

Passages from two published articles which are totally identical.

- 1) **Les auteurs de l'article A ont-ils plagié les auteurs de l'article B ? Les auteurs de l'article B ont-ils plagié les auteurs de l'article A ? Ou bien tous ces auteurs ont-ils plagié sans se concerter les auteurs d'un article C ?**
- 2) **Qui est « coupable » ? Les auteurs ? Les reviewers des journaux concernés ? Les rédacteurs en chef des journaux ? Notre système ?**

Article A) Hosany, Sameer, Yuksel Ekinici, and Muzaffer Uysal (2006), "Destination Image and Destination Personality: An Application of Branding Theories to Tourism Places," Journal of Business Research, 59 (5), 638-42.

“Studies on destination image began in the early 1970s, when [Hunt's \(1975\)](#) influential work examined the role of image in tourism development. Since then, destination image has become one of the dominant areas of tourism research.

Destination image is defined as an attitudinal concept consisting of the sum of beliefs, ideas and impressions that a tourist holds of a destination ([Crompton, 1979](#)). An increasing number of researchers support the view that destination image is a multidimensional construct comprising of two primary dimensions: cognitive and affective (e.g., [Lawson and Band-Bovy, 1977](#)). The cognitive component can be interpreted as beliefs and knowledge about the physical attributes of a destination, while the affective component refers to the appraisal of the affective quality of feelings towards the attributes and the surrounding environments ([Baloglu and McCleary, 1999](#)).

Destination image is a widely investigated topic, but the application of brand personality to tourism is relatively new. In the consumer behavior literature, [Aaker \(1997: 347\)](#) defines brand as the “the set of human characteristics associated to a brand. [Aaker \(1997\)](#) provided evidence for the validity of the brand personality construct through a scaling procedure. The Brand Personality Scale (BPS) consists of five generic dimensions: sincerity, excitement, competence, sophistication and ruggedness. Since then, [Aaker's \(1997\)](#) study has been replicated using various consumer brands within different product categories and across different cultures (e.g. [Siguaw et al., 1999](#); [Aaker et al., 2001](#)). However, to date, research on the application of the BPS to places and tourism destinations has been sparse. Adapting [Aaker's \(1997\)](#) research, we view destination personality as a multidimensional construct and is defined as “the set of human characteristics associated to a tourism destination”.

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The measures for all the constructs in the study were drawn from previous research. Destination image was operationalised in terms of both its affective and cognitive components. Affective image was measured on a 7-point scale using 4 bipolar items adopted from [Russell \(1980\)](#). The cognitive image measure was adapted from [Ong and Horbunluekit's \(1997\)](#) study, and consisted of 17 bipolar adjectives on a 7-point scale. Destination personality was captured using [Aaker's \(1997\)](#) five dimensional brand personality scale (BPS). At a preliminary stage, the BPS 42 personality traits were tested for content validity ([Churchill, 1979](#)). Some items were redundant, because they were not suitable to define a tourism destination. A final set of 27 items, split across 5 dimensions, was retained. The items were measured using a 5-point Likert type scale, with anchors (1) not descriptive at all and (5) extremely descriptive, consistent with [Aaker's \(1997\)](#) study.

Multiple dependent measures were included to assess the criterion validity of the scales ([Churchill, 1979](#)). Overall, destination image was measured using a 7-point scale, with anchors (–3) extremely poor and (+3) extremely good. Finally, intention to recommend was measured on a 7-point scale, anchored with (–3) extremely unlikely and (+3) extremely likely ([Cronin and Taylor, 1992](#)).”

Article B) Michailidis, Anastasios and Fotis Chatzitheodoridis (2006), "Scenarios Analysis of Tourism Destinations," Journal of Social Sciences, 2 (2), 41-47.

“Studies on destination image began in the early 1970s, when Hunt's[1] influential work examined the role of image in tourism development. Since then, destination image has become one of the dominant areas of tourism research. Destination image is defined as an attitudinal concept consisting of the sum of beliefs, ideas and impressions that a tourist holds of a destination[2]. An increasing number of researchers support the view that destination image is a multidimensional construct comprising of two primary dimensions: cognitive and affective[3]. The cognitive component can be interpreted as beliefs and knowledge about the physical attributes of a destination, while the affective component refers to the appraisal of the affective quality of feelings towards the attributes and the surrounding environments[4].

Destination image is a widely investigated topic , but the application of brand personality to tourism is relatively new. In the consumer behavior literature, [5] defines brand as the “the set of human characteristics associated to a brand. Aaker [5] provided evidence for the validity of the brand personality construct through a scaling procedure. The Brand Personality Scale (BPS) consists of five generic dimensions: sincerity, excitement, competence, sophistication and ruggedness. Since then, Aaker's [5] study has been replicated using various consumer brands within different products categories and across different cultures [6, 7]. However, to date, research on the application of the BPS to places and tourism destinations has been sparse. Adapting Aaker's [5] research, we view destination personality as a multidimensional construct and is defined as “the set of human characteristics associated to a tourism destination”.

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The measures for all the constructs in the study were drawn from previous research. Destination image was operationalised in terms of both its affective and cognitive components. Affective image was measured on a 7-point scale using 4 bipolar items adopted from Russell[18]. The cognitive image measure was adapted from Ong and Horbunluekit's[19] study, and consisted of 17 bipolar adjectives on a 7-point scale. Destination personality was captured using Aaker's[5] five dimensional brand personality scale (BPS). At a preliminary stage, the BPS 42 personality traits were tested for content validity[20]. Some items were redundant, because they were not suitable to define a tourism destination. A final set of 27 items, split across 5 dimensions, was retained. The items were measured using a 5-point Likert type scale, with anchors (1) not descriptive at all and (5) extremely descriptive, consistent with Aaker's[5] study.

Multiple dependent measures were included to assess the criterion validity of the scales[20]. Overall, destination image was measured using a 7-point scale, with anchors (−3) extremely poor and (+3) extremely good. Finally, intention to recommend was measured on a 7-point scale, anchored with (−3) extremely unlikely and (+3) extremely likely[21].”