

**AN EMPIRICAL INVESTIGATION OF DETERMINANTS OF
TOURIST DESTINATION IMAGE**

By

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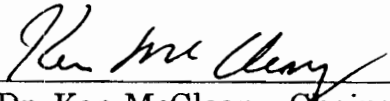
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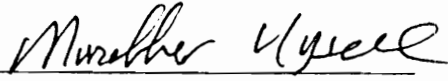
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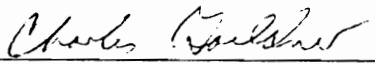
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Hospitality and Tourism Management

ABSTRACT

The research of the past two decades in travel and tourism has demonstrated that tourism destination image is a valuable construct in investigating the destination selection process and behavior of travelers. Most studies of consumer decision making in tourism have investigated the relationship between image of a destination and preference or visitation intentions for the destination. As competition among tourism destinations is getting more intense, it becomes increasingly important to understand the dynamic structure of image by studying forces or influences contributing to destination image formation so that a more effective image creation and correction strategy can be articulated.

In the last two decades, research in travel and tourism has investigated many important issues regarding the image concept and contributed to understanding of tourist destination image. However, although numerous researchers across different fields emphasized the importance of understanding the forces contributing to image formation process, it has not received much attention in travel and tourism studies. Building upon the works from several fields and disciplines such as consumer behavior and marketing, travel and tourism, environmental psychology and geography, this study developed and empirically tested a conceptual model of the determinants of tourist destination image (image formation process).

A major finding of the study was that a tourist destination image is formed by both

stimulus factors and travelers' characteristics. The image of a tourism destination is dynamic and developed by chains of influences. The findings of a path analysis indicated that variety and type of information sources used, age and education influence perceptual/cognitive evaluations of tourism destinations. The perceptual/cognitive evaluations and socio-psychological travel motivations together influence affective evaluations of tourism destinations. The perceptual/cognitive and affective evaluations, then, form an overall image of tourism destinations. It was also found that the overall image was more likely influenced by affect than perceptual/cognitive evaluations and affect together. In other words, affect serves as an intervening variable between perceptual/cognitive evaluations and overall image.

The study contributed to the theoretical advancement of destination image formation in the field of travel and tourism. It also contributed to consumer behavior and marketing by providing a structural model by which a simultaneous empirical treatment of the elements influencing image was investigated. The results of this study provided important implications for strategic image management and can aid in designing and implementing marketing programs for creating and enhancing tourist destination images. They can also aid in tailoring images for specific target markets, positioning tourism destinations, and designing advertising and promotional programs.

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CHAPTER I

INTRODUCTION

The present dissertation develops and empirically tests a model of determinants of destination image. As competition among tourism destinations is getting more intense, it becomes increasingly important to understand the dynamic structure of image by studying forces or influences contributing to destination image formation so that a more effective destination image development strategy can be articulated. In this chapter, the research problem and importance of the study are specified. The conceptual framework guiding the proposed model is discussed. The scope of the study is delineated by presenting the purpose of the study along with research questions followed by a discussion of the contribution of the study. In the later sections of the chapter, definitions of terms used in the study and organization of the rest of the dissertation are provided.

STATEMENT OF THE PROBLEM

The research of the past two decades has demonstrated that destination image is a valuable concept in investigating the destination selection process and behavior of travelers. Most studies of consumer decision making in tourism have investigated the relationship between image of a destination and preference or visitation intentions for the destination. Some other studies have investigated the impact of previous visitation (actual behavior) or familiarity on destination image. However, no study investigated the determinants of image or influences guiding image formation in the absence of actual visitation. This suggests that image studies have largely focused on a static structure of image by studying the relationship between image and behavior but not on the dynamic nature of image by studying the influences on image structure and formation in the absence of actual visitation. As noted by Brokaw (1990, p.32): "Before image can be used to influence behavior, it is important to understand what influences image."

To address this problem, this research is designed to provide insights into forces guiding the formation of destination image. This is accomplished by examining the relationships among the different levels of evaluations within image structure as well as the elements determining these

evaluations. Although the importance of *image formation* has been emphasized by many researchers across fields and disciplines, this issue has not received much attention in travel and tourism image studies. Also, other fields have conducted little research into the dynamic nature of image or the influences guiding image formation. Therefore, the purpose of this dissertation is to develop and empirically test a conceptual model of the determinants of image.

BACKGROUND OF THE PROBLEM

The globalization of tourism, coupled with a more liberalized economic and social system, has resulted in an increase in the number of destinations on the supply side and international travelers on the demand side. As international boundaries continue to shrink, more destinations are accessible than ever before. Every year hundreds of millions of travelers cross international borders to see what is offered to them. In 1992, 470 million people visited international tourism destinations and generated \$279 billion international tourist receipts. Current forecasts project that these figures will double by the year 2000 (Waters 1993). In order to get their fair share, international tourism destinations are intensely competing to attract larger numbers of potential travelers to their countries.

Although a traveler's decision to select a particular tourism destination is influenced by a variety of factors, the image construct, in several disciplines and fields, has been proven crucial in the consumer decision-making process. Competition among tourism destinations is usually accomplished by creating and transmitting a favorable image to potential tourists in target markets (Goodall 1990). Indeed, at both the local and international levels, tourism destinations compete on nothing more than the images held in the minds of potential travelers. Therefore, tourism marketers of destinations spend a great amount of money, time, and effort to create a favorable image and, ultimately, to entice prospective travelers to visit their destinations.

Naturally, the concept of "image" has increasingly been capturing the interest of tourism researchers, industry practitioners, and destination marketers. Image differentiates tourist destinations from each other and is an integral and influential part of the travelers' decision process. The destination image is now considered a powerful influence on travel behavior and choices and of central importance in the destination selection process. It is also accepted as one of the major concepts in predicting consumer behavior. From the destination point of view, image represents a useful construct to design effective destination

marketing programs as well as to develop tourism products.

Previous destination image studies in tourism and travel centered on the relationship between destination image and preference or purchase intentions (Mayo 1973; Hunt 1975; Goodrich 1978; Scott et al. 1978; Milman and Pizam 1995). Numerous studies focused on how destination image varies with actual behavior (direct destination experience) which was usually labeled as familiarity (previous visitation). Some of these studies utilized a longitudinal approach by which the modifications between travelers' pre-trip and post-trip destination images were compared (Pearce 1982; Phelps 1986; Dann 1994). Other studies used a posteriori approach and examined the image differences between travelers who visited the destination (visitors) and those who did not (nonvisitors) (Fridgen 1987; Chon 1990; Ahmed 1991; Fakeye and Crompton 1991; Hu and Ritchie 1993; Milman and Pizam 1995).

One particular interest of destination image studies focused on identifying image strengths and weaknesses of tourism destinations and the positioning of destinations relative to other destinations along with a variety of destination attributes (Mayo 1973; Anderssen and Colberg 1973; Goodrich 1977; Haahti 1986; Fenton and Pearce 1988; Gartner 1989; Fakeye, Crompton, and Lue 1992). Most of those studies

used perceptual mapping techniques including multidimensional scaling, preference maps, and correspondence analysis.

Several studies investigated the relationship between travelers' geographical location (distance) and image (Hunt 1975; Scott et al. 1978; Crompton 1979a; Ahmed 1991; Fakeye and Crompton 1991). Some focused on the measurement of destination image (Echtner and Ritchie 1993; Driscoll et al. 1994), the components of destination image (Dann 1994) or affective image of destinations (Walmsley and Jenkins 1993; Baloglu and Brinberg 1995). Others examined temporal influences on image change (Gartner 1986; Hunt and Gartner 1987), differences between tourist image (demand) and image projected by destination (supply) (Stabler 1990), image variations by trip purpose (Javalgi et al. 1992), and the relationship between sociodemographic variables and destination image (Walmsley and Jenkins 1993; Baloglu et al. 1995).

IMPORTANCE OF THE STUDY

Numerous researchers across fields emphasized the importance of understanding forces which influence image development (Myers 1968; Burgess 1978; Phelps 1986; Russel and Snodgrass 1987; Han 1989; Gartner 1989; Brokaw 1990; Fakeye and Crompton 1991; Kotler et al. 1993; Stern and Krakover

1993; Gartner 1993). Several tourism researchers have suggested that little effort has been undertaken to determine the factors that influence image formation of places and destinations (Phelps 1986; Gartner 1989; Fakeye and Crompton 1991; Gartner 1993). Despite importance and growing interest, destination image studies have also been atheoretical and lacking a conceptual framework (Gartner 1993; Echtner and Ritchie 1993; Fakeye and Crompton 1991).

Myers (1968) provided a detailed review of marketing studies which incorporated image and imagery in his book Consumer Image and Attitude. He concluded that unless the concept of image is studied at a disaggregated level, that is, the individual differences and the forces which determine it, the image theory will remain "global" and "sketchy" and cannot be fully understood conceptually. Carmichael (1991, p.3) emphasized the importance of image and noted that "research which focuses on the linkage between tourist, place attributes and information could provide a broad understanding of how a destination really attracts tourists." Kotler et al. (1993) stated that the top priority issue of strategic image management is to investigate what determines a place's - city, state, or nation - image. Han (1989) suggested that future studies should investigate how consumers form country image and what types of exposure affect consumers' formation of

image.

Gartner (1993, p. 197) emphasized the importance of image formation in the following manner:

How images are formed and the component parts of that formation process are important areas of inquiry. If it can be shown that different image formation agents [information sources] affect the formation of destination images differently than the final outcome can be directed through the selection of an appropriate image formation mix.

Gartner (1993, p. 209) also noted:

As competition increases and more destinations promote their touristic attributes, touristic image ... will become increasingly important. Destination promoters without an image formation strategy will find it increasingly difficult to maintain, increase or develop their unique share of tourism market.

Gartner's argument was that understanding determinants of destination image would assist tourism destinations in selecting the right mix of image formation agents (influencers) to manage their limited resources more effectively.

If a relationship exists between destination selection and image, then investigating the determinants of image and image formation will assist in understanding how an individual image of a destination can be changed to increase visitation intention (Mill and Morrison 1992). Goodall (1990) noted that

knowing factors influencing destination image will help destinations identify target markets and decide which image should be promoted to which segment of the market.

Travel marketers of many destinations are competing to attract larger numbers of travelers from many countries to their destination or country. To gain a competitive advantage, it is becoming increasingly important to understand what factors influence the development of destination images so that a more effective marketing strategy can be developed to create, correct, and enhance the images of tourist destinations.

THE CONCEPTUAL FRAMEWORK

The conceptual framework of this study builds upon the works from several fields and disciplines such as consumer behavior and marketing, travel and tourism, environmental psychology, and geography. The conceptual models found in the literature mainly dealt with the role of image in consumer behavior, tourist destination selection, spatial behavior of people, man-environment interaction, image formation, and the dimensions or different levels of evaluations embedded in image structure.

Several researchers have agreed that image is mainly caused by two major forces: stimulus factors and personal factors (Krech et al. 1962; Kassarian and Robertson 1973; Crompton 1979a; Mayo and Jarvis 1981; Walmsley and Lewis 1984; Moutinho 1987; Kotler 1988; Stabler 1990). Stimulus factors consist of external information and the characteristics of the object whereas personal factors include the characteristics of the individual. The models which served as a general framework and conceptual and theoretical underpinnings for this study are presented below.

Gunn (1972), in his book Vacationscape: Designing Tourist Regions, conceptualized the evolvement of image through a seven-phase travel experience: (1) Accumulation of mental images about a vacation destination, (2) Modification of those images by further information search, (3) Decision to go to a destination, (4) Travel to the destination; (5) Activities at the destination, (6) Return travel, and (7) Modification of images based on the visitation and experience. Gunn (1972) suggests that the first three phases of this model which comprise the initial image formation stage before visiting a destination are the most important in influencing travelers' behavior because travelers rely much more on mental images in their destination related decision making.

A model of a tourist's image formation process was conceptualized by Fakeye and Crompton (1991). Using Gunn's (1972) seven phases of a vacation travel experience in the context of image modification and his concepts of organic and induced images, Fakeye and Crompton (1991) developed a model of the image formation process with particular reference to the sources of information used and actual visitation to the destination (Figure 1). The model identifies the development of organic, induced and complex images and their roles in destination selection. According to the model, travelers develop organic images of a set of alternative destinations from various nontourism information sources. When the travelers have a desire to take a vacation, they may get involved in an active information search and resort to tourism specific information sources (brochures, travel agents, etc.). As a result, the travelers develop induced images of alternative destinations which may be different from their organic images. Once a particular destination is selected and visited, the travelers will develop more complex and differentiated images due to actual contact with the destination.

Similarly, Gartner (1993) developed a theoretical basis for the touristic image formation process and presented a typology of the image formation agents that act independently

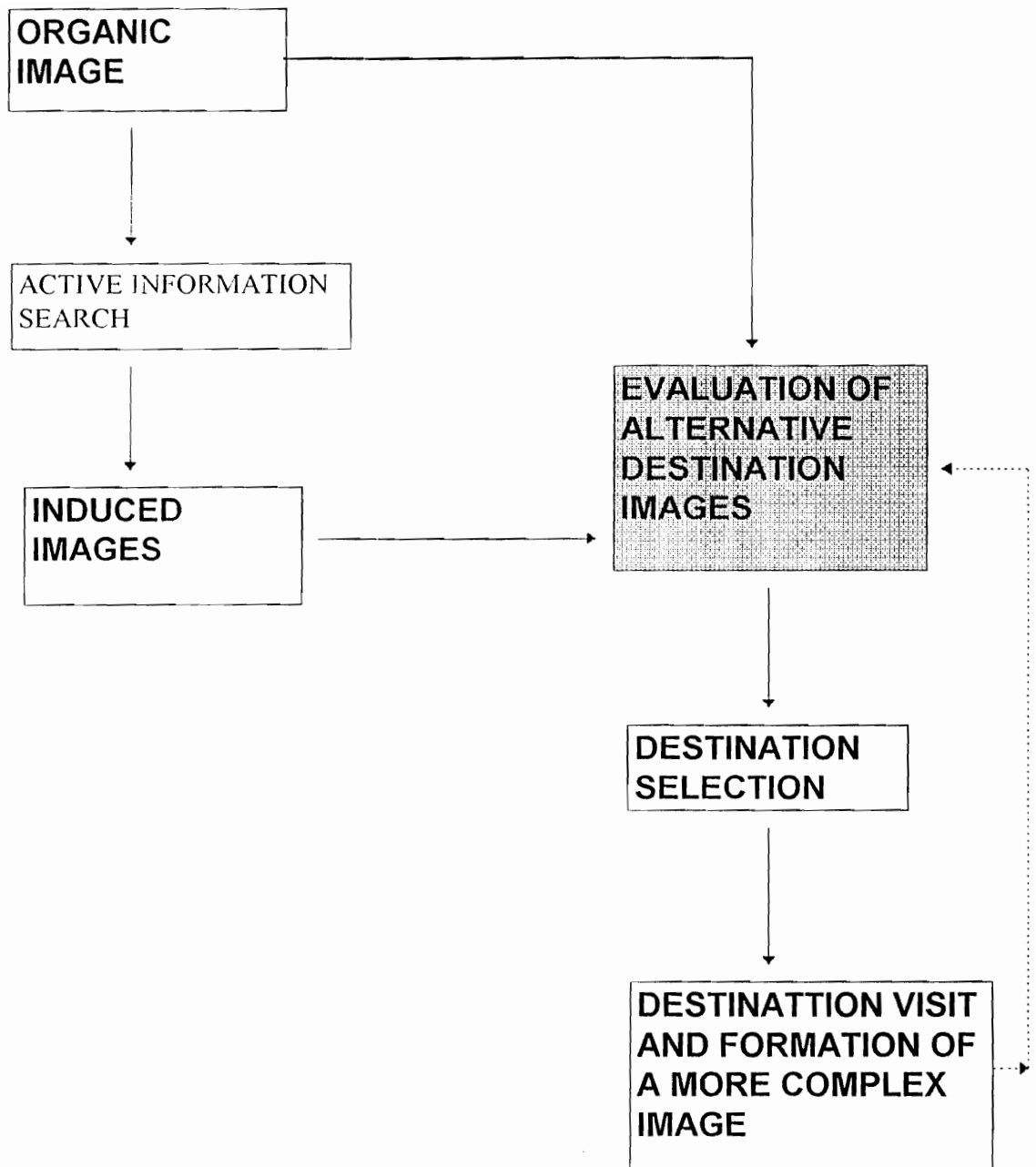


Figure 1: A Model of a Tourist's Image Formation Process

Source: Fakeye, Paul C. and John L. Crompton (1991), "Image Differences between Prospective, First-Time, and Repeat Visitors to the Lower Rio Grande Valley," *Journal of Travel Research*, Fall, p. 11.

or in some combination to form a destination image unique to the individual. The image formation agents included various information sources which were placed on a continuum, nonpromotional sources at one end and friends/relatives recommendation at the other. Gartner (1993) also recognized the difference between cognitive and affective evaluations, which interactively form destination image. Gartner related information sources to cognitive evaluations; and travel motivations to affective evaluations of destinations.

Um and Crompton (1990) and Um (1993) conceptualized a cognitive model of pleasure travel destination choice with specific reference to images and attitudes towards destinations (Figure 2). The authors differentiated image or perceptions from attitude in the sense that attitude is much more related to destination choice decision than image where travelers integrate perceptions (image) of destination attributes and situational constraints into perceived facilitators and perceived inhibitors, respectively. Attitude is operationalized as the difference between perceived facilitators and perceived inhibitors. Um (1993: 817) noted, "Attitudes toward possible destinations in the awareness set are formed with the emergence of an intention to select a specific travel destination."

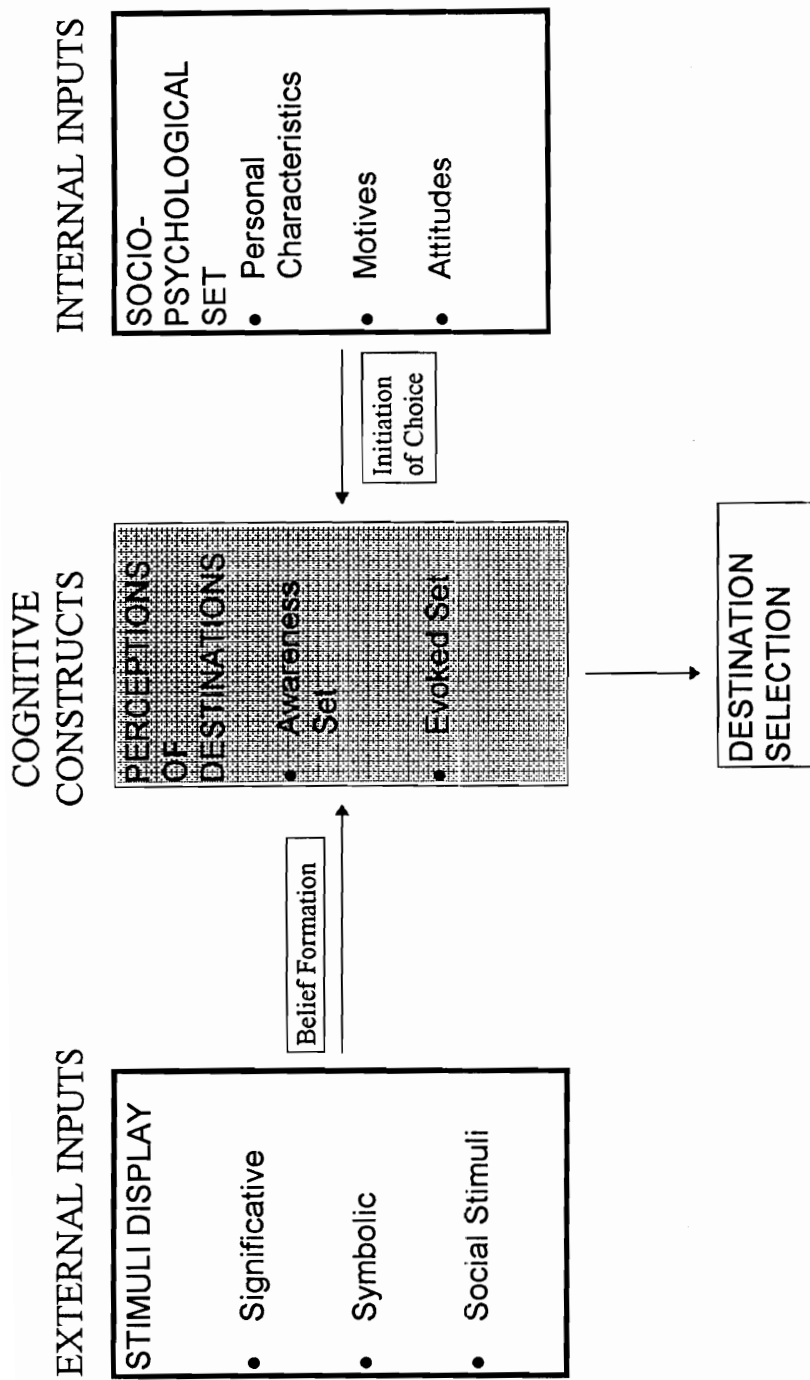


Figure 2: A Model of the Pleasure Travel Destination Choice

Source: Um, Seoho and John L. Crompton (1990), "Attitude Determinants in Tourism Destination Choice," Annals of Tourism Research, Vol. 17, p. 435; Um (1993), "Pleasure Travel Destination Choice," VNR's Encyclopedia Of Hospitality and Tourism, pp. 811-821.

The model consists of three concepts: external inputs, internal inputs, and cognitive constructs. External inputs are the various information sources such as promotional material through the media (symbolic stimuli) and word-of-mouth (social stimuli) as well as actual visitation to the destination (significant stimuli). Internal inputs comprise the socio-psychological set of the traveler and include sociodemographics, values, and motivations. Cognitive constructs are the perceptions of destination attributes in both awareness and evoked set of tourism destinations. Um and Crompton (1990) noted that the perceptions (belief formation) of the destination attributes are formed and influenced by external inputs and the traveler's sociopsychological set. In other words, the perceptions of destination attributes in both the awareness and evoked set are a result of an integration of the internal and external inputs.

Woodside and Lysonski (1989) also proposed a general model of traveler destination choice (Figure 3). Their model provided support to this study in identifying major forces of image formation in a travel and tourism context as well as the direction of relationship between cognitive and affective components of image. According to their model, a traveler's destination awareness is influenced by marketing

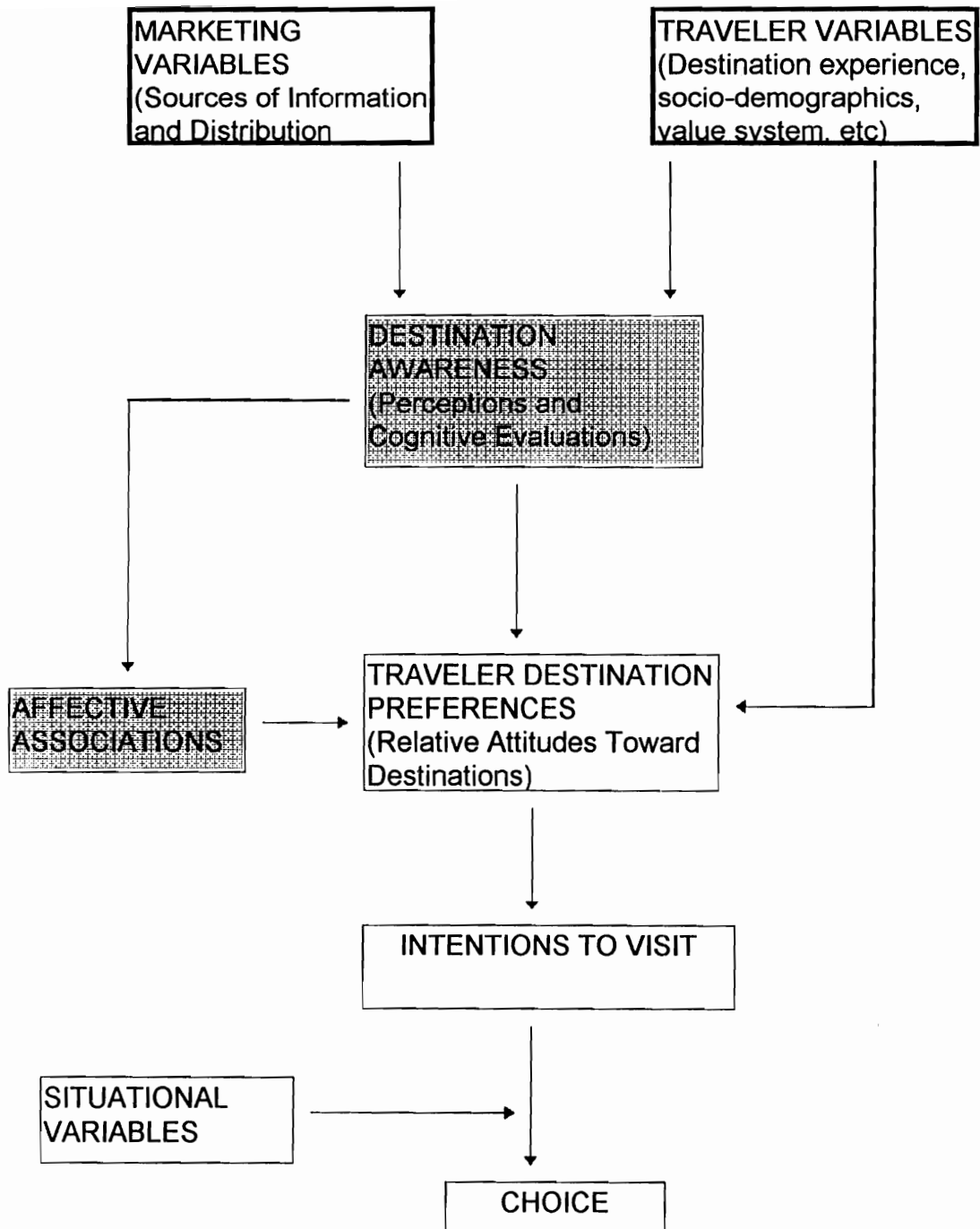


Figure 3: A General Model of Traveler Leisure Destination Awareness and Choice

Source: Woodside, Arch G. and S. Lysonski (1989), "A General Model of Traveler Destination Choice," *Journal of Travel Research*, Vol. 27, No.4, p.9.

variables (promoted destination products) and traveler variables such as previous destination experience, income, age and value system. Destination awareness leads to affective associations, positive and negative feelings of the traveler about a specific destination. Traveler variables, destination awareness, and affective associations together influence traveler destination preferences which lead to intentions to visit which, mediated by situational variables, in turn leads to destination choice. In their model, destination awareness was defined as perceptions and cognitive evaluations of a destination while destination preferences were defined as relative attitude toward destinations.

Stabler (1990) studied destination images within the context of consumer behavior and supply theory to identify the key variables and constructs influencing the image of destinations. Stabler (1990) suggested an image creation or formation model as a function of tourist demand and supply by integrating consumer behavior and economic theory (Figure 4). According to that integrative model, the image formation cannot be isolated from either tourist demand or supply side as they both influence the image formation. In this regard tourist motivations, perceptions of destination resources and attributes acquired through sources of information contribute

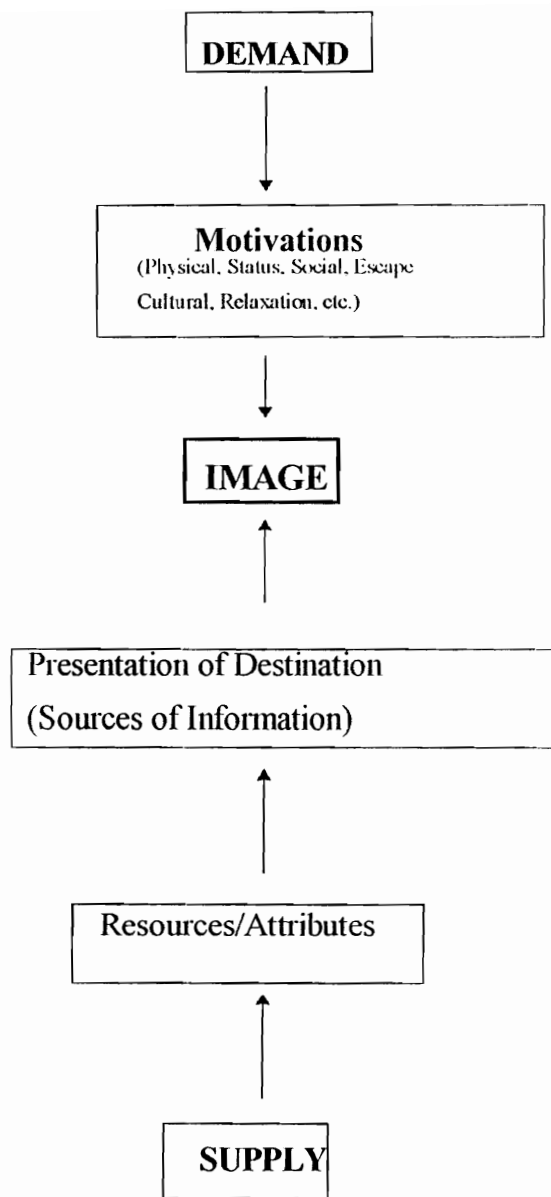


Figure 4: Tourist Demand and Supply and the Creation of Image

Source: Stabler, Michael J. (1990), "The Image of Destination Regions: Theoretical and Empirical Aspects," in B. Goodall and G. Ashworth (Eds.) Marketing in the Tourism Industry: The Promotion of Destination Regions. London: Routledge, p. 135.

to the formation of destination image. Stabler (1990) further detailed the factors influencing consumers' tourist image (Figure 5). In Figure 5, Image is presented as a function of consumer factors and supply factors. Consumer Factors include socio-economic characteristics, motivations, perceptions, and psychological characteristics whereas Supply Factors include promotional, nonpromotional, and social sources of information, and the previous destination experience. With regard to Figure 5, Stabler stated that "transmission of information from supply [destination] through the marketing of tourism and the media, previous experience and opinions of other consumers, combined with motivations and socio-economic characteristics form perceptions, the images of tourism and tourist destinations" (p. 140). To this end, Stabler's (1990) model of the influences of tourism destination image reveals three major determinants of image held in the absence of actual visitation: (1) travel motivations; (2) sociodemographics; and (3) various information sources. Numerous scholars across disciplines and fields have consistently and repeatedly cited these elements as being the determinants of image as well. Information sources, travel motivations, and sociodemographic variables have also been recognized as key elements in image formation models and as antecedents of tourism destination image in traveler destination selection models.

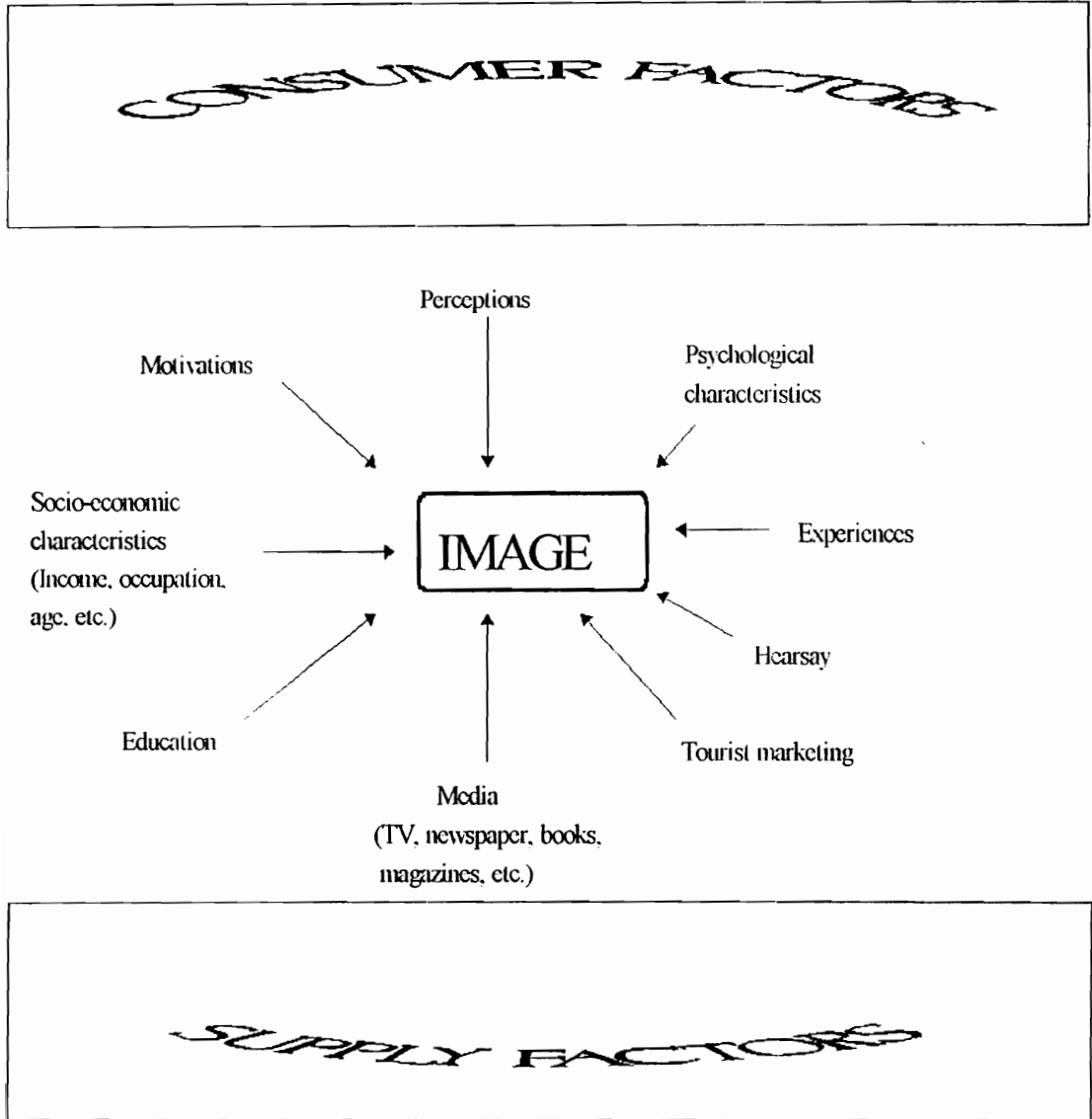


Figure 5: Factors Influencing Consumers' Tourist Image

Source: Stabler, Michael J. (1990), "The Image of Destination Regions: Theoretical and Empirical Aspects," in B. Goodall and G. Ashworth (Eds.) Marketing in the Tourism Industry: The Promotion of Destination Regions. London: Routledge, p. 142.

The following studies in other fields and disciplines substantiate the above-mentioned influences guiding development of image. Huff's (1960) model of consumer space preference served as a general framework to support a causal relationship between an individual psychological set and his/her images of places. Friedmann and Lessig (1986) and Friedmann (1986) proposed a conceptual model of development of psychological meaning of products or image. Their model emphasized the two major groups of image formation forces (information sources and characteristics of the perceiver) and their interaction to form images of the products. Specifically, Carman's (1978) expanded model of consumer behavior provided support for a relationship between image and sociodemographics where an individual's sociodemographic characteristics are proposed as a direct influence on brand perceptions.

Burgess (1978), after an extensive literature review in geography, proposed a schema of determinants of image which provided a useful framework to hypothesize the relationship between image and information sources. The schema also assisted in formulating the relationship between specific sociodemographic variables and image where several specific sociodemographic variables are proposed as antecedents and determinants of the image construct. Stern and Krakover's

(1993) study in geography provided empirical support for the relationship and direction of causality between designative (cognitive), appraisive (affective), and overall image. It also provided support for the relationship between an individual's education level and image structure as well as between information sources and image structure.

Numerous studies which identified and operationalized the components of image or attitude were found in the literature. Although most of these studies were conceptual, several proposed models in consumer behavior and marketing and their empirical testing helped substantiate the direction of causality between cognitive and affective components, the measurement of the image construct, and partial support for the causal effects of information source on the cognitive component (Holbrook 1978; Reibstein et al. 1980; Holbrook 1981; Bagozzi and Burnkrant 1979; Bagozzi and Burnkrant 1985; Anand et al. 1988).

Especially the literature in environmental psychology and geography provided support for measurement and conceptualization of the affective component of image. Russel and his colleagues (Russel 1980; Russel and Pratt 1980; Russel, Ward and Pratt 1981; Russel and Snodgrass 1987) proposed a structure that can represent a wide variety of

affective responses to environments and places. Their affective scale includes four bipolar items whose reliability and validity were established and confirmed by numerous other studies.

Hirschman (1980) proposed a conceptual framework focusing on various components or dimensions of psychological meanings (images) of products. Defining psychological meaning as a person's subjective perception and affective reactions, Hirschman (1980) contended that the meaning of products was more related to intangible attributes (subjective associations) than the objective properties of the product. The model suggested that image exists in consumer minds and is formed as result of a perceptual process: consumers receive information from external information sources (e.g. advertisement) which leads them to develop cognitive associations which, in turn, leads to the development of psychological meanings or image. Hirschman (1980, p. 11) noted that especially for products that are experienced rather than consumed - a movie, for example - more studies are needed to understand how image develops and what cognitive and affective processes are involved. Otherwise, researchers will remain ignorant of an important aspect of consumer behavior.

A tourism product or a tourism destination itself is

experienced rather than consumed and tourism consumers rely largely on their image to visit a destination. A study of image development and the role of cognitive and affective evaluations in that development will further our understanding of this highly important but ignored facet of travel behavior and consumption. Therefore, a conceptual model of the determinants of image is proposed and will be empirically tested. The proposed model is illustrated in Figure 6. The model is limited to general constructs (i.e. information sources and sociodemographic variables) and will be discussed in Chapter 3, The Methodology, in greater detail. The specific hypotheses regarding each construct will also be provided when Chapter 2, The Literature Review, is discussed.

