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Can craft beverages shape a destination's image? A cognitive intervention to measure *pisco*-related resources on conative image

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ABSTRACT

Assessing potential tourists' perceptions is vital to build a destination image and brand capable to attract new and repeated visitors. The increasing popularity of craft beverage tourism in recent years is incentivizing destinations to (re)design their offerings and (re)brand their image based on their craft beverages. This study investigated how the image of an emerging craft beverage tourism destination (Ica, Peru) is formed among potential tourists by inducing cognitive image (knowledge presented through picture-text dyads) of Ica's iconic resources, staple craft beverage (pisco), and resources associated with its production. Additionally, it measured the impact of local resources' characteristics, affective image, and personal characteristics on conative image (interest to visit and willingness to recommend) at different intervention stages. Results indicate that *pisco*-related resources are powerful enough to motivate travel, and that the characteristics of a mix of resources should be combined with beverage-specific information when developing branding strategies for craft beverage tourism destinations.

1. Introduction

The image of a destination is comprised of tourists' thoughts and emotions about the place's attributes (Stylos, Vassiliadis, Bellou, & Andronikidis, 2016) and is a major factor in tourists' decision-making process when choosing and recommending a destination (Zhang, Fu, Cai, & Lu, 2014). Therefore, destinations make significant efforts to develop and communicate (i.e., brand) an appealing image, often focusing on a specific tourism segment (e.g., craft beverage tourism, winter sports tourism), by highlighting their competitive advantages that differentiate it from others (Campelo, Aitken, Thyne, & Gnoth, 2014). Given that tourists increasingly seek memorable and authentic travel experiences (Sohn & Yuan, 2013; Wolf, 2017), destinations have focused on branding their offerings to reach specialized tourism segments. This is the case of craft beverage tourism, one of the fastest-growing specialized segments that attracts tourists to taste and learn about craft beverages such as beer, wine, cider, and spirits (Kline, Slocum, & Cavaliere, 2017). Countries, regions, and communities around the world are successfully establishing their image around their craft beverage experiences. A recent example is Oaxaca in Mexico, which after branding its artisanal *mezcal* and *palenques* (small-scale distilleries) in the 1990s for tourism development (Gross, 2014), has become a prominent craft beverage destination (Salinas, 2020).

The rise and vibrancy of the craft beverage tourism segment calls for advancing its investigation to (re)define foundational knowledge to support its further development, which ultimately can amplify the benefits for host communities. Specifically, more knowledge is needed to identify the extent to which destination resources may influence the formation of potential visitors' destination image. Such knowledge can support campaigns to attract visitors and ultimately manage a desired market size. Development of niche tourism should build upon the destination's entire mix of resources, especially icons (e.g., archaeological sites, architectural features, mountains) to establish a comparative advantage (Becken, 2005; Choi, Liu, & Kim, 2015; Yang, Li, & Choe, 2022). In the case of craft beverage tourism, the mix of local resources that are visible to tourists –namely the natural, social, cultural, and built resources– are key to develop its image (Gil Arroyo, Knollenberg, & Barbieri, 2021). Therefore, it is crucial to evaluate the extent to which tourists' perceptions of local visible resources, especially icons, influence craft beverage destination image. The examination of the various

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elements that make up craft beverage tourism, through different lenses, provide a broader understanding of this specialized segment, strengthening the existing theory and providing opportunities for the practical application of such theories (Xi et al., 2013).

Despite the wealth of studies on destination image, further investigation is needed to fill two knowledge gaps conducive to theory building. First, the wealth of studies investigating the cognitive, affective, and conative elements of destination image tend to exclude the influence of destination resources' characteristics on the process of destination image formation despite the major influence that two characteristics—perceived uniqueness and authenticity—have on destination image and travel behavior (Becken, 2005; Choi et al., 2015; Jimenez-Barreto, Rubio, & Campo, 2020). Addressing such omission will expand existing knowledge on destination image by: a) testing the influence of resource characteristics to its early formation stage, and b) expanding the conceptualization of resource characteristics beyond authenticity and uniqueness.

Second, most efforts investigating the tripartite—cognitive, affective, conative—structure of destination image have scrutinized visitors' perceptions after their visit (e.g., Martens & Reiser, 2019; Phillips, Wolfe, Hodur, & Leistritz, 2013; Ryan & Aicken, 2010; Tosun, Dedeoğlu, & Fyall, 2015), and the fewer querying non-visitors have predominantly focused on participant's acquaintance with an established destination (e.g., Cherifi, Smith, Maitland, & Stevenson, 2014; Stylidis & Cherifi, 2018). Previous experience with a destination either directly (visitor's experience) or indirectly (non-visitor's knowledge) limits the ability to control for positive or negative preconceptions that may influence individual's image of a destination. By sampling people with no acquaintance with an emerging craft beverage destination, this study expands existing knowledge on the formation of image destination controlling for potential preconceptions. Circumscribing this research to non-visitors also provides managerial information of a potential new market (Stylidis & Cherifi, 2018), which is especially important to cultivate emerging niche tourism segments such as craft beverage tourism.

Building upon the contributions and gaps of the extant literature, this study used a quantitative approach to investigate the elements that influence the image formation of a craft beverage destination among non-visitors. To control for participants' varied knowledge (cognitive image), this study presented to participants —who have never visited the destination— information about an emerging craft beverage destination, its iconic resources, and the resources related to their craft beverage production using sets of picture-text dyads. These information sets presented to participants acted as stimulus to induce knowledge about the study area. To expand the understanding of resources characteristics on the formation of destination image among potential visitors, this study measured the level of representativeness, connection to the destination, and destination lifestyle experience perceived, in addition to uniqueness and authenticity, after viewing/reading the picture-text dyads. The affective image of the destination resources was also measured through establishing participants' emotional reactions to the interventions.

Ica, an emerging craft beverage destination located in the coast of Peru, was deemed ideal for this study because it is relatively unknown beyond locals, thus providing the opportunity to examine tourist perceptions without —or with minimal— preconceptions or influence from destination branding strategies. By inducing the cognitive image of a destination, this study expands the understanding of the roles that resource characteristics and affective image have in the formation of a craft beverage destination's image. Doing so will provide marketing and programming intelligence that emerging craft beverage destinations can use to make informed decisions towards building and branding their image (Hallmann, Zehrer, & Müller, 2015).

2. Literature review

Destination image is a representation of collective tourists' perceptions, whether positive or negative, that guides destination branding with the purpose of attracting new tourists (Moon & Han, 2019), increase the loyalty of past visitors, and improve a destination's competitiveness (Marques, Vinhas da Silva, & Antova, 2021; Stylidis & Cherifi, 2018; Zhang et al., 2014). Designing a favorable destination brand includes developing an attractive image for tourists that entails capturing the local identity and culture (Campelo et al., 2014) as well as distinctive resources, and preferably iconic ones (Becken, 2005; Choi et al., 2015; Prayag & Ryan, 2012).

2.1. Destination image

Extensive research efforts have been devoted to conceptualizing destination image (Chaulagain, Wiitala, & Fu, 2019), yielding many definitions and measurement tools (King, Chen, & Funk, 2015; Kock, Josiassen, & Assaf, 2016). Definitional consensus emphasizes that destination image is comprised of a person's beliefs, ideas, and impressions about a destination (Chaulagain et al., 2019; Moon & Han, 2019; Stylidis & Cherifi, 2018) and should communicate the entire emotional experience a tourist could have as well as a destination's functional attributes (Ramkisoon, Uysal, & Brown, 2011).

