

Perceptions of International Tourism Destinations

by

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ABSTRACT

Destination image has been explored by studying various aspects of the process of forming a perception about an area and choosing to visit or not. This study uses a variety of theories from previous research which has focused on subsets of factors which influence the overall process to create a model to organize the perception formation and decision making progress into one continuous and interrelated progression. Online questionnaires using Likert scale statements and questions were distributed to participants through Facebook in order to measure and test the model. A total of 266 questionnaires were completed and analyzed using t test, ANOVA, regression, factor analysis, and cluster analysis. The original model from the beginning of the study transformed with the removal of some variables and the alteration of others. The factors that were shown to influence perception of the destination were tourist type and knowledge of the country. Tourists who were more likely to seek new environments and had a higher level of knowledge of the country used in the marketing video had a better perception of the destination before and after the video. Obstacles for deciding to visit the destination were found to be long distances traveling and substitution of alternative destinations. The results show that marketing videos do create a positive change in the perception of the destination, but this alone is not likely enough to influence the decision to visit the destination. Marketing agencies should consider more ways of informing consumers of the destination in addition to commercials so that overall knowledge of the area can be improved. In addition, marketing agencies should target consumers that are interested in visiting new environments by using travel magazine subscriptions, international airline agencies and hotels, and social media groups.

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Perceptions of International Tourism Destinations

CHAPTER 1

INTRODUCTION

A major barrier for tourism development in emerging countries is the misperception that a destination is unsafe to visit, but other barriers include that an area is unclean, lacks attractions, accommodations are of poor quality or that the local people are not welcoming to tourists. While reeducating people about the reality of a destination can help to create a more accurate picture of the location, it is not an easy task. This is because the public may not have information provided to them for many destinations or it is of a negative event that has captured the interest of a broadcast station. Even conflicts or events of a small scale can have a considerable impact on the image of a destination because of ease of communication and broadcasting. The media has the ability to magnify negative events, and in turn, give them their own meaning and interpretation (Hall, 2002). There are many variables that may be skewed in the eyes of the tourists and therefore it is difficult to determine which factors are the most distorted. Developing countries in general are seen to have commonly accepted risks, such as being poor, insecure, and underdeveloped, which creates a negative image of them (Martinez & Alvarez, 2010). In addition, when there is animosity towards a country from a previous event, the destination image is formed through affective components, not cognitive (Alvarez & Campo, 2014). This means that perceptions are formed based on emotions or feelings associated with the destination, instead of tangible or physical characteristics.

Tourism has shown to be an effective tool to help developing countries diversify their income and generate extra revenue (Ashley, Goodwin, & Boyd, 2000; Babalola & Ajekigbe, 2007; Mitchell & Faal, 2007; Okumus, Okumus, & McKercher 2007; Rogerson, 2006; Spencely

& Goodwin, 2007; Stoddart & Rogerson, 2006). Many developing countries are in the process of growing their tourism industry, but one of its main challenges is attracting visitors. Many people tend to have a negative perception of developing countries, especially their safety, and therefore do not have any desire to visit. Failure of a tourism destination can be caused by negative misperceptions if they are not corrected. It is important for developing countries to discover how they are being viewed by foreigners, so that it can modify their image, which can subsequently attract more tourists in order to increase its revenue and improve upon its development.

Determining which factors are most commonly misperceived is imperative to correcting this situation. This study can help advance theoretical implications for the formation of perceptions toward tourism destinations and have a better understanding of the decision making process. Practical implications of this study include assisting researchers in finding effective ways to improve marketing campaigns to attract a larger amount of visitors to developing countries, which have more difficulties attracting tourists since they tend to be associated with more negative images compared to developed countries. Successful marketing agencies in the US spent \$1.9-\$13 million on advertising in 2013, but developing countries may not have access to this amount of money so it is important that promotions are created in a way to effectively bring in tourists to the country (Hennessey, 2014). With the large amount of money that is being spent on marketing it is important to evaluate whether this is changing their perception of the destination and truly influencing them to visit.

An improvement to the marketing techniques can be done by identifying which factors of the location tourists perceive as being negative and which characteristics are the strongest factors in changing the perception of a potential visitor. This would give tourism the opportunity to grow in developing countries, allowing for more jobs to become available and the economy to

improve. Perceptions of tourism destinations has been researched for many years to help destination managers improve their image in order to attract more tourists (Baloglu & McCleary, 1999; Beerli & Martin, 2004; del Bosque & Martin, 2008; Maser & Weiermair, 1998; Myers & Moncrief, 1978; Reisinger & Mavondo, 2005; Sonmez & Sirakaya, 2002; Um & Crompton, 1990; Van Raaij & Francken, 1984). However, these studies have a very narrow geographic focus, moved past destination image to destination choice, or combined tourist typology with destination image.

Previous studies on the perception of tourist destinations have found multiple outcomes related to this research. The threat to safety is a strong deterrent to taking a vacation, but this can change from one geographical region to another (Jonas, Manseld, Paz, & Potsman, 2011; Kozak, Crotts, & Law 2007; Lepp & Gibson, 2008). While the perception of risk is of high importance in the choice process, previous travel experience also has a strong influence on choosing a vacation destination (Sonmez & Graefe, 1998). These factors are important to build upon in continuing research and this study will combine multiple ideas that have been separately tested in past research.

The purpose of this pre-experimental survey study is to test the theory of decision making and tourist typology to analyze the perception of a country and its impact to influence international tourists' destination choice. The independent variable, which is the image of the countries, will be defined as the sum of beliefs, ideas, and impressions that a person has, whether it is real or perception (Crompton, 1979). The specific independent variables of perception will include safety, attractions, infrastructure, levels of congestion, climate, affordability, hospitality, cultural difference, and geographic beauty. The dependent variable, destination choice, will be defined as an ultimate decision made among alternative vacation locations. Research will be

conducted by surveying American residents to examine the relationship between perceptions of three countries in three different continents, Nicaragua in South American, Malaysia in Asia, and Botswana in Africa, and how this influences the desire to travel to these destinations. This study will examine how a marketing video can change a consumer's perception of a destination and determine the most influential factors that cause a positive perception of these three countries. This will be done by having a participant fill out a questionnaire regarding their perception of the three countries. Then a short marketing video of the three destinations will be shown. The participant will then take another questionnaire about the perception of the countries after the video. This study will be examining two main research questions.

Research Questions and Hypotheses

Research question 1. What effect does the advertising intervention have on perception?

Hypothesis 1. The advertising intervention creates a positive change in perception towards a destination.

Hypothesis 2. Tourists that are considered “non-typical” will have a more positive change than “typical” tourists. “Typical” tourists are considered organized or individual mass tourists, while “non-typical” tourists are explorers or drifters. These terms are explained further in the literature review where the variables are described.

Hypothesis 3. The factors “safety” and “attractions” will have a more positive perception after the marketing intervention, compared to before.

Hypothesis 4. The factor “cultural difference” will have a more negative perception before the marketing intervention, compared to after.

Hypothesis 5. Destinations which are farther away geographically and socio-culturally will have a greater positive change. This means that Malaysia and Botswana will have a greater

positive change in perception compared to Nicaragua.

Hypothesis 6. The perception of the destination before watching the marketing video is related to how knowledgeable or familiar the participant is with the country.

Hypothesis 7. The perception of the destination after watching the marketing video is related to how knowledgeable or familiar the participant is with the country.

Hypothesis 8. Demographic variables, such as age, gender, education level, and income level, will impact the perception about the destination before and after the video.

Research question 2. What effects destination choice?

Hypothesis 1. A positive perception after watching the marketing video will mean that the consumer will likely choose to visit the destination for the marketing video they watched.

Hypothesis 2. Personal constraints will have a significant impact on preventing a person to visit a destination.

Hypothesis 3. The desire to visit an alternative destination because of previous experiences there, instead of the one being marketed, will have a significant impact on participants choosing not to go to the marketed destination.

Hypothesis 4. The desire to visit an alternative destination because of the participant already having an idea of a destination that they want to go to, instead of the one being marketed, will have a significant impact on participants choosing not to go to the marketed destination.

Hypothesis 5. Hesitation because of lack of knowledge or not trusting information obtained will have a significant impact for the participant to not choose to visit the destination that was marketed.

Hypothesis 6. Tourist type will have a significant impact on destination choice. Tourists that are characterized as seeking new environments will be more likely to choose to visit the

destination that was marketed than those that seek a familiar environment.

CHAPTER 2

LITERATURE REVIEW

An overview of the previous studies related to destination image are analyzed to provide a background of the foundation already created for this area. This addresses the conclusions that have already been research in this field, as well as the gaps or limitations of this research. The formation of a new model based on this previous research is used to illustrate the connection between variables that have been studied separately by researchers. The variables that link image formation and destination choice are explained, along with addresses the issues related to destination image formation due to marketing.

Previous Studies

There have been many studies that research perceptions of a destination, but the research tends to focus on only a few factors at a time. For example affective image, cultural environment, atmosphere, infrastructure and natural environment were the factors studied by del Bosque and Martin (2008) in order to determine what influenced destination perception. These left out many other factors that other researchers have found to be important to perception. Another issue with this study is that it does not move past perception to actual choice. A person may have a positive perception of the area, but will not visit. Research would be improved theoretically if just perceptions were analyzed, but practical marketing techniques would also be improved if choice were studied as well. Wong and Yeh (2009) understood this and had their research look at the relationship between knowledge and destination choice, but still left out many factors that past research has found to be influential on the overall decision making process. These include constraints, tourist type, and alternative destination choices or loyalty.

Overall, some conclusions have been made in regards to past research of destination image. Potential tourists consider issues of sanitation and safety very highly for the destination they are considering (Crompton, 1979; Jonas et al., 2011; Kozak et al., 2007, Lepp & Gibson, 2008). These factors are of great importance to forming a perception and choosing to visit a destination. Since risk and the aversion or seeking of it is incorporated in the positive or negative formation of a destination, demographic information connected to risk has also been studied. It has been found that men (Byrnes, Miller, & Schaffer, 1999), the young (van Dalen & Henkens, 2012), and people with previous travel experience (Lepp & Gibson, 2003) tend to be more risk tolerant. Past research about the other factors that are associated with destination image will be discussed individually in relation to the formation of the model used for this study.

Also, there is little growth built upon past research heading in one, unified direction. An example would be that the term “destination image” does not have an agreed upon definition, but instead has multiple definitions depending on which researcher was studying it (del Bosque & Martin, 2008; Gallarza, Saura, & Garcia, 2002). The combination of multiple factors into one would assist in steering the overall theory behind destination image into one understandable formation, instead of the complexity involved in analyzing a few variables independently of other related variables.