PURPOSE OF THE STUDY

The main purpose of this study is to develop and test a theoretical model of the determinants of image, i.e. the elements or forces guiding the formation of destination image. The specific objectives of this study are to:

(1) examine the relationships among information sources, sociodemographic variables, socio-psychological travel motivations, perceptual/cognitive evaluations, affective evaluations and overall image of a tourism destination;

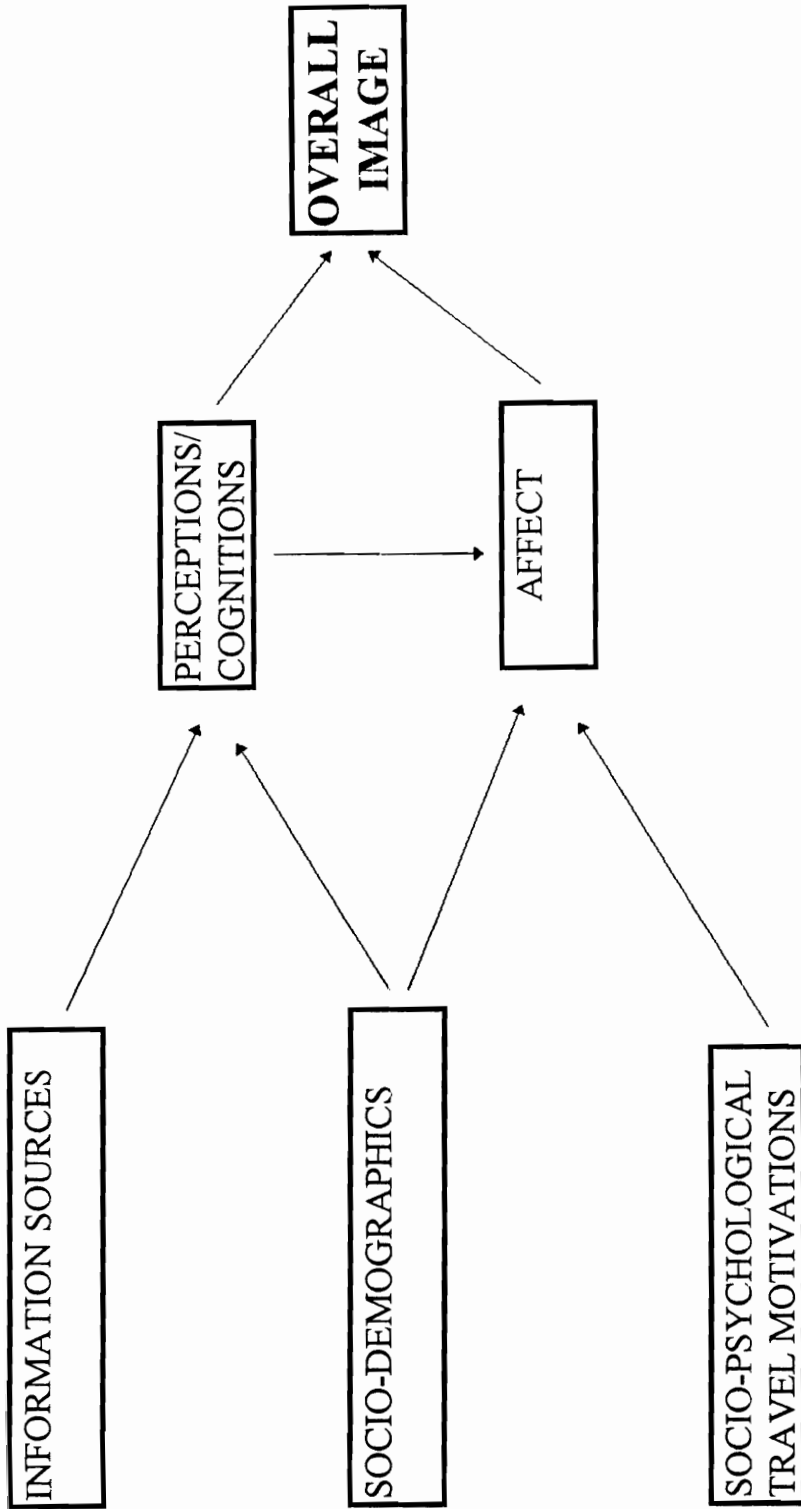


Figure 6: Proposed Model of the Determinants of Destination Image with General Constructs

(2) explore causal relationships among these variables, i.e. the effects of information sources, socio-psychological travel motivations, and sociodemographic variables on perceptual/cognitive and/or affective evaluations and, subsequently, on overall image of destination; and

(3) examine these relationships for four tourism destinations - Italy, Greece, Turkey, and Egypt - to assess the external validity of the proposed model.

RESEARCH QUESTIONS

To fulfill the research objectives above, the research questions of this study are as follows:

- 1) Do travelers' perceptual/cognitive evaluations influence their affective evaluations of tourism destinations?
- 2) Do perceptual/cognitive and affective evaluations interactively influence overall image of tourism destinations?
- 3) Are perceptual/cognitive evaluations of destinations affected by type and amount of information sources used by travelers and their sociodemographic characteristics?
- 4) Are affective evaluations of destinations influenced by

travelers' sociodemographic characteristics and their socio-psychological motivations to travel?

5) Is there any causal relationship among the variables in the direction specified in the model?

6) Do the relationships questioned above show variations for various selected tourism destinations?

CONTRIBUTION OF THE STUDY

Building on previous work in consumer behavior and marketing, travel and tourism, environmental psychology, and geography, the potential contribution of this study can be found both in theoretical and practical perspectives.

Theoretical Advancement in Tourism Study

This study contributes to the theoretical advancement in the field of tourism by proposing and empirically testing a structural model to explain the influences in forming a destination image. It adds to existing knowledge by creating a model which explains factors that influence travelers' images of destinations. Its uniqueness lies in illustrating the dynamic structure of image development and interactive and simultaneous treatment of the variables contributing to image development.

Theoretical Advancement in Consumer Behavior

The study contributes to consumer behavior and marketing by providing a structural model by which a simultaneous empirical treatment of the elements guiding development of image were investigated. Also, this study will provide empirical support for the relationship between components of complex image structure.

Practical Application for Strategic Image Management

From a practical standpoint, the findings of this study are of empirical value in planning strategic marketing programs for tourism destinations. Strategic image management (SIM) is the ongoing process of researching a place's image among its audiences, segmenting and targeting its specific image and its demographic audiences, positioning the place's benefits to support an existing image or create a new image, and communicating those benefits to the target audiences (Kotler et al. 1993). The top priority issue of strategic image management for destinations is to understand what determines a place's image (Kotler, Haider, and Rein 1993, p. 141). A substantial effort in the tourism industry is aimed at informing prospective tourists and creating a favorable image of a particular tourism destination. Understanding the factors contributing to destination image formation will help design and implement marketing programs for creating,

correcting and enhancing destination images and enable destinations to manage their limited resources more effectively in this endeavor. Specifically, the results of the study will aid in designing advertising and promotional programs, tailoring images for specific target markets, and positioning tourism destinations.

DEFINITION OF TERMS

Traveler or Tourist	an individual who has willingness and ability to travel for pleasure.
Tourism Destination	a place where pleasure travel is spent
Image	a set of beliefs, feelings, and global mental impressions about an object
Perception/Cognition	beliefs and knowledge about an object
Affect	a mental state brought about by any influence; a feeling
Overall Image	a global impression of an object
Information Source	a channel through which an object is seen, read, or heard by an individual
Socio-Psychological Travel Motivations	a desired goal provided by psychological and social factors; that which gives purpose or direction to behavior
Sociodemographics	factors which provide an indication of a person's effective social situation
Determinant	a force producing a cause or change

ORGANIZATION OF THE STUDY

Chapter 1 presents an overview of the study and includes a background and statement of the problem, conceptual framework and research questions. A general model of image determinants for this study is also proposed. In Chapter 2, an interdisciplinary review of the literature pertaining to image concept is presented. Image formation and influences guiding image formation is discussed and hypotheses are developed. In addition, destination image studies in tourism

and travel are analyzed. Chapter 3 provides a summary of research hypotheses, research design and methodology. The model of image determinants proposed is discussed in detail. The sampling procedure and instrumentation and scaling are also presented. Chapter 4 provides results of the data analysis and hypotheses testing. Demographic profile of respondents and descriptive summaries are presented. Non-response bias and assumptions of regression and path analysis are checked. Lastly, reliability and validity estimates are discussed. Chapter 5 presents a summary and discussion of findings as well as implications of results. First, the summary and discussion of hypotheses tests with correlation, regression and path analysis are presented. Theoretical and practical implications of the findings followed by limitations of the study are discussed next. Finally, the chapter concludes with suggestions for future research and concluding comments.

Appendices include a summary of major contributors to tourist destination image literature, pretests of socio-psychological motivations scale and survey instrument, and revised survey instrument. They also include cover letter, prize entry form, and return envelope.

CHAPTER II

REVIEW OF RELATED LITERATURE

INTRODUCTION

This chapter reviews the literature about image concept and structure and image formation, a crucial construct in the consumer and traveler decision-making process. In the first section of the chapter, the definition of image, image structure, and variables influencing image formation are presented based on the related literature in consumer behavior and marketing, travel and tourism, environmental psychology and geography.

The second section of the chapter presents previous image studies conducted in the travel and tourism field. These studies are grouped into four research streams. Then, the literature representing each research stream is discussed.

DEFINITION OF IMAGE

The literature review in consumer behavior and marketing, travel and tourism, environmental psychology, and geography indicated that no well-established and precise definition of

image exists. The concept even appeared to have diverse definitions within fields and disciplines themselves. A dictionary definition of image is "a mental representation of something, not by direct perception, but by memory or imagination; a mental picture or impression; a concept of impression created in the minds of the public" (The Oxford English Dictionary 1989).

Academic interest in several fields and disciplines in the concept of image has been pervasive since the early work of Boulding (1956) who asserted that human behavior is dependent upon image obtained from the information from physical and social environments rather than objective reality. According to Boulding (1956), image is a complex concept which includes spatial, temporal, cognitive, and affective features (cf. Walmsley and Lewis 1984). In consumer behavior and marketing, a stream of research emerged focusing on store images after the work of Martineau (1958) who proposed that all stores have "personality" in consumer minds and defined image as the personality the stores represent to consumers through their functional or physical properties (size, location, etc.) and psychological properties (atmosphere, service, and attitudes of employees) (Kasulis and Lusch 1981). These early works and subsequent embracement of the image concept by academicians have led to "image theory"

which suggests that the world around us is a psychological or distorted representation of objective reality which resides and exists in the mind of the individual (Myers 1968).

A destination image has been defined as the expression of all objective knowledge, impressions, prejudices and emotional thoughts an individual or group has of a particular object or place (Lawson and Baud-Bovy, 1977). An image of environment or place is something formed in the human mind in absence of physical environment (Tuan 1975, p. 208). It is a mental representation of an object or place which is not physically before the observer (Fridgen 1987). Although these definitions agree with the dictionary definition of image, they are broad and difficult to operationalize. A commonly accepted definition of destination image is that it is a set of beliefs, ideas, and impressions that people have of a place or destination (Crompton 1979a; Kotler et al. 1993). Burgess (1978, p. 2) suggested that image is a synthesis of meaning of place which "incorporates the association of ideas and emotions evoked in the individual both from direct environmental experience of the place and from secondary information." Assael (1994) adopted a definition similar to Burgess and defined image as a total perception of a product that is formed by processing information from various sources over time.

In the retail store image literature, image is defined as consumer perceptions of both objective (functional) and subjective (psychological) attributes of a store (Lindquist 1974-75; Kasulis and Lusch 1986). Brokaw (1990, p.9) viewed image as a cognitive construct and described it as "a mental representation of what an entity is and what it offers." These definitions emphasized one dimension of image and suggested that images are formed as a result of perceptual and cognitive evaluations.

Oxenfeldt (1974-75) and Dichter (1985), on the other hand, viewed image as an overall or total impression which is formed as a result of the evaluation of individual attributes which may contain both cognitive and emotional content. With this definition, Oxenfeldt (1974-75) and Dichter (1985) recognized the formation of overall image from cognitive and affective evaluations of an object. This view is supported by Mazursky and Jacoby (1986) who defined image as a set of cognitions and affects that represent an entity to an individual. Similarly, Friedman and Lessig (1986) described image as a person's subjective perception and affective reaction to a stimuli.

Dobni and Zinkhan (1990) reviewed consumer behavior literature on product and brand image from the last 35 years.

Their study revealed that image has been given a variety of labels and defined as being synonymous with perception, personality, symbolic utility, psychological meaning, and attitude. The authors concluded that image is to a great extent a perceptual phenomenon which is formed through consumers' reasoned and emotional interpretation. The authors also concluded that an image is affected not only by functional and physical concerns of the product but also by the characteristics of the perceiver. Their conclusion emphasized the formation of image and influences which guide this formation. The study revealed the following important insights and information:

- 1) Image is a concept held by a consumer;
- 2) Image has cognitive and affective components;
- 3) Image is not inherent in the functional and physical attributes of the product. Rather, it is a function of the interaction between marketing activities and characteristics of the perceiver;
- 4) Specifically, product attributes, marketing mix, personal values, previous experience, and a number of context variables are believed to be among the factors that contribute to the development of image.
- 5) Although there is no agreement on the most appropriate tool for measuring image (qualitative vs. quantitative), the trend is more toward using quantitative techniques.

IMAGE, ATTITUDE AND BEHAVIOR

Although image and attitude are used interchangeably in various disciplines and fields, there is no research to date examining the relationship between the two constructs. The argument that an individual's image of a place is not necessarily his/her attitude towards that place has been stressed by several scholars.

Several authors have equated image with attitude or an attitudinal construct. Image is defined as an overall attitudinal construct comprising perceptions of an object's attributes (Kunkel and Berry 1968; Steenkamp and Wedel 1991). This view is also supported by some early image studies in tourism (Goodrich 1978; Scott et al. 1978). However, some authors do not agree with this proposition (Brokaw 1990; Kotler et al. 1993; Um and Crompton 1990; Um 1993) and suggest that image is an antecedent to attitude and the attitude may be affected by several other constructs besides image. This is also supported by some conceptual models in consumer behavior (Fisk 1961; Sheth 1983). In Fisk's (1961) causal model of patronage behavior, a predisposition or attitude is a function of a cognitive process which includes image, preferences, plans, expectations, aspirations, and norms. In Sheth's (1983) integrated model of shopping behavior, brand image and attitude are proposed as separate constructs in

forming shopping attitudes of consumers. Um and Crompton's (1990) model of the destination selection process and Friedmann's (1986) model of the psychological meaning of products also distinguished between image and attitude. Although the two constructs were differentiated conceptually, the arguments remain inconclusive as no research has dealt with different measurement of, and the relationship between, the image and attitude constructs.

Image or attitude constructs are studied to predict consumer behavior. However, some authors proposed that in addition to cognitive and affective components an image also comprises a behavioral component. These authors described image as consisting of cognitive, affective, and conative components (Zimmer and Golden 1988; Gartner 1993; Dann 1994). Image is usually offered as influential but only one construct of importance on behavior. Image may affect behavior but is not a behavior. However, image and behavior may affect each other reciprocally because actual behavior may alter image (Brokaw 1990). In other words, image may have cognitive and affective components but not necessarily the behavior component (Bagozzi and Burnkrant 1979). Besides, an individual's choice of a specific destination may depend on a variety of factors including situational constraints. Therefore, it is possible that a person may hold a favorable

image of a destination but still may not select that destination to visit. The reason Fishbein and Ajzen (1975) included behavior (visitation intention) as a component of attitude was to validate the attitude construct and theory by relating it to behavior. Numerous definitions of image also included cognitive and affective components but not the behavior component.

The above perspectives suggest that:

- 1) Image and attitude may be two different concepts; and
- 2) Behavior is not a component of the image construct.

IMAGE STRUCTURE

Components of Image

Scholars in several disciplines and fields now agree that the image construct has two main components: cognitive and affective evaluations. Previous discussion regarding the definition of image revealed that some scholars even included these components in their conceptualization of image and recognized their role in forming overall image. Perceptual or cognitive evaluation refers to beliefs and knowledge about an object whereas affective evaluation refers to feelings about the object (Burgess 1978; Holbrook 1978; Ward and Russel 1981; Zimmer and Golden 1988; Walmsley and Jenkins 1993; Gartner 1993; Baloglu and Brinberg 1995).

People develop both cognitive and affective responses and attachments to environments and places (Proshonsky et al. 1983). Holbrook (1978, p. 547) argues that the basic distinction between the two components has been presented in a wide range of disciplines through the use of labels such as: "referential" vs. "emotive" meaning, "designative" vs. "appraisive" meaning, "formalist" vs. "expressivist" meaning, "cognitive" vs. "affective" components, and "denotative" vs. "connotative" meaning. Holbrook (1978) added that in marketing and consumer behavior those two components are treated under the label of "beliefs" vs. "affect."

Keaveney and Hunt (1992), based on their literature review of store image, have concluded that research into retail store image used multiattribute models and focused on the attribute component (a subset) of store image. The authors have proposed that consumer images may also include an affective or emotional component toward the store and that the image construct should be conceptualized and measured as having both cognitive and affective components to "capture the richness of store image." Burgess (1978), in Image and Identity, studied 32 urban-rural places where respondents were asked to react to the name of places. This qualitative study showed that one component of image is affective responses. Burgess (1978) concluded that many places have both denotative

(cognitive) and connotative (affective) meanings for individuals.

Zimmer and Golden (1988), using a content analysis of open-ended image data obtained from a national consumer mail panel, attempted to identify if consumers describe store image in terms of individual store attributes or overall impressions. They demonstrated that consumers' evaluations of store images include both specific attributes and overall (global) evaluations. The findings also suggested that affect and affective evaluations of stores are an integral part of the image formation. The authors argued that eliciting store image in terms of specific attributes only fails to apprehend the richness of retail store image.

O'Neill and Jasper (1992) reviewed consumer spatial behavior models and evaluated them in the context of the environment. The authors distinguished between affective and cognitive models. Affective models included the emotional response of individuals to a place or store. Cognitive models, on the other hand, were differentiated from affective models because they represented a knowledge of environmental features. O'Neill and Jasper (1992) concluded that more research needs to be done to investigate the links between environmental features (cognitive responses) and affective

responses. Similarly, Hirschman (1980) noted that more studies are needed to understand how image develops and what cognitive and affective processes are involved. Otherwise, researchers will remain ignorant of an important aspect of consumer behavior.

Studies on image of places in the geography literature often make a distinction between two type of images: designative and appraisive (Walmsley and Lewis 1984; Walmsley and Jenkins 1993; Stern and Krakover 1993). Pocock and Hudson (1978), in Images of the Urban Environment, defined the appraisive aspect of image as the meanings evoked by the physical form and suggested that the appraisive aspect of image contributes more to the understanding of behavior than the designative aspect of image. Designative image refers to recognized attributes of the environment while appraisive image refers to feelings and emotions toward the environment (Walmsley and Lewis 1984). Walmsley and Jenkins (1993) note:

. . . the way in which people build up environmental images has been of interest to geographers for a long time . . . Commonly, a distinction has been drawn between designative images and appraisive images. The former summarise what is where in the environment . . . The latter are concerned with how individuals feel about various places in the environment and with how they evaluate places and differentiate between them (p. 1).

Many findings in environmental psychology also support the notion that environments and places have both perceptual/cognitive and affective images (Lynch 1960; Burgess 1978; Russel and Pratt 1980; Russel, et al. 1981; Hanyu 1993). The perceptual/cognitive component is the knowledge about the place's objective attributes whereas the affective component is knowledge about its affective quality (Genereux et al. 1983). Hanyu (1993, p. 161) described: "Affective meaning refers to the appraisal of the affective quality of environments while perceptual/cognitive quality refers to the appraisal of physical features of environments." The author also noted that environmental studies so far have either focused on perceptual/cognitive or affective meaning and no study has measured the two constructs at the same time.

After an extensive literature review of image in geography, Burgess (1978) concluded that most studies emphasized the physical qualities of places where, indeed, there is an interaction between physical qualities of places and the meanings (affective ties) they acquire. Lynch (1960), in his seminal book The Image of the City, suggested that meaning or the emotional component of environmental image can be separated from its physical form and the emotional component is dependent on the physical attributes. Russel and Pratt (1980) separated affective image from cognitive image

and suggested that the link between cognitive (place attributes) and affective reactions should be studied to understand what attributes correspond to a given affective reaction. The importance of affective image and the circumplex model of affect developed in environmental psychology are discussed below.

Affective Appraisal of Places

The affective component of image plays a significant role in person-environment interactions and spatial behavior models. Therefore, some researchers in environmental psychology focused solely on affective evaluation of environments and places. Russel and Snodgrass (1987) examined and conceptualized affective appraisal of environments in a person-environment interaction framework consisting of four stages: (1) before entering environment or anticipation, (2) travel to the environment, (3) activities in the environment, and (4) aftereffects. According to Russel and Snodgrass (1987), people develop affective appraisal or affective quality of places before entering the environment, in the environment, and after leaving the environment. The authors also suggest that "behavior may be influenced by the (estimated, perceived, or remembered) affective quality of an environment rather than by its objective properties directly" (p. 246). Affective appraisal or affective quality is

distinguished from mood in the sense that affective appraisal is always directed at something.

Russel and Snodgrass (1987) stated that affective appraisal is how an individual judges and evaluates places or things as pleasing, exciting, boring, or relaxing to describe the affective quality of places. The authors emphasized the importance of affective images in the context of travel phases in the following manner:

Before you go somewhere, you usually estimate how pleasant the experience will be. When you arrive there, you are likely struck by the place's affective quality: You notice how stressful, how depressing, how peaceful or how delightful it is. Affective quality is the bottomline of an accounting of the many features in a place . . . Afterward, you often remember little more about a place than its affective quality" (pp. 245-46).

Williams et al. (1992) also suggested that places are not just the sum of attributes. People often develop strong affective reactions to recreational places that are not easily captured by multiattribute concepts of recreational settings and places. Russel and his colleagues (Russel 1980; Russel and Pratt 1980; Russel, Ward & Pratt 1981; Russel and Snodgrass 1987) propose a structure that can represent a wide variety of affective responses on physical environments (places). Their argument is that the affective component

should be separated from the perceptual/cognitive component to better understand how people assess environments/places. The affective space proposed by them was developed from 105 commonly used adjectives in the English language and 323 diverse environments that are directly perceivable: from a wilderness area to a nightclub, from a bathroom to an airport, from an elevator to a nude beach.

Affective quality or image has been conceptualized as a two-dimensional bipolar space that can be defined by eight variables falling in a circumplex (Figure 7): pleasant (arbitrarily set at 0°), exciting (45°), arousing (90°), distressing (135°), unpleasant (180°), gloomy (225°), sleepy (270°), and relaxing (315°). The proposed geometrical representation in Figure 7 is a two-dimensional bipolar space in which eight terms are placed approximately 45° apart. As suggested by Russel and his colleagues, the bipolar affect terms can be shown as vectors originating from the center of the circle. Reliable bipolar verbal scales for these eight variables are developed and shown to support the proposed theoretical structure (Russel and Pratt 1980).

Russel and Pratt (1980) and Russel, Ward & Pratt (1981) suggested that the affective quality of places (environmental perception) can alternatively be defined by two orthogonal

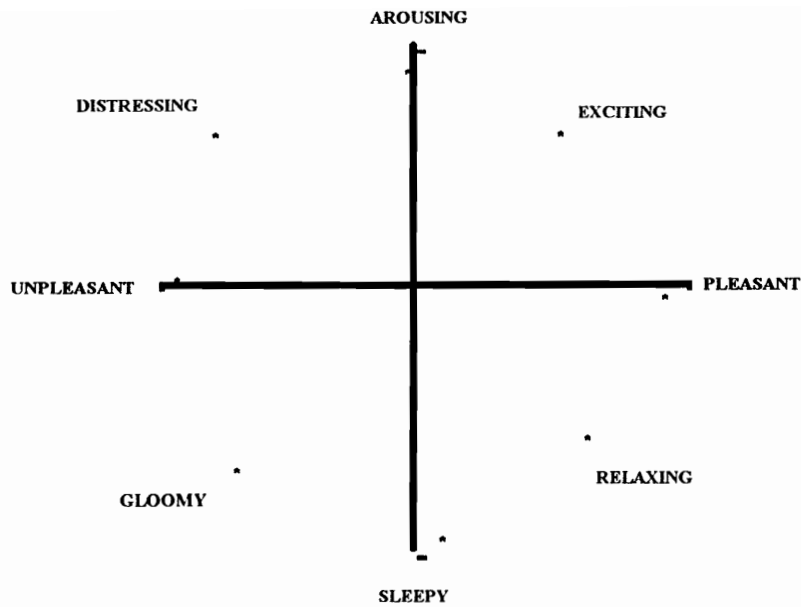


Figure 7: Two Dimensional Representation of a Circumplex Model of the Affective Quality (Appraisal) Attributed to Places/Environments

Source: Russel, James A. and G. Pratt (1980), "A Description of the Affective Quality Attributed to Environments," *Journal of Personality and Social Psychology*, Vol. 38 No. 2, p. 313.

bipolar dimensions of pleasant-unpleasant and arousing-sleepy or exciting-gloomy and relaxing-distressing. The authors demonstrate that although the eight unipolar scales represent four bipolar dimensions or scales, only two of the scales (pleasant-unpleasant and arousing-sleepy) are theoretically needed and adequate to represent the affective space and images. For example, exciting is a combination of pleasant and arousing, relaxing is a combination of pleasant and sleepy, etc. In other words, exciting-gloomy and relaxing-distressing help to define the quadrants of the space rather than being separate dimensions. Therefore, the authors suggest that the reliability of environmental perception can be increased by using all four scales, especially for longer (i.e. 40-item) questionnaires.

A group mean on these scales for a particular place would constitute an operational definition of the affective quality of the place. An individual's rating of a place on these scales would constitute an operational definition of that individual's affective appraisal of the place (Russel and Snodgrass 1987).

In a series of research projects, two dimensions (arousing and pleasant) have provided stable and consistent results over samples, different languages and cultures

(Russel, Ward and Pratt 1981; Ward and Russel 1981; Russel and Snodgrass 1987; Russel, Lewicka and Niit 1989; Hanyu 1993; Walmsley and Jenkins 1993). Hanyu (1993), examining the affective meanings of wards in Tokyo, found pleasant, arousing, and exciting dimensions and confirmed Russel and his colleagues' findings. Similarly, Walmsley and Jenkins (1993) used personal construct theory (repertory grid technique) to study the appraisive (affective) images of the North Coast of New South Wales, Australia. One finding of this qualitative study was that the evaluations tourists make of regions fall into Russel's two dimensions of pleasant and arousing. The authors concluded that these two dimensions would be the fundamental mode of environmental evaluation.

Baloglu and Brinberg (1995), from a convenience sample of 60 students, examined the applicability of Russel and his colleagues' proposed affective space structure to large-scale environments (i.e. tourism destination countries). The Multidimensional Scaling (MDS) analysis of eleven Mediterranean countries along with four bipolar scales indicated that Russel and his colleagues' proposed affective space can also be applied to the places that are not perceived directly. Interestingly, not only the angles but also the circular order was found consistent with Russel and Pratt's (1980) and Russel, Ward & Pratt's (1981) proposed theoretical

structure of affect attributed to the places and environments. The findings also indicated that the affective images of tourism destination countries vary across both positive (arousing, exciting, pleasant, and relaxing) and negative dimensions (sleepy, gloomy, unpleasant, and distressing). Baloglu and Brinberg's (1995) study also extended Russel and his colleagues' circumplex model of affect by using distance data (i.e. perceived similarity) rather than correlational data analyzed by using factor analysis. Russel and his colleagues studied the correlations and covariations among adjectives (affective responses) by using factor analysis regardless of places and environments. Baloglu and Brinberg (1995), on the other hand, examined both places (countries) and affective responses simultaneously through multidimensional scaling (MDS) analysis and still found the same structure of theorized affective image space.

Relationship Among Cognition, Affect and Overall Image

A common agreement among researchers in various fields and disciplines is that affective evaluation depends on cognitive evaluation of objects and the affective responses are formed as a function of the cognitive responses (Lynch 1960; Burgess 1978; Holbrook 1978; Reibstein et al. 1980; Anand et al. 1988; Stern and Krakover 1993; Russel and Pratt 1980; Gartner 1993). This suggests that although a

distinction is made between the two dimensions, they are also interrelated. However, the cognitive-affective model is challenged by a few researchers (i.e. Zajonc 1980) who argued that formation of affect may occur without knowledge about the object. Anand et al. (1988) empirically tested the formation of affective judgements. The authors compared Zajonc's (1980) independence hypothesis which contends that affect and cognition involve separate and independent systems versus the cognitive-affective model which contends that affective responses are end-products of a series of cognitive processes. Their experimental design of music and word listening tasks supported the cognitive-affective model over the independence hypothesis.

Bagozzi and Burnkrant (1979; 1985) reanalyzed Fishbein and Ajzen's (1974) data to test the dimensionality of attitude. They hypothesized that attitudes include distinct but intercorrelated affective and cognitive dimensions. The authors, using LISREL, compared Fishbein and Ajzen's unidimensional attitude model with the two-dimensional cognitive-affective model. The results indicated that the unidimensional model should be rejected in favor of the two-dimensional model. In other words, from a theoretical standpoint, the separate treatment of cognitive and affective responses provided a better representation of the attitude

structure as well as the prediction of behavior. The authors noted that if the two dimensions had been measured separately in the original data, the validity and reliability of the cognitive-affective model would also have been significantly improved.

The distinction and direction of relationship between perceptual/cognitive and affective components has been emphasized in various consumer and travel decision-making models. Mayo and Jarvis (1981, p. 190) conceptualized a model of the travel decision-making process with special emphasis on attitudes or images toward travel destinations. In this model, travelers form their feelings as a function of beliefs and opinions. Then, the beliefs and feelings dimensions together influence overall attitude or image. The causal linkages indicated that beliefs influence overall or composite attitude directly as well as indirectly through affect.

A portion of Woodside and Lysonski's (1989) model of traveler destination choice illustrated that perception or cognitive evaluations of a destination leads to affective evaluations which are feelings of travelers about the destination. These cognitive and affective associations then together influence the travelers' relative attitude toward

destinations. The authors contend that perceptual and cognitive evaluation has a one-way directional influence on the affective evaluation of the destination because some minimal knowledge is required to activate affective associations regarding a specific destination.

Holbrook (1981) proposed and empirically tested a model of preference formation which stressed the intervening role of perceptions between objective product features and evaluative judgment. The preference is defined and operationalized as evaluative judgment or affect. In the absence of promotion, the objective product features shape subjective attribute perceptions which, in turn, determine affect. The author tested this two-stage model on evaluation of classical piano music. Following an exploratory factor analysis of perceptual variables, ordinary least squares regression analysis (OLS) was used to analyze the link between product features and perceptions and between perceptions and affect. Then, the results were integrated in an overall path-analytic framework to summarize the overall pattern of the proposed model and validate the mediating role of perceptions between product features and effect. At this stage, both direct and indirect effects of product features on affect were explored. The results showed that the direct effects of product features on affect were not significant and confirmed the intervening role

of perceptions between product features and affect in the sense that product features shape perceptions that in turn determine affect. The factor scores of perceptions showed both positive and negative influences on affect. Holbrook (1981) suggested that the path-analysis procedure employed in the study is an exploratory approach which is suitable in the early stages of theory development because, unlike more rigorous structural equation models like LISREL, the expected pattern of relationships between variables (the causal linkages) were unknown beforehand and exploratory factor analysis rather than confirmatory factor analysis was used.

Holbrook (1978), when investigating the effects of advertising content on beliefs and affect, empirically tested the impact of a summative model of beliefs on affect toward automobiles as well. The results of regression analysis indicated that beliefs about automobiles positively influenced the affect towards them. A positive relationship was found largely because a summative score of beliefs was used. Because the study utilized a sample of 104 students, it suggested that future research should employ a more representative sample and multiple brands to validate the predictive power of the model.

Reibstein et al. (1980) examined the direction of

causality between perceptions (beliefs), affect and behavior regarding the choices of transportation modes. The nonrecursive path analysis revealed that the relationship between perceptions and behavior is mediated by affect. Beliefs lead to affect and affect leads to behavior. Behavior, on the other hand, influences beliefs with the presence and absence of the intervening role of affect. The authors concluded that affect plays a key role in linking beliefs with behavior. They suggested that some other variables influencing affect may also exist and investigation of how affect is determined and how it may be measured will further our understanding of the consumer decision-making process.

An overall image of a place is formed as a result of both perceptual/cognitive and affective evaluations of that place. Stern and Krakover (1993), in their model of the formation of a composite urban (city) image depicted that designative (perceptual/cognitive) and appraisive (affective images) together form a composite or overall image of a city; i.e. "... a composite image of a place would be subjectively shaped by an intertwined system of both designative and appraisive perceptions" (pp. 130-31). Scott (1965: 72) noted that beliefs and feelings are "closely intertwined in a typical image structure" and these components may not be isolated

unless the subjects are questioned in a way to capture them.

Gartner (1993), when relating image formation to the destination selection process, proposed that the cognitive component of image, which is defined as the sum of beliefs and knowledge of attributes of the object or product, and affective component of image are distinct but hierarchically related in a sense that affective evaluations develop based on cognitive evaluations. Gartner (1986, pp. 635-36) also stated that people's perceptions of various attributes within a destination will interact to form a composite or overall image.

Ahmed (1991) noted that an important issue in destination tourism image is to delineate the relationship between overall image and its components. Ahmed (1991) also noted that overall image and its components will show perceptual variances with respect to tourists' sociopsychological set and continued that ". . . recognizing that perceptions of overall image and its components may differ is the first step in the development of a product positioning strategy. Noted differences allow for the refinement of positioning efforts" (p. 332).

Mazursky and Jacoby (1986) proposed a model of store image formation. Their model described that after consumers

evaluate and integrate perceptions of store attributes, they ultimately form an overall store image which is the end-product of the image formation process. Keown et al. (1984) studied American tourists' perceptions of retail stores in twelve selected countries. The correlation between six perceptual/cognitive attributes and overall image suggested that the relationship between store attributes and overall image may be positive or negative. In their study, one of the attributes, lower price, negatively correlated with the overall impression of a retail store. The authors suggested that this means that American tourists may not be overly price-sensitive and low prices are not as salient a factor in tourists' judgments about retail stores. The authors concluded that overall impression is dependent upon individual attributes as the attributes were highly correlated with the overall impression of the stores.

Stern and Krakover (1993) empirically tested their model of composite image formation by employing a path analytic approach. In the model, the perceptions of city attributes determine affective quality attributed to the city and then both perceptions and affective quality determine composite (overall) image. The path analysis showed that mixed causal relationships (both positive and negative) exist between perceptions of seven individual attributes and, affective

evaluation and overall image. The causal relationship between affect and overall image, however, was positive. The study also revealed that indirect effects of perceptions of some city attributes on overall image were greater than their direct effects. In that sense, the study provided support for the intervening role of affect between perceptual /cognitive evaluation and overall image as well as the interactive effects of the two components in forming overall image.

The previous conceptual and empirical perspectives lead to following three hypotheses:

- Hypothesis 1:** Perceptual/cognitive evaluations significantly influence affective evaluations of a tourism destination.
- Hypothesis 2:** Perceptual/cognitive evaluations significantly influence overall image of a tourism destination.
- Hypothesis 3:** Affective evaluations significantly influence overall image of a tourism destination.

CORRELATES OF IMAGE

There are two schools of thought concerning image causation (Kotler 1975, p. 139 in Crompton 1979a, p. 21). The first school of thought suggests that images are person-determined and an image variance will exist due to individual differences. The second school of thought suggests that image is destination-determined where stimulus factors or

destination attributes will form the image. These two competing schools of thought have converged over time as numerous researchers across fields and disciplines now agree that image is mainly caused by two major forces: stimulus factors and personal factors (Krech et al. 1962; Kassarian and Robertson 1973; Crompton 1979a; Mayo and Jarvis 1981; Walmsley and Lewis 1984; Kotler 1988; Moutinho 1987; Stabler 1990). Image depends on both characteristics of physical stimuli and conditions within the individual (Kotler 1988, p. 188). Krech et al. (1962, pp. 17-20) conceptualized the determinants of image into two major categories: stimulus factors and personal factors. Stimulus factors are those that stem from the external stimulus and physical object as well as the previous experience. Personal factors, on the other hand, are the characteristics (needs and wants) of the individual. Kassarian and Robertson (1973, p. 2) have pointed out that personal factors such as need-value systems, motives, and past experiences determine the perception of the stimulus object. Similarly, Amadeo and Golledge (1975, p. 381) have indicated that "the extent of our information about a system . . . the specific needs and values of the individuals . . . will influence our cognitions of the spatial properties of such a system."

Mayo and Jarvis (1981), in The Psychology of Leisure

Travel, also adopted the Krech et al. (1962) conceptualization and divided the factors that influence perception into two categories: (1) stimulus factors such as the characteristics of the physical object and (2) personal factors such as values, motivations, past experience, expectations, personality, and sociodemographic variables of the individual. According to Mayo and Jarvis (1981), perception is a filtering process; and this process and a traveler's total perception will be dependent on both stimulus and personal factors. "What an individual perceives in many situations is determined not only by the intrinsic nature of the stimulus object . . . but also by his or her own system of values and needs determined by the social context" (Moutinho 1987, p. 11).

Stimulus and consumer elements have been adopted and included in consumer and traveler behavior models. In their pleasure travel destination choice model, Um and Crompton (1990) and Um (1993) identified two major factors which influence the images of tourism destinations: external inputs and internal inputs. External inputs include various information sources and actual visitation to the destination while internal inputs comprise socio-psychological characteristics of travelers such as values, motivations, and sociodemographics. Likewise, Woodside and Lysonski's (1989) model of traveler destination choice emphasized marketing

variables (tourism information sources) and traveler variables (previous destination experience, income, age, and value system) as determinants of destination image.

Friedmann (1986) and Friedmann and Lessig (1986) equated image (perceptions and affective reactions) with psychological meaning (PM) of products and, deriving from the literature in perceptual psychology and consumer behavior, proposed a model of the development of the psychological meaning of products. The psychological meaning of products was defined as a person's subjective perception and affective reactions to a product (stimuli). The proposed framework was intended to describe the process through which consumers derive meaning from products by addressing the interaction between the perceiver and product stimulus. According to the model, consumers develop cognitive or perceptual associations about a product based on product stimuli. At the same time, a context also influences the development of psychological meaning. The end result of this process is a person's subjective perceptions and affective reactions - the psychological meaning of products. Based on consumer behavior models, the authors identified context as three major categories of intervening or determining variables that are proposed to have an influence in the development of the products' psychological meaning. The authors stated that the

categories are intended to provide a typology of variables rather than to list all the variables in the three categories. The three categories include individual characteristics (psychological characteristics), social characteristics (sociodemographics), and situational characteristics (i.e. level of familiarity or previous experience with the product).

Stern and Krakover (1993), after a literature review in geography, supported that image is influenced by both stimulus and personal attributes. Although the authors recognized that both types of attributes may affect image in a causal manner, they suggested that they may also be regarded as realms or conditioning variables, influencing the strength of relationships between designative (perceptual/cognitive), appraisive (affective), and composite (overall) image of a city. The authors selected source, type, and amount of information as stimuli attributes and education level of respondents as a personal attribute. The results showed that both type and amount of information and education level influenced the strength of relationship between overall image and its components. Because the authors examined the effects of one conditioning variable at a time, they suggested that future research should investigate effects of stimulus and personal attributes simultaneously and use other personal

attributes as well.

Gartner not only recognized the role of stimulus and personal characteristics in forming destination images but also related them to the components of destination image. Gartner (1993), relating the image formation process to the destination selection process, proposed that cognitive image may be defined as being equivalent to the sum of beliefs and knowledge of attributes of the object or product. The amount of external stimuli, to a great extent, contributes to the formation of cognitive image. The affective component of image, on the other hand, emerges during the evaluation stage of destination selection and is influenced by a traveler's motives or benefits sought from the travel experience.

