THE UNIVERSITY OF CALGARY

THE MEASUREMENT OF TOURISM DESTINATION IMAGE

BY

CHARLOTTE M. ECHTNER

A THESIS

SUBMITTED TO THE FACULTY OF GRADUATE STUDIES

IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE

DEGREE OF

MASTER OF BUSINESS ADMINISTRATION

FACULTY OF MANAGEMENT

CALGARY, ALBERTA

MARCH, 1991

THE UNIVERSITY OF CALGARY

FACULTY OF GRADUATE STUDIES

The undersigned certify that they have read, and recommend to the Faculty of Graduate Studies for acceptance, a thesis entitled, "The Measurement of Tourism Destination Image" submitted by Charlotte M. Echtner in partial fulfilment of the requirements for the degree of Master of Business Administration.

Dr. J.R.B. Ritchie, Supervisor
Faculty of Management

Dr. W. Zerbe
Faculty of Management

Dr. E. Einsiedel
Faculty of General Studies

March, 1991

JOHN M. QUINCY
Business Director,
New Periodical Publications

AMERICAN MARKETING ASSOCIATION

Reply to:
250 S. Wacker Drive
Chicago, IL 60606
(312) 648-0536
FAX: (312) 993-7542

November 29, 1990

Ms. Charlotte Echtner
The University of Calgary
Faculty of Management
2500 University Drive N.W.
Calgary, Alberta CANADA T2N 1N4

Dear Ms. Echtner,

Thank you for your interest to reprint the figure referred to in your letter of November 21, 1990.

The American Marketing Association is pleased to grant permission for you to use the table as described in your letter.

There is no fee for the reproduction of tables, graphs, charts, cartoons or the like solely. We ask that you credit the sources of the work in the publication. Our standard credit line is: "Reprinted from (publication name), published by the American Marketing Association." The credit should also include the author/editor, title, date, and volume number.

Thank you again for your interest, if you have any further questions, please do not hesitate to contact me.

Sincerely,

John Quincy
Director, Reprints and Permissions

encls.

THE UNIVERSITY OF CALGARY

2500 University Drive N.W., Calgary, Alberta, Canada T2N 1N4

Tourism Management Group
Faculty of MANAGEMENT

Telephone (403) 220-6310

November 21, 1990

Journal of Marketing Research
Permissions Department
AMA
250 S. Wacker Drive
Chicago, IL
60606

FAX: (312) 993-7542

Dear Sir/Madam:

I would like to obtain permission to reproduce Figure 1 from the article entitled "A Paradigm for Developing Better Measures of Marketing Constructs" by Gilbert A. Churchill, Jr., Journal of Marketing Research, Vol. XVI (February 1979), page 66.

I am a graduate student in the Faculty of Management of the University of Calgary, Canada. I am currently completing my thesis which concerns the development of a set of scales to measure tourism destination image. As such, I would like to include the figure (with appropriate reference to Churchill) in my thesis to illustrate the appropriate procedure to follow in scale development. I have been informed that since the thesis must be copywrited, written permission from your department to include the figure is required.

I also anticipate that I will be producing an article from my thesis for submission to a referred journal. However, I am unsure at this point which journal I will submit to. Can I obtain your permission to use the figure for this purpose now or do you require the name of the journal?

Thank you for your assistance.

Yours truly,

C. Echtner

Charlotte M. Echtner
Graduate Student

ABSTRACT

Although product image has long been postulated in the marketing literature to have a powerful influence in the purchasing process, it is only relatively recently that researchers in the tourism field have attempted to understand the role of image in the travel decision process and to measure destination images.

The purpose of this study is to carefully examine the concept of destination image with the goal of designing more appropriate and rigorous techniques for its measurement. Previous research in the field is reviewed, and, in the process, the strengths and deficiencies of the methods used to define and measure (or operationalize) destination image are assessed. As a result, recommendations for enhancing the manner in which destination images are both conceptualized and measured are proposed. A framework is developed which suggests that in order to completely measure destination image, several components must be captured. These include attribute based-images, holistic impressions, and functional, psychological, unique and common characteristics.

It is illustrated that a combination of structured and unstructured methodologies are necessary to measure destination image as envisaged in the proposed conceptual framework. A series of open-ended questions and scale items

are developed and are shown to successfully capture all of the components of destination image.

The study has both theoretical and practical implications. From a theoretical perspective, the research addresses the conceptual and operational issues that arise in designing an effective instrument to measure destination image. From a practical perspective, a useful tool is developed that can provide information for input into destination positioning and marketing strategies.

ACKNOWLEDGEMENTS

There are many individuals that have contributed significantly to this research project. I would like to take this opportunity to extend my gratitude to each of them.

Sincere appreciation is expressed to those students and instructors at the University of Calgary, Southern Alberta Institute of Technology, Mount Royal College and the Alberta Vocational Centre that facilitated the data gathering process.

I am also grateful to Darcy Alexander, Don Anderson, Bob Bratton, Sheila Conner, Doug Crapo, Frank Go, Cathy Hartman and Brian Smith, all of whom enthusiastically and effectively acted as judges for various phases of the questionnaire design and data analysis.

In terms of statistical guidance, Dr. Tak Fung provided insightful and expert advice. Also, special thanks to Brian Smith, not only for his much appreciated assistance in data input and analysis, but also for his friendship and entertaining sense of humour.

Dr. Wilfred Zerbe willingly spent many hours discussing research methodology issues and sharing his knowledge and expertise. His support and constructive criticism is much appreciated.

Finally, in any person's life, there are select number of individuals that have played a key and long term role in terms of professional and personal development. I would like to express my very special acknowledgement to four such individuals.

Dr. J.R. Brent Ritchie has been a source of inspiration and visionary thinking for many years, but this was especially appreciated throughout my period of graduate study. He has provided intellectual stimulation, expert guidance and constant encouragement. It is said that a mentor is judged by the ability of his student to surpass him. If this is the case, then I have a very challenging task ahead of me.

My mother and father, Elli and Albin, have provided strong support throughout my entire schooling process. I thank them for engraining in me the importance of education and for providing the stimulating and loving home environment that is so conducive to learning and success.

Finally, without the patience, advice and understanding of David Morin this endeavour could never have been undertaken nor completed. I am very grateful for his unselfish support and for his love and friendship.

TABLE OF CONTENTS

PAGE

LIST OF TABLES

PAGE

LIST OF FIGURES

CHAPTER 1

INTRODUCTION

The unprecedented growth in the tourism industry during the last fifty years has created major challenges in tourism marketing. As more and more areas of the world are developed for tourism, the destination choices available to consumers continue to expand. Furthermore, today's consumers, facilitated by increased leisure time, rising levels of disposable income and more efficient transportation networks, have the means to choose from among this much larger variety of destinations. As a result, tourism marketers are now faced with influencing consumer decision making in an increasingly complex and competitive global marketplace.

One of the most significant marketing challenges arising from this situation is the need for an effective destination positioning strategy. In order to be successfully promoted in the targeted markets, a destination must be favourably differentiated from its competition, or positively positioned, in the minds of the consumers. A key component of this positioning process is the creation and management of a distinctive and appealing perception, or image, of the destination (Calantone et al. 1989).

The study of destination image is a relatively recent addition to the field of tourism research. However, several studies have illustrated that destination images do, indeed,

influence tourist behaviour (Hunt 1975, Pearce 1982). In essence, the research suggests that those destinations with strong, positive images are more likely to be considered and chosen in the travel decision process (Goodrich 1978, Woodside and Lysonski 1989). As a result, destination image has an important role in the various models of travel decision making developed to date (Schmoll 1977, Moutinho 1984, Woodside and Lysonski 1989). Once at the destination, satisfaction largely depends upon a comparison of expectations based on previously held images and the actual reality encountered at the destination (Chon 1990).

The important role of destination image, both in terms of designing effective tourism marketing strategies and in understanding travel behaviour, underscores the need to develop methodologies to comprehensively and accurately measure this concept. To accomplish this task, tourism researchers have the benefit of accessing the methodologies which have been developed to measure product image in general. However, because of the more complicated and diverse nature of the tourism product, it may be necessary to develop more specific and more complex conceptual frameworks and methodologies in order to reliably and validly measure destination image.

Numerous studies have already been undertaken to measure the images of destinations, such as states, regions, and countries. However, to date, there has been no serious effort

to critically examine this research in terms of its effectiveness in defining and measuring the concept of destination image. Therefore, the purpose of this study is to carefully review previous destination image research with the goals of enhancing the current understanding of the concept of destination image and of designing more appropriate and rigorous techniques for its measurement. The term 'destination', in the context of this research, is limited to the study of large entities, such as countries, regions and major cities, rather than individual attractions or resorts.

CHAPTER 2

LITERATURE REVIEW

The purpose of the discussion which follows is to identify some of the more important concerns with respect to the present knowledge base on destination image measurement. The review is limited primarily to empirical studies in the tourism literature which relate to destination image. It is recognized, however, that the study of image has been undertaken in other disciplines, including psychology, marketing and geography. While a complete review of these extensive bodies of literature is beyond the scope of this study, certain pertinent findings related to imagery and product image from these fields are outlined in order to understand the fundamental concepts and basic issues of image definition and measurement.

Three major topics are covered in this literature review. First, the literature concerning the process of destination image formation is summarized. Second, the existing definitions, or conceptualizations, of destination image are presented and discussed. Finally, in the third section, the methodologies used to measure, or operationalize, destination image are examined. As a result of these overviews, several issues in the conceptualization and measurement of destination image are identified.

2.1 THE PROCESS OF DESTINATION IMAGE FORMATION

The formation of image has been described by Reynolds (1965) as the development of a mental construct based upon a few impressions chosen from a flood of information. In the case of destination image, this 'flood of information' has many sources including promotional literature (travel brochures, posters), the opinions of others (family/friends, travel agents) and the general media (newspapers, magazines, television, books, movies). Furthermore, by actually visiting the destination, its image will be affected and modified based upon first hand information and experience.

The influence of these various sources of information and their role in destination image formation have been put into context by Gunn (1988) in his model of the seven phases of the travel experience:

1. Accumulation of mental images about vacation experiences
2. Modification of those images by further information
3. Decision to take a vacation trip
4. Travel to the destination
5. Participation at the destination
6. Return home
7. Modification of images based on the vacation experience

Using this model, three stages of destination image formation can be identified at Phases 1, 2 and 7. In Phases 1 and 2, destination images are formed based upon secondary

sources of information, whereas in Phase 7, actual first hand experience is used to modify the destination's image.

Gunn labels the destination image formed in Phase 1 an organic image. At this stage, the image is based primarily upon information assimilated from non-touristic, non-commercial sources, such as the general media (news reports, magazines, books, movies), education (school courses) and the opinions of family/friends. It is only in Phase 2 that more commercial sources of information, such as travel brochures, travel agents and travel guidebooks, are used. As a result of accessing these additional sources of information, the organic image (Phase 1) may be altered. This modified image, which occurs in Phase 2, is labelled an induced image.

It is interesting to note that for the majority of products and services, information sources are for the most part commercial. In other words, the role of the general media and school courses in formulating most product images is very limited. Destination images, however, seem to be derived from a much wider spectrum of information sources. This is because there is a link between a country's tourist image and its national image (World Tourism Organization 1980, Kotler 1987). This means that the information gleaned from non-commercial sources concerning various historical, political, economic and social factors is incorporated into destination image. Therefore, the distinction between organic and induced images, as identified by Gunn, is quite unique to the formation of destination images.

In the final phase of destination image formation, Phase 7, actual experience is used to modify the destination's image. Research indicates that as a result of visiting the destination, images tend to be more realistic, complex, and differentiated (Pearce 1982, Murphy and Hodel 1980, Phelps 1986, Chon 1987).

The process of destination image formation highlights two important points. Firstly, it suggests that individuals can have an image of a destination even if they have never visited it or even been exposed to more commercial forms of information. In designing marketing strategies, it would be useful to measure these base images. In this manner, the various strengths, weaknesses, accuracies and inaccuracies of the existing destination image could be more effectively addressed in the design of the promotional strategy. Secondly, since there are changes in destination image before and after visitation, it is desirable to separate the images of those individuals who have visited and those who have not. This can be accomplished when measuring image by either controlling for or monitoring those individuals that have visited the destination.

2.2 THE MEANING AND CONCEPTUALIZATION OF DESTINATION IMAGE

2.2.1 Imagery, Perceptions of Attributes and Product Image

The study of destination image may be viewed as a subset of the more general field of image measurement. At the most fundamental level, image formation and measurement relate principally to the study of imagery in the field of psychology and, therefore, a brief examination of this concept is useful at this point.

According to MacInnis and Price (1987), imagery has been defined by psychologists as a distinct way of processing and storing multisensory information in working memory. In essence, 'imagery processing' depends upon more holistic, or gestalt, methods of representing information. This is often described as mental picturing, although sight is not the only sensory dimension that can be incorporated into imagery processing. Imagery can include any or all of the senses - smell, taste, sight, sound and touch. This is contrasted with 'discursive processing' which is characterized by pieces of information on individual features or attributes of the stimuli rather than more holistic impressions (MacInnis and Price 1987).

Although MacInnis and Price examine imagery processing in consumer behaviour, they do not define product image in the course of their discussion. However, they do suggest that product information is likely processed using a combination of discursive and imagery modes. In other words, products are

perceived both in terms of individual attributes and holistic impressions. They further propose that both imagery and discursive information are used in evaluating the product during the consumer's decision making process. As an example, they suggest that the consumer may use discursive processing to evaluate product attributes and reduce the number of alternatives. Following this, holistic impressions may be used to compare the few choices that remain. However, the opposite process would seem equally likely. That is, holistic impressions may be used to reduce the number of alternatives, with the remaining choices compared using certain product attributes.

In turning to the marketing literature for an established definition of product image, it quickly becomes apparent that the term is mired in ambiguity. To facilitate an examination of the many and varied ways that the term 'image' is used in marketing, some of the existing definitions of product, brand and store image are presented in Table 2-1. In surveying these varied definitions, it is evident that the term image is used to describe both the discursive and imagery modes of information processing -- albeit rarely in the same definition. The references that are made to the perceptions of individual characteristics, dimensions and attributes of product image relate to discursive forms of information processing. On the other hand, the mention of total impressions, auras, and feelings incorporate the role of

TABLE 2-1

SELECTED DEFINITIONS OF PRODUCT, STORE AND CORPORATE IMAGE

Product(Brand)

* "The brand image consists of everything people associate with the brand" (Newman 1957)

* "The sum total of the impressions a consumer receives from many sources" (Herzog 1963)

* "An image is not individual traits or qualities but the total impression an entity makes on the minds of others" (Dichter 1985)

* "An abstract, subjective, multidimensional concept consisting of a person's total impressions and experience with a service or product" (Hampton, et al. 1987)

Store

* "The way in which the store is defined in the shopper's mind, partly by its functional attributes and partly by an aura of psychological factors" (Martineau 1958)

* "A complex of meanings and relationships serving to characterize the store" (Arons 1961)

* "A composite of dimensions that consumers perceive as the store" (Marks 1976)

* "A summary of the characteristics ... and impressions of the store ... and feelings toward it" (Jain and Etgar 1976)

* "The perception of store attributes" (Assael 1987)

Corporate

* "The sum total of perceptions of the corporation's characteristics" (Spector 1961)

* "A commonly held mental conception of a business or product" (Stell & Fisk 1986)

imagery, or holistic conceptualizations, in describing a product's image.

In further examining the contents of the image definitions in Table 2-1, it should be noted that Martineau (1958) makes a distinction between the functional and psychological components of image when considering an entity such as a retail store. Functional characteristics are defined as directly observable or measurable (for example, prices and store layout) whereas psychological characteristics cannot be directly measured (friendliness, atmosphere). In his article "The Personality of the Retail Store", Martineau stresses that both of these components play a critical role in determining the image of a store.

While arguments can be made as to the virtues of measuring holistic impressions versus individual attributes or functional versus psychological characteristics, there is some merit in examining a conceptualization that could more completely capture all of these components of image. In this scenario, image would consist of perceptions of individual product attributes, as well as, total, holistic impressions (that is, both discursive and imagery processing). A definition encompassing both of these components of image can be provided by adding two words to the definition proposed by Dichter (1985) -- an image is <u>not</u> only individual traits or qualities but <u>also</u> the total impression an entity makes on the minds of others. Furthermore, either of these types of images could be based on the functional or the psychological

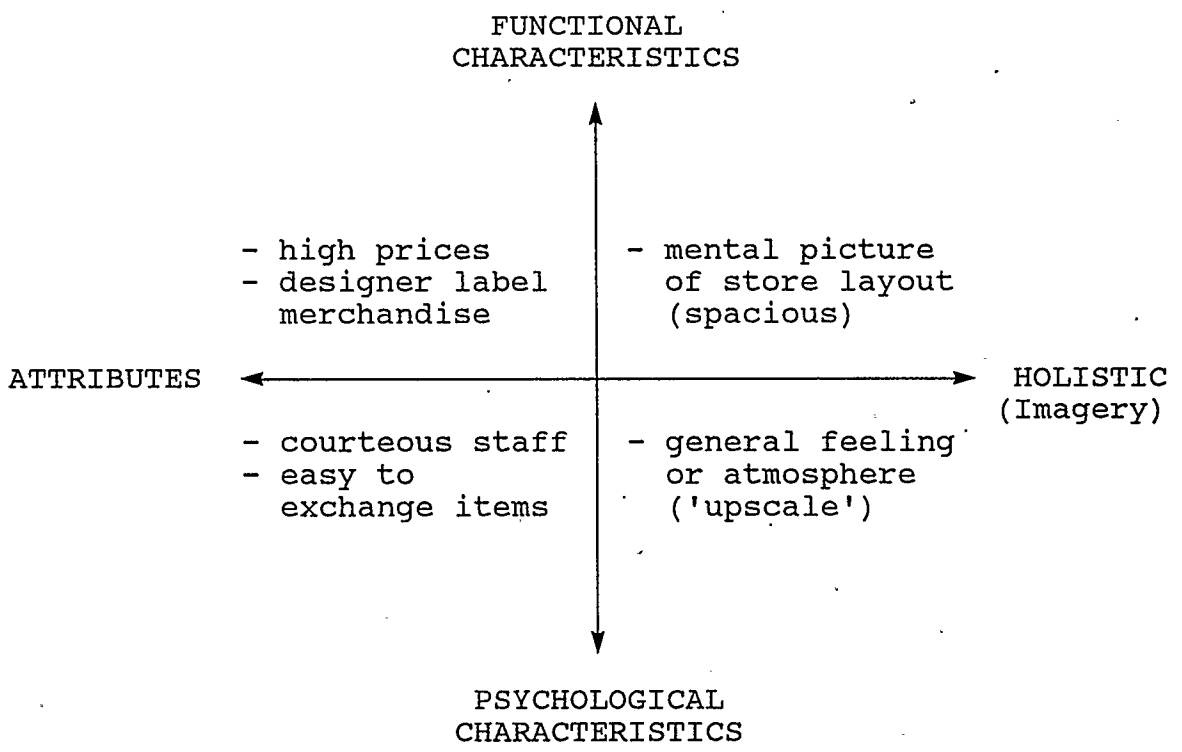
characteristics of the product. A conceptualization of image encompassing all of these components is provided in Figure 2-1, which uses the measurement of the image of a retail store as an example. As illustrated in the figure, the measurement of image would involve methodologies to capture perceptions of individual functional attributes (such as price levels, amount of parking), as well as psychological attributes (friendliness of staff, ease of product exchange). In addition, more holistic impressions would need to be measured. Functional holistic images are based on physical or measurable characteristics, such as a mental picture of the store front and layout. Psychological holistic images concern feelings about the overall impressions of the atmosphere or mood of the store.

While Figure 2-1 appears to divide the concept of image into four distinct components, it should be recognized that there are obvious overlaps between the four parts. In other words, holistic impressions are based on combinations and interactions of attributes and, in turn, the perceptions of individual attributes may be influenced by overall impressions and feelings. Furthermore, the dividing line between functional and psychological characteristics is not clear. For example, is the perceived cleanliness of a store a functional or psychological attribute? However, in order to focus on the conceptualization of each of the components of image, they have been presented separately in Figure 2-1.

FIGURE 2-1

AN ILLUSTRATIVE EXAMPLE OF FOUR COMPONENTS OF IMAGE

(Retail Store)



2.2.2 Destination Image

Although many researchers in the tourism field make frequent usage of the term 'destination image', a precise definition of it is often avoided. In fact, at least one tourism researcher has lamented that "... image is one of those terms that will not go away ... a term with vague and shifting meanings" (Pearce 1988, page 162).

A comprehensive survey of the definitions provided in the major destination image measurement studies conducted to date is given in Table 2-2. Upon examination of the list, it is apparent that many of these definition are quite vague, and in several cases, are not even explicitly stated. Destination image is frequently described as simply "impressions of a place" or "perceptions of an area". From the definitions, there is no concrete indication of whether the researchers are considering the attribute-based or the holistic components of image, or both. However, in examining the methodologies used to measure destination image (refer to Table 2-3), it becomes evident, that, in fact, the majority of these researchers are conceptualizing destination image in terms of lists of attributes, and not in terms of holistic impressions.

However, there has very recently been some mention in the tourism literature of the importance of the holistic component of destination image. Um and Crompton (1990) describe destination image as a gestalt or holistic construct. Reilly (1990) emphasizes the total impression a place makes on the minds of others. Pearce (1988) points out the strong visual

TABLE 2-2

DEFINITIONS USED BY DESTINATION IMAGE RESEARCHERS

Reference	Objective	Definition of Image
Hunt (1975)	To measure the images of four states; Utah, Montana, Colorado, Wyoming	"Perceptions held by potential visitors about an area"
Crompton (1977)	To measure the image of Mexico	"Organized representations of a destination in a cognitive system"
Goodrich (1977)	To measure the image of nine destinations; Florida, Hawaii, Mexico California and five Caribbean Islands	Not defined
Crompton (1979)	To measure the image of Mexico in different States of the United States	"Sum of beliefs, ideas and impressions that a person has of a destination"
Pearce (1982)	To measure and compare the pre-travel and post-travel images of seven countries	Not defined

(continued ...)