Many of the studies regarding destination image have been on one destination, instead of comparing multiple destinations in order to provide a greater frame of reference (Pike, 2002). Not only is this needed in order to expand the scope of the marketing application, but it can also give a greater insight into how cultural difference plays into visiting a destination. A deeper analysis of cultural values on destination image in relation to novelty or familiarity being sought has been recommended for future research (del Bosque & Martin, 2008). By combining the type

of tourist and demographics within the framework of decision making, this would be possible to do in my study.

The studies that have been performed may look at perception before, during or after a trip, but few studies have used a marketing intervention in order to determine if advertising can have enough of an impact to change a person's mind before they visit the destination (Lepp, Gibson, & Lane, 2011). The practical implications of doing so can assist marketing agencies determine which factors they should be emphasizing in their advertising material in order to improve destination image.

Another issue regarding past studies are that the sample size they use is not adequate in generalizing the results across a larger population. The study by Lepp and Gibson (2003) only analyzed young middle class Americans that were US born university students. This limits the age and education level of the population that these results can be generalized to. Since demographics plays such an important role in influencing perception, as mentioned in response to question one, there should be a wide variety of participants in the study in order to come to conclusions that can be related to the nation as a whole. Sub-populations of the country will make it more difficult to create advertisements that can impact the nation on a much wider level. Also, with the variability of demographics that will be collected the different sub-sets of the population can be analyzed in order to understand how people of different ages, gender, education level, income level and ethnicity respond to the intervention, allowing for the targeting of market groups. There have been recommendations made by researchers to understand values, especially in relation to price, between cohort groups for this reason (Gardiner, King, & Grace, 2013; Nicolau & Sellers, 2012).

Destination image and the choice to visit a destination is contingent upon many changing factors, such as the media reporting on dangerous events, and changes in weather or natural disasters, and economic stability (jobs and income of potential tourists). Therefore continuous research on the subject must occur in order to keep up with the changes in this field. If a study were conducted today using the same countries that past researchers have used, the results may have altered significantly due to the changes that have occurred since it was last investigated. This study will have an impact on the theoretical and practical implications of destination image even without this issue, but because this topic is so susceptible to being impacted by time it makes it even more important to study today.

Theoretical Background

Multiple theories, when used together, can assist in explaining the wide range of decision making behavior over an expanded set of contexts (Sirakaya & Woodside, 2005). The variables used in decision making theory and Cohen's tourist typology framework have been assessed and combined into a model which will be used to guide this study. While there are more variables from other theories that are closely related to, and also impact the decision making process, they are not as relevant to the changes in perception for the tourism industries and the overall choice of a destination. Some of these variables include motivation and attitude towards traveling. This study will be focusing on people that are interested in traveling, and therefore these variables are not as important to this study as the one that have been selected.

Decision making theory. The process of the decision making theory can be summarized as the awareness of having to make a decision, becoming informed about alternative options, and then making the final decision (Woodside & Sherrell, 1977). This theory was derived from Howard's (1963) original idea of the consumer decision process, in which a customer considers a

collection of brands to purchase. This later transformed into buyer behavior for the next brand that the consumer will consider purchasing through choosing limited sets for evaluation (Howard & Sheth, 1969).

Decision making theory has been used by other researchers to study perceptions of vacation locations related to destination selection and it has a solid foundation for its framework (Hsu, Wolfe, & Kang, 2004; Sonmez & Sirakaya, 2002; Um & Crompton, 1990; Woodside & Lysonski, 1989; Van Raaij & Francken, 1984). Internal and external factors that affect traveler choice will be analyzed to determine which factors are the most important to focus on when trying to fix misperceptions of a destination. The variables that will be analyzed are safety, attractions, infrastructure, levels of congestion, climate, affordability, hospitality, cultural difference, and geographic beauty. These variables were selected because both cognitive and affective images have been found to affect destination choice (Baloglu & Brinberg, 1997; Beerli & Martin, 2004; del Bosque & Martin, 2008). Cognitive images include perceptions of culture, nature, infrastructure, and social aspects, while affective images include perceptions of safety (Lepp et al., 2011). Cognitive and affective images can both be researched through the variables that were selected for this study.

Destination selection has been studied by researchers using the decision making theory to analyze multi-member choices, expected expenses, accessibility, past experiences, and attitudes (Hsu et al., 2004; Myers & Moncrief, 1978; Um & Crompton, 1990; Van Raaij & Francken, 1984). These studies show that there are many contributing factors that play a role in the process of choosing a vacation destination. However, the focus of this study will be how perception of location contributes to selection as a vacation destination, and how one country is picked over another, in order to gain an in depth look at the factors that pull tourists towards or deters them

from visiting a country. Previous studies have found push and pull factors that are responsible for influencing decisions are different depending on tourist characteristics, such as awareness, nationality, and travel experience (Pizam & Sussman, 1995; Sonmez & Graefe, 1998; Wong & Yeh, 2009). The gaps in the research are that these studies have mainly concentrated on regions that are developed and research for destination choice in developing countries is lacking. Since images are influenced by situational, political, and geographical factors that are subject to change from country to country, especially in regions that are still developing, these previous studies do not convey reliable information that can be related to these types of destinations (Sonmez & Sirakaya, 2002). Another issue these studies face are that many of them only focus on one destination, instead of using a frame of reference for multiple destinations (Pike, 2002).

The focus on perceptions is important part of decision making because of the variability that can occur from person to person. Misperceptions cause decision makers to make choices based off of inaccurate information, which upsets the decision making process by creating false images of the alternative options. This means that tourists are not able to make a well informed decision about their options, because they rely on perceptions that are not representative of reality. Therefore, these misperceptions must be amended to allow tourists to make an educated decision about where they would like to travel to.

Model of decision making and destination selection. The decision making theory is used in this study in combination of with other ideas that were found through previous studies. This study will look at how tourists react differently to the perception of risk and how the incorporation of information to improve the potential tourists' knowledge of the area can improve their confidence in traveling to a developing country. By including the observation towards improving consumer knowledge to increase confidence in a destination choice,

marketing strategies will focus on educating tourists about what the destination has to offer. Determining which aspects are most influential in changing customer perception is critical in improving marketing techniques.

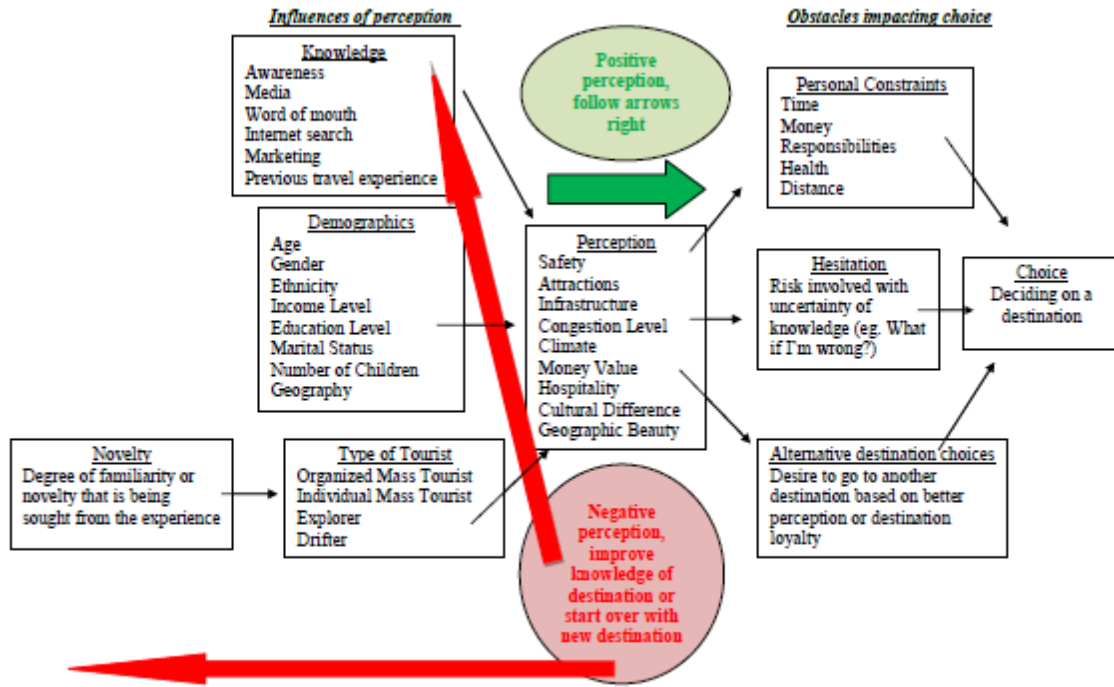


Figure 1. Perception Formation and Decision Making Process

Figure 1 shows the variables that influence the perception of a destination, as well as the variables that influence destination choice if a positive perception of the location is made. The demographics of a person, the knowledge they have obtained, and the type of tourist that a person is based on the level of familiarity or novelty they are seeking all contribute to the perception that a person has of a destination. If the tourist has a negative perception of the destination, then they must either gather more knowledge about the location or chose a new location and start the decision making process over. However, even if these factors produce a positive perception of the destination a potential tourist may not choose to actually visit it. There may be constraints that make traveling to the difficult or impossible. These could be structural constraints such as time, money, distance to travel to destination, or intrapersonal barriers such as traveling with the family (Crawford & Godbey, 1987). Another factor in keeping a person from choosing a destination is hesitation in making a choice because of the uncertainty that the

knowledge they have obtained accurately describes the reality of the destination. Alternative destination choices or destination loyalty to another location can also keep the positive perception of a destination from becoming the location that is chosen. The information in the model will be expanded upon to explain the variables more in depth and why they were chosen for this study. The variables that influence perception will be discussed first.

Knowledge. The interrelationship between information and image creation should be studied in order to assess the impact that travel information has on tourist choice (Mansfield, 1992). Knowledge can be acquired through many different ways. Knowledge is considered to be familiarity, experience or information gained about a product (Wong & Yeh, 2009). Typically the collection of information occurs before decision alternatives have been established (Mansfield, 1992).

The focus of this study will be on how knowledge of a destination occurs from the first awareness of a destination, gained through media, word of mouth, Internet searches, and previous travel experience. However, just because a person acquires knowledge, does not mean that the person is well informed. Information obtained can be reliable or it may be exaggerated or erroneous. Both sides of knowledge will be explored in this study.

The first part in the decision making process is being aware of places that can be considered as potential destinations (Um & Crompton, 1992). If a person is not aware of a destination that can be considered, then the destination will obviously not have a chance in being chosen. Therefore marketing of a destination should be as frequent and as widespread as possible in order for the consumer to be aware of their destination as an option.

While the media is helpful in making the public aware of many destinations, they usually do not report on the positive aspects of the area. The news media can send potential visitors into

a panic because they highly publicize crimes that occur against international tourists, even when the number of crimes are actually going down (Pizam, Tarlow & Bloom, 1997). The exaggeration of the media reports makes the problems that are out there seem more than they are because of the repetition and how often they talk about them. Considering how few tourists, compared to the millions that travel, report crime to the police when they are on vacation makes these issues seem like much less of a problem than the media portrays them (Karagiannis & Madjd-Sadjadi, 2012).