Based on consumer behavior and economic theory (supply and demand interaction), Stabler (1990) presented image as a function of demand (consumer) and supply (stimulus) factors. Consumer Factors include socio-economic characteristics, motivations, perceptions, and psychological characteristics whereas Supply Factors include promotional , nonpromotional, social sources of information, and the previous destination experience. Stabler stated "transmission of information from supply [destination] through the marketing of tourism and the media, previous experience and opinions of other consumers,

combined with motivations and socio-economic characteristics form perceptions, the images of tourism and tourist destinations" (p. 140). To this end, Stabler's (1990) model of the influences of tourism destination image reveals three major determinants of image existing in the absence of actual visitation or previous destination experience: (1) travel motivations; (2) sociodemographics; and (3) various information sources.

Numerous scholars across disciplines and fields have consistently and repeatedly cited these elements as being the determinants of image. Information sources, travel motivations, and sociodemographic variables have also been recognized as key elements in image formation models and as antecedents of tourism destination image formation in traveler destination selection models (Huff 1960; Gunn 1972; Kasarjian and Robertson 1973; Burgess 1978; Carman 1978; Mayo and Jarvis 1981; Friedmann 1986; Friedmann and Lessig 1986; Woodside and Lysonski 1989; Um and Crompton 1990; Goodall 1990; Stabler 1990; Um 1993; Fakeye and Crompton 1991; Mansfeld 1992; Gartner 1993). Hence, the following discussion is to delineate the relationship between image and these three forces contributing to image development: information sources, socio-psychological travel motivations, and sociodemographic variables. In this regard, information sources represent

stimulus variables whereas travel motivations and sociodemographics stand for consumer characteristics.

Sources of Information

A traveler's image of tourism destinations is to a great extent influenced by the sources of information he or she is exposed to. There are a variety sources of information that contribute to the development of destination images (Telisman-Kosuta 1989). Gunn (1972, pp. 20-55) conceptualized the evolvement of image in the context of a traveler's behavioral process into seven phases: (1) Accumulation of mental images about a vacation destination, (2) Modification of those images by further information search, (3) Decision to go to the destination, (4) Travel to the destination; (5) Activities at the destination, (6) Return travel, and (7) Modification of images based on visitation and experience. Gunn (1972) suggested that the first three phases of this model, the initial image formation stage, are the most important in influencing travelers' behavior because travelers rely much more on their mental images in their destination related decision making. According to Gunn (1972), the initial image formation is largely a function of information sources before visiting the destination. In this process, Gunn emphasized two major sources of information through which an image of a destination is developed: "organic" and "induced". Organic

image formation sources include nontourism information such as news stories, documentary, magazine articles, and books and movies. Induced image formation sources, on the other hand, consist of marketing efforts by the destination such as brochures, advertising and promotional campaigns. Gunn recommended that the ultimate goal of image building efforts of tourism destinations should be modifications of the induced image.

According to Woodside and Lysonski's (1989) traveler destination choice model, marketing variables or information sources were presented as a force which influences the formation of perceptions or cognitive evaluations of tourism destinations but not the affective component of image. Similarly, in Um and Crompton's (1990) and Um's (1993) cognitive model of pleasure travel destination choice, the perceptual/cognitive evaluation of destination attributes (beliefs) are formed by external factors which include various information sources such as symbolic stimuli (promotional efforts of a destination through media) and social stimuli (friends and relatives' recommendations or word-of-mouth). The role of information sources in forming destination images is also emphasized in Fakeye and Crompton's (1991) model of image formation. Adapting from Gunn's (1972) notion of organic and induced images, their model described that the

travelers develop organic images of a set of alternative destinations from various nontourism information sources. When the travelers have a desire to travel, they may get involved in an active information search and resort to tourism specific information sources. As a result, the travelers develop induced images of alternative destinations which may be the same as, or substantially different from, their organic images. The model suggests that the type of information sources used will result in differentiated destination images.

An individual's perception of tourism destinations and his/her awareness depends on the sources of information available. People will develop a "naive or factual image" of tourism destinations based on information derived from formal sources (travel agents and brochures) or informal sources (friends) (Goodall 1990). Several researchers classified information sources into various categories. Environmental information (stimuli) that affects image comes, to a large extent, from media and personal communication (Golledge and Stimson 1978).

Phelps (1986) grouped information sources into primary and secondary images. Experience of a place will result in the formation of a primary image of that place. A secondary image will be formed as result of formal sources such as

brochures and guide books, and informal sources such as conversation with friends. Um and Crompton (1990) and Um (1993) adopted Howard and Sheth's (1969) classification of information sources, affecting cognitive images of tourism destinations, which included three groups: significant, symbolic, and social stimuli. Significant stimuli originate from actual visitation. Symbolic stimuli stem from promotional material and messages sent through the media by tourism destinations. Social stimuli arise from other people in face-to-face interactions.

Hsiesh and O'Leary (1993), on the other hand, adopted Schiffman and Kanuk's (1991) classification of interpersonal and impersonal (or mass) communication. Interpersonal sources include formal communication which occurs between an individual and a professional (travel agents, tour operators, etc.) and informal interpersonal communication which occurs among individuals (word-of-mouth). Impersonal sources, on the other hand, consist of mass communication directed to a large audience by channels such as television, radio, newspapers, magazines or printed materials. Hsiesh and O'Leary (1993), using Tourism Canada (1989) survey data, cluster-analyzed the information sources used by British travelers. Four distinct clusters emerged: 1) word-of-mouth (informal interpersonal communication); 2) brochures/ pamphlets (impersonal

communication); 3) travel agent (formal interpersonal communication); and 4) combination package (airline, books/library, advertisements, clubs and associations, tour operators, etc.).

Gitelson and Crompton (1983) stated that information sources can also be grouped as internal and external. Internal information refers to past experiences whereas external information sources may be either formal, like travel agents and tourism offices, or informal, like friends and relatives. All those information sources influence the images of travelers (Ashworth and Goodall 1990). After a review of tourist destination-choice literature Mansfeld (1992) stated that tourist information sources may be formal (the commercial environment) and informal (the social environment). The formal sources comprise travel agents, brochures, travel-guide books, TV programs, and newspapers and magazines. The informal sources consist of impressions and recommendations from friends or relatives and social groups. According to Mill and Morrison (1992) there are two major sources of tourist information: commercial and social. Commercial sources consist of travel agents, tour operators, and destination advertising and promotion which are more likely informative. Social sources include friends and relatives which are more likely evaluative.

A more detailed classification of information sources has been offered by Gartner (1993). Gartner (1993) developed a theoretical basis for the touristic image formation process and presented a typology of the image formation agents (information sources) that act independently or in some combination to form a destination image unique to the individual. He defined image formation agents as forces producing a change and a specific result. Modifying Gunn's (1972) organic-induced image typology, he labeled image formation agents as Overt Induced I (advertising in print and broadcast media), Overt Induced II (tour operators and travel agents), Covert Induced I (recognizable spokespersons), Covert Induced II (publicity), Autonomous (books, articles, TV and newspaper news), Unsolicited Organic (unrequested information from previous visitors), and Solicited Organic (word-of-mouth). Gartner's image formation agents included only information sources or presentation of destination image and ignored consumer characteristics in destination image formation.

Gartner suggested that different image formation agents may affect the development or formation of images differently. Defining the cognitive component of image as the sum of beliefs and knowledge of the attributes of an object, Gartner (1993) noted that the type and amount of external stimuli

(information sources) received will influence the formation of the cognitive component of image but not the affective component. In this sense, the development of the perceptual/cognitive component of destination image is presented as a function of the amount and type of information sources to which travelers are exposed. By amount of information, Gartner (1993) was in fact implying the variety of information sources used by travelers.

Fishbein and Ajzen (1975, pp. 387-410) also accepted information sources as a major force or change agent directly influencing the formation of beliefs about an object. The authors also suggested that information from outside sources has a casual effect on the perceptual and cognitive component but not on the affective component of attitude. Likewise, Mayo and Jarvis (1981, p. 190) proposed a travel decision-making model where they posited that information sources form the beliefs and opinions about a destination which, in turn, lead to feelings (affect).

Burgess (1978) stated that without direct personal experience the images of a place are formed by information provided by the media and other secondary or external sources. Burgess (1978) proposed a schema where information sources and direct personal experience were the determinants of the

images. She suggested that the dependent variable is the image of the place and main independent variables may be the quality and quantity of information available to the individual. Burgess (1978) hypothesized that the type, quality, and quantity of information available to the individual would determine the type of image he would be likely to develop. Then, Burgess examined the effects of quality and type of information on images of residents and nonresidents (tourists) of Kingston upon Hull, England. Two different samples were used: residents of Kingston upon Hull and nonresidents within 400 km. radius. The effects of the type of information are measured by examining image differences between residents (those who have direct personal experience) and nonresidents (tourists) who were categorized into two groups: (1) tourists who have visited the city and (2) tourists who have not visited the city but acquired knowledge through conversation (word-of-mouth). The quality of information was measured by content analysis of media messages available to tourists. The descriptive statistics suggested that image differences exist between residents and tourist groupings. However, the image differences between tourist groupings were not examined. Also, the study did not investigate the effects of information source types on tourist images in the absence of previous visitation. Burgess concluded that despite their vital role in formation of place

impressions, the effects of information sources (media, literature, and interpersonal discussion) on the formation of place images could not go far from content analysis of media messages (Burgess, p. 88). Therefore, the author suggested that more studies should be conducted to substantiate her hypotheses and to establish clear links between images and sources of information.

Baloglu et al. (1995) examined comparative image variations of the United States based on information sources used by nonvisitor West German travelers. The sources of information were categorized into four groups: advice from professionals (tour operators, travel agents, and airlines); media (brochures, books, and advertisements); word-of-mouth (friends and family members); and associations/institutions (automobile associations, government tourism offices, embassy/consulate, and clubs/associations). The ANOVA results indicated that the U.S. image compared to other overseas destinations showed some variations due to type of information source used. Printed media appeared to be the most influential source in creating a more favorable image of United States. Travelers' images showed variations with destination attributes. Regarding the attractions for adventure, natural beauties, and resort vacations, those who used printed media had a more positive image of the United

States than other sources of information. Also, in terms of offering attractions for nightlife, gambling, and entertainment, the United States was perceived more positively by those who used printed media than those who sought professional advice from tour operators and travel agents.

Stern and Krakover (1993) investigated the conditioning effects of source, type, and amount of information on overall image formation of Beer-Sheva City, Israel. Specifically, they examined how these effects condition or influence the strength of relationship between image components (cognitive-affective) and overall image. The source of information was defined as direct personal experience (visitation) and indirect personal experience (media). The type of information was defined as various information sources where the respondents read/heard about the city. The amount of information was measured as a proxy variable indicating the number of information source types used. When referring to the amount of information, the authors were actually measuring the number of various information sources used. Therefore, "variety of information" would be a more appropriate label than "amount of information." The results showed that the source, type, and amount (variety) of information influence the direction, significance, and strength (relative effects) of relationships between image components and overall

(composite) image. The authors concluded that information sources affect the formation of urban (city) images.

Holbrook (1978) contended that marketing research has narrowly focused on the static structure of attitude ignoring its informational determinants. He argued that most research emphasized the static relationship between brand preference and beliefs but did not answer what determines beliefs. Holbrook (1978) proposed a model suggesting that content of advertising or other promotional communication are informational determinants of the attitude components (beliefs and affect). The author experimentally tested the impact of advertising content (factual and evaluative information) on both beliefs and affect regarding automobiles. The study used 104 students which were randomly assigned to factual (e.g. 150 horsepower engine) and evaluative (e.g. strong engine) advertising messages. The results showed that the content of advertising has a positive effect on beliefs and these beliefs in turn have a positive influence on affect. Although the study examined the effect of advertising content on beliefs but not the effects of multiple information sources on beliefs, the findings confirmed that information sources do influence the cognitive component of image and they do not have an impact on affective image. In other words, the cognitive component plays an intervening role between

information sources and the affective component of image.

A critical review of theoretical aspects of the destination choice-process was conducted by Mansfeld (1992) to reveal problems and future research directions for further theoretical refinement of the tourist destination-choice process. One major problem identified was the role of information sources on image creation and actual destination choice. Mansfeld (1992) contended that although a general recognition exists that various tourist information sources are image creators, this is not based on empirical evidence. Mansfeld suggested that empirical research is needed to validate this general assumption. Mansfeld (1992) also argued that since it is assumed that various information sources have a differential effect on tourists' images of destinations it is important to understand their marginal contribution to the development of images.

Two hypotheses were derived from the previous discussion:

Hypothesis 4: The variety of information sources used significantly influences perceptual/cognitive evaluations.

Hypotheses 5: The type of information sources used significantly influences perceptual/cognitive evaluations.

Socio-Psychological Travel Motivations

Travelers engage in pleasure travel for different reasons or motives. In the travel and tourism field, motivations for travel are accepted as a central concept in understanding travel behavior and the destination choice process (Uysal and Hagan 1993; Weaver et al. 1994) because they are the impelling and compelling force behind all behaviors (Crompton 1979b; Iso-Ahola 1982). Motivations are usually defined as socio-psychological forces that predispose an individual to travel and participate in a touristic activity (Crandall 1980; Beard and Raghep 1983; Iso-Ahola 1982).

Travel motivations are also included in destination choice and image formation models as a major influence guiding the development of destination images (Um and Crompton 1990; Stabler 1990; Um 1993). Stabler (1990) presented socio-psychological travel motivations such as physical, status, social contact, cultural, intellectual, escape and relaxation as the most important construct impinging on the destination images (Figure 4). Stabler also noted that "transmission of information from supply [destination] through the marketing of tourism and the media, previous experience and opinions of other consumers, combined with motivations (underline added) and socio-economic characteristics form perceptions, the images of tourism and tourist destinations" (p. 140).

The image of a destination is highly related to travel benefits sought (motivations) by a traveler. They determine the image of a destination before and after the visitation (Mill and Morrison 1992, pp. 32-56). In the destination choice process, images of destinations are formed in relation to the travel motivations in a conscious or unconscious way (Moutinho 1987, p. 18). Mayo and Jarvis (1981, p. 30) indicated that travelers' psychological motivations influence their images of destinations. Pearce (1995, p. 173) suggested that the relationship between tourist motivations and destination image should be explored to better understand travel behavior and to enhance motivation theory.

Travel motivations influence perceptions, preferences, expectations, and images of tourism destinations (Goodall 1990). Travelers evaluate destinations in terms of benefits they seek. A destination is likely to attract travelers from different benefit segments. The perceptions of the degree a destination providing a desired benefit will affect the images of that destination. Therefore, it is suggested that the benefits should be utilized in positioning destinations (Woodside 1982).

A few studies have used motivations for positioning tourism destinations. Hu and Ritchie (1993) examined the

variations of perceived ability of destinations such as Hawaii, Australia, Greece, France, and China to satisfy tourists' needs in two different motivational settings: recreational and educational. They found that perceptions of destinations show variations with the type of desired motivational experience. Crompton et al. (1992) compared the Rio Grande Valley with four other destinations in terms of their perceived ability to provide desired socio-psychological motivations. Their study also detected some differences in the perceived ability of destinations to provide various benefits. These studies suggested that the travelers' socio-psychological motivations will influence their evaluations of tourism destinations.

Gartner (1993) suggested that motivations are related to the affective component of image. Therefore, an individual's affective image toward a destination is, to a great extent, influenced by his/her motivations (benefits sought) from the travel experience. Dann (1995) also supported the idea that motivations influence affective component of image rather than perceptual/cognitive component. Dann (1995) conducted a qualitative study to examine the components of destination image. Relaxing, clean and safe, secure, secret beaches, very religious, old-fashioned, friendly, lovely, beautiful were the words Dann (1995) thought to reflect the affective component.

However, the results should be viewed with caution because most of the words reflecting cognitive vocabulary were wrongly classified by Dann (1995) as the words describing affective component.

The affective component refers to the value the individual places on destinations based on travel benefits (motives) he/she seeks. Since affective or appraisive images are concerned with how individuals feel about various places (Walmsley and Jenkins 1993), people with different motives may feel about or value a destination similarly if they perceive that the destination provides the benefits they seek. For example, individuals seeking different motivational experiences (knowledge, adventure, prestige, etc.) may feel excited about a destination and they may evaluate it as an exciting place if they perceive that the benefits they seek are present in the destination.

Baloglu and Brinberg (1995) studied the affective images of 11 Mediterranean countries by applying the affective space proposed by Russel and Pratt (1980). The authors suggested that future research should examine the relationship between tourists' motivations and their affective images toward tourism destinations. From this discussion, the following hypothesis is proposed:

Hypothesis 6: Travelers' socio-psychological motivations significantly influence their affective evaluations of tourism destinations.

Sociodemographic Characteristics

Most image formation and destination selection models have incorporated sociodemographic variables as conventional consumer characteristics influencing perceptions or images of objects, products, and tourism destinations (Friedmann and Lessig 1986; Woodside and Lysonski 1989; Stabler 1990; Um and Crompton 1990). The consumer behavior models of Fisk (1960) and Sheth (1983) also recognized the sociodemographic characteristics of consumers as determinants of consumer image by including them as antecedents to cognitive processes. Carman (1978) proposed an expanded model of consumer behavior where sociodemographic variables directly influenced brand perceptions. Huff (1960) developed a model of consumer space preference to analyze consumer movements. Huff's model is also accepted as a general framework of the decision making process in a variety of settings such as spatial decision making (Walmsley and Lewis 1984). In Huff's model, sociodemographic variables such as age, education, income, gender, and occupation were depicted as determinants of an individual's perceptions.

Fridgen (1984) suggested that images of a tourist vary

depending on age. Burgess (1978) suggested that besides information sources, other image influencers such as sex, age, educational and socio-economic status of the individual would be used as independent variables to predict images of places. Burgess especially emphasized the role of education level of people on image before actual visitation to the place and stated that educational status may affect the images of those who gathered information from media and other secondary sources.

Although sociodemographic variables such as age, education, income, gender, occupation, and marital status have all been suggested as variables influencing perceptions and images, age and education appear to be major determinants of image. Nickel and Wertheimer (1979) studied the effects of age, education, occupation, income, marital status, and size of the family on consumer images of drugstores. The multiple regression analysis showed that age was the only variable affecting images of drugstores. However, without controlling for a consumer's age, education, occupation, income, and marital status significantly affected consumer images of drugstores.

Walmsley and Jenkins (1993) studied affective images of several resorts in the North Coast of New South Wales,

Australia. The principal component analysis indicated that affective images of a few resorts showed variations due to gender and age. Baloglu, McCleary, and Uysal (1995) examined destination image variations of the United States based on sociodemographic characteristics of West German travelers. Using an analysis of variance (ANOVA) procedure, the authors found a few image differences due to age, marital status, and occupation. However, age was found the most significant sociodemographic variable influencing the image. Husbands (1989) investigated the relationship between perception of tourism and sociodemographic variables and found that perception of tourism among Livingstone, Zambia locals differed significantly based on only age and education variables. Stern and Krakover (1993) chose education level as one of the most important consumer characteristics affecting image and investigated the effects of education level of individuals on the relationship between cognitive, affective, and overall image. Path analysis indicated that the strength and direction (sign) of causal effects between the three constructs showed differences due to different education groups.

From the previous discussion, age and education appear to be the most influential sociodemographic variables on image and, therefore, were selected for this study. The following

hypotheses were derived accordingly:

Hypothesis 7: Travelers' ages significantly influence their perceptual/cognitive and affective evaluations of tourism destinations.

Hypothesis 8: Travelers' education levels significantly influence their perceptual/cognitive and affective evaluations of tourism destinations.

RESEARCH ON TOURISM DESTINATION IMAGE

All places have images - good, bad, and indifferent - that must be identified and either changed or exploited (Hunt 1975, p. 7).

With this conclusive statement, Hunt established the importance of image for tourism destinations as well as researchers. In the last two decades, research in the field of travel and tourism has investigated many important issues regarding the image construct. The following discussion reviews the work that has contributed to our understanding of tourism destination image in several areas. Appendix A provides a summary of the literature reviewed. The appendix includes information regarding the variables of interest (dependent and independent variable(s)), the sample and measurement scales, and analytical tools that have been utilized in the studies. It also includes a brief conclusion of findings, validity and reliability assessments, and destination attributes employed in the studies.

The majority of tourism destination studies fall into

four research streams: (1) the relationship between image and preference or visitation intentions; (2) variations in perceptions of image; (3) positioning of tourism destinations; and 4) measurement of destination image. The literature representing each research stream is discussed in the following sections.

Image and Preference or Visitation Intentions

The current travel and tourism literature suggests that there is a positive correlation between destination image and preference or intentions to visit (destination choice). Mayo (1973) and Hunt (1975) were the first to assert that a more favorable image of a destination will result in increased visitation to that destination. Mayo (1973) studied images of eight regions of the U.S. Using a sample of 670 U.S. auto vacationers, Mayo found that respondents' preference for a particular region are highly related to their positive perceptions of three attributes of the region: scenery, climate, and lack of congestion. The author concluded that the image of a destination is a critical factor in destination choice. Goodrich (1978) surveyed 230 international travelers living in New York to examine the relationship between preferences and perceptions of vacation destinations. A summative index was used to measure perceptions (beliefs times importance). The results showed that there was a significant

correlation between preference and perceptions. The more favorable the perception, the greater the likelihood of preference or choice. The study demonstrated that preference for (choice of) tourist destinations are largely dependent on the favorableness of perceptions of those destinations.

Scott et al. (1978) developed an attitudinal model (beliefs times importance) to compare image of Massachusetts with those of three other states. The authors suggested that preference for or choice of destination is a function of perceptions (beliefs) of destination attributes times importance or desirability of the attributes. A sample of 313 auto travelers was separated into two groups: those selecting Massachusetts as their primary destination and those selecting one of the other northern New England states. The discriminant analysis revealed that the preference for states was highly related to varying perceptions of state attributes.

Milman and Pizam (1995) recently investigated the impact of consumer awareness and familiarity on travelers' image, interest, and likelihood of visiting Central Florida. Six focus groups of past visitors and nonvisitors to the Central Florida area were first conducted to identify existing images within three attribute categories: product, environment, and behavior. The results were then tested on a randomly selected

sample of 750 adult U.S. residents in metropolitan areas throughout the U.S. The findings of their study suggested that respondents who were familiar (i.e. previously visited) with the destination had a more positive image of the destination and higher interest and likelihood to visit the destination than those who were simply aware of it. Interestingly, on the other hand, respondents who were aware of the destination were found to have a less positive image and lower interest and likelihood to visit the destination than those who were not aware of it. All these studies demonstrate that image is an important construct to predict travelers' behavior.

Variations in Perceptions of Image

A substantial number of image studies in the travel and tourism field focused on changes or variations in destination image. Most of those studies investigated how destination image varies with actual or previous visitation (overt behavior) which was usually labeled as "familiarity." Hu and Ritchie (1993) identified three determinants of familiarity: geographical distance, previous visitation experience, and the level of overall knowledge about a destination.

Earlier research regarding image variations examined the impact of travelers' geographical location or distance on perceptions or images of destinations (Cook and McCleary

1983). Hunt (1975) suggested that distance from a destination is an important ingredient of image formation. Using a random sample of households from five geographic locations, Hunt studied images of Rocky Mountain Region - Colorado, Montana, Utah, and Wyoming - and found that people who were further from this region did not differentiate or discern the differences among the four states as well as did those closer to the region. Hunt concluded that geographical distance has an impact on image of states. However, he also accepted that this might be due to the level of knowledge and familiarity with the region because destinations usually promote in nearby areas and people who live closer to a region are more likely to visit it than those living in remote areas.

Scott et al. (1978) explored the effect of out-of-state individuals' geographic region of residence on image of Massachusetts. The sample was divided into two groups: those who live less than or equal to 200 miles from the state and those more than 200 miles away. Discriminant analysis revealed that the perceptions of destination attributes were different between the two distance groups. A further analysis indicated that prior destination visitation to Massachusetts was heavier for those who lived less than or equal to 200 miles radius. The authors concluded the impact of distance might be due to the fact that individuals from closer regions

were more familiar with the state's attributes.

Using a sample of 617 students from six regions of residence, Crompton (1979a) examined the relationship between respondents' descriptive image attributes (beliefs) of Mexico and attributes they considered important in a country for a pleasure vacation. The findings indicated that visitation intentions were positively related to importance of sanitation and safety while positive images were related to climate and low cost. Crompton (1979a) also investigated the influences of respondents' geographical location on Mexico's image. Although the study could not find significant differences in overall images of Mexico among respondents from different regions, some differences regarding individual image attributes were detected. The results suggested that the further away people resided from Mexico, the more favorable was their image of that country. However, a frequency analysis of respondents' previous visitation to Mexico revealed that those differences would be attributable to past experience or familiarity with the country because most of the respondents who visited the country before were residing in closer regions.

Reilly (1990) studied images of the state of Montana among 1225 out-of-state vacationers from seven geographic

regions. The study employed a free elicitation of descriptive adjectives. A content analysis of open-ended descriptive adjectives indicated that images of Montana vary across geographic regions. Using a random sample of 1782 U.S. residents from six regions of residence, Ahmed (1991) examined the relationship between respondents' geographical location and image of Utah. The results of the analysis of variance (ANOVA) suggested that geographic region of residence has a significant impact on image and that people from different regions have varying images of Utah. However, the numerical differences between groups were very small and significant differences may be attributable to the large sample size. The study also used two-way ANOVA to examine the relationship between geographic residence (distance) from the state and previous visitation of (familiarity with) the state. No significant interaction was found. Ahmed (1991), however, cautioned that regional image differences might be due to varying degrees of induced image which is the level of knowledge of respondents about state due to the promotional strategy of Utah. Fakeye and Crompton (1991), when investigating image differences between prospective, first-time, and repeat visitors to the Lower Rio Grande Valley, Texas, also examined the impact of geographical distance of travelers on the region's image. Contrary to findings of the earlier research, the authors found very low support for image

variations due to the travelers' distance to the region.

The results of above-mentioned studies suggest that the impact of geographical location (distance) of perceiver on destination image is not conclusive. As suggested by the researchers, either individuals' previous visitation or their level of knowledge due to various information sources would be the actual cause of image variations.

Previous visitation or direct experience with a destination is likely to alter and modify the image of the destination. Numerous studies investigated image modifications due to actual destination experience (overt-behavior). Some of these studies utilized a longitudinal approach by which the modifications between travelers' pre-trip and post-trip destination images were compared (Pearce 1982; Phelps 1986; Dann 1994). Other studies examined the image differences between travelers who visited the destination (visitors) and those who did not (nonvisitors) (Fridgen 1987; Chon 1990a; Ahmed 1991; Fakeye and Crompton 1991; Hu and Ritchie 1993; Milman and Pizam 1995).

Pearce (1982), using an adapted form of Kelly's repertory grid, compared tourists' pre- and post-travel images of two Mediterranean countries, Greece and Morocco. The results

showed that travelers to both countries changed some of their perceptions after visiting them. It was concluded that a perceptual change took place after direct observation of destinations. Furthermore, It was shown that the images of countries perceived similar to the visited destinations also changed after the destination experience. Phelps (1986) examined pre-trip and post-trip images of 50 travelers to Menorca. Both descriptive and discriminant analysis indicated that visiting a destination changes the perception of that destination. However, these changes did not seem to affect travelers' holiday satisfaction or enjoyment. Dann (1994) compared pre-trip and on-trip cognitive, affective, and conative images of Barbados. Open-ended responses with and without pictorial stimuli were sought from 535 travelers to reveal qualitative meaning of key words in respondents' descriptions. Descriptive and psychological destination attributes such as climate, resident attitudes, culture, and religion were categorized as cognitive images while attributes such as relaxing, friendly, clean, and safe were categorized as affective images. The responses of travelers when projecting themselves as if they were experiencing the destination were categorized as conative images. The qualitative pattern of responses with or without pictorial stimuli for three image components showed variations between pre-trip and on-trip. However, Dann's categorization of

responses into image components are misleading and not consistent with commonly accepted distinction between cognition and affect.

Fridgen (1987), in a cognitive mapping task, surveyed automobile travelers about which parts of Michigan they perceived to be recreation and tourism regions. The maps of respondents who were familiar and unfamiliar with the state were compared. The author developed a familiarity index comprising both level of knowledge and previous visitation. Some disagreements about ranking of potential tourism regions in Michigan were found between those familiar and those less familiar with the state. The author concluded that familiarity (level of knowledge and actual visitation) with a destination has an effect on travelers' images. Chon (1990) compared the image of Korea held between those traveling to Korea (pre-travel) and those returning from Korea (post-travel). The t-statistics indicated that significant differences exist in the perceptions of Korea between those who actually experienced the destination and those who did not. Post-visitors' perceptions were found more positive than pre-visitors' perceptions.

Ahmed (1991) studied differences of image dimensions delineated by factor analysis between visitors and nonvisitors

to Utah. The analysis of variance (ANOVA) revealed significant differences between visitors and nonvisitors in image dimensions as well as overall image. The images were generally more favorable for those who visited Utah. Fakeye and Crompton (1991) analyzed the images of prospective (nonvisitors), first-time, and repeat visitors to the lower Rio Grande Valley in Texas along with six image factor dimensions. Analysis of variance (ANOVA) indicated that, on every image factor score, images of nonvisitors were significantly different from first-time and repeat visitors. The authors also investigated the impact of length of stay on image. However, the results were not conclusive because differences were found for one or two image factor dimensions. Hu and Ritchie (1993) investigated the effects of familiarity (previous visitation) on the perceived attractiveness of Hawaii, Australia, Greece, France, and China and reported significant differences between the images of nonvisitors and visitors to Hawaii, Australia, and France. Although the study did not detect any significant differences of images of Greece and China based on destination experience, the authors concluded that familiarity (i.e. previous visitation) has an influence, not necessarily in a positive direction, on perceptions of destinations.

Using a sample of 750 adult U.S. residents from 14

metropolitan area, Milman and Pizam (1995) compared the images of Central Florida between those who visited the state (visitors) and those who were aware of it (nonvisitors). The findings indicated that significant differences existed between the two groups and respondents who were familiar with (previously visited) Central Florida had a more positive image of the destination than those who were aware of it.

A few authors investigated the stability of image over time. Gartner (1986) examined temporal effects on image within a time frame of three months. In this longitudinal study, 3000 U.S. residents were asked to rate their images of various attractions and activities within four states: Colorado, Montana, Utah, and Wyoming. The results indicated that state images did not change over a three-month period (short time) because out of 52 separate t-tests (4 state and 13 attribute) only two were significant. Gartner and Hunt (1987) examined temporal changes in image of Utah over a longer period, 12 years. The results indicated that Utah's image was improved over a 12-year period. The authors concluded that image change is a slow process. However, their conclusion should be interpreted with caution because the study did not use a longitudinal approach and compared different samples.

Gartner and Shen (1992) investigated the impact of the Tiananmen Square conflict, an autonomous image change agent, on China's tourism image. Autonomous agents are those information sources consisting of news reports which appear on media beyond the control of destinations. The sample consisted of 493 potential travelers who requested information from China's NTO, New York. The authors differentiated between attraction attributes (natural, historical, cultural) and service attributes (cleanliness, safety, resident attitudes, quality of accommodations). Analysis of variance (ANOVA) was used to identify image differences before and after the event. The results indicated a significant decline in China's tourism image on some attraction and service attributes as a result of the conflict.

In a study of 9000 U.S. travelers, Javalgi et al. (1992) investigated the perceptions of several European regions for a touring trip and an outdoor trip. The discriminant analysis showed that travelers' perceptions of regions were different on five perceptual dimensions extracted by factor analysis for both types of trip purpose. The authors suggested that each region has different image strengths and weaknesses and positioning and promotional strategy should be tailored based on identified perceptual differences. A major flaw of the study, however, is its ignorance of travelers' previous

visitation with selected regions.

Positioning of Tourism Destinations

A particular interest on destination images focused on identifying image strengths and weaknesses of tourism destinations and positioning destinations relative to each other along several selected destination attributes (Mayo 1973; Anderssen and Colberg 1973; Goodrich 1977; Haahti 1986; Fenton and Pearce 1988; Gartner 1989; Crompton et al. 1992). Most of those studies used perceptual mapping techniques including multidimensional scaling, preference mapping, and correspondence analysis.

In a study of 670 automobile vacationers, Mayo (1973) examined that images of eight regions in the U.S. by using multidimensional scaling analysis (MDS). MDS revealed three dimensions: scenery, pleasant climate, and lack of congestion. The perceptions of regions varied along those dimensions. Similarly, Anderssen and Colberg (1973) explored the perceptions of nine Mediterranean destinations. Employing MDS approach, the authors found that perceptions of destinations vary across eight image attributes.

Goodrich (1977), using 230 international travelers from New York, utilized a multidimensional scaling (MDS) approach

to measure travelers' perceptions and similarity judgements, of nine tourist-attracting regions in and outside the United States: Florida, California, Mexico, Hawaii, Jamaica, Puerto Rico, the Bahamas, the Virgin Islands, and Barbados. The MDS found two dimensions of similarity judgements of the regions: "entertainment" and "culture/ life style." On the entertainment dimension, Florida, California, and Hawaii were grouped together and perceived as being similar destinations. The West Indian Islands - Jamaica, Barbados, Puerto Rico, the Bahamas, and the Virgin Islands - and Mexico were perceived as being similar types of destinations on the same dimension. On the culture/life style dimension, Mexico and California were perceived as similar destinations while The West Indian Islands were perceived as similar destinations. Mexico and California were perceived to offer more attractions for historical and cultural interest than the other regions. The author concluded that destinations have distinct images and MDS is a useful technique for identifying image and positioning tourism destinations.

Haahti (1986) proposed a cognitive structure model of positioning and examined the perceptions of 12 European summer holiday destinations relative to each other to determine the relative position of Finland. Using MDS analysis and preference mapping, the study identified two underlying

perceptual dimensions: "Ease and economy" and "Different experience." The major finding of the study was that the perceptions of countries differed along MDS dimensions and ten destination attributes used to evaluate them. The study also examined the positioning of the countries for different nationalities. The sample was broken down into four nationality groups: Germans, Swiss, Dutch, and Scandinavians. The results showed that the perceptual positioning of the countries showed variations due to the travelers' nationality. The author concluded that the destinations have distinct image strengths and weaknesses and they vary with respondents' nationality.

Gartner (1989) argued that using pre-selected attributes in assessing a destination image may not be the actual attributes respondents use to differentiate destinations. Applying multidimensional scaling (MDS) analysis, Gartner (1989) investigated 1917 U.S. residents' images of Montana, Wyoming, Colorado and Utah to determine the underlying attributes of how those states are differentiated. A simultaneous examination of four states and fifteen attributes through MDS resulted in positioning the destinations with their positively perceived product attributes. A two-dimensional map of MDS output was labeled as in-group/out-group social and culture/nature based resources. The results

showed that the states have varying image strengths and weaknesses based on selected destination attributes. The author cautioned that a major weakness of the study was its inability to control respondents' familiarity (previous visitation) with the four states. It should be noted that, however, previous positioning studies also failed to control travelers' familiarity with the destinations selected.

Crompton et al. (1992) applied Woodside's (1982) conceptual approach to positioning which suggests that effective positioning can be accomplished by matching benefits provided by a destination with benefits sought by a target market. The authors compared the Rio Grande Valley's image with those of Hawaii, Arizona, Florida, and California based on pull and push benefits sought by 586 travelers. Pull factors refer to destination attributes while push factors refer to the socio-psychological benefits which can be fulfilled by destination attributes (pull factors). Both push and pull items were factor analyzed and a factor score was computed for each destination. The factor scores were obtained from importance of these items to the travelers based on their preferred ideal destination. A series of t-tests were conducted on factor scores to compare the Valley with each of other destinations. However, the study found only a few significant differences most of which were between the

Valley and Hawaii. The authors also compared first-time visitors and repeat visitors on the pull and push benefit factors. Again, very small differences were found between the two subsamples. The authors suggested that although the study could not provide conclusive findings, the (benefit-matching) approach appears to be useful for positioning of destinations.

Calantone et al. (1989) used correspondence analysis to study images of eight Pacific rim countries. Their analysis involved multiple origins, multiple destinations, and multiple attributes. The results indicated that tourist perceptions of a destination vary across image attributes as well as vacationers' country of origin. The authors suggested that positioning strategy of a tourism destination should be tailored to different tourist generating markets. It was concluded that correspondence analysis is useful for analyzing perceptual positioning of multiple destinations across multiple attributes and multiple origins (tourist markets).

Measurement of Destination Image

The measurement of destination image has been of great interest to tourism researchers and practitioners. An accurate assessment of image is a key to designing an effective marketing and positioning strategy (Reilly 1990). A few studies have dealt with assessment of destination image

measurement (Echtner and Ritchie 1991; Echtner and Ritchie 1993; Driscoll, Lawson, and Niven 1994).

Echtner and Ritchie (1991; 1993) provided a comprehensive review of prior research regarding destination image measurement. The authors suggested that destination image research should measure two components: individual features or attributes and holistic or global impressions. Destination image should be composed of perceptions of individual attributes (climate, accommodation facilities, friendliness of people, safety, cost, etc.) as well as holistic impressions (imagery) of the destination. Each of these components may include functional (tangible and directly observable) attributes such as historic sites, beaches, infrastructure and psychological (abstract) attributes such as friendliness, safety, culture, relaxing, and general feelings. The authors implicitly included the affective component of image in a psychological-holistic dimension:

On the attribute side are the numerous perceptions of the individual characteristics of the destination, ranging from functional to psychological. On the holistic side, the functional impression consists of the mental picture (or imagery) of the physical characteristics of the destination, while the psychological impression could be described as the atmosphere or mood of the place" (pp. 3-4).

Echtner and Ritchie (1991; 1993) also suggested that both

attribute-holistic and functional-psychological components can be treated on a common-unique continuum. This continuum emphasized the fact that common attributes existing in majority of destinations and those attributes (such as events, features or auras) are unique to each destination. Therefore, the authors suggested that a combination of both structured and unstructured methodologies should be utilized to capture the complex assessment of destinations. Echtner and Ritchie (1993) used both structured and unstructured (open-ended) questions to study image of Jamaica. The empirical results showed that although a relationship exists between the two systems of measurement, each had the ability to capture certain components of destination image. The unstructured image questions captured holistic functional and psychological characteristics as well as the unique images of each destination. The structured image questions (34-item scale), on the other hand, captured common functional and psychological components of destination image. The authors concluded that the methodology employed in their study provides a generalized framework which can be used to compare and contrast images of tourist destinations. Because the data originally was collected for four destinations (Jamaica, Japan, Kenya, and Switzerland), the authors suggested that respondents (600 students) negatively reacted to lengthy structured questions (34 items times four countries) and

future studies should use a shorter and condensed questionnaire to get a high response rate.