Although different approaches exist to examine destination image, the most widely used is the three-component approach that includes affective, cognitive, and conative elements (King et al., 2015; Prayag & Ryan, 2012; Zhang et al., 2014). Cognitive image refers to the "beliefs or knowledge a person has of the characteristics and attributes of a tourism destination" (Wang & Hsu, 2010, p. 830). Affective image is comprised of the positive or negative feelings, such as degree of pleasantness, excitement or relaxation that a person develops about a destination (Hallmann et al., 2015; Kim, Lehto, & Kandampully, 2019; Wu & Liang, 2020). Such feelings can come into play during a visit, but also after the visit when tourists evaluate their experiences (Woosnam, Stylidis, & Ivkov, 2020). To the authors' knowledge, there is a dearth of information on the role of affective image on craft beverage destinations, especially in relation to *pisco*. Conative image includes an individual's intentions to visit, revisit, and recommend to others based on cognitive and affective images (King et al., 2015; Stylidis & Cherifi, 2018). Yet, the literature presents differing results as to which element of destination image is the most influential in non-visitors' perceptions, which warrants the need to further investigate these elements, specifically in relation to craft beverage tourism.

2.2. Destination brand

A destination brand communicates the destination's attributes (Kladou, Kavaratzis, Rigopoulou, & Salonika, 2017); thus, destination marketers design their brand to ensure that tourists within a target market recognize the destination as distinct from competing ones (Pan, Rasouli, & Timmermans, 2021; Qu, Kim, & Im, 2011). Tangible and intangible heritage, in particular heritage sites, function as tourist icons that can increase the appeal of a destination brand (Becken, 2005; Choi et al., 2015; Jimenez-Barreto et al., 2020). Beyond attracting tourists to a destination and generating tourism-related income, a destination brand can influence stereotypes or preconceived notions about a destination (Wassler, Wang, & Hung, 2019) by educating visitors about the destination's attributes and assets (Séraphin, Zaman, Olver, Bourliataux-Lajoinie, & Dosquet, 2019). It is critical to develop a deeper understanding of non-visitors' perceptions about a destination to fill the theoretical gap (particularly relative to craft beverage destinations) and to better inform decision making related to marketing of destinations.

The goal of a destination branding strategy is to align tourist's perceptions with the brand that marketers have developed and communicated (Séraphin et al., 2019); these strategies must address tourist's

emotions and attachments to a destination to influence future travel, generate economic activity, and foster positive word of mouth towards a destination (Hultman, Strandberg, Oghazi, & Mostaghel, 2017; Kim, Stepchenkova, & Babalou, 2018). Because a destination includes tangible and intangible attributes, developing a strong brand identity can unite all attributes and accurately reflect what tourists should expect at the destination (Qu et al., 2011).

2.3. Destination resources' characterization

The distinctive characteristics of a destination's resources contribute to its overall appeal (Lin & Liu, 2018). Uniqueness and authenticity are the two most studied resource characteristics and the ones believed to have a greater influence on visitors (Lin & Liu, 2018). In tourism, they both can relate to objects or experiences (Park, Choi, & Lee, 2019), and as such are critical for brand development. For example, craft beverage stakeholders (e.g., producers, tourism operators) rely on uniqueness and authenticity to create a subculture to increase the appealing of their tourism offerings (Gil Arroyo et al., 2021). Despite their shared responsibility in destination branding, uniqueness and authenticity have been mostly examined individually (e.g., Daugstad & Kirchengast, 2013; Walter, 2016) and on few occasions as descriptors of one another (e.g., Marine-Roig, 2015; Park et al., 2019). For example, Alahakoon and Udunuwara (2021) concluded that perceived authenticity facilitates a tourist's immersion in the local culture, which in turn is a major influencer in tourist's perception of uniqueness.

Resource uniqueness allows a destination to stand out among other destinations (Qu et al., 2011), thus is often at the core of marketing campaigns and branding strategies framed as the promise of a one-of-a-kind experience (Hudson & Brent Ritchie, 2009; Lin & Liu, 2018; Marques et al., 2021). Uniqueness, when articulated as a desired characteristic to evoke emotions like awe, is especially useful to position a destination brand in the market and to turn a destination's resource into a tourist icon. Turning a local resource into a famous and recognizable landmark can increase tourists' interest in the destination, increasing the opportunities for the host community to receive economic and non-economic benefits (Becken, 2005; Ram, Björk, & Weidenfeld, 2016).

Authenticity implies being genuine and real (Choi, & Lee, 2019), thus it has been widely researched especially in the context of cultural tourism (Zhu, 2012) and often conceptualized as a two-dimensional construct (Park et al., 2019). The physical dimension refers to the built and natural environment (e.g., sacred sites), which still requires support from intangible elements (e.g., storytelling) to communicate their value (Yi, Fu, Yu, & Jiang, 2018). The psychosocial dimension refers to values and behaviors of the destination lifestyles (e.g., ceremonies, dances) that tourists eagerly seek to experience (Walter, 2016). The integration of the physical and psychosocial dimensions allows tourists to fully appreciate cultural heritage and to perceive its authenticity more easily (Yi et al., 2018), although it appears that most often tourists perceive all tangible objects in a destination as genuine (Lin & Liu, 2018).

Lesser investigated are other resource characteristics, which sometimes stand alone, and other times are found as descriptors of authenticity and/or uniqueness. Dominguez and de Sevilha (2017) concluded that the extent to which the destination resources are representative of the local culture contribute to visitors' perception of the overall destination uniqueness. Ability to portray a connection to the destination and to transmit the local lifestyle are also resource characteristics that help to build an authentic image (Lin & Liu, 2018). According to Brida, Disegna, and Osti (2013), the resources' ability to convey local customs, traditions, and interactions with local people, all of which are part of the destination lifestyle, can influence a visitor's perceived connection with a destination.

Conflicting evidence on the influence of resources' characteristics on destination image (i.e., their independent vs related influence) warrants efforts to identify whether different destination resource attributes interplay to make a destination more appealing to visitors. Despite the wealth of evidence suggesting the key role of resources'—especially icons'—characterization on destination image and branding, to the best of the authors' knowledge there has not been an investigation of the joint influence of these characteristics on destination image. Furthermore, assessments of resource characteristics have often focused on tourists' experience after a visit, with scant information on non-visitors' perceptions.

Thus, the current study addresses each of these gaps by examining the joint influence that the characteristics of iconic resources (uniqueness, authenticity, representativeness, connection to the destination, and destination lifestyle experience), along with affective image and personal attributes have on destination image controlling for previous direct (visit) or indirect (information) knowledge. Doing so also responds to the strong call to further investigate the extent to which personal attributes such as sociodemographic and political ideology variables shape destination image perceptions (Chow & Murphy, 2011; Litvin, Smith, & McEwen, 2020; Passafaro, 2020; Severt & Hahm, 2020).