The media is not only responsible for broadcasting information to the public through the news. There are also many TV shows that have the host travel to a destination to act as a tourist and try the food, activities, and accommodations of the area. This tends to give the tourist a more realistic idea of what the destination is like, but the perspective of the host or TV company may not always display the destination in its truest form.

Gathering information from friends and family has been found to be the least credible source of information, but the most comprehensive (Nolan, 1976). With the ease of sending pictures and stories through technology people are able to share their experiences while they are still on vacation, as well as when they get home. This allows for communication while at the destination and afterwards, which can mean that more people may hear about the destination than before they could share this information online.

While the Internet has become one of the most effective ways to find information regarding tourism products, there is such a vast amount of information which can cause Internet searches to be a frustrating process (Pan & Fesenmaier, 2006). Technology will be adopted if it is considered to be easy to use and requires minimal effort to accomplish the task (Davis, 1986). Internet searches may also give the customer a negative image of the destination, compared to

when a person is giving them information. A study showed that the destination image became worse when retrieving information from the Internet and a travel agency, compared to just receiving information from the travel agency (Frías, Rodríguez, & Castañeda, 2008).

Showing the destination through marketing in brochures, billboards, and commercials can help to create a positive image for the destination. Although this type of information may not be realistic and can create a positive image of a destination, which is actually misleading (Mansfield, 1992). This can be done by having marketing agencies use old images or overemphasize positive aspects that the destination as a whole may not have. When consumers reach the destination they may have a strong negative association with the destination because of being deceived by its appearance. This can lead to tourists spreading negative information about the destination through word of mouth when they return home, causing other potential tourists to link negative associations to the destination. This is why it is important for marketing agencies to focus on highlight the destination in a positive, but realistic manner. The aspect of information obtained through marketing will be the main focus of this study and will analyze the impact that it can have on changing the perception of the tourist about a destination.

Prior travel experience must also be taken into account when analyzing destination choice because visiting the destination previously or being familiar with traveling in general will influence the consumers decision (Teichmann, 2011). Previous travel experience has been found to be a strong factor influencing destination perception (Huang & Tsai, 2003). Tourists will use information from previous travel experiences to first and then search for more information if what they already know is not sufficient enough for them to make a decision (Teichmann, 2011). This can relate back to a tourist feeling they are well informed about an area because they have visited there, or a similar area, in the past. However, past negative experiences can be

generalized to a surrounding area that does not have the same issues and be branded with a harmful image.

Demographics. Studies have found that demographic differences, such as age, marital status, gender, education levels, income level, number of children and ethnicity have an effect on how a person perceives a destination (Baloglu, 1997; De La Viña & Ford, 2001; Huang & Tsai, 2003; Hui & Wan, 2003). However, there were differences in how each category affected the images of the multiple destinations. Therefore it cannot be concluded how the demographic differences will affect the images of the destinations for this study, it can be assumed that these differences do impact if a destination is seen positively or negatively.

The geographical location of where a tourist lives compared to the destination they are considering visiting plays a role in tourist perception. In a study of Mexico as a vacation spot, geographical location was found to be a strong variable that influences perception of a destination (Crompton, 1979). Participants of the study that lived farther away from the destination had a more favorable image of the area than those that lived closer.

Type of Tourist. The decision making process can be difficult to analyze because there are multiple reasons why a person chooses to travel and what they are hoping to gain from the experience. Some people are seeking to relax, bond with friends and family, or participate in a recreational activity that is not available to them at home. Others are looking for stimulation and seek adventurous activities and environment. These travel goals show that some travelers are motivated by risk and stimulation, while others prefer the familiar and comfortable to reach optimal arousal (Iso-Ahola, 1983). The way a tourist views a destination can either excite them to visit or deter them from a location.

Cohen (1974) classifies tourists into four different groups labeled the organized mass tourist, the individual mass tourist, the explorer, and the drifter, based on the degree of familiarity or novelty the tourist is seeking. The organized mass tourist will plan an travel itinerary in advance and stick to it, participates primarily through guided tours or tour packages, and the desire for familiarity far surpasses that of novelty. The individual mass tourist is similar to a mass tourist, except that there is more control in the tourists' hands. While the organized mass tourist does not want to make decisions for themselves, the individual mass tourist does not stay with a group the whole time, and therefore has more flexibility in changing plans while on the trip. While the individual mass tourist may venture off alone, they tend to stick to well charted territory. The individual mass tourist still prefers familiarity to novelty, but not to as much of an extent as the organized mass tourist. The explorer tries to venture to less familiar areas as much as possible, but still prefers conformable accommodations. Explorers will try to speak the language of the locals, but will not full immerse themselves in the culture. This type of traveler prefers novelty over familiarity, but will still maintain some routines and ways of their own native culture. The drifter tries to stay as far away from established tourism as possible. This type of tourist will even stay with local people and perform odd jobs in order to continue traveling. The drifter will become fully immerse in the culture, even taking on their habits. There is no set timetable or well defined goals for the trip. Novelty is the most important aspect to this tourist and familiarity is minimal.

It is important to understand the degree of novelty that a tourist is seeking in order to determine how this will affect their perception of a developing country. For the purpose of this study, organized mass tourist and individual mass tourist will be categorized as typical mass tourists. Explorers and drifters will be known as non-typical tourists. By grouping the categories

into three, a better understanding of how a person that is seeking familiarity will react to the marketing intervention, compared to a tourist that is seeking more novelty in their experience.

Researchers following Cohen have applied this typology of tourists to their exploration of perception in multiple ways. One study examined how different types of tourists experience the same destination in different ways (Wickens, 2002). Similarly a study examined destination loyalty based on the degree of novelty or familiarity that a tourist desired (Toyama & Yamada, 2012). However, none have examined tourist typology within the context of acquiring knowledge for destination selection, especially when there is a possibility of misperception of the area due to exaggerated or outdated knowledge.

There are other researchers that have also used categorization of tourists to assist with the decision making process of picking a destination (Bargeman, Joh, & Timmermans, 2002; Fodness & Marray, 1998; Hsieh, O'Leary, Morrison, & Chiang, 1997; McKercher & du Cros, 2003; Plog, 1994; Reid & Crompton, 1993). There are eight psychographic groups that Plog (1994) places tourists in based on personality types; venturesome, pleasure-seeking, impulsivity, self-confidence, planfulness, masculinity, intellectualism and people oriented. McKercher and du Cros (2003) explored a cultural tourist typology that categorized tourists into five segments based on physical distance, cultural distance, travel motivations, and activity preference. Another study focus on classifying tourists based on how they find information about a destination and classified the travelers into seven groups (Fodness & Marray, 1998).

Cohen's classification of travelers was chosen over these other typologies because of the difficulty in identifying a participant of the study as only one type of traveler. The other typologies also focus on factors that are being addressed in the demographic or knowledge portion of the study and the overlap is unnecessary for analyzing the influences on perception.

Perception. The perception, or image, of a location that a person has is the sum of beliefs, ideas and impressions that a person has of a destination (Crompton, 1979). A person can have a negative perception of a destination for many reasons, including safety, poor climate, lack of infrastructure, poor money value, inhospitable, limited attractions, or cultural differences. The generalization effect must also be taken into account when understanding the perception of tourists. This is a phenomenon where destinations will be associated with others in the region that are experiencing issues, even if they are not (Enders, Sandler, & Parise, 1992).

Tourists can be discouraged to visit a destination that is thought to be unsafe because of the geographical region in which it is located in (Sonmez & Graefe, 1998). Countries that are not located in North America or Europe can be seen as unsafe destinations and avoided, as these other regions contain more developing countries. Issues with safety can involve crime, terrorism, war and political instability or even health issues (Lepp & Gibson, 2003).

Sanitation and safety rank very highly with tourists when they are considering a destination of visit (Crompton, 1979; Jonas et al., 2011; Kozak et al., 2007; Lepp & Gibson, 2008). Developing countries are already seen as being high risk destinations because they are less responsive to disease problems and are viewed as lacking sanitation for facilities, food, and water (Kozk et al., 2007). While other researchers have seen sanitation and as a separate variable to safety (Crompton, 1979), for the purpose of this study sanitation will be included in the category of safety because both involve the protection of oneself against an outside force.

Terrorism has been associated with tourism in many ways. People may have a fear of traveling to a different country because they are afraid that they will be targeted, especially Americans. After the American raids on Libya and the attacks on European airports 1986 it is estimated that 1.8 million Americans changed their travel plans (Richter & Waugh, 1986). In

1997, 71 tourists were killed outside on the Luxor while they were visiting Egypt (Lepp & Gibson, 2003). A disco in Bali was bombed in 2002, killing almost 200 tourists (Frey, Luechinger, & Stutzer, 2007). The level of damage caused during a terrorist attack has increased as well. An attack in the 21st century is 17% more likely to cause casualties than in the 1970s (Enders & Sandler, 2002). Tourists can be targeted no matter where they are visiting, because an attack on them represents an attack on their government, ideology or Western views (Aziz, 1995; Sonmez; 1998). Even domestic travel plans can be seen as risky as it happened after the terrorist attack on September 11th, 2001 when the World Trade Towers were destroyed in New York (Frey, Luechinger, & Stutzer, 2007).

War and political conflict can increase the risk associated with the destination. About 11,500 tourists canceled their trips to Beijing in 1989 after a political conflict had occurred in Tiananmen Square (Gartner & Shen, 1992). War can obviously be damaging to the image of a destination while it is occurring, but it can also be damaging to its neighboring countries as well that are not involved. During the Gulf War, countries as far away as Kenya and Tanzania were negatively impacted in the tourism industry (Honey, 1998).

Tourists may also perceive that they are easy targets for criminals when they are visiting (Lepp & Gibson, 2003). Social class differences may be one of the reasons why they could be seen as a target. Tourists may experience issues when traveling because they represent an affluent class compared to those that do not have discretionary money to spend on such luxuries, such as vacations (Aziz, 1995). Some other reasons they feel they could be targeted are because they carry a large amount of cash on them, they do not understand the language, signs or customs, or they do not have a local support group to assist them (Pizam et al., 1997). However,

there are countries that have police initiatives and law enforcement specifically for those in the tourism industry in order to prevent and reduce crimes against tourists (Pizam et al., 1997).

Images that were found to be critical concerning image attributes beyond safety are infrastructure, attractions and activities, lack of congestion, climate, affordability (cost), hospitality (friendliness), cultural difference, geographic beauty (Andersen & Colberg, 1973; Gartner, 1986; Hu & Richie, 2003; Huang & Tsai, 2003; Hunt, 1975). These factors illustrate that location that can be considered to be risky to travel even with issues that are as minor as bad weather, distasteful foods, and unfriendly locals (Fuchs & Reichel, 2004). Other issues that tourists associate with travel are lack of transportation and language barriers (Maser & Weiermair, 1998).