In a study of 1099 New Zealand residents, Driscoll et al. (1994) compared two instruments used for image data collection for 12 countries: a scaled response and a grid response format. The scaled response format requires respondents to rate each destination separately on selected attributes whereas the grid response format requires respondents to complete a one-page grid that displays destinations in columns and attributes in rows. The reliability and validity assessment of the two response formats indicated that both formats have face validity; the grid format is more reliable and valid and it allows a shorter questionnaire than the scaled response; and grid format is useful to have comparative responses for multiple destinations.

As illustrated in Appendix A, destination image studies have employed a wide variety of techniques for measuring destination image. Overall, the prevailing approaches to destination image measurement include either unstructured (personal construct, repertory grid, open-ended) or structured (multiattribute models, semantic differential and likert scales, and multidimensional scaling (MDS)) methodologies. The studies adopting a structured approach used differing

multivariate techniques for identifying underlying dimensions and analysis of the image construct.

Unstructured Measurement Techniques

The studies using unstructured techniques aimed to examine the "complex" structure of image. These studies contend that measuring image by pre-identified attributes fails to capture the complexity of image and image constructs salient to individuals. A few researchers used an unstructured or qualitative approach to measure destination image (Embacher and Buttle 1989; Reilly 1990; Walmsley and Jenkins 1993; Dann 1994).

In a study of 25 individuals, Embacher and Buttle (1989) used a repertory grid to study images of Austria, Italy, France, Canada, Spain, and Switzerland as summer vacation destinations. A content analysis of freely elicited 296 constructs resulted in nine groupings. The authors, however, added two constructs - perceived costs of vacation and overall image - and measured them in a structured way. The pattern of responses showed that the respondents discriminated summer vacation destinations along with the constructs they used. The authors concluded that the repertory grid is a more appropriate methodology for identifying salient image constructs and to study images of destinations in detail.

Likewise, Walmsley and Jenkins (1993) utilized personal constructs (repertory grid) to assess appraisive (affective) images of a coastal region in Australia. The principal component analysis of responses delineated two major evaluative constructs: pleasing and arousing. Pearce (1982), on the other hand, developed a questionnaire based on a pilot study using repertory grid. The above-mentioned studies used Kelly's (1955) personal construct theory and repertory grid technique developed in psychology.

Reilly (1990) sought open-ended responses from 1,225 U.S. travelers from seven geographic regions regarding images of Montana and the Mountain Montana ski resort. A content analysis of descriptive responses revealed that images of Montana vary across geographic location of respondents and images of the ski resort differ between locals and tourists. Similarly, Dann (1994) studied cognitive, affective, and conative images of Barbados in a socio-linguistic framework by eliciting free responses. However, the author analyzed the qualitative pattern rather than quantitative pattern of responses.

Unstructured approaches have both advantages and disadvantages. The advantages are that the image dimensions revealed are those that are salient to the respondents in

their language rather than those imposed by the researcher. Therefore, this technique may be preferred when the objective is to explore and determine individuals' unaided images of objects. Among the disadvantages are that reliability and validity of measurement cannot be assessed, the data coding is more time-consuming and subject to the researcher's biases, comparison cannot be made when multiple or competitive destinations are evaluated, and less powerful (nonmetric) statistics are usually required (Zimmer and Golden 1988; Reilly 1990).

Structured Measurement Techniques

Destination image studies adopting a structured measurement technique employed either a semantic differential scale (Mayo 1973; Anderssen and Colberg 1973; Hunt 1975; Goodrich 1977; Crompton 1979a; Haahti 1986; Gartner and Hunt 1986; Gartner 1987; Gartner 1989; Ahmed 1991; Driscoll et al. 1994) or a likert-scale (Pearce 1982; Phelps 1986; Kale and Weir 1986; Calantone et al. 1989; Fakeye and Crompton 1991; Javalgi et al. 1992; Echtner and Ritchie 1993; Milman and Pizam 1995) for measuring destination image. Semantic differential scaling (SDS) was originally developed by Osgood et al. (1957) to evaluate affective meaning of objects and environments (cf. Russel, Ward, and Pratt 1981). SDS requires respondents to rate an object or destination on bipolar

scales. However, many studies in tourism have used a modified form of semantic differential scale where respondents are required to rate multiple attributes of destination on a single SDS scale.

Several authors noted that likert scales are employed to measure the cognitive or belief component of an attitudinal construct whereas semantic differential scales are used to measure the affective component. Bagozzi and Burnkrant (1979; 1985) demonstrated that measurement of those components in this way increases convergent, discriminant, predictive, and external validity of an attitude->behavior model. However, many studies in store image (Zimmer and Golden 1988) and destination image not only modified the traditional semantic differential scale by using nouns and phrases but also used it for measurement of cognitive evaluations (beliefs) of destinations. Fishbein and Ajzen (1974, p. 57) also noted that in order to avoid ambiguity, beliefs about an object should be measured by unipolar scales rather than bipolar (semantic differential) scales.

On the other hand, Menezes and Elbert (1979) compared semantic differential, likert and stapel scaling formats for measuring store image. The study focused on measurement of only the perceptual/cognitive component of image. Respondents

rated several store attributes using the three scaling formats. The three formats were evaluated in terms of leniency, precision, and convergent and discriminant validity (multitrait-multimethod method). Leniency is a tendency to rate higher than deserved whereas precision is agreement among raters. The findings indicated that all three measures are free of halo error, which is the tendency to rate individual attributes of an object according to a general impression held toward the object. The results also showed that any single scaling format is not superior to all others in terms of leniency, precision, and validity as there was no marked differences among them. Menezes and Elbert (1979) concluded that the selection of the scaling format should be determined by other considerations such as ease of scale construction and the characteristics of the subject population. The authors suggested that if the subject populations being sampled are composed primarily of less educated people, a likert scale may be preferred because it is easy to understand. If the population is composed of better educated people, the semantic differential scale may be preferred to minimize leniency and the halo effect.

Structured approaches using a semantic differential scale and/or likert scale has the following advantages: ease of administration and analysis, a minimum level of verbal skills

of the respondents, treatment of data as interval, and high reliability. However, it is limited to dimensions or attributes which may not be the most salient or important to the respondents (Zimmer and Golden 1988; Reilly 1990).

One debatable issue regarding attribute measurement is whether to use a belief-only model or a multiplicative multiattribute model (beliefs times importance). Almost all destination image studies adopted a beliefs-only model except for a few early studies which utilized compositional multiattribute models (beliefs times importance) to measure destination image (Goodrich 1978; Scott et al. 1978). The multiattribute models build on early works of Rosenberg (1956) and Fishbein (1967) who developed attitude models. Rosenberg's model is based on an expectancy-value approach which suggests that the strength of a tendency to act depends on the judged probability (expectancy) of an object providing a particular outcome and values of the outcome (value importance). Fishbein's model, on the other hand, suggests that attitude toward an object is a function of the beliefs about the object and the evaluated aspects of these beliefs. The most widely used multiattribute model, however, in the consumer behavior and travel and tourism has been the one proposed by Cohen et al. (1972). Their model is known as the adequacy-importance model which suggests that an individual's

attitude toward an object is a function of his evaluation of the object with respect to each attribute and the importance of each attribute for the individual.

Remarkable evidence exists regarding the inefficacy and lack of validity of using attribute-importance (weighted) models of image and attitude structure. Several empirical studies have shown that unweighted (beliefs-only) multiattribute or linear compensatory models outperform the weighted (beliefs times importance) models in terms of predictive validity and parsimony (Holbrook 1978; Kasulis and Lusch).

Holbrook (1978), for example, tested four competing multiattribute or summative models of attitudes (beliefs) when analyzing the effect of beliefs on affect:

$$1. \sum_{i=1}^n B_i \cdot E_i \cdot I_i$$

Where:

Belief (Bi) = The object's perceived likelihood of having attribute i

$$2. \sum_{i=1}^n B_i \cdot E_i$$

Evaluative aspect (Ei) = attribute i's perceived desirability in the object

Importance (Ii) = attribute i's perceived importance

$$3. \sum_{i=1}^n B_i \cdot I_i$$

$$4. \sum_{i=1}^n B_i$$

The results showed that the beliefs only model (Model 4) has the highest simple and multiple correlation with affect and is more parsimonious and a better predictor for perceptions of automobiles.

Kasulis and Lusch (1981) tested two alternative linear compensatory multiattribute models to validate the retail image concept. Using a random sample of consumers and seven different retail stores, the authors investigated the concurrent validity of two models in predicting overall image or attitude and patronage behavior. The models can be expressed as:

1. $\sum_{i=1}^n E_i \cdot W_i$ Where:
Evaluative beliefs (E_i) = the evaluation of attribute i for a particular store
2. $\sum_{i=1}^n E_i$ Importance (W_i) = the weight of importance of attribute i

Findings indicated that both the weighted (Model 1) and unweighted (Model 2) multiattribute models can predict overall image or attitude and patronage behavior and that importance weights did not increase the concurrent validity of linear compensatory models for all seven retail stores regarding prediction of both attitudes and patronage behavior. The

authors suggested that the usage of importance weights should, then, be justified on other grounds than predictive power.

A wide variety of multivariate statistical techniques have been used in destination image research. Factor analysis has been the most common multivariate statistic to delineate destination image dimensions (Ahmed 1991; Fakeye and Crompton 1991; Javalgi et al. 1992; Echtner and Ritchie 1993). Multidimensional scaling analysis has frequently been used to evaluate positioning of multiple tourism destinations (Mayo 1973; Anderssen and Colberg 1973; Goodrich 1977; Haahti 1986; Gartner 1989). Other multivariate analytical approaches used include discriminant analysis (Scott et al. 1978; Phelps 1986; Javalgi et al. Thomas, and Rao 1992), principal component analysis (Pearce 1982; Walmsley and Jenkins 1993), correspondence analysis (Calantone et al. 1989), and cluster analysis (Anderssen and Colberg 1973; Embacher and Buttle 1989).

SUMMARY OF THE CHAPTER

This chapter reviewed the literature about image concept and structure and image formation, a crucial construct in the consumer and traveler decision-making process. In the first section of the chapter, the definition of image, image structure, and variables influencing image formation were

presented based on the related literature in consumer behavior and marketing, travel and tourism, environmental psychology and geography.

The image concept has generally been considered as an attitudinal construct consisting of an individual's mental representation of knowledge (beliefs), feelings, and global impression about an object or tourism destination. Researchers in several disciplines and fields agree that the image construct has both perceptual/cognitive and affective evaluations. The perceptual/cognitive evaluations refer to the beliefs or knowledge about a destination's attributes whereas affective evaluation refers to feelings toward the destination. A common agreement among researchers is that affective evaluation depends on a cognitive evaluation of objects and the affective responses are formed as a function of the cognitive responses. An overall image of a place is formed as a result of both perceptual/cognitive and affective evaluations of that place.

Numerous researchers across fields and disciplines also agree that image is mainly caused or formed by two major forces: stimulus factors and personal factors. Stimulus factors are those that stem from the external stimulus and physical object as well as the previous experience. Personal

factors, on the other hand, are the characteristics (needs and wants) of the perceiver.

The literature review of the influences on tourism destination image reveals three major determinants of image existing in the absence of actual visitation or previous destination experience: (1) travel motivations; (2) sociodemographics; and (3) various information sources. In this regard, information sources represent stimulus variables whereas travel motivations and sociodemographics stand for consumer characteristics.

The second section of the chapter was devoted to image studies conducted in the travel and tourism field. The majority of tourism destination studies fell into four research streams: (1) the relationship between image and preference or visitation intentions; (2) variations in perceptions of image; (3) positioning of tourism destinations; and 4) measurement of destination image. The literature representing each research stream was discussed. For measurement of image, perspectives from other fields and disciplines were also included.

The image accumulated before visiting a destination is the most important phase in influencing travelers' behavior

because travelers rely much more on that image in their destination related decision making. The literature review showed that to date the influences guiding image formation before actual visitation have not received much attention and little research has been done to inquire into image formation process. Chapter 3 will expand on the model developed based on the literature review and discuss research design and methodology.

CHAPTER III

METHODOLOGY

INTRODUCTION

The preceding chapters defined the research problem and domain as the elements contributing to destination image formation before actual visitation. In the first section of this chapter, the theoretical model developed is described and research questions and hypotheses are presented. The path model and path analysis are also discussed. Then, the chapter presents measurement and scaling of the variables in the model, describes the population and sampling procedure and explains methods to test hypothesized relationships.

RESEARCH FRAMEWORK

The main purpose of this study is to develop and test a theoretical model which represents the elements contributing to the formation of destination image. The model of the determinants of image presented in Figure 8 is formulated by integrating the relationships identified in the literature review.

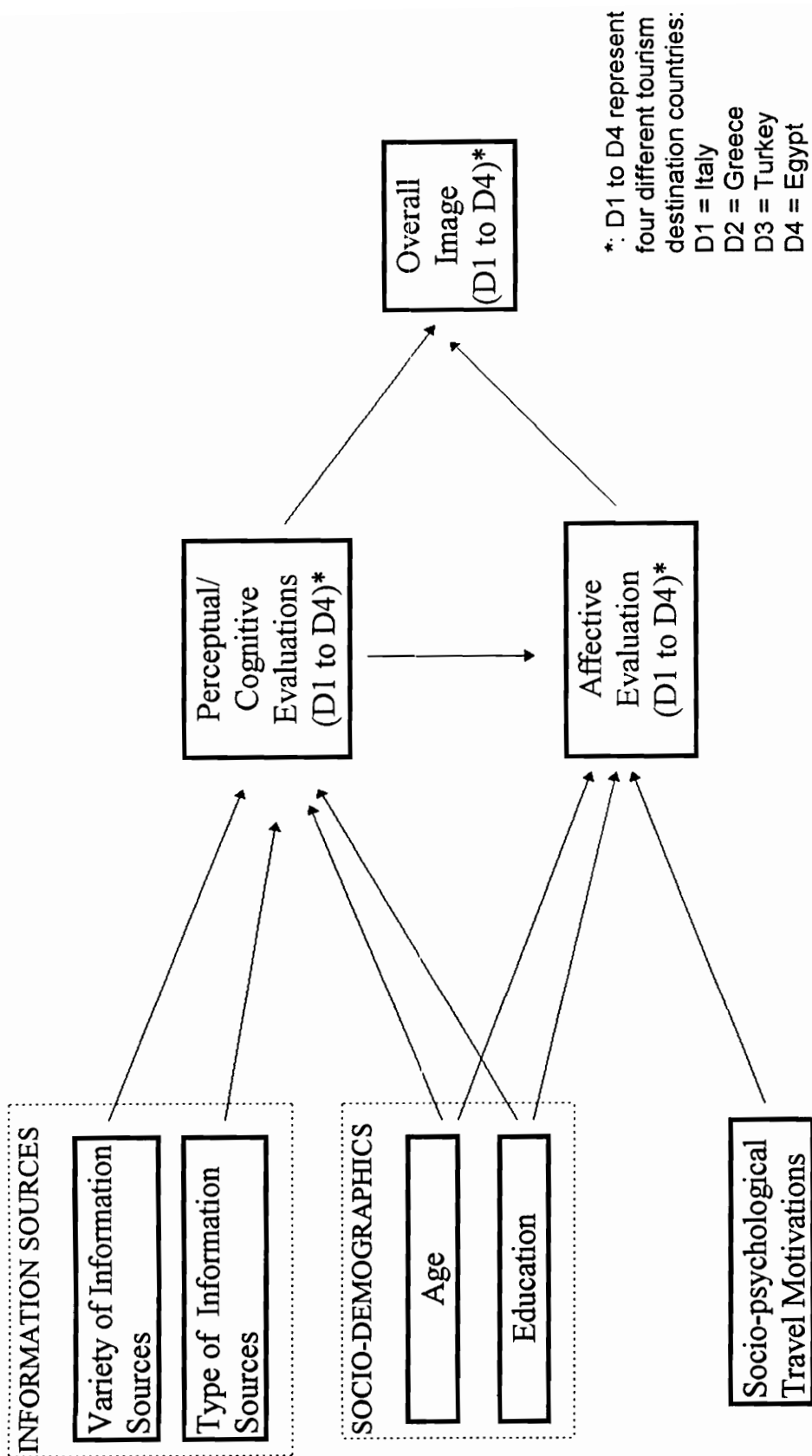


Figure 8: Proposed Model of the Determinants of Tourism Destination Image with Specific Variables Identified under Constructs

The objectives of this study are to (1) examine the relationships among information sources, sociodemographic variables, socio-psychological travel motivations, perceptual/cognitive evaluations, affective evaluations and overall image of a tourism destination; (2) explore causal relationships among these variables, i.e. the effects of information sources, socio-psychological travel motivations, and sociodemographic variables on perceptual/cognitive and/or affective evaluations and, subsequently, on overall image of destination; and (3) examine these relationships for four tourism destinations: Italy, Greece, Turkey, and Egypt to assess the external validity of the proposed model.

The four Mediterranean destinations were selected for methodological and practical reasons: (1) all four destinations are recognized as major and competing tourism destinations for pleasure travel; (2) these countries provide a diverse set of tourism destinations that vary in their offerings and attractions which are likely to create varying degrees of evaluative responses; and (3) the interest of the researcher.

Specific research hypotheses related to the above objectives are advanced and presented in the following section.

RESEARCH HYPOTHESES

Based on these research objectives and the literature review, this study proposed the following eight research hypotheses:

- Hypothesis 1:** Perceptual/cognitive evaluations significantly influence affective evaluations of tourism destinations.
- Hypothesis 2:** Perceptual/cognitive evaluations significantly influence overall image of tourism destinations.
- Hypothesis 3:** Affective evaluations significantly influence overall image of tourism destinations.
- Hypothesis 4:** The variety of information sources used significantly influences perceptual/cognitive evaluations of tourism destinations.
- Hypotheses 5:** The type of information sources used significantly influences perceptual/cognitive evaluations of tourism destinations.
- Hypothesis 6:** Travelers' socio-psychological motivations significantly influence their affective evaluations of tourism destinations.
- Hypothesis 7:** Travelers' ages significantly influence their perceptual/cognitive and affective evaluations of tourism destinations.
- Hypothesis 8:** Travelers' education levels significantly influence their perceptual/cognitive and affective evaluations of tourism destinations.

THE PATH MODEL

Although the hypotheses proposed above represent each individual relationship which will be tested separately, the dynamic nature of image will be studied in a holistic manner by integrating these relationships in a path-analytic model. To this end, as explained in the data analysis procedure in later sections of this chapter, the model presented in Figure 8 will be tested by using path analysis. The overall pattern of the model will be scrutinized by examining causal relationships among variables, i.e. direct, indirect, and total effects of variables and the mediating roles of perceptual/cognitive and affective evaluations in forming overall image for tourism destinations.

Path analysis is a technique used to test causal relationships among a set of nonmanipulated variables. It estimates the magnitude of linkages between variables to provide information about the underlying causal process. Path coefficients are estimated by partial standardized regression coefficients (beta weights) between the cause variables and the effect variable they impinge upon, providing the regression assumptions are met (Asher 1983). In order to use standardized regression coefficients in path analysis, the path model should be recursive (loop-free or just-identified) which means the causal flow is unidirectional and the number

of equations are equal to the number of criterion (endogenous) variables in the model (Davis 1985; Pedhazur 1982).

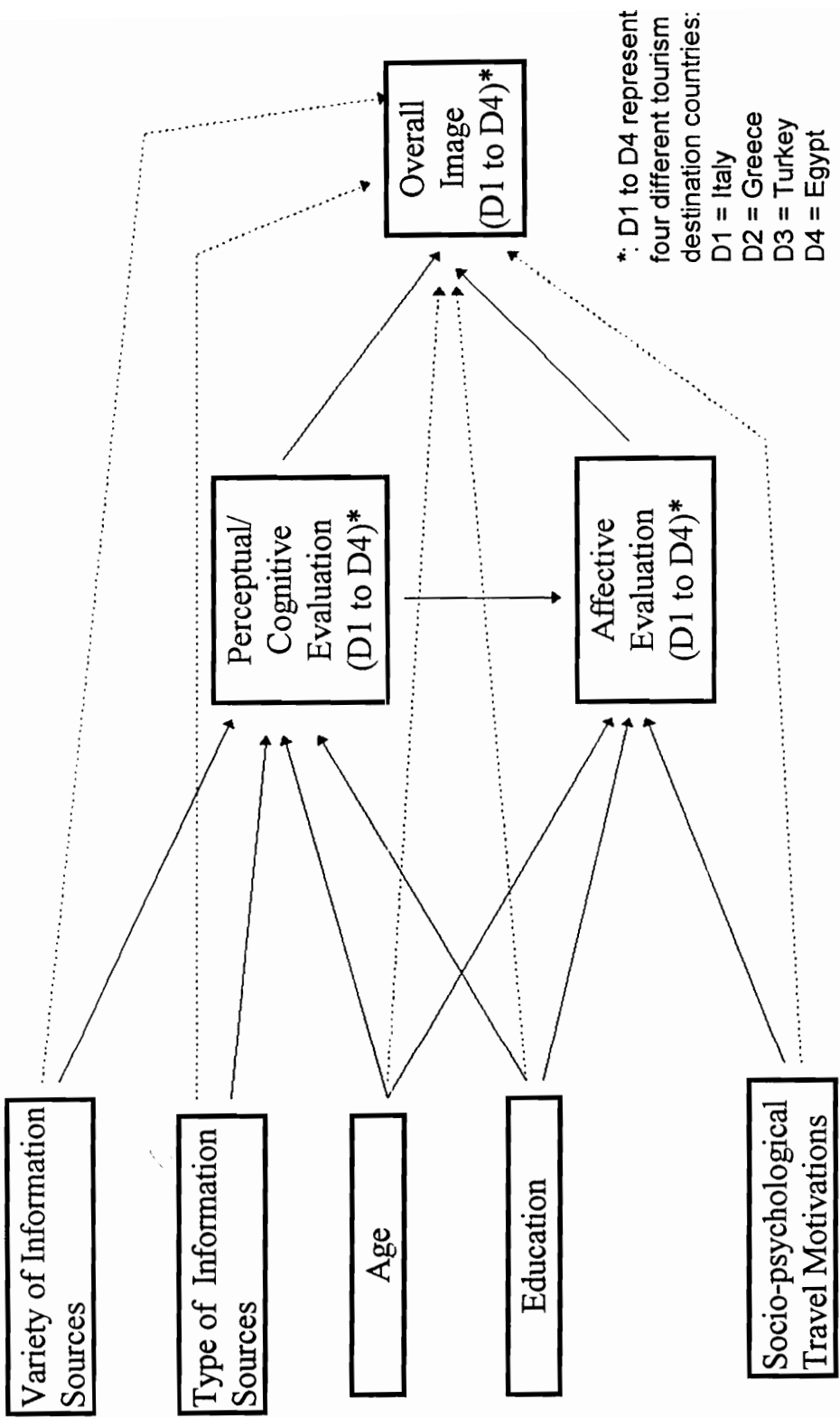
The theoretical and conceptual framework determine the linkages between the variables of interest (Asher 1983). Path analysis can also be used as an exploratory technique in the early stages of theory development when the model may include latent constructs delineated by exploratory factor analysis, and direction and expected pattern of hypothesized relationships are unknown beforehand (Land 1969; Duncan 1985; Kerlinger 1986; Holbrook 1981). Kerlinger (1986, pp. 564-65) states that path analysis can be used as a both analytic and heuristic method to assist conceptualization of complex hypotheses. LISREL, on the other hand, is appropriate for rigorous testing of theory and hypotheses.

With these points in mind, this study could not use LISREL because (1) the model proposed in this dissertation is not based on an established theory of image formation; (2) multi-item content of some constructs (socio-psychological travel motivations and perceptual/cognitive evaluations) cannot be hypothesized beforehand (i.e. confirmatory factor analysis cannot be used since no well-established scales exist for the aforementioned constructs); and (3) the expected pattern of relationships cannot be specified in advance.

In path analysis, a distinction is made between exogenous and endogenous variables (Asher 1983; Pedhazur 1982). Exogenous variables are those not influenced by other variables in the model. It is assumed that their variability is influenced by causes outside the model; therefore, the relationship between exogenous variables remains unanalyzed in the model. Endogenous variables, on the other hand, are those whose variability is influenced by exogenous and/or endogenous variables in the model.

The model presented in Figure 9 represents a path model which includes several exogenous variables: the variety of information sources used, the type of information sources used, age, education and socio-psychological travel motivations. These variables are the primary cause (or exogenous) variables which are not influenced by other variables in the model and the relationships among them are not of interest to the research purpose. For example, in this study the relationships among exogenous variables are not of concern to image formation process because the focus is on how they influence perception and image of tourism destinations. The remaining variables, perceptual/cognitive evaluation, affective evaluation, and overall image, are endogenous variables whose variability is influenced by exogenous and/or endogenous variables in the model.

..... Direct paths (effects) from exogenous variables to overall image
 — Indirect paths (effects) from exogenous variables to overall image



*: D1 to D4 represent four different tourism destination countries:
 D1 = Italy
 D2 = Greece
 D3 = Turkey
 D4 = Egypt

Figure 9: Path Analytic Model of the Determinants of Tourism Destination Image

According to the model, the ultimate dependent or endogenous variable is overall image and perceptual/ cognitive and affective evaluations are the intervening variables. The model proposes that perceptual/cognitive evaluations of tourism destinations are affected by variety and type of information sources used, and age and education level. The perceptual/cognitive evaluations, age, education level, and socio-psychological travel motivations are likely to influence affective evaluations of destinations.

An implied hypothesis of the model is that since the exogenous variables affect perceptual/cognitive and affective evaluations which then have an impact on overall image, the exogenous variables may also have direct effects on overall image. Therefore, when path analysis is employed at the final stage of data analysis, the direct effects of exogenous variables on overall image will also be examined to summarize the overall pattern of the model and validate the intervening variables by examining both direct and indirect effects of the exogenous variables in the model. The direct effects of exogenous variables are indicated by the dotted line in Figure 9.

Accordingly, the path model proposes that overall image of a tourism destination is a function of perceptual/

cognitive and affective evaluations, variety and type of information sources used, age and education level, and socio-psychological travel motivations. In that case, the model can be expressed (Figure 9):

$$OI = f(\text{COG}^*, \text{AFF}, \text{VIS}, \text{TIS}^{**}, \text{AGE}, \text{EDUC}, \text{MOT}^*)$$

Where:

$$\text{COG}^* = f(\text{VIS}, \text{TIS}^{**}, \text{AGE}, \text{EDUC})$$

$$\text{AFF} = f(\text{COG}^*, \text{AGE}, \text{EDUC}, \text{MOT}^*)$$

Where:

OI = overall image

COG = perceptual/cognitive evaluation

AFF = affective evaluation

VIS = variety of information sources used

TIS = type of information sources used

AGE = age

EDUC = education level

MOT = socio-psychological travel motivations

*: these constructs will be delineated by exploratory factor analysis.

** : TIS includes four separate variables:

TIS1 = professional advice

TIS2 = word-of-mouth

TIS3 = advertisement

TIS4 = books/movies/news

One advantage of path analysis lies in its explanatory information when the correlations between variables are decomposed into simple (direct) and compound (indirect) effects (Holbrook 1981; Wolfle 1985; Duncan 1985; Davis 1985; Asher 1983). Direct effects in recursive path models are estimated by partial regression coefficients, referred to as direct path coefficients. The indirect effect of each

variable is the sum of the products of direct path coefficients from an exogenous variable through intervening variables to an endogenous variable. For example, on Figure 9, the indirect effect of variety of information sources used (VIS) on overall image (OI) will be measured by multiplying the path from VIS to perceptual/cognitive evaluation (COG) by the path from COG to OI *plus* multiplying the path from VIS to COG by the path from COG to affective evaluation (AFF) by the path from AFF to OI. Likewise, the indirect effect of socio-psychological motivations (MOT) on overall image (OI) will be measured by multiplying the path from MOT to affective evaluation (AFF) by the path from AFF to OI. The total effect of a variable is the sum of the direct effects measured by the simple path and indirect effects measured by the compound path. This decomposition provides a basis for substantively interpreting the causal effects and identifying the operating casual system and, as explained previously, providing a means to test the overall pattern of the model.

RESEARCH DESIGN

The study was conducted using an explanatory research design which advances and tests hypotheses to confirm causal relationships. The hypotheses were tested based on the data collected by a self-administered questionnaire which was mailed to respondents.

Survey Instrument

The survey instrument consists of a pamphlet which has a cover page and four major sections. A copy of the instrument along with the cover letter can be found in Appendix E. The first section includes questions relating to socio-psychological travel motivations and screening questions relating to previous experience with selected tourism destinations. The second section consists of questions related to variety and type of information sources used regarding selected tourism destinations. The third section is devoted to the image construct and measures the respondents' overall image, affective evaluations and perceptual/cognitive evaluations of destinations. Although it is not part of this study, a question of respondents' visitation intentions for selected tourism destinations is included in this section to assess predictive validity of image measures. The final section consists of questions designed to gather demographic information.

Sample

This study is aimed at developing and testing a model of the determinants of images of tourism destinations. The theoretical model of the study is heavily based on tourism-related constructs and the study focuses on tourism images of

international destinations. Further, destination image development efforts assumably target on potential tourists whose images are of more interest. Therefore, from both methodological and practical standpoints, the relevant population for this study consists of adult individuals (18 years old or over) who have the willingness and ability to take a vacation in a foreign country. People who engage in information search about tourism destinations of this type can be considered potential tourists and represent the population of interest to this study. They may also be regarded as those who have some level of knowledge about international tourism destinations.

The sample population for this study was chosen from a list maintained by the Turkish National Tourism Office (NTO) in New York. The list consists of people who requested information about Turkey between the periods of November 1994 and October 1995. A list of 4600 names and addresses was provided to the researcher and consists of those people who had not been to Turkey by the time they requested information.

As an incentive for participating in the study, the respondents were informed that they would be eligible to win several prizes. A few tour operators in the U.S. agreed to provide free package tours to Turkey and an airline company

agreed to give a free round trip ticket to be used for Turkey. For that purpose, a prize entry form was also included in the mail package (Appendix F).

An important and complex issue in sampling is to determine the appropriate sample size to be used. This determination largely depends on the statistical estimating precision needed by the researcher and the number of variables. Although larger sample sizes are preferred, a number of respondents of between 200 and 400 is usually recommended and accepted as the critical sample size for multiple regression and path analysis (Hair et al. 1992; Kerlinger and Pedhazur 1973). However, consideration is also given to the fact that this study proposes and tests an image development model before actual visitation of destinations and some respondents who might have visited selected destinations since requesting information would be excluded from the analysis. Therefore, the targeted usable sample size was set at 400 ($n=400$). Previous destination image studies using multiple destinations and attributes have reported a response rate between 26% and 40%. Assuming a conservative response rate of 26%, 1538 ($400/0.26$) people were surveyed to achieve the targeted sample size.

A systematic random sampling procedure was employed to draw a representative sample of 1530 from the population of 4600 by selecting every 3rd person ($4600 / 1530 = 3$). The systematic sampling is a sampling strategy where, following a random start, every k th element is selected from a population (Pedhazur and Schmelkin 1992). After names had been arranged alphabetically, sample selection was initiated by a random start by selecting a random number from 1 through 3. Every third name was selected thereafter. This process resulted in a total random sample of 1530 individuals.

Measurement of Variables

The measurement of variables is presented by working backward through the model.

Ultimate Dependent Variable: Overall Image

This variable is the ultimate dependent variable in the model. Only one indicator is used in the measurement of this variable. Respondents were asked to rate their overall image of each country as a vacation destination on a 7-point anchor scale with the word "very positive" at the high end of the scale and the word "very negative" at the low end. The scale is adapted from Stern and Krakover (1993) who studied the composite image formation of a city. Because of the single indicator measure of overall image, no internal consistency type of reliability can be performed and, therefore, the study

must rely on the measure's nomological validity.

Mediating Endogenous Variables

As depicted in the proposed model, two constructs serve as intervening variables between exogenous variables and the ultimate dependent variable (overall image): perceptual/cognitive and affective evaluations of destinations. Also, affective evaluation plays an intervening role between the perceptual/ cognitive evaluation and overall image.

Perceptual/Cognitive Evaluations

Perceptual/cognitive evaluation items were generated from two sources: (1) literature review; and (2) selected destinations' guidebooks and brochures. The items were then pre-tested on a sample of 60 students.

Fifteen image attributes were selected based on a review of previous literature regarding destination image (Table 1). Particularly the studies dealing with destination image in an international context were focused. The following studies served as a guideline in selection of perceptual/cognitive destination attributes:

- 1) Gearing, Stuart and Var's (1974) touristic attractiveness criteria;
- 2) Nationwide surveys of potential international pleasure travelers to the U.S. and Canada (Tourism Canada 1989); and
- 3) Studies that dealt with measurement and development of

Table 1 : Perceptual/Cognitive Tourism Destination Attributes Used in Country Image Studies

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Good Value for Money		x		x	x	x	x	x	x	x		x	x	x	x	x
Beautiful Scenery / Natural Attractions	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x
Good Climate	x			x		x	x	x		x		x	x		x	
Interesting Cultural Attractions		x	x		x	x	x	x	x	x	x	x	x		x	x
Suitable Accommodations	x		x				x			x	x	x	x	x		x
Appealing Local Food (Cuisine)			x	x	x		x	x	x	x		x	x	x		x
Great Beaches /Water Sports		x	x		x			x	x	x		x	x	x		x
Ease of Communication							x						x			x
Quality of Infrastructure	x							x								
Personal Safety				x			x	x	x	x	x	x		x	x	x
Interesting Historical Attractions	x	x	x				x			x	x	x	x			x
Unpolluted / Unspoiled Environment										x					x	
Good Nightlife and Entertainment	x	x	x				x		x	x	x	x	x	x	x	x
Standard Hygiene and Cleanliness				x			x			x	x			x		
Interesting and Friendly People	x		x	x	x	x	x	x	x	x	x		x	x	x	x

- | | |
|--------------------------------|--|
| 1. Gearing, Swart & Var (1974) | 9. Calantone, Benedetto & Bojanic (1989) |
| 2. Anderssen & Colberg (1974) | 10. Tourism Canada (1989) |
| 3. Goodrich (1977) | 11. Gartner & Shen (1992) |
| 4. Crompton (1979) | 12. Javalgi, Thomas & Rao (1992) |
| 5. Pearce (1982) | 13. Hu & Ritchie (1993) |
| 6. Haahiti (1986) | 14. Echtner & Ritchie (1993) |
| 7. Kale and Weir (1986) | 15. Driscoll, Lawson & Niven (1994) |
| 8. Embacher and Buttle (1989) | 16. The Korea Transport Institute (1994) |

destination image attributes (Hu and Ritchie 1993; Echtner and Ritchie 1993).

However, it was also important that attributes selected could be applied to all the destinations (Italy, Greece, Turkey, and Egypt) included in this study. Therefore, four destination's guidebooks and brochures were content analyzed and selected attributes were found reflecting the tourism offerings of those destinations.

The identified attributes were pretested using a sample of 60 students for eleven Mediterranean countries - Portugal, Spain, France, Italy, Greece, Turkey, Israel, Egypt, Tunisia, Morocco and Algeria. A factor analysis of these attributes using principal components factoring with a varimax rotation procedure for each destination resulted in 3 to 5 factors, depending on the destination, explaining a total variance between 70.3% and 81%. The latent root criterion of 1.0 was utilized for factor inclusion and factor loadings of .40 were utilized for item inclusion (Hair et al.; Nunnally 1978). Fourteen items met the .40 cut-off point for all destinations. One item, "ease of communication", met this cut-off point for only two destinations: Algeria and Tunisia. This item was discarded since these two destinations were not included in this study. The remaining fourteen items were included in the questionnaire.

A grid-response format, where columns indicate destinations and rows represent attributes, is used for measuring perceptual/cognitive evaluation items. This format has been used previously by tourism researchers (Pearce 1982; Haahti 1986; Driscoll et al. 1994). A grid format provides several advantages by allowing (Haahti 1986; Driscoll et al 1994; Wu and Petroschius 1987) (1) a shorter questionnaire; (2) a higher response rate because of simplicity; and (3) a lower halo effect - the tendency of a tourist to be biased by his or her overall opinion in the process of evaluating distinct attributes of a destination (Moutinho 1987, p. 12). Respondents were asked to rate each country as a summer vacation destination on each of fourteen attributes on a 5-point scale where 1=offers very little, 2=offers somewhat little, 3=neither little or much, 4=offers somewhat much, and 5=offers very much.

Affective Evaluations

Affective evaluations of destinations were measured using affective image scales developed by Russel and his colleagues' (Russel 1980; Russel and Pratt 1980; Russel et al. 1981; Russel and Snodgrass 1987). The scale includes four bipolar scales (Arousing-Sleepy, Pleasant-Unpleasant, Exciting-Gloomy and Relaxing-Distressing). A composite score of four bipolar scales provides overall affective evaluation of a given

destination (Russel and Snodgrass 1987). As suggested by Russel and his colleagues, although only two of the scales (Arousing-Sleepy and Pleasant-Unpleasant) are theoretically adequate to measure the affective image, the reliability of environmental perception can be increased by using all four scales. The reliability and validity of the scales have been proven over different languages, samples, cultures, and environment types (Russel et al. 1981; Ward and Russel 1981; Russel and Snodgrass 1987; Russel et al. 1989; Hanyu 1993; Walmsley and Jenkins 1993; Baloglu and Brinberg 1995).

Instructions read as follows: "Below is a list of scales that can be used to describe your feelings towards places. Please evaluate each country as a summer vacation destination on each word set by checking the appropriate box." A 7-point scale is used for all four bipolar scales where the positive poles were assigned to lower values.

Exogenous Variables

Socio-Psychological Motivations to Travel

The literature review on socio-psychological travel motivations revealed that no established scale exists to measure tourists' overseas or international travel motivations. The items to measure this construct were derived from the literature with emphases on following studies:

- 1) Earlier works of Crompton (1979b), Dann (1981), and Iso-Ahola (1982);
- 2) Beard and Raghep (1983) leisure motivation scale and their adapted version used by Lounsbury and Franz (1990) for vacation motivations;
- 3) Nationwide surveys of potential international pleasure travelers to the U.S. and Canada (Tourism Canada 1989) and pleasure travel behavior of U.S. residents to Canada (Tourism Canada 1985);
- 4) Fisher and Price's (1991) international pleasure travel motivations;
- 5) Loker and Perdue's (1992) study of the summer travel market and Shoemaker's (1989) study of the senior pleasure travel market; and 6) McIntosh and Goeldner's (1990) and Uysal and Hagan's (1993) state-of-art reviews on motivations of pleasure travel.

Twenty-three socio-psychological motivation items were gathered from the literature review. Four items were added to assess precision and for cross-validation, which resulted in a total of twenty-seven items (Appendix C) . Precision of the scales is the level of "agreement among raters" (Menezes and Elbert 1979, p.82). These items were then tested on a sample of 45 students and faculty.