3. Research methods

This study investigated the factors shaping the image of an emerging craft beverage destination from the demand perspective. Informed by the literature, it examined the effect of iconic heritage resources (Becken, 2005; Choi et al., 2015; Ram et al., 2016; Séraphin et al., 2019), affective image (e.g., Hallmann et al., 2015; King et al., 2015), and personal attributes (Chow & Murphy, 2011; Severt & Hahm, 2020) on the conative image of a destination (Fig. 1). To control for different levels of cognitive image and experiences with the destination that can influence visitor perceptions (Su, Nguyen, Nguyen, & Tran, 2020), data were collected from a panel of respondents without—or with very limited—knowledge of *pisco* (craft beverage) and who have never visited the destination. Accordingly, this study was designed to the cognitive image of the destination by presenting information of the iconic resources of the destination and the staple craft beverage (*pisco*) related resources at three different moments throughout the survey process to gauge change of participants' perceptions. Specifically, this study addressed the following two objectives: (1) Assess the extent to which induced cognitive image of a destination's icons and *pisco*-related resources influence destination conative image in terms of interest to visit (objective 1a) and willingness to recommend (objective 1 b); and (2) test whether resource characterization, affective image, and personal attributes can predict destination's conative image.

3.1. Study setting: craft beverage destination

This study is contextualized in Ica, an emerging craft beverage situated in the southern coast of Peru. Ica is 4 h (driving distance) from Peru's capital, Lima. Peruvian tourism efforts have been anchored around its cultural heritage, notably Machu Picchu, an Inca historical sanctuary in the Andean region of Cusco (Promperu, 2019a, 2019b). Yet, Peru comprises a broader array of tangible and intangible resources that can enrich the cultural appeal of their historic sites and towns. Among these, Peruvian gastronomy is a staple heritage resource resulting from the syncretism of native flavors and major immigration waves throughout history, notably the Spanish-Arab (16–19th century), Chinese (19th century), and Italian (early 20th century). The rich and varied Peruvian gastronomy has caught the attention of domestic and international tourists in recent years, having been recognized as the World Leading Culinary Destination from 2012 until 2019 (World Travel Awards, n.d.). Such attention has strengthened the country's culinary offer by rediscovering traditional ingredients and creating fusion dishes (Sotomayor, Gil Arroyo, & Barbieri, 2019) and has encouraged the development of gastronomic tourism services (e.g., food-based routes) and immersive experiences (e.g., street food tours, cooking classes).

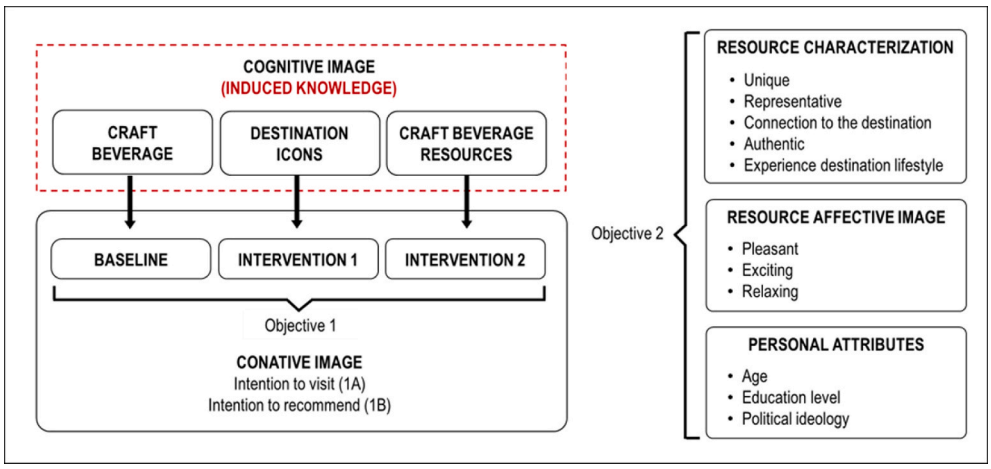

Fig. 1. Study design.

Pisco, a grape-distilled brandy produced since the 1500s along the southern coast of Peru, is the national craft beverage. *Pisco* became a popular beverage across South and Central America during colonial times as records indicate exporting it since the 1700s (Gutiérrez, 2003). However, it was not as popular among Peruvians until the 1900s because its heavy consumption by the working class made it perceived as undesirable by higher social strata (Muto Calderón, 2018). *Pisco* is traditionally consumed pure, without mixers, usually as an aperitif. There are also many *pisco*-based cocktails that have aided in increasing consumption among Peruvians. The staple cocktail is the *pisco sour*, a drink created in the 1950s that became popular among higher classes and tourists and is now considered the chief most prominent cocktail of Peru (Schiaffino, 2006).

Peru's *pisco* production is concentrated in Ica, a domestic destination particularly popular for Lima residents during holidays due to its proximity and easy access. Ica has a rich natural and cultural heritage. Its most iconic attraction is the UNESCO World Heritage Site of Nasca Lines, which comprises a group of geoglyphs that ancient inhabitants etched in the dessert around 2000 years ago (UNESCO, n.d.). These lines depict geometric shapes and animals spanning an area of over 250 miles; their colossal size makes them impossible to appreciate from land thus the need to fly over them in small aircrafts. The dessert landscape of deep rust color containing some of the world tallest and largest sand dunes as well as the diverse marine wildlife (e.g., Humboldt penguins, Inka terns) inhabiting the Ballestas Islands and the Paracas Marine Reserve are also icons pulling tourists to Ica (Promperu, 2019a, 2019b).

Despite Ica's rich heritage, its tourism development has been limited due to a lack of economic resources, inadequate infrastructure, limited governmental support, and lack of coordinated efforts between stakeholders (Cámara de Comercio, Industria, y Turismo de Ica, 2017). Recently, parts of the region have emerged as a potential craft beverage destination given Ica's historic role in *pisco* production. Combined with its resource richness and convenient access, Ica is one of the eight nodes of the *Pisco Route*, a national initiative launched in 2012 that links distilleries (*bodegas*) and vineyards that offer a mix of tourism activities such as tastings and tours (Andina, 2012). As a result of this initiative, many producers in Ica have incorporated lodging services, restaurants, and bars to their existing facilities.

3.2. Survey instrument

In line with the study's objectives, a survey instrument was developed covering the tripartite (cognitive, affective, conative) structure of destination image. Specifically, the survey induced the cognitive image of the destination to gauge participants' perceptions on resource characterization, affective image, and conative image. Participants were also queried about their level of interest and familiarity with craft beverages (e.g., frequency of consumption), personal information (demographics, political ideology) and intended future travel behavior with and without restrictions due to COVID-19.

Cognitive image was induced by presenting a series of picture-text dyads about *pisco*, Ica's iconic resources, and *pisco*-related resources to the participants. To construct the picture-text dyads, the leading researcher first identified a pool of pictures that are most frequently included in promotional materials (e.g., official websites, brochures). Through close peer interaction, then three researchers involved in the project, including one who had never traveled to Peru, narrowed down the pool of pictures to those that best convey the destination resources. Then the research team wrote a brief description of each resource to accompany the picture. The text-picture dyads were then presented for consultation to a scholar expert in heritage resources, who is not part of this project, to comment on their suitability to convey the study resources based on the survey content. After addressing their comments (e.g., change one picture), the final set of text-picture dyads were selected to be included in the survey. Relying on the researchers' experience and knowledge about the elements to be examined to select the images that were included in the survey is not unheard of.

