputation is crucial for travel sites, as it builds trust and reduces uncertainty for tourists (Jebbouri et al., 2022). An emotional connection between visitors and a destination can lead to repeat visits and recommendations (Jebbouri et al., 2022).

Creating memorable experiences is crucial for the tourism industry, deeply rooted in human nature (Cetin & Dincer, 2014). These experiences encompass sensory, affective, intellectual, and behavioral aspects. The emotional aspect is vital, as feelings such as sensory pleasures and enjoyment are integral to the experience (Barnes et al., 2014). The uniqueness of travel experiences not only enhances individuals' sense of self but also encourages them to share their experiences (Ek Styvén & Foster, 2018). Quality tourist experiences are divided into pre-trip, on-site, and post-trip phases (Kullada & Michelle Kurniadjie, 2021). Direct experiences strongly influence tourists' beliefs, driving their confidence and opinions (Jonas et al., 2020); Yang et al., 2015). Visitor experience is crucial in the social media era, with destinations perceived as unique entities (Barnes et al., 2014). Technological advancements have democratized tourism marketing, granting residents a powerful voice in promoting their destinations and attracting visitors (Yang et al., 2015).

Further development of the tourist experience aims to foster loyalty through memorable experiences. It's crucial to prioritize quality and value to enhance satisfaction, image, and loyalty towards tourism destinations (Jeong & Kim, 2020). Satisfaction arises from comparing initial expectations with actual perceptions (Chiu et al., 2016). Tourist loyalty is pivotal for sustainable destination growth (Yu & Hwang, 2019), as loyal tourists are likely to revisit and recommend destinations to others, reducing marketing costs (Oppermann & Chon, 1995). Potential tourists often rely on recommendations from previous visitors when choosing destinations (Yu & Hwang, 2019).

Destination management organizations must shed their isolation and become connectors, building powerful partnerships with hotels, airlines, and local businesses (Tham et al., 2013). This collaborative spirit is essential for crafting a unified and compelling destination image, ensuring all aspects of the visitor's journey resonate seamlessly. Engaging past visitors through social media platforms further amplifies this message, empowering them to share their transformative journeys and become passionate advocates (N. C. Chen et al., 2014). This collaborative narrative, echoing from industry stakeholders and past visitors alike, paints a vibrant picture of the destination, attracting new visitors eager to embark on their own distinct adventures. By fostering long-term partnerships and amplifying authentic voices, DMOs can secure a sustainable future where the destination thrives by delivering exceptional experiences across the board (Brida et al., 2012).

## **5. Future Research**

The conceptual framework outlines research directions focusing on the development of Destination Image literature with an emphasis on emotional responses; understanding how social media influences younger travelers and how experiences shared online affect destination choices can inform tourism marketing strategies and foster authentic experiences that resonate with these demographics, often informed by social media. Destination image comprises beliefs, feelings, perceptions, and knowledge, influenced by direct and indirect information obtained via various channels including social media, associations, and online platforms. Based on the thematic evolution data in Figure 7, several future research directions can be identified:

1. **Integration of Social Media and Destination Image.**

The consistent appearance of "social media" alongside "destination image" in recent years highlights the importance of understanding how digital platforms influence tourists' perceptions and decisions. Future research should delve deeper into how social media shapes destination image and how destinations can leverage these platforms for effective marketing (Abbasi et al., 2023; Baber & Baber, 2023; Galiano-Coronil et al., 2023).

2. **Emotional and Cognitive Components of Destination Loyalty.**

The evolution from "destination image" to "destination loyalty" and "cognitive image" suggests a growing interest in the psychological aspects of tourism. Research should investigate the interplay between cognitive and emotional factors in shaping tourists' loyalty and how these elements can be managed to enhance destination attractiveness (Lim et al., 2023; Ma & Li, 2023; Omo-Obas & Anning-Dorson, 2023).

3. Role of Affective Image and Place Attachment.

The transition from "brand image" to "affective image" and "place attachment" indicates an increasing focus on the emotional connection tourists form with destinations. Future studies should examine how affective image and place attachment influence tourist satisfaction and behavioral intentions, offering insights into creating memorable and emotionally engaging tourism experiences (Luong, 2023; Tasci et al., 2022; Zhou et al., 2023).

4. Content Analysis and Information Sources in Shaping Destination Image.

The sustained relevance of "content analysis" and "information sources" points to the need for continued exploration of how various information channels (e.g., user-generated content, official tourism websites) impact destination image. Research should aim to identify the most influential content types and sources in shaping tourists' perceptions and decisions (Franco & Tienda, 2023; Vidić, 2022).

5. Exploring New Market Segments and Destination Familiarity

The recent appearance of themes such as "destination familiarity" and "new market segments" suggests a growing interest in understanding diverse tourist demographics and their familiarity with destinations (Mogollón et al., 2021). Research should investigate how different segments perceive and engage with destinations, tailoring marketing strategies to meet their unique needs and preferences (Gavurova et al., 2023a, 2023b).

By addressing these future research directions, scholars can contribute to a more nuanced understanding of destination image and its implications for tourism management and marketing, ultimately aiding in the development of more effective and sustainable tourism strategies.

## **6. Conclusion and Limitations**

In conclusion, recent studies underscore the close relationship between tourists' This bibliometric analysis has provided a comprehensive overview of the research landscape on destination image and its relationship with destination trust. The findings underscore the importance of emotional responses and social media influence in shaping destination perceptions and building trust among tourists. While the study contributes to the existing literature, it is important to acknowledge its limitations. The analysis was confined to the Scopus database and a specific time (2006 – 2023), potentially excluding relevant studies from other databases or earlier years. Additionally, the focus on journal articles may have overlooked other valuable sources, such as conference proceedings or book chapters. Moving forward, researchers should explore the intricate interplay between destination image, trust, and emotional experiences, particularly in the context of social media and user-generated content. Longitudinal studies could provide insights into the dynamic nature of these relationships and how they evolve over time. Qualitative research methods could also complement the bibliometric analysis by offering in-depth perspectives on tourists' lived experiences and decision-making processes. For tourism practitioners and policymakers, the findings highlight the need for a holistic approach to destination marketing and management.

Fostering emotional connections with visitors through authentic and memorable experiences should be a priority. Leveraging social media platforms and engaging with past visitors could amplify positive narratives and enhance the overall destination image. Furthermore, building trust should be a central focus for destination management organizations. Initiatives such as transparent communication, collaborative partnerships with stakeholders, and the implementation of robust security and safety measures can contribute to cultivating a trustworthy destination image. In conclusion, this bibliometric

study provides a solid foundation for future research and practical applications in the realm of destination image and trust. Policymakers should prioritize transparent communication and safety measures to rebuild tourist trust post-pandemic. Collaboration with social media influencers can also be an effective strategy to reach broader audiences. By embracing the insights gained from this analysis and continuously adapting to the evolving needs of the tourism industry, stakeholders can ensure the long-term sustainability and competitiveness of their destinations.

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