Twenty-seven motivation items were factor analyzed using principal component analysis with a varimax rotation procedure. The following criteria were used in extracting factors: all factors had an eigenvalue greater than one and factor loadings .40 or greater were retained. Those criteria were used to obtain more parsimonious factor groupings (Hair et al. 1992; Nunnally 1978). In the initial solution, 3 items did not meet the .40 criteria and were eliminated. In addition, several factors included redundant items, i.e. the attributes which were added to check the consistency and precision. To prevent unnecessary duplication, redundant items were eliminated based on the lowest item-to-total correlation. This resulted in seventeen motivation items which were factor analyzed again using the same procedure and criteria. All items met .40 cut-off point and produced six factors. The percentage of variance explained by this final solution was 70.2 percent (see Appendix D).

The consistency or precision of the scale was assessed by correlation coefficients. The correlation was greater than 0.75 for all items added for cross-validation. Therefore, the scale was judged as having consistency and precision.

Variety of Information Sources

Following Stern and Krakover (1993), the variety of information sources used was measured by a variable indicating the number of institutions, services, and materials through which the respondents have seen or heard about destinations. Nine different information sources were compiled from the literature and survey instruments used by Tourism Canada (1989) and NFO (1993). Out of the given list, the variety of information score was calculated as the sum of the number of information sources used and ranged from 0 (minimum) to 9 (maximum).

Type of Information Sources

Four information source categories were used to measure the importance of type of information in forming impressions about selected tourism destinations. These categories comprise all individual information source items listed when measuring variety of information sources used. The categories were derived from the literature and were used instead of individual items to avoid memory bias. The categories were derived from the following studies, which were discussed in Chapter 2:

1) Um and Crompton's (1990) symbolic and social, Gitelson and Crompton's (1983) formal and informal, Hsiesh and O'Leary's

(1993) interpersonal and impersonal classifications of information sources; and
2) Gunn's (1972) and Gartner's (1993) typology of information sources.

Four information source categories include 1) Professional Advice (tour operators, travel agents, and airlines); 2) Word-Of-Mouth (friends, relatives, social clubs); 3) Advertisement (print or broadcast media); and 4) Books/Movies/News. Respondents were asked to rate each information category as to how important it was in forming their impressions about each tourism destination country on a 4-point likert type scale where 1=not at all important; 2=not very important; 3=somewhat important; and 4=very important.

Age and Education

Respondents' age was measured by seeking an open-ended answer. Education level was measured by the number of schooling years completed.

Control Variables

The following two variables, previous experience and visitation intentions are not part of the model and will be used to screen respondents and to assess the predictive validity of the image construct.

Familiarity or Previous Experience

As this dissertation tests a model of image determinants in the absence of actual visitation, it is necessary to control respondents' previous actual experience with the selected destinations. In order to screen respondents on this criterion, a question to measure respondents' familiarity (previous visitation) was included. The measurement was adapted from the Korea Transport Institute's (1994) survey instrument. Respondents were asked if they have ever visited the selected four tourism destination countries by checking "Yes" or "No" options. The question also sought information about the number of visits for those who visited the destinations in the past.

Visitation intention

To assess the predictive validity of the image construct, a question that measures respondents' intentions to visit the selected destinations was incorporated. The measurement was adapted from the Virginia Image and Perceptions Study (1993) and Milman and Pizam (1995). Instructions read as follows: "How likely is that you will visit or revisit the following tourism destinations in the next five years?" A 4-point rating scale was used where 1=very likely; 2=somewhat likely; 3=somewhat unlikely; and 4=very unlikely.

Pre-test of Survey Instrument

The first draft of the survey instrument (Appendix B) was distributed to 60 undergraduate students as well as the faculty and graduate students in the Hospitality and Tourism Management Department at Virginia Polytechnic Institute and State University for their feedback regarding wording, layout and comprehension of the survey items. The survey instrument was also sent to three travel agents which had business with the selected tourism destinations included in this study. Based on the feedback, the survey instrument was revised in wording and layout. The final form of the survey instrument was printed by Turkish Airlines as a small pamphlet (4.25 X 5.50) (Appendix E).

Timing and Administration of the Survey

The primary means of data collection was a mail survey questionnaire. The study was conducted during the spring of 1996. To ensure the targeted response rate, the data collection procedure was initially planned to use a modified total design method proposed by Dillman (1978) where two mailing waves were considered. The expected minimum response rate was 26% which was established based on previous image studies. A questionnaire along with a cover letter, prize entry form, and postage-paid return envelope was mailed to a random sample of 1530 individuals (from those on the mailing

list provided by Turkish Tourism Office in New York) on May 14, 1996. The return envelope is presented as Appendix G. Approximately three weeks after the initial mailing, a total of 484 questionnaires were returned, representing a 31.6% response rate. As this response rate from the first wave was above the expected minimum response rate, the follow-up mailing (second wave) was not conducted. Elimination of unusable questionnaires resulted in a total of 448 questionnaires. The pooled data (data from all destinations) increased the sample size to 1792 (448 X 4).

In order to check non-response bias, a random sample of 39 individuals who did not respond were telephoned to compare the characteristics of respondents and non-respondents. The results of non-response bias analysis are discussed in Chapter 4.

VALIDITY AND RELIABILITY

Reliability concerns the extent to which a measurement of a phenomenon provides stable and consistent results (Carmines and Zeller 1979). Reliability establishes an upper bound on validity because an unreliable measure cannot be valid (Green and Tull 1978). Internal reliability issues were addressed for multi-item scales in the model. Internal consistency between the items in the measures was estimated using

Cronbach's (1951) coefficient alpha. This is the most widely used reliability measure to estimate the degree to which the items on a measure are representative of the domain of the construct being measured (Pedhazur and Schmelkin 1991, p. 104).

Validity refers to the relationship between a concept and its indicators. A concept is valid to the extent that it measures what it purports to measure (Carmines and Zeller 1979). Two validity checks were performed: predictive and external validity. Predictive validity concerns a future criterion which is correlated with the relevant measure (Carmines and Zeller 1979). A measure of visitation intentions was included in the questionnaire to assess predictive validity of image measurement.

External validity is concerned with the generalizability of findings to other cases. External validity can occur in two ways (Cox and Enis 1972, pp. 301-305): from sample to population and from the situation in question (exploratory variables, test units, and dependent variables) to other situations. The second type of external validity refers to the extent that the results can be generalized to different exploratory variables, test units (e.g. objects), and dependent variables. It requires multiple replications of a

given study. In this study, the first type of validity, sample to population, was addressed by employing a systematic random sampling procedure. The second type of external validity was addressed by using multiple tourism destinations. The proposed model will be replicated for four selected tourism destinations: Italy, Greece, Turkey, and Egypt.

DATA ANALYSIS

The data analysis is organized into three parts, including descriptive and inferential statistics (Figure 10). The first part of the data analysis involves a demographic profile of respondents and arrangements of the variables for the model and hypotheses testing. This includes computation of the variety of information sources variable and factor analysis of socio-psychological travel motivations and perceptual/ cognitive image items. An exploratory factor analysis was performed on these constructs. Principal component and varimax rotation procedures were used to identify orthogonal factor dimensions. Factor scores were computed by taking the average of items within each factor groupings.

The second part involves a general analysis to report a summary of the pattern of the data. This includes descriptive summaries for individual items as well as the variables

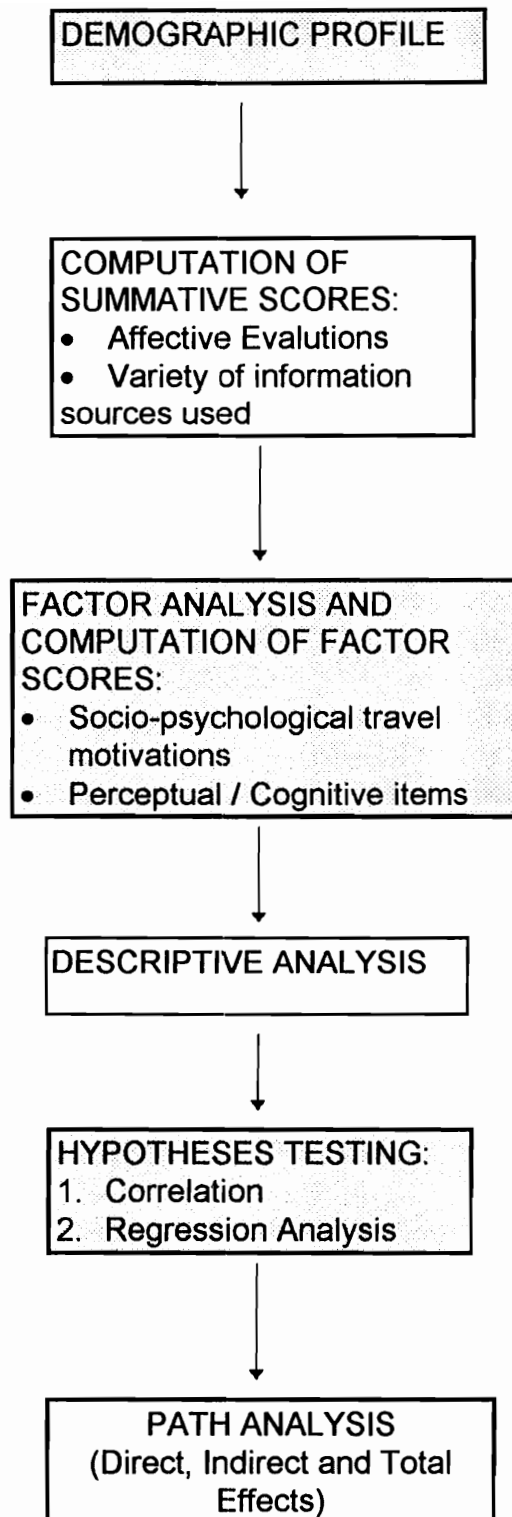


Figure 10: Summary of the Steps Involved in the Data Analysis

prepared for the model for hypotheses testing. The third part of the analysis is to test the hypotheses and to examine the assumptions for multiple regression and path analysis. Because the hypotheses were formulated in a general nature rather than specific to four tourism destinations, they will be tested on the combined data set (i.e. data from all four countries). An hypothesized relationship will be judged as significant if the statistical significance level is less than 0.05.

Three different analytical approaches will be used: correlations, regression analysis, and path analysis. Using a combination of these three methods is useful to clarify the pattern of findings and the interactive and dynamic nature of a causal model. These analytical approaches should not be viewed as alternative techniques but viewed as complementing each other (Long and Evans 1983). First, hypotheses were tested by correlation and simple regression if the hypothesized relationship includes only one independent variable and by multiple regression if the hypothesized relationship includes multiple independent variables. Then, multiple regression analysis was used in a path-analytic framework to delineate the effects of multiple predictor (exogenous) variables, in combination, on criterion (endogenous) variables. At this step, direct effects of

exogenous variables on overall image were also scrutinized. After that, direct, indirect and total effects of variables were examined to summarize the overall pattern of the proposed model and to validate the role of mediating variables in the model (refer to Figure 10).

SUMMARY OF THE CHAPTER

This chapter was devoted to the presentation of research methodology for this study. The research framework and proposed model was defined and research objectives were presented. The research hypotheses were summarized and the path model and analysis were fully discussed. The measurement and scaling of variables in the model, data collection methods and sampling procedure were described. Finally, the validity and reliability assessment and data analysis methods were discussed.

CHAPTER IV

ANALYSIS AND RESULTS

INTRODUCTION

This chapter presents the results of the data analysis and hypotheses testing. In the first section of the chapter response rate and non-response analysis are reported. This is followed by a demographic profile of respondents, arrangements of the variables for the model, and descriptive summaries of the data. The second section of the chapter begins by checking the assumptions of regression and path analysis and testing hypotheses by correlation, regression and path analysis. Finally, reliability and validity estimates are presented.

DATA COLLECTION AND CODING

The relevant population for this study consisted of adult individuals (18 years old or over) who had the willingness and ability to take a vacation in a foreign country. The sample population for this study was chosen from a list maintained by the Turkish National Tourism Office (NTO) of people who requested information about Turkey. The list consisted of 4600 adult Americans who had not been to Turkey when they

requested information. A questionnaire was mailed to a random sample of 1530 individuals on May 14, 1996.

Table 2 provides a summary of the response rate. By the cut-off date of June 7, 1996, a total of 484 (31.6%) questionnaires were returned. Of those returned, 36 (2.3%) questionnaires were eliminated because they were returned uncompleted, undeliverable due to address change or had excessive missing data. After elimination, 448 questionnaires (29.6% usable response rate) were coded for data analysis.

Because the hypotheses and the model were formulated in a general nature rather than specific to four tourism destinations, the hypotheses and model were tested on the combined data set (pooled data) regardless of destinations. Therefore, data coding was made according to a pooled cross-sectional design where dummy variables were used for tourism destinations (Kliman 1981; Dielman 1988). This allows the researcher to build or test a single model for the entire group of tourism destinations rather than a separate model for each tourism destination (Dielman 1988). One advantage of a pooled cross-sectional design is that it increases sample size by the number of testing units (tourism destinations). The sample responses of the pooled data increased to 1792 (448X4).

TABLE 2
OVERALL RESPONSE RATE

	<u>Number</u>	<u>Percent</u>
Total Target Population	1530	100.0
less non-delivered	15	
<hr/>		
Total Population	1515	100.0
Total Responses	469	30.9
less unusable responses	21	1.3
<hr/>		
Total Usable Responses	448	29.6

Breakdown of Unusable Responses:

Returned Without any Completion	5
Incomplete Responses	16

Note: Total number of questionnaires returned was 484 (448+21+15) which represented 31.6% response rate.

The purpose of this dissertation was to test a model of image determinants (image formation) in the absence of actual visitation. Therefore, previous actual visitation with selected destinations is controlled to screen the respondents. A subsample (n = 356) was drawn from the entire sample of 448 respondents. The subsample included those who did not visit at least one of the tourism destinations included in the study. The breakdown of previous visitation with each country is provided in Table 3. The table shows the breakdown for both the pooled responses (column totals and columns percentages) and actual sample size (row totals and row percentages). The tourism destination country which was visited most was Italy and which was visited least was Egypt. As far as the pool data is concerned, the exclusion of visitors to all four countries from the sample resulted in a subsample of 716 responses which included evaluations of tourism destination countries not visited by respondents. Out of the 448 respondents, 138 did not visit Turkey, 321 did not visit Egypt, 160 did not visit Greece and 97 did not visit Italy. The total of these figures represent a sample size of 716. The analysis from this point focuses on that sample size except for the demographic profile which was examined based on the original subsample (n = 356) and discussed next.

TABLE 3
PREVIOUS EXPERIENCE WITH TOURISM DESTINATIONS

Destinations	Visited		Row Total
	Yes (n=1067)	No (n=716)	
Turkey	308 (28.9%)* (69.1%)**	138 (19.3%) (30.9%)	446
Egypt	124 (11.6%) (27.7%)	321 (44.8%) (72.3%)	445
Greece	286 (26.8%) (63.8%)	160 (22.3%) (36.2%)	446
Italy	349 (32.7%) (77.9%)	97 (13.5%) (22.1%)	446

*: Column Percentages

** : Row Percentages

Note: Row total for each country may not add up to 448 because some respondents did not indicate whether they visited the destination or not. Those responses were treated as missing data.

NON-RESPONSE BIAS

Non-response bias analysis is an important issue in mail surveys. If non-respondents differ significantly from respondents then there is a concern that some groups may not be represented. In that case, there are potential bias issues with the findings and their generalizability over the groups of interest (Lankford, et al. 1995; Rylander, et al. 1995).

To guard against non-response bias, a random sample of 39 individuals who did not complete the survey were telephoned to check whether non-respondents hold significantly different characteristics or opinions than those of survey respondents. Demographic information was collected on age, education, gender, and marital status. Data were also collected on selected survey questions: previous experience, affective evaluations and overall image. These items were selected because they allow a comparison of both characteristics and overall opinions of the respondents and non-respondents. An apparent bias could not be detected because no significant differences were found between respondents and non-respondents. The results of the analysis are presented in Table 4. This suggests that the respondents represent the population of interest in this study and no groups were over- or under-represented.

TABLE 4

RESPONSES TO SELECTED SURVEY ITEMS BY RESPONDENTS AND NON-RESPONDENTS

ChiSquare Test

SURVEY ITEM	RESPONDENTS (n=354)	NON-RESPONDENTS (n=39)	Chi ²	SIGNIFICANCE
Gender:			.58	.44
Male	47.5%	41.0%		
Female	52.5%	59.0%		
Marital Status:			.92	.63
Single	18.2%	23.7%		
Married	62.7%	55.3%		
Div./Wid./Separated	19.1%	21.1%		
Visited Turkey			.44	.51
Yes	61.2%	66.7%		
No	38.8%	33.3%		
Visited Egypt			.34	.56
Yes	9.8%	12.8%		
No	90.2%	87.2%		
Visited Greece			.02	.88
Yes	55.1%	53.8%		
No	44.9%	46.2%		
Visited Italy			1.57	.21
Yes	72.8%	82.1%		
No	27.2%	17.9%		

T-test

SURVEY ITEM	RESPONDENTS (n=356)	NON-RESPONDENTS (n=39)	t-VALUE	SIG.
Age	54.3	53.3	.40	.69
Education	16.9	17.2	.57	.57
Affect	5.5	5.6	.56	.57
Overall Image	5.5	5.6	.83	.41

DEMOGRAPHIC PROFILE OF RESPONDENTS

The demographic profile of the respondents is presented in Table 5. Gender of the respondents was almost evenly distributed with 47.5% male and 52.5% female. The majority of the respondents were within older age brackets with 35.1% between 50 and 64 followed by 65 years old or older (30.6%). Only 11.7% belonged to the 18-34 age group. Most of the respondents were married (62.7%). The respondents were highly educated, 44.4% attended college and 47.5% attended graduate school. Almost 70% of the respondents reported a yearly income of \$50,000 or more. Twenty-eight and seven tenths percent earned an income of \$100,000 or more followed by another 24.0% who earned between \$75,000 and \$99,999. Only 8.2% reported a yearly income under \$25,000.

ARRANGEMENT OF MODEL VARIABLES

The second part of the data analysis involves the preparation of the variables for the model and hypotheses testing. This includes computation of the variety of information sources and affective evaluations as well as the factor analysis of socio-psychological travel motivations and perceptual/cognitive image items.

Summative Scores

Affective evaluations were measured by four bipolar scales (Arousing-Sleepy, Pleasant-Unpleasant, Exciting-Gloomy

TABLE 5

DEMOGRAPHIC PROFILE OF RESPONDENTS (N=356)

	<u>Number</u>	<u>Percent</u>
Age:		
18-34 years	41	11.7
35-49 years	79	22.6
50-64 years	123	35.1
65 years or older	107	30.6
Total	350	100.0
Gender:		
Male	168	47.5
Female	186	52.5
Total	354	100.0
Marital Status:		
Single	64	18.2
Married	220	62.7
Divorced/Widowed/Separated	67	19.1
Total	351	100.0
Education:		
Grade School	2	.6
High School	22	6.2
College	158	44.4
Graduate School	169	47.5
Total	351	100.0
Income:		
Under \$25,000	23	8.2
\$25,000 - \$34,999	29	10.4
\$35,000 - \$49,999	37	13.3
\$50,000 - \$74,999	67	24.0
\$75,000 - \$99,999	43	15.4
\$100,000 or more	80	28.7
Total	279	100.0

and Relaxing-Distressing). A composite score of these scales for each country was computed by taking the average of four bipolar scales which represented a general affective evaluation of a given destination. Likewise, the variety of information sources score is computed by summing the number of information sources used for each country. This provided a scale from 0, indicating no information sources used, to 9, indicating all sources of information used out of the given list.

Factor Analysis

An exploratory factor analysis was performed on socio-psychological travel motivations and perceptual/cognitive image items. The factor analysis on perceptual/cognitive items was conducted on the pooled data set so that they can be applicable to all four destinations. Principal component and varimax rotation procedures were used to identify orthogonal factor dimensions. The latent root criterion of 1.0 was utilized for factor extraction and factor loadings of .40 were utilized for item inclusion (Hair et al. 1992; Nunnally 1978). All travel motivation (17 items) and perceptual/cognitive (14 items) items from the questionnaire met this cut-off point. Factor scores were computed by taking the average of items within each factor.

The seventeen motivation items from the factor analysis

resulted in five factor groupings and explained 62.4% of the variance (Table 6). Most of the factor loadings were greater than .60, indicating a good correlation between the items and the factor grouping they belong to. Factors were labeled based on highly loaded items and the common characteristics of items they included. The factors' labels are relaxation/escape, excitement/adventure, knowledge, social, and prestige.

The factor analysis of the fourteen perceptual/cognitive items from the questionnaire produced three factors and explained 61.5% of the variance (Table 7). The factors were labeled as quality of experience, attractions, and value/environment. The reliabilities of travel motivations and perceptual/cognitive factors are presented further in this chapter when presenting validity and reliability estimates.

DESCRIPTIVE STATISTICS

This section includes descriptive statistics with measures of central tendency for individual items as well as the variables included in model. First, using the pooled data, the descriptive statistics for socio-psychological travel motivation, perceptual/cognitive, affective, and overall impression item(s) are presented. This is followed by the description of the model variables on the pooled data.

TABLE 6
FACTOR ANALYSIS OF TRAVEL MOTIVATION ITEMS

	Factor Loadings	Eigenvalue	Variance Explained
Factor I: Relaxation/Escape (.80)*		4.12	24.3%
Relieving stress and tension	.85		
Getting away from demands of everyday life	.81		
Relaxing physically and mentally	.75		
Getting away from crowds	.62		
Escaping from the routine	.62		
Factor II: Excitement/Adventure (.73)		2.23	13.1%
Doing exciting things	.82		
Finding thrills and excitement	.82		
Being adventurous	.63		
Having fun, being entertained	.57		
Factor III: Knowledge (.64)		1.67	9.8%
Learning new things, increasing my knowledge	.79		
Experiencing different cultures and ways of life	.73		
Enriching myself intellectually	.66		
Experiencing new / different places	.58		
Factor IV: Social (.64)		1.50	8.8%
Meeting people with similar interests	.83		
Developing close friendships	.76		
Factor V: Prestige (.61)		1.09	6.4%
Going places my friends have not been			
Telling my friends about the trip			
TOTAL VARIANCE EXPLAINED:			62.4%

*: Reliability score (Cronbach alpha) for each factor grouping was shown in parentheses.

TABLE 7

FACTOR ANALYSIS OF PERCEPTION/COGNITION ITEMS

	Factor Loadings	Eigenvalue	Variance Explained
Factor I: Quality of Experience (.89)*		5.87	41.9%
Standard Hygiene and Cleanliness	.84		
Quality of Infrastructure	.81		
Personal Safety	.76		
Good Nightlife and Entertainment	.70		
Suitable Accommodations	.69		
Appealing Local Food (Cuisine)	.66		
Great Beaches / Water Sports	.65		
Interesting and Friendly People	.52		
Factor II: Attractions (.72)		1.67	11.9%
Interesting Cultural Attractions	.86		
Interesting Historical Attractions	.85		
Beautiful Scenery/Natural Attractions	.56		
Factor III: Value/Environment (.56)		1.07	7.6%
Good Value for Money	.82		
Unpolluted/Unspoiled Environment	.54		
Good Climate	.50		
TOTAL VARIANCE EXPLAINED:			61.5%

*: Reliability score (Cronbach alpha) for each factor grouping was shown in parentheses.

Second, the mean ratings for each tourism destination on perceptual/cognitive, affective and overall impression item(s) as well as the model variables are reported.

The measurement of variables was explained in Chapter III (Methodology) and the questionnaire presented in Appendix E can also be used as a reference.

Socio-psychological Travel Motivations

Travel motivations such as experiencing new/different places (3.90), learning new things (3.82), experiencing different cultures (3.82) and intellectual enrichment (3.70) were more important to the respondent. On the other hand, travel motivations such as going places friends have not been (1.81), telling my friends about the trip (2.22) and developing close friendships (2.18) received lower importance ratings (Table 8).

Image Measures

The descriptive statistics on the pooled data for perceptual/cognitive, affective, and overall impression are presented in Table 9. The mean scores can be considered as an average evaluation of the Mediterranean region consisting of all four tourism destination countries. The region's major strengths were its attractions such as historical attractions

TABLE 8

DESCRIPTIVE ANALYSIS OF TRAVEL MOTIVATIONS

	Scale	Mean (SD)	Median	Number of Responses
Finding thrills and excitement	1-4	2.50 (.99)	3.00	689
Meeting people with similar interests	1-4	2.50 (.89)	3.00	704
Learning new things, increasing my knowledge	1-4	3.82 (.39)	4.00	706
Escaping from the routine	1-4	3.12 (.88)	3.00	698
Doing exciting things	1-4	3.00 (.85)	3.00	694
Developing close friendships	1-4	2.18 (.85)	2.00	702
Relieving stress and tension	1-4	2.80 (.95)	3.00	702
Experiencing new / different places	1-4	3.90 (.33)	4.00	697
Getting away from demands of everyday life	1-4	2.95 (.96)	3.00	703
Telling my friends about the trip	1-4	2.22 (.92)	2.00	706
Relaxing physically and mentally	1-4	2.94 (.90)	3.00	702
Enriching myself intellectually	1-4	3.70 (.54)	4.00	699
Having fun, being entertained	1-4	2.96 (.76)	3.00	700
Getting away from crowds	1-4	2.52 (.84)	3.00	697
Going places my friends have not been	1-4	1.81 (.88)	2.00	702
Experiencing different cultures and ways of life	1-4	3.82 (.42)	4.00	706
Being adventurous	1-4	3.20 (.82)	3.00	706

Scale: 1 = Not At All Important
4 = Very Important

TABLE 9

**DESCRIPTIVE ANALYSIS OF PERCEPTUAL/COGNITIVE, AFFECTIVE
AND OVERALL IMPRESSION**

IMAGE DIMENSIONS	Scale	Mean (SD)	Median	Number of Responses
<i>PERCEPTUAL/COGNITIVE</i>				
Good Value for Money	1-5	3.79 (1.0)	4.00	595
Beautiful Scenery/Natural Attractions	1-5	4.32 (.88)	5.00	616
Good Climate	1-5	3.64 (1.2)	4.00	606
Interesting Cultural Attractions	1-5	4.66 (.68)	5.00	619
Suitable Accommodations	1-5	3.71 (.95)	4.00	608
Appealing Local Food (Cuisine)	1-5	3.80 (1.1)	4.00	609
Great Beaches / Water Sports	1-5	3.26 (1.2)	3.00	592
Quality of Infrastructure	1-5	2.99 (.93)	3.00	596
Personal Safety	1-5	3.05 (1.2)	3.00	617
Interesting Historical Attractions	1-5	4.78 (.54)	5.00	627
Unpolluted/Unspoiled Environment	1-5	3.22 (1.0)	3.00	607
Good Nightlife and Entertainment	1-5	3.21 (1.0)	3.00	592
Standard Hygiene and Cleanliness	1-5	2.89 (.99)	3.00	607
Interesting and Friendly People	1-5	3.75 (1.0)	4.00	609
<i>AFFECTIVE</i>				
Unpleasant-Pleasant	1-7	5.16 (1.8)	6.00	611
Sleepy-Arousing	1-7	5.42 (1.6)	6.00	594
Distressing-Relaxing	1-7	4.80 (1.7)	5.00	600
Gloomy-Exciting	1-7	5.56 (1.6)	6.00	606
<i>OVERALL IMPRESSION</i>				
Overall Image	1-7	5.05 (1.9)	5.00	603

Scale:

Perceptual/Cognitive:

1 = Offers Very Little

5 = Offers Very Much

Overall Image:

1 = Very Negative

7 = Very Positive

(4.78), cultural attractions (4.66) and natural attractions (4.32). Respondents rated the region as offering little on standard hygiene and cleanliness (2.89) and quality of infrastructure (2.99).

The overall impression and affective evaluations of the region were toward the positive end of the scale. However, the respondents rated the region relatively low for offering relaxation for a summer vacation compared to other affective evaluations.

Model Variables

Table 10 reports the descriptive statistics for variables in the model which were used to test the hypotheses. The variety of information sources used by respondents had a mean score of 3.75 on a ten point scale (from 0 to 9) (the mode was 3). Word-of-mouth (TIS2), books/movies/news (TIS4) and professional advice (TIS1) were more important information sources in forming the images. The mean values for age and education were 52.55 years of age and 16.7 years of schooling respectively, an indication that respondents were older and educated. The most important motivation was knowledge (MOT3) with a mean score of 3.81 while prestige (MOT5) was the least important with a mean score of 2.02. As far as the perceptual/cognitive evaluations were concerned, the region was perceived to offer good attractions (COG2) with a mean

TABLE 10

DESCRIPTIVE STATISTICS FOR VARIABLES IN THE MODEL

VARIABLES	CONSTRUCT			
	Mean	SD	Reliability*	No. of Items
1. Variety of Information Sources (VIS)	3.75	2.01	--	9
2. Professional Advice (TIS1)	3.00	.94	--	
3. Word-of-Mouth (TIS2)	3.29	.86	--	
4. Advertisement (TIS3)	2.65	.85	--	
5. Books/Movies/News (TIS4)	3.04	.86	--	
6. Age (AGE)	52.55	14.68	--	
7. Education (EDUC)	16.70	2.83	--	
8. Relaxation/Escape (MOT1)	2.87	.70	.80	5
9. Excitement/Adventure (MOT2)	2.92	.64	.73	4
10. Knowledge (MOT3)	3.81	.30	.64	4
11. Social (MOT4)	2.34	.75	.64	2
12. Prestige (MOT5)	2.02	.76	.61	2
13. Quality of Experience (COG1)	3.34	.80	.89	8
14. Attractions (COG2)	4.59	.57	.72	3
15. Value/Environment (COG3)	3.55	.80	.56	3
16. Affect (AFF)	5.24	1.44	.88	4
17. Overall Image (OI)	5.05	1.87	--	

*: Construct reliability refers to the dimensions identified by factor analysis of socio-psychological motivations and perceptual/cognitive evaluations.

Scale:

Variety of Information Sources (VIS) range from 1 to 9 (summative score)

Type of Information Sources (TIS1 - TIS4):

1 = Not At All Important

4 = Very Important

Age (AGE): Open-Ended

Education (EDUC) range from 1 to 21

Socio-Psychological Motivations (MOT1 - MOT5):

1 = Not At All Important

4 = Very Important

Perceptual/Cognitive Evaluations (COG1 - COG3):

1 = Offers Very Little

5 = Offers Very Much

Affect (AFF) ranges from 1 to 7 (the higher the score, the more positive the affect)

Overall Image (OI):

1 = Very Negative

7 = Very Positive

score of 4.59 and an average quality of experience (COG1) with a mean score of 3.34. Scores on affective and overall image of the region were positive: 5.24 and 5.05 respectively.

Destination Profiles for Image Measures and Model Variables

The mean ratings on perceptual/cognitive, affective and overall image scales for each tourism destination country are presented in Table 11. In general, the perception of Egypt was less positive than the other three tourism destinations on perceptual/cognitive and affective evaluation items as well as on overall impression. Italy, Greece, and Turkey received similar positive ratings.

Respondents used more information sources about Turkey than about the other three countries. Mean values of age and education were consistent across the countries. Also, travel motivations (MOT1 - MOT5) and type of information sources (TIS1 -TIS4) did not show notable differences among the countries. Although all four destinations received similar favorable ratings for offering attractions (COG2), the respondents perceived Italy and Greece more positively on the quality of experience (COG1) dimension than they did Turkey and Egypt. On the value/environment (COG3) dimension, Turkey and Greece were perceived more positively than Italy and Egypt. The affect and overall image ratings were positive and

TABLE 11
DESCRIPTIVE ANALYSIS OF INDIVIDUAL DESTINATIONS

IMAGE DIMENSIONS	Italy	Greece	Egypt	Turkey
<i>PERCEPTUAL/COGNITIVE</i>				
Good Value for Money	3.06	3.76	3.74	4.42
Beautiful Scenery/Natural Attractions	4.44	4.59	4.00	4.65
Good Climate	3.94	4.04	3.20	3.95
Interesting Cultural Attractions	4.63	4.74	4.58	4.74
Suitable Accommodations	4.22	3.95	3.40	3.79
Appealing Local Food (Cuisine)	4.55	4.11	3.27	4.09
Great Beaches / Water Sports	3.36	4.07	2.54	3.79
Quality of Infrastructure	3.56	3.39	2.57	3.05
Personal Safety	3.60	3.71	2.35	3.46
Interesting Historical Attractions	4.80	4.83	4.76	4.73
Unpolluted/Unspoiled Environment	3.06	3.44	2.94	3.66
Good Nightlife and Entertainment	3.77	3.61	2.76	3.32
Standard Hygiene and Cleanliness	3.42	3.27	2.44	3.07
Interesting and Friendly People	3.99	3.97	3.40	4.11
<i>AFFECTIVE</i>				
Unpleasant-Pleasant	5.76	5.76	4.42	5.64
Sleepy-Arousing	5.91	5.57	5.05	5.70
Distressing-Relaxing	5.43	5.52	4.08	5.15
Gloomy-Exciting	6.02	5.85	5.17	5.77
<i>OVERALL IMPRESSION</i>				
Overall Image	5.50	5.67	4.30	5.65
MODEL VARIABLES				
1. Variety of Information Sources (VIS)	3.64	3.94	3.22	4.56
2. Professional Advice (TIS1)	3.21	2.85	3.06	2.94
3. Word-of-Mouth (TIS2)	3.25	3.38	3.24	3.33
4. Advertisement (TIS3)	2.72	2.56	2.61	2.76
5. Books/Movies/News (TIS4)	2.97	3.11	3.02	3.05
6. Age (AGE)	49.86	51.89	53.70	52.49
7. Education (EDUC)	16.41	16.68	16.89	16.49
8. Relaxation/Escape (MOT1)	2.92	2.94	2.82	2.86
9. Excitement/Adventure (MOT2)	2.87	3.00	2.88	2.94
10. Knowledge (MOT3)	3.76	3.83	3.81	3.82
11. Social (MOT4)	2.31	2.38	2.34	2.31
12. Prestige (MOT5)	2.05	2.06	2.01	1.95
13. Quality of Experience (COG1)	3.82	3.76	2.85	3.58
14. Attractions (COG2)	4.63	4.72	4.45	4.71
15. Value/Environment (COG3)	3.36	3.74	3.29	4.02
16. Affect (AFF)	5.78	5.70	4.69	5.59
17. Overall Image (OI)	5.50	5.67	4.30	5.65

Note: Scales were shown in Table 8 through Table 10.

consistent across Italy, Greece and Turkey. However, the same ratings for Egypt were less positive than the other three tourism destination countries. The positive ratings may be related to respondents' previous experience with these destinations. For example, the fact that most respondents did not visit Egypt may be due to negative perceptions of that destination.

TEST OF THE ASSUMPTIONS

After all variables were made ready for hypotheses testing, assumptions for multiple regression and path analysis were examined. It should be noted that the assumptions of regression and path analysis are the same. Although ordinary least squares (OLS) regression analysis produces reliable and valid results even if the assumptions are slightly violated, large violations may lead to biases and distortions in the estimation of coefficients and interpretation of the results (Pedhazur and Schmelkin 1991). This happening may result in erroneous conclusions.

The data were examined for several assumptions of regression and path analysis such as normality, linearity, homoskedasticity, and multicollinearity. Residual plots, normal probability plots, descriptive statistics (mean standard deviation, mode and median), frequencies (skewness

values), and correlations were used to detect any violation of assumptions.

Normality was checked by examining both residual plots of regression analysis and normal probability plots. The residual values did not show any substantial departure from the straight diagonal line, indicating a normal distribution. Also, skewness values did not fall outside the range of -1 to 1. Values outside these limit indicate a skewed distribution.

Linearity was checked by examining the residual plots of linear regression and curve estimation. No nonlinear pattern was found between dependent and independent variables.

The assumption of homoskedasticity or equal variance is critical to linear regression. This assumption was checked by both residual plots. If the residuals increase or decrease with values of independent variables or with predicted variables, then the constant variance assumption is violated. No pattern of such relationships were found and the data were judged homoskedastic.

Finally, possible multicollinearity problems were checked by examining correlations among independent variables. Multicollinearity refers to correlates among the independent

variables only. If one or more independent variables are highly correlated with other independent variables, then the estimates become unstable. A correlation of .70 or more between independent variables is usually considered problematic. The correlation matrix in Table 12 indicates that no correlations are beyond that limit.

HYPOTHESES TESTING

The main purpose of this study was to develop and test a conceptual model which represents the elements contributing to the formation of tourist destination images, i.e. the determinants of tourist destination images. Based on the study purpose and literature review, eight hypotheses were proposed. The derivation of these hypotheses was discussed in Chapter II and they were summarized in Chapter III. Because the hypotheses were formulated in a general nature rather than specific to each of the four tourism destinations and the focus was on the conceptual model, they were tested on the aggregate data set (i.e. the data pool from all four countries).

The hypotheses were tested by correlation and simple regression if the hypothesized relationship includes only one independent variable and by multiple regression if the hypothesized relationship includes multiple independent

TABLE 12
CORRELATION MATRIX FOR VARIABLES IN THE MODEL

VARIABLES	VIS	TIS1	TIS2	TIS3	TIS4	AGE	EDUC	MOT1	MOT2	MOT3	MOT4	MOT5
1. Variety of Information Sources (VIS)	1.00											
2. Professional Advice (TIS1)	-.000	1.00										
3. Word-of-Mouth (TIS2)	.088	-.008	1.00									
4. Advertisement (TIS3)	.245**	.184**	.064	1.00								
5. Books/Movies/News (TIS4)	.076	-.168**	.122*	.247**	1.00							
6. Age (AGE)	0.10	.201**	-.194*	-.002	-.123**	1.00						
7. Education (EDUC)	.086	-.018	.101*	-.077	-.071	.006	1.00					
8. Escape/Relaxation (MOT1)	.065	-.073	.238**	.156**	.105*	-.348**	-.001	1.00				
9. Excitement (MOT2)	.121**	.000	.140**	.021	-.017	-.320**	-.069	.322**	1.00			
10. Knowledge (MOT3)	.235**	-.058	-.009	-.021	.125**	-.115**	.059	.011	.137**	1.00		
11. Social (MOT4)	.096*	.032	.023	.051	-.013	.047	-.061	.198**	.244**	.122**	1.00	
12. Prestige (MOT5)	.025	.019	.059	.129**	.102*	-.235**	-.022	.331**	.285**	.088	.231**	1.00
13. Quality of Experience (COG1)	.294**	.031	.178**	.153**	.053*	-.135**	-.065	.122**	.125**	.083*	.134**	.103**
14. Attractions (COG2)	.303**	.002	.140**	.082	.055	-.046	.019	.024	.063*	.154**	.066	-.054
15. Value/Environment (COG3)	.224**	-.076	.209**	.173**	.108*	-.188**	-.113**	.167**	.077	.075	.094*	.088*
16. Affect (AFF)	.210**	.076	.214**	.149**	.081	-.142**	-.068	.072	.146**	.136**	.154**	.074
17. Overall Image (OI)	.216**	.022	.258**	.204**	.076	-.211**	-.093*	.100*	.165**	.085	.090	.128**
	COG1	COG2	COG3	AFF	OI							
1. Variety of Information Sources (VIS)	1.00											
2. Professional Advice (TIS1)	.442**	1.00										
3. Word-of-Mouth (TIS2)	.600**	.385**	1.00									
4. Advertisement (TIS3)	.632**	.454**	.585**	1.00								
5. Books/Movies/News (TIS4)	.580**	.360**	.573**	.813**	1.00							

*: Significant at 0.05 level **: Significant at 0.01 level

variables. In a simple regression model the standardized regression coefficient is equal to the correlation coefficient. A hypothesized relationship was judged as significant if the statistical significance level was less than 0.05. For correlation analysis, the actual significance level of the variables was specified and reported when the significance level was better than 0.05 level. For regression analysis, a significance level of 0.05 was used and reported consistently when the significance level was 0.05 or better probability level.

