

Is There a Connection Between the Reemergence of Populisms in the Political Scenario and the Tourism Destination Image?

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ABSTRACT

10% of the global GDP is contributed by the tourism sector, making it one of the most significant drivers of national economies (World Travel & Tourism Council, 2019). It particularly contributes to achieving three high-priority objectives for developing nations: adding to GDP and income generation, creating jobs, and earning foreign exchange, which, in many areas and nations, is the main source of welfare (Agaraj & Murati, 2009). Furthermore, tourism is indisputably a major driver of economic development, particularly due to its transversal nature and interdependence with other economic sectors (World Economic Forum, 2019). The climate, light, leisure, hotel offerings, local cuisine, and cost of living are just a few of the many elements that people take into account when planning a trip. However, a nation's social, political, and economic stability inevitably plays a crucial role in shaping prospective travellers' perceptions of it and ultimately influences their decision to travel there. How much has the reputation of these nations as travel destinations suffered as a result of the political unrest brought on by the rise of a fresh wave of populist movements? This study seeks indicators of the destination brand's evolution and positioning to provide answers to the problems raised by the demonstrative analysis of actual cases at the national level. We will examine the effects and legacy these new political movements are leaving in a few nations where the social and political stability of their society has been disturbed by their development. Finally, the hypothesis of this research is also driven by the fact that the transversal image of the territory is powerfully supported by the tourist image of the destination (Lopes, 2011; Martínez & Alvarez, 2010; Chaulagain, Wiitala, & Fu, 2019).

Keywords: Populism, Tourism Destination Image, Destination Branding, Tourism Competitiveness