TABLE 2-2 (continued)

DEFINITIONS USED BY DESTINATION IMAGE RESEARCHERS

Reference	Objective	Definition of Image
Haahti & Yavas (1983)	To measure the image of Finland (twelve countries included in the survey)	Not defined
Crompton & Duray (1985)	To measure the image of Texas (while testing alternative approaches to importance-performance analysis)	Not defined
Kale & Weir (1986)	To measure the image of India	Not discussed
Phelps (1986)	To measure pre-travel and post-travel images of Menorca	"Perceptions or impressions of a place"
Tourism Canada (1986 - 1989)	To measure the image of Canada in various major tourism generating markets	"How a country is perceived relative to others"
Gartner & Hunt (1987)	To measure the change in Utah's image over a 12 year period	"Impressions that a person ... holds about a state in which they do not reside"

(continued...)

TABLE 2-2 (continued)

DEFINITIONS USED BY DESTINATION IMAGE RESEARCHERS

Reference	Objective	Definition of Image
Richardson & Crompton (1988)	To explore differences in images held of USA and Canada between French and English Canadians	"Perceptions of vacation attributes"
Gartner (1989)	To measure the images of four states: Utah, Montana, Colorado, Wyoming (utilizing multidimensional scaling techniques)	"A complex combination of various products and associated attributes"
Calantone, et al. (1989)	To measure the images of eight Pacific Rim countries held by tourists from various countries of origin	"Perceptions of potential tourist destinations"
Reilly (1990)	To measure the image of Montana	"Not individual traits...but the total impression an entity makes" (ref: Dichter)

component, or imagery, inherent in destination image -- image "... implies a search of the long term memory for scenes and symbols, panoramas and people" (Pearce 1988, page 163). He indicates that the term image is often used to describe an overall mental picture -- a destination stereotype. In other words, while each individual has a somewhat unique mental picture of a destination, there also exists a publicly held common mental picture of that destination, or stereotype.

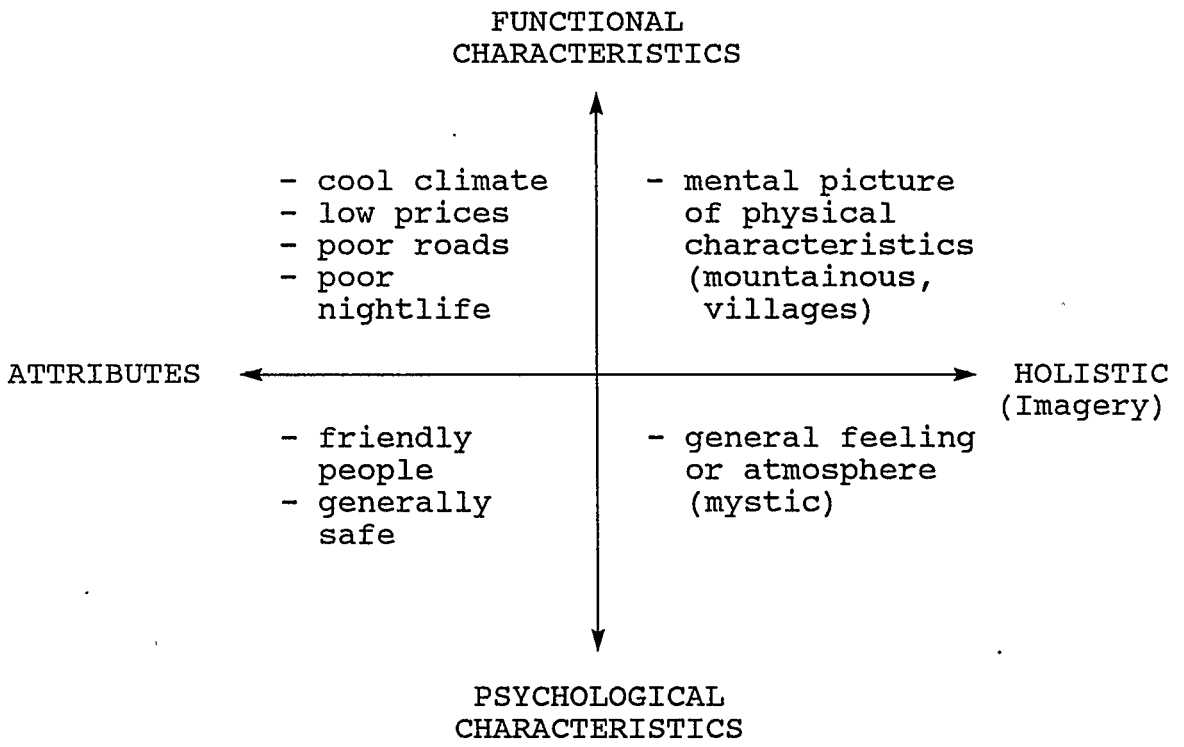
In effect, then, destination image could be considered in terms of both an attribute-based component and a holistic component. In addition, some images of destinations are based upon directly observable or measurable characteristics, (scenery, attractions, accommodation facilities, price levels), while others are based on more abstract, intangible characteristics (friendliness, safety, atmosphere). Therefore, the notion of functional and psychological characteristics, as suggested by Martineau (1958), could also be applied to destination images.

The framework of image presented in Figure 2-1 can be used as a basis for conceptualizing destination image. Figure 2-2 presents this conceptualization using the country of Nepal as an example. In this scenario, the image of Nepal as a travel destination is not only based on the perceptions and ratings of various functional and psychological attributes but also on the more holistic mental pictures, or imagery, evoked.

FIGURE 2-2

AN ILLUSTRATIVE EXAMPLE OF FOUR COMPONENTS OF DESTINATION IMAGE

(Nepal)

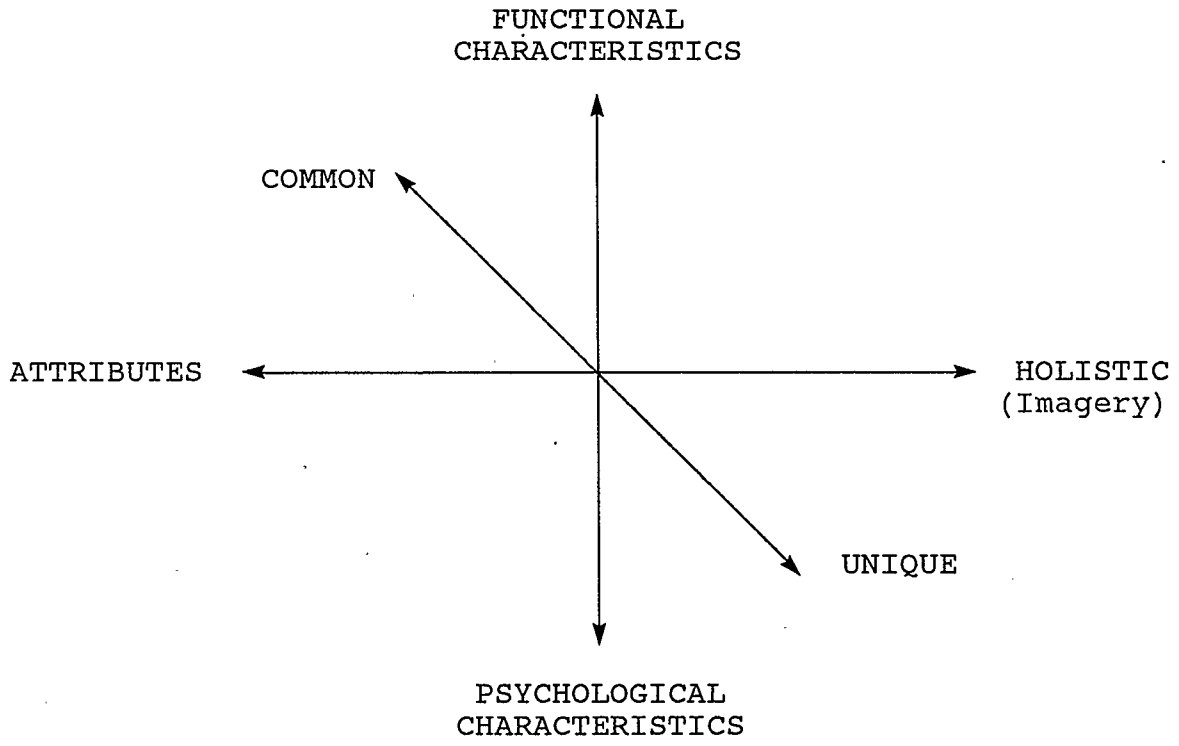


There is, however, one additional dimension of destination image that has been largely overlooked in previous research. As indicated in Figure 2-3, images of destinations can range from those based on 'common' functional and psychological traits to those based on more 'unique' features, events, feelings or auras. In other words, on one extreme of the continuum, the image of a destination can be composed of the impressions of a core group of traits on which all destinations are commonly rated and compared. For example, a destination's image can include ratings on certain common functional characteristics, such as prices, transportation infrastructure, accommodation, climate, etc. The destination can also be rated on very commonly considered psychological characteristics: level of friendliness, safety, quality of service expected, fame, etc. On the other end of the continuum, images of destinations can include unique features and events (functional characteristics) or auras (psychological characteristics).

Examples of truly unique features are easy to provide. For instance, India may evoke an image of the Taj Mahal, California of Disneyland, Brazil of the Amazon Jungle or the Carnival in Rio, and, in the case of the example provided in the framework in Figure 2-2, Nepal of Mt. Everest. The important role of the unique functional aspect of destination image has been suggested by Pearce (1988) in his mention of symbols as a component of destination image, and by MacCannell (1989) in his discussion of 'marker' or must-see sights.

FIGURE 2-3

THE COMPONENTS OF DESTINATION IMAGE *



* This figure should be envisaged in three dimensions

On the other hand, instances of truly unique auras are much more difficult to provide. One example is the aura of the Vatican, which is special to that particular location and its associated set of values. However, many destinations may be distinguished by special atmospheres. For example, Paris may be perceived as being romantic, Mexico as slow-paced, Nepal as mystic, etc.

Based on this conceptual framework, destination image is defined as not only the perceptions of individual destination attributes but also the holistic impression made by the destination. Destination image consists of functional characteristics, concerning the more tangible aspects of the destination, and psychological characteristics, concerning the more intangible aspects. Furthermore, destination images can be arranged on a continuum ranging from traits which can be commonly used to compare all destinations to those which are unique to very few destinations.

There is a relationship between the system of measurement used and the ability to capture the various components of destination image. This will be explored in the following section, which deals with techniques for measuring image.

2.3 THE MEASUREMENT AND OPERATIONALIZATION OF DESTINATION IMAGE

The proposed definition of destination image suggests that a complete operationalization involves measuring both attributes and holistic impressions. Each of these components should be measured in terms of functional and psychological characteristics. Furthermore, in the process of measuring destination image, consideration should be given not only to obtaining information on traits common to all destinations but also to capturing those unique features or auras which distinguish a particular destination.

This section examines the methodologies used by tourism researchers to date in destination image measurement. However, once again, before focusing on the destination studies, it is useful to briefly review the techniques commonly used in more general image measurement research.

2.3.1 General Techniques for Measuring Image

A review of the techniques used in the past for research on product image measurement revealed two basic approaches; structured and unstructured.

In a structured methodology, various common image attributes are specified and incorporated into a standardized instrument, usually a set of semantic differential or Likert type scales. A product (or products) is rated by the respondent on each of the attributes included in the measure and an 'image profile' is derived from these ratings

(Ferber 1974). Because structured methodologies use standardized scales, they are easy to administer, simple to code and the results can be analyzed using sophisticated statistical techniques (Marks 1976). Structured methodologies also facilitate the comparison of several products across each of the attributes included as scale items.

Structured methodologies are attribute focused. In other words, they force the respondent to think about product image in terms of the attributes specified by the scales. Although holistic impressions may be referenced by the respondent when completing the scale items, there is no direct opportunity to describe these holistic impressions. Furthermore, scale items are not designed to measure the unique characteristics of the product. Rather, they force the respondent to rate the product on more general, common traits.

The completeness of structured methodologies can be highly variable depending upon the procedures used to elicit the attributes of image included in the scales (McDougall & Fry 1974). Where the attribute components are likely to be numerous and diverse, as is the case for destination image, it may be necessary to conduct extensive research to ensure that all have been uncovered (Hooley et al. 1988). In particular, according to the image conceptualization proposed in the previous section, the most complete measurements would have to address both the functional and psychological characteristics of product attributes.

Unstructured methodologies are the alternate form of measurement used in product image research. Unstructured methodologies use free form descriptions to measure image (Boivin 1988). Using this approach, the attributes of image are not specified at the onset of the research. Rather, the respondent is allowed to more freely describe his/her impressions of a product. Data is gathered from a sample of respondents through such methods as focus groups or open-ended survey questions. Content analysis and various sorting and categorization techniques are then used to determine the image dimensions. In this manner, unstructured methodologies are more conducive to measuring the holistic components of product image and also to capturing unique features and auras.

However, the level of detail provided by unstructured methodologies is highly variable as it depends upon the verbal and/or writing skills of the individuals used in the study, their willingness to provide multiple responses and their knowledge base of the product (McDougall and Fry 1974). Furthermore, because of the qualitative nature of the data, statistical analyses of the results are limited. In particular, comparative analyses across several products are not facilitated by unstructured methodologies.

2.3.2 Measurement Techniques Used by Tourism Researchers

The methodologies that have been used in the major destination image studies conducted to date are summarized in Table 2-3. As the second column of the table indicates,

TABLE 2-3

METHODOLOGIES USED BY DESTINATION IMAGE RESEARCHERS

Reference	Type of Methodology	Technique for the Generation of Attributes
Hunt (1975)	Structured: - 20 Attributes - 7 and 5 point Sem. Diff. Scale	- Tourism experts - Researcher's judgement
Crompton (1977)	Structured: - 18 Attributes - 7 point Sem. Diff. Scale	- General reading material/brochures - Consumer interviews (N=36)
Goodrich (1977)	Structured - 10 Attributes - 7 point Likert Scale	- Tourism experts - Travel brochures
Crompton (1979)	Structured - 30 Attributes - 7 point Sem. Diff. Scale	- General reading material/brochures - Consumer interviews (N=36)
Pearce (1982)	Structured - 13 Attributes - 6 point Likert Scale	- Modified Kelly Repertory Grid technique (N=10)

(continued...)

TABLE 2-3 (Continued)

METHODOLOGIES USED BY DESTINATION IMAGE RESEARCHERS

Reference	Type of Methodology	Technique for the Generation of Attributes
Haahti & Yavas (1983)	Structured - 10 Attributes - 9 point Likert Scale	- Literature review - Focus group of travel agents
Crompton & Duray (1985)	Structured - 28 Attributes - 5 point Sem. Diff. Scale	- General reading material/brochures - Consumer interviews (N=100)
Kale & Weir (1986)	Structured - 26 Attributes - 7 point Likert Scale	- Not discussed
Phelps (1986)	Structured - 32 Attributes - Check list of attributes	- Researchers' judgement ?
Tourism Canada (1986 - 1989)	Structured - 29 Attributes - 5 point Likert Scale	- Not Discussed
Gartner & Hunt (1987)	Structured - 11 Attributes - 5 point Sem. Diff. Scale	- Tourism experts - Researchers' judgement

(continued...)

TABLE 2-3 (Continued)

METHODOLOGIES USED BY DESTINATION IMAGE RESEARCHERS

Reference	Type of Methodology	Technique for the Generation of Attributes
Richardson & Crompton (1988)	Structured - 10 Attributes - 4 point Comparative Scale	- Used attributes from Tourism Canada Vacation Patterns Survey
Gartner (1989)	Structured - 15 Attributes - 5 point Likert Scale	- Not Discussed
Calantone, et al. (1989)	Structured - 13 Attributes - 7 point Likert Scale	- Not Discussed
Reilly (1990)	Unstructured - open-ended questions	- Not Applicable

destination image researchers have a strong preference for structured methodologies. In fact, almost all have used either semantic differential or Likert type scales in the measurement of destination image. Therefore, because of the nature of structured methodologies, the majority of destination image measurement studies have focused on the common, attribute-based component of destination image and have not addressed the more holistic and unique components.

Even in terms of measuring the attribute component of destination image, previous studies exhibit some shortcomings. As mentioned previously, unless considerable effort is expended in the initial design stages, attribute lists may be incomplete by failing to incorporate all of the relevant functional and psychological characteristics of a destination. Ideally, to combat this problem, fairly extensive research should be conducted in the primary stage of scale construction. For example, qualitative research in the form of focus groups is very useful to uncover a more complete list of attributes that are relevant and salient to consumers (Lindquist 1974, Hooley et al. 1988). However, as the third column of Table 2-3 indicates, only a few of the researchers to date (Crompton 1977, Pearce 1982, Crompton and Duray 1985) have used consumers (and even then only to a limited extent) to identify and generate the lists of destination image attributes. The remaining researchers rely on secondary sources of information (literature reviews, brochures) and the

opinions of "experts" (travel agents, others in the tourism industry). While it is recognized that qualitative research with consumers is expensive and time consuming, it is difficult to design a valid and complete set of destination image attributes without such input.

To illustrate this point, Table 2-4 presents a summary of the attributes of destination image used to date in the studies employing structured methodologies. This list was derived by grouping the attributes used by the various researchers into categories; for example, included under the first attribute of scenery, is Calantone et al.'s attribute of "beautiful scenery", Crompton's attribute of "physical geography", Kale and Weir's attribute of "scenic beauty", etc. The master list of attributes has also been separated into functional and psychological characteristics, although the division of the attributes into two discrete or mutually exclusive categories is probably an oversimplification. The attributes should more accurately be seen to be part of a continuum, with certain items (such as costs/price levels) being quite functional, others being distinctly psychological (for example, friendliness) and some that could be argued to be either and lie near the middle of the continuum (cleanliness).

Of interest is the number of studies measuring each of the attributes. Very few of the researchers have succeeded in incorporating the majority of these attributes into a measurement instrument. Furthermore, the emphasis in existing

TABLE 2-4
ATTRIBUTES USED BY RESEARCHERS TO MEASURE DESTINATION IMAGE

		Number of Studies Measuring the Attribute **
Functional Attributes		
1.	Scenery / Natural Attractions	13
2.	Costs / Price Levels	9
3.	Climate	8
4.	Sports Facilities / Activities	8
5.	Variety of Tourist Sites / Activities	8
6.	Entertainment and Nightlife	8
7.	Customs / Culture	7
8.	Cuisine / Food and Drink	7
9.	Local Infrastructure / Transportation	7
10.	Architecture / Buildings	7
11.	Wilderness Activities / National Parks	7
12.	Historic Sites / Museums	6
13.	Beaches	6
14.	Accommodation Facilities	5
15.	Shopping Facilities	5
16.	Crowdedness	4
17.	Interesting Cities	4
18.	Cleanliness	3
19.	Economic Development / Affluence	3
20.	Accessibility	2
21.	Fairs, Exhibits and Festivals	2
22.	Facilities for Information and Tours	1
23.	Extent of Commercialization	1
24.	Degree of Urbanization	1
Psychological Attributes		
1.	Hospitality / Friendliness / Receptiveness	11
2.	Restful / Relaxing	5
3.	Personal Safety	4
4.	Atmosphere (familiar versus exotic)	4
5.	Opportunity for Adventure	3
6.	Opportunity to Increase Knowledge	2
7.	Family or Adult Oriented	1
8.	Quality of Service	1
9.	Fame / Reputation	1
10.	Political Stability	1

** Total number of studies referenced is 14

research has obviously been on the more functional attributes of destination image. The only psychological attribute measured by the majority of researchers is "friendliness".

While previous research has almost exclusively focused on the use of structured methodology, there has been one recent and notable exception. Reilly (1990) used open-ended questions to allow respondents to describe, in their own words, images of the state of Montana. By combining the most common descriptions, a mental picture, or stereotypical holistic impression, was drawn of Montana. Included in this image were scenic beauty, openness, mountains, cold weather and big, blue sky. While some of these attributes, such as scenery and weather could have been rated using a set of scales, such a standardized format would have eliminated some of the unique imagery (blue sky, openness) produced by the open-ended questions.

2.4 CONCLUSIONS

In this discussion, an attempt was made to more fully understand the concept of destination image. A critical examination of previous destination image studies revealed that researchers have not been entirely successful in completely conceptualizing and operationalizing destination image. Researchers to date have relied heavily on the use of structured methodologies. As a result, they have been unsuccessful in capturing the more holistic and unique

components of destination image. Furthermore, the psychological characteristics of destination image have not been adequately measured in the majority of the studies.

It is evident that in order to capture the components of destination image as conceptualized in Figure 2-3, the methodologies used cannot be exclusively unstructured or structured. The most complete measure of destination image should include both types of methodologies; for example, standardized scales to measure the perceptions of functional and psychological attributes, in conjunction with open-ended questions to determine the holistic impressions and to capture unique features and auras.

Therefore, in the course of the literature review, the following conclusions have been reached:

* **Destination image should be envisioned as consisting of two main components; those that are attribute based and those that are holistic.**
* **Each of these components of destination image contains functional, or more tangible, and psychological, or more abstract, characteristics.**
* **Images of destinations can also range from those based on 'common' functional and psychological traits to those based on more distinctive or even unique features, events, feelings or auras.**
* **In order to capture all of these components, a combination of structured and unstructured methodologies should be used to measure destination image.**

CHAPTER 3

METHODOLOGY

3.1 PURPOSE

The overall purpose of the research was to develop a more comprehensive and rigorous approach for measuring destination image, based upon the conceptual framework developed in the previous chapter. To achieve this, alternate methodologies were combined to endeavour to more fully capture the components of destination image: attribute-based, holistic, functional, psychological, common and unique.

3.2 OBJECTIVES

The primary objectives of the research were:

1. To develop a series of open-ended questions that capture the holistic components of destination image along both functional and psychological dimensions. The presence of distinctive or unique features or auras within these impressions was also explored.

2. To produce a reliable and valid set of scales to measure the common, attribute-based components of destination image along both functional and psychological dimensions.

3.3 SELECTION OF DESTINATIONS

Four countries were used as the tourist destinations for the study. The countries were selected using three criteria: variety of destination types, level of familiarity and lack of recent appearance in the media.

In terms of variety, it was desirable to choose countries that differed in a number of aspects, such as geographic location, stage of economic development and type of vacation destination. The main impetus behind choosing a wider variety of countries was the desire to develop a standardized set of scales that would be applicable over a broad range of destinations (refer to Data Analysis, section 3.6.2). Obviously, the greater the variety and number of countries used, the more likely the scales developed would be broadly applicable.