Hypothesis 1

Hypothesis 1 proposed that perceptual/cognitive evaluations would significantly influence affective evaluations of tourism destinations. The perceptual/cognitive evaluations consist of three factor groupings: quality of experience (COG1), attractions (COG2) and value/environment (COG3). The correlation matrix in Table 12 indicated that affect (AFF) was positively correlated with quality of experience ($r = .632$), attractions ($r = .454$) and value/environment ($r = .585$). The correlation coefficients were statistically significant at the $p < 0.01$ level. The regression of affect on perceptual/cognitive evaluations showed that all three independent variables had a positive significant impact on affect at the $p < 0.05$ level, explaining

49% of variability in affect (Table 13). These findings support hypothesis 1.

Hypothesis 2

Hypothesis 2 proposed that perceptual/cognitive evaluations would significantly influence the overall image of tourism destinations. The correlation analysis indicated that overall image (OI) was positively correlated with quality of experience ($r = .580$), attractions ($r = .360$) and value/environment ($r = .573$). The correlation coefficients were statistically significant at the $p < 0.01$ level (Table 12). Regression analysis also indicated that quality of experience, attractions, and value/environment positively influence overall image at $p < 0.05$ level, explaining 42% of the variability in overall image (Table 14). Based on these findings, hypothesis 2 was supported.

Hypothesis 3

Hypothesis 3 proposed that affective evaluations would significantly influence overall image of tourism destinations. There was a significant positive correlation between affect and overall image ($r = .813$) at $p < 0.01$ level (Table 12). The regression analysis also indicated that affect had a significant positive impact on overall image at $p < 0.05$ level and explained 66% of variability in overall image (Table 15).

TABLE 13

AFFECTIVE EVALUATIONS (AFF) REGRESSED ON
PERCEPTUAL/COGNITIVE EVALUATIONS (COG1-COG3)

Dependent Variable: Affect (AFF)**

	Beta	T	p-value
Quality of Experience (COG1)	.383	9.73	.0000*
Attractions (COG2)	.174	5.09	.0000*
Value/Entertainment (COG)	.288	7.54	.0000*

*: Significant at the 0.05 level

** : Multiple R = .700, R² = .49
F(3,561) = 179.0, p < .0000

TABLE 14

OVERALL IMAGE (OI) REGRESSED ON
 PERCEPTUAL/COGNITIVE EVALUATIONS (COG1-COG3)

*Dependent Variable: Overall Image (OI)***

	Beta	T	p-value
Quality of Experience (COG1)	.342	8.27	.0000*
Attractions (COG2)	.079	2.21	.0278*
Value/Entertainment (COG)	.337	7.54	.0000*

*: Significant at the 0.05 level

** : Multiple R = .648, R² = .42
 F(3,575) = 138.6, p < .0000

TABLE 15

OVERALL IMAGE (OI) REGRESSED ON
AFFECTIVE EVALUATIONS (AFF)

*Dependent Variable: Overall Image (OI)***

	Beta	T	p-value
Affect (AFF)	.813	33.4	.0000

*: Significant at the 0.05 level

** : Multiple R = .813, R² = .66

F(1,574) = 1118.8, p < .0000

These findings supported hypothesis 3.

Hypothesis 4

Hypothesis 4 proposed that variety of information sources used would significantly influence perceptual/cognitive evaluations of tourism destinations. Variety of information sources (VIS) were positively correlated with quality of experience (COG1) ($r = .294$), attractions (COG2) ($r = .303$) and value/environment (COG3) ($r = .224$). The correlation coefficients were significant at $p < 0.01$ level (Table 12). The regression analysis showed that variety of information sources had a significant positive impact on all three perceptual/cognitive factor groupings at $p < 0.05$ level (Table 16). These findings supported hypothesis 4.

Hypothesis 5

Hypothesis 5 proposed that type of information sources used would significantly influence perceptual/cognitive evaluations of tourism destinations. Type of information sources were measured by four variables: professional advice (TIS1), word-of-mouth (TIS2) advertisement (TIS3) and books/movies/news (TIS4). The correlation matrix in Table 12 indicated that professional advice was not correlated with any perceptual/cognitive factor groupings (COG1-COG3) at $p < 0.05$ level. There was a positive correlation between word-of-mouth

TABLE 16

PERCEPTUAL/COGNITIVE EVALUATIONS (COG1-COG3) REGRESSED
ON VARIETY OF INFORMATION SOURCES USED (VIS)

Dependent Variable: Quality of Experience (COG1)**

	Beta	T	p-value
Variety of Information (VIS)	.294	6.74	.0000*

*: Significant at the 0.05 level
 **: Multiple R = .294, R² = .086
 F(1,479) = 45.4, p < .0001

Dependent Variable: Attractions (COG2)**

	Beta	T	p-value
Variety of Information (VIS)	.303	6.98	.0000*

*: Significant at the 0.05 level
 **: Multiple R = .303, R² = .092
 F(1,484) = 48.7, p < .0001

Dependent Variable: Value/Environment (COG3)**

	Beta	T	p-value
Variety of Information (VIS)	.224	5.05	.0000*

*: Significant at the 0.05 level
 **: Multiple R = .224, R² = .05
 F(1,481) = 25.4, p < .0001

and quality of experience ($r = .178$), attractions ($r = .140$) and value/environment ($r = .209$) at $p < 0.01$ level. Quality of experience and value/environment were positively correlated with advertisement at $p < 0.01$ level. The correlation between attractions and advertisement was not significant. Likewise, nontourism information sources such as books/movies/news was correlated with quality of experience and value/environment but not with attractions at $p < 0.05$ level. The regression analyses in Table 17 demonstrated that word-of-mouth and advertisement had a significant positive impact on quality of experience at $p < 0.05$ level, explaining 5.3% variability. Word-of-mouth positively influenced attractions at $p < 0.05$ level and explained 2.5% of variability. Finally, word-of-mouth and advertisement had a positive impact on value/environment at $p < 0.05$ level, explaining 8.1% of variability. Based on these findings, hypothesis 5 was supported.

Hypothesis 6

Hypothesis 6 proposed that travelers' socio-psychological motivations would significantly influence their affective evaluations of tourism destinations. Affect (AFF) was positively correlated with excitement/adventure (MOT2) ($r = .146$), knowledge (MOT3) ($r = .136$) and social motivations (MOT4) ($r = .154$) at $p < 0.01$ level (Table 12). Its

TABLE 17

PERCEPTUAL/COGNITIVE EVALUATIONS (COG1-COG3) REGRESSED
ON TYPE OF INFORMATION SOURCES USED (TIS1-TIS4)

Dependent Variable: Quality of Experience (COG1)**

	Beta	T	p-value
Professional Advice (TIS1)	.016	.284	.7768
Word-of-Mouth (TIS2)	.165	3.09	.0022*
Advertisement (TIS3)	.129	2.29	.0225*
Books/Movies/News (TIS4)	.044	.778	.4371

*: Significant at the 0.05 level

** : Multiple R = .231, $R^2 = .053$

$F(4,339) = 4.79, p < .0009$

Dependent Variable: Attractions (COG2)**

	Beta	T	p-value
Professional Advice (TIS1)	-.006	-.104	.9170
Word-of-Mouth (TIS2)	.132	2.45	.0148*
Advertisement (TIS3)	.069	1.22	.2239
Books/Movies/News (TIS4)	.020	.355	.7226

*: Significant at the 0.05 level

** : Multiple R = .159, $R^2 = .025$

$F(4,339) = 2.20, p < .0692$

Dependent Variable: Value/Environment (COG3)**

	Beta	T	p-value
Professional Advice (TIS1)	-.102	-1.87	.0618
Word-of-Mouth (TIS2)	.194	3.71	.0002*
Advertisement (TIS3)	.173	3.13	.0019*
Books/Movies/News (TIS4)	.024	.778	.6630

*: Significant at the 0.05 level

** : Multiple R = .284, $R^2 = .081$

$F(4,339) = 7.46, p < .0000$

correlation was not significant with escape/relaxation (MOT1) and prestige (MOT5). When affect was regressed on these travel motivation factor groupings, excitement/adventure, knowledge and social positively influenced affect and explained 4.8% of the variability in affect (Table 18). These findings were significant at $p < 0.05$ for knowledge, excitement/adventure, and social travel motivations and supported hypothesis 6.

Hypothesis 7

Hypothesis 7 proposed that travelers' age would significantly influence their perceptual/cognitive and affective evaluations of tourism destinations. Age (AGE) was negatively correlated with quality of experience (COG1) ($r = -.135$), value/environment (COG3) ($r = -.188$) and affect (AFF) ($r = -.142$) at $p < 0.01$ level. There was a negative but insignificant correlation between age and attractions (COG2) at $p < 0.05$ level (Table 12). The regression analysis revealed that age had a significant negative impact on perceptual/cognitive and affective evaluations, explaining 1.8% of the variability in quality of experience, 3.5% of the variability in value/environment and 2.0% of the variability in affect (Table 19) Based on these findings, hypothesis 7 was supported.

TABLE 18

AFFECTIVE EVALUATIONS (AFF) REGRESSED ON
SOCIO-PSYCHOLOGICAL TRAVEL MOTIVATIONS (MOT1-MOT5)

Dependent Variable: Affect (AFF)**

	Beta	T	p-value
Relaxation/Escape (MOT1)	.016	.350	.7263
Excitement/Adventure (MOT2)	.097	2.16	.0310*
Knowledge (MOT3)	.108	2.62	.0090*
Social (MOT4)	.113	2.64	.0086*
Prestige (MOT5)	.006	.126	.8997

*: Significant at the 0.05 level

** : Multiple R = .219, R² = .048
F(5,576) = 5.78, p < .0000

TABLE 19

PERCEPTUAL/COGNITIVE (COG1-COG3) AND AFFECTIVE
EVALUATIONS (AFF) REGRESSED ON AGE (AGE)

*Dependent Variable: Quality of Experience (COG1)***

	Beta	T	p-value
Age (AGE)	-.135	-3.37	.0008*

*: Significant at the 0.05 level
 **: Multiple R = .135, $R^2 = .018$
 $F(1,607) = 11.3, p < .0008$

*Dependent Variable: Attractions (COG2)***

	Beta	T	p-value
Age (AGE)	-.046	-1.14	.2531

*: Significant at the 0.05 level
 **: Multiple R = .046
 $F(1,612) = 1.31, p < .2531$

*Dependent Variable: Value/Environment (COG3)***

	Beta	T	p-value
Age (AGE)	-.188	-4.73	.0000*

*: Significant at the 0.05 level
 **: Multiple R = .188, $R^2 = .035$
 $F(1,608) = 22.4, p < .0000$

*Dependent Variable: Affect (AFF)***

	Beta	T	p-value
Age (AGE)	-.142	-3.42	.0007*

*: Significant at the 0.05 level
 **: Multiple R = .142, $R^2 = .020$
 $F(1,570) = 11.3, p < .0007$

Hypothesis 8

Hypothesis 8 proposed that travelers' education level would significantly influence their perceptual/cognitive and affective evaluations of tourism destinations. The correlation coefficients in Table 12 demonstrated that education (EDUC) was negatively correlated with value/environment (COG3) ($r = -.113$) at $p < 0.01$ level. However, the relationship of education to quality of experience, attractions and affect was not significant at $p < 0.05$ level. Regression analysis indicated that education had a negative impact on value/entertainment only and explained 1.3% of the variability (Table 20). Therefore, hypothesis 8 was partially supported.

The individual effects tested in hypotheses 4, 5, 7, and 8 explained very small variabilities (R^2). This would be due to the large sample size and some other factors discussed in Chapter 4.

PATH ANALYSIS

Although the hypotheses tested above represent each individual relationship, the dynamic nature of image was examined in a holistic manner by integrating these relationships in a path-analytic model. To do this, each dependent (endogenous) variable was regressed on all independent (exogenous) variables that directly impinge on it. The model, presented in Figure 11, represents all variables

TABLE 20

PERCEPTUAL/COGNITIVE (COG1-COG3) AND AFFECTIVE
EVALUATIONS (AFF) REGRESSED ON EDUCATION (EDUC)

*Dependent Variable: Quality of Experience (COG1)***

	Beta	T	p-value
Education (EDUC)	-.065	-1.62	.1055

*: Significant at the 0.05 level

** : Multiple R = .065

F(1,613) = 2.63, p < .1055

*Dependent Variable: Attractions (COG2)***

	Beta	T	p-value
Education (EDUC)	.019	.465	.6419

*: Significant at the 0.05 level

** : Multiple R = .019

F(1,618) = .217, p < .6419

*Dependent Variable: Value/Environment (COG3)***

	Beta	T	p-value
Education (EDUC)	-.113	-2.82	.0050*

*: Significant at the 0.05 level

** : Multiple R = .113, R² = .013

F(1,614) = 7.94, p < .0050

*Dependent Variable: Affect (AFF)***

	Beta	T	p-value
Education (EDUC)	-.068	-1.64	.1013

*: Significant at the 0.05 level

** : Multiple R = .068

F(1,576) = 11.3, p < .1013

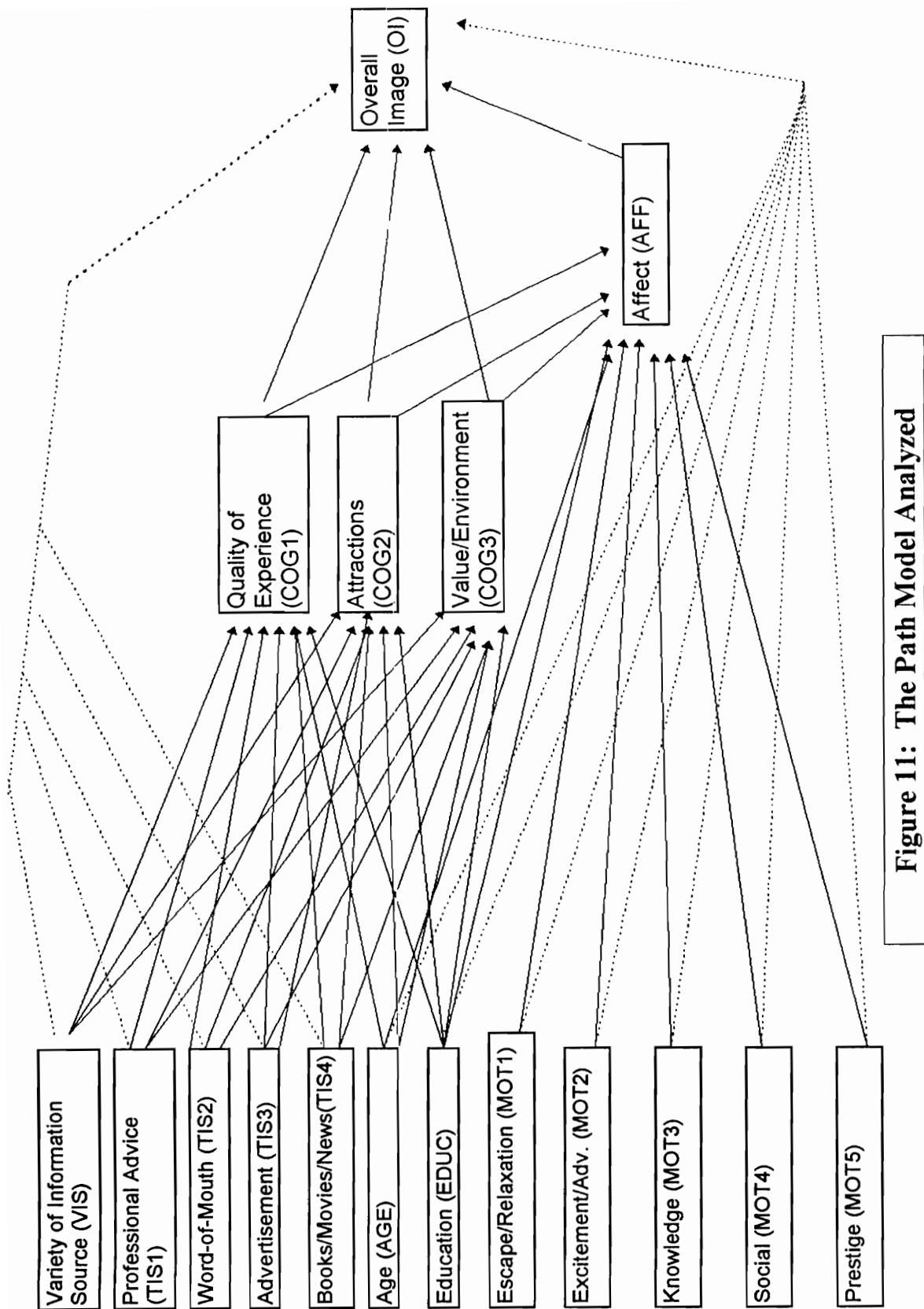


Figure 11: The Path Model Analyzed

analyzed in the path model. Variety of information sources used (VIS), the type of information source used (TIS1 - TIS4), age (AGE), education (EDUC) and socio-psychological travel motivations (MOT1 - MOT5) are the primary causal (exogenous) variables. Perceptual/cognitive evaluations (COG1 - COG3) and affective evaluation (AFF) are both exogenous and endogenous variables that mediate the relationship between overall image (OI) (ultimate endogenous variable) and exogenous variables in the model. At the same time, perceptual cognitive evaluations mediate the relationships between some exogenous variables and affective evaluations.

The overall pattern of the model was scrutinized by examining causal relationships among variables, i.e. direct, indirect, and total effects of variables and the mediating roles of perceptual/cognitive and affective evaluations in forming overall image of tourism destinations. The direct effects of exogenous variables on overall image were also explored to summarize the overall pattern of the proposed model and validate the role of mediating variables (perceptual/cognitive and affective evaluations) in the path model although the effects of exogenous variables on overall image were not hypothesized and tested.

Accordingly, the path model proposes that overall image

of a tourism destination is a direct function of perceptual/cognitive and affective evaluations, variety and type of information sources used, age and education level, and socio-psychological travel motivations. Perceptual/cognitive evaluations of tourism destinations are directly affected by variety and type of information sources used, and age and education level. Affective evaluations, on the other hand, are a direct function of perceptual/cognitive evaluations, age, education level, and socio-psychological travel motivations.

The results of path analysis are summarized in Table 21. Path coefficients for hypothesized linkages were considered weak if the coefficient is between 0 and 0.05; moderate if between 0.051 and 0.30; and strong if between 0.301 and 1 (Andereck 1989). A path coefficient was considered significant at the 0.05 or better probability level.

The Effects on Perceptual/Cognitive Evaluations

Quality of experience (COG1), attractions (COG2) and value/environment (COG3) each were regressed on variety of information sources (VIS), professional advice (TIS1), word-of-mouth (TIS2), advertisement (TIS3), books/movies/news (TIS4), age (AGE) and education (EDUC). The path coefficients from variety of information sources (VIS) to all three

TABLE 21
ESTIMATED CAUSAL (PATH) COEFFICIENTS (N = 716)

Exogenous Variables	Endogenous Variables				
	COG1	COG2	COG3	AFF	OI
Variety of Information Sources (VIS)	.277*	.295*	.194*		.044
Professional Advice (TIS1)	.049	.013	-.068		-.041
Word-of-Mouth (TIS2)	.134*	.108*	.170*		.069*
Advertisement (TIS3)	.053	-.005	.115*		.073*
Books/Movies/News (TIS4)	.030	.018	.005		-.034
Age (AGE)	-.118*	-.029	-.142*	-.033	-.057
Education (EDUC)	-.095	-.016	-.138*	-.009	-.034
Relaxation/Escape (MOT1)				-.068*	-.036
Excitement/Adventure (MOT2)				.057	.039
Knowledge (MOT3)				.040	-.078*
Social (MOT4)				.063	-.100*
Prestige (MOT5)				.000	.066*
Quality of Experience (COG1)				.370*	.055
Attractions (COG2)				.170*	-.034
Value/Environment (COG3)				.290*	.095*
Affect (AFF)					.717*
R ²	.140	.106	.147	.502	.715

*: Significant at .05 or better probability level

perceptual/cognitive factor groupings (COG1 - COG3) were positive and significant indicating that variety of information sources used positively and moderately affect the perceptions of quality of experience (.277), attractions (.295) and value/environment (.194) of tourism destinations. Word-of-mouth (TIS2) had a positive and moderate effect on quality of experience (.134), attractions (.108) and value/environment (.170). Advertisement (TIS3) had a positive and moderate effect on value/environment (.115) only. Other types of information sources - professional advice (TIS1) and books/movies/news (TIS4) - did not have a significant impact on any perceptual/cognitive evaluations (COG1 - COG3). Age negatively and moderately affected quality of tourism experience (COG1) (-.118) and value/environment (COG3) (-.142). Education, on the other hand, had a negative and moderate effect on value/environment (-.138) only.

The Effects on Affective Evaluations

Affect (AFF) was regressed on quality of experience (COG1), attractions (COG2), value/environment (COG3), relaxation/escape (MOT1), excitement/adventure (MOT2), knowledge (MOT3), social (MOT4), prestige (MOT5), age (AGE) and education (EDUC). The path coefficients leading from age and education to affect were not significant. Only one travel motivation, relaxation/escape (MOT1) (-.068) had a moderate

and significant effect on affect but in a negative direction. The path coefficients from quality of experience (COG1) (.370), attractions (COG2) (.165) and value/environment (COG3) (.290) to affect were significant and strong for quality of experience and moderate for attractions and value/environment indicating that perceptual/cognitive evaluations positively influence affective evaluations of tourism destinations.

The Effects on Overall Image

Overall image was regressed on variety of information sources (VIS), professional advice (TIS1), word-of-mouth (TIS2), advertisement (TIS3), books/movies/news (TIS4), age (AGE), education (EDUC), relaxation/escape (MOT1), excitement/adventure (MOT2), knowledge (MOT3), social (MOT4), prestige (MOT5), quality of experience (COG1), attractions (COG2), value/environment (COG3) and affect (AFF). The significant effects of word-of-mouth (TIS2) (.069) and advertisement (TIS3) (.073) on overall image were moderate and positive. Knowledge (MOT3) (-.078), social (MOT4) (-.100) and prestige (MOT5) (.066) travel motivations moderately and significantly influenced the overall image. The effects of knowledge and social travel motivations on overall image was negative and the effect of prestige was positive. Only value/environment (COG3) (.095) moderately and significantly influenced overall image. The path coefficient from affect

(.717) to overall image was strong and positive.

Based on explained causalities (variabilities), the explanatory power of the overall model, where final outcome was overall image, was strong while primary causal variables had moderate explanatory power, where perceptual/cognitive and affective evaluations were dependent variables. Variety of information sources, type of information sources and age explained 14.0% of the variability in quality of experience (COG1); variety and type of information sources explained 10.6% of the variability in attractions; and variety and type of information sources, age and education explained 14.7% of the variability in value/environment (Table 21). Socio-psychological motivations and perceptual/cognitive evaluations explained 50.2% of the variability in affect where a significant portion of that variability was attributed to perceptual/cognitive evaluations. Type of information sources, travel motivations, perceptual/cognitive evaluations and affective evaluations explained 71.5% of the variability in overall image, the ultimate dependent variable in the model (Table 21). A large portion of this variability resulted from affective evaluations.

Support for Hypotheses by Path Analysis

Based on the path model tested, some hypotheses previously supported by correlation and regression analysis

showed variations. Table 22 shows a summary of the hypotheses for the path model. According to the path coefficients among the variables, the support for H1 (the effects of perceptual/cognitive evaluations on affect), H2 (the effects of perceptual/cognitive evaluations on overall image), H3 (the effect of affect on overall image), H4 (the effect of variety of information sources on perceptual/cognitive evaluations), H5 (the effects of type of information sources on perceptual/cognitive evaluations), H6 (the effects of socio-psychological travel motivations on affect) and partial support for H8 (the effect of education on perceptual/cognitive evaluations and affect) was consistent with the results of correlation and regression analysis. It is important to note that the support for H6 was weak in path analysis compared to correlation and regression analysis as only relaxation/escape (MOT1) had a moderate and negative effect on affect (Table 21). Interestingly, this travel motivation did not significantly influence affect in both correlation and regression analysis. The support for H7 (the effect of age on perceptual/cognitive and affective evaluations) in path analysis was not consistent with earlier findings obtained by correlation and regression analysis because age influenced perceptual/cognitive evaluations but not affect in path analysis. Likewise, the support for H2 (the effects of perceptual/cognitive evaluations on overall

TABLE 22
SUMMARY OF THE HYPOTHESES FOR PATH MODEL (N=716)

Exogenous Variables	Perception-Cognition	Affect	Overall Image
Variety of Info. Sources (VIS) (H4)	S (M)		
Type of Info. Sources (TIS1-TIS4) (H5)	S (M)		
Age (AGE) (H7)	S (M)	NS	
Education (EDUC) (H8)	S (M)	NS	
Socio-psychological Travel Motivations (H6)		S (M)*	S (M)*
Perception/Cognition (H1, H2)		S (S,M)	S (S)
Affect (AFF) (H3)			

S: Supported

NS: Not Supported

Note: Path coefficients are evaluated according to the following criteria:

Weak (W) = .00 to .05

Moderate (M) = .051 to .30

Strong (S) = .301 to 1.00

*: These hypotheses were weakly supported in path analysis because only one factor grouping was significant.

image) was found to be weaker than the support obtained from correlation and regression analysis because only one factor grouping, perceptions of value and environment, had a moderate effect on overall image. Although it was supported in correlation and regression analysis, it was only partially supported in the path analysis because the effect of age on affect was not significant (Table 21).

Decomposition of Path Coefficients

To summarize the overall pattern of the proposed model and validate the role of mediating variables (perceptual/cognitive and affective evaluations) in the path model, the correlations between variables were decomposed into simple (direct) and compound (indirect) effects. Direct effects in recursive path models are estimated by partial regression coefficients, referred to as direct path coefficients. The indirect effect of each variable is the sum of the products of direct path coefficients from an exogenous variable through intervening variables to an endogenous variable. According to the hypothesized path model, only overall image would be subject to both direct and indirect effects from other variables in the model. Affect, on the other hand, would only be influenced indirectly by variety and type of information sources through perceptual/cognitive evaluations. Because age and/or education did not

significantly influence affect, they could not have both direct and indirect effects on affect. However, they have indirect effects on affect through perceptual/cognitive evaluations. All other relationships can be explained by direct path coefficients.

The indirect effects are calculated by multiplying the path coefficients from an exogenous variable to an endogenous variable through intervening variables. For example, variety of information sources (VIS) indirectly influences affect (AFF) through perceptual/cognitive evaluations (COG1 - COG3). The indirect effect of variety of information sources (VIS) on affect (AFF) can be calculated as the path coefficient between VIS and COG1 times the path coefficient between COG1 and AFF plus the path coefficient between VIS and COG2 times the path coefficient between COG2 and AFF plus the path coefficient between VIS and COG3 times the path coefficient between COG3 and AFF.

$$(VIS \rightarrow COG1 \rightarrow AFF) + (VIS \rightarrow COG2 \rightarrow AFF) + (VIS \rightarrow COG3 \rightarrow AFF) = (.277)(.370) + (.295)(.170) + (.194)(.290) = 0.21.$$

The indirect effect of age on overall image (OI) can be computed as:

$$\begin{aligned} & (AGE \rightarrow COG1 \rightarrow AFF \rightarrow OI) + (AGE \rightarrow COG3 \rightarrow AFF \rightarrow OI) + \\ & (AGE \rightarrow COG3 \rightarrow OI) \\ & = (-.118)(.170)(.717) + (-.142)(.290)(.717) + (-.142)(.095) \\ & = -.06. \end{aligned}$$

The indirect effect of education (EDUC) on overall image (OI) is:

$$\begin{aligned} & (\text{EDUC} \rightarrow \text{COG3} \rightarrow \text{AFF} \rightarrow \text{OI}) + (\text{EDUC} \rightarrow \text{COG3} \rightarrow \text{OI}) \\ & = (-.138)(.290)(.717) + (-.138)(.095) \\ & = -.04. \end{aligned}$$

The indirect effect of Relaxation/Escape (MOT1) on overall image (OI) is:

$$(\text{MOT1} \rightarrow \text{AFF} \rightarrow \text{OI}) = (-.068)(.717) = -.05.$$

Table 23 reports the resulting direct, indirect and total effect (sum of direct and indirect effects) of all relevant variables on overall image and affect. Variety of information sources (.21), word-of-mouth (.12), advertisement (.05), age (-.09) and education (-.04) indirectly influence affect through quality of experience, attractions and/or value/environment.

As far as overall image is concerned, most variables appeared to have indirect effects through perceptual/cognitive and affective evaluations rather than direct effects. Quality of experience (.26), attractions (.12) and value/environment (.21) had positive indirect effects through affect on overall image. Although value/environment had a direct effect on affect (.10), its indirect effect through affect (.21) was greater than its direct effect. This result supported the

TABLE 23
DECOMPOSITION OF CAUSAL EFFECTS (N = 716)

Exogenous Variables	Endogenous Variables					
	AFF		OI			
	DE	IE	TE	DE	IE	TE
Variety of Information Sources (VIS)	--	.21	.21	--	.17	.17
Word-of-Mouth (TIS2)	--	.12	.12	.07	.10	.17
Advertisement (TIS3)	--	.05	.05	.07	.05	.12
Age (AGE)	--	-.09	-.09	--	-.06	-.06
Education (EDUC)	--	-.04	-.04	--	-.04	-.04
Relaxation/Escape (MOT1)	-.07	--	-.07	--	-.05	-.05
Knowledge (MOT3)	--	--	--	-.08	--	-.08
Social (MOT4)	--	--	--	-.10	--	-.10
Prestige (MOT5)	--	--	--	.07	--	.07
Quality of Experience (COG1)	.37	--	.37	--	.26	.26
Attractions (COG2)	.17	--	.17	--	.12	.12
Value/Environment (COG3)	.29	--	.29	.10	.21	.31
Affect (AFF)	--	--	--	.72	--	.72

Note: Table shows only those effects significant at .05 or better probability level
 DE: Direct effect
 IE: Indirect effect
 TE: Total effect (DE + IE)

mediating role of affect between perceptual/cognitive evaluations and overall image. Variety of information sources had only indirect effect (.17) on overall image through perceptual/cognitive and affective evaluations. Word-of-mouth and advertisement had both direct and indirect effects on overall image. The indirect effect (.10) of word-of-mouth was larger than its direct effect (.07) whereas indirect effect (.05) of advertisement was lower than its direct effect (.07). Knowledge (-.08), social (-.10) and prestige (.07) travel motivations had only direct effects on overall image. Relaxation/escape (-.05) only indirectly influenced overall image through affect. Age (-.06) and education (-.04) also had only indirect effects on overall image through perceptual/cognitive and affective evaluations. These findings revealed the overall pattern of the model which will be discussed in Chapter 5.

RELIABILITY AND VALIDITY ESTIMATES

Internal reliability issues were addressed for multi-item scales in the model. Internal consistency between the items in the measures was estimated using Cronbach's coefficient alpha. This is the most widely used reliability measure to estimate the degree to which the items on a measure are representative of the domain of the construct being measured. Table 24 shows internal reliability estimates for

TABLE 24

INTERNAL CONSISTENCY OF SCALES

Scales	Coefficient Alpha	No. of Items
<i>TRAVEL MOTIVATIONS</i>		
Factor I: Relaxation/Escape	.80	5
Factor II: Excitement/Adventure	.73	4
Factor III: Knowledge	.64	4
Factor IV: Social	.64	2
Factor V: Prestige	.61	2
PERCEPTION/COGNITIONS		
Factor I: Quality of Experience	.89	8
Factor II: Attractions	.72	3
Factor III: Value/Environment	.56	3
AFFECT	.88	4

perceptual/cognitive evaluations, socio-psychological travel motivations and affect. A coefficient alpha of at least 0.70 is usually considered reliable. Four scales could not meet this criteria: knowledge (MOT3), social (MOT4), prestige (MOT5) travel motivations and value/environment (COG3). However, their reliability scores from the pretest were also the same. It should be noted that these lower alpha values are associated with those scales that included a smaller number of items. As the number of items increases, the alpha value also increases. Therefore, the acceptable alpha limit is as low as 0.60 or 0.50 for scales consisting of a small number of items (Pedhazur and Schmelkin 1991; Carmines and Zeller 1979). Alpha values ranged from 0.72 to 0.89 for other scales.

The consistency of the model is checked by dividing the sample into halves and testing the model separately on these halves. All relationships except the effects of age on perceptual/cognitive evaluations were consistent between the two groups, which were also consistent with the path model tested on the whole sample data (Table 25). However, although the effects of perceptual/cognitive evaluations on overall image (H7) were consistent between the two halves, they were not consistent with the model tested on the whole sample in the sense that these effects were not supported by either half but weakly supported on the whole sample.

TABLE 25
 RELIABILITY FOR TWO PARTS OF SAMPLE (N=716)

Exogenous Variables	Endogenous Variables			Overall Image
	Perception-Cognition	Affect		
Variety of Information Sources (VIS)	S* / S**			NS / NS
Type of Information Sources	S / S			S / S
Age (AGE)	NS / S	NS / NS		NS / NS
Education (EDUC)	S / S	NS / NS		NS / NS
Socio-psychological Travel Motivations		S / S		S / S
Perception/Cognition		S / S		NS / NS
Affect (AFF)				S / S

*: First half of the sample (n = 308)

** : Second half of the sample (n = 308)

S: Supported at .05 or better probability level

NS: Not Supported at .05 or better probability level

To assess the predictive validity of image measures, visitation intentions was regressed on perceptual/cognitive evaluations (COG1-COG3), affect (AFF) and overall image (OI) separately (Table 26). Quality of experience (COG1), attractions (COG2) and value/environment (COG3) positively influenced visitation intentions at the $p < 0.01$ level, explaining 28% of the variability in visitation intention. Affect and overall image also positively influenced visitation intentions at the $p < 0.01$ level where affect explained 21% of the variability and overall image explained 17% of the variability in visitation intentions.

To assess the external validity of the model for different testing units, the path model was replicated for each individual tourism destination: Italy, Greece, Turkey, and Egypt. The path coefficients for each tourism destination are provided in Table 27 through Table 30. The path model that was tested for each destination are summarized in Table 31.

The effects of variety and type of information sources used on perceptual/cognitive evaluations were significant for only Turkey and Egypt. The effects of age and education on perceptual/cognitive evaluations were significant for Turkey, Egypt, and Italy but not for Greece.