Third world countries are still in the process of fully developing their infrastructure and therefore another risk for tourists is that their needs and wants may not be fulfilled to the extent that the tourist desires. Infrastructure can include transportation, shops, and accommodations that tourists may want to use during their trip. Lacking attractions or activities could discourage potential tourists from finding the destination enjoyable. Previous research has shown that there is a relationship between benefits sought at the destination and activities pursued (Moscardo, Morrison, Pearce, Lang, & O'Leary, 1996). Tourists do not want to feel over congested by the amount of people around and they do not want to go somewhere that has poor weather. Typically, tourists want to go where they get a good value for their money, especially because of the cost of airline tickets is already a large expense (Haahti, 1986). Tourists can also be uncomfortable with the cultural orientation and psychographic factors of a country (Reisinger & Mavondo, 2005). Cultural differences include language, food, and customs, which can be intimidating or extremely difficult for some people to adapt to when in a new area. This means

that some people prefer to visit cultures that are similar to theirs, because they feel uneasy when they experience a way of life that they are unfamiliar with. However, an environment that might cause distress for one person could also be exciting and attractive to another. Explorers and drifters tend to seek adventure when they travel and are pulled toward destinations that can be viewed as having a higher amount of risk associated with it (Lepp & Gibson, 2003). Tourists are also interested in geographic beauty or appealing natural scenery.

Tourists tend to be more cautious when visiting developing countries because of these issues. Many previous studies have focused on the fear involved with traveling as a barrier for traveling (Baloglu & Mangalolu, 2001; Pizam & Smith, 2000; Sonmez, Apostolopoulos, & Tarlow, 1999; Sonmez & Sirakaya, 2002; Tasci & Gartner, 2007). However, the perception that a destination is lacking accommodations, poor climate, few activities and attractions, limited ability to communicate, and unfriendly services could also be imperatives reasons that a person would not consider visiting an area. All of these aspects should be evaluated to determine which issues are the most likely to keep a person from traveling. After analyzing these factors and the tourist feels they have a positive perception of the destination there are still some variables that would keep a tourist from choosing the destination to visit. These variables are personal constraints, hesitation, and alternative destinations or destination loyalty.

Constraints. Barriers to keeping tourists from traveling to a desired destination can be structural, such as lack of time, money, responsibilities, health issues, or too far of a distance. Tourist may not be able to go travel at all or they may chose an alternative destination based on the time and money they have to spend on the trip or a family situation or responsibility is inhibiting their choice (Mansfield, 1992; Um & Crompton, 1992). Another reason a person may not be able to travel to a desired location is because of health reasons (Um & Crompton, 1999).

Distance to travel can be an issue because it can impact the cost of the trip (Cook & McCleary, 1983). The time it takes to travel cannot only be a factor because of how much free time is available to travel, but also because some people avoid traveling long distances because they cannot tolerate it.

There are also interpersonal and intrapersonal constraints that keep a person from traveling. Interpersonal constraints consist of not being able to find a person to travel with, usually because their interests do not coincide or they are not available (Crawford & Godbey, 1987). Intrapersonal constraints refer to the psychological state of the person and their preferences (Crawford & Godbey, 1987). The personal state of the subject could be influenced by lack of interest, stress, depression, anxiety and other related feelings that may change within a short period of time (Nyaupane & Andereck, 2008). The interpersonal and intrapersonal constraints will not be focused on as structural will be, because these variables are more volatile and subject to changes. In addition, interpersonal constraints will not be analyzed in this study because the issue of needing a person to perform an activity with may relate to a person that would need someone for a recreational activity, but may not be necessary for traveling. The structural constraints will allow for a more accurate measure of the barriers that a person is facing continuously when they travel.

Hesitation. An alteration to the decision making theory was made by Wong and Yeh (2009) which theorizes that perception of risk causes hesitation, while knowledge can balance out those negative effects. Hesitation can occur, which is perceived risk that is not accounted for in the decision making theory, but will be included in the model for this study. Since tourism products are intangible the tourist may feel that there is more risk involved in their purchase, which could be an explanation as to why tourists may experience so much hesitation when

picking a destination to travel to (Wong & Yeh, 2009). Since the tourism product is not something that can be tested before hand, decisions made about the destination are dependent upon subjective knowledge, instead of objective knowledge. Therefore consumer confidence improves with the increase in subjective knowledge, as does the intention to follow through and make a choice (Wong & Yeh, 2009).

Alternative destination or destination loyalty. An alternative destination may be chosen over the original one being considered because the alternative destination has a more positive perception than the original. Another issue is destination loyalty. Loyalty is the linkage between past destinations buying history and future purchase behavior (Oppermann, 1999). Focusing on a higher tourist satisfaction level while they are at the destination will help to improve destination loyalty and improve the competitiveness of the destination (Yoon & Uysal, 2005). If tourists are satisfied with a previous destination selection then they may not be looking towards changing from it (Oppermann, 1999). Loyalty can be difficult to obtain since one negative incident may ruin the overall evaluation of the destination, depending on how much the tourist values the factor during the travel experience (Chi & Qu, 2008).

These aspects of the decision making process will be analyzed in relation to Nicaragua, Malaysia, and Botswana. As mentioned earlier, the geographical location of where a person lives can influence the perception that a person may have of a destination. The three destinations that were picked for this study were chosen because they reside on three different continents. The spreading out of these countries will help reduce the impact of geography and its influence on the overall study.

Issues and Conflicts with Destination Image

An issue with marketing a country a certain way is that it may not be an authentic representation of the actual destination or may not showcase the area the way the locals would like. The marketing of a destination to attract foreign visitors has the possibility of creating an image of the destination that the local people do not agree with. Tourism can be beneficial to prolonging or revitalizing cultural traditions of the locals, known as constructive authenticity, which would allow traditions to be passed down along generations instead of naturally fading away (Wang, 1999). The issue with performing or creating something for a tourist is that the reality of the culture may not match with the image they have created of it. Marketing for developing countries is often promoted by tour operators and travel agencies from developed countries and target tourists from economically strong area by selling a brand of fantasy that would appeal to them (Echtner & Prasad, 2003). The locals may then adjust their traditions and practices to meet the expectations of visitors in order to make more money. Marketing a destination can escalate this misperception through advertising aspects that may be the most appealing to visitors, instead of what the locals' value and would prefer to showcase. This can create a push towards commercialization or Westernization of a foreign destination. While this is difficult to avoid without the help of local residents voicing their opinions about their communities, an overall impression of the country will be gathered by participants and the marketing videos will be used to see which factors cause a change in the perception that the participant has of that country. The new perception that they create may not be a realistic impression of the country, or a vision that the locals may want, but this study will be used to see which factors can be the most influential in changing a possible tourists mind in order to see what areas developing countries should focus on if they are trying to create a more positive image of their destination.

CHAPTER 3

RESEARCH METHOD

Rational for the selection of the three destinations used in this study is explained and the process in which these are analyzed is described. Background information on the three countries is given to provide an overview of the growth of these destinations and the current state of their tourism development. The process of inquiry for how this study will be viewed is described and support for a quantitative study is provided. The design process for choosing a sample, delivering the survey, gaining participants, and the formation of the questionnaire is explained. Finally, the results and issues with the data collection process are highlighted.

Study Destination Selection

The destinations chosen for this study were Nicaragua, Malaysia, and Botswana. Since the majority of the developing countries in the world are either in Central/South America, Asia or Africa, a country from each continent was used in this study. The countries that were chosen for this study were used to represent developing countries that have the infrastructure to support tourism and are considered safe to visit.

A study using 49 undergraduate students in a tourism class at Arizona State University was used to understand how the American public perceives certain countries. The countries that were tested in Central and South America were Costa Rica, Argentina, Chile, Brazil Colombia, Guatemala, Nicaragua, Venezuela, Honduras, and Panama. The countries tested in Africa were Kenya, Chad, Tanzania, Madagascar, Namibia, Algeria, South Africa, Botswana, Angola, and Egypt. The countries from Asia were India, Malaysia, Japan, Thailand, China, Nepal, South Korea, Vietnam, Indonesia and Philippians. These countries were picked because they represent destinations of various safety, infrastructure development and tourism attractions. Some of these

destinations may have been better known because of their appearance in the media, while others are less known. The variety of countries allows the participants to choose from varying degrees of development, in order to support the justification that developing countries are not thought of as positively as more developed countries are.

The students were asked to rank the countries from 1-10 for each continent for 5 different groups. These groups were safety, attractions, infrastructure, desire to visit, and knowledge of the destination. The countries were then ranked according to the mean for each group. The countries were chosen because they have a general negative perception for all 5 categories. This means that they were ranked 6th or higher for the means for each category. The rankings for each country are listed in Table 1. This left Guatemala, Venezuela, Nicaragua, and Honduras in Central and South America. Namibia, Botswana, Algeria, and Angola were left in Africa. Indonesia, Vietnam and Malaysia were left in Asia. Next, Honduras and Angola were removed because they were ranked last in at least 4 out of the 5 categories. While a negative perception of the countries will help determine if a marketing intervention can help, the country does not want to be viewed too negatively to begin with. Otherwise the affective images related with the country may cause the person to rely more heavily on their emotions connected to the country, instead of the physical attributes that are being displayed in the intervention. According to this study, the remaining 9 countries would have all made good destinations to study, because they fall within an acceptable area of being viewed as a negative destination. To further limit the countries, the Global Peace Index was looked at for each country.