Specifically, the picture-text dyads used to induce cognitive image were bottled *pisco* and *pisco*-based cocktails for *pisco* and the Nasca Lines, Ballestas Islands, and Ica desert sand dunes for Ica icons. For the *pisco*-related resources, picture-text dyads were used to depict natural (vineyards; valley of Ica), built (*haciendas*—historic buildings; *bodegas*—traditional *pisco* distilleries), cultural (*botijas*—clay *pisco* containers; *lomo saltado*—a beef-based dish), and social (*vendimia*—grape harvest festival; grape stomping) resources. Examples of natural, built, cultural, and social resources were depicted in the survey because they are evident to tourists and therefore play an important role in how destination image is formed, unlike other types of resources (e.g., political, economic) that impact tourists' experiences indirectly (Gil Arroyo et al., 2021). Although overlap may exist between these categories (e.g., haciendas are both built and cultural resources), the survey instrument clearly indicated the type of resource they were meant to evaluate before presenting them with the examples.

Pisco-related resources or their role in *pisco* tourism have not been closely examined, to the extent of the authors' knowledge. The *pisco* tourism segment itself has not been the focus of any studies beyond a handful of undergraduate level theses that briefly mention it as part of the *Pisco* Routes in Peru (e.g., Caldas Pereda & García Salinas, 2020; Zavala, 2015). The Peruvian Ministry of Tourism established these routes in 2012 throughout four regions (Ica, Arequipa, Moquegua, Tacna), identifying a mix of *pisco bodegas* that are equipped for visits and problems and areas to be improved in the development and

management of the *pisco* routes. Infantes, García-Zavala, & Quaresma (2020) examined the visitor experience at the Wine and *Pisco* Living Museum in Arequipa (Peru). The study focused on visitor's expectations about the experience, and the impact of sensory stimuli (e.g., visual, olfactory) in their experiences using a sensory marketing framework.

Resource characterization was assessed through five variables derived from tourism literature (e.g., uniqueness, connection to the destination) comprising the perceived representativeness (Dominguez Santana & de Sevhila Gosling, 2017) and object-related authenticity (Lin & Liu, 2018) of *pisco*-related resources using continuous scales (0 = not at all; 21 = completely). Following Hallmann et al. (2015), the affective image was queried through three emotions using a series of continuous semantic scales: unpleasant (0) to pleasant (21), boring (0) to exciting (21), and stressful (0) to relaxing (21). Conative image was measured in terms of intention to visit and willingness to recommend to others (King et al., 2015; Stylidis & Cherifi, 2018) using two continuous scales ranging from very uninterested/very unwilling (0) to very interested/very willing (21). Conative image was queried three times: first after presenting knowledge about *pisco* (baseline), after presenting knowledge of Ica as a destination (Intervention 1); and finally, after presenting knowledge of *pisco*-related resources (Intervention 2). Given the influence of personal attributes, notably socio-demographics (Chow & Murphy, 2011) and political ideology (Litvin et al., 2020; Passafaro, 2020) on tourist's attitudes and behavior, the survey queried participants' age (open ended), education level (5 categories) and political affinity (22-point continuous scale ranging from far left to far right). We chose to use continuous scales with a wide range (namely 22-point scales) because they allow higher reliability, validity and data variance, while limiting the amount of neutral responses (Pearse, 2011).

3.3. Sample, data collection and analytical procedures

The study sample was defined as adults living in the United States of America, who have never visited Peru but with a household income of at least $50,000 that is deemed sufficient for disposable income to travel internationally (Bennet, Fry, & Kocchar, 2020). A non-random sample of 1000 was purchased from a survey panel provider, which is a suitable size for this study given its focus on understanding the links between variables (Hayes, 2008). Panel providers have a pool of potential participants who have opted into receiving surveys to complete for compensation (Loosveldt & Sonck, 2008). Based on the desired characteristics of the panel (e.g., living in the US, having an income of at least $50,000), the provider distributed the survey to 1475 potential participants out of which 1075 were eligible for this study, yielding a 72.9% completion rate (Griffin & Patrick, 2015). A total of 1000 fully completed responses matching the sampling criteria were obtained in January 2021 and were included in the analysis.

Participants were randomly assigned to receive the information of one of the four types of *pisco*-related resources (built, natural, cultural, and social) to reduce response fatigue (Porter, Whitcomb, & Weitzer, 2004). Specifically, 240 responses were obtained for built resources, 254 for natural resources, 253 for cultural resources, and 253 for social resources. Analysis of variance (ANOVA) conducted across the four groups indicated no significant differences in key personal variables (age, education, political ideology), thus meriting merging all responses for further statistical analysis.

A combination of descriptive and inferential tests ($p < 0.05$) was used for data analysis. First, a series of descriptive analyses were used to profile participants based on their personal attributes and to summarize their conative image of the destination and *pisco*-related resources as well as their resource characterization and affective image. To address Objective 1, repeated measures analyses of variance (RM-ANOVA) were performed to identify changes in conative image (1a – Interest to visit; 1 b – Willingness to recommend) after presenting knowledge about *pisco* (Baseline), Ica's iconic resources (Intervention 1), and *pisco*-related resources (Intervention 2). Mauchly's test was used to check sphericity assumption and correct degrees of freedom as appropriate (Salkind, 2010).

To address Objective 2, multiple linear regressions were used to examine the extent to which the characterization and affective image of *pisco*-related resources, and personal characteristics (independent variables) affect change of participants' conative image of the destination. Dependent variables were operationalized as change in a participant's intention to visit and willingness to recommend after Intervention 1 and Intervention 2 as compared to baseline knowledge. Responses from participants who didn't report a change after the interventions were retained and included in the models to capture the entire change/no change spectrum. Having 11 predictor variables (p-value = 0.05) yielded a statistical power greater than 0.99 for a medium size effect ($f^2 = 0.15$), which is considered powerful enough for the sample size (Salkind, 2010).

4. Results

Responses were collected from the South (35.3%), Midwest (22.5%), West (22.1%), and Northeast (20.1%) regions of the United States of America, as defined by the national census (Table 1). Respondents were evenly distributed between genders (50.0% female, 49.2% male) and were 45.5 years old on average, with the largest proportion (32.5%) between 30 and 44 years. Most respondents had completed college studies, holding a bachelor's (47.4%) or graduate (22.5%) degree, and most had an annual household income between $50,000 and $100,000 (59.0%). The largest proportion of respondents (47.2%) reported a centrist political ideology; similar proportions positioned themselves within the far left (26.2%) and right (26.6%) political ideologies.

A large proportion of respondents (77.5%) indicated consuming alcoholic beverages. Out of those, 34.1% consume them often (once or

Table 1
Respondents' demographic profile.

Personal Indicators	Number	Percent
U.S. Region of Residence		
South	353	35.3
Midwest	225	22.5
West	221	22.1
Northeast	201	20.1
Gender		
Female	500	50.0
Male	492	49.2
Other	5	0.5
Prefer not to say	3	0.3
Age		
18–22	89	8.9
23–29	101	10.1
30–44	325	32.5
45–59	242	24.2
60–69	131	13.1
70 and older	112	11.2
Mean (in years)		(45.5)
Level of Formal Education		
High School degree or equivalent	274	27.4
Bachelor's degree	474	47.4
Master's degree	195	19.5
Doctorate	30	3.0
Prefer not to say	27	2.7
Annual Household Income		
$50,000 - $99,999	590	59.0
$100,000 - $149,999	255	25.5
$150,000 - $199,999	93	9.3
$200,000 or more	62	6.2
Political Ideology[a]		
Far left (0–7)	262	26.2
Center (8–14)	472	47.2
Far right (15–21)	266	26.6
Mean		(10.8)

[a] Measured on a continuous scale ranging from "Far left" (0) to "Far right" (21).

twice a week) and 28.9% very often (at least 3 or 4 days a week); 48.9% drink craft beverages occasionally and 32.5% do so at least almost every time they consume alcohol. Specifically regarding *pisco*, 60.7% indicated they had never heard about it and only 7.1% had tried it before. Although respondents were concerned (26.6%) or very concerned (56.5%) about traveling during the COVID-19 pandemic, 60.7% indicated it was somewhat or very unlikely for them to travel if COVID-19 conditions remained the same ($M = 2.4$).

