



Key attributes and descriptors of Vietnam destination image

A content analysis of online English post-trip-reports

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Abstract: Destination image has been found in destination branding literature as an important concept that positively affect tourists' destination choice and loyalty. Content analysis of user-generated-contents published on travel blogs and tourism forums nowadays is regarded as an efficient method to explore the structure of destination image. This qualitative study aims at finding relevant attributes and descriptors of destination image construct in the case of Vietnam for further quantitative steps.

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