Table 1. Perceptions of Countries and Peaceful Rating

Country	Safety	Attractions	Infrastructure	Wanting to Visit	Knowledge	Actual Peaceful Rating
Costa Rica	1	2	4	2	2	40
Argentina	2	3	2	3	3	60
Chile	3	4	3	4	4	31
Brazil	4	1	1	1	1	81
Colombia	9	6	5	5	5	147
Guatemala	7	9	8	7	8	109
Nicaragua	8	8	9	9	9	66
Venezuela	6	7	7	8	7	128
Honduras	10	10	10	10	10	123
Panama	5	5	6	6	6	56
Kenya	3	4	3	4	4	136
Chad	4	6	6	7	8	138
Tanzania	5	5	5	5	5	55
Madagascar	1	2	4	2	3	90
Namibia	8	8	9	10	9	46
Algeria	7	9	8	6	6	119
South Africa	2	3	1	3	2	121
Botswana	9	7	7	8	7	32
Angola	10	10	10	9	10	102
Egypt	6	1	2	1	1	113
India	4	4	3	5	3	141
Malaysia	8	10	9	8	9	29
Japan	1	1	1	1	2	6
Thailand	3	3	4	2	4	130
China	2	2	2	3	1	101
Nepal	5	7	10	9	10	82
South Korea	9	8	5	7	5	47
Vietnam	10	9	8	10	6	41
Indonesia	7	6	7	6	8	54
Philippines	6	5	6	4	7	129

1=most safe to 10= least safe

Since safety has been proven to be a major barrier from keeping tourists from traveling to certain destinations, the Global Peace Index was used to find countries that are considered to be as peaceful, or more so, than the United States. The final countries that were picked from this remaining group were Botswana, Nicaragua, and Malaysia because they were considered to be

the most peaceful countries remaining in their respective continents. While the United States, at a score of 99, is considered to have a medium state of peace, Nicaragua, Malaysia and Botswana are all considered to have a high state of peace according to the Global Peace Index (Institute for Economics and Peace, 2013). All three of these countries are considered to be emerging or developing countries, according to the International Monetary Fund (2012). These countries were also chosen because there is a video available to use in this study as the marketing intervention between the pre and post questionnaires. Nicaragua is a country that is considered to be negatively viewed by the American public because of its past media coverage of the violence that plague the country. Malaysia and Botswana are considered to be two countries with a neutral image by the American public because there has been very little positive or negative information being reported about these countries. They also have been lacking in any political ties to the US which could form a positive or negative image of these countries.

Destinations Background

Nicaragua. Nicaragua has been threatened by violence since 1519 when the Spanish conquistadors invaded the country in search of gold and colonized the land (Snaden, 2001). Invasions by Americans, British, and the Soviet Bloc caused the people of Nicaragua to deepen their feelings of mistrust towards outsiders, as many foreign countries were sending over their militaries in order to gain control over the land link between the Pacific and Atlantic oceans where Nicaragua was located (Krauss, 1991). Later, internal political instability was a detrimental problem until a functioning democracy was formed in 1990 and started to bring order and control back to the country (Snaden, 2001).

Political instability was the main reason why Nicaragua had to face the challenge of civil wars in the 1960s and 1970s, as well as an economic embargo from the United States in 1985

(Booth et al., 2006). One of the worst rulers of Nicaragua was Jose Santos Zelaya, who reigned from 1893-1909 and lead the country into bankruptcy even though his country had one of the highest per capita incomes in Central America (Anderson, 1988). His greed lead many local people to suffer from starvation and half of the children died by the age of 5, largely from gastrointestinal diseases (Anderson, 1988). These images overshadow the changes that Nicaragua has made to over the past few decades to create an economically stable country. Many people tend to remember the past violence and disorder that lead Nicaragua to share the highest murder rate in the world with El Salvador, instead of the peaceful country that it is today (Anderson, 1988).

If Nicaragua were able to improve its image it could likely attract more visitors to its destination and tourism could grow. It has made strides to increase tourism through the Nicaraguan Tourism Institute, which offers information about finding lodging and meals, adapting the tropical heat, background of the culture and history of the country (Babb, 2004). However, Nicaragua still has a ways to go in changing the image of the country.

Malaysia. In the 1400's Malaysia was frequently used by Arab, Chinese, and Indian traders as an international seaport (Ness & Lin, 2012). Starting in 1511, when Malaysia was known as Melaka, the country was taken over by the Portuguese. Later, it was taken by the Dutch and then traded to the British in 1824 (Levinson & Christensen, 2002). The area gained its independence from Great Britain and grew in size due to the addition of Sarawak and Sabah in 1963, formally becoming the Federation of Malaysia (Levinson & Christensen, 2002). At this time many jobs in Malaysia revolved around agriculture, fishing, and forestry (Taylor, 2007). The economy then moved from relying on exporting rubber, tin, palm oil and petroleum, to exporting electronics (Levinson & Christensen, 2002). The income per person in Malaysia

doubled in the time span of 1980-1995, illustrating the rapid growth of the country compared to other developing regions that have remained stagnate or have fallen further behind (Taylor, 2007). However, just like many countries in Asia, the economic recession in 2001 made it difficult for Malaysia to gain economic stability. The global market for electronics and tourism decreased and caused unemployment to increase (Levinson & Christensen, 2002). It has since then been focusing on recovering in order to

Malaysia is dedicated to the promotion of tourism and the destination as an area with diversity of culture and natural resources (Marzuki, 2010). This destination is committed to sustainable development of its tourism industry in order to protect its environment and culture, but is still being researched to improve upon the policies that are already implemented.

Suggestions regarding marine protect areas include the promotion of alternative activities and islands to tourists, implementation of educational programs, limiting visitor use and creating monitoring and evaluation programs so that their recreational activities have more of a dispersed impact on the reefs (Ali, Ariff, Viswanathan, & Islam, 2013). Starting in the 1960s, tourism development began and has been encouraged through the creation of organizations, such as the Ministry of Culture, Arts and Tourism (MOCAT) and the Malaysia Tourism Promotion Board (MTPB), which have sought to increase awareness of the unique aspects that Malaysia has to offer (Marzuki, 2010). While Malaysia is interested in attracting domestic and international tourists, the destination may have a better chance focusing on Westerners than visitors from Asia. A study of traveler satisfaction with hotels in Malaysia found that Asian travelers focus on getting more for their money, Western travelers are more concerned with hospitality, safety, and having a variety of fresh food (Poon & Low, 2005). Despite its efforts to attract more international visitors, Malaysia still can improve upon attracting more Americans to its

destination. It is not that Malaysia is necessarily thought of with intense negativity as a tourism destination, but instead that it is not considered when potential tourists are deciding on where to travel to.

Botswana. Botswana was originally known as Bechuanaland and had issues with German colonization of South West Africa. In 1885 the British allied with the locals and proclaimed a protectorate over the area. Botswana then became independent of the United Kingdom in 1966, when it then changed its name (Parsons, 2013). Botswana is rich with precious metals, which has added to the growth of the economy (Taylor, 2007). This discovery of minerals helped strengthen the economy drastically. Botswana went from being one of the poorest countries in Africa, relying on exporting meat and live cattle, to relying on coal, cobalt, copper, diamonds, and nickel to strengthen its economic foundation (Botswana, 2008).

Due to the establishment of national parks and reserves the tourism industry has grown (Botswana, 2008). The government supports the policy of bringing in a low volume of tourists, but for a high value in regards to their wildlife tourism. This is done by limiting the amount of visitors into the parks and reserves, as well as placing a high entry fee, such as \$25 per person per day. Ecotourism institutions, such as Trusts or community based organizations, are used to encourage local participation in tourism development in rural areas, with about 10% of the locals in the country participating in ecotourism (Spenceley, 2008). While Nicaragua and Malaysia have many cultural attractions that bring tourists into the countries, Botswana relies more on the natural attractions to base its tourism development around.

Strategy of Inquiry

A quantitative study was used to collect information about the perceptions that American residents have of Nicaragua, Malaysia, and Botswana. A postpositivist approach was taken

because this worldview is concerned with taking the most objective stance possible regarding the research, but understanding that the knowledge gained is conjectural. A positivist approach was not taken because studying the behavior and actions of humans is such a complicated matter affected by many factors in which we cannot be “positive” about the knowledge obtained from our research (Creswell, 2009). While constructivism may be considered appropriate when studying the perceptions, the research on destination choice has already narrowed down the factors that affect the decision making process. Since this is an area that has been studied by multiple researchers performing numerous tests, this is not an area that that is newly discovered or needed an exploration regarding the complexity of differing viewpoints. Researchers have an understanding of what contributes to and affects the decision of negative or positive perceptions of a destination. A postpositivist approach allowed for the study to fill in the gaps that previous researchers have missed, but it did not try to completely recreate the paradigm that has been built over the years by other scholars.

The study was viewed through the critical realism lens. Critical realism is the belief that the truth exists but can only be partially comprehended (Riley & Love, 2000). While this study uncovered more about the psychology that goes into a consumer choosing a destination, the whole process including all variables and outcomes may never be completely understood. This approach was used to gain as much understanding about decision making as possible, but acknowledges that it will never fully come to light. Again, this study was focused on objectivism, with the recognition that this cannot be fully obtained.

A quantitative study was pursued based on the postpositivist approach taken and because there is already a research background that has a steady foundation to work off of. The purpose of using a quantitative study was to measure the perception that Americans have of a destination

according to the relevant variables that have been determined to be imperative to the subject through past research and testing. If the topic of my study did not have as much information about it and I were performing an exploratory study, than I would have chosen qualitative or a mixed methods approach. A quantitative study was able to test objective theories by examining relationships among measurable variables (Creswell, 2009). It is a deductive form of research and involved a description of the topic and the information that has been collected regarding it from past researchers. The instrument used to measure these variables was a questionnaire using mainly Likert scale questions.

Research Design

This study used a one-group pre-test-post-test design (Creswell, 2009). This would fall under the category of being pre-experimental cross-sectional within-group survey, which will collect data at one point in time from one set of people. A pre-experimental design studies a single group of people and provides an intervention during the experiment (Creswell, 2009). The process included having the participant fill out a questionnaire about their perception of certain developing countries. The participant then watched a short video marketing the destination. Then the participant filled out another questionnaire measuring their perception of the destination again. A survey is considered to be particularly well suited in the study of public opinion, especially in social research for collecting original data in which the population is too large to observe (Babbie, 2007).

The purpose of this research was to gain a better understanding of how marketing promotions can change a consumer's perception of a destination. In addition this study focused on what factors American residents perceived as positive or negative in these three countries as a vacation destination in order to learn how to attract more tourists to these destinations and what

keeps them from choosing to visit the destination. A pre-experimental survey was conducted through online questionnaires. This method was used because it allows the researcher to collect sufficient amount of quantitative data fairly quickly to determine if there are patterns associated with the perception of these three countries. Also, online questionnaires allowed a marketing video to be shown to the participants to determine if certain variables will change their perception. Since there have been many studies related to the perceptions of tourist destinations, this quantitative study was meant to build upon the information that has already been discovered and determine its relationship to Nicaragua, Malaysia, and Botswana instead of exploring a new idea through qualitative research.

Previous Approaches to Destination Image

Many researchers that have studied destination image have used a quantitative method for researching the topic using various data collection methods such as Likert scale questionnaires and content analysis of promotional material (Gallarza et al., 2002). An analysis of these studies showed that the use of an intervention based experimental repeated measures design has not been common in analyzing destination image (Lepp et al., 2011). An issue with using a questionnaire is that it may miss some of the variables that effect the perception that participants have of an area. Another issue is that there could be multiple variables that the researcher would like to analyze, but the participant does not feel they are important or relevant. This could cause the participant to end the questionnaires early, especially if the questionnaire is interested in looking at multiple variables that cause the questionnaire to be very long. This can limit the overall sample size of the study.