4.1. Conative image: willingness to visit and to recommend

After being presented with information (picture-text dyads) about *pisco* (Baseline Cognitive Image), most respondents indicated high levels of interest in visiting Ica (50.2%; $M = 13.1$) and willingness to recommend it to a relative or friend (45.1%; $M = 12.6$; Table 2). When additional information about Ica's iconic tourist attractions (Intervention 1) were presented, a greater proportion of respondents indicated high interest in visiting Ica (59.7%; $M = 14.8$) and willingness to recommend it to family and friends (55.2%, $M = 14.1$). After respondents received information about *pisco*-related resources (Intervention 2), a greater proportion indicated a high level of interest in visiting Ica (61.6%, $M = 15.0$) and willingness to recommend it to a relative or friend (57.1%, $M = 14.4$).

A further examination of the effect of induced cognitive image by type of *pisco*-related resource showed that built resources sparked the greatest interest in visiting ($M = 15.3$) and willingness to recommend ($M = 14.4$) Ica (Table 3). Social resources showed the second greatest impact on conative image in both interest in visiting ($M = 14.9$) and willingness to recommend ($M = 14.3$) Ica. Cultural resources and natural resources had similar levels of interest in visiting Ica ($M = 14.8$ and $M = 14.8$, respectively). However, in terms of willingness to recommend Ica, natural resources showed a higher average response than cultural resources ($M = 14.3$ and $M = 14.1$, respectively).

4.2. Resource characterization and affective image

Reliability tests indicated strong internal consistency among the five resource characteristics for all types of resources aggregated ($\alpha = 0.92$) and individually for the built ($\alpha = 0.92$), cultural ($\alpha = 0.93$), natural ($\alpha = 0.92$) and social ($\alpha = 0.91$) resources (Table 4). When aggregated, most respondents felt *pisco*-related resources are authentic (68.8%; $M = 15.9$), let them experience Ica's lifestyle (65.5%; $M = 15.4$), and are representative of Ica (60.2%; $M = 15.0$). When examined separately, over two-thirds of respondents perceived that the built authentic (70.8%, $M = 16.3$), cultural (69.7%, $M = 16.1$), natural (66.8%; $M = 15.7$) and social (68.0%, $M = 15.6$) resources are authentic to Ica. A similar proportion also considered that the built (67.5%, $M = 15.7$) and social (66.4%, $M = 15.3$) resources are depictive of Ica's lifestyle. Yet, the ability of all these *pisco*-related resources to spark a connection with the destination was only moderate.

Items included to assess the affective image of *pisco*-related resources showed strong internal reliability when all resources aggregated ($\alpha = 0.85$) and when the built ($\alpha = 0.82$), cultural ($\alpha = 0.88$), natural ($\alpha = 0.847$) and social ($\alpha = 0.84$) resources where examined individually (Table 5). When all resources are aggregated, means over the middle point indicate that respondents felt Ica is a pleasant ($M = 14.8$) but not as exciting ($M = 13.0$) or relaxing ($M = 12.9$) destination. Similar results

Table 2
Conative image after presenting knowledge of *pisco* (cognitive baseline), Ica's iconic attractions (cognitive intervention 1), and *pisco*-related resources (cognitive intervention 1).

Conative Image after Cognitive Image Interventions ($n = 1000$)	Percent[a]			Mean	SD
	Low	Moderate	High		
About Pisco (Baseline)					
Interest in visiting Ica	19.6	30.2	50.2	13.1	6.3
Willingness to recommend Ica	20.5	34.4	45.1	12.6	6.2
About Ica's Iconic Attractions (Intervention 1)					
Interest in visiting Ica	11.8	28.5	59.7	14.8	5.7
Willingness to recommend Ica	14.7	30.1	55.2	14.1	5.8
About Pisco-related Resources (Intervention 2)					
Interest in visiting Ica	12.3	26.1	61.6	15.0	5.6
Willingness to recommend Ica	13.8	29.1	57.1	14.4	5.8

[a] Measured on a series of continuous scales ranging from "Low" (0) to "High" (21); categories drawn to reflect low (0–7), Moderate (8–14) and High (15–21) scores.

Table 3
Conative image after presenting knowledge of *pisco*-related resources by type of resource.

Conative Image after Cognitive Image Intervention	Percent[a]			Mean	SD
	Low	Moderate	High		
Built Resources ($n = 240$)					
Interest in visiting Ica	10.0	26.7	63.3	15.3	5.2
Willingness to recommend Ica	10.0	30.0	60.0	15.0	5.4
Cultural Resources ($n = 254$)					
Interest in visiting Ica	12.2	30.3	57.5	14.8	5.5
Willingness to recommend Ica	15.0	33.5	51.5	14.1	5.8
Natural Resources ($n = 253$)					
Interest in visiting Ica	15.0	24.1	60.9	14.8	6.2
Willingness to recommend Ica	15.8	26.1	58.1	14.3	6.2
Social Resources ($n = 253$)					
Interest in visiting Ica	11.9	23.3	64.8	14.9	5.8
Willingness to recommend Ica	14.2	26.9	58.9	14.3	5.8

[a] Measured on a series of continuous scales ranging from "Low" (0) to "High" (21); categories drawn to reflect low (0–7), Moderate (8–14) and High (15–21) scores.

Table 4
Perceived characteristics of *pisco*-related resources (aggregated and by type of resource).

Resource Characteristics	Percent[a]			Mean	SD
	Low	Moderate	High		
All Resources Aggregated ($n = 1000$; $\alpha = 0.92$)					
Uniqueness	11.8	33.1	55.1	14.4	5.2
Representativeness	8.8	31.0	60.2	15.0	4.9
Connection to the destination	20.6	33.7	45.7	12.8	5.9
Authenticity	7.4	23.8	68.8	15.9	4.9
Destination lifestyle experience	9.3	25.2	65.5	15.4	5.1
Built Resources ($n = 240$; $\alpha = 0.92$)					
Uniqueness	12.0	33.8	54.2	14.2	5.1
Representativeness	7.1	34.1	58.8	15.1	4.7
Connection to the destination	20.4	29.2	50.4	13.2	6.1
Authenticity	5.8	23.4	70.8	16.3	4.3
Destination lifestyle experience	8.8	23.7	67.5	15.7	4.8
Cultural Resources ($n = 254$; $\alpha = 0.93$)					
Uniqueness	10.2	26.8	63.0	15.3	5.2
Representativeness	8.7	29.5	61.8	15.3	4.9
Connection to the destination	18.1	39.4	42.5	12.7	5.6
Authenticity	5.9	24.4	69.7	16.1	4.8
Destination lifestyle experience	9.0	28.0	63.0	15.3	5.1
Natural Resources ($n = 253$; $\alpha = 0.92$)					
Uniqueness	12.3	33.2	54.5	14.2	5.2
Representativeness	9.1	31.2	59.7	14.9	5.0
Connection to the destination	20.1	37.2	42.7	12.4	6.0
Authenticity	7.9	25.3	66.8	15.7	5.1
Destination lifestyle experience	9.5	25.3	65.2	15.3	5.2
Social Resources ($n = 253$; $\alpha = 0.91$)					
Uniqueness	12.7	38.7	48.6	13.8	5.3
Representativeness	10.3	29.2	60.5	14.9	5.0
Connection to the destination	23.7	28.9	47.4	12.7	6.2
Authenticity	9.9	22.1	68.0	15.6	5.2
Destination lifestyle experience	9.9	23.7	66.4	15.3	5.2

[a] Measured on a series of continuous scales ranging from "Not at all" (0) to "Completely" (21); categories drawn to reflect low (0–7), Moderate (8–14) and High (15–21) scores.