TABLE 26

PREDICTIVE VALIDITY OF IMAGE MEASURES

*Visitation Intention Regressed on Perceptual/Cognitive Evaluations***

	Beta	T	p-value
Quality of Experience (COG1)	.263	5.86	.0000*
Attractions (COG2)	.252	6.49	.0000*
Value/Entertainment (COG)	.132	3.03	.0026*

*: Significant at the 0.05 level

**: Multiple R = .525

F(3,612) = 77.7, p < .0001

*Visitation Intention Regressed on Affective Evaluations***

	Beta	T	p-value
Affect (AFF)	.455	12.28	.0000*

*: Significant at the 0.05 level

**: Multiple R = .455

F(1,579) = 150.8, p < .0001

*Visitation Intention Regressed on Affective Evaluations***

	Beta	T	p-value
Overall Image (OI)	.407	10.87	.0000*

*: Significant at the 0.05 level

**: Multiple R = .407

F(1,594) = 118.1, p < .0001

TABLE 27
ESTIMATED CAUSAL (PATH) COEFFICIENTS (TURKEY, N=138)

Exogenous Variables	Endogenous Variables				
	COG1	COG2	COG3	AFF	OI
Variety of Information Sources (VIS)	.190	.413*	.047		-.014
Professional Advice (TIS1)	-.092	-.099	.118		.042
Word-of-Mouth (TIS2)	-.024	.220*	-.080		.018
Advertisement (TIS3)	.025	-.135	.040		.046
Books/Movies/News (TIS4)	.086	.065	.105		-.065
Age (AGE)	-.066	.193*	-.026	.150	-.083
Education (EDUC)	-.048	.195*	-.051	.076	.033
Relaxation/Escape (MOT1)				.000	.118
Excitement/Adventure (MOT2)				.213*	-.146*
Knowledge (MOT3)				.018	-.078*
Social (MOT4)				.000	-.210*
Prestige (MOT5)				-.000	.113
Quality of Experience (COG1)				.445*	.016
Attractions (COG2)				.217*	.113
Value/Environment (COG3)				.475*	.132
Affect (AFF)					.713*
R ²	.063	.271	.037	.545	.723

*: Significant at .05 or better probability level

TABLE 28
ESTIMATED CAUSAL (PATH) COEFFICIENTS (EGYPT, N=321)

Exogenous Variables	Endogenous Variables				
	COG1	COG2	COG3	AFF	OI
Variety of Information Sources (VIS)	.239*	.287*	.068		.048
Professional Advice (TIS1)	.081	-.067	-.037		-.035
Word-of-Mouth (TIS2)	.227*	.140	.092		.057
Advertisement (TIS3)	.029	-.090	.052		.013
Books/Movies/News (TIS4)	-.161*	.200*	.176*		-.083
Age (AGE)	-.077	-.036	-.157*	-.008	-.043
Education (EDUC)	-.173*	.018	-.098	.013	-.005
Relaxation/Escape (MOT1)				-.071	-.020
Excitement/Adventure (MOT2)				.036	.039
Knowledge (MOT3)				.057	-.006
Social (MOT4)				.101	-.107*
Prestige (MOT5)				.015	.029
Quality of Experience (COG1)				.475*	.176*
Attractions (COG2)				.339*	-.014
Value/Environment (COG3)				.331*	.144*
Affect (AFF)					.641*
R ²	.170	.139	.109	.551	.686

*: Significant at .05 or better probability level

TABLE 29
ESTIMATED CAUSAL (PATH) COEFFICIENTS (GREECE, N=160)

Exogenous Variables	Endogenous Variables				
	COG1	COG2	COG3	AFF	OI
Variety of Information Sources (VIS)	.108	.142	.205		.196*
Professional Advice (TIS1)	.008	-.036	-.062		-.093
Word-of-Mouth (TIS2)	.060	.168	.061		-.024
Advertisement (TIS3)	.014	.028	.053		-.037
Books/Movies/News (TIS4)	.040	.036	-.033		-.036
Age (AGE)	-.145	.117	-.225	.016	-.073
Education (EDUC)	-.064	.146	-.090	.094	-.055
Relaxation/Escape (MOT1)				-.055	-.037
Excitement/Adventure (MOT2)				.219*	-.054
Knowledge (MOT3)				-.060	-.162*
Social (MOT4)				.184*	-.025
Prestige (MOT5)				-.017	.118
Quality of Experience (COG1)				.236*	.088
Attractions (COG2)				.193*	-.040
Value/Environment (COG3)				.402*	.031
Affect (AFF)					.801*
R ²	.044	.080	.094	.346	.752

*: Significant at .05 or better probability level

TABLE 30
ESTIMATED CAUSAL (PATH) COEFFICIENTS (ITALY, N=97)

Exogenous Variables	Endogenous Variables			
	COG1	COG2	COG3	OI
Variety of Information Sources (VIS)	.229	.061	.110	-.015
Professional Advice (TIS1)	.012	-.057	.181	-.044
Word-of-Mouth (TIS2)	.038	.025	-.075	.171*
Advertisement (TIS3)	.192	.054	.035	.207*
Books/Movies/News (TIS4)	.037	.203	-.062	-.079
Age (AGE)	-.301*	.152	.048	-.297*
Education (EDUC)	-.093	.361*	-.006	-.164
Relaxation/Escape (MOT1)				-.174
Excitement/Adventure (MOT2)				.019
Knowledge (MOT3)				-.199*
Social (MOT4)				-.075
Prestige (MOT5)				.032
Quality of Experience (COG1)				.065
Attractions (COG2)				-.037
Value/Environment (COG3)				.033
Affect (AFF)				.753*
R ²	.239	.177	.063	.827

*: Significant at .05 or better probability level

TABLE 31
VARIATIONS OF PATH MODEL FOR EACH COUNTRY

Exogenous Variables	Endogenous Variables		
	Perception-Cognition	Affect	Overall Image
Variety of Information Sources (VIS)	S ^a /S ^b /NS ^c /NS ^d /S ^f (H4)		NS/NS/S/NS/NS
Type of Information Sources	S/S/NS/NS/S (H5)		NS/NS/NS/S/S
Age (AGE)	S/S/NS/S/S	NS/NS/NS/S/NS (H7)	NS/NS/NS/NS/NS
Education (EDUC)	S/S/NS/S/S	NS/NS/NS/NS/NS (H8)	NS/NS/NS/S/NS
Socio-psychological Travel Motivations		S/NS/S/S/S (H6)	S/NS/S/S/S
Perception/Cognition		S/S/S/S/S (H1)	NS/S/NS/NS/NS (H2)
Affect (AFF)			S/S/S/S/S (H3)

^a: Turkey (n=138)

^b: Egypt (n=321)

^c: Greece (n=160)

^d: Italy (n=97)

^f: Pooled Data (All Destinations) (Number of responses=716)

S: Supported at .05 or better probability level

NS: Not Supported at .05 or better probability level

Note: The sample size for pooled data includes 716 responses which is a total of sample sizes of four destinations (138+321+160+97=716).

Age significantly influenced affect for only Italy. The effect of education on affect was not significant for all four tourism destinations. Socio-psychological travel motivations significantly influenced affect for Turkey, Greece and Italy but not for Egypt. Perceptual cognitive evaluations had a significant impact on affect for all tourism destinations.

The effect of affect on overall image was significant and consistent for all tourism destinations. Perceptual/cognitive evaluations had a significant effect on overall image for only Egypt. Type of information sources used and education significantly influenced overall image for only Italy. Variety of information sources used, on the other hand, significantly influenced overall image for only Greece. The effect of age on overall image was significant for only Italy. Socio-psychological travel motivations significantly influenced overall image for Turkey, Greece and Italy but not for Egypt.

The path model tested on pooled data set was consistent with only that of Turkey. The variations pertaining to Egypt, Greece and Italy are presented below. The pattern that perceptual/cognitive evaluations lead to affect which, in turn, leads to overall image was consistent and supported for all tourism destination countries. The effects of variety and

type of information sources on perceptual/cognitive evaluations, which were supported on pooled data, were supported for Egypt but not for Greece and Italy. The effects of socio-psychological travel motivations on affect, which were supported for the pooled data, were supported for Greece and Italy but not for Egypt. The support for the effects of age and education on perceptual/cognitive evaluations was confirmed for Greece and Italy but not for Egypt. The effect of education on affect was not significant for any destinations and this was also the case for the path model tested on pooled data. Age turned out to be significant on affect for only Italy and was not found to be significant when the path model was tested on the pooled data set.

This suggests that the role and importance of the variables influencing perceptual/cognitive and affective evaluations varied with the type of destination. Therefore, before the model is to be used for different destinations, some modifications to the model are probably necessary to adapt it to the different destinations. The possible sources causing the destination-based variations are discussed in the next chapter.

SUMMARY OF THE CHAPTER

This chapter presented the findings and results of the study. Hypotheses 1 through 7 were fully supported and

hypothesis 8 was partially supported by correlation and regression analysis. Variety and type of information sources used, age and education were found to influence perceptual/cognitive evaluations of destinations. Affective evaluations of tourism destinations were influenced by socio-psychological travel motivations, age and perceptual/cognitive evaluations of tourism destinations. The overall image was affected by both perceptual/cognitive evaluations and affect. These findings were based on individual testing of the hypotheses.

When the combined effect of the variables was tested in a path-analytic framework, some of the hypotheses showed variations based on varying degrees of support. In the path model, travel motivations weakly influenced affect towards destinations (H6) and age was found to be a nonsignificant variable on affect (H7). It was also found that the overall image of tourism destinations were mostly shaped by affective evaluations (H3) rather than perceptual/ cognitive evaluations (H1) of tourism destinations. However, perceptual/cognitive evaluations indirectly influenced overall image through affective evaluations.

The path model was also tested for each individual tourism destination included in this study to assess the

external validity of the model. The influences between perceptual/cognitive evaluations, affective evaluations and overall image were found to be consistent for all four tourism destinations. The influences of variety and type of information sources used, age and education on perceptual/cognitive evaluations and the influences of travel motivations, age and education on affect were found to be different among destinations. The implications of these results are discussed in Chapter 5.

CHAPTER V

DISCUSSION AND CONCLUSION

INTRODUCTION

This chapter presents the summary, discussion and implications of the findings of the study. In the first section of this chapter, the summary and discussion of hypotheses tests with correlation, regression and path analysis are presented. The theoretical and practical implications of the findings followed by limitations of the study are discussed next. Finally, the chapter concludes with suggestions for future research.

SUMMARY OF THE FINDINGS

This study developed and empirically tested a model of the determinants of tourist destination image. It is proposed that variety and type of information sources, socio-psychological travel motivations and sociodemographic variables influence perceptual/cognitive and/or affective evaluations which, in turn, influence overall image of a tourist destination. The main research objectives were to (1) examine the relationships among information sources used, sociodemographic characteristics, socio-psychological travel motivations, perceptual/cognitive evaluations, affective

evaluations and overall image of a tourist destination; (2) explore causal relationships in a path analytic model to determine the effects of information sources used, sociodemographic characteristics and socio-psychological travel motivations on perceptual/cognitive and/or affective evaluations and, subsequently, on overall image; and (3) examine if the model shows variations for selected tourism destinations.

The sample population for this study was chosen from a list maintained by the Turkish National Tourism Office (NTO) of people who requested information about Turkey. A questionnaire was mailed to a random sample of 1530 individuals. A total of 484 questionnaires were returned. After eliminating unusable responses, 448 questionnaires (29.6% usable response rate) were coded for data analysis. A subsample of 354 respondents who did not visit at least one of the four tourism destinations was selected as the final sample for this study.

Overall image was measured by a single scale adapted from Stern and Krakover (1993). Affective evaluations were measured by four different bipolar scales developed by Russel and his colleagues (Russel 1980; Russel and Pratt 1980; Russel et al. 1981; Russel and Snodgrass 1987). Perceptual/cognitive

evaluations were measured by fourteen attributes generated from the literature review and selected destinations' tourism brochures. Variety of information sources was measured by nine different information sources based on the literature review and survey instruments developed by Tourism Canada (1989) and NFO (1993). Types of information sources were measured by four different categories derived from the literature, especially from Gartner's (1993) study. Age was measured by an open-ended question and education level was measured by the number of schooling years. Socio-psychological travel motivations were measured by seventeen items derived from literature, mostly from surveys of international pleasure travelers (Tourism Canada 1989) and pleasure travel behavior of U.S. residents in Canada (Tourism Canada 1985).

Eight major hypotheses were tested by correlation, regression and path analysis on the combined data set (pooled data) regardless of tourism destinations. The path model was tested for each tourism destination to assess the external validity of the model. The following is the discussion of the results of hypotheses tested by correlation, regression and path analysis.

DISCUSSION

This section includes the discussion of hypotheses, the

overall pattern of the path model, and the hypotheses and path model variations for each tourism destination.

Discussion of the Hypotheses

Hypothesis 1: *Perceptual/cognitive evaluations significantly influence affective evaluations of tourism destinations*

This hypothesis was supported by correlation, regression, and path analysis. Quality of experience, attractions, and value and environment all positively influenced the affect towards tourism destinations. The more positive (negative) the travelers' perception and cognition of quality of experience, attractions, and value and environment of a destination, the more positive (negative) were their feelings toward a destination. This result suggests that perceptual/cognitive evaluations positively contribute to the formation of affective evaluations of tourism destinations. This finding confirmed the findings of earlier studies conducted by Holbrook (1981) on music, Holbrook (1978) on automobiles, Reibstein et al. (1980) on transportation modes and Stern and Krakover (1993) on city images. However, the direction of influence of perceptual/cognitive evaluations on affect was different from the Holbrook (1981) and Stern and Krakover (1993) studies where perceptual/cognitive evaluations both

positively and negatively influenced affect.

Hypothesis 2: *Perceptual/cognitive evaluations significantly influence overall image of tourism destinations.*

This hypothesis was supported by correlation and regression analysis. However, the support was weak when path analysis was used. Only perception of value and environment significantly influenced overall image in the positive direction. This was due to the role played by affect as an intervening variable between perceptual/cognitive evaluations and overall image. In addition, the path coefficient was very small and its significance might be caused by the large sample size. For example, when the whole sample was divided into halves to test the consistency of the model, this hypothesis was not supported at all in either half. Therefore, it can be concluded that the direct contribution of perceived destination attributes to overall image is positive but trivial. However, their indirect effects on overall image through affective evaluations were positive and notable. The results for this hypothesis were similar to those of Stern and Krakover (1993) who also found that the indirect effects of perceptions of city attributes were greater than their direct effects. Interestingly, the direction of influence was conflicting because Stern and Krakover (1993) found both

positive and negative effects of perceptual/cognitive evaluations on overall image.

Hypothesis 3: *Affective evaluations significantly influence overall image of tourism destinations.*

This hypothesis was supported by correlation, regression and path analysis. The overall image of tourism destinations was substantially and positively influenced by affect, suggesting that the overall image is mainly formed by affect (feelings) towards destinations. This finding was consistent with Stern and Krakover's (1993) study. As the affective evaluations are formed by perceptual/cognitive evaluations, the favorableness of an overall tourism destination image depends indirectly on favorable perceptions of destination attributes.

Hypothesis 4: *The variety of information sources used significantly influences perceptual/cognitive evaluations of tourism destinations.*

This hypothesis was supported by correlation, regression and path analysis. Variety of information sources positively influenced the perceptions of quality of experience, attractions, and value and environment of a tourism destination. In other words, the more different information sources used about a destination, the more positive is the

perception of the attributes of that destination. Variety of information sources used appeared to be an important element in formation of perceptual/cognitive evaluations of tourism destinations.

Hypothesis 5: *The type of information sources used significantly influences perceptual/cognitive evaluations of tourism destinations.*

This hypothesis was supported by correlation, regression and path analysis. Word-of-mouth positively influenced the perceptions of quality of experience, attractions, and value and environment of tourism destinations. Advertisement positively influenced perceptions of value and environment of tourism destinations. Information from friends and relatives and promotional efforts of destinations appeared to be important information source types contributing to the development of perceptual/cognitive evaluations of tourism destinations.

Hypothesis 6: *Travelers' socio-psychological motivations significantly influence their affective evaluations of tourism destinations.*

This hypothesis was supported by correlation and regression analysis. However, it was weakly supported by path analysis. There may be several possible explanations for this

weak support in the path model. Affective evaluations were regressed on travel motivations, age, education and perceptual/cognitive evaluations in the path model. First, age was negatively and significantly correlated with travel motivations and there may be an interaction between age and travel motivations. For example, age had the highest reverse correlation with the relaxation/escape travel motivation. This travel motivation factor grouping did not have a significant correlation with affect. However, this travel motivation became the only significant motivation that negatively influenced the affect in the path model. Again, the individual effect of age on affect was significant. However, in the path model, it was not significant when travel motivations were also in the equation. Second, there were significant correlations between travel motivations and perceptual/cognitive evaluations. It is possible that socio-psychological motivations indirectly influence affect through perceptual/cognitive evaluations. Third, the weak support may be caused by the pooled data as the support for this hypothesis showed variations when the model was tested for each individual tourism destination.

Hypothesis 7: *Travelers' ages significantly influence their perceptual/cognitive and affective evaluations of tourism destinations.*

This hypothesis was supported in correlation and regression analysis. However, the influence of age on affect was not supported in path analysis because age did not influence affect but influenced quality of experience (COG1) and value and environment (COG3) of tourism destinations as summer vacation destinations. Age inversely contributed to these perceptual/cognitive evaluation groupings, indicating that the older the age, the less positive the perceptions of quality of experience and value and environment of tourism destinations as summer vacation destinations. It is important to note that the average age of the respondents was 52. This suggests that older people's perceptions of those destinations for summer vacations were not favorable. Indeed, most of the respondents noted that they do not travel to the Mediterranean region in summer because of the hot weather and their perceptions would be different if they had evaluated selected destinations for other seasons.

Hypothesis 8: *Travelers' education levels significantly influence their perceptual/cognitive and affective evaluations of tourism destinations.*

This hypothesis was partially supported by correlation, regression and path analysis. Education level did not influence affect towards destinations. It negatively influenced the perceptions of value and environment of tourism

destinations. The higher the education level, the less positive was the perceptions of value and environment of tourism destinations as summer vacation destinations. Like age, this inverse contribution might be due to the fact that the respondents evaluated selected destinations as summer vacation destinations.

Hypotheses 1 through 8 tested the individual effects independent variables on dependent variables. Although the hypotheses testing exogenous variables (information sources, age, education, and motivations) on endogenous variables (perceptual/cognitive and affect) were found significant, some relationships had very small beta coefficients and the explained variability (R^2). This raises a question whether those statistically significant variables are meaningful. One reason would be the large sample size. However, small correlations and explained variability are common in cross-sectional studies. In addition, given the nature of the study, there might be many other elements influencing the image formation process and the variables included in this study explain just a portion of it. Other possible reasons would be a skewed distribution of age and education and homogeneous characteristics of the sample. Also, when the combined effects of exogenous variables on endogenous variables were tested further in this chapter, some

relationships disappeared while the explained variations relatively improved. Again, this might be due to the possible causes discussed above.

Overall Pattern of the Model

The findings of the path analysis revealed the overall pattern of the model and indicated that variety of information sources, type of information sources, age and education influence perceptual/cognitive evaluations. The perceptual/cognitive evaluations and socio-psychological travel motivations together influence affect. However, the effects of perceptual/cognitive evaluations on affect were much stronger than the effects of travel motivations.

It is important to note that the hypothesized model proposed that variety and type of information sources influence only perceptual/cognitive evaluations while socio-psychological motivations influence only affect. An examination of the correlation matrix in Table 12 indicated that variety and type of information sources had a significant relationship with affect and socio-psychological travel motivations had significant a relationship with perceptual/cognitive evaluations. These relationships were not hypothesized in the original model and, therefore, not examined. If they had been examined, it would have been

possible to compare direct and indirect effects of variety and type of information sources and socio-psychological travel motivations on affect. This would further validate the intervening role of perceptual/cognitive evaluations between exogenous variables and affect.

Overall image is more likely influenced by affect than perceptual/cognitive evaluations and affect together. In other words, affect serves as an intervening variable between perceptual/cognitive evaluations and overall image.

Three analytical techniques - correlation, regression and path analysis - were utilized to test the hypothesized linkages between variables in the model. Path analysis made it possible to analyze the system of relationships and to test the model as a whole. When path analysis was used, one statistically significant linkage estimated by correlation and regression analysis disappeared (the effect of age on affect). It should be noted that age and education might be influential variables and their effects would be revealed more clearly if they had normal distribution. Also, differences emerged between the magnitude of the causal linkages between perceptual/cognitive evaluations and overall image and socio-psychological travel motivations and affect. This enabled the determination of the more significant variables in the causal

system and the overall pattern of the model. Path analysis, therefore, seems a more appropriate method to develop and test theories and to explain tourist behavior.

The Pattern of the Model for Individual Destinations

The path model was also tested for each individual tourism destination included in this study (Turkey, Egypt, Italy and Greece) to assess the external validity of the model. The influences between perceptual/cognitive evaluations, affective evaluations and overall image were found to be consistent for all four tourism destinations. However, the influences of variety and type of information sources used, age and education on perceptual/cognitive evaluations and the influences of travel motivations, age and education on affect were found to be different among destinations.

These destination-based variations may be attributed to several factors originating from the influences not included and analyzed in the model. The level of awareness of and familiarity with these destinations or the stage in which these destinations are in travelers' destination choice processes are not included. Woodside and Lysonski (1989) empirically confirmed that travelers categorize destinations into different awareness sets. The awareness set includes all potential tourism destinations and the evoked set includes

reasonable destinations among alternatives (choice set). If a destination is not in an evoked set yet, then perceptual/cognitive evaluations are affected largely by information sources (Um and Crompton 1990). The evoked set is formed after the awareness stage and influenced by information sources and travelers' characteristics (sociodemographics, travel motivations, etc.). Gartner (1993) when discussing image formation agents also noted that affective evaluations shaped by travel motivations become operational for tourism destinations in the choice set (evoked set). This suggests that the determinants of image may vary with destinations in the awareness and evoked sets. A test of the model for the destinations in different awareness stages can clarify this point.

The variables which showed variations for destinations were exogenous variables such as variety and type of information sources used, sociodemographics and socio-psychological travel motivations. For example, the findings that variety and type of information sources were not significant for Greece and Italy may be due to the reason that these destinations are in respondents' evoked sets. Another reason might be that Greece and Italy are relatively well-known destinations for respondents and their familiarity suppressed the effects of information sources used. This

effect, however, was significant for Egypt. Interestingly, the effects of travel motivations on affect were significant for Greece and Italy. However, this effect was not significant for Egypt. This may be caused by the situation that if Egypt were in respondents' awareness set, its image would largely be shaped by information sources only. The only tourism destination on which the model did not show variations was Turkey. This may be due to fact that the sample consisted of those individuals who requested information about Turkey. This information search may indicate that respondents are somewhere in the evaluative stage where both information sources and travelers' characteristics (sociodemographics and socio-psychological travel motivations) produce significant effects.

IMPLICATIONS OF THE RESEARCH FINDINGS

This exploratory study has theoretical, methodological and practical implications. From a theoretical standpoint, this study developed and tested a conceptual model of the determinants of destination image. It added to the existing knowledge by providing empirical evidence for the elements contributing to the development of tourism destination images. It was found that a tourist destination image was formed by both consumer characteristics and stimulus factors. Its uniqueness was to illustrate the dynamic structure of image

and simultaneous treatment of the elements contributing to destination image development. In this sense, the study shed some light on image formation theory. This study empirically demonstrated that the elements that influence destination images are dynamic and multi-dimensional.

Another important implication of this study is that the formation of destination images is dependent on the different roles played by the factors in the process. Variety and type of information sources used about destinations and travelers' sociodemographic characteristics influence the perceptions and cognitions of destination attributes. Somewhere in the process, these perceptions together with travelers' socio-psychological motivations form travelers' feelings towards destinations. These feelings, then, mostly form the overall image of tourism destinations. An interesting point to note is that the perceptual/cognitive evaluations are formed as an amalgam of both positive determinants (variety and type of information sources used) and inverse determinants (age and education).

Finally, this study also found that the role of influences guiding the destination image formation process varied from destination to destination because the model tested on the pooled data set showed variations when tested

for each destination separately. This questions the validity of general tourist destination choice models developed in travel and tourism field. In other words, it may not be possible to apply a general model to all types of destinations.

From a methodological standpoint, the use of correlation, regression and path analysis provided information from different perspectives. This study demonstrated that path analysis helped examine the model as a whole and clarify the role of each variable in the model. The correlation analysis, on the other hand, pinpointed modifications in path specifications to improve the model fit. Therefore, in the early efforts of theory development, these techniques should be used together to clarify the findings and the model used to explain tourist behavior.

Destination marketers need a better understanding of how a destination image is formed and what determines the image of destinations. From a practical standpoint, this study provides important implications for strategic image management and development efforts of tourism destinations. Because of the positive contribution of the variety of information sources used to perceptual/cognitive evaluations, tourism destinations should find ways to make travelers use as many

information sources as they can. Also, they should promote their destinations through as many information channels as possible.

Tourism destinations can also assess their promotional channels to develop more effective promotional programs. This study demonstrated that different types of information sources have varying degrees of effect on perceptual/cognitive evaluations. Word-of-mouth, recommendations from friends and relatives, was the most important information source in forming images of destinations. Therefore, tourism destinations should keep in mind that providing a pleasant experience for their visitors has a multiplier effect on the development of positive images for nonvisitors.

In tourism image development efforts, destinations should also consider the characteristics of their target markets and tailor their efforts to specific sociodemographics and travel motivations segments. Tourism destinations spend considerable time and money to create and enhance a favorable image. This study provides tourism destinations with important variables that should be taken into consideration in tourism image development efforts. To influence the perceptual/cognitive evaluations of their destinations, destination marketers should consider both the variety and type of information

sources through which they promote the destinations as well as the age and education levels of the tourists who are exposed to them. They should also understand that to influence affective evaluations of their destinations, both destination attributes and tourists' travel motivations should be taken into account.

This study found that overall image of a tourist destination is influenced by both perceptual/cognitive and affective evaluations whereas the perceptual/cognitive evaluations (destination attributes) form affect (feelings) toward a destination. This suggests that in both print and broadcast advertising programs tourism destinations should stress both destination attributes and benefits to create or enhance their destination images more efficiently and effectively.

The findings also enables tourist destinations to design and develop more effective positioning programs for certain sociodemographic and travel motivation segments. In that way, the tourism destinations will be able to manage their limited resources more effectively in these endeavors.

LIMITATIONS OF THE STUDY

One limitation of this study is related to the direction

of influences among variables included in the model. The results of the study are limited to unidirectional influences because reciprocal relationships among variables were not studied. The considerations of these reciprocal effects was beyond the scope of the study because of the exploratory nature of the model.

Another limitation is that there may be other factors influencing the development of destination image. This study was limited to the variables which are consistently and repeatedly mentioned and partially supported by empirical results in the literature. They are also recognized as key elements affecting a destination image in traveler destination selection and image formation models. For instance, although an individual's *values* and motivations were proposed by several authors as an important construct influencing *image*, *socio-psychological travel motivations* of the individual were often suggested by numerous tourism scholars as a crucial construct in formation of *tourism destination images*.

Third, travelers' characteristics and images of tourism destinations may vary by season (i.e. summer, winter, etc.). The findings of this study are limited to images of tourism destinations for summer pleasure travel. Also, the findings are limited to the four destinations included in this study.

Fourth, the number of questions measuring some constructs in the model are constrained by the practical need to develop a parsimonious questionnaire. The findings are limited to the selected items measuring the related constructs.

Fifth, the variety of information sources used was measured as the number of information source types used. However, the content of those information sources was not included.

Finally, that some sample members are overrepresented in the pooled data set is a limitation of this study. A respondent who has not been to one tourism destination country was counted once while a respondent who has not been to any four tourism destination countries was counted four times. Also, spillover effect of visiting one destination on another not visited represents another limitation. For example, a person who has visited Greece but not Turkey may have a different image about Turkey from a person who has not visited Greece and Turkey. The same goes for all destinations included in this study.

IMPLICATIONS FOR FUTURE RESEARCH

This study was exploratory in nature and more research is needed to delineate the formation of tourism destination

images. Future research should be carried out to confirm the findings of this study. The relationships between image structures and their determinants can be extended to other tourism destinations to further assess the external validity of the model.

This study measured images of four Mediterranean tourism destinations as summer vacation destinations. Research is also needed to examine the findings of this study for different seasons (fall, spring, etc).

There were significant correlations among the exogenous variables (information sources, sociodemographics and travel motivations) which were not analyzed in this study. Future research may expand the model by examining the causal relationships among these variables as well. For example, age and socio-psychological motivations may affect the variety and type of information sources used which, then, influences the perceptual/cognitive evaluations of tourism destinations.

It was also found that the variety and type of information sources used has a significant relationship with affect, and socio-psychological motivations have a significant relationship with perceptual/cognitive evaluations. These relationships were not analyzed in the original model because

of a lack of conceptual support. A future study, then, should extend and test the model by including these relationships into consideration. This would further validate the intervening role of perceptual/cognitive evaluations between exogenous variables and affect.

The variables determining the destination images included in this study were limited. Future research should consider other variables such as level of familiarity with, and awareness about the destinations. Other sociodemographic variables such as income, gender and marital status and traveler characteristics such as values and lifestyle can also be included to improve the explanatory power of the model.

Finally, future studies should also deal with the limitations related to subsample selection (those who have not visited at least one destination) in this study. An ideal case would be a selection of subsample who have not been to any of the destinations.

CONCLUSION

The results of this study revealed that the image of a tourism destination is dynamic and developed by chains of influences. The study contributed to the theoretical advancement of destination image formation in the field of

travel and tourism. It also contributed to consumer behavior and marketing by providing a structural model by which a simultaneous empirical treatment of the elements influencing image was investigated. Suggestions for further theory development were proposed.

This study showed that correlation, regression and path analysis reveal different insights and, when used together, they complement each other. The path analysis, a more sophisticated technique than correlation and regression analysis, provided better understanding for the role and importance of variables in the model. Since image formation is a process, theory advancement in this topic can be achieved by utilizing path analysis.

The results of this study provided important implications for strategic image management. An understanding of the relationships tested in the model can aid in designing and implementing marketing programs for creating and enhancing tourist destination images; tailoring images for specific target markets, positioning tourism destinations, and designing advertising and promotional programs.

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APPENDIX A

**MAJOR CONTRIBUTORS TO TOURISM
DESTINATION IMAGE LITERATURE**

<u>Author(s)</u>	Mayo (1973)	<u>Dimensions and Attributes</u>
<u>Dependent Variable(s)</u>	Regional travel preference and choice	MDS revealed 3 dimensions: 1) Scenery 2) Lack of congestion 3) Climate
<u>Independent Variable(s)</u>	Images of 8 regions of U.S.	
<u>Data Collection/ Sample Type</u>	Structured; self reported questionnaire /670 auto vacationers	
<u>Measurement/ Scale</u>	Overall image/ 7-point semantic differential scale 1 "no appeal" 7 "ideal destination"	
<u>Analytical Tools</u>	MultiDimensional Scaling (MDS)	
<u>Results</u>	1) The image of a destination is a critical factor in the destination choice 2) Scenery, lack of congestion, and climate appeared to be dominant and critical image dimensions	
<u>Validity/ Reliability Checks</u>	No	

<u>Author(s)</u>	Anderssen and Colberg (1973)	<u>Dimensions and Attributes</u>
<u>Dependent Variable(s)</u>	Perceptions and preference for 9 Mediterranean destinations	1) Climate 2) Nightlife 3) Scenery 4) Beaches 5) Eating facilities 6) Cost 7) Nature of other tourists 8) Native culture
<u>Independent Variable(s)</u>	No	
<u>Data Collection/ Sample Type</u>	Structured; self reports/a convenience sample of 50 students	
<u>Measurement/ Scale</u>	8 functional & psychological attributes and overall preference / 7-point semantic differential scale (semantic names N/A)	
<u>Analytical Tools</u>	Multidimensional scaling (MDS)/ cluster analysis	
<u>Results</u>	1) Multivariate techniques are useful for perceptual positioning research 2) Perceptions and preferences for destinations vary across image attributes	
<u>Validity/ Reliability Checks</u>	No	

<u>Author(s)</u>	Hunt (1975)	<u>Dimensions and Attributes</u>
<u>Dependent Variable(s)</u>	Images of four states	1) Population distribution 2) Average family income 3) Political tendencies 4) Receptiveness to visitors 5) Progressiveness
<u>Independent Variable(s)</u>	5 geographic subdivision	6) Amount of winter snow 7) Summer temperature 8) National Parks 9) Cities
<u>Data Collection/ Sample Type</u>	Structured; mail survey /random sample of households from five geographic locations	10) National forests 11) Camping 12) Sightseeing 13) Winter skiing 14) Hunting 15) Fishing 16) Look and dress of local people (pictorial stimuli)
<u>Measurement/ Scale</u>	15 functional & psychological attributes (beliefs only; 1 pictorial stimuli/7- and 5-point semantic differential scale	
<u>Analytical Tools</u>	Descriptive statistics	
<u>Results</u>	1) Geographical location (distance) has an impact on state image	
<u>Validity/ Reliability Checks</u>	No	

<u>Author(s)</u>	Goodrich (1977)	<u>Dimensions and Attributes</u>
<u>Dependent Variable(s)</u>	Perceptions of 9 vacation regions	1) Availability of facilities for water sports (e.g. beaches, sailing, swimming, water skiing, etc.)
<u>Independent Variable(s)</u>	No	2) Availability of facilities for golfing, tennis
<u>Data Collection/ Sample Type</u>	Structured; mail survey/230 international travelers living in New York and travel customers of American Express	3) Historical and cultural interest
<u>Measurement/ Scale</u>	1) 10 functional & psychological attributes (beliefs and importance)/7-point semantic differential scale 1 "offers very much" 7 "offers very little"	4) Scenic beauty
	2) Similarity judgements of 9 regions / 7-point semantic differential scale 1 "very similar" 7 "somewhat different"	5) pleasant attitudes of the people
<u>Analytical Tools</u>	Multidimensional scaling (MDS)	6) Opportunity for rest and relaxation
<u>Results</u>	1) Destinations have distinct images	7) Shopping facilities
	1) MDS is a useful technique for identifying image and positioning of destinations	8) Cuisine
<u>Validity/ Reliability Checks</u>	No	9) Availability of entertainment and nightlife
		10) Availability of suitable accommodations
		MDS found two dimensions:
		1) Entertainment
		2) Culture/Life Style

<u>Author(s)</u>	Goodrich (1978)	<u>Dimensions and Attributes</u>
<u>Dependent Variable(s)</u>	Preferences for 9 vacation regions	1) Availability of facilities for water sports (e.g. beaches, sailing, swimming, water skiing, etc.)
<u>Independent Variable(s)</u>	Perceptions of 9 vacation regions	2) Availability of facilities for golfing, tennis
<u>Data Collection/ Sample Type</u>	Structured; mail survey/230 international travelers living in New York and travel customers of American Express	3) Historical and cultural interest
<u>Measurement/ Scale</u>	10 functional & psychological attributes (beliefs and importance)/7-point semantic differential scale 1 "offers very much" 7 "offers very little"; 1 "more important" 7 "less important"	4) Scenic beauty
<u>Analytical Tools</u>	Fisbein-type summative index; correlation	5) pleasant attitudes of the people
<u>Results</u>	1) The more favorable the perception, the greater the likelihood of preference (choice)	6) Opportunity for rest and relaxation
	2) Fishbein attitude/choice model is useful for analyzing the relationship between preference (choice) and perceptions of destination	7) Shopping facilities
<u>Validity/ Reliability Checks</u>	No	8) Cuisine
		9) Availability of entertainment and nightlife
		10) Availability of suitable accommodations

<u>Author(s)</u>	Crompton (1979)	<u>Dimensions and Attributes</u>
<u>Dependent Variable(s)</u>	Image of Mexico	1) Camping 2) Sightseeing 3) Skiing 4) Hunting 5) Fishing 6) National parks 7) Cities 8) State parks 9) National forests 10) Historical areas 11) Cultural sights 12) Boating 13) Nightlife 14) Liquor laws (very restrictive-very liberal) 15) Receptiveness of residents (very receptive-very unreceptive)
<u>Independent Variable(s)</u>	6 regions of residence	
<u>Data Collection/Sample Type</u>	Structured; mail survey/a sample of 617 students	
<u>Measurement/Scale</u>	30 functional & psychological attributes (beliefs and importance)/7-point semantic differential scale (only beliefs were used in the analysis)	
<u>Analytical Tools</u>	Anova	
<u>Results</u>	1) Overall image of Mexico did not vary with the geographical location of the respondents 2) Image of Mexico varied on 12 of the 30 individual attributes due to the geographical location of respondents	
<u>Validity/Reliability Checks</u>	No	

<u>Author(s)</u>	Pearce (1982)	<u>Dimensions and Attributes</u>
<u>Dependent Variable(s)</u>	Images of 7 countries	Attributes were identified by using repertory grid technique from a separate sample (10 subjects):
<u>Independent Variable(s)</u>	Pre-trip and post-trip images (longitudinal)	
<u>Data Collection/ Sample Type</u>	Structured; survey/72 travelers	1) Cheap shopping 2) Adventurous holiday 3) Contact with local people 4) Exotic local customs 5) Interesting tourist sites 6) Spectacular scenery 7) Appealing food 8) Swinging social life 9) Absence from other tourists 10) Good sun and beaches 11) Good winter sports 12) Interesting politics & society 13) Strong personal attraction
<u>Measurement/ Scale</u>	13 functional & psychological attributes (grid (response format -beliefs only) /5-point Likert scale 1 (strongly disagree that the country offers this) 5 (strongly agree that the country offers this)	
<u>Analytical Tools</u>	Principal component analysis	
<u>Results</u>	Visiting a destination changes the perception of that destination	
<u>Validity/ Reliability Checks</u>	No	

<u>Author(s)</u>	Phelps (1986)
<u>Dependent Variable(s)</u>	Image of Menorca
<u>Independent Variable(s)</u>	Pre-trip and post-trip images (longitudinal)
<u>Data Collection/ Sample Type</u>	Structured; survey/50 travelers
<u>Measurement/ Scale</u>	32 functional attributes and activities (pre-trip)/checklist 10 attributes (post-image)/5-point scale 1 (strongly disagree that Menorca offers this) 5 (strongly agree that Menorca offers this)
<u>Analytical Tools</u>	Discriminant analysis
<u>Results</u>	Visiting a destination changes the perception of that destination
<u>Validity/ Reliability Checks</u>	No

<u>Author(s)</u>	Hahti (1986)	<u>Dimensions and Attributes</u>
<u>Dependent Variable(s)</u>	Perceptions of 12 western European countries	1) Good value for money 2) Accessibility, easy to reach 3) Facilities and activities 4) Nightlife and entertainment
<u>Independent Variable(s)</u>	4 nationality samples	5) A peaceful and quite holiday 6) Friendly and hospitable people 7) Wilderness, tracking and camping
<u>Data Collection/ Sample Type</u>	Structured; interviews/681 tourists visiting Finland	8) A cultural experience 9) Beautiful scenery 10) Change from the usual destination
<u>Measurement/ Scale</u>	10 functional & psychological attributes (beliefs only) /7-point semantic differential scale 1 "offers most" 7 "offers least"	MDS found two dimensions: 1) Ease and Economy 2) Different experience
<u>Analytical Tools</u>	Multidimensional scaling (MDS)	
<u>Results</u>	1) Destination images vary by nationality 2) Destinations have distinct image strength and weaknesses	
<u>Validity/ Reliability Checks</u>	No	

<u>Author(s)</u>	Kale and Weir (1986)	<u>Dimensions and Attributes</u>
<u>Dependent Variable(s)</u>	Image of India	1) Image strengths of India: (attracting factors to visit)
<u>Independent Variable(s)</u>	No	1) Culture 2) Variety 3) Exotic 4) Low cost 5) Scenery 6) History 7) Food
<u>Data Collection/ Sample Type</u>	structured; survey/90 students	
<u>Measurement/ Scale</u>	26 functional & psychological attributes (beliefs only) /7-point Likert scale	Image weaknesses of India: (repelling factors to visit) 1) Poverty/beggars 2) Politically unstable 3) Not clean 4) Climate 5) Fear of unknown 6) Safety 7) Poor accommodations 8) Language barriers
<u>Analytical Tools</u>	Descriptive	
<u>Results</u>	1) Destinations should emphasize their image strengths as each destination has different image strengths and weaknesses that affect its selection	
<u>Validity/ Reliability Checks</u>	No	

<u>Author(s)</u>	Gartner (1986)	<u>Dimensions and Attributes</u>
<u>Dependent Variable(s)</u>	Image of 4 states	1) Camping 2) Sightseeing 3) Skiing 4) Hunting 5) Fishing 6) National parks 7) Cities 8) State parks 9) National forests 10) Historical areas 11) Cultural sights 12) Boating 13) Nightlife
<u>Independent Variable(s)</u>	1) Temporal (a time frame of 3 months)	
<u>Data Collection/ Sample Type</u>	Structured; mail survey/a stratified sample of 1917 U.S. residents (samples are comparable)	
<u>Measurement/ Scale</u>	13 functional & psychological attributes (beliefs only) /5-point semantic differential scale, 1 (very impressive) 5 (very unimpressive)	
<u>Analytical Tools</u>	T-test	
<u>Results</u>	State images were not changed over a 3-month period	
<u>Validity/ Reliability Checks</u>	No	

<u>Author(s)</u>	Gartner and Hunt (1987)	<u>Dimensions and Attributes</u>
<u>Dependent Variable(s)</u>	Image of Utah state	1) Camping 2) Sightseeing 3) Skiing 4) Hunting
<u>Independent Variable(s)</u>	1) Temporal (a time frame of 12 years) 2) 4 regions of U.S.	5) Fishing 6) National parks 7) Cities 8) Summer temperature 9) Perceived receptiveness 10) vacation preference
<u>Data Collection/ Sample Type</u>	Structured; mail survey/a stratified sample of 1917 U.S. residents (samples are not comparable)	
<u>Measurement/ Scale</u>	10 functional & psychological attributes (beliefs only) /5-point semantic differential scale, 1 (very impressive) 5 (very unimpressive)	
<u>Analytical Tools</u>	T-test and ANOVA	
<u>Results</u>	Utah's image was improved over a 12-year period	
<u>validity/ Reliability Checks</u>	No	