Qualitative methods that have been used for destination image research have included free elicitation and open-ended questions, focus groups, in-depth interviews and expert

discussions (Gallarza et al., 2002). These methods have been used in order to identify the variables that effect destination image and the components that can keep a person from having a positive perception of the destination from going to the destination. These variables have been studied heavily within the area of safety and risk perception (Aziz, 1995; Crompton, 1979; Jonas et al., 2011; Kozak et al., 2007; Lepp & Gibson, 2008) which makes qualitative studies today on the subject less informative in finding new variables, compared to past studies. Also, qualitative studies tend to have small sample sizes which make them difficult to generalize to the population. An advantage of the research in past studies is that it identified that a person can have a positive and negative perception of variables of the destination at the same time (Ryan & Cave, 2005). This would be extremely difficult and confusing to try to incorporate a measurement for this in a questionnaire.

Researchers have mentioned that studies should be used to examine destination image in the same sample for before, during and after the trip to track the changes in perceptions (Kim, McKercher, & Lee, 2009). They have recommended measuring fluctuations in perspectives over time in order to understand the varying changes. This could be used to help determine how factors of knowledge (ex. media, word of mouth, advertising, etc.) can be considered more or less important throughout time as international events take place that can alter images.

There have also been recommendations to apply studies to more destinations than have been researched so far in order to identify cognitive and affective images related to locations (del Bosque & Martin, 2008). Also, these researchers believe that comparisons of destinations can also be useful in developing strategies for destination positioning in target markets. Finally, these researchers feel that a deeper analysis of the influence of cultural values on destination image based on novelty seeking or familiarity seeking is needed (del Bosque & Martin, 2008). How

important is the typology of the tourist in the perception of a destination, especially those in developing countries? Would a person that is seeking more familiarity be interested in visiting a developing country if they were informed that there were accommodations available that mimic their home environment?

Some studies may only be generalizable to small populations because of the sample obtained for the study, such as Lepp and Gibon's (2003) which mainly analyzed young middle class Americans because the research was conducted on US born university students. These researchers also recommended investigating personality measures in the way a person views a destination because of how sparsely these characteristics are used in tourism research for perceiving risk. This would involve a wide variety of people from diverse demographic backgrounds to study the role that plays in perception of a destination. Which demographic characteristics cause a person to have a more favorable perception of developing countries? This should be analyzed in conjunction with familiarity/novelty seeking.

While this topic has been analyzed in various ways, the unification and organization of multiple ideas is still needed. Researchers may focus on one specific area or only group limited variables together in testing destination perceptions. Research needs to incorporate all of the previous ideas involving destination imaging, which would require a quantitative approach to collecting data and analyzing it.

Data Collection Procedure

Participants. Surveying was used to collect information from all over United States, instead of just from one specific city. Since America is a developed country that has citizens in all of its states with the means to travel to any one of the countries being studied, the country as a whole will be evaluated. The entire country, instead of just one state, was also looked at because

of the diverse population that runs through it. Since demographics is thought to play a role in the negative or positive perception of a country, a vast sample of people from varying income levels, age, and ethnicities should be included in this survey. The collection of data was cross-sectional and self-administered, with the survey being conducted consecutively over a 1 1/2 month period. The starting date for the data collection was February 1, 2014 and ended on March 16, 2014. These months were picked so that participants may be at their home and settled into their usual routine for those that work or have school. The instrument was pilot tested by 3 professors and 3 doctoral students at Arizona State University within the School of Community Resources and Development to help assess the clarity of the questions, time it takes to complete, and ability to navigate through the questionnaire. This was done in order to identify any problems in intent, clarity, or navigation of the survey and fix them before they are sent out to American residents (Dillman, 2007).

Online questionnaires. This type of design was proposed in order to determine if a marketing intervention could have a positive effect on the perspective that Americans have on developing countries. The advantage of using a one-group pre-test-post-test design is that the changes in perception can be tracked to determine which variables are the most likely to change a participants mind. With a large enough sample size these results can be generalized to fit the population and changes in marketing strategies and techniques can be made in order to have an impact on population. The advantages of using questionnaires are that statistical tests can be performed for comparative analysis of destinations, they are easy to administer and code, and they respondents' answers are not as variable in detail as a qualitative study would be (Jenkins, 1999). The disadvantages of the questionnaires are that they do not include a holistic approach of

the destination image, only focuses on the attributes specified on the instrument, and it is possible to miss dimensions of the study (Jenkins, 1999).

Advantages of using an online survey are that they are cheaper to conduct than mailing out surveys or conducting interviews (Fowler, 2002). This means that more potential participants can be reached, which could improve the overall sample size compared to having a limited amount of participants through mailed questionnaires, which would be restricted due to budget constraints. Another reason the survey will be completed online is to show a marketing video that may affect the perception of that destination. This would be more difficult to achieve if a person were mailed a survey and asked to find the video online, which would greatly lower the response rate. Responses would also return to the researcher much faster than mailed questionnaires and be entered into the computer, ready for analysis (Fowler, 2002). This was very important given the time table for completing this study. The issue with online surveys are that the appropriate response rate may not be able to be achieved compared to mailed, telephone, or in person studies (Fowler, 2002). This study focused on achieving a higher sample size instead of a higher response rate in order to generalize the information to the population. Another problem is that there could be technological issues with having the participant take the pre-questionnaire, watch the marketing video, and then take the post-questionnaire. If one of these areas does not work on the computer, then the partial information collected from that participant will not be usable. This issue was preemptively tackled by pilot testing the survey before the research began, but not all technological issues were foreseen before the questionnaire was sent out. Another disadvantage was that the sample size would be limited to Internet users with a Facebook account. This should not have created too much of an issue since a large portion of the population has access to computers, including at schools, work places and public libraries if they

do not own a personal computer. Also, Facebook is one of the most popular social media sites with 167 million users in the US and 1 billion across the globe (Fottrell, 2013). Using virtual communities for social science research has been an emerging area for collecting data. However, the issue with using a virtual community is that the response rate can be low, possibly due to selecting participants based on incorrect interests, information overload of messages from that site, irregular use of the virtual community account, incorrect message posting, lack of interest in the study topic, length of the questionnaire, ease of refusing the survey, or mistrust of the site and its access to information or anonymity (Illum, Ivanov, & Liang, 2010). For this study though, the response rate was less of a concern compared to getting an adequate sample size for such a large population.

The researcher also could not explain questions to the participant if they were not clear, compared to if the questionnaire were completed in the presence of the researcher. This means that the questions and directions needed to be very clear when the questionnaire was made and any issues were addressed during pilot testing.

Sampling. Cluster sampling was used by identifying groups that are interested in traveling. Cluster sampling is used to group together heterogeneous elements of the total sample to assist with the listing and implementation of the data, but a disadvantage is that it may not reflect the diversity of the community being studied (Ahmed, 2009). These groups were identified through posting the survey on Facebook pages which explains the surveying process and it is looking for American residents who are interested in traveling to take the questionnaire. Users of travel associated Facebook pages were invited to participate in the study. The reason the participants were non-randomly sampled was that the participants should have some interest in traveling. If they did not, then they would not choose to visit a developing country, no matter

what their perception of the country was, and this could alter the results of how perception affects the choice to visit a developing country. While randomization would help match the demographics of the sample to the population in order to improve generalization, this would be extremely difficult to do. Not only is most demographic information unavailable for the profiles, but finding the right combination of people that are willing to take the survey and match the demographics of the population would decrease the sample size. While stratification may not be able to be achieved, it was hoped that a variety of people of different ages and ethnicities would be sampled. The criteria in order to be purposefully selected to take the survey from one of these groups was that the participant must be living in the US. While it would be preferable if the participants were American citizens, this would also be difficult to determine for certain given the information available.

The population size for American residents is roughly 315,000,000 (US Census Bureau, 2013). The goal sample size for this study was 1,200 residents and convenience sampling was used to invite Facebook users to participate in the survey electronically. The population was non-stratified, because it would be highly unlikely that the demographics of the sample would match that of the population.

Instrument measurement. The questionnaire mainly used Likert scales, so the participants were asked on a scale of 1 to 5 how strongly they agreed or disagreed with the statement provided. These statements were used to determine which factors are significant in their perception of Nicaragua, Malaysia, and Botswana. It measured the perception that participants have of each country by having them indicate which statement most accurately represented their view of each country. Statements related to the participant choosing to visit the

country or not were used and allowed them to indicate which factors may be keeping them from visiting.

The variables for perception of the destination that were tested through a 5 point Likert scale were safety, attractions, infrastructure, levels of congestion, climate, affordability, hospitality, cultural difference, and geographic beauty. These scales were drawn from research conducted by Baloglu and McCleary (1999) and Sonmez and Sirakaya (2002). The variables were picked from this research because they are items of perception that are common to many tourist destinations in general and to the risk factors that are thought to be associated with developing countries. In addition, a forced choice full binary section had participants indicate broader perception of the area in which they could choose either yes or no for the perception variables. Research by Dolnicar and Grün (2013) found that this can be an effective way to measure destination image because it takes less time for participants to complete and prevents the evasion of questions that may seem overwhelming with multiple scales.

Questions about past travel experience referring to the number of international trips taken and the year of the last trip were taken from research on destination by Sonmez and Sirakaya (2002) in order to determine the previous involvement in foreign travel and have a better understanding of the characteristics of the participants. A section on having participants self-identify what type of tourist they are was created based on descriptions from Cohen's (1974) typology and previously used by Williams and Balaz (2012).

To collect information on knowledge and the decision to travel to a destination, scales from Gardiner, King, and Grace's (2013) research were used to obtain data on the resources that participants use to learn about a destination. Demographic information pertaining to living

situations and overall characteristic was included to have a better understanding of the sample (Sonmez & Sirakaya, 2002).

Analysis of data. The data was analyzed by using t tests and one way ANOVA in order to understand the differences in perception between the pre- and post-test. Knowledge, type of tourist, and demographics were the covariates used in the test in order to display the means regarding perception while controlling for the three variables mentioned above. This allowed for a focus to be placed on the marketing intervention itself, but also determined how much of an effect knowledge, type of tourist and demographics have on perception. Once the differences were obtained for perception, regression was used to analyze the data regarding the constraints, hesitation and alternative destination choices on the perceptions of the country. Factor analysis was used to categorize the destination perception and choice factors into groups to compare to groupings made by previous researchers. Cluster analysis was used to evaluate tourist type to determine if groupings by previous researchers matched the data collection in this study.

Data Collected

A total of 377 questionnaires were collected, with 154 for Botswana, 113 for Malaysia, and 110 for Nicaragua. After removing the incomplete questionnaires there were a total of 266 questionnaires to use to analyze the data. Participants completed 96 for Botswana, 90 for Malaysia, and 80 for Nicaragua. This number is lower than the anticipated for a variety of reasons. There can be distrust with clicking on posts from Facebook from unknown users, technical issues with opening the survey, and the need to close the survey after the overwhelming news coverage of the Malaysian Airlines flight that disappeared.