Table 5
Affective image of *pisco*-related resources (aggregated and by type of resource).

Affective Image	Percent[a]			Mean	SD
	Low	Moderate	High		
All Resources Aggregated ($n = 1000$; $\alpha = 0.85$)					
Pleasant	12.3	24.6	63.1	14.8	5.8
Exciting	22.8	25.5	51.7	13.0	6.7
Relaxing	25.8	20.0	54.2	13.0	7.0
Built Resources ($n = 240$; $\alpha = 0.82$)					
Pleasant	11.3	19.6	69.1	15.2	5.6
Exciting	21.6	24.2	54.2	13.3	6.6
Relaxing	25.0	17.5	57.5	13.2	6.9
Cultural Resources ($n = 254$; $\alpha = 0.88$)					
Pleasant	13.4	26.8	59.8	14.7	5.8
Exciting	24.8	23.6	51.6	13.1	6.7
Relaxing	25.2	24.0	50.8	12.9	7.0
Natural Resources ($n = 253$; $\alpha = 0.84$)					
Pleasant	10.3	27.2	62.5	14.9	5.7
Exciting	22.9	27.7	49.4	12.6	6.8
Relaxing	26.1	18.6	55.3	13.0	7.2
Social Resources ($n = 253$; $\alpha = 0.84$)					
Pleasant	14.2	24.5	61.3	14.5	5.9
Exciting	21.7	26.5	51.8	13.1	6.7
Relaxing	26.9	19.8	53.3	12.8	6.9

[a] Measured on a series of continuous scales ranging from Unpleasant (0) to Pleasant (21); from Boring (0) to Exciting (21); and from Stressful (0) to Relaxing (21); categories drawn to reflect low (0–7), Moderate (8–14) and High (15–21) affective scores.

were obtained when examined different *pisco*-resources individually. A large proportion of respondents felt that the built (69.1%, $M = 15.2$), natural (62.5%, $M = 14.9$) and social (61.3%, $M = 14.5$) resources were pleasant. On the contrary one quarter of respondents found that the built (25.0%), cultural (25.2%), natural (26.1%), and social (26.9%) resources portray a boring image.

4.3. Effect of cognitive image interventions on respondents' conative image

RM-ANOVA showed that respondents' conative image of Ica in terms of interest to visit significantly increased ($p < 0.001$) across the cognitive image interventions (Objective 1; Table 6). Paired *t*-tests (Bonferroni adjusted $p < 0.025$) indicated that respondents' level of interest to visit significantly increased after presenting information on Ica's iconic attractions (Baseline vs Intervention 1) when all four resources were aggregated (+1.7; $p < 0.001$) and when the Built (+1.5; $p < 0.001$), Cultural (+2.2; $p < 0.001$), Natural (+1.7; $p < 0.001$), and Social (+1.5; $p < 0.001$) resources were examined individually. Likewise, paired *t*-tests yielded a significant increase when respondents' level of interest to visit was compared between Baseline and Intervention 2 when all four resources were aggregated (+1.9; $p < 0.001$), and when the Built (+1.5; $p < 0.001$), Cultural (+2.6; $p < 0.001$), Natural (+2.0; $p < 0.001$), and Social (+1.5; $p < 0.001$) resources were examined individually. However, the slight increases of respondents' willingness to visit between Intervention 1 and Intervention 2 were not significant.

Results also showed a significant increase of respondents' conative image of Ica in terms of willingness to recommend across the cognitive image interventions ($p < 0.001$). Paired *t*-tests (Bonferroni adjusted $p < 0.025$) indicated that respondents were significantly more willing to recommend Ica after Intervention 1 when all four resources were aggregated (+1.5; $p < 0.001$) and individually concerning the Built (+1.6; $p < 0.001$), Cultural (+1.8; $p < 0.001$), Natural (+1.4; $p < 0.001$), and Social (+1.4; $p < 0.001$) resources. Also, significant increases in willingness to recommend Ica were noted between Baseline and Intervention 2 when all four resources were aggregated (+1.8; $p < 0.001$) and when individually compared the Built (+1.7; $p < 0.001$), Cultural (+2.4; $p < 0.001$), Natural (+1.8; $p < 0.001$), and Social (+1.4; $p < 0.001$) resources. Increased willingness to recommend between Intervention 1 and Intervention 2 was only significant when all four resources were aggregated (+0.3; $p = 0.010$) and for Cultural resources (+0.6; $p = 0.008$).

Table 6
Effect of induced cognitive image on respondent's conative image of Ica.

Conative Image	Mean[c]			*F*	*p* value
	Baseline	Intervention 1	Intervention 2		
Interest to Visit Ica					
Aggregated resources ($n = 1000$)	13.1	14.8	15.0	101.13	<0.001[a]
Built resources ($n = 240$)	13.8	15.3	15.3	22.76	<0.001[a]
Cultural resources ($n = 254$)	12.2	14.4	14.8	37.01	<0.001[a]
Natural resources ($n = 253$)	12.8	14.5	14.8	22.65	<0.001[a]
Social resources ($n = 253$)	13.4	14.9	14.9	20.40	<0.001[a]
Willingness to Recommend Ica					
Aggregated resources ($n = 1000$)	12.6	14.1	14.4	105.40	<0.001[b]
Built resources ($n = 240$)	13.3	14.9	15.0	30.14	<0.001[a]
Cultural resources ($n = 254$)	11.7	13.5	14.1	32.88	<0.001[b]
Natural resources ($n = 253$)	12.5	13.9	14.3	25.26	<0.001[a]
Social resources ($n = 253$)	12.9	14.3	14.3	20.55	<0.001[a]

[a] Post hoc paired *t*-tests, adjusted for Bonferroni correction ($p < 0.025$), indicated a significant increase from Baseline to Intervention and from Baseline to Intervention 2. No significant differences were found between Interventions 1 and 2.
[b] Post hoc paired *t*-tests, adjusted for Bonferroni correction ($p < 0.025$), indicated significant differences between the three iterations.
[c] Measured on a series of continuous scales ranging from 'low' (0) to 'high' (21) perceptions.

4.4. Influencers of conative image

Multiple linear regressions conducted on a set of resource characteristics, affective image, and personal attributes on conative image after cognitive image intervention resulted in 4 significant models (Objective 2; Table 7). Collinearity statistics yielded tolerance above 0.1 and Variance Inflation Factor below five (4.34) in all cases, indicating that multicollinearity was not a concern in the regression models given the recommended 10 threshold (Gordon, 2015). Results indicate that independent variables significantly influenced intention to visit after respondents were presented with knowledge about Ica's iconic attractions (Model 1; Intervention 1 – Baseline; $R^2 = 0.04$, $p < 0.001$) and after presented with knowledge about *pisco*-related resources (Model 2; Intervention 2 – Baseline $R^2 = 0.05$, $p < 0.001$). Willingness to recommend Ica was significantly influenced by the independent variables after Intervention 1 (Model 3; $R^2 = 0.05$, $p < 0.001$) and after Intervention 2 (Model 4; $R^2 = 0.07$, $p < 0.001$).