Available resources limited the number of countries used in the study to four. It is difficult to obtain all combinations of the various characteristics, namely level of development, geographic region and type of vacation experience offered, in a set of four countries. However, the following four countries represent variations on most of these dimensions:

Jamaica - undeveloped nation, part of American continent, generally a recreational (sun/sand) vacation experience

Japan - developed nation, part of Asian continent, generally an educational (cultural) vacation experience

Kenya - undeveloped nation, part of African continent, generally an adventure vacation experience

Switzerland - developed nation, part of European continent, generally a mixed cultural/recreational destination

In terms of familiarity, Jamaica, Japan, Kenya and Switzerland were chosen because respondents were likely to have some knowledge of them. As a result, the respondents would have formed at least a base image of the countries and, therefore, would not have difficulty in answering the image questions.

Finally, it was desirable to avoid countries which had recently appeared in the news media due to various natural disasters or social issues, as this would likely distort their images. Furthermore, during the data collection period, the media was monitored and no major issues concerning the countries included in the survey appeared.

3.4. DESIGN OF THE MEASUREMENT INSTRUMENT

The development of a more complete measure of destination image involved two major endeavours; the design of a series of open-ended questions to measure the holistic and unique components of image and the development of a set of scales to measure the common, attribute-based components of image. The following sections present the methodologies used in developing each set of measures.

3.4.1 Development of Open-Ended Questions

A series of open-ended questions was derived based upon similar questions used in previous research in the study of image (Ritchie, Echtner and Smith 1989, Zimmer and Golden 1988, Boivin 1986, McDougall and Fry 1974, Kunkel and Berry 1968). After the open-ended questions were developed, they were examined by a panel of expert judges. These judges consisted of academics and practitioners in the areas of tourism, marketing and consumer behaviour (N=6). The judges were asked to provide comments and criticisms as to the wording and appropriateness of the questions.

Based upon feedback from this panel of judges, a revised set of open-ended questions was produced and incorporated into the first section of the questionnaire (refer to Appendix 1). Subsequently, in the pre-test of the questionnaire, feedback was also obtained from a sample of respondents (N=30). The final set of questions used to measure the holistic and unique components of image were:

1. What images or characteristics come to mind when you think of XXXXX as a vacation destination?
2. How would you describe the atmosphere or mood that you would expect to experience while visiting XXXXX?
3. Please list any distinctive or unique tourist attractions that you can think of in XXXXX?

Respondents were asked to think about the country in the context of a tourist destination and to use the images or impressions produced to answer these questions in single words

or short phrases.

The first question was designed to allow respondents to think freely about the destination and to describe their overall image of it. However, because it was anticipated that respondents may tend to focus on the more functional characteristics of image, the second question was added in an attempt to capture the holistic psychological component of image, described as atmosphere or mood of the destination. Finally, the third question was asked to determine some of the attractions that respondents considered distinctive or unique to the destination.

3.4.2 Development of Scales

A comprehensive procedure for developing scales has been outlined by Churchill (1979). The eight steps involved in this process and the recommended techniques to accomplish each step are presented Table 3-1. Issues of content validity, dimensionality, and internal consistency are addressed in the first four steps of scale development, whereas reliability, criterion validity and construct validity are dealt with in the last half of the procedure.

For the purposes of this research, the first four steps of the scale development were completed. Accordingly, the content validity, dimensionality, and internal consistency of the set of scales developed were addressed. Assessment of reliability with new data and issues concerning criterion and construct validity remain to be dealt with in future research.

TABLE 3-1
PROCEDURE FOR DEVELOPING SCALES

	STEP	RECOMMENDED TECHNIQUES
1.	Specify domain of construct	-Literature search
2.	Generate sample of items	-Literature search -Experience survey -Insight-stimulating examples -Critical incidents -Focus groups
3.	Collect data	
4.	Purify measure	-Coefficient alpha -Factor analysis
5.	Collect data	
6.	Assess reliability	-Coefficient alpha -Split-half reliability
7.	Assess validity	-Multitrait-multimethod matrix -Criterion validity
8.	Develop norms	-Average and other statistics summarizing distribution of scores

Source: Churchill 1979, page 66

Step One: Specify Domain of Construct

The first step involved producing a relatively precise definition of the construct -- destination image. The literature search and review undertaken resulted in the conceptual framework of destination image presented in Figure 2-3. The standardized scales developed were used to measure the attribute-based and common components of destination image along both functional and psychological dimensions. Accordingly, common functional and psychological attributes were specified as the domain of the construct for the scale development.

Step Two: Generate Sample of Items

The second step in the procedure was to generate items which capture the domain as specified in Step One. At issue at this point was ensuring the content validity of the measurement instrument. By using more than one of the techniques suggested in Table 3-1 (Step 2), the likelihood of producing a complete list of items to describe the concept is increased. Therefore, two of the methods, literature search and focus groups, were used to generate the list of attributes used to measure destination image.

In reviewing the literature on destination image measurement, the attributes used by previous researchers were recorded and grouped by the researcher into a "master list" of attributes, as outline in Table 2-4. Although this list probably represents the most complete compilation of

destination image attributes constructed to date, additional input was obtained by using focus groups.

During 1987, a series of focus groups designed to elicit the attributes of destination image was held at the University of Calgary. The focus groups were conducted by a graduate student under the supervision of a faculty member (Janssen and Ritchie 1987). In total, twelve focus groups were held with an average of 8 participants per group; participants for the focus groups were recruited from the general public. In each session, respondents were asked to provide their images of five countries as travel destinations. A different set of five countries was chosen for each focus group from a pool of ten countries: France, Sweden, Yugoslavia, Egypt, Kenya, Australia, China, Japan, South Korea and Peru.

Content analysis of the results produced 360 image statements. Subsequently, nine independent individuals were each given about half (180) of these statements and asked to group them into categories. As a result of this sorting and grouping procedure, 40 categories of destination image attributes were identified and labelled.

The results of the literature review and the focus group sessions were subsequently merged by the researcher to produce a more complete set of destination attributes.

Finally, the same panel of judges used previously for this study (N=6) were asked to examine this list of attributes to eliminate redundancies and to add any additional attributes that were missing. This independent assessment by six expert

individuals was the final check on the content validity of the list of proposed destination attributes. The final list of 35 attributes used in developing the scale items are presented in Table 3-2. Rather than dividing the attributes into two distinct categories, they are arranged on a functional/psychological continuum.

Two scale items were developed to measure the perceptions of each of the 35 attributes. Therefore, a total of 70 scale items were produced and incorporated into a 6 point Likert scale format. These scale items comprised the second section of the questionnaire (refer to Appendix I).

Step Three: Data Collection and **Step Four: Purify Measure** are described in the discussions of data collection and data analysis which follow.

3.4.3 Additional Questions Included in the Questionnaire

In addition to the open-ended and scale questions already described, respondents were also asked to indicate the following:

- level of appeal of the destination
- level of familiarity with the destination
- main reasons for wanting to visit the destination
- main reasons for not wanting to visit the destination
- sources of information contributing to the image of the destination
- age
- gender

TABLE 3-2
FINAL LIST OF ATTRIBUTES USED FOR DEVELOPING SCALE ITEMS

FUNCTIONAL (physical, measurable)

Tourist Sites / Activities
National Parks / Wilderness Activities
Historic Sites / Museums
Beaches
Fairs, Exhibits, Festivals
Scenery / Natural Attractions
Nightlife and Entertainment
Shopping Facilities
Facilities for Information and Tours
Sports Facilities / Activities
Local Infrastructure / Transportation
Cities
Accommodation / Restaurants
Architecture / Buildings
Costs / Price Levels
Climate

Crowdedness
Cleanliness
Degree of Urbanization
Economic Development / Affluence
Extent of Commercialization
Political Stability
Accessibility
Personal Safety
Ease of Communication
Customs / Culture
Different Cuisine / Food and Drink

Hospitality / Friendliness / Receptiveness
Restful / Relaxing
Atmosphere (familiar versus exotic)
Opportunity for Adventure
Opportunity to increase Knowledge
Family or Adult Oriented
Quality of Service
Fame / Reputation

PSYCHOLOGICAL (abstract)

3.4.4 Pretest

The initial questionnaire was pre-tested on a sample of students at the University of Calgary (N=30) and several modifications were made. The final version of the questionnaire used in the study is presented in Appendix I.

3.5 DATA COLLECTION

3.5.1 Sample Size and Composition

The total sample size was 600. This consisted of about 150 completed questionnaires for each of the four countries included in the survey.

Data was gathered from a sample of students in attendance at the University of Calgary, Southern Alberta Institute of Technology, Mount Royal College and the Alberta Vocational Centre. This was obviously not a representative sample of the general population. However, by including students from various undergraduate, graduate, adult education, and technical programs, a reasonably broad representation of various demographic characteristics was obtained. Even so, the use of a student sample does have some limitations and these will be discussed in Chapter 6 (Limitations section).

3.5.2 Administration of the Questionnaire

The questionnaire was administered by the researcher during classes at the various institutions. Countries were randomly assigned to each respondent; if a respondent had

visited the assigned country, s/he was randomly reassigned one of the remaining countries. In this way, respondents were screened to ensure that they had not visited the country on which they were providing image information. This control was instigated to ensure that the destination images measured in this survey were based solely on secondary sources of information and not on first hand experience.

As mentioned previously, the final questionnaire consisted of two parts; Part One containing open-ended image questions and Part Two consisting of scale items. It was anticipated that respondents, given the opportunity, might go back to the open-ended questions and add information after reading the scale items. Since the purpose of the open-ended questions was to capture the unaided or "top-of-the mind" images of each respondent, a control measure was incorporated. Respondents were given both parts of the questionnaire simultaneously; however, Part Two was folded and sealed with a paper clip. Respondents were asked to fill in Part One before opening Part Two. When Part One was completed, it was collected by the researcher so that it could not be altered by the respondent during the completion of Part Two. This procedure was instigated so that respondents could not use ideas and information from the scale items (Part Two) in responding to the open-ended questions (Part One).

3.6 DATA ANALYSIS

The analysis of the data in this study consisted of three major parts: analysis of the open-ended questions, analysis of the attribute-based items, and analysis of the remaining questions included in the questionnaire.

3.6.1 Analysis of the Open-Ended Questions

The primary objectives in analyzing the open-ended questions were to classify and label the various descriptions used by respondents and then, by means of frequency analysis, to determine the holistic and unique images most commonly held of each country.

To establish the classification schema used to code the answers to the open-ended questions, a subset of 30 questionnaires was randomly drawn for each country. These four sets of thirty questionnaires were provided to three independent judges. The purpose of the research and the role of the open-ended questions were explained to each judge. Every judge was then instructed to separately examine the responses to each of the open-ended questions for each of the four countries. The judges were asked to group similar answers and to provide a label for these groupings. Other than being directed to keep the groupings as detailed as possible, no restrictions were made on the grouping procedures.

Subsequent to this, the groupings and labels provided for each question by the judges were analyzed for consistencies and discrepancies in the number and labelling of the categories and the placement of items within the categories. There was considerable agreement between the judges in terms of the groupings of items into categories. However, those items that were placed into different categories by each judge were noted. More disagreement was evident in the phrases used to label the categories. Both the differences noted between the classification of items and the labelling of categories were resolved by consensus at a joint meeting of the three judges and the researcher. As a result of this procedure, a final classification schema was developed for each of the open-ended questions for the four countries. It should be noted that, in the categorization of responses, a detailed classification system was developed. Therefore, where respondents provided very specific images, such as Mount Fuji, these were coded into correspondingly specific categories (that is, a category labelled 'Mount Fuji'). More general categories, such as mountains or scenery, reflected more general answers on the part of the respondents. In the case of these general categories, consistent labelling was used across the four countries where possible.

The answers on the remaining questionnaires were coded using the guidelines established by the classification schema. Frequency tables were then produced for each of the open-ended questions for the four countries.

3.6.2 Analysis of the Attribute-Based Items

There were two objectives in the analysis of the attribute-based items. The first was to develop a reliable, yet parsimonious, set of scales to measure the common, attribute-based components of destination image. The second was to calculate scores for each country on the set of scales developed.

As suggested by Step 4 of Table 3-1, the first procedure was to use factor analysis to determine the dimensionality of the scales. Specifically, principle axis factoring and various rotational techniques (orthogonal and oblique) were used to indicate the number of underlying factors in the data and to identify the set of items loading on each of these factors. Principal axis factoring was chosen over other factoring techniques because it accounts for the presence of unique variance, or error, in the solution. As such, principal axis factoring provides a more conservative estimate of the percentage of variance explained by the factors (Kim and Mueller 1978). The factor analysis was conducted on the pooled data set (i.e. data from all four countries, N = 600) since the objective was to develop a standardized measurement instrument, applicable across all destinations.

In the initial solution, 14 factors with eigen values greater than one were extracted and a varimax rotation produced the cleanest solution. The percentage of variance explained by this initial solution was 52.4%. At this point,

items which had 'weak' factor loadings were eliminated. Although a minimum factor loading of .3 is often cited as a criterion for item retention (Kim and Mueller 1978, Tabachnick and Fidell 1989), previous researchers have argued for the use of a more stringent criterion during the initial stages of scale development (Shimp and Sharma 1987, Parasuraman et al. 1986, Chusmir and Koberg 1986). Therefore, only those items with factor loadings greater than .4 were retained. Subsequent to the elimination of weak items, the factor analysis was repeated, followed by more eliminations, if necessary. This iterative process was continued until a solution with no weak items was produced. The result was an eight factor solution consisting of 57 items, which explained 50.6% of the variance. Thus, the iterative procedure eliminated 13 items without appreciably lowering the percentage of variance explained.

In the next stage, Cronbach's alpha, a measure of internal reliability, was calculated separately for each of the eight factors identified in the exploratory analysis. Reliabilities for each of the factors are provided in the first column of Table 3-3. In order to increase reliabilities, item-to-total correlations were examined to determine which additional items should be eliminated (Churchill 1979). Only two items were eliminated using this criterion. The effects of this procedure on the alpha values is reported in the second column of Table 3-3.

TABLE 3-3

THREE STAGES IN RELIABILITY ANALYSIS

	COEFFICIENT ALPHAS IN:		
	Stage 1	Stage 2	Stage 3
FACTOR 1	.90 (16 items)	.90 (16 items)	** .87 (10 items)
FACTOR 2	.82 (14 items)	.82 (14 items)	** .77 (6 items)
FACTOR 3	.57 (9 items)	* .77 (8 items)	** .76 (4 items)
FACTOR 4	.50 (5 items)	* .78 (4 items)	.78 (4 items)
FACTOR 5	.70 (6 items)	.70 (6 items)	** .68 (3 items)
FACTOR 6	.72 (3 items)	.72 (3 items)	.72 (3 items)
FACTOR 7	.81 (2 items)	.81 (2 items)	.81 (2 items)
FACTOR 8	.75 (2 items)	.75 (2 items)	.75 (2 items)

* items eliminated using item-to-total correlations

** items eliminated due to redundancies

At this point, it was noted that several of the factors included redundant items. This was not surprising since two scale items were initially developed to measure each attribute. In the interests of avoiding unnecessary duplication and developing the most parsimonious set of scales, where redundant items appeared under the same factor, one was eliminated based on the lowest item-to-total correlation. A similar procedure was used by Crompton (1977) in developing a set of scales to measure images of preferred destinations. Exceptions were made in the case of Factors Seven and Eight, since only two items loaded on each of these factors and eliminating one of the items would not allow the subsequent calculation of coefficient alpha. As the third column of Table 3-3 illustrates, this procedure produced only a small drop in four of the eight alpha values. However, since this process resulted in the elimination of 21 additional items, the gain in parsimony more than offset the slight reduction in reliability.

The resulting 34 items were again subject to factor analysis. Eight factors were extracted, with the varimax solution producing the cleanest results. No weak items emerged. The percentage of variance explained by this final solution was 52.1%.

The scales were labelled by the researcher based upon the common theme of the items composing each factor. Subsequently, scale scores were calculated for each of the four countries. A MANOVA analysis indicated that the scales

contained significantly different scores across the four countries. Using the ANOVA procedure and the Student Newman-Keuls test, pairwise comparisons of country scores for each scale were made to isolate where significant differences in scale scores occurred.

The next stage of the scale development process (Step 5 of Table 3-1) would involve testing the factor model across another selection of countries with a new sample of respondents. However, as indicated previously, this was beyond the scope of this study.

3.6.3 Analysis of Additional Questions Included in the Survey

Frequency tables were produced for the additional questions included the questionnaire. As previously outlined, these additional questions concerned level of familiarity, level of appeal, age, main reasons for visiting, main reasons for not visiting, and sources of information. Since the latter three questions were open-ended, a classification schema used to code the answers was developed using the same procedure as outlined in Section 3.6.1.

CHAPTER 4

RESULTS

The presentation of the results of this research are divided into three sections. The first section summarizes the results of the general measurements taken, including the age and gender of the respondents, their level of familiarity with the countries, the overall appeal of each country and the sources of information used by the respondents in forming destination image. In the second section, the responses to the open-ended image questions are examined. Finally, in the third section, the results of the factor analysis of the scale items are presented. While some issues concerning destination image measurement are raised in this chapter, a more thorough assessment of the implications of the research occurs in Chapter 5, Discussion.

4.1 GENERAL MEASUREMENTS

4.1.1 Respondent Profiles (Age, Gender)

Since a student sample was used, a distribution characteristic of the general population in terms of most demographic measures was not expected. However, measurements of age and gender were taken to verify the random assignment of countries to respondents. In other words, if the questionnaires for each country were randomly assigned, the four respondent groups should not have differed significantly

in terms of age and gender distributions. A series of Chi-square tests was used to compare the four groups on these two demographics measures. As indicated in Table 4-1, the results showed no significant difference at the .05 level. Thus, the randomness of assignment into the four country groups was supported.

TABLE 4-1

COMPARISON OF RESPONDENT DEMOGRAPHICS ACROSS COUNTRIES

Variable	Chi-Square	(df)	Probability
Gender	0.80	(3)	.85
Age	17.33	(12)	.14

4.1.2 Level of Familiarity with Each Country

Respondents, in general, indicated fairly low levels of familiarity with all of the destinations. As Table 4-2 illustrates, the mean scores of familiarity ranged from 1.85 to 2.13 on a scale where 'slightly familiar' was given a value of 2.00. The relatively low levels of familiarity were not surprising considering that the respondents had never visited the destinations. Overall, respondents indicated the most familiarity with Jamaica (2.13), followed by Japan (2.04) then Switzerland (1.99) and finally Kenya (1.85).

TABLE 4-2
LEVEL OF FAMILIARITY WITH EACH COUNTRY AS A TOURIST DESTINATION

FAMILIARITY RATING	PERCENT MENTIONING FOR:			
	JAMAICA (N=149)	JAPAN (N=148)	KENYA (N=150)	SWITZERLAND (N=145)
Very Familiar	1.3	0.0	0.7	0.0
Quite Familiar	5.4	2.7	3.3	2.8
Fairly Familiar	14.1	20.3	13.3	14.5
Slightly Familiar	63.8	55.4	46.0	62.1
Not at all Familiar	15.4	21.6	36.7	20.7
* MEAN	2.13	2.04	1.85	1.99

* The mean is calculated using the following values for each category:

very familiar = 5
quite familiar = 4
fairly familiar = 3
slightly familiar = 2
not at all familiar = 1

Therefore, the higher the mean, the greater the level of familiarity with the destination.

4.1.3 Level of Appeal of Each Country

Table 4-3 indicates that the four countries included in the survey were considered appealing as tourist destinations. In other words, all of the countries had mean appeal ratings above the neutral point of 3.0. Jamaica was considered the most appealing with a rating of 4.17, followed by Switzerland at 4.07. Relatively speaking, Kenya and Japan were less appealing with ratings of 3.61 and 3.57, respectively.

4.1.4 Sources of Information Used to Form Destination Image

The most important sources of information used in the formation of destination image are presented in Tables 4-4 through 4-8. In Table 4-4, the responses for the combined sample are given. This is followed by Tables 4-5 to 4-8, which separate the results by country.

In the total sample, the most important sources of information used were television (59.9%) and friends-relatives (53.1%). Other major sources of information, albeit only mentioned by half as many respondents, included magazines (27.1%), in school-courses (26.9%), travel brochures-posters (25.1%) and books (23.9%).

When broken down by country, television and friends-relatives consistently remained the two primary sources of information. However, the importance of the other components varied slightly. Travel brochures-posters were considerably more important for Jamaica than for the other three countries. This likely reflects the ardent marketing of the Caribbean as

TABLE 4-3
APPEAL OF EACH COUNTRY AS A TOURIST DESTINATION

APPEAL RATING	PERCENT MENTIONING FOR:			
	JAMAICA (N=145)	JAPAN (N=147)	KENYA (N=142)	SWITZERLAND (N=146)
Very Appealing	38.6	16.3	30.3	30.1
Appealing	43.4	41.5	22.5	48.6
Neutral	14.5	27.9	29.6	19.2
Unappealing	2.8	11.6	12.7	2.1
Very Unappealing	.7	2.7	4.9	0.0
* MEAN	4.17	3.57	3.61	4.07

* The mean is calculated using the following values for each category:

very appealing = 5
appealing = 4
neutral = 3
unappealing = 2
very unappealing = 1

Therefore, the higher the mean, the greater the appeal of the destination.

