

**An extended model of destination image formation: The inclusion of
sensory images**

ABSTRACT

The purpose of this study is to examine the development of destination image from the sensory form to the cognitive and affective forms, and the effects that these three types of destination image can have on tourist intention. Japan's Tohoku district was selected as the destination, while Malaysia's respondents were chosen as the potential tourists. This study proved that the model of destination image formation must begin from the sensory images and continue with the cognitive images and the affective image. The linear correlations between the sensory, cognitive and affective elements further facilitate the intention to visit the destination of potential tourists. Among the three, affective image has the largest effect on intention. However, the formation of the affective image is under the influence of the sensory and cognitive images, with that of the former to be larger. Implications for destination image promotion, with an emphasis on the sensory elements, are discussed.