The challenges with using Facebook are that this site has been having issues with maintaining the privacy of its consumers and has been the target for scams. Even “liking” a post

can be a scam. Pressing the “like” button for a posting on Facebook usually just serves as a measure for how many people claim they support or enjoy what they have read. This also causes the post to show up in their newsfeed so that other Facebook users that are connected as “friends” can see the post as well. However, once a post gets a certain amount of “likes” it can start advertising on their newsfeed without the user knowing. This can be used for businesses to reach more consumers and increase their sales, but this is by the user having spam ads all over their page that they may not want. This can cause Facebook users to be wary of clicking on a link from a source that they are unfamiliar with, such as a PhD student looking for help collecting data for a dissertation.

Other issues with the online survey included technical challenges. Some participants reported that they could not pull up the video on their iPad or older computers, the survey closed after the video was played, they briefly lost their Internet connection and the survey was lost, or that when clicking to the next question the page would not load. Instead of having to account for a 5% rate of unusable data, this caused the rate to range between 19%-37% of unusable data for the three questionnaires.

On March 8th, 2014 Malaysia Airlines flight 370 left from Kuala Lumpur, lost contact with air traffic control and did not arrive in Beijing as expected (MacLead, Winter, & Gray, 2014). The missing aircraft was broadcasted on multiple networks and reports on the passengers, families, suspects, and search procedures was aired repeatedly in the following weeks after the plane disappeared. A goal of this study is to have a better idea of how knowledge, even gained by news reports, impacts a perception of a destination. By having some participants take the survey before the incident and then others take it after they have seen the news coverage, the data

can be impaired due to a lack of consistency in information. Therefore the survey needed to end so that this experience would not skew the results.

Even with the small sample size, the data could be analyzed to test the hypotheses that were formed. Compared to other past research that has had a small sample size and similar demographics of participants, such as university students, this study was able to gain a variety of participants from all over the US that better fit the overall demographics of the American population.

CHAPTER 4

RESULTS

The first two sections show the results of the characteristics of the sample in regards to demographic attributes and travel experience of the participants. The next section describes the knowledge and familiarity that participants have in regards to the destination being studied before they watch the video. The following descriptive section shows the results for the choice to visit the destination or not and the related obstacles that influence this choice. Results for data related to the research questions are then provided.

Demographic Characteristics of the Sample

Table 2. Sociodemographic Profile of the Sample

	Botswana		Malaysia		Nicaragua		Total	
	N	%	N	%	N	%	N	N
<i>Gender</i>								
Male	39	41.5%	30	34.5%	34	43.6%	103	103
Female	55	58.5%	57	65.5%	44	56.4%	156	156
<i>Income</i>								
Under \$25,000	17	18.5%	8	9.4%	8	10.4%	33	13.0%
\$25,000-\$49,999	10	10.9%	8	9.4%	12	15.6%	30	11.8%
\$50,000-\$74,999	11	12.0%	8	9.4%	10	13.0%	29	11.4%
\$75,000-\$99,999	13	14.1%	7	8.2%	11	14.3%	31	12.2%
\$100,000-\$149,999	21	22.8%	24	28.2%	17	22.1%	62	24.4%
\$150,000-\$199,999	9	9.8%	13	15.3%	8	10.4%	30	11.8%
\$200,000 or over	11	12.0%	17	20.0%	11	14.3%	39	15.4%
<i>Age</i>								
20-34 years	37	40.0%	22	25.9%	26	34.5%	85	33.7%
35-49 years	15	16.5%	16	18.7%	11	14.6%	42	16.8%
50-64 years	32	34.6%	35	41.0%	31	41.3%	98	38.5%
65 years and over	10	11.0%	15	17.5%	7	9.2%	32	12.8%
Mean	43.6		48.9		45.6		45.9	
<i>Education</i>								
High school graduate	1	1.1%	5	5.9%	5	6.4%	11	4.3%
Some college, no degree	14	14.9%	7	8.2%	7	9.0%	28	10.9%
Associate degree	6	6.4%	2	2.4%	2	2.6%	10	3.9%
Bachelor's degree	32	34.0%	33	38.8%	32	41.0%	97	37.7%
Graduate or professional degree	41	43.6%	38	44.7%	32	41.0%	111	43.2%
<i>Race</i>								
African American	3	3.1%	1	1.1%	2	2.3%	6	2.2%
Asian American	4	4.2%	2	2.2%	3	3.5%	9	3.3%
Hispanic/Latino	8	8.3%	7	7.8%	9	10.5%	24	8.9%
Native American or other Pacific Islanders	2	2.1%	1	1.1%	1	1.2%	4	1.5%
American Indian/Alaskan Native	2	2.1%	1	1.1%	2	2.3%	5	1.9%
White	87	91.0%	84	93.3%	73	84.9%	244	90.7%
Other	4	4.2%	3	3.3%	2	2.3%	9	3.3%

Gender. More woman than men participated in the survey, but not by an overwhelming amount. This fits fairly close to the American population in which 50.8% of the residents are

woman (US Census, 2010). Previous research has shown that women are more likely to participate in a survey compared to men, with non-married, less formally educated males being the least likely to respond to a survey (Tolonen, Helakorpi, Talala, Helasoja, Martelin, & Prättälä, 2006). This information helps to explain why there is a higher response rate for women compared to men.

Income. Nearly a quarter of all participants have an income that ranges from \$100,000-\$149,999. Another quarter of the participants have an income that is even higher than that. This shows that the sample for the study is financially well off. It is unknown what the expenses are for these participants, but with the high income the constraint of not traveling because of lack of money should not be as strong of a factor in this study.

Age. The age of participants ranges from 20-79 years old. The means are roughly the same for all three countries, with them being from the mid to late 40s. This demonstrates a wide variety of ages for participants that took the survey, without a group of ages (i.e. young or old) dominating the sample.

Education. Majority of the participants have earned a Bachelor's degree or higher. This shows that this is a group of formally well-educated participants. This fits with previous research that has found that more formally educated people are more likely to participate in surveys than those with less formal education (De Rada, 2005).

Race. A majority of the participants in this survey identified themselves as White. The percentages for each group do not match with the US population exactly. The percentages for each group for the US population is roughly: White (66%), African American (14%), Hispanic (14%), Asian American (6%), American Indian/Alaskan Native (1%), and Native American or other Pacific Islanders (<1%) (US Census, 2010).

Table 3. State Lived In

	Botswana		Malaysia		Nicaragua		Total	
	N	%	N	%	N	%	N	%
Arizona	49	52.7%	46	52.9%	38	49.4%	133	51.8%
California	5	5.4%	4	4.6%	4	5.2%	13	5.1%
Colorado	6	6.5%	4	4.6%	4	5.2%	14	5.4%
Connecticut	1	1.1%	0	0.0%	0	0.0%	1	0.4%
DC	1	1.1%	1	1.1%	3	3.9%	5	1.9%
Florida	6	6.5%	5	5.7%	7	9.1%	18	7.0%
Georgia	0	0.0%	5	5.7%	1	1.3%	6	2.3%
Idaho	0	0.0%	1	1.1%	0	0.0%	1	0.4%
Illinois	2	2.2%	2	2.3%	2	2.6%	6	2.3%
Indiana	2	2.2%	0	0.0%	0	0.0%	2	0.8%
Kentucky	0	0.0%	2	2.3%	0	0.0%	2	0.8%
Maryland	0	0.0%	1	1.1%	2	2.6%	3	1.2%
Massachusetts	0	0.0%	1	1.1%	3	3.9%	4	1.6%
Michigan	0	0.0%	2	2.3%	1	1.3%	3	1.2%
Minnesota	1	1.1%	1	1.1%	1	1.3%	3	1.2%
Missouri	1	1.1%	0	0.0%	0	0.0%	1	0.4%
Nebraska	0	0.0%	0	0.0%	2	2.6%	2	0.8%
Nevada	1	1.1%	1	1.1%	0	0.0%	2	0.8%
New York	1	1.1%	1	1.1%	0	0.0%	2	0.8%
North Carolina	2	2.2%	0	0.0%	0	0.0%	2	0.8%
Ohio	2	2.2%	1	1.1%	2	2.6%	5	1.9%
Oregon	0	0.0%	2	2.3%	1	1.3%	3	1.2%
Pennsylvania	1	1.1%	0	0.0%	1	1.3%	2	0.8%
Tennessee	1	1.1%	0	0.0%	1	1.3%	2	0.8%
Texas	3	3.2%	4	4.6%	1	1.3%	8	3.1%
Virginia	0	0.0%	1	1.1%	2	2.6%	3	1.2%
Washington	1	1.1%	1	1.1%	0	0.0%	2	0.8%
Wisconsin	6	6.5%	0	0.0%	0	0.0%	6	2.3%
Washington	1	1.1%	1	1.1%	0	0.0%	2	0.8%

Out of the 50 states in the US, participants from 28 were represented in the survey.

Majority of the respondents were from Arizona, most likely because Facebook sends out notifications to all “friends” when information is posted on the site by a person. The majority of people on the friends list that would have seen the survey are from Arizona, which is why there are many more from this state instead of being more proportionately spread out.

Travel Characteristics of the Sample

Table 4. Number of International Trips in a Lifetime

	Botswana		Malaysia		Nicaragua		Total	
	N	%	N	%	N	%	N	%
0	7	7.3%	4	4.4%	5	6.3%	16	6.0%
1-5	47	48.90%	23	25.60%	28	35.20%	98	36.90%
6-10	14	14.60%	23	25.40%	22	27.70%	59	22.20%
>10	28	28.90%	40	44.30%	25	31.60%	93	35.25%
Mean	29.9		30.78		28.68		29.86	

Overall the participants of the survey had past experience with international travel. Roughly a tenth of the participants have traveled internationally 10 times. The means for each country ranged roughly between 28-31 times. This number is high because of the few participants that travel very often out of the country.

Table 5. Year of Most Recent International Trip

	N	%	N	%	N	%	N	%
2010-2014	64	71.9%	67	76.9%	48	65.0%	179	71.6%
2005-2009	16	18.0%	10	11.3%	15	20.4%	41	16.4%
2000-2004	3	3.3%	2	2.2%	4	5.5%	9	3.6%
1995-1999	3	3.3%	2	2.2%	2	2.8%	7	2.8%
1990-1994	2	2.2%	3	3.4%	3	4.2%	8	3.2%
1985-1989	1	1.1%	3	3.3%	2	2.7%	6	2.4%

A majority of the participants have traveled recently out of the country. Overall 71.6% of participants have traveled out of the country sometime within the last five years. This shows that a majority of participants have seen another country besides the US recently. This demonstrates that participants are willing to leave the country to travel and perhaps are more aware of the global environment compared to participants that have not left the county in many years. About 10% of the participants have not left the country in the past 10 years. While it is only a small amount, it is still important to see how all consumers, even domestic, view international destinations to determine their perceptions of them.