TABLE 4-4
SOURCES OF INFORMATION USED TO FORM DESTINATION IMAGES
(Four Countries Combined, N = 573)

RESPONSE	FREQUENCY	PERCENT MENTIONING
Television	343	59.9%
Friends-Relatives	304	53.1%
Magazines	155	27.1%
In School-Courses	154	26.9%
Travel Brochures-Posters	144	25.1%
Books	137	23.9%
Movies	102	17.8%
Newspapers	68	11.9%
News	38	6.6%
Travel Agency	24	4.2%
Advertisements	24	4.2%
Media	15	2.6%
Radio	15	2.6%
Travel To Nearby Places	11	1.9%
Music	4	.7%
Other	9	1.6%
TOTAL	1547	** 270.0%

** Total exceeds 100% due to multiple responses

TABLE 4-5
SOURCES OF INFORMATION ON JAMAICA
(N = 148)

RESPONSE	FREQUENCY	PERCENT MENTIONING
Friends-Relatives.....	104	70.3%
Television.....	82	55.4%
Travel Brochures-Posters.....	68	45.9%
Magazines.....	37	25.0%
In School-Courses.....	26	17.6%
Books.....	24	16.2%
Movies.....	22	14.9%
Newspapers.....	18	12.2%
Travel Agency.....	12	8.1%
Advertisements.....	11	7.4%
News.....	10	6.8%
Music.....	4	2.7%
Radio.....	3	2.0%
Travel To Nearby Places.....	2	1.4%
Media.....	2	1.4%
Other.....	3	2.0%
	---	------
TOTAL	428	** 289.2%

** Total exceeds 100% due to multiple responses

TABLE 4-6
SOURCES OF INFORMATION ON JAPAN
(N = 147)

RESPONSE	FREQUENCY	PERCENT MENTIONING
Television	88	59.9%
Friends-Relatives	87	59.2%
In School-Courses	54	36.7%
Magazines	41	27.9%
Books	36	24.5%
Movies	29	19.7%
Newspapers	25	17.0%
News	18	12.2%
Travel Brochures-Posters	17	11.6%
Radio	7	4.8%
Media	4	2.7%
Advertisements	4	2.7%
Travel Agency	3	2.0%
Travel To Nearby Places	1	.7%
Other	4	2.7%
TOTAL	418	** 284.4%

** Total exceeds 100% due to multiple responses

TABLE 4-7
SOURCES OF INFORMATION ON KENYA
(N = 137)

RESPONSE	FREQUENCY	PERCENT MENTIONING
Television	85	62.0%
Friends-Relatives	49	35.8%
Magazines	49	35.8%
In School-Courses	40	29.2%
Books	33	24.1%
Travel Brochures-Posters	20	14.6%
Movies	19	13.9%
Newspapers	15	10.9%
News	8	5.8%
Media	6	4.4%
Travel Agency	4	2.9%
Travel To Nearby Places	4	2.9%
Radio	3	2.2%
Advertisements	2	1.5%
Other	1	.7%
TOTAL	338	** 246.7%

** Total exceeds 100% due to multiple responses

TABLE 4-8
SOURCES OF INFORMATION ON SWITZERLAND
(N = 141)

RESPONSE	FREQUENCY	PERCENT MENTIONING
Television	88	62.4%
Friends-Relatives	64	45.4%
Books	44	31.2%
Travel Brochures-Posters	39	27.7%
In School-Courses	34	24.1%
Movies	32	22.7%
Magazines	28	19.9%
Newspapers	10	7.1%
Advertisements	7	5.0%
Travel Agency	5	3.5%
Travel To Nearby Places	4	2.8%
Media	3	2.1%
News	2	1.4%
Radio	2	1.4%
Other	1	.7%
TOTAL	363	** 257.4%

** Total exceeds 100% due to multiple responses

a vacation spot for Canadians. In the case of Switzerland, books were the third most important source of information, followed by travel brochures-posters, school courses and movies. Finally, for Japan and Kenya, other sources of information, such as school courses, magazines and books seemed to be much more influential than travel related advertising in the formation of image.

Although commercial forms of information were indicated in the formation of image for each of the countries, the majority of the sources of information used were non-commercial. This would imply, with the possible exception of Jamaica, that the images measured in this survey were largely organic versus induced.

4.2 OPEN-ENDED IMAGE QUESTIONS

4.2.1 Images or Characteristics Evoked When Thinking of Country X as a Vacation Destination (Question 1)

The purpose of this question was to allow respondents to think freely about the country as a tourist destination and to elicit unprompted or 'top-of-the-mind' images. Tables 4-9 through 4-12 display the results for each of the four countries.

By combining the most frequently mentioned impressions, a commonly held mental picture, or stereotype, of the destination can be drawn. Pearce, drawing upon previous studies of stereotypes, suggests that when an image is common

TABLE 4-9
IMAGES OR CHARACTERISTICS OF JAMAICA
(N = 149)

RESPONSE	FREQUENCY	PERCENT MENTIONING
Beaches	120	80.5%
Tropical Climate	91	61.1%
Sun	66	44.3%
Ocean	45	30.2%
Physical Characteristics of Local People (Negroid)	38	25.5%
Music (Reggae)	38	25.5%
Rum-Tropical Drinks	27	18.1%
Poverty	26	17.4%
Friendly-Hospitable	24	16.1%
Palm Trees	24	16.1%
Watersports	24	16.1%
Scenery	20	13.4%
Culture	17	11.4%
Fun-Party	17	11.4%
Tropical Vegetation	17	11.4%
Food-Fruits	16	10.7%
Slow Pace	14	9.4%
Touristic-Commercialized	12	8.1%
Island Destination	11	7.4%
Shopping	10	6.7%
Drugs	9	6.0%
Relaxing	9	6.0%
Nightlife	7	4.7%
Dangerous-Unsafe	6	4.0%
Expensive	6	4.0%
Undeveloped-Primitive	6	4.0%
Grass Huts	5	3.4%
Political Instability	5	3.4%
Dread Locks-Hair Design	4	2.7%
Inexpensive	4	2.7%
Racial Tension	4	2.7%
Religion (Voodoo)	4	2.7%
Adventurous	3	2.0%
Crowded	3	2.0%
Language (local accent)	3	2.0%
Resorts	3	2.0%
* Other	45	30.2%
TOTAL	783	** 525.5%

* Mentioned by two or fewer respondents
** Total exceeds 100% due to multiple responses

TABLE 4-10
IMAGES OR CHARACTERISTICS OF JAPAN
(N = 149)

RESPONSE	FREQUENCY	PERCENT MENTIONING
Crowded	93	62.4%
Culture (unique)	47	31.5%
Scenery	42	28.2%
Expensive	39	26.2%
Food	38	25.5%
Developed-Modern	27	18.1%
High Technology-Electronics (production)	26	17.4%
Shopping	23	15.4%
Fast Pace	21	14.1%
Historic	20	13.4%
Physical Characteristics of Local People (Oriental)	20	13.4%
Gardens	19	12.8%
Warm Climate	16	10.7%
Architecture	15	10.1%
Friendly-Hospitable	12	8.1%
Polluted	12	8.1%
Traditional	12	8.1%
Ethnic Dress	11	7.4%
Geisha Girls	10	6.7%
Language Barrier	10	6.7%
Sushi-Raw Fish	10	6.7%
Temples-Shrines	9	6.0%
Business Oriented	8	5.4%
High Standard Of Living	8	5.4%
Accommodation (cramped)	7	4.7%
Ocean	7	4.7%
Mt. Fuji	6	4.0%
Religion (Eastern)	6	4.0%
Art	5	3.4%
Bullet Train	5	3.4%
Cleanliness	5	3.4%
Exotic	5	3.4%
Interesting-Curious	5	3.4%
Mountains (Volcanoes)	5	3.4%
Quiet (Rural)	5	3.4%
Sightseeing	5	3.4%

(continued...)

TABLE 4-10 (Continued)
IMAGES OR CHARACTERISTICS OF JAPAN
(N = 149)

RESPONSE	FREQUENCY	PERCENT MENTIONING
Cities	4	2.7%
Exciting	4	2.7%
Industrious	4	2.7%
Island Destination	4	2.7%
Japanese Baths-Massages	4	2.7%
Many Attractions-Activities	4	2.7%
Martial Arts	4	2.7%
Transportation	4	2.7%
Large	3	2.0%
Unique	3	2.0%
Poverty	3	2.0%
Reserved-Formal	3	2.0%
Tea Houses-Ceremony	3	2.0%
Touristic-Commercialized	3	2.0%
* Other	51	34.2%
TOTAL	715	** 480.7%

* Mentioned by two or fewer respondents
** Total exceeds 100% due to multiple responses

TABLE 4-11
IMAGES OR CHARACTERISTICS OF KENYA
(N = 149)

RESPONSE	FREQUENCY	PERCENT MENTIONING
Wildlife	89	59.7%
Hot Climate	88	59.1%
Safaris	52	34.9%
Physical Characteristics of Local People (Negro/Tribes)	48	32.2%
Poverty	40	26.8%
Dry And Dusty	32	21.5%
Culture	29	19.5%
Scenery	28	18.8%
Undeveloped-Primitive	28	18.8%
Savanna-Open Plains	27	18.1%
Tropical Vegetation	25	16.8%
Desert	22	14.8%
Sun	12	8.1%
Adventurous	11	7.4%
Reserves-Parks	9	6.0%
Crowded	8	5.4%
Unsanitary	8	5.4%
Annoying-Dangerous Animals	6	4.0%
Beaches	6	4.0%
Ethnic Dress	6	4.0%
Exotic	6	4.0%
Food	6	4.0%
Mountains	6	4.0%
Wilderness-Wild	6	4.0%
Inexpensive	5	3.4%
Language	5	3.4%
Mt. Kilimanjaro	5	3.4%
Political Instability	5	3.4%
Modern	4	2.7%
Dangerous-Unsafe	4	2.7%
Historic	4	2.7%
Ocean	4	2.7%
Racial Tension	4	2.7%
Religion (Tribal)	4	2.7%
Villages	4	2.7%

(continued...)

TABLE 4-11 (Continued)
IMAGES OR CHARACTERISTICS OF KENYA
(N = 149)

RESPONSE	FREQUENCY	PERCENT MENTIONING
Blue Sky	3	2.0%
Jeeps	3	2.0%
Photography	3	2.0%
Quiet	3	2.0%
Shopping	3	2.0%
Slow Pace	3	2.0%
Missionaries	3	2.0%
* Other	63	42.3%
TOTAL	660	** 490.2%

* Mentioned by two or fewer respondents
** Total exceeds 100% due to multiple responses

TABLE 4-12
IMAGES OR CHARACTERISTICS OF SWITZERLAND
(N = 150)

RESPONSE	FREQUENCY	PERCENT MENTIONING
Skiing	99	66.0%
Mountains	83	55.3%
Scenery	63	42.0%
Alps	36	24.0%
Food	26	17.3%
Villages	25	16.7%
Snow	22	14.7%
Banks	20	13.3%
Cleanliness	19	12.7%
Chocolate	17	11.3%
Friendly-Hospitable	16	10.7%
Chalets	15	10.0%
Hiking	15	10.0%
Clocks-Watches	14	9.3%
Expensive	14	9.3%
Cold Climate	13	8.7%
Ethnic Dress	13	8.7%
Cheese	12	8.0%
Physical Characteristics of Local People (Fair/Blue eyed)	12	8.0%
Yodellers-Yodelling	11	7.3%
Language (Multilingual)	11	7.3%
Sheep-Cows-Goats	11	7.3%
Shopping	10	6.7%
Temperate Climate	10	6.7%
Culture	8	5.3%
Historic	8	5.3%
Quiet	8	5.3%
Music (Alpine)	7	4.7%
Architecture	7	4.7%
St. Bernard Dogs	7	4.7%
Wine	5	3.3%
High Standard Of Living	5	3.3%
Romantic	5	3.3%

(continued...)

TABLE 4-12 (Continued)
IMAGES OR CHARACTERISTICS OF SWITZERLAND
(N = 150)

RESPONSE	FREQUENCY		PERCENT MENTIONING
Beerfests	4		2.7%
European	4		2.7%
Invigorating	4		2.7%
Lakes	4		2.7%
Narrow Streets	4		2.7%
Relaxing	4		2.7%
Resorts	4		2.7%
Similar To Banff	3		2.0%
New Experience	3		2.0%
Politically Neutral	3		2.0%
* Other	56		37.3%
TOTAL	740	**	494.0%

* Mentioned by two or fewer respondents
** Total exceeds 100% due to multiple responses

to 20% or more of the population, it is stereotypical (Pearce 1988). Therefore, those impressions mentioned by more than 20% of the respondents were used to construct the strongest stereotypical, holistic image of each country.

In the case of Jamaica, the most common imagery included:

- beaches (80.5%)
- tropical climate (61.1%)
- sun (44.3%)
- ocean (30.2%)
- negroid peoples (25.5%)
- music/reggae (25.5%)

As was mentioned previously, imagery, although called mental picturing, often involves more than the sense of sight. In the case of Jamaica, the imagery evoked by these descriptions included both sight (eg. beaches) and sound (eg. reggae music). Although the first four impressions could be used to describe any sun/sand destination, the presence of negroid peoples and reggae music were more indicative of a Caribbean destination, such as Jamaica.

In the case of Japan, the following imagery was evoked most frequently:

- crowded (62.4%)
- unique culture (31.5%)
- scenery (28.2%)
- expensive (26.2%)
- food (25.5%)

Upon examining this list, a more fragmented and unelaborated mental image emerged. In other words, crowdedness, culture and scenery did not easily suggest a cohesive holistic image. Furthermore, specific examples of cultural and scenic images were not provided by the majority of respondents. The image of Japan as a tourist destination, then, seemed to lack detail and to be somewhat multidimensional. The possible reasons for this are considered in Chapter 5, Discussion. Also noteworthy, were the inclusions of impressions that are generally unappealing, such as crowdedness and expense.

For Kenya, the most frequently mentioned images included:

- wildlife (59.7%)
- hot climate (59.1%)
- safaris (34.9%)
- negroid/tribal people (32.2%)
- poverty (26.8%)
- dry and dusty (21.5%)

In this case, as with Jamaica, a fairly cohesive and distinct stereotype emerged. Once again, more than the sense of sight was involved in the construction of this imagery. For example the tactile sensation of heat, dryness and dust were included in the image.

Finally, for Switzerland, the common imagery included:

- skiing (66.0%)
- mountains (55.3%)
- scenery (42.0%)
- Alps (24.0%)

For this country, the holistic image obviously centred around the mountains and the scenic beauty and activities offered.

Although not included in the most frequently mentioned responses, some very unique images of each destination emerged. In the case of Jamaica, some aspects unique to the Caribbean area were mentioned, such as rum, dread locks and voodoo. Japan invoked a larger number of unique images, including japanese gardens, geisha girls, sushi, Mt. Fuji and bullet train. Kenya, interestingly enough, elicited the image of a unique tourist attraction actually located in Tanzania -- Mt. Kilimanjaro. Most of the more unique images of Switzerland centred around the famous products manufactured there -- such as chocolate, clocks-watches and cheese -- or images of the Alps, chalets, yodellers and grazing animals.

4.2.2 Descriptions of the Atmosphere or Mood Expected While Visiting Country X (Question 2)

Question 2 was included to determine whether an open-ended question could be used to provide a more holistic description of the atmosphere or mood of each country. An examination of the results, given in Tables 4-13 to 4-16, reveals that distinctive atmospheres did indeed emerge for each country. Once again, stereotypical impressions were based on responses mentioned by more than 20% of those surveyed.

TABLE 4-13
ATMOSPHERE IN JAMAICA
(N = 149)

RESPONSE	FREQUENCY	PERCENT MENTIONING
Relaxing	82	55.0%
Friendly-Hospitable	62	41.6%
Fun-Party	58	38.9%
Slow Pace	57	38.3%
Happy	32	21.5%
Exciting	26	17.4%
Tropical (Climate)	17	11.4%
Romantic	15	10.1%
Quiet	14	9.4%
Poverty	11	7.4%
Touristic-Commercialized	7	4.7%
Beaches	6	4.0%
Scenery	6	4.0%
Adventurous	5	3.4%
Different	5	3.4%
Locals Hassling Tourists	5	3.4%
Music (Reggae)	5	3.4%
Resentful People	5	3.4%
Exotic	4	2.7%
Culture	4	2.7%
Dangerous-Unsafe	4	2.7%
Fast Pace-Urban	4	2.7%
Interesting-Curious	4	2.7%
Physical Characteristics of Local People (Negroid)	4	2.7%
Political Instability	4	2.7%
Sun	4	2.7%
Undeveloped-Primitive	4	2.7%
Apprehensive	3	2.0%
Drugs	3	2.0%
Isolated Tourist Areas	3	2.0%
Nightlife	3	2.0%
Vacation Spot	3	2.0%
Unfamiliar	3	2.0%
* Other	33	22.1%
TOTAL	505	** 339.6%

* Mentioned by two or fewer respondents
** Total exceeds 100% due to multiple responses

TABLE 4-14
ATMOSPHERE IN JAPAN
(N = 149)

RESPONSE	FREQUENCY	PERCENT MENTIONING
Fast Pace	89	59.7%
Friendly-Hospitable	58	38.9%
Crowded	34	22.8%
Reserved-Formal	30	20.1%
Quiet (Rural)	25	16.8%
Apprehensive	21	14.1%
Competitive	18	12.1%
Exciting	17	11.4%
Traditional	16	10.7%
Industrious	13	8.7%
Polluted	12	8.1%
Business Oriented	10	6.7%
Language Barrier	9	6.0%
Relaxing	7	4.7%
Warm Climate	7	4.7%
Developed-Modern	7	4.7%
Sexist	7	4.7%
Culture Shock	5	3.4%
High Standard Of Living	5	3.4%
Culture (unique)	4	2.7%
Expensive	4	2.7%
High Technology-Electronics (production)	4	2.7%
Physical Characteristics of Local People (Oriental)	4	2.7%
Mystic	4	2.7%
Religion (Eastern)	4	2.7%
Happy	3	2.0%
Accommodation (cramped)	3	2.0%
Cities	3	2.0%
Interesting-Curious	3	2.0%
Not Relaxing	3	2.0%
Safe	3	2.0%
* Other	28	18.8%
TOTAL	460	** 308.7%

* Mentioned by two or fewer respondents
** Total exceeds 100% due to multiple responses

TABLE 4-15
ATMOSPHERE IN KENYA
(N = 145)

RESPONSE	FREQUENCY	PERCENT MENTIONING
Exciting	37	25.5%
Friendly-Hospitable	36	24.8%
Slow Pace	35	24.1%
Quiet	23	15.9%
Relaxing	19	13.1%
Apprehensive	18	12.4%
Interesting-Curious	15	10.3%
Sense Of Awe	15	10.3%
Undeveloped-Primitive	15	10.3%
Adventurous	13	9.0%
Poverty	13	9.0%
Depressing	12	8.3%
Hot Climate	12	8.3%
Culture	10	6.9%
Fast Pace (Urban)	10	6.9%
Dry And Dusty	9	6.2%
Racial Tension	9	6.2%
Scenery	9	6.2%
Physical Characteristics of Local People (Negro/Tribes)	8	5.5%
Dangerous-Unsafe	7	4.8%
Educational Experience	7	4.8%
Crowded	6	4.1%
Different	6	4.1%
Happy	6	4.1%
Fun-Party	5	3.4%
Culture Shock	5	3.4%
Political Instability	5	3.4%
Unfamiliar	5	3.4%
Exotic	4	2.8%
Language Barrier	4	2.8%
Unique	4	2.8%
Wildlife	4	2.8%
Freedom	3	2.1%
Lack Of Facilities & Amenities	3	2.1%
Unsanitary	3	2.1%
* Other	50	34.5%
TOTAL	445	** 307.2%

* Mentioned by two or fewer respondents
** Total exceeds 100% due to multiple responses

TABLE 4-16
ATMOSPHERE IN SWITZERLAND
(N = 149)

RESPONSE	FREQUENCY	PERCENT MENTIONING
Friendly-Hospitable	99	66.4%
Relaxing	38	25.5%
Happy	33	22.1%
Quiet	25	16.8%
Fun-Party	24	16.1%
Slow Pace	24	16.1%
Exciting	20	13.4%
Invigorating	14	9.4%
Cleanliness	13	8.7%
Romantic	11	7.4%
Indifferent People	10	6.7%
Conservative	8	5.4%
Fast Pace	7	4.7%
Scenery	7	4.7%
Adventurous	6	4.0%
Different	6	4.0%
Expensive	6	4.0%
Freedom	6	4.0%
Interesting-Curious	6	4.0%
Historic	5	3.4%
Sense Of Awe	5	3.4%
Simple Lifestyle	5	3.4%
Cosy	4	2.7%
High Standard Of Living	4	2.7%
Physical Characteristics of Local People (Fair/Blue-eyed)	4	2.7%
Quaint	4	2.7%
Safe	4	2.7%
Small Town Atmosphere	4	2.7%
Architecture	3	2.0%
Cold Climate	3	2.0%
Crowded	3	2.0%
Culture	3	2.0%
Educational Experience	3	2.0%
Food	3	2.0%
Language (Multilingual)	3	2.0%
Language Barrier	3	2.0%
Mountains	3	2.0%
Uncrowded	3	2.0%
* Other	34	22.8%
TOTAL	466	** 312.9%

* Mentioned by two or fewer respondents
** Total exceeds 100% due to multiple responses

For Jamaica, the most common atmospheric descriptions included:

- relaxing (55.0%)
- friendly-hospitable (41.6%)
- fun-party (38.9%)
- slow pace (38.3%)
- happy (21.5%)

Jamaica was characterized by its slow, relaxing pace and friendly, hospitable people. Combined with the other frequent responses, such as fun-party and happy, a perception of a lively, yet laid-back, atmosphere emerged. Although not mentioned by more than 20% of the respondents, some negative aspects did emerge. Those mentioned most often included poverty (7.4%), overly touristic-commercialized (4.7%) and locals hassling tourists (3.4%).

In the case of Japan, the most frequent responses were:

- fast pace (59.7%)
- friendly-hospitable (38.9%)
- crowded (22.8%)
- reserved-formal (20.1%)

Japan, in contrast to Jamaica, was characterized by its fast pace and crowdedness. It should be noted, however, that the rural areas of Japan were differentiated by 16.8% of the respondents as being quiet and serene. The Japanese, like the Jamaicans, were perceived as being friendly and hospitable, but in a more reserved and formal manner. A feeling of

apprehension was mentioned by 14% of the respondents. Although the cause of this apprehension was not ascertained directly in the survey, some of the negative atmospheric descriptions used could provide some clues -- crowded (22.8%), polluted (8.1%), language barrier (6.0%), sexist (4.7%) and culture shock (3.4%).

For Kenya, the following atmospheric descriptions were evoked:

- exciting (25.5%)
- friendly-hospitable (24.8%)
- slow pace (24.1%)

Respondents had more difficulty in describing the atmosphere in Kenya, as evidenced by a lower concentration of answers in any one category. The most frequent atmospheric characteristic was exciting, but this was only mentioned by 25.5% of respondents. The other most common descriptions used were friendly/hospitable and slow pace. While both Jamaica and Kenya were characterized by a slower pace of life, Kenya, unlike Jamaica, was not perceived as being a relaxing destination. Rather, Kenya was described as being simultaneously exciting and slow paced. The 'excitement' factor can probably be traced to the attractions of Kenya in terms of wildlife and tribal people and to its location in the continent of Africa. As was the case with Japan, apprehension was mentioned by some respondents (12.4%). However, the likely sources of this apprehension were different from those

in Japan -- undeveloped/primitive (10.3%), poverty (9.0%), depressing (8.3%), racial tension (6.2%) and dangerous/unsafe (4.8%), crowded (4.1%), culture shock (3.4%) and political instability (3.4%).

