

William C Gartner

List of Publications by Year in descending order

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27
papers

4,001
citations

430442

18
h-index

580395

25
g-index

28
all docs

28
docs citations

28
times ranked

1924
citing authors

#	ARTICLE	IF	CITATIONS
1	Image Formation Process. <i>Journal of Travel and Tourism Marketing</i> , 1994, 2, 191-216.	3.1	962
2	Destination Image and Its Functional Relationships. <i>Journal of Travel Research</i> , 2007, 45, 413-425.	5.8	603
3	Customer-based brand equity for a destination. <i>Annals of Tourism Research</i> , 2007, 34, 400-421.	3.7	534
4	Conceptualization and Operationalization of Destination Image. <i>Journal of Hospitality and Tourism Research</i> , 2007, 31, 194-223.	1.8	370
5	Tourism Image: Attribute Measurement of State Tourism Products Using Multidimensional Scaling Techniques. <i>Journal of Travel Research</i> , 1989, 28, 16-20.	5.8	367
6	The Impact of Tiananmen Square on China's Tourism Image. <i>Journal of Travel Research</i> , 1992, 30, 47-52.	5.8	221
7	Temporal influences on image change. <i>Annals of Tourism Research</i> , 1986, 13, 635-644.	3.7	165
8	Tourism Destination Brand Equity Dimensions. <i>Journal of Travel Research</i> , 2011, 50, 471-481.	5.8	144
9	Measurement of destination brand bias using a quasi-experimental design. <i>Tourism Management</i> , 2007, 28, 1529-1540.	5.8	130
10	Environmental impacts of recreational home developments. <i>Annals of Tourism Research</i> , 1987, 14, 38-57.	3.7	61
11	Visa restrictions and their adverse economic and marketing implications – Evidence from China. <i>Tourism Management</i> , 2012, 33, 397-412.	5.8	61
12	Brand equity in a tourism destination. <i>Place Branding and Public Diplomacy</i> , 2014, 10, 108-116.	1.1	58
13	Tour Operators' Role in the Tourism Distribution System. <i>Journal of International Consumer Marketing</i> , 1994, 6, 161-179.	2.3	54
14	Preferences and trip expenditures – a conjoint analysis of visitors to Seoul, Korea. <i>Tourism Management</i> , 2004, 25, 127-137.	5.8	54
15	Mexican – American/Anglo cultural differences as recreation style determinants. <i>Leisure Sciences</i> , 1990, 12, 335-348.	2.2	52
16	Perceptions in International Urban Tourism: An Analysis of Travelers to Seoul, Korea. <i>Journal of Travel Research</i> , 2004, 43, 39-45.	5.8	44
17	How to Avoid a COVID-19 Research Paper Tsunami? A Tourism System Approach. <i>Journal of Travel Research</i> , 2021, 60, 467-485.	5.8	37
18	Winter tourism in the European Alps: Is a new paradigm needed?. <i>Journal of Outdoor Recreation and Tourism</i> , 2020, 31, 100297.	1.3	22

#	ARTICLE	IF	CITATIONS
19	Chapter 11 A Practical Framework for Destination Branding. Bridging Tourism Theory and Practice, 2009, , 149-158.	0.3	12
20	How weather conditions affect guest arrivals and duration of stay: An alpine destination case. International Journal of Tourism Research, 2021, 23, 1006-1026.	2.1	11
21	Chapter 4 Deconstructing Brand Equity. Bridging Tourism Theory and Practice, 2009, , 51-63.	0.3	9
22	Image of Vietnam held by US tourists: Initial inquiry. Asia Pacific Journal of Tourism Research, 2006, 11, 147-159.	1.8	8
23	The Influence of Natural Resource Characteristics on Property Value: A Case Study. Journal of Travel Research, 1996, 35, 64-71.	5.8	6
24	Worker and consumer faceâ€œoff on cultural distance and satisfaction. Tourism Review, 2009, 64, 37-52.	3.8	6
25	Segmented (Differential or Discriminatory) Pricing and Its Consequences. , 2006, , 171-183.		4
26	Word Bias in Surveys and Its Impact on Travel Expenditure Studies. Journal of Hospitality Marketing and Management, 2010, 20, 40-59.	5.1	2
27	Image, tourism. , 2014, , 1-4.		0