<u>Author(s)</u>	Fridgen (1987)
<u>Dependent Variable(s)</u>	Image of Michigan (Cognitive map)
<u>Independent Variable(s)</u>	Familiarity (level of knowledge and previous visitation)
<u>Data Collection/ Sample Type</u>	Structured; survey/ automobile travelers
<u>Measurement/ Scale</u>	mapping task
<u>Analytical Tools</u>	Descriptive/ indices
<u>Results</u>	Familiarity with a destination has an effect on how travelers perceive the destination
<u>Validity/ Reliability Checks</u>	No

<u>Author(s)</u>	Richardson and Crompton (1988)	<u>Dimensions and Attributes</u>
<u>Dependent Variable(s)</u>	Perceptions of the U.S. and Canada	1) Winter outdoor activities 2) Interesting cities 3) Local celebrations 4) Value in car travel 5) Value in accommodation 6) Overall vacation value
<u>Independent Variable(s)</u>	Culture; image variations between French and English Canadians	
<u>Data Collection/ Sample Type</u>	Structured in-home Interviews /a sample of 624 French (336) and English (288) Canadians	
<u>Measurement/ Scale</u>	6 functional & psychological attributes (beliefs only) /nonmetric; 1 (Better in Canada) 2 (Better in USA) and 3 (Same)	
<u>Analytical Tools</u>	Chi-square; log linear modeling	
<u>Results</u>	1) Significant differences were found between French and English Canadians in their perceptions of destinations 2) Log linear results suggested that neither income nor age significantly influenced perceptions of destinations	
<u>Validity/ Reliability Checks</u>	No	

<u>Author(s)</u>	Calantone et al. (1989)	<u>Dimensions and Attributes</u>
<u>Dependent Variable(s)</u>	Perceptions of 7 countries and 1 state	1) Good shopping facilities 2) Warm and friendly people 3) Safety 4) Varied and good food 5) Unusual cultural experience
<u>Independent Variable(s)</u>	5 regions of origin	6) Many tourist attractions 7) Good tourist facilities 8) Value for money 9) Exciting nightlife and entertainment
<u>Data Collection/ Sample Type</u>	Structured Interviews/a convenience sample of 363 vacationers	10) Good transportation facilities 11) Beautiful scenery 12) Relaxing places to visit 13) Beaches and water sports
<u>Measurement/ Scale</u>	13 functional & psychological attributes (beliefs only) /7-point likert scale	
<u>Analytical Tools</u>	Correspondence analysis	
<u>Results</u>	1) Correspondence analysis is useful for analyzing perceptual positioning of multiple attributes and destinations across multiple origins (tourist markets) 2) Tourist perceptions of a destination vary across country of origin and image attributes	
<u>Validity/ Reliability Checks</u>	No	

<u>Author(s)</u>	Embacher and Buttle (1989)	<u>Dimensions and Attributes</u>
<u>Dependent Variable(s)</u>	Images of 6 countries as summer vacation destinations	296 constructs were reduced to 11 clusters: 1) Physical environment/economic development 2) Weather/Climate 3) People 4) Culture 5) Food 6) Suitability for children 7) Accessibility 8) Tourist facilities and infrastructure 9) Suitability for different types of vacation 10) Perceived cost of vacation 11) Overall image
<u>Independent Variable(s)</u>	No	
<u>Data Collection/ Sample Type</u>	Unstructured; repertory grid /25 respondents	
<u>Measurement/ Scale</u>	Free-elicited constructs; two items were added by the authors: overall image (appeal) and cost (beliefs only)	
<u>Analytical Tools</u>	Cluster analysis	
<u>Results</u>	1) Perceptions of destinations vary across image attributes as well as overall image 2) Repertory grid is an appropriate methodology for identifying salient image constructs	
<u>Validity/ Reliability Checks</u>	No	

<u>Author(s)</u>	Gartner (1989)	<u>Dimensions and Attributes</u>
<u>Dependent Variable(s)</u>	Image of 4 states	1) Camping 2) Sightseeing 3) Skiing 4) Hunting 5) Fishing 6) National parks 7) Cities 8) State parks 9) National forests 10) Historical areas 11) Cultural sights 12) Boating 13) Nightlife 14) Liquor laws (very restrictive-very liberal) 15) Receptiveness of residents (very receptive-very unreceptive)
<u>Independent Variable(s)</u>	No	
<u>Data Collection/Sample Type</u>	Structured; mail survey/a stratified sample of 1917 U.S. residents	
<u>Measurement/Scale</u>	15 functional & psychological attributes (beliefs only) /5-point semantic differential scale, 1 (very impressive) 5 (very unimpressive)	MDS found two dimensions: 1) In-group/out-group social 2) Culture/natural resource based
<u>Analytical Tools</u>	Multidimensional scaling (MDS)	
<u>Results</u>	Images of states vary with attributes	
<u>Validity/Reliability Checks</u>	No	

<u>Author(s)</u>	Reilly (1990)	<u>Dimensions and Attributes</u>
<u>Dependent Variable(s)</u>	Image of state of Montana and Montana ski area	For Montana state: 1) Pretty/scenic/beautiful 2) Big/desolate/open/barren 3) Mountains/big mountains 4) Cold/bad weather 5) Big sky/blue sky 6) Wooded/forest/trees 7) Remote/rural/few people 8) Western cowboys/indians 9) Plains/flat/prairies 10) Friendly people 11) Fishing/good fishing 12) Skiing/good skiing
<u>Independent Variable(s)</u>	1) 7 geographic regions (Montana state) 2) Residents vs. non-residents (ski area)	
<u>Data Collection/ Sample Type</u>	Unstructured; free elicitation of descriptive adjectives (open-ended questions)/1,225 out-of state vacationers (Montana state); a convenient sample of 415 on-slope skiers (ski area)	For ski area: 1) Scenic/beautiful/lovely 2) Fun/enjoyable/good time 3) Uncrowded/no lines 4) Expensive/ripoff/overrated 5) Big/wide/open/spacious 6) Good snow/slopes/runs 7) Exciting/adventure/entertaining 8) Friendly/personable/nice folks 9) Excellent/awesome/super 10) Relaxing/unstressful/laid back 11) Variety/diversity/different 12) Average/good/nice 13) Intermediate/flat/dull 14) Close/accessible/convenient 15) Pristine/serene/isolated
<u>Measurement/ Scale</u>	Free-elicited constructs (beliefs only)	
<u>Analytical Tools</u>	Content analysis of descriptive adjectives	
<u>Results</u>	1) Images of Montana vary across geographic regions 2) ski area images differ between locals and non-locals	
<u>Validity/ Reliability Checks</u>	No	

<u>Author(s)</u>	Ahmed (1991)	<u>Dimensions and Attributes</u>
<u>Dependent Variable(s)</u>	Image of Utah state	Factor Dimensions:
<u>Independent Variable(s)</u>	1) 6 regions of residence 2) Visitors vs. nonvisitors	1) Parks 2) Activity 3) Culture 4) Nightlife 5) Winter temperature 6) Summer temperature 7) Liquor laws
<u>Data Collection/ Sample Type</u>	Structured; mail survey /a random sample of 1782 U.S. residents	
<u>Measurement/ Scale</u>	22 functional & psychological attributes (beliefs only) /5-point semantic differential	
<u>Analytical Tools</u>	Factor analysis; ANOVA (one-way and two-way)	
<u>Results</u>	1) Images vary between visitors and nonvisitors (visitors have more favorable images than nonvisitors) 2) Images vary with region of residence 3) No interaction is found between region of residence and previous visitation	
<u>Validity/ Reliability Checks</u>	Coefficient alpha; non-response bias	

<u>Author(s)</u>	Fakeye and Crompton (1991)	3) The impact of the length of stay on images of first-timers and repeaters was not conclusive
<u>Dependent Variable(s)</u>	Image of Rio Grande Valley	4) The impact of distance on image was not conclusive
<u>Independent Variable(s)</u>	1) Visitors, nonvisitors and repeat visitors 2) Length of stay 3) Distance (geographical location)	<u>Validity/Reliability Checks</u> Coefficient alpha <u>Dimensions and Attributes</u> Factor dimensions of 32 items:
<u>Data Collection/Sample Type</u>	Structured; mail survey/a sample of 568 travelers	1) Social opportunities and attractions 2) Natural and cultural amenities 3) Accommodations and transportation 4) Infrastructure, foods, and friendly people 5) Physical amenities and recreation activities 6) Bars and evening entertainment
<u>Measurement/Scale</u>	32 functional & psychological attributes (beliefs only) /7-point likert scale, 1 (very strongly disagree) 5 (very strongly agree)	
<u>Analytical Tools</u>	Factor analysis; ANOVA	
<u>Results</u>	1) Image of prospectives (nonvisitors) were different from those of first-timers and repeaters 2) Image of first-timers was not different from that of repeaters	

<u>Author(s)</u>	Gartner and Shen (1992)	<u>Dimensions and Attributes</u>
<u>Dependent Variable(s)</u>	Image of China	22 attributes were grouped into 5 categories:
<u>Independent Variable(s)</u>	Major event (Tiananmen Square conflict)	<ol style="list-style-type: none"> 1) Natural resources 2) Historical 3) Cultural 4) People 5) Man-made
<u>Data Collection/ Sample Type</u>	Structured; mail survey (longitudinal/a random sample of 493 U.S. residents sought information from China NTO, New York)	Service-related attributes: <ol style="list-style-type: none"> 1) Convenient accommodation 2) Quality of restaurants 3) Cleanliness of environment 4) Inland transportation 5) Reliability of reservation system 6) Pleasant attitudes of service personnel 7) Receptiveness of local people to tourists 8) Opportunity for rest and relaxation 9) Safety and security 10) On time arrivals and departures
<u>Measurement/ Scale</u>	22 functional & psychological attributes; 10 service-related attributes (beliefs only) /5-point semantic differential scale, 1 (least attractive) 5 (most attractive); service attributes 1 (poor) 5 (excellent)	
<u>Analytical Tools</u>	ANOVA	
<u>Results</u>	China's image is deteriorated as a result of the event	
<u>Validity/ Reliability Checks</u>	No	

<u>Author(s)</u>	Javalgi, Thomas and Rao (1992)	<u>Dimensions and Attributes</u>
<u>Dependent Variable(s)</u>	Image of 4 European regions	Touring trip (5 dimensions): 1) Historical place 2) Cultural experience 3) Amenities 4) Natural region 5) Price/value
<u>Independent Variable(s)</u>	1) Touring trip 2) Outdoor trip	Outdoor trip (4 dimensions): 1) Popularity and variety of activities 2) Water-related activities 3) Seclusion and privacy for individual activities 4) Convenience of location for outdoor trips
<u>Data Collection/Sample Type</u>	Structured; interviews /a sample of 9000 U.S. travelers	
<u>Measurement/Scale</u>	27 functional & psychological attributes for touring trip (Central Europe, Southern Europe, Scandinavia, and British Isles) and 27 attributes for outdoor trip (Scandinavia and Alps) (Beliefs only) / 9-point likert scale 1 (do not agree at all) 9 (agree completely)	
<u>Analytical Tools</u>	Factor and Discriminant analysis	
<u>Results</u>	1) Four regions differ on perceptual dimensions identified for touring trip 2) Two regions differ on perceptual dimensions identified for outdoor trip	
<u>Validity/Reliability Checks</u>	Proportional chance criterion	

<u>Author(s)</u>	Walmsley and Jenkins (1993)	<u>Dimensions and Attributes</u>
<u>Dependent Variable(s)</u>	Affective image of a region	400 constructs were reduced to 2 components: 1) Bustling - peaceful (arousing) 2) Dull - pleasing (Pleasant)
<u>Independent Variable(s)</u>	1) Age and gender 1) Tourists vs. workers	
<u>Data Collection/ Sample Type</u>	Unstructured; repertory grid /a quota sample of 20 male 20 female respondents	
<u>Measurement/ Scale</u>	Personal constructs	
<u>Analytical Tools</u>	Principal component analysis	
<u>Results</u>	1) little image differences were found regarding age and gender 2) Images of tourists were different than that of industry workers 3) Pleasant and arousing dimensions were found to be the underlying constructs of affective image attributed to environments	
<u>Validity/ Reliability Checks</u>	No	

<u>Author(s)</u>	Echtner and Ritchie (1993)	<u>Dimensions and Attributes</u>
<u>Dependent Variable(s)</u>	Image of Jamaica	8 factor dimensions (34 items):
<u>Independent Variable(s)</u>	No	1) Comfort/security 2) Interest/adventure 3) Natural state 4) Tourist facilitation 5) Resort atmosphere/climate 6) Cultural distance 7) Inexpensiveness 8) Lack of language barrier
<u>Data Collection/ Sample Type</u>	Structured and; unstructured; open-ended and scale/a sample of 600 students	
<u>Measurement/ Scale</u>	70 functional & psychological attributes (beliefs only) / 6-point likert scale	
<u>Analytical Tools</u>	Factor analysis, descriptives	
<u>Results</u>	1) Destination image measurement should employ functional and psychological attributes as well as an overall image measure 2) A combination of open-ended and scale format should be used to capture a detailed image of a destination	
<u>Validity/ Reliability Checks</u>	Coefficient alpha	

<u>Author(s)</u>	Driscoll, Lawson and Niven (1994)	<u>Dimensions and Attributes</u>
<u>Dependent Variable(s)</u>	Image of 12 countries	<ol style="list-style-type: none"> 1) Modern facilities 2) Natural landscape 3) Safe for tourists 4) Good climate 5) Culturally interesting 6) Modern society 7) A different experience 8) Good value for money 9) Easy to reach/accessible 10) Good shopping facilities 11) Many organized activities 12) Clean/unpolluted 13) For the whole family 14) An exotic place 15) Plenty of outdoor activities 16) Of religious interest 17) Friendly people 18) Good nightlife/entertainment
<u>Independent Variable(s)</u>	1) Data collection instrument (scaled response vs. grid response format)	
<u>Data Collection/ Sample Type</u>	Structured; mail survey/a sample of 1099 New Zealand residents	
<u>Measurement/ Scale</u>	18 functional & psychological attributes (beliefs only)/ 7-point semantic differential (offers most-offers least)	
<u>Analytical Tools</u>	T-test, convergence indices	
<u>Results</u>	<ol style="list-style-type: none"> 1) Both formats have face validity 2) Grid format is more reliable and valid 3) Grid format allows a shorter questionnaire 4) Grid format is useful to have comparative responses for multiple destinations 	
<u>Validity/ Reliability Checks</u>	Cronbach's alpha Hotelling's T^2 Permutation test	

<u>Author(s)</u>	Dann (1994)
<u>Dependent Variable(s)</u>	Images of Barbados
<u>Independent Variable(s)</u>	Pre-trip vs. on-trip
<u>Data Collection/ Sample Type</u>	Unstructured; open-ended, pictorial stimuli/535 tourists
<u>Measurement/ Scale</u>	qualitative patterns of responses (beliefs only)
<u>Analytical Tools</u>	Qualitative content
<u>Results</u>	<p>1) Destinations have cognitive, affective and conative images</p> <p>2) The three image components showed variations between pre-trip and on-trip qualitative responses</p>
<u>Validity/ Reliability Checks</u>	No

<u>Author(s)</u>	Milman and Pizam (1995)	<u>Validity/ Reliability Checks</u>	No
<u>Dependent Variable(s)</u>	1) Image of Central Florida 2) Visitation intention	<u>Dimensions and Attributes</u>	Three general categories were used in identification of attributes from the focus groups:
<u>Independent Variable(s)</u>	1) Awareness (Heard of vs. not heard of) 2) Familiarity (previous destination experience)	1) Product (5 items) 2) Environment (8 items) 3) Behavior (1 item)	
<u>Data Collection/ Sample Type</u>	Structured; telephone survey (focus groups were used to identify salient image attributes of the Central Florida) /a random sample of 750 adult U.S. residents from 14 metropolitan area		
<u>Measurement/ Scale</u>	14 functional & psychological attributes (beliefs only)/ likert scale 1 (disagree strongly) 5 (agree strongly)		
<u>Analytical Tools</u>	ANOVA		
<u>Results</u>	1) Respondents who were familiar with (previously visited) Central Florida had more positive image of the destination than those who were aware of it		

APPENDIX B

SURVEY INSTRUMENT: PRETEST

SECTION I

1. TRAVEL MOTIVATIONS

Please imagine that you are thinking of taking a vacation trip to an international tourism destination. For every statement on this page, please check one box to show how important that reason is to you when considering such a trip.

	Very Important	Somewhat Important	Not very Important	Not at all Important
Finding thrills and excitement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meeting people with similar interests	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Learning new things, increasing my knowledge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Escaping from the routine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Doing exciting things	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Developing close friendships	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Relieving stress and tension	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Experiencing new / different places	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Getting away from demands of everyday life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Telling my friends about the trip	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Relaxing physically and mentally	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enriching myself intellectually	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Having fun, being entertained	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Getting away from crowds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Going places my friends have not been	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Experiencing different cultures and ways of life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Being adventurous	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. PREVIOUS EXPERIENCE

Have you ever visited the tourism destination countries listed below ?
If yes, how many times ?

Country	Have you visited ?		Number of visits
	Yes	No	
TURKEY			
EGYPT			
GREECE			
ITALY			

SECTION II

3. INFORMATION SOURCES

Where did you see or hear information about the following tourism destination countries ?
(CHECK AS MANY AS APPLY)

Sources	TURKEY	EGYPT	GREECE	ITALY
Travel Agents				
Brochures/Travel Guides				
Friends/Family Members				
Airlines				
Tour Operator/Company				
Advertisements				
Books / Movies				
Articles / News				
Direct Mail from Destination				

4. IMPORTANCE OF INFORMATION SOURCES

Using the scale below, please place the appropriate number in each box as to how important the following information sources were in **forming** your impressions about **EACH TOURISM DESTINATION COUNTRY** listed below. Please rate only those destinations you have **NOT** visited. Place the number 0 in the box for information sources you did not use for any tourism destination country listed below.

1	2	3	4	0
Not At All Important	Not Very Important	Somewhat Important	Very Important	Did Not Use

Sources	TURKEY	EGYPT	GREECE	ITALY
Professional Advice (Tour operators, Travel agents, Airlines)				
Word-of-Mouth (friends, relatives, social clubs)				
Advertisement (Print or broadcast media)				
Books/Movies/News				

SECTION III

5. OVERALL IMPRESSION

Please check the box that best describes your overall image of each country as a summer vacation destination.

	Very Positive					Very Negative	
TURKEY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EGYPT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
GREECE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ITALY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. FEELINGS

Below is a list of scales that can be used to describe your feelings towards places. Please evaluate each country as a summer vacation destination on each word set by checking the appropriate box.

	Pleasant					Unpleasant	
TURKEY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EGYPT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
GREECE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ITALY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Arousing					Sleepy	
TURKEY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EGYPT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
GREECE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ITALY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Relaxing					Distressing	
TURKEY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EGYPT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
GREECE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ITALY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Exciting					Gloomy	
TURKEY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EGYPT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
GREECE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ITALY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. PERCEPTIONS

Listed below are some attributes that determine the quality of a tourist's experience at a destination. Using the scale below, where "1" means "Offers Very Little", "2" means "Offers Somewhat Little", "3" means "Neither Little or Much", "4" means "Offers Somewhat Much", and "5" means "Offers Very Much", please rate each country as a summer vacation destination for each item that best shows your perceptions even though you have not visited.

1	2	3	4	5
Offers Very Little	Offers Somewhat Little	Neither Little or Much	Offers Somewhat Much	Offers Very Much

ATTRIBUTES	TURKEY	EGYPT	ITALY	GREECE
Good Value for Money				
Beatiful Scenery/Natural Attractions				
Good Climate				
Interesting Cultural Attractions				
Suitable Accommodations				
Appealing Local Food (Cuisine)				
Great Beaches / Water Sports				
Quality of Infrastructure				
Personal Safety				
Interesting Historical Attractions				
Unpolluted/Unspoiled Environment				
Good Nightlife and Entertainment				
Standard Hygiene and Cleanliness				
Interesting and Friendly People				

8. INTENTION TO VISIT

How likely is that you will visit or revisit following tourism destinations in the next 5 years? Please check the appropriate box for each destination.

	Very Likely	Somewhat Likely	Somewhat Unlikely	Very Unlikely
TURKEY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EGYPT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
GREECE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ITALY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SECTION IV

9. ABOUT YOU

What is your age? _____ years

Gender: Male Female

Marital Status:

Single Married Divorced / Widowed / Separated

What was the last year of school you completed? (Circle One).

Grade School	High School	College	Graduate School
1 2 3 4 5 6 7 8	9 10 11 12	13 14 15 16	17 18 19 20 21+

What is your approximate household income before taxes? (Optional).

<input type="checkbox"/> Under \$25,000	<input type="checkbox"/> \$50,000 to \$74,999
<input type="checkbox"/> \$25,000 to \$34,999	<input type="checkbox"/> \$75,000 to \$99,999
<input type="checkbox"/> \$35,000 to \$49,999	<input type="checkbox"/> \$100,000 or more

THANK YOU VERY MUCH FOR YOUR TIME. Please return in the pre-addressed postage paid envelope.

APPENDIX C

**SOCIO-PSYCHOLOGICAL TRAVEL MOTIVATIONS:
PRE-TEST**

Dear Fellow Students,

The purpose of this survey is to refine a scale for a further study. There are no right or wrong answers. All of the questions can be completed simply by checking a box. Because your answers are very important, please check every item in the questionnaire.

Thank you so much for your cooperation!

Please imagine that you are thinking or taking a vacation trip to a foreign country. For every statement on this page, please check one box to show how important that reason is to you when considering such a trip.

	Very Important	Somewhat Important	Not very Important	Not at all Important
<i>Getting rest and relaxation</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Being free to act the way I feel</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Finding thrills and excitement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Seeking intellectual achievement</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
+Exploring new/different things	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
*Meeting people with similar interests	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Going places my friends have not been	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Having fun, being entertained	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Rediscovering myself</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Exploring and evaluating myself</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
#Being daring and adventuresome	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Learning new things, increasing my knowledge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Escaping from the routine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interacting with new people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Doing exciting things	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Developing close friendships</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Relieving stress and tension	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Experiencing new / different places	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Telling my friends about the trip	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Relaxing physically and mentally	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
*Being with people with similar interests	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enriching myself intellectually	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Getting away from crowds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Experiencing a simpler lifestyle</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Getting away from demands of everyday life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
+Experiencing different cultures and ways of life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
#Being adventurous	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*** THANK YOU FOR YOUR HELP WITH THIS STUDY ***

Note: Boldface items are those used to cross-validate underlined items.. Italic items are those that could not meet cut-off criterion of 0.40 for inclusion in factor groupings.

APPENDIX D

**SOCIO-PSYCHOLOGICAL TRAVEL MOTIVATIONS:
THE RESULTS OF THE PRE-TEST**

	Eigenvalue	Variance
FACTOR I: Excitement/Adventure(.81)*	3.9	21.5
Doing exciting things	.86	
Being Adventurous	.84	
Finding thrills and excitement	.72	
FACTOR II: Social(.80)	2.8	15.7
Meeting with people with similar interest	.84	
Developing close friendships	.79	
Having fun, being entertained	.63	
FACTOR III: Knowledge(.75)	1.6	11.2
Experiencing different cultures and ways of life	.81	
Enriching myself intellectually	.79	
Learning new things, increasing my knowledge	.75	
Exploring new/different things	.63	
FACTOR IV: Relaxation(.67)	1.5	8.8
Relaxing physically and mentally	.85	
Relieving stress and tension	.78	
FACTOR V: Escape(.63)	1.2	6.8
Getting away from crowds	.77	
Escaping from routine	.77	
Getting away from demands of everyday life	.76	
FACTOR VI: Prestige(.61)	1.1	6.2
Going places my friends have not been	.75	
Telling my friends about the trip	.64	
TOTAL VARIANCE EXPLAINED:		70.2%

*: Reliability measures (Cronbach's alpha) were shown in parentheses.

APPENDIX E
COVER LETTER AND REVISED SURVEY INSTRUMENT

Date

Dear Respondent:

Thank you in advance for taking your time to complete the survey. My name is Seyhmus Baloglu, a Ph.D. candidate in the Department of Hospitality and Tourism Management at Virginia Tech. I am currently conducting a study to learn more about traveler's perceptions and opinions of foreign tourism destinations. The following questionnaire is designed to get your opinions about your tourism images of four Mediterranean countries (Italy, Greece, Turkey, and Egypt) whether you visited them or not. In addition, there are questions concerning other characteristics about you that will be useful in the study. The results of this study will help these tourism destinations develop and offer tourist oriented tourism products and services.

I am sending this survey to only a select group of people, therefore, your answers are very important to me. The success of this study depends largely on your participation and a survey that is filled out completely. The information which you provide will be analyzed for the purpose of researcher's dissertation only. You may be assured that the information will be strictly confidential. There are no right or wrong answers. I am interested in your true feelings and encourage you to be completely honest in your responses to the questions.

As an incentive to participate in the study, the names of all people who complete and return the attached survey will be placed in a raffle and drawn for a prize. The first prize is **Great Sites of Turkey** (15 days), an all-inclusive tour package (air, transfers, accommodations and meals) for one person (worth over \$3000). The second prize is **Taste of Turkey** (11 days), a land-only tour package (transfers, accommodations and meals) for one person (\$1500). The third prize is **Discover Istanbul and Cappadocia** (7 days), a land-only package (transfers, accommodations and meals) for one person (\$800). If you win, the prizes can be used by yourself or your relatives/friends any time in 1996/97 and the second person is entitled to receive 50% discount for the first and third prizes. Flyers of the tour companies and airlines providing the free tour packages are included in the mail package. The researchers are appreciative of these companies for helping support our research.

Please complete the enclosed questionnaire and the prize entry form. Put them in the enclosed postage paid envelope and drop it in any mail box. The winners will be notified by the researcher in May/June 1996. If you could mail back the questionnaire **within 2 weeks after receipt**, it would be greatly appreciated.

I will be most happy to answer any questions you might have. Please call or e-mail. The e-mail address is seko@vt.edu and the telephone number is (540) 552-1946.

Thank you again for your time and consideration.

Sincerely

Seyhmus Baloglu, Ph.D. Candidate

Ken W. McCleary, Ph.D.
Professor of Hospitality & Tourism
Administration

Enclosures (3)



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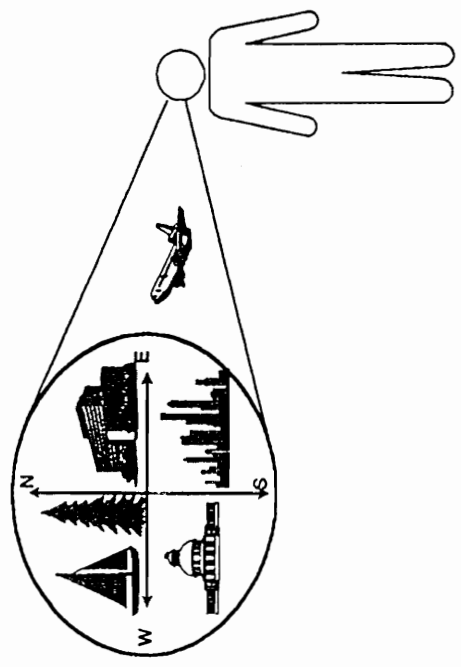
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MEDITERRANEAN COUNTRIES TOURISM IMAGE SURVEY



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SECTION I

1. TRAVEL MOTIVATIONS

Please imagine that you are thinking of taking a vacation trip to an international tourism destination. For every statement on this page, please check one box to show how important that reason is to you when considering such a trip.

	Not at all important	Not Very important	Somewhat important	Very important
Finding thrills and excitement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meeting people with similar interests	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Learning new things, increasing my knowledge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Escaping from the routine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Doing exciting things	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Developing close friendships	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Relieving stress and tension	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Experiencing new / different places	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Getting away from demands of everyday life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Telling my friends about the trip	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Relaxing physically and mentally	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enriching myself intellectually	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Having fun, being entertained	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Getting away from crowds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Going places my friends have not been	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Experiencing different cultures and ways of life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Being adventurous	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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SECTION II

3. INFORMATION SOURCES

Where did you see or hear information about the following tourism destination countries? (CHECK AS MANY AS APPLY)

Sources	TURKEY	EGYPT	GREECE	ITALY
Travel Agents				
Brochures/Travel Guides				
Friends/Family Members				
Airlines				
Tour Operator/Company				
Advertisements				
Books / Movies				
Articles / News				
Direct Mail from Destination				

4. IMPORTANCE OF INFORMATION SOURCES

Using the scale below, please place the appropriate number in each box as to how important the following information sources were in forming your impressions about EACH TOURISM DESTINATION COUNTRY listed below. Please rate only those destinations you have NOT visited. Place the number 0 in the box for information sources you did not use for any tourism destination country listed below.

1 Not At All Important	2 Not Very Important	3 Somewhat Important	4 Very Important	0 Did Not Use

2. PREVIOUS EXPERIENCE

Have you ever visited the tourism destination countries listed below? If yes, how many times?

Country	Have you visited ?		Number of visits
	Yes	No	
TURKEY			
EGYPT			
GREECE			
ITALY			

SECTION IV

9. ABOUT YOU

What is your age? _____ years

Gender: Male Female

Marital Status:

Single Married Divorced / Widowed / Separated

What was the last year of school you completed? (Circle One).

Grade School	High School	College	Graduate School
1 2 3 4 5 6 7 8	9 10 11 12	13 14 15 16	17 18 19 20 21+

What is your approximate household income before taxes? (Optional).

Under \$25,000 \$50,000 to \$74,999
 \$25,000 to \$34,999 \$75,000 to \$99,999
 \$35,000 to \$49,999 \$100,000 or more

THANK YOU VERY MUCH FOR YOUR TIME. Please return in the pre-addressed postage paid envelope.

APPENDIX F
PRIZE ENTRY FORM

PRIZE ENTRY FORM

- YES, please enter my name for the prize drawings (Will not be used for any other purposes).

Name: _____

Address: _____

PRIZES:

- **The First Prize: Great Sites of Turkey** (15 days), an all-inclusive tour package (air, transfers, accommodations and meals) for one person, a value of over \$3000 (by Innovations in Travel and Turkish Airlines)*.
- **The Second Prize: Taste of Turkey** (11 days), a land-only tour package (transfers, accommodations and meals) for one person, a value of \$1500 (by Pacha Tours).
- **The Third Prize: Discover Istanbul and Cappadocia** (7 days), a land-only package (transfers, accommodations and meals) for one person, a value of \$800 (by European Tours)*.

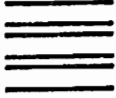
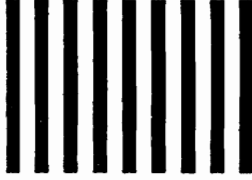
* Second person will receive **50%** discount on package tours.

APPENDIX G
RETURN ENVELOPE



Department of Hospitality and Tourism Management
Blacksburg, Virginia 24061-0429

NO POSTAGE
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IF MAILED
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362 WALLACE HALL
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BLACKSBURG VA 24063-9956

VITA

CURRICULUM VITAE

SEYHMUS BALOGLU

EDUCATION

- Ph.D. Hospitality and Tourism Management. Virginia Polytechnic Institute and State University. Expected Graduation Date: Summer 1996. Major: Hospitality and Tourism Marketing. Minor: Hospitality and Tourism Management.
- M.B.A. Master of Business Administration. Hawaii Pacific University. Honolulu, HI. May 1993. High Honors. Concentration: Travel and Tourism / Total Quality Management. Professional Paper: Development of a Quality Management Design Model for Hospitality Firms in Turkey
- B.S. Tourism and Hotel Management. Cukurova University, Faculty of Economics and Administrative Sciences, Mersin School of Tourism and Hotel Management, Mersin, TURKEY. May 1989. High Honors. Major: Tourism and Hotel Management. Minor: Business Administration

CERTIFICATIONS

Total Quality Management Facilitator. Hawaii Pacific University, Honolulu, HI. 1993.

ACADEMIC EXPERIENCE

VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY

- Fall 1994 Instructor. Virginia Tech. Taught and assumed complete responsibility for a senior level course in Hospitality and Tourism Marketing (HRIM 4454). The course involved teaching all aspects of marketing for restaurants, hotels, and tourism industry with emphases on marketing planning, research, and strategy. Directed students in preparing a marketing feasibility plan for an actual hotel project around Blue Ridge Parkway and Explore Park, Roanoke, VA (Best Teaching Award).

Seyhmus Baloglu

MERSIN UNIVERSITY, TOURISM AND HOTEL MANAGEMENT DEPARTMENT, TURKEY

- Spring 1991 Instructor. Introduction to marketing. Junior level course. The class involved teaching marketing principles, marketing planning, and marketing strategy (in English).
- Fall 1990 Instructor. Cost Accounting for Hospitality Firms. Senior level course. The class included cost accounting strategies and techniques, balance sheet and profit-loss statements analyses.
- Instructor. Accounting for Hospitality Firms. Sophomore level course. The class involved teaching principles of accounting and unified hotel accounting system.
- Spring 1990 Instructor. Introduction to Tourism and Hospitality Industry. Junior level. The course focused on familiarizing students with tourism and hospitality industry and career opportunities in the industry (in English).
- Fall 1989 Assisted a senior level course in Computer Programming and Applications. The course focused on programming in DBASE and use of computerized reservation and operation systems in hotel industry (in English).

INDUSTRY EXPERIENCE

- 1992-1993 Supervisor. Travel With Leisure, Honolulu, HI. Organized and handled reservation inquiries from other states and countries. Made customer research and created customer profiles.
- 1989 General Manager, IKM Hotel and Travel Ltd., Alanya, Turkey. Was responsible for the accommodation division of the company. Formulated and implemented operational and growth strategy for that division.
- 1988 Hotel Manager, Sunway Hotel, Alanya, Turkey. Managed all hotel functions and made contracts with travel agents.

Interns Front desk clerk. Gunes Motel, Adana, Turkey, 1984.
 Waiter. Janus Restaurant (upscale), Alanya, Turkey, 1985.
 Front desk clerk. Aloha Hotel and Club, Alanya, Turkey, 1986.
 Tour Guide. Horizon Travel Agency, Alanya, Turkey, 1987

PROFESSIONAL CONSULTATIONS

UNIVERSITY OF KENTUCKY

- Coding and analysis of Tourism Channel Interorganizational Performance Survey: A Case of Africa

VIRGINIA TECH, Blacksburg, VA, 1995-1996.

- Design, coding, and analysis of Degree Candidates Survey about undergraduates' attitude toward Hospitality and Tourism department, Virginia Tech.

TURKISH TOURISM OFFICE, New York, 1995.

- Consulting on tourism policy, education, and management practices in U.S.

VIRGINIA TECH, Blacksburg, VA, 1994.

- Research on Cruise Gambling. A strategic plan for tourism demand stimulation to Turkey, 1994. The research was funded by North American Casino Management, Inc., West Palm Beach, FL.

HAWAII PACIFIC UNIVERSITY, Honolulu, HI, 1993.

- Research on adapting quality management to the Pacific. The research funded by Pacific Asia Quality Foundation, Honolulu, HI.

HILTON HAWAIIAN VILLAGE, Honolulu, HI, 1992.

- Worked with Dr. Jerry Glover to facilitate total quality management (TQM) implementation process. Trained front office staff members of quality team for 4 months about principles of TQM, problem diagnosis, and problem solving and statistical techniques while they went through actual problem-solving within their department.
- Helped the resort design and establish Quality Teams Recognition and Reward program.

PUBLICATIONS

Uysal, Muzaffer and Seyhmus Baloglu (1994), "The Synergy Between a Destination's Life Cycle and Its Carrying Capacity", Anatolia, 5 (2), 36-42

Baloglu, Seyhmus (1994), "Total Quality Management: Principles, Usefulness, and Its Implementation in Hospitality Industry", Anatolia, 5(3), 34-38.

Baloglu, Seyhmus and Muzaffer Uysal (1995), "Market Segments of Push and Pull Motivations for German Travelers: Canonical Correlation Approach," International Journal of Contemporary Hospitality Management, Vol. 8, No. 3, pp. 32-38

Baloglu, Seyhmus and David Brinberg (1995), "Affective Images of Tourism Destinations," Journal of Travel Research, (In Press)

REFERRED JOURNAL PAPERS IN REVIEW

Baloglu, Seyhmus, Pamela Weaver and Ken W. McCleary (1995), "Segmentation of Lodging Markets: An Alternative Approach," 1996 CHRIE Conference, Referred Section (In Review)

REFERRED CONFERENCE PROCEEDINGS PUBLICATIONS

Baloglu, Seyhmus, Muzaffer Uysal, and Ibrahim Birkan (1995), "Market Segments of Pull and Push Motivations: A Canonical Correlation Approach," Proceedings of Fourth World Business Congress, Erdener Kaynak and Tunc Erem (Eds.), pp. 643-650.

REFEREED PRESENTATIONS

"Destination Image Variations by Sociodemographic and Trip Characteristics", (with Ken W. McCleary and M. Uysal). Paper presented at the 1995 Annual Conference of CHRIE, Nashville, Tennessee, August 2-5, 1995.

"Market Segments of Pull and Push Motivations: A Canonical Correlation Approach." (with M. Uysal and I. Birkan). Paper presented at Fourth Annual World Business Congress, Istanbul, Turkey, July 13-16, 1995.

"Lodgin Market Segmentation: An Alternative Approach", (with Ken W. McCleary and Pamela A. Weaver). Paper presented at the 1996 Annual Conference of CHRIE, Washington, DC., August 6-10, 1996.

RESEARCH SKILLS

- Worked on different international surveys. Coded, analyzed and reported

findings.

- Have strong computer and multivariate statistics skills including path analysis and LISREL.

AWARDS/HONORS

MERSIN UNIVERSITY, TOURISM AND HOTEL MANAGEMENT
DEPARTMENT, TURKEY

- Education Fellowship, 1991 to 1996

VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY, Blacksburg,
VA, 1994.

- Best Teaching Award, Hospitality and Tourism Marketing (HRIM 4454).

MERSIN SCHOOL OF TOURISM AND HOTEL MANAGEMENT, Mersin,
TURKEY, 1989.

- Top student of 1988-89 graduates. Was honored and awarded by president of the university.

TOURISM DEVELOPMENT AND EDUCATION COUNCIL, Istanbul, TURKEY,
1987.

- Second place among a composition contest titled "Tourism - A Vital Force for Peace." Was honored and awarded by then Turkish Tourism Minister.

PROFESSIONAL MEMBERSHIP

- Travel and Tourism Research Association
- American Society for Quality Control
- CHRIE, International Council on Hotel, Restaurant & Institutional Education
- Graduate Hospitality and Tourism Association (GHTA)