In the case of Switzerland, the most common atmospherics included:

- friendly-hospitable (66.4%)
- relaxing (25.5%)
- happy (22.1%)

Switzerland's atmosphere was described primarily as friendly/hospitable. In fact, of the four countries, friendliness was mentioned by the highest percentage of respondents in describing the atmosphere of Switzerland. Other descriptions commonly used by respondents were relaxing and happy. Negative descriptions used most frequently were indifferent people (6.7%) and expensive (4.0%).

4.2.3 Distinctive or Unique Tourist Attractions in Country X (Question 3)

The purpose of Question 3 was to force respondents to list any distinctive or unique attractions that they were aware of in the country. Results are provided in Tables 4-17 through 4-20. Although respondents were able to provide examples for each of the four countries, the response rate for this question was considerably lower than that of Questions 1 and 2. The average number of respondents answering this

TABLE 4-17
DISTINCTIVE AND UNIQUE TOURIST ATTRACTIONS OF JAMAICA
(N = 117)

RESPONSE	FREQUENCY	PERCENT MENTIONING
Beaches	67	57.3%
Watersports	21	17.9%
Ocean	19	16.2%
Music (Reggae)	17	14.5%
Culture	16	13.7%
Tropical Climate	14	12.0%
Montego Bay	13	11.1%
Kingston	11	9.4%
Physical Characteristics of Local People (Negroid)	11	9.4%
Scenery	11	9.4%
Shopping	8	6.8%
History	7	6.0%
Food-Fruits	7	6.0%
Fun-Party	7	6.0%
Sun	7	6.0%
Ocho Rios	6	5.1%
Tours	6	5.1%
Waterfalls	6	5.1%
Cruises	5	4.3%
Nightlife	5	4.3%
Rum-Tropical Drinks	5	4.3%
Tropical Vegetation	5	4.3%
Club Med	4	3.4%
Coffee	3	2.6%
Palm Trees	3	2.6%
Wildlife	3	2.6%
* Other	48	41.0%
TOTAL	323	** 287.6%

* Mentioned by two or fewer respondents
** Total exceeds 100% due to multiple responses

TABLE 4-18
DISTINCTIVE AND UNIQUE TOURIST ATTRACTIONS OF JAPAN
(N = 119)

RESPONSE	FREQUENCY	PERCENT MENTIONING
Temples-Shrines	40	33.6%
Mt. Fuji	32	26.9%
Gardens	31	26.1%
Hiroshima-Nagasaki	25	21.0%
Tokyo	23	19.3%
Culture	17	14.3%
Scenery	17	14.3%
Shopping	17	14.3%
Food	15	12.6%
Bullet Train	12	10.1%
High Technology-Electronics (production)	10	8.4%
Architecture	8	6.7%
Royal Palace	8	6.7%
Art	7	5.9%
Cities	7	5.9%
Historic	7	5.9%
Disneyland	6	5.0%
Physical Characteristics of Local People (Oriental)	6	5.0%
Mountains (Volcanoes)	6	5.0%
Museums	6	5.0%
Ethnic Dress	5	4.2%
Japanese Baths-Massages	5	4.2%
Martial Arts	5	4.2%
Sumo Wrestlers	5	4.2%
Olympic Sites	4	3.4%
Golf Courses	4	3.4%
Skiing	4	3.4%
Sushi-Raw Fish	4	3.4%
Geisha Girls	3	2.5%
Kyoto	3	2.5%
Transportation	3	2.5%
* Other	40	33.6%
TOTAL	385	** 323.2%

* Mentioned by two or fewer respondents
** Total exceeds 100% due to multiple responses

TABLE 4-19
DISTINCTIVE AND UNIQUE TOURIST ATTRACTIONS OF KENYA
(N = 124)

RESPONSE	FREQUENCY	PERCENT MENTIONING
Wildlife	54	43.5%
Safaris	44	35.5%
Reserves-Parks	40	32.3%
Culture	21	16.9%
Scenery	17	13.7%
Physical Characteristics of Local People (Negro/Tribes)	15	12.1%
Mt. Kilimanjaro	11	8.9%
Villages	11	8.9%
Tropical Vegetation	9	7.3%
Desert	8	6.5%
Mountains	8	6.5%
Nairobi	8	6.5%
Beaches	7	5.6%
Shopping	7	5.6%
Savanna-Open Plains	6	4.8%
Tree Top Hotels	5	4.0%
Food	5	4.0%
Hot Climate	4	3.2%
Meeting Local People	4	3.2%
Mombassa	4	3.2%
Mt. Kenya	3	2.4%
Primary Health Care Centres	3	2.4%
Cities	3	2.4%
Historic	3	2.4%
Lake Victoria	3	2.4%
River Trips	3	2.4%
Tours	3	2.4%
Undeveloped-Primitive	3	2.4%
* Other	29	23.4%
TOTAL	341	** 274.6%

* Mentioned by two or fewer respondents
** Total exceeds 100% due to multiple responses

TABLE 4-20
DISTINCTIVE AND UNIQUE TOURIST ATTRACTIONS OF SWITZERLAND
(N = 133)

RESPONSE	FREQUENCY	PERCENT MENTIONING
Alps	59	44.4%
Skiing	41	30.8%
Mountains	24	18.0%
Resorts	19	14.3%
Scenery	19	14.3%
Geneva	15	11.3%
Shopping	13	9.8%
Architecture	11	8.3%
Villages	11	8.3%
Clocks-Watches	10	7.5%
Matterhorn	10	7.5%
Food	8	6.0%
Physical Characteristics of Local People (Fair/Blue-eyed)	8	6.0%
Zurich	7	5.3%
Chalets	7	5.3%
Culture	7	5.3%
Hiking	7	5.3%
Lakes	7	5.3%
Banks	6	4.5%
Chocolate	6	4.5%
Gondolas	6	4.5%
Cheese	5	3.8%
Historic	5	3.8%
Sheep-Cows-Goats	5	3.8%
Mountain Climbing	4	3.0%
Museums	4	3.0%
Yodellers-Yodelling	3	2.3%
Music (Alpine)	3	2.3%
Beerfests	3	2.3%
Friendly-Hospitable	3	2.3%
* Other	38	28.6%
TOTAL	374	** 282.5%

* Mentioned by two or fewer respondents
** Total exceeds 100% due to multiple responses

question was 123, compared to 149 for Question 1 and 148 for Question 2. This lower response rate likely reflects a lack of detailed knowledge of the attractions offered at the various destinations.

The distinctive attractions of Jamaica centred around its ability to provide a sun/sand type of vacation. Beaches were mentioned by over half of the respondents (57.3%), followed by watersports (17.9%) and ocean (16.2%). These characteristics, however, are certainly not unique to Jamaica. Truly unique characteristics most frequently mentioned included Montego Bay (11.1%), Kingston (9.4%) and Ocho Rios (5.1%).

Japan elicited a much greater variety of unique attractions. Mentioned most frequently were temples-shrines (33.6%), Mt. Fuji (26.9%), japanese gardens (26.1%), Hiroshima-Nagasaki (21.0%) and Tokyo (19.3%). Many of the unique attractions mentioned were related to Japanese culture. In fact, the Japanese culture, in general, was mentioned by 14.3% as a unique attraction of Japan.

The strongest distinctive attractions in Kenya centred around its wildlife (43.5%), safaris (35.5%) and reserves-parks (32.3%). However, its culture (16.9%) and tribal/negroid people (12.1%) were also often mentioned. Once again, Mt. Kilimanjaro, which is actually located in Tanzania, was mentioned by 8.9% of the respondents as a unique Kenyan attraction, indicating the presence of a fairly significant misconception.

The Alps (44.4%), skiing (30.8%) and mountains (18.0%) were the most mentioned distinctive characteristics of Switzerland. Besides scenery, other unique attractions frequently mentioned were Geneva (11.1%), architecture (8.3%), villages (8.3%), clocks-watches (7.5%) and Matterhorn (7.5%).

4.2.4 Main Reasons Given for Visiting Country X (Question 5)

Um and Crompton (1990) highlighted the importance of facilitators and inhibitors as determinants in tourism destination choice. Therefore, as supplementary questions, respondents were asked to provide the main reasons for visiting and for not visiting a particular country. The main reasons for visiting a particular country provide an indication of the strongest positive images or pull factors that facilitate travel to that destination. Tables 4-21 through 4-24 exhibit the responses given to this question for each country included in the survey.

The strongest reasons for visiting Jamaica were its tropical climate, beaches and relaxing atmosphere. Culture was also frequently mentioned. In the case of Japan and Kenya, culture was the primary draw. This was not surprising for Japan, in light of the fact that culturally related images were frequently mentioned in the previous open-ended questions. However, it is interesting to note that the culture of Kenya was mentioned as a reason for visiting almost as frequently (56.3%) as wildlife and safaris combined (60.5%). For Switzerland, skiing, never been, and scenery

TABLE 4-21
MAIN REASONS FOR VISITING JAMAICA
(N = 148)

RESPONSE	FREQUENCY	PERCENT MENTIONING
Tropical Climate	64	43.2%
Sun	59	39.9%
Beaches	58	39.2%
Relaxing	56	37.8%
Culture	41	27.7%
Watersports	28	18.9%
Ocean	17	11.5%
Fun-Party	16	10.8%
Different	14	9.5%
Inexpensive	13	8.8%
Food-Fruits	12	8.1%
See Local People	12	8.1%
Scenery	12	8.1%
Escapism	11	7.4%
To Vacation	11	7.4%
Meet Local People	10	6.8%
Never Been	10	6.8%
Music (Reggae)	9	6.1%
Friendly-Hospitable	8	5.4%
Shopping	7	4.7%
Educational Experience	6	4.1%
Island Destination	6	4.1%
Good Reputation	5	3.4%
Honeymoon	5	3.4%
Slow Pace	5	3.4%
Exciting	4	2.7%
Quiet	4	2.7%
If Won A Free Trip	3	2.0%
Drugs	3	2.0%
Isolated Tourist Areas	3	2.0%
Nightlife	3	2.0%
Rum-Tropical Drinks	3	2.0%
See Sights	3	2.0%
* Other	38	25.7%
TOTAL	551	** 378.7%

* Mentioned by two or fewer respondents
** Total exceeds 100% due to multiple responses

TABLE 4-22
MAIN REASONS FOR VISITING JAPAN
(N = 140)

RESPONSE	FREQUENCY	PERCENT MENTIONING
Culture	84	60.0%
Educational Experience	31	22.1%
Food	27	19.3%
Never Been	23	16.4%
Scenery	20	14.3%
Shopping	20	14.3%
Historic	19	13.6%
Meet Local People	14	10.0%
Interesting-Curious	13	9.3%
On Business	11	7.9%
To Vacation	11	7.9%
See Local People	10	7.1%
Sightseeing	10	7.1%
Unique	8	5.7%
Architecture	8	5.7%
High Technology-Electronics (production)	8	5.7%
Language	8	5.7%
Gateway To Other Parts Of Orient	7	5.0%
Many Attractions-Activities	7	5.0%
Visit Friends-Relatives	6	4.3%
Friendly-Hospitable People	6	4.3%
Religion (Eastern)	6	4.3%
Art	4	2.9%
Gardens	4	2.9%
Warm Climate	3	2.1%
Temples-Shrines	3	2.1%
Traditional	3	2.1%
* Other	34	24.3%
TOTAL	414	** 297.9%

* Mentioned by two or fewer respondents
** Total exceeds 100% due to multiple responses

TABLE 4-23
MAIN REASONS FOR VISITING KENYA
(N = 142)

RESPONSE	FREQUENCY	PERCENT MENTIONING
Culture	80	56.3%
Wildlife	59	41.5%
Safaris	27	19.0%
Scenery	27	19.0%
Educational Experience	26	18.3%
Different	23	16.2%
Hot Climate	22	15.5%
Adventurous	17	12.0%
Never Been	13	9.2%
Interesting-Curiosity	11	7.7%
Meet Local People	11	7.7%
See Local People	9	6.3%
Being In Africa	7	4.9%
Food	7	4.9%
Reserves-Parks	7	4.9%
Unique	7	4.9%
Historic	6	4.2%
To Vacation	6	4.2%
Sun	6	4.2%
Escape Cold	5	3.5%
Exciting	5	3.5%
Photography	5	3.5%
Sightseeing	5	3.5%
Tropical Vegetation	4	2.8%
Inexpensive	3	2.1%
Exotic	3	2.1%
Hiking	3	2.1%
Quiet	3	2.1%
Relaxing	3	2.1%
Visit Friends-Relatives	3	2.1%
* Other	38	26.8%
TOTAL	451	** 316.9%

* Mentioned by two or fewer respondents
** Total exceeds 100% due to multiple responses

TABLE 4-24
MAIN REASONS FOR VISITING SWITZERLAND
(N = 147)

RESPONSE	FREQUENCY	PERCENT MENTIONING
Skiing	72	49.0%
Never Been	37	25.2%
Scenery	36	24.5%
Culture	22	15.0%
Educational Experience	21	14.3%
European Tour	16	10.9%
Historic	16	10.9%
On Vacation	16	10.9%
Different	15	10.2%
Meet Local People	14	9.5%
Shopping	14	9.5%
Visit Friends-Relatives	12	8.2%
Alps	11	7.5%
Mountains	11	7.5%
European	9	6.1%
Food	9	6.1%
See Local People	9	6.1%
Friendly-Hospitable	8	5.4%
Hiking	8	5.4%
Relaxing	8	5.4%
Good Reputation-Recommended	7	4.8%
See The Sights	7	4.8%
Safe	5	3.4%
Cleanliness	4	2.7%
Fun-Party	4	2.7%
Interesting-Curious	4	2.7%
Mountain Climbing	4	2.7%
Politically Neutral	4	2.7%
Adventurous	3	2.0%
Banks	3	2.0%
High Standard Of Living	3	2.0%
Many Attractions-Activities	3	2.0%
* Other	33	22.4%
TOTAL	448	** 305.2%

* Mentioned by two or fewer respondents
** Total exceeds 100% due to multiple responses

were cited most often as reasons for visiting.

In examining the responses to this question across the four country groups, it was evident that the reasons for visiting a destination tended to be expressed in fairly general terms. In other words, respondents rarely mentioned the unique attractions of a destination as reasons for visiting.

4.2.5 Main Reasons Given for Not Visiting Country X (Question 6)

While the previous question supplied an indication of the strongest pull factors to a particular destination, the responses to this question illustrated some of most common negative images or inhibitors to travelling to the destination. Tables 4-25 through 4-28 provide the results.

In each case, the primary reason given for not visiting a country was expense. Switzerland and Japan had the highest percentages of respondents mentioning this inhibitor as the main reason for not visiting, at 65.9% and 59.9% respectively. While costs are undoubtedly one of the most significant barriers to travel in general, it is likely that this factor has been emphasized due to the student sample used in this survey.

The other major reasons for not visiting various destinations provided a more intimate and characteristic view of some of the major negative images for each destination.

TABLE 4-25
MAIN REASONS FOR NOT VISITING JAMAICA
(N = 129)

RESPONSE	FREQUENCY	PERCENT MENTIONING
Expensive	60	46.5%
Tropical Storms	30	23.3%
Poverty	23	17.8%
Dangerous-Unsafe	21	16.3%
Other Preferences	15	11.6%
Political Instability	12	9.3%
Touristic-Commercialized	12	9.3%
Distance-Travel Time	11	8.5%
Unfamiliar	11	8.5%
Climate	10	7.8%
Unsanitary-Unhealthy	9	7.0%
Drugs	7	5.4%
Not Many Attractions-Activities	7	5.4%
Racial Tension	7	5.4%
Locals Hassle Tourists	6	4.7%
Annoying-Dangerous Animals	5	3.9%
Crowded	4	3.1%
Culture	3	2.3%
Lack Of Facilities & Amenities	3	2.3%
Not Unique	3	2.3%
* Other	18	13.9%
TOTAL	277	** 215.1%

* Mentioned by two or fewer respondents
** Total exceeds 100% due to multiple responses

TABLE 4-26
MAIN REASONS FOR NOT VISITING JAPAN
(N = 137)

RESPONSE	FREQUENCY	PERCENT MENTIONING
Expensive	82	59.9%
Crowded	61	44.5%
Language Barrier	51	37.2%
Distance-Travel Time	18	13.1%
Fast Pace	17	12.4%
Polluted	13	9.5%
Other Preferences	12	8.8%
Unfamiliar	10	7.3%
Not Relaxing	9	6.6%
Food	8	5.8%
No Interest In Culture	8	5.8%
Competitive	7	5.1%
Accommodation (cramped)	4	2.9%
Touristic-Commercialized	4	2.9%
Earthquakes-Tidal Waves	3	2.2%
Cold Climate	3	2.2%
No Friends-Relatives	3	2.2%
Not A Vacation Spot	3	2.2%
Poverty	3	2.2%
Sexist	3	2.2%
Traditional	3	2.2%
* Other	21	15.3%
TOTAL	346	** 252.3%

* Mentioned by two or fewer respondents
** Total exceeds 100% due to multiple responses

TABLE 4-27
MAIN REASONS FOR NOT VISITING KENYA
(N = 131)

RESPONSE	FREQUENCY	PERCENT MENTIONING
Expensive	43	32.8%
Unfamiliar	26	19.8%
Unsanitary	26	19.8%
Political Instability	24	18.3%
Hot Climate	22	16.8%
Dangerous-Unsafe	19	14.5%
Annoying-Dangerous Animals	15	11.5%
Poverty	15	11.5%
Distant-Travel Time	12	9.2%
Lack Of Facilities & Amenities	10	7.6%
Other Preferences	10	7.6%
Undeveloped-Primitive	9	6.9%
Dry And Dusty	6	4.6%
Language Barrier	5	3.8%
Not Many Attractions-Activities	5	3.8%
Racial Tension	5	3.8%
Apprehensive	4	3.1%
Depressing	4	3.1%
Food	3	2.3%
No One To Travel With	3	2.3%
* Other	19	14.5%
TOTAL	285	** 218.0%

* Mentioned by two or fewer respondents
** Total exceeds 100% due to multiple responses

TABLE 4-28
MAIN REASONS FOR NOT VISITING SWITZERLAND
(N = 123)

RESPONSE	FREQUENCY	PERCENT MENTIONING
Expensive	81	65.9%
Cold Climate	29	23.6%
Distance-Travel Time	28	22.8%
Not Many Attractions-Activities	25	20.3%
Language Barrier	14	11.4%
Unfamiliar	14	11.4%
Other Preferences	13	10.6%
Dangerous	3	2.4%
Touristic-Commercialized	3	2.4%
* Other	25	20.3%
TOTAL	235	** 190.8%

* Mentioned by two or fewer respondents
** Total exceeds 100% due to multiple responses

The most frequent responses, other than expense, for each country were as follows:

Jamaica - tropical storms (23.3%), poverty (17.8%), dangerous-unsafe (16.3%)

Japan - crowded (44.5%), language barrier (37.2%), distance-travel time (13.1%)

Kenya - unfamiliar (19.8%), unsanitary (19,8%), political instability (18.3%), hot climate (16.8%)

Switzerland - cold climate (23.6%), distance-travel time (22.8%), not many attractions-activities (20.3%)

From examining these results, an interesting issue can be raised -- many of the negative factors would be difficult, if not impossible, to change or control. Examples include poverty, crowdedness and political instability. These are problems symptomatic of larger scale social and economic issues. Also, certain climatic conditions, which are impossible to control, act as a major deterrent to travel.

However, sometimes the negative perceptions held are somewhat inaccurate and need to be corrected. For instance, Kenya has historically been one of the most politically stable countries in the African continent. The perception that Switzerland does not offer many attractions-activities also indicates an area of concern for those involved in marketing this country as a tourist destination.

4.3 SCALE ITEMS

4.3.1 Results of Factor Analysis

Using the procedure described in the methodology section, a set of scale items based on eight factors was developed to measure the common, attribute-based components of destination image. Table 4-29 provides the rotated factor matrix for the final eight factor solution, and Table 4-30 details the items measuring each of the factors.

As indicated in Table 4-29, a varimax rotation produced a 'clean' solution in the final eight factor analysis. In other words, this rotated solution contained no items loading more than .4 on any two factors.

The percentage of variance explained using principal axis factoring was 52.1%. It should be noted that a virtually identical factor matrix could be obtained by using principal components factoring. Using principle components factoring, which does not allow for unique variance (measurement error), the final eight factors explained 62.9% of the variance. However, a more conservative and perhaps realistic indication of the percentage of variance explained (52.1%) was given by the principal axis factoring solution and, hence, this solution was employed.

Table 4-30 provides a list of the items included in each of the eight factors. While each of the items measures the perception of a specific attribute of a destination, factor analysis groups together those items which are highly

TABLE 4-29
VARIMAX FACTOR MATRIX FOR
FINAL EIGHT FACTOR SOLUTION

	ITEM #	H^2	FAC. 1	FAC. 2	FAC. 3	FAC. 4	FAC. 5	FAC. 6	FAC. 7	FAC. 8
*	Q 61	.68	.755							
	Q 45	.72	.718							
	Q 43	.66	.699							
	Q 41	.51	.633							
	Q 63	.58	.618							
	Q 37	.49	.544							
	Q 64	.36	.513							
	Q 27	.39	.488							
	Q 23	.35	.479							
	Q 53	.38	.415							
	Q 18	.59		.705						
	Q 46	.48		.649						
	Q 59	.53		.624						
	Q 52	.43		.609						
	Q 8	.32		.448						
	Q 25	.30		.438						
	Q 21	.57			.695					
	Q 30	.69			.681					
	Q 44	.53			.583					
	Q 51	.36			.487					
	Q 62	.60				.660				
	Q 66	.61				.639				
	Q 15	.49				.579				
	Q 32	.36				.426				
	Q 9	.61					.730			
	Q 5	.58					.592			
	Q 4	.43					.580			
	Q 6	.60						.678		
	Q 38	.52						.629		
	Q 60	.38						.593		
	Q 19	.73							.757	
	Q 49	.64							.723	
	Q 24	.64								.737
	Q 57	.58								.582

PERCENT OF VARIANCE EXPLAINED: 52.1%

* responds to question number in Part Two of the questionnaire

** factors loadings less than .4 not reported

TABLE 4-30
ITEMS COMPRISING EACH FACTOR

Factor One - COMFORT/SECURITY

Q 61	local standards of cleanliness and hygiene are high
Q 45	high standard of living
Q 43	good quality restaurants and hotels are easy to find
Q 41	highways and roads are in good condition
Q 63	in general, a safe place to visit
Q 37*	shopping facilities are poor
Q 64*	difficult to get good service in restaurants & hotels
Q 27	cities are attractive
Q 23*	there is frequent political unrest
Q 53	local people are friendly

Factor Two - INTEREST/ADVENTURE

Q 18	a holiday in XXX is a real adventure
Q 46	everything is different and fascinating
Q 59	many places of interest to visit
Q 52	good destination for an educational or learning experience
Q 8*	few places of historical or archaeological interest to visit
Q 25	many opportunities to see interesting local festivals

Factor Three - NATURAL STATE

Q 21	plenty of places to get away from the crowds
Q 30	restful and relaxing place to visit
Q 44	offers a lot in terms of natural scenic beauty
Q 51*	lacks nature preserves and wilderness areas

Factor Four - TOURISTIC FACILITATION

Q 62	many packaged vacations available
Q 66	good tourist information is readily available
Q 15	tours and excursions are readily available
Q 32	tourist attractions are well-known and famous

(continued...)