When controlling for individual variables, few independent variables were significantly associated with the effect of interventions on conative image, and in distinct ways. Regarding resource characteristics, sense of connection to the destination was negatively associated with intention to visit Ica after Intervention 1 ($\beta = -0.22$, $p < 0.001$) and Intervention 2

Table 7
Resource characteristics, affective image, and personal attributes influencing conative image.

Independent Variables	DV – Conative Image (standardized β)			
	Intention to visit		Willingness to recommend	
	Model 1 (Int.1 – Base)	Model 2 (Int.2 – Base)	Model 3 (Int.1 – Base)	Model 2 (Int.2 – Base)
Resource characteristics				
Uniqueness	−0.05	−0.06	−0.08	−0.09
Representativeness	0.01	0.05	0.07	0.03
Connection to the destination	−0.22**	−0.15*	−0.25**	−0.22**
Authenticity	0.09	0.02	0.08	0.06
Destination lifestyle experience	−0.01	0.04	0.08	0.16*
Affective image				
Pleasant	0.15*	0.22**	0.12*	0.16*
Exciting	−0.01	0.02	0.01	0.04
Relaxing	−0.05	−0.07	−0.03	−0.01
Personal attributes				
Age	−0.06	−0.02	−0.00	−0.00
Education	−0.04	−0.06	−0.07*	−0.08*
Political ideology	0.01	0.05	0.01	0.05
Model Statistics				
R	0.21	0.22	0.23	0.26
R^2	0.04	0.05	0.05	0.07
p value	<0.001	<0.001	<0.001	<0.001

*$p < 0.050$.
**$p < 0.001$.

(β = −0.15, $p = 0.002$) and with willingness to recommend the destination after Intervention 1 (β = −0.25, $p < 0.001$) and Intervention 2 (β = −0.22, $p < 0.001$). Conversely, destination lifestyle experience was positively associated with willingness to recommend the destination after Intervention 2 (β = 0.16, $p = 0.009$). Regarding affective image, only pleasantness was found to be a significant predictor of conative image. The more pleasant respondents perceived the resources, the greater intention they had to visit after Intervention 1 (β = 0.15, $p = 0.001$) and Intervention 2 (β = 0.22, $p < 0.001$) as well as greater willingness to recommend the destination after Intervention 1 (β = 0.12, $p = 0.010$) and after Intervention 2 (β = 0.16, $p = 0.001$). Education was the only personal attribute that showed a significant effect on conative image. The more formally educated the respondent, the less willing they were to recommend the destination after Intervention 1 (β = −0.07, $p = 0.022$) and after Intervention 2 (β = −0.08, $p = 0.014$).

5. Discussion

This study provides evidence of the relevance of resource characterization (destination iconic attractions and product-specific resources), in the formation of a destination's image. Respondents reported high perceptions of authenticity, representativeness, and uniqueness after being presented with cognitive images of Ica's touristic icons and a series of built, cultural, natural, and social resources associated with *pisco*. A salient study finding relates to authenticity, an attribute associated to the tourist's actual experience (Park et al., 2019), as responses indicated that authenticity can also be evoked in potential visitors through the combination of graphic (pictures) and written (text) information. Another salient finding is the influence of representativeness—as a standalone characteristic—in the formation of destination image. These results support the need of branding strategies to clearly convey the characteristics of the destination resources to attract tourists (Marques et al., 2021; Qu et al., 2011). In doing so, it is important to emphasize resources of all types that are distinctive (Lin & Liu, 2018), authentic, and unique (Hudson & Brent Ritchie, 2009; Yang et al., 2022; Yi et al., 2018), as well as representative of a destination.

Yet, results indicated that certain resource characteristics such as connection to destination are more difficult to convey, which suggests that destination marketing organizations should consider diverse media (e.g., testimonials along pictures) to inspire a connection with the destination among potential visitors. The connection to the destination attribute behaves in the opposite manner as the remaining resource characterization attributes, suggesting that it requires a different approach in marketing efforts. The negative relationship may be a result of connection to the destination as an attribute that requires a physical interaction between visitors and local resources/people to be properly conveyed. Therefore, induced knowledge may be insufficient to communicate it.

Study results indicate that craft beverage related resources are perceived as pleasant and can influence both potential tourists' intention to visit a craft beverage destination and their willingness to recommend it. Therefore, craft beverage related resources should be highlighted in promotional material and included in branding strategies. Increases in affective image of Ica driven by *pisco*-related resources speaks to the importance of emotions and attachments in branding craft beverage destinations (Chaulagain et al., 2019; Hultman et al., 2017; Ramkissoon, Uysal, & Brown, 2011). Given that affective image of a destination has been determined to be more influential on future travel behavior than cognitive image (Marques et al., 2021; Woosnam et al., 2020), branding strategies should include resources that can communicate information and evoke emotions.

This study supports existing evidence (Kladou & Magravani, 2015; Woosnam et al., 2020) that cognitive image of a destination greatly influences conative image. Yet, the intervention nature of this study that allowed to present knowledge progressively (first of Ica's iconic resources, then of *pisco*-related resources) was instrumental to conclude that the characteristics of the destination icons and product-related resources is powerful enough to influence conative image in a significant manner. Results showing that *pisco*-related resources improve respondents' perceived destination image carry specific implications for craft beverage destinations, indicating that their marketers should develop a brand in which the overall destination resources, preferably iconic ones, are integrated with craft beverage specific resources. In doing so, it is important they accurately portray a variety of resources reflecting the heritage of the craft beverage as well as the array of resources associated to its production and distribution.

This study also found that craft beverage related built resources, such as *bodegas*, can influence potential tourist's interest in visiting the destination, which is consistent with the pivotal role that heritage sites have in attracting tourists (Choi et al., 2015; Muñoz-Fernández et al., 2018). Conversely, low levels of interest elicited by natural resources contradict the prevalence of iconic natural resources as a main pull factor for destinations (Giddy & Webb, 2018; Lin & Liu, 2018). These results suggest that craft beverage destinations should build their branding strategies based on a mix of resources (e.g. local gastronomy, cultural artifacts) rather than relying solely on the traditional natural-and-cultural resource formula. These findings are in line with evidence indicating that a blend of resources, especially based on built and social resources, are key to accelerate the development of craft beverage destinations (Gil Arroyo et al., 2021).

5.1. Study contributions

Altogether, study results yield important theoretical, methodological, and practical contributions related to destination image, particularly for emerging craft beverage tourism destinations that are seeking to position themselves in a niche segment. From the theoretical perspective, this study strengthens existing knowledge on how destination image is formed two key ways. First, it expands the conceptualization of resource characterization by identifying three additional characteristics (representativeness, connection to the destination, destination lifestyle experience) beyond authenticity and uniqueness that should be included when examining destination image. The strong internal reliability

obtained among these five characteristics across all resources examined indicates this multidimensional conceptualization can be a valuable tool to assess resources more comprehensively. Furthermore, this study identifies that 'connection to the destination' is a key resource characteristic that can predict a destination's conative image, broadening our understanding of predictors of future travel behavior. Secondly, this study pioneered the collective examination affective image and resource characterization, previously treated independently, to examine their effect on conative image.