TABLE 4-30 (Continued)
ITEMS COMPRISING EACH FACTOR

Factor Five - RESORT ATMOSPHERE/CLIMATE

Q 9 good place to go for the beaches
Q 5 has good nightlife
Q 4 pleasant weather

Factor Six - CULTURAL DISTANCE

Q 6* lifestyles and customs are similar to ours
Q 38* food is similar to ours
Q 60* local architectural styles are similar to ours

Factor Seven - INEXPENSIVENESS

Q 19 prices are low
Q 49* goods and services are expensive

Factor Eight - LACK OF LANGUAGE BARRIER

Q 24* few people understand English
Q 57 many people speak English

* These items were reverse coded for data analysis

correlated. By examining the common threads among these clusters of items, certain underlying dimensions, or factors, can be identified. These dimensions have been labelled by the researcher as Comfort/Security, Interest/Adventure, Natural State, Touristic Facilitation, Resort Atmosphere/Climate, Cultural Difference, Inexpensiveness, and Lack of Language Barrier.

Included in the Comfort/Security factor were items concerning attributes of cleanliness, quality of service, safety, political stability, friendliness, quality of infrastructure and standard of living. It is interesting to note that this factor included the item rating the attractiveness of cities in the destination. It appears that appeal or attractiveness of cities was more strongly correlated to other items measuring comfort and security, than to items measuring excitement and variety of things to see and do. A higher score on this scale indicated a greater perception of personal comfort and security while visiting the destination.

The Interest/Adventure factor included items measuring adventure, variety of things to see and do, and opportunities to learn and to visit historical sites and festivals. The higher the score on this scale, the greater the perceived availability of interest/adventure.

The third factor, labelled Natural State, concerned perceptions of whether or not the destination offered natural or wilderness experiences and scenic beauty. Associated with

the natural resources were items measuring the ability to escape from the crowds and to obtain rest and relaxation. The label of Natural State was chosen to describe the more pristine environment described by these items versus a more artificial, man-made environment. The greater the perceived natural state of a destination, the higher the score on this factor.

Touristic Facilitation, the fourth factor, contained items related to the ease of touristic access to the destination. This included availability of tourist information, packaged vacations, and tours and excursions. Whether or not the destination was believed to have well-known and famous attractions was also correlated with this factor. Once again, the higher the score on this factor, the greater the perceived level of touristic facilitation.

The fifth factor combined beaches, weather and nightlife and described a Resort Atmosphere/Climate. As with previous factors, the higher the score, the stronger the destination's image of having these attributes. This factor, and to some extent, factors three and six, characterized types of vacation destinations; that is, is the country primarily considered a resort destination versus a wilderness/natural destination versus a cultural destination.

Factor six measured the perceived Cultural Distance between the origin and host countries. Attributes measuring perceived cultural differences in terms of lifestyles, customs, food and architecture were included in this factor.

The higher the score, the greater the perceived cultural distance.

Finally, factors seven and eight concerned attributes of costs and language barriers, respectively. High prices and the inability to communicate are obviously strong barriers to visiting certain destinations. These factors were labelled Inexpensiveness and Lack of Language Barrier. A high score on these scales indicated no significant barriers to travel within the destination in terms of costs and language.

4.3.2 Scale Reliability

Eight scales were constructed based on the eight factor solution. The reliabilities of the scales in terms of coefficient alpha are reported in Table 4-31. The reliabilities ranged from .87 for factor one to .68 for factor four. The total scale reliability, based on the linear combination formula derived by Nunnally (1978) was .72.

4.3.3 Score of Each Country on the Eight Dimension Scale

The score of each country on each of the eight scales was calculated and the results are presented in Table 4-32.

Jamaica had the highest scores on the resort atmosphere/climate and the lack of language barrier scales. It also shared a high score with Switzerland on the touristic facilitation scale. Therefore, Jamaica, in comparison to the other countries in the survey, was considered to offer a readily accessible resort destination where language barriers

TABLE 4-31
INTERNAL CONSISTENCIES OF THE EIGHT DESTINATION IMAGE DIMENSIONS

DIMENSION	# OF ITEMS	RELIABILITY COEFFICIENT (Alphas)
Comfort/Security	10	.87
Interest/Adventure	6	.77
Natural State	4	.76
Touristic Facilitation	4	.68
Resort Atmosphere/Climate	3	.78
Cultural Distance	3	.72
Inexpensiveness	2	.81
Lack of Language Barrier	2	.75
* RELIABILITY OF LINEAR COMBINATION (Total Scale Reliability)		.72

* Formula used to calculate total scale reliability (Nunnally, 1978):

$$r = 1 - \left(\frac{k - \Sigma r_{ii}}{\sigma_y^2}\right)$$

k = *number of scales*
r_{ii} = *reliabilities of each scale*
σ_y^2 = *summation of the elements of factor correlation table*

TABLE 4-32
SCALE SCORES BY COUNTRY **

SCALE	JAMAICA	JAPAN	KENYA	SWITZERLAND
Comfort/Security (10 items)	3.79	4.39	3.29	4.81
Interest/Adventure (6 items)	4.28	*4.88	*4.91	4.65
Natural State (4 items)	4.65	3.33	*4.89	*5.08
Touristic Facilitation (4 items)	*4.71	4.33	3.98	*4.67
Resort Atmosphere/Climate (3 items)	5.44	3.84	*3.39	*3.41
Cultural Distance (3 items)	4.45	*5.07	*5.09	3.79
Inexpensiveness (2 items)	3.65	2.30	3.98	2.76
Lack of Language Barrier (2 items)	4.90	*3.79	*3.89	4.49

* Denotes pairs of countries whose scores are not significantly different at the .05 level. (Student Newman-Keuls Test)

** Highest score on each scale is underlined. The maximum scale score obtainable is 6.00. The mean score for each of the items comprising the scale was calculated using the following values:

strongly agree = 6
moderately agree = 5
slightly agree = 4
slightly disagree = 3
moderately disagree = 2
strongly disagree = 1

are quite minimal. However, Jamaica had relatively lower scores in terms of interest/adventure and comfort/security.

Japan's highest scores were in terms of cultural distance and interest/adventure. Japan, then, was primarily perceived to offer a high level of interest/adventure in terms of a unique cultural experience. The lowest scores for Japan were those for inexpensiveness, lack of language barrier and natural state. This indicated that Japan was perceived to be an expensive destination with few natural attractions, where relatively few people speak English.

Kenya, like Japan, scored high in terms of cultural distance and interest/adventure. However, unlike Japan, Kenya was perceived to be the least expensive of the four destinations and scored high on the natural state dimension. Kenya, therefore, was perceived to offer both cultural and natural attractions at a relatively low price. Kenya received the lowest scores in terms of comfort/security, touristic facilitation, resort atmosphere/climate and lack of language barrier.

Finally, Switzerland received high scores for comfort/security, natural state and touristic facilitation. Therefore, it was considered a safe, easily accessible destination, with primarily natural attractions. Switzerland received a low score on the scales of cultural distance and resort atmosphere/climate. It was also perceived to be quite expensive.

CHAPTER 5

DISCUSSION

The primary focus of the discussion section is to determine if the combination of open-ended questions and scale items have been successful in capturing the complex nature of destination image. First, the ability of the open-ended questions to capture the holistic and unique components of destination image, along both functional and psychological dimensions, is addressed. Some issues in the use of the open-ended questions are also identified. Second, the effectiveness of the set of scales developed to measure the common, attribute-based components of destination image is examined. Problems encountered in the development of the scales are identified and possible resolutions outlined. Finally, the effectiveness of the combined methodologies in capturing the components of destination image is illustrated by presenting and discussing the entire set of image data for one of the countries used in the study (Jamaica).

5.1 OPEN-ENDED QUESTIONS IN THE MEASUREMENT OF DESTINATION IMAGE

Before beginning the discussion, the open-ended image questions included in Part One of the questionnaire are reproduced below for easy reference:

#1 What images or characteristics come to mind when you think of XXX as a vacation destination?

#2 How would you describe the atmosphere or mood that you would expect to experience while visiting XXX?

#3 Please list any distinctive or unique tourist attractions that you can think of in XXX.

As illustrated in the previous chapter (section 4.2.1), the responses to Question 1 provided detailed and distinctive impressions of each destination. When the most common of these impressions were combined, a fairly vivid and cohesive holistic mental picture emerged for each country.

The one notable exception was Japan. In this case, a somewhat fragmented mental picture materialized. There are two possible explanations for this result. The first may be a lack of familiarity with Japan. However, relatively speaking, respondents indicated a greater level of familiarity with Japan than with either Switzerland or Kenya. The second explanation is that Japan may actually be more difficult to stereotype as a vacation destination. Mayo and Jarvis (1981) suggested that certain destinations may cause perceptual ambiguity because of their size, complexity or diversity. As an example, they cited the ambiguous image of the United States for many foreigners. In a similar vein, the multifaceted image of Japan may be the result of the perceived complexity and diversity of that country. This would indicate that certain destinations are more difficult to stereotype than others.

Included in the responses to Question 1 were certain distinctive or unique features of each destination. Examples included reggae music for Jamaica, unique culture for Japan, wildlife for Kenya and the Alps for Switzerland. With the exception of Kenya, these unique features were not the most frequently mentioned impressions. However, when they were combined with the more general descriptions given, a customized mental picture emerged for each destination.

The holistic impressions drawn by the most frequently mentioned responses to Question 1 often included sensory perceptions other than sight. For example, sound (reggae music), taste (Japanese food) and touch and smell (dry and dusty). This is consistent with the notion of imagery and more gestalt methods of processing information.

Certain images which would, in general, be considered negative emerged in the cases of Japan and Kenya. For Japan, these included crowded and expensive; in the case of Kenya, poverty, dry/dusty, and hot climate. These negative images appear to have affected the ratings of Japan and Kenya in terms of appeal, since both of these countries received relatively lower ratings than Jamaica and Switzerland.

The responses to Question 1 showed that when asked to provide 'images or characteristics of a destination', the respondents focused on functional characteristics, often related to climate and scenery. Some psychological characteristics entered the picture but were generally not

mentioned by more than 20% of respondents. This did not, however, indicate a lack of imagery in this area, as the responses to Question 2 illustrated. Thus, in order to more completely capture the unique, holistic psychological components of destination image, an additional open-ended question (Question 2) needed to be included on the questionnaire.

In examining the results for Question 2, the use of the terms 'atmosphere or mood' seemed to be successful in prompting respondents to provide some of the psychological characteristics of the destination. A combination of the most common atmospheric descriptions for each country produced a detailed and distinctive impression of the overall atmosphere expected at each destination.

The usefulness in measuring and understanding atmosphere was illustrated in the responses to the questions regarding the main reasons for visiting and not visiting the various destinations. For example, in the case of Jamaica, the relaxing atmosphere was mentioned as a reason for visiting by 37.8% of respondents, and was almost as important as the tropical climate and beaches. On the other hand, 16.3% of the respondents felt that Jamaica was dangerous-unsafe and gave this as one of the main reasons for not visiting the country. Thus, the perceived atmosphere of a destination forms an important component of image and can present significant motivations or barriers to visitation.

The answers given for Question 3 illustrated that, when prompted, respondents were able to supply numerous examples of unique tourist attractions for each country. The most common responses provided were similar to those given in Question 1. For example, in the case of Switzerland, Alps, skiing and mountains were the three most frequent responses to Question 3 whereas the order was skiing, mountains, scenery and Alps in Question 1. Similar overlaps were evident for Jamaica and Kenya. Once again, Japan proved to be an exception. In this case, a much more detailed list of unique attractions was provided by respondents in answering Question 3, including temples-shrines, Mt. Fuji, Japanese gardens, Hiroshima-Nagasaki and Tokyo.

In addition, for each of the countries, unique attractions not previously mentioned in Question 1 emerged in the responses to Question 3. For example, Montego Bay and Club Med for Jamaica, the Royal Palace and Disneyland for Japan, Tree Top Hotels and Nairobi for Kenya, and Geneva and the Matterhorn for Switzerland. It is interesting to note that it was not a lack of knowledge that prevented respondents from mentioning these features in Question 1. Rather, it seems that only certain distinctive features were included in the stereotypical pictures held of the various destinations as elicited by Question 1.

Overall, when the lists of impressions provided for each country in the responses to the open-ended questions were examined, it became apparent that each country was

characterized by a stereotypical mental picture, both in terms of functional and psychological characteristics. This imagery was present despite the fact that respondents had never visited the countries and had indicated limited familiarity with them.

In effect, the answers to the open-ended questions provided more descriptive, distinctive and detailed impressions than that provided by the scale items. For example, while the scale items measured the degree of perceived friendliness, the open-ended questions revealed the differences in the way friendliness was manifest; in Jamaica as outgoing and fun, whereas in Japan as reserved and formal. In a similar vein, the open-ended questions also captured more vivid and elaborated information on such functional characteristics as climate (dry and dusty) and scenery (mountains, ocean, open plains). The scale items, because of their more standardized format, could not capture such characteristic features. Therefore, the open-ended questions were successful in providing information on the more detailed, unique holistic impressions of the destination.

However, in order to obtain these impressions, significant effort had to be expended in the development of a detailed categorization system for responses. This system had to be more or less custom designed for each destination. In effect, the less detail incorporated into the classification system, the less additional information the open-ended questions would have provided. For example, if responses such

as Alps, mountains and scenery had all been coded into one category labelled 'scenery', the imagery and unique detail provided by the open-ended questions would have been lost. Therefore, while the open-ended questions provided more vivid, holistic impressions than the scale items, considerable effort was required in drawing out this information.

The utility of the open-ended questions was also limited to providing descriptive information about each destination on an individual basis. Information on the degree to which certain attributes were possessed relative to other destinations was not given. For example, which country was considered the most scenic, the friendliest, the cleanest? For this comparative, attribute-based information, the scale items had to be consulted.

5.2 SCALE ITEMS IN THE MEASUREMENT OF DESTINATION IMAGE

The purpose of using scale items in the measurement instrument was to focus on the common, attribute-based components of destination image. The open-ended questions, as discussed above, provided detailed, holistic impressions of some aspects of each destination. However, perceptions of certain attributes, such as accommodation facilities, nightlife, shopping facilities and language barriers, were not provided by the open-ended questions. While these attributes were not prominent in the more holistic impressions held of destinations, this does not indicate a lack of their perception or importance. In other words, stereotypical

mental pictures tended to embellish certain aspects of each destination at the expense of failing to provide information on the perceptions of others. In comparison, the scales provided a broader base of image information, albeit based on more standardized attributes.

In developing the scales, the issues of content validity, reliability and parsimony had to be counterbalanced. In the process, the dimensionality underlying the attributes was also explored. To determine the success of the scales, each of these issues is addressed.

There are no established criteria for ascertaining whether or not content validity has been attained (Carmines and Zeller 1980). However, by carefully following the procedure outlined by Churchill (1979) in terms of specifying the domain of the construct and generating the sample of attribute items, it is argued that the issue of content validity was adequately addressed in this study. Consideration of other forms of validity, notably construct validity and external validity, were not within the scope of the current study. The implications of this are discussed in Chapter 6 (section 6.2).

The overall reliability of the final set of scales developed was .72. According to Nunnally (1978), a level of .70 or higher is quite satisfactory considering the exploratory nature of the research. He further argues that, for most basic research purposes, "... increasing reliabilities much beyond .80 is often wasteful of time and

funds" (Nunnally 1978, page 245). Therefore, it would appear that overall the reliability of the scales developed was adequate.

However, the reliabilities of the individual scales varied considerably; from .87 for the comfort/security scale to .68 for the touristic facilitation scale. There would be some merit, in future research, in attempting to increase the reliability of the two scales that fell below the .75 level, namely the touristic facilitation scale (.68) and the cultural distance scale (.72). In order to accomplish this, new and additional items designed to measure these respective dimensions would have to be designed and tested.

In terms of parsimony, it was possible through the use of established techniques in factor and reliability analyses to reduce the set of items without any significant decrease in the measurement ability of the scales. The percent of variance explained by the initial factor solution including all 70 items was 52.4%. The final factor solution, made up of only 34 items, was still able to explain 52.1% of the variance. Likewise, in the reliability analysis, by only eliminating items with low item-to-total correlations, the reliability of the scales was not significantly affected. Thus, using these criteria, the 'power' of the scales was not diminished by eliminating 36 items. From a more practical perspective, the deletion of 36 items decreases the number of scale items that have to be used in future destination image research.

It was possible to compare ratings of countries in terms of any of the 34 attributes that comprised the final scales. Whereas the responses to the open-ended questions could not shed light on which of the four countries was perceived to have the best shopping facilities, the best nightlife or the lowest prices, this was easily ascertained by comparing the mean scores for these scale items between countries. To illustrate, in the case of nightlife, the mean scores by country were: Jamaica - 5.01, Japan - 4.50, Switzerland - 4.12 and Kenya - 2.93. These scores were based on a six point scale, where a higher score indicated a better rating on the attribute (the maximum score obtainable was 6.0). Therefore, of the four countries, Jamaica was perceived to have the best nightlife, followed by Japan, Switzerland and finally Kenya. This kind of comparative information would be particularly useful in comparing the perceptions of attributes across a set of highly competitive destinations.

In terms of dimensionality, by using factor analysis to group correlated attribute items, eight underlying factors, or dimensions, were identified. These were: comfort/security, exploration/excitement, natural state, touristic facilitation, resort atmosphere/climate, cultural difference, inexpensiveness, and lack of language barrier. By using the set of scales developed from these factors, the destinations could be compared across these eight dimensions. This was much easier than having to deal with comparisons based on each of the 34 attributes individually.

In examining the eight factors, it was evident that some primarily facilitate travel. Comfort/security, touristic facilitation, inexpensiveness, and lack of language barrier could be considered the travel facilitators. In other words, a higher score on any one of these scales would facilitate tourism to the destination by eliminating a significant barrier to travel. For example, a high score on the inexpensiveness scale indicated that the country was perceived to be relatively cheap to travel in and, therefore, the barrier of cost was removed.

The other dimensions, namely, interest/adventure, natural state, and resort atmosphere/climate are travel motivators. The importance of each of these in motivating, or stimulating, travel to the destination varies by individual and by target market. For some individuals and markets, resort atmosphere/climate may be the major motivator (as for Canadians travelling south in the winter), whereas, for others natural state may be primary (as for Japanese visiting Canada).

The remaining dimension of cultural distance could be considered either a travel motivator or a barrier to travel depending on the willingness of the traveller to experience a different culture.

The underlying dimensionality of the attribute-based items of destination image indicated that the attributes comprising one scale, or factor, were correlated. This means that, in general, the perception of each attribute was not

formed in isolation. In other words, perceptions of one of the attributes on the comfort/security scale (such as quality of service) may be influenced by one or more of the other attributes comprising the same scale (such as friendliness and/or quality of restaurants and hotels). By determining the dimensionality underlying the attribute-based items of destination image, an understanding of these inter-item correlations was obtained. This is useful from a practical perspective because it illustrates the possible repercussions of having a low score on one specific attribute.

Overall, using the criteria of content validity, reliability and parsimony, the scales developed seemed to be a useful tool for measuring the common, attribute-based components of destination image. In addition, an exploration of the dimensionality underlying the scales provided information on the correlations between attributes and identified eight underlying dimensions. As a result, comparisons could be made across the country groups using the eight 'summary' dimensions identified, rather than having to deal with the 34 individual attributes.

The scale items proved useful in providing perceptions of attributes that were not included in the more holistic imagery of each destination. In addition, comparisons between the countries was easily facilitated by the scale items. However, the scale items, because of their standardized, more general nature, were not able to provide the vivid, unique impressions held of each destination.

5.3 THE COMBINED METHODOLOGIES IN THE MEASUREMENT OF DESTINATION IMAGE

In the previous sections, the open-ended questions and scale items were examined separately. In the course of the discussion, each of these methodologies was shown to be effective in measuring certain components of destination image. At this point, however, it would be useful to present an entire image data set for one of the countries used in this study. In this manner, the overall effectiveness of the combined methodologies in capturing all of the components of destination image can be better illustrated.

It should be noted that any one of the four countries could have served as an illustrative example for this analysis. Since the country results in this study have consistently been presented in alphabetical order (Jamaica, Japan, Kenya, Switzerland), the first of these, Jamaica, was selected to provide the data for this discussion.

The entire set of image data for the country of Jamaica is summarized in Tables 5-1 and 5-2.

Table 5-1 provides the most frequent responses to the three open-ended image questions included in the survey. For each open-ended question, the responses given by more than 10% of the survey sample are listed. For Questions 1 and 2, the responses that were used to construct stereotypical holistic images (those provided by more than 20% of respondents) are grouped separately.

TABLE 5-1
MOST FREQUENT RESPONSES TO OPEN-ENDED IMAGE QUESTIONS

(Jamaica)

1. IMAGES OR CHARACTERISTICS EVOKED WHEN THINKING OF JAMAICA AS A VACATION DESTINATION

- beaches (80.5%)
- tropical climate (61.1%)
- sun (44.3%)
- ocean (30.2%)
- negroid peoples (25.5%)
- music/reggae (25.5%)
- rum-tropical drinks (18.1%)
- poverty (17.4%)
- friendly-hospitable (16.1%)
- palm trees (16.1%)
- watersports (16.1%)
- scenery (13.4%)
- culture (11.4%)
- fun-party (11.4%)
- tropical vegetation (11.4%)
- food-fruits (10.7%)

2. DESCRIPTIONS OF THE ATMOSPHERE OR MOOD EXPECTED WHILE VISITING JAMAICA

- relaxing (55.0%)
- friendly-hospitable (41.6%)
- fun-party (38.9%)
- slow pace (38.3%)
- happy (21.5%)
- exciting (17.4%)
- tropical (11.4%)
- romantic (10.1%)

3. DISTINCTIVE OR UNIQUE TOURIST ATTRACTIONS IN JAMAICA

- beaches (57.3%)
- watersports (17.9%)
- ocean (16.2%)
- music/reggae (14.5%)
- culture (13.7%)
- tropical climate (12.0%)
- Montego Bay (11.1%)

TABLE 5-2
SCORES ON SCALE ITEMS

(Jamaica)

FACTORS/Items	SCORE
COMFORT/SECURITY	3.79
Local standards of cleanliness and hygiene are high	3.01
High standard of living	2.63
Good quality restaurants and hotels are easy to find	4.23
Highways and roads are in good condition	3.46
In general, is a safe place to visit	4.49
* Shopping facilities are poor	3.96
* Difficult to get good service in restaurants & hotels	4.01
Cities are attractive	3.80
* There is frequent political unrest	3.67
Local people are friendly	4.71
INTEREST/ADVENTURE	4.28
A holiday in Jamaica is a real adventure	4.54
Everything is different and fascinating	4.14
Many places of interest to visit	4.35
Good destination for an educational or learning experience	4.05
* Few places of historical or archaeological interest to visit	3.82
Many opportunities to see interesting local festivals	4.79
NATURAL STATE	4.65
Plenty of places to get away from the crowds	4.28
Restful and relaxing place to visit	5.27
Offers a lot in terms of natural scenic beauty	5.26
* Lacks nature preserves and wilderness areas	3.80
TOURISTIC FACILITATION	4.71
Many packaged vacations available	5.33
Good tourist information is readily available	4.80
Tours and excursions are readily available	4.90
Tourist attractions are well-known and famous	3.81

(continued...)

TABLE 5-2 (Continued)
SCORES ON SCALE ITEMS

(Jamaica)

FACTORS/Items	SCORE
RESORT ATMOSPHERE/CLIMATE	5.44
Good place to go for the beaches	5.74
Has good nightlife	5.01
Pleasant weather	5.58
CULTURAL DISTANCE	4.45
* Lifestyles and customs are similar to ours	4.54
* Food is similar to ours	4.52
* Local architectural styles are similar to ours	4.32
INEXPENSIVENESS	3.65
Prices are low	3.81
* Goods and services are expensive	3.50
LACK OF LANGUAGE BARRIER	4.90
* Few people understand English	4.84
Many people speak English	4.95

* These items were reverse coded for data analysis

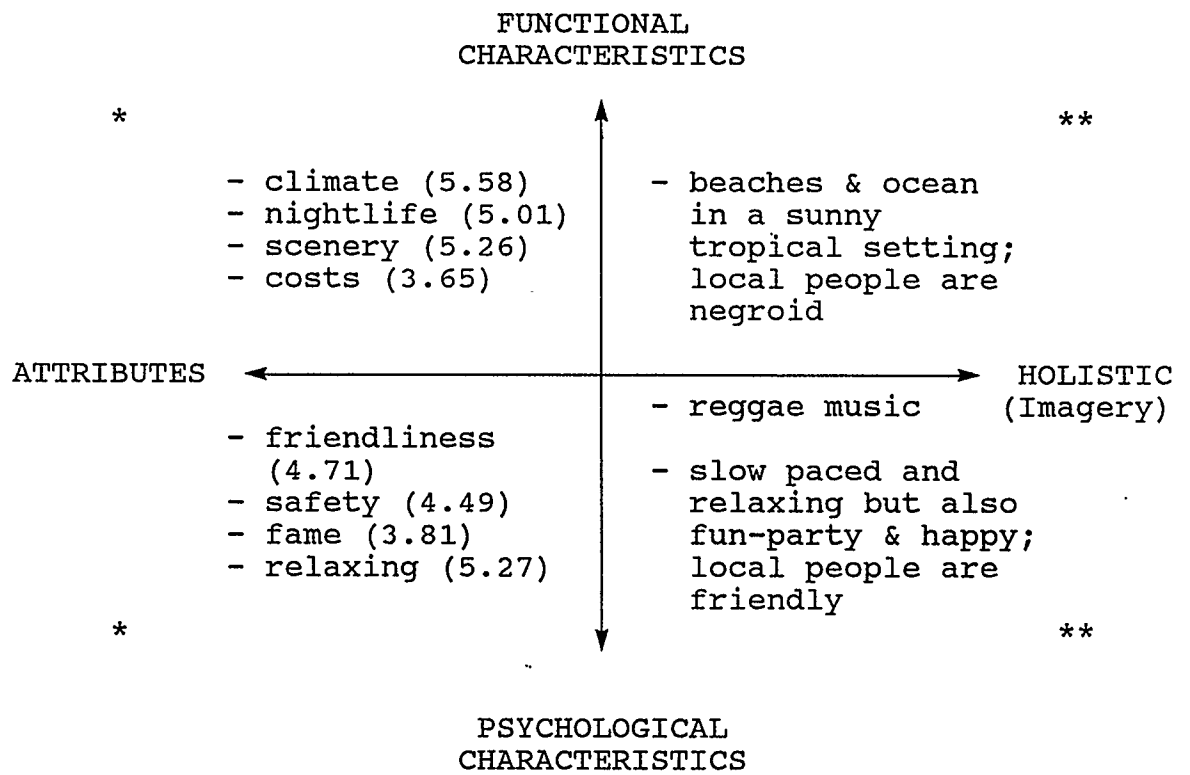
In Table 5-2, the scores on each of the final 34 scale items are given. In addition, scores for each of the eight factors identified are provided. Although these scores are probably most useful when used in relative terms (that is, in comparison to other competitive destinations), they can also be interpreted in absolute terms. For example, Jamaica obtained 'high' scores (over 5.0 on a six point scale) on the items relating to restfulness, scenic beauty, availability of packaged vacations, beaches, nightlife and pleasant weather. Alternatively, Jamaica's lowest item scores related to standard of living (2.63) and standards of cleanliness and hygiene (3.01). In terms of factors, the highest score was achieved for the resort atmosphere/climate dimension (5.44) and the lowest for inexpensiveness (3.65).

As depicted previously in Figure 2-3, the components of destination image were envisaged to fall within three continuums -- attribute/holistic, functional/psychological and common/unique. Since it is difficult to deal in three dimensions, Figures 5-1 through 5-3 separate the components of destination image into a series of two dimensional diagrams. Examples, provided by the data set for the country of Jamaica, are given for each of the components delineated by the three figures. The source of the data, open-ended questions or scale items, is also indicated for each figure.

FIGURE 5-1

THE ATTRIBUTE/HOLISTIC AND FUNCTIONAL/PSYCHOLOGICAL COMPONENTS OF DESTINATION IMAGE

(Jamaica)

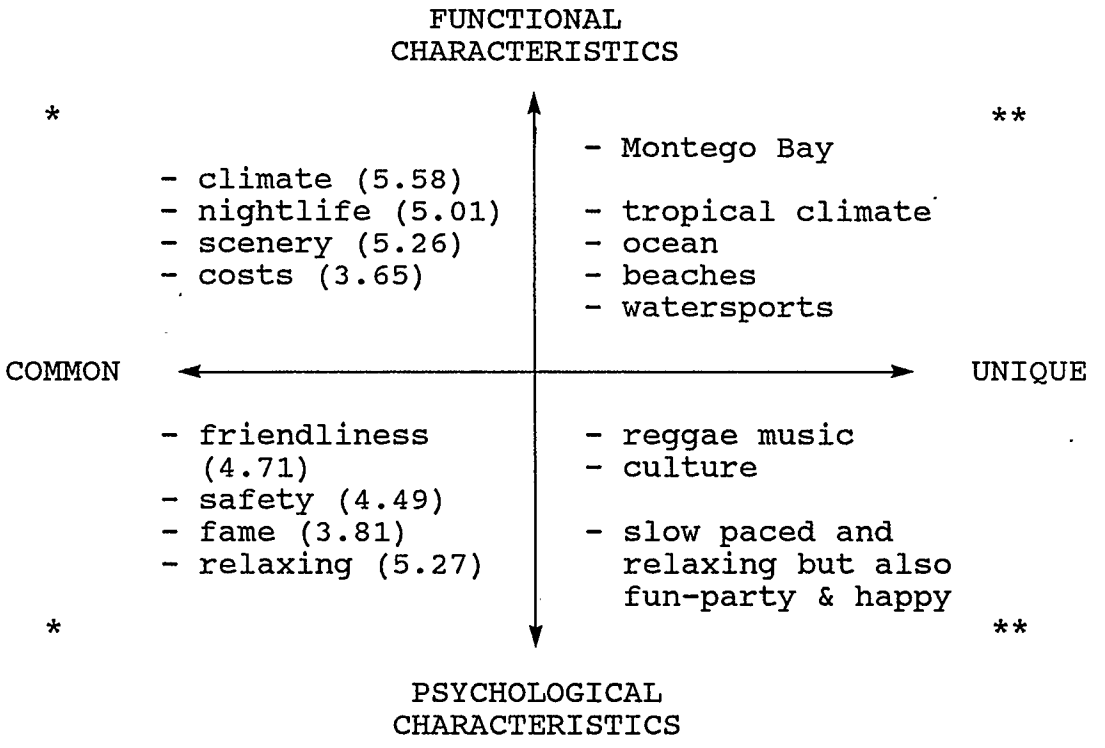


* information in quadrant supplied by scale items
** information in quadrant supplied by open-ended questions

FIGURE 5-2

THE COMMON/UNIQUE AND FUNCTIONAL/PSYCHOLOGICAL COMPONENTS OF DESTINATION IMAGE

(Jamaica)

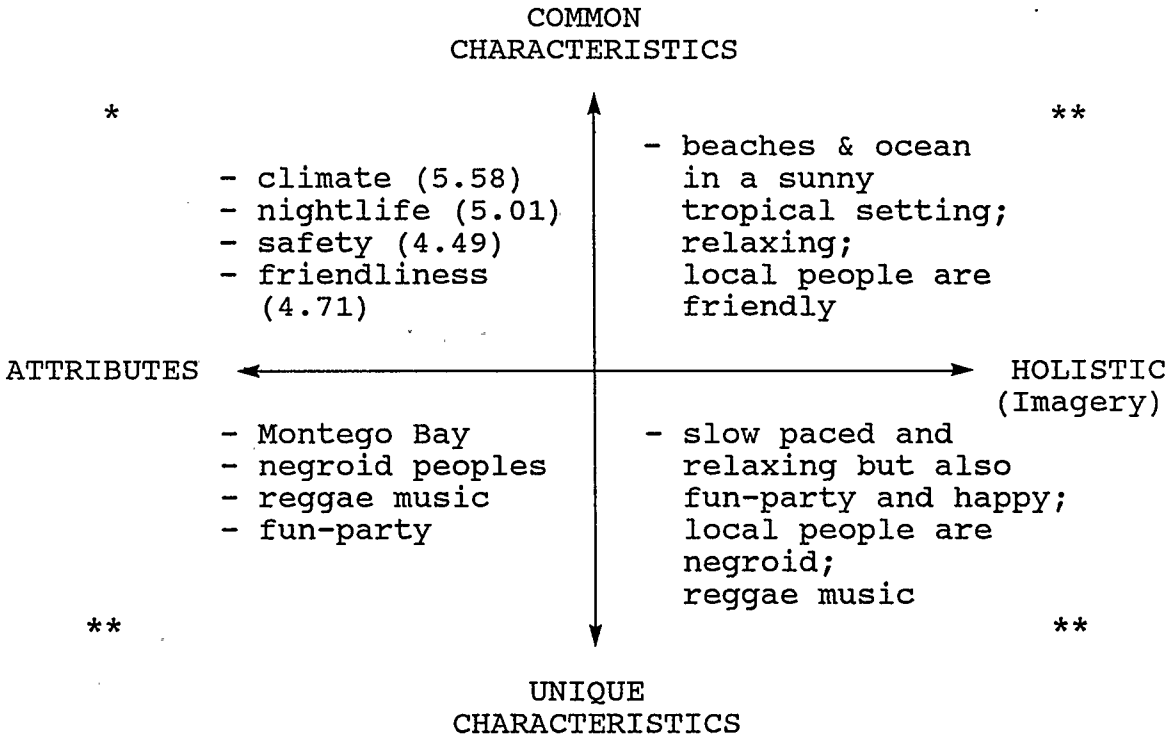


* information in quadrant supplied by scale items
** information in quadrant supplied by open-ended questions

FIGURE 5-3

THE ATTRIBUTE/HOLISTIC AND COMMON/UNIQUE COMPONENTS OF DESTINATION IMAGE

(Jamaica)



* information in quadrant supplied by scale items
** information in quadrant supplied by open-ended questions

Figure 5-1 provides the attribute/holistic and functional/psychological components of Jamaica's image as a tourist destination. The scale items were the primary source of data for the attribute information, both in terms of functional and psychological characteristics. Alternatively, the holistic functional and psychological imagery were supplied by the responses to the open-ended questions.

Scale scores for several functional attributes of Jamaica are presented in the upper left quadrant of the figure. These include ratings of climate, nightlife, scenery and costs. The lower left quadrant provides scale scores on various psychological attributes, such as friendliness, safety, fame and relaxation. Thus, by rating the scale items included in the questionnaire, respondents were compelled to provide their images of Jamaica in terms of the various destination attributes.

The open-ended questions, on the other hand, supplied data for the right side of the figure. Data from Question 1 primarily produced the functional holistic image, while the responses to Question 2 provided the psychological characteristics of the holistic image. An exception was reggae music, which was a frequent response to Question 1, but was seen to be more psychological in terms of its contribution to the overall atmosphere of Jamaica.

In Figure 5-2, the functional/psychological and common/unique components of destination image are illustrated. Once again, the scale items provided the data for the two left quadrants. The scale items, by virtue of their standardized format, were effective in measuring the common characteristics of destination image, in terms of both functional and psychological attributes, but were unable to measure the distinctive and unique components.

Data for the right side of the figure was obtained from the responses to the open-ended questions. Question 3, which required respondents to give examples of distinctive or unique tourist attractions in Jamaica, provided the majority of the data for the unique functional and psychological characteristics.

In terms of functional characteristics, only Montego Bay can be considered truly unique to Jamaica. The other functional characteristics mentioned, namely tropical climate, ocean, beaches and watersports, are certainly not unique to Jamaica. However, these characteristics are special features which evidently serve to distinguish or differentiate Jamaica as a tourist destination. As such, they were categorized as distinctive functional characteristics of Jamaica.

Question 3 also provided some distinctive and unique psychological characteristics of Jamaica's image, namely reggae music and culture. In addition, the data provided by Question 2 was included in the lower left quadrant because it describes Jamaica's distinctive overall atmosphere.

Finally, in Figure 5-3, the attribute/holistic and common/unique components of image are shown. In this case, the scale items provided data for only one of the quadrants, that encompassing the common attributes of image. Examples of both functional and psychological common attributes are provided in the upper left quadrant of the figure.

The standardized scale items were not able to provide data for unique attributes. Therefore, individual responses to the open-ended questions were used to provide a sampling of the distinctive/unique attributes given for Jamaica, along both functional (Montego Bay, negroid people) and psychological (reggae music, fun-party atmosphere) dimensions.

The left side of Figure 5-3 presented an interesting challenge in terms of separating the holistic imagery of Jamaica, as provided by Questions 1 and 2, into common and unique components. Basically, imagery that could be used to describe a number of tropical island settings was combined and placed in the common holistic category. This included functional attributes, such as beaches, ocean and tropical climate, and the psychological attributes of relaxation and friendly locals. Imagery that was more distinctive or unique to Jamaica was grouped in the holistic unique quadrant. This included negroid peoples (functional imagery), and reggae music and slow pace but party atmosphere (psychological imagery).

Admittedly, the placement of the image data for Jamaica into the various "boxes" provided by Figures 5-1 to 5-3 is somewhat of an artificial exercise. The overall image of Jamaica as a tourist destination should be envisaged as the combination and interaction of all of the components -- attributes, holistic, common, unique, functional and psychological. However, the series of figures have been presented in order to illustrate that a combination of methodologies are necessary to capture destination image in its entirety.

CHAPTER 6

CONCLUDING REMARKS

6.1 SUMMARY AND IMPLICATIONS

This study has attempted to provide a more thorough understanding of the concept of destination image. Based upon a review and extension of previous research, a conceptual framework for destination image was developed. Within this framework, destination image was envisaged to contain both holistic and attribute-based components. In other words, it was proposed that destination images were based not only on perceptions of individual attributes but also on the more holistic mental pictures, or imagery, evoked. Furthermore, destination images could pertain to either functional (directly observable, measurable) or psychological (abstract, intangible) characteristics. Finally, some components of image focused on attractions or auras unique to a particular destination, while others centred on a core group of common traits on which all destinations could be rated and compared. Therefore, it was argued that to more thoroughly understand destination image, the system of measurement developed must be able to capture each of these components: attributes, holistic impressions and functional, psychological, common and unique characteristics.

A combination of structured and unstructured methodologies was utilized to measure the images of four destinations. As the previous discussions indicated, there

was a relationship between the system of measurement used and the ability to capture certain components of destination image. The responses to the open-ended image questions provided the more holistic functional and psychological characteristics of the destination image. The open-ended questions also allowed the unique images of each destination to emerge. The scale items, on the other hand, focused attention on the common, attribute-based functional and psychological components of destination image. Therefore, in order to completely measure the concept of destination image as proposed in this study, the combination of open-ended questions and scale items was necessary.

From a practical standpoint, a more complete measurement of destination image provides information useful for positioning and promotional strategies.

For example, if a destination is found to be difficult to categorize or is not easily differentiated from other similar destinations, then its likelihood of being considered and chosen in the travel decision process is reduced (Mayo and Jarvis 1981). Holistic and unique images are particularly important in determining how a particular destination is categorized (stereotype holistic impressions) and differentiated (unique attractions, auras) in the minds of the targeted markets. For instance, using the responses to the first open-ended question, Jamaica was categorized as a sun/sand destination by the imagery evoked of beaches, tropical climate, sun and ocean. However, it was

simultaneously differentiated from other sun/sand destinations by its negroid peoples and reggae music. Furthermore, the answers to the subsequent open-ended questions illustrated that the unique psychological characteristics of Jamaica, in terms of its relaxing and fun atmosphere, were an important part of its image and one of the primary reasons for visiting.

Sometimes the imagery evoked is somewhat fragmented, negative or inaccurate. Respective examples include the fragmented image of Japan which emerged (Question 1), the negative images of poverty, dryness/dust and apprehension for Kenya (Question 1 and 2) and the inaccurate image of Mount Kilimanjaro in Kenya (Question 3). Since the goals of positioning strategy are to create clear, positive and realistic images, the information provided by the open-ended questions suggests issues which must be addressed in subsequent destination marketing plans.

Imagery is a particularly effective tool in advertising. In print and television advertisements, the appropriate holistic imagery, both functional and psychological, must be communicated to the potential traveller. In this sense, the open-ended image questions are useful for determining not only existing holistic imagery but also for monitoring the effect of advertising campaigns on these images.

The scale items provide more general information on the attribute-based components of destination image. This is particularly useful for comparing several destinations and thus for pinpointing competitive advantages. Relative

strengths and weaknesses can be determined by comparisons across several destinations along all of the 34 items comprising the scales or along the eight underlying dimensions identified by the factor analysis. Some of the weaknesses identified by the attribute-based items have implications for product development. For example, perceptions of poor quality accommodation, shopping facilities and roads raise issues that have to be addressed in the planning and development of destination regions.

As a result of the analysis of the scale items, a shortened questionnaire could be designed for future destination image research. It would consist of the first three open-ended image questions (the questions concerning the main reasons for and for not visiting are optional) and only 34 scale items. This more succinct version of the questionnaire would encourage a good response rate and reduce the amount of data that has to be entered and analyzed.

6.2 LIMITATIONS OF THE STUDY

Although this study indicated that the conceptual framework developed was useful in designing a more complete measure of destination image, the results should be interpreted with several limitations in mind.

The sample of respondents used in this study cannot be considered representative of the general population. This limits the generalizability, or external validity, of the results in two primary ways.

Firstly, the analysis of the scale items needs to be re-examined using a more representative sample of the population in terms of age, occupation and income distribution. What would be of primary interest would be whether the results of the analysis of the scale items could be replicated in terms of dimensionality and reliability. If the final set of scales developed by this study are to be considered a "standardized" measurement instrument, they must be shown to behave consistently across various samples of respondents.

The second limitation placed on the research by the sampling technique concerns the nature of the images provided for each country. These cannot be assumed to be representative of those held by the general population. For example, in considering the answers to the open-ended questions, one of the primary reasons given for visiting Switzerland was skiing. One could argue that this may not have been the case if a more representative sample of the general population, in terms of age and occupation, was taken. Similarly, the strong emphasis on expense as the main reason for not visiting the various destinations was probably due to the use of a generally younger, lower income sample. Therefore, in terms of the content of the responses to the open-ended question and the ratings provided by the scale items, generalized conclusions on the images of the various countries used in the study are not appropriate.

Another limitation of the study was the use of only four countries in testing the measurement techniques. In the case of the attribute-based items, where the design of a standardized set of scales was a primary goal, the use of more countries would have been preferable. With regards to the open-ended questions, the use of the country of Japan raised some interesting issues in measuring the more holistic images of certain destinations. For example, how are holistic images affected by low levels of familiarity or by countries characterized by very diverse touristic offerings?

In terms of the recognized procedure to develop scales as outlined in Table 3-1, the study was limited to completing only the first four stages. Therefore, the scales that have been designed by this study need to be taken through the remaining steps before their development is complete. This would involve retesting the 34 item scale on a new sample of respondents and a new set of countries. The major objective of this procedure would be to measure the robustness of the scale in terms of dimensionality and reliability. By designing a more representative sampling procedure, the issue of external validity could also be addressed. In later stages of the scale development process, other forms of validity (construct, criterion) need to be dealt with.

6.3 SUGGESTIONS FOR FURTHER RESEARCH

In discussing the limitations of the study, several suggestions for further research have already been highlighted. These include replicating the study using a more representative sample of respondents and/or using different sets of destinations. Furthermore, as outline previously, the scale development process needs to be completed in future research.