This study also innovates the prevailing methodology for destination image assessment that tend to happen after a visit (e.g., Kock et al., 2016; Stylidis, Shani, & Belhassen, 2017), which challenges the ability to control for experiences across tourists (e.g., levels of satisfaction) and choosing the right assessment time (e.g., tiredness immediately after visit vs. recollection if later assessed). In this study, inducing cognitive image (pictures along information) about the destination iconic attractions (Ica) and craft beverage specific resources (*pisco*-related) allowed capturing respondents' perceived affection and emotions related to specific resources without the distortions caused by being in the destination (e.g., fatigue, noise, excitement). It also expands the notion that conative image is formed after a visit (King et al., 2015; Stylidis & Cherifi, 2018; Woosnam et al., 2020). This methodological innovation was instrumental to demonstrate that the induced knowledge of the existing resources of a destination (iconic attractions) and the staple product (e.g., craft beverages) can aid the formation of a destination's image and positively influence it. This study's use of picture-text dyads contributes to the handful of studies that have used visual techniques (e.g., pictures) to examine destination image among non-visitors (e.g., Mohamed, Lehto, Hewedi, & Behnke, 2021) by incorporating additional information that can help to convey a message.

Study results also carry important practical implications to inform branding strategy in emerging craft beverage destinations. Results indicate that emerging craft beverage destinations, such as Ica, should develop an image centered on the staple product (*pisco* in this study) integrated with a mix of resources associated with craft beverage production or commercialization (*haciendas* and *bodegas* in this study). Furthermore, development and promotional efforts should blend information of traditional infrastructure (e.g., refurbished distilleries) with cultural and social aspects (e.g., grape harvest) to form destination image. It is imperative that craft beverage destination brand strategies focus on conveying the authenticity and representativeness of its resources and highlight aspects of local's lifestyle. Such practical implications go beyond the specific case of Ica in Peru, as destinations all over the world are turning to niche tourism segments, such as craft beverage tourism, to appeal to discerning tourists looking for memorable and one-of-a-kind experiences. Such is the case of Thailand, which has a fully developed destination image related to beach tourism but is looking to expand its offerings through the development of other niches (Chirakranont & Sakdiyakorn, 2022).

5.2. Study limitations and future research

The study contributions should be taken in view of a few limitations. This study was designed using Ica, an emerging craft beverage destination with unique iconic resources, thus study results should be extrapolated to other scenarios with caution. Although the survey panel was designed to have a balanced gender and geographic distribution, its nonrandom nature cautions generalizability. Specifically, the relatively high income of the panel composition (household income over $50,000) deemed necessary to capture the perceptions of a sociodemographic group capable to travel long haul destination, may also limit extrapolating results to craft beverage destinations seeking to attract a local clientele. Thus, it is suggested that future efforts replicate this study across craft beverage destinations at different development stages and among a random sample of potential visitors, including but not limited to tourists. In doing so, it would be advisable to contrast this research design between potential and actual tourists to validate results related to conative image, and preferably controlling for long and short haul destinations as this can impact their perceptions of a destination.

Methodologically, it is worth mentioning a potential shortcoming in the construction of the picture-text dyads used to induce cognitive image. Although special effort was placed in selecting the pictures and crafting the accompanying information, the researchers might have introduced bias by favoring certain pictures based on personal preferences (e.g., selection of a meat dish) or emotions (e.g., perceived authenticity), among other desired attributes. This is particularly relevant given the study's focus on examining a mix of destination resource characteristics. Thus, future studies should examine craft beverage destinations with different contexts to validate findings about the relevance of resource characterization on destination image overall, and especially in its developing stages. Qualitative methods could be valuable to identifying such elements (e.g., focus groups to select pictures). Additionally, we suggest incorporating rigorous pilot testing in the process of picture selection, especially in cases in which resource categories overlap (e.g., a distillery can be considered a built and a cultural resource) or multiple iconic resources are present. Doing so can provide reliability of the resources that are intended to be evaluated and reducing misunderstanding or misinterpretation of the selected resources among study participants.

Additionally, and building upon this study contributions, it is suggested that future tourism studies consider including the five-dimensional resource characterization when evaluating the impact of local—especially iconic—resources in destination branding evaluations. In doing so, it is advisable that future studies incorporate other types of resource such as political (e.g., regulations, laws) and economic (e.g., profits) ones that appeared to influence craft beverage destination development (Gil Arroyo et al., 2021) beyond destination image. Lastly, the negative relationship between connection to the destination and conative image found in this study, call for furthering efforts to validate such a result and to elucidate why it behaves differently than the other resource characteristics.

6. Conclusion

This study sought to examine the elements that influence the formation of a craft beverage destination image from the perspective of potential tourists. In doing so, this study contributes to the extant craft beverage tourism theory while filling multiple knowledge gaps related to destination image and contributing to its assessment methodology. Results indicate resource characteristics influence how destination image is formed by providing evidence of their effect on potential tourist's perception of a destination. These results also denote the suitability of craft beverages to attract visitors and broaden opportunities for emerging destinations or destinations looking to diversify their offerings. The methodological innovation of this study –incorporating induced cognitive image– enabled measurement of the impact of different destination resources and a mix of niche resources (in this case *pisco*-related) on destination image through cognition and emotions.

Altogether, study results yielded important insights for more effective destination branding of craft beverage tourism destinations while allowing the creation of a multidimensional construct for resource characterization. The latter is a valuable contribution given that previous efforts to evaluate the role of resource characteristics in destination image is sparse and disconnected, particularly for craft beverage destinations. By inducing cognitive image through sequential interventions, this study expands destination image evaluations beyond past experiences and opens opportunities to incorporate potential tourists' perspectives, which may be extremely valuable for emerging destinations. This study elucidates the influence of context related elements and affective image in shaping destination image and their ability to predict future travel behavior.

Credit author statement

Claudia Gil Arroyo: Conceptualization, Methodology, Project Administration, Investigation, Formal Analysis, Writing – Original Draft, Writing – Review & Editing. **Carla Barbieri:** Conceptualization, Methodology, Writing – Original Draft, Writing – Review & Editing. **Whitney Knollenberg:** Conceptualization, Methodology, Writing – Original Draft, Writing – Review & Editing. **Carol Kline:** Writing – Original Draft, Writing – Review & Editing.

Impact statement

Research findings can inform marketing efforts of emerging craft beverage tourism destinations. They can guide their promotional strategies, notably branding development, by elucidating on how context (e.g., authenticity, uniqueness, representativeness) and resources related to the staple craft beverage, its production, and commercialization should be incorporated. Outlining the elements that represent the greatest appeal for potential craft beverage tourists to visit or be willing to recommend a craft beverage tourism destination such as built (e.g., historic buildings) and social (e.g., traditional festivities) resources can enlighten brand development. This study also identifies the resources' characteristics of various (connectedness to the destination) and ability to entice positive affection (pleasantness), and personal attributes (education) that have the greatest influence in potential tourists' intention to visit and willingness to recommend a craft beverage tourism destination. These results can inform the promotional strategies of craft beverage destinations in terms of message content and target market.

Appendix A. Supplementary data

Supplementary data to this article can be found online at https://doi.org/10.1016/j.tourman.2022.104677.

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