It addition to determining whether the scale structure is consistent across various samples within a certain culture, it would be useful to test the structure across cultures. In other words, the issue would be to establish whether or not the same underlying dimensionality would emerge using representative samples of various cultural groups (for example: Canadians, Japanese, Germans). The objective, in this case, would be to determine if an internationally standardized set of scales to measure destination image could be developed.

Besides the retesting and refining of the measurement instrument developed in this study, there are other issues concerning destination image that could be addressed in future research.

In this study, various functional and psychological attributes of destination image were identified and measured by a set of scales. However, while various countries were rated on each of the attributes, the importance of each

attribute in terms of travel decision making was not measured. An interesting area for future research would be to ascertain not only if the image of a certain country differs between target markets, but also if and how the importance of the attributes varies. In other words, two sets of scales could be included in the measurement instrument; one requiring the respondents to rate a destination on each attribute and the other asking the respondent to indicate the importance of each attribute when choosing a vacation destination. By measuring the rating of the country on each attribute plus determining the ranking of attribute importance, image-related problems could be not only identified but also prioritized. While several previous destination image studies have included such measures of importance (Crompton 1977, Goodrich 1977, Crompton 1979, Crompton and Duray 1985, Tourism Canada 1987), none of these have included the complete list of attributes developed in this study.

Some research also remains in terms of the relative importance of the various components of destination image in influencing the travel decision process. For example, as mentioned in Chapter 2, MacInnis and Price (1987) suggest that, in evaluating products, discursive processing is first used to reduce the number of alternatives and then holistic impressions are used to compare the few choices that remain. Is a similar process used in travel decision making?

Furthermore, the role of the images of unique attractions and auras in attracting tourists should be examined. Their use as destination symbols (for example: the Eiffel Tower as a symbol of Paris) needs to be further explored. This relates to the emerging field of semiotics and to the relationship between marketing and the creation of symbols (Mick 1986, Umiker-Seboek 1987).

The ability of respondents to differentiate between very similar destinations would be another interesting application of the destination image measurement technique developed in this study. For example, the presence or absence of image differences in highly competitive (and similar) destinations, such as Jamaica and the Bahamas, could be measured, both on a holistic and attribute-based level. The role of the presence of unique images in differentiating similar destinations could also be examined. This information would be highly useful from a practical perspective in the design of positioning and marketing strategy.

Although some research has been conducted on how images change as a result of advertising (Gartner 1986, Gartner and Hunt 1987) or visiting the destination (Phelps 1986), additional research using the more complete system of measurement outlined by this study is warranted. In previous research, mainly attribute-based changes have been measured and, therefore, alterations to the holistic and unique components of destination image have yet to be monitored.

As this study has attempted to point out, a focus on any component of destination image at the exclusion of the other components results in an incomplete measurement. By providing a framework for the measurement of destination image, this study hopes to draw attention to the need to address all components of destination image both in future research and in managerial decision making.

REFERENCES

Arons, Leon (1961), "Does Television Viewing Influence Store Image and Shopping Frequency", Journal of Retailing, 37 (Fall), 1-13.

Assael, Henry (1987), Consumer Behaviour and Marketing Action. Boston: PWS Kent.

Boivin, Yvan (1986), "A Free Response Approach to the Measurement of Brand Perceptions", International Journal of Research in Marketing, 3, 11-17.

Calantone, Roger J., C. Anthony di Benedetto, Ali Hakam and David C. Bojanic (1989), "Multiple Multinational Tourism Positioning Using Correspondence Analysis", Journal of Travel Research, Vol. 28, 2 (Fall), 25-32.

Carmines, Edward G. and Richard A. Zeller (1986), Reliability and Validity Assessment. Beverly Hills, California: Sage.

Chon, Kye-Sung (1987), "An Assessment of Images of Korea as a Tourist Destination by American Tourists", Hotel and Tourism Management Review, 3, 155-170.

Chon, Kye-Sung (1990), "The Role of Destination Image in Tourism: A Review and Discussion", The Tourist Review, 2, 2-9.

Churchill, Gilbert A. Jr. (1979), "A Paradigm for Developing Better Measures of Marketing Constructs", Journal of Marketing Research, XVI (February), 64-73.

Chusmir, Leonard H. and Christine S. Koberg (1986), "Development and Validation of the Sex Role Conflict Scale", The Journal of Applied Behavioral Science, Vol. 22, #4, 397-409.

Crompton, John L. (1977), A Systems Model of the Tourist's Destination Selection Decision Process with Particular Reference to the Role of Image and Perceived Constraints, College Station: Texas A & M University. Unpublished Ph. D. Dissertation.

Crompton, John L. (1979), "An Assessment of the Image of Mexico as a Vacation Destination and the Influence of Geographical Location upon that Image", Journal of Travel Research, Vol. 17, 4 (Spring), 18-23.

Crompton, John L. and Nicholas A. Duray (1985), "An Investigation of the Relative Efficacy of Four Alternative Approaches to Importance-Performance Analysis", Journal of the Academy of Marketing Science, Vol. 13, No. 4 (Fall), 69-80.

Dichter, Ernest (1985), "What's in an Image", Journal of Consumer Marketing, Vol. 2, No. 1 (Winter), 75-81.

Ferber, Robert (1974), Handbook of Marketing Research. New York: McGraw-Hill.

Gartner, William G. (1986), "Temporal Influences on Image Change", Annals of Tourism Research, Vol. 13, 635-644.

Gartner, William C. (1989), "Tourism Image: Attribute Measurement of State Tourism Products Using Multidimensional Scaling Techniques", Journal of Travel Research, Vol. 28, 2 (Fall), 16-20.

Gartner, William C. and John D. Hunt (1987), "An Analysis of State Image Change Over a Twelve-Year Period (1971-1983)", Journal of Travel Research, Vol. 16, 2 (Fall), 15-19.

Goodrich, Jonathan N. (1977), "A New Approach to Image Analysis Through Multidimensional Scaling", Journal of Travel Research, Vol. 16, 3, 3-7.

Goodrich, Jonathan N. (1978), "The Relationship Between Preferences for and Perceptions of Vacation Destinations: Application of a Choice Model", Journal of Travel Research, Fall, 8-13.

Gunn, Clare (1988), Vacationscapes: Designing Tourist Regions. New York: Van Nostrand Reinhold.

Haahti, Antti and Ugar Yavas (1983), "Tourists' Perception of Finland and Selected European Countries as Travel Destinations", European Journal of Marketing, Vol. 12, 2, 34-42.

Hampton, Ronald D., Bonnie S. Guy and James M. Sinkula (1987), "Consumer Images of Financial Institutions: A Comparative Study of Banks versus Savings and Loans", Journal of Professional Services Marketing, 2 (Spring), 83-100.

Herzog, Herta (1963), "Behavioral Science Concepts for Analyzing the Consumer", in Marketing and the Behavioral Sciences, Perry Bliss, ed., Boston: Allyn and Bacon.

Hooley, Graham J., David Shipley and Nathalie Krieger (1988), "A Method for Modelling Consumer Perceptions of Country of Origin", International Marketing Review, Autumn, 67-76.

Hunt, John D. (1975), "Image as a Factor in Tourism Development", Journal of Travel Research, Vol. 13, 3 (Winter), 1-7.

Jain, Arun K. and Michael Etgar (1976), "Measuring Store Image Through Multidimensional Scaling of Free Response Data", Journal of Retailing, 52 (Winter), 61-70.

Janssen, Jack and J.R. Brent Ritchie (1987), Unpublished results of focus group sessions conducted at the University of Calgary.

Kale, Sudhir H. and Katherine M. Weir (1986), "Marketing Third World Countries to the Western Traveller: The Case of India", Journal of Travel Research, Vol. 25, 2 (Fall), 2-7.

Kim, Jae-On and Charles W. Mueller (1978), Factor Analysis. Beverly Hills, California: Sage.

Kotler, Philip (1987), "Semiotics of Person and Nation Marketing" in Marketing and Semiotics, Jean Umiker-Seboek, ed., Berlin: Mouton de Gruyter.

Kunkel, John H. and Leonard L. Berry (1968), "A Behavioral Conception of Retail Image", Journal of Marketing, Vol. 22 (October), 21-27.

Lindquist, Jay D. (1974-75), "Meaning of Image", Journal of Retailing, 50 (Winter), 30-38.

MacCannell, Dean (1989), The Tourist. New York: Schocken Books.

MacInnis, Deborah J. and Linda L. Price (1987), "The Role of Imagery in Information Processing: Review and Extensions", Journal of Consumer Research, Vol. 13 (March), 473-491.

Marks, Ronald B. (1976), "Operationalizing the Concept of Store Image", Journal of Retailing, 52 (Fall), 37-46.

Martineau, Pierre (1958), "The Personality of the Retail Store", Journal of Retailing, 52 (Fall), 37-46.

Mayo, Edward J. and Lance P. Jarvis (1981), The Psychology of Leisure Travel. Boston: CBI Publishing.

McDougall, G.H.G. and J.N. Fry (1974-75), "Combining Two Methods of Image Measurement", Journal of Retailing, 50 (Winter), 53-61.

Mick, David G. (1986), "Consumer Research and Semiotics: Exploring the Morphology of Signs, Symbols, and Significance", Journal of Consumer Research, Vol. 13 (September), 196-213.

Moutinho, Luiz (1984), "Vacation Tourist Decision Process", Quarterly Review of Marketing (UK), Vol. 9 (April), 8-17.

Murphy, Gerard P. and George Hill Hodel (1980), INTRAMAR - East: A Study of Some of the World's Great Airlines, Hotels, and Destinations. Manilla: International Travel Research Institute International Research Associates (Asia) Ltd.

Newman, Joseph W. (1957), Motivation Research and Marketing Management. Norwood, Mass.: The Plimpton Press.

Nunnally, Jum C. (1978), Psychometric Theory. New York: McGraw-Hill.

Parasuraman A., Valarie Zeithaml and Leonard L. Berry (1986) SERVQUAL: A Multiple-Item Scale for Measuring Customer Perceptions of Service Quality. Cambridge: Marketing Sciences Institute.

Pearce, Philip L. (1982), "Perceived Changes in Holiday Destinations", Annals of Tourism Research, Vol. 9, 145-164.

Pearce, Phillip L. (1988), The Ulysses Factor. New York: Springer-Verlag.

Phelps, Angela (1986), "Holiday Destination Image - The Problem of Assessment: An Example Developed in Menorca", Tourism Management, September, 168-180.

Reilly, Michael D. (1990), "Free Elicitation of Descriptive Adjectives for Tourism Image Assessment", Journal of Travel Research, Vol. 28, 4 (Spring), 21-26.

Reynolds, William H. (1965), "The Role of the Consumer in Image Building", California Management Review, Spring, 69-76.

Richardson, Sarah L. and John L. Crompton (1988), "Cultural Variations in Perceptions of Vacation Attributes", Tourism Management, June, 128-136.

Ritchie, J.R. Brent, Charlotte Echtner and Brian Smith (1989), A Survey of the Views of Residents of Selected Canadian Cities Concerning Calgary's Image as a Tourist Destination. Calgary: University of Calgary.

Schmoll, G.A. (1977), Tourism Promotion. London: Tourism International Press.

Shimp, Terence A. and Subhash Sharma (1987), "Consumer Ethnocentrism: Construction and Validation of the CETSCALE", Journal of Marketing Research, XXIV (August), 280-289.

Spector, Aaron J. (1961), "Basic Dimensions of the Corporate Image", Journal of Marketing, Vol. 25 (October), 47-51.

Stell, Roxanne and Raymond P. Fisk (1986), "Services Images: A Synthesis of Image Creation and Management" in Creativity in Services Marketing: What's New, What Works, What's Developing, M. Venkatesan, Diane M. Schmalensee, and Claudia Marshall, eds., Chicago: American Marketing Association, 113-117.

Tabachnick, Barbara G. and Linda S. Fidell (1989), Using Multivariate Statistics, New York: Harper & Row.

Tourism Canada (1987), Pleasure Travel Markets to North America: United Kingdom. Market Facts of Canada: Toronto.

Um, Seoho and John L. Crompton (1990), "Attitude Determinants in Tourism Destination Choice", Annals of Tourism Research, Vol. 17, 432-448.

Umiker-Seboek, Jean (1987), Marketing and Semiotics, Berlin: Mouton de Gruyter.

Woodside, Arch G. and Steven Lysonski (1989), "A General Model of Traveller Destination Choice", Journal of Travel Research, Vol. 17, No. 4 (Spring), 8-14.

World Tourism Organization (1980), Tourist Images. Madrid: WTO.

Zimmer, Mary R. and Linda L. Golden (1988), "Impressions of Retail Stores: A Content Analysis of Consumer Images", Journal of Retailing, 64 (Fall), 265-293.

APPENDIX

QUESTIONNAIRE

DESTINATION IMAGE SURVEY

PART ONE

The purpose of this survey is to measure your images or impressions of the country of XXXXX as a tourist destination.

** PLEASE ANSWER THE QUESTIONNAIRE ONLY IF YOU HAVE NEVER VISITED XXXXX. (If you have visited XXXXX, please notify the person administering the questionnaire.)

Please think about taking a vacation in the country of XXXXX. Then, using single words or short phrases, list as many answers as you can to the following questions. We are interested in your impressions; there are no right or wrong answers.

1. What images or characteristics come to mind when you think of XXXXX as a vacation destination?

   a. _____ d. _____

   b. _____ e. _____

   c. _____ f. _____

2. How would you describe the atmosphere or mood that you would expect to experience while visiting XXXXX?

   a. _____ d. _____

   b. _____ e. _____

   c. _____ f. _____

3. Please list any distinctive or unique tourist attractions that you can think of in XXXXX.

a. _____ d. _____

b. _____ e. _____

c. _____ f. _____

4. In general, how appealing is XXXXX to you as a tourist destination? (Please check the appropriate answer.)

Very Appealing	Appealing	Neutral	Unappealing	Very Unappealing	Don't Know
____	____	____	____	____	____

5. What are the main reasons why you would visit XXXXX?

a. _____ d. _____

b. _____ e. _____

c. _____ f. _____

6. What are the main reasons why you would NOT visit XXXXX?

a. _____ d. _____

b. _____ e. _____

c. _____ f. _____

7. How familiar/knowledgeable do you consider yourself to be with XXXXX? (Please check the appropriate answer.)

Not At All Familiar	Slightly Familiar	Fairly Familiar	Quite Familiar	Very Familiar
____	____	____	____	____

8. What sources of information do you feel have contributed most in forming your images or impressions of XXXXX? That is, where have you learned the most about XXXXX? (Please be specific.)

a. _____ d. _____

b. _____ e. _____

c. _____ f. _____

PLEASE PLACE PART ONE FACE-DOWN ON YOUR DESK.

OPEN AND COMPLETE PART TWO.

DESTINATION IMAGE SURVEY

PART TWO

Once again, please think about taking a vacation in the country of XXXXX. Using the images or impressions of XXXXX that come to mind, indicate the extent to which you agree or disagree with the statements provided.

For example, consider the statement: XXXXX has impressive scenery.

Strongly Agree	Moderately Agree	Slightly Agree	Slightly Disagree	Moderately Disagree	Strongly Disagree
6	5	4	3	2	1

If you strongly agree that XXXXX has impressive scenery, circle the number 6. If you strongly disagree that XXXXX has impressive scenery, circle the number 1. If your feelings are not strong, circle a number in the middle. Refer to the labelled scale at the top of each page to guide you in your answers.

Work at a fairly high speed through this questionnaire. Do not ponder over individual items. We are interested in your images or impressions of XXXXX; there are no right or wrong answers.

IMPORTANT:

* Be sure that you do not omit any answers.

* Do not circle more than one number for each statement.

Strongly Agree	Moderately Agree	Slightly Agree	Slightly Disagree	Moderately Disagree	Strongly Disagree
6	5	4	3	2	1

1.	XXXXX has impressive scenery.	6	5	4	3	2	1
2.	XXXXX is an exotic travel destination.	6	5	4	3	2	1
3.	In general, local people are inhospitable to visitors.	6	5	4	3	2	1
4.	XXXXX has pleasant weather.	6	5	4	3	2	1
5.	XXXXX has good nightlife.	6	5	4	3	2	1
6.	Lifestyles and customs are quite similar to ours.	6	5	4	3	2	1
7.	Local transportation is uncomfortable and unreliable.	6	5	4	3	2	1
8.	There are very few places of historical or archeological interest to visit.	6	5	4	3	2	1
9.	XXXXX is a good place to go for the beaches.	6	5	4	3	2	1
10.	There are few first class hotels/restaurants in XXXXX.	6	5	4	3	2	1
11.	There is little to see and do in XXXXX.	6	5	4	3	2	1
12.	There is interesting local cuisine to sample.	6	5	4	3	2	1
13.	XXXXX offers many opportunities for shopping.	6	5	4	3	2	1
14.	There is a lot of interesting architecture in XXXXX.	6	5	4	3	2	1
15.	Tours/excursions are readily available in XXXXX.	6	5	4	3	2	1

Strongly Agree	Moderately Agree	Slightly Agree	Slightly Disagree	Moderately Disagree	Strongly Disagree
6	5	4	3	2	1

16.	There is a high risk of illness due to dirty or unsanitary conditions.	6	5	4	3	2	1
17.	Entry formalities are simple (visas, border crossings).	6	5	4	3	2	1
18.	A holiday in XXXXX is a real adventure.	6	5	4	3	2	1
19.	Prices are low in XXXXX.	6	5	4	3	2	1
20.	There are many opportunities to engage in sports activities.	6	5	4	3	2	1
21.	There are plenty of places to get away from the crowds.	6	5	4	3	2	1
22.	XXXXX is a good place to take children.	6	5	4	3	2	1
23.	There is frequent political unrest in XXXXX.	6	5	4	3	2	1
24.	Few people understand English in XXXXX.	6	5	4	3	2	1
25.	There are many opportunities to see interesting local festivals.	6	5	4	3	2	1
26.	XXXXX is unspoiled and undeveloped for tourism.	6	5	4	3	2	1
27.	XXXXX's cities are attractive.	6	5	4	3	2	1
28.	There is a lot of crime in XXXXX.	6	5	4	3	2	1
29.	XXXXX offers few opportunities to learn new things.	6	5	4	3	2	1

Strongly Agree	Moderately Agree	Slightly Agree	Slightly Disagree	Moderately Disagree	Strongly Disagree
6	5	4	3	2	1

30.	XXXXX is a restful and relaxing place to visit.	6	5	4	3	2	1
31.	There is a shortage of well-trained staff in hotels and restaurants.	6	5	4	3	2	1
32.	XXXXX's tourist attractions are well-known and famous.	6	5	4	3	2	1
33.	There is a lot of poverty in XXXXX.	6	5	4	3	2	1
34.	Congestion (people, traffic) is a problem in XXXXX.	6	5	4	3	2	1
35.	Very unique customs and culture exist in XXXXX.	6	5	4	3	2	1
36.	XXXXX offers the chance to see wildlife.	6	5	4	3	2	1
37.	Shopping facilities are poor in XXXXX.	6	5	4	3	2	1
38.	The food in XXXXX is similar to ours.	6	5	4	3	2	1
39.	Most of the people live in rural areas.	6	5	4	3	2	1
40.	XXXXX has nice beaches for swimming.	6	5	4	3	2	1
41.	Highways and roads are in good condition.	6	5	4	3	2	1
42.	Numerous historical sites and museums exist in XXXXX.	6	5	4	3	2	1
43.	Good quality restaurants and hotels are easy to find.	6	5	4	3	2	1

Strongly Agree	Moderately Agree	Slightly Agree	Slightly Disagree	Moderately Disagree	Strongly Disagree
6	5	4	3	2	1

44.	XXXXX offers a lot in terms of natural scenic beauty.	6	5	4	3	2	1
45.	XXXXXs have a high standard of living.	6	5	4	3	2	1
46.	In XXXXX, everything is different and fascinating.	6	5	4	3	2	1
47.	Good facilities for sports and recreational activities are available.	6	5	4	3	2	1
48.	The cities are unappealing in XXXXX.	6	5	4	3	2	1
49.	Goods and services are expensive in XXXXX.	6	5	4	3	2	1
50.	XXXXX offers a large variety of entertainment at night.	6	5	4	3	2	1
51.	XXXXX lacks nature preserves and wilderness areas.	6	5	4	3	2	1
52.	XXXXX is a good destination for an educational or learning experience.	6	5	4	3	2	1
53.	The local people are friendly.	6	5	4	3	2	1
54.	There is little opportunity for adventure when visiting XXXXX.	6	5	4	3	2	1
55.	XXXXX appeals more to adults than children.	6	5	4	3	2	1
56.	The pace of life is busy and hectic.	6	5	4	3	2	1
57.	Many people speak English in XXXXX.	6	5	4	3	2	1

Strongly Agree	Moderately Agree	Slightly Agree	Slightly Disagree	Moderately Disagree	Strongly Disagree
6	5	4	3	2	1

58.	XXXXX has a disagreeable climate.	6	5	4	3	2	1
59.	There are many places of interest to visit in XXXXX.	6	5	4	3	2	1
60.	Local architectural styles are similar to ours.	6	5	4	3	2	1
61.	Local standards of cleanliness and hygiene are high.	6	5	4	3	2	1
62.	There are many packaged vacations available to XXXXX.	6	5	4	3	2	1
63.	In general, XXXXX is a safe place to visit.	6	5	4	3	2	1
64.	It is difficult to get good service in restaurants and hotels.	6	5	4	3	2	1
65.	There are very few interesting festivals and celebrations to observe.	6	5	4	3	2	1
66.	Good tourist information is readily available in XXXXX.	6	5	4	3	2	1
67.	XXXXX has been overly commercialized for tourists.	6	5	4	3	2	1
68.	Political unrest is rare in XXXXX.	6	5	4	3	2	1
69.	There are very few famous places to visit in XXXXX.	6	5	4	3	2	1
70.	XXXXX is highly urbanized.	6	5	4	3	2	1

71. How many countries have you visited? Do NOT count Canada.

_____

72. Have you ever visited any countries in ZZZZZ?

Yes _____ No _____ (Go to question #73)

If yes, which ones?

_____ _____

_____ _____

_____ _____

So that we can classify your responses:

73. Please indicate which one of the following categories contains your age.

18-24	25-34	35-44	45-54	55-64	65+
_____	_____	_____	_____	_____	_____

74. Please indicate your gender.

Female	Male
_____	_____

THANK YOU VERY MUCH FOR YOUR COOPERATION!!