Table 6. International Travel (1 Strongly Disagree-5 Strongly Agree)

	Botswana		Malaysia		Nicaragua		Total	
	Mean	N	Mean	N	Mean	N	Mean	N
I am worried about traveling on a US passport	1.94	96	1.73	90	1.89	80	1.85	266
I am uncomfortable communicating if I am not fluent in the local language	2.73	96	2.54	90	2.66	80	2.65	266
I feel like an outsider when I visit a foreign country	2.81	96	2.57	90	2.73	80	2.70	266
I am unfamiliar with how to pay for goods in a foreign country	2.70	96	2.24	90	2.36	80	2.44	266
I am worried that I will have trouble learning and abiding by the laws in a foreign country	2.19	96	1.96	90	2.05	80	2.07	266
There will be very few foods that I would enjoy eating in a foreign country	1.93	96	1.84	90	1.90	80	1.89	263
I prefer to travel in the US, instead of leaving the country	2.66	96	2.29	89	2.66	80	2.54	265
I like to visit new places instead of going somewhere I have been before	3.96	96	3.76	89	3.70	79	3.81	264
I like to interact with the local people	3.93	96	4.07	88	3.97	80	3.99	264
I prefer to travel away from the popular tourist attractions	3.38	96	3.34	89	3.54	80	3.41	265
I prefer to explore the destination on my own instead of with a tour group	3.36	96	3.56	90	3.58	80	3.49	266

Overall participants tend to be comfortable with traveling in unfamiliar places and enjoy visiting new places where they can interact with the locals and discover attractions away from the popular tourist sites. This shows that many of the participants fall more into the “non-typical” group of tourists and prefer to be away from the organized forms of traveling. This could mean that more people are moving away from mass tourism and the desire to stay in familiar areas and instead are looking for new environments to travel too.

Table 7. Type of Travel Preferred

	Botswana		Malaysia		Nicaragua		Total	
	N	%	N	%	N	%	N	%
I prefer to use organized group package tours, travel comfortably, and stay with the group when touring the area.	12	12.5%	9	10.0%	8	10.0%	29	10.9%
I prefer to use organized individual package tours, travel comfortably, but take tours with only the people in my travel party.	21	21.9%	23	25.6%	20	25.0%	64	24.1%
I prefer to plan the trip by myself, explore the area on my own and travel comfortably.	55	57.3%	49	54.4%	45	56.3%	149	56.0%
I prefer to immerse myself into the local lifestyle as much as possible and avoid popular tourist accommodations.	8	8.3%	9	10.0%	7	8.8%	24	9.0%
Total	96	100.0%	90	100.0%	80	100.0%	266	100.0%
Mean	2.61		2.64		2.64		2.63	

A majority of participants fall into the “explorer” category, as labeled by Cohen’s typology. A little more than a third of participants fell into the “typical” tourist category, while the remaining two-thirds fit into the “non-typical” category. This shows that most participants overall feel that they would travel independent of tour groups.

Table 8. Traveled to the Country Before

	Botswana		Malaysia		Nicaragua		Total	
	N	%	N	%	N	%	N	%
Yes	2	2.1%	6	6.7%	2	2.5%	10	3.8%
No	94	97.9%	84	93.3%	78	97.5%	256	96.2%
Total	96	100.0%	90	100.0%	80	100.0%	266	100.0%

Nearly all of the participants had not been to the country before that they were watching the video on. Only 3.8% of participants had been to the country before taking the survey.

Table 9. Number of Times Traveled to the Country

	Botswana		Malaysia		Nicaragua		Total	
	N	%	N	%	N	%	N	%
1	2	100.0%	4	66.7%	1	50.0%	7	70.0%
2	0	0.0%	1	16.7%	1	50.0%	2	20.0%
3	0	0.0%	1	16.7%	0	0.0%	1	10.0%
Total	2	100.0%	6	100.0%	2	100.0%	266	100.0%

For those participants that had been to the country they were taking the survey on before, a majority of the participants had only been to the country once. This also demonstrates how little visitation this countries get from American tourists.

Knowledge Gained Before Video

Table 10. Familiarity with the Country

	Very Familiar								Not At All Familiar		Mean
	1		2		3		4		5		
	N	%	N	%	N	%	N	%	N	%	
Botswana	0	0.0%	0	0.0%	3	3.1%	20	20.8%	73	76.0%	4.73
Malaysia	0	0.0%	1	1.1%	11	12.2%	41	45.6%	37	41.1%	4.27
Nicaragua	0	0.0%	1	1.3%	14	17.5%	29	36.3%	36	45.0%	4.25

A majority of participants for all countries did not feel they were very familiar with the country they were taking their survey on before watching the video. This is reflected through the means, which are all above a four. Also, this is shown with all countries having more than 75% of their responses be a four or a five.

Table 11. Sources of Information

	Botswana		Malaysia		Nicaragua		Total	
	Mean	N	Mean	N	Mean	N	Mean	N
Friends or family members	2.03	88	2.84	88	2.80	76	2.55	252
Newspapers	2.14	86	2.69	87	2.87	77	2.56	250
Previous travel experience	1.65	88	2.16	87	2.04	76	1.94	251
Commercials	1.73	88	2.23	87	2.09	76	2.01	251
Magazines	2.25	88	2.74	87	2.52	77	2.50	252
Travel agencies	1.70	88	2.01	87	2.04	76	1.91	251
Internet searches	2.49	90	2.93	87	2.93	76	2.77	253
TV broadcasts	2.11	88	2.53	86	2.62	76	2.41	250
Brochures	1.78	87	2.05	86	2.24	75	2.01	248
Movies	2.08	88	2.52	87	2.28	76	2.29	251
Television shows	2.06	86	2.40	87	2.42	76	2.29	249
Social Media (eg. Facebook, Twitter, etc.)	1.92	88	2.05	87	2.13	76	2.03	251
Blogs	1.76	88	1.97	87	1.96	76	1.89	251
Online travel reviews (eg. Trip Advisor)	2.09	88	2.55	87	2.55	75	2.39	250

Overall participants tend to get their information from Internet searches, newspapers, friends or family members, and magazines. Commercials ranked at the tenth spot for the mean overall, tied with brochures, which shows that marketing may not be as influential as other forms of information.

Choice to Visit the Country being Promoted

Table 12. Choice to Visit the Country in the Future (1 Strongly Disagree-5 Strongly Agree)

	Botswana		Malaysia		Nicaragua		Total	
	Mean	N	Mean	N	Mean	N	Mean	N
I would recommend a vacation to (country) to others	2.89	91	3.23	86	3.32	78	3.14	255
I intend to go on a vacation to (country) in the near future	2.09	91	2.59	86	2.72	78	2.45	255
I am likely to go on a vacation to (country) in the next 12 months	1.74	92	1.84	86	2.04	78	1.86	256
While I do not have any plans to go to (country) in the future, I would consider going there one day	3.29	92	3.73	86	3.79	78	3.59	256
There are places that I have already been to that I would like to revisit, instead of going to (country)	3.54	92	3.01	86	2.96	78	3.19	256
I do not have the money to travel to (country)	3.60	91	3.09	85	2.85	78	3.20	254
I do not have the time to travel to (country)	3.39	90	3.00	85	2.94	77	3.12	252
I have responsibilities at home that keep me from traveling to (country)	3.23	90	2.92	85	3.03	78	3.06	253
I cannot travel long distances due to my health	1.55	91	1.49	85	1.61	77	1.55	253
I am uncomfortable being on an airplane for the amount of time it would take me to get to (country)	1.99	91	1.87	85	1.96	78	1.94	254
I do not feel knowledgeable enough about (country) to travel there	3.39	90	2.69	85	2.79	77	2.97	252
I do not trust the information I have received about Botswana to feel it is a good place to travel to	2.70	91	2.4	85	2.32	78	2.48	254
There are other new places that I would like to visit more than (country)	4.13	92	3.71	86	3.71	78	3.86	256
I have no desire to visit this (country)	2.87	92	2.29	86	2.14	78	2.45	256

While participants seem willing to recommend the country to visit or consider it for their own vacation, very few have any intention of actually visiting the destination. From the overall

mean scores, a desire to visit other places more than the one in the marketing video seems to be the strongest reason for not visiting the destination.

Results for Research Question 1

Perception of destinations

Table 13. Descriptives of Likert Scale Perceptions Before Marketing Video (1=Strongly Disagree, 5=Strongly Agree)

	Botswana			Malaysia			Nicaragua			Total		
	Mean	N	SD	Mean	N	SD	Mean	N	SD	Mean	N	SD
Good value of money	3.18	90	0.73	3.52	87	0.70	3.83	76	0.66	3.49	253	0.74
Beautiful scenery and natural attractions	3.51	90	0.85	3.93	88	0.68	4.04	78	0.65	3.82	256	0.77
Interesting cultural attractions	3.44	90	0.86	4.00	86	0.57	3.86	77	0.68	3.76	253	0.76
Suitable accommodations	3.10	89	0.77	3.60	87	0.81	3.27	77	0.85	3.32	253	0.83
Appealing local food	3.13	89	0.79	3.54	87	0.91	3.73	77	0.85	3.45	253	0.88
Great beaches/water sports	2.72	89	0.85	3.78	87	0.77	3.68	77	0.91	3.38	253	0.97
Quality infrastructure	2.56	89	0.74	2.97	87	0.75	2.61	77	0.69	2.72	253	0.75
High personal safety	2.56	89	0.74	2.80	87	0.75	2.58	77	0.77	2.65	253	0.75
Interesting historical attractions	3.17	89	0.80	3.64	87	0.68	3.61	77	0.80	3.47	253	0.79
Unpolluted and clean environment	2.79	90	0.79	2.8	87	0.93	2.96	77	0.73	2.85	254	0.82
Good nightlife/entertainment	2.74	89	0.79	3.17	87	0.61	3.14	77	0.70	3.01	253	0.73
Standard hygiene and cleanliness	2.56	90	0.80	2.92	87	0.84	2.70	76	0.75	2.72	253	0.81
Interesting and friendly people	3.51	89	0.74	3.76	87	0.63	3.83	76	0.70	3.69	252	0.70
(Not) Congested and heavy traffic	3.00	89	0.78	2.47	88	0.82	3.17	77	0.70	2.87	254	0.82
Pleasurable climate	3.31	89	0.67	3.66	87	0.80	3.92	78	0.66	3.62	254	0.76
Welcoming atmosphere	3.16	89	0.69	3.55	86	0.66	3.58	77	0.77	3.42	252	0.73

Colors indicate: blue is the highest, red is the lowest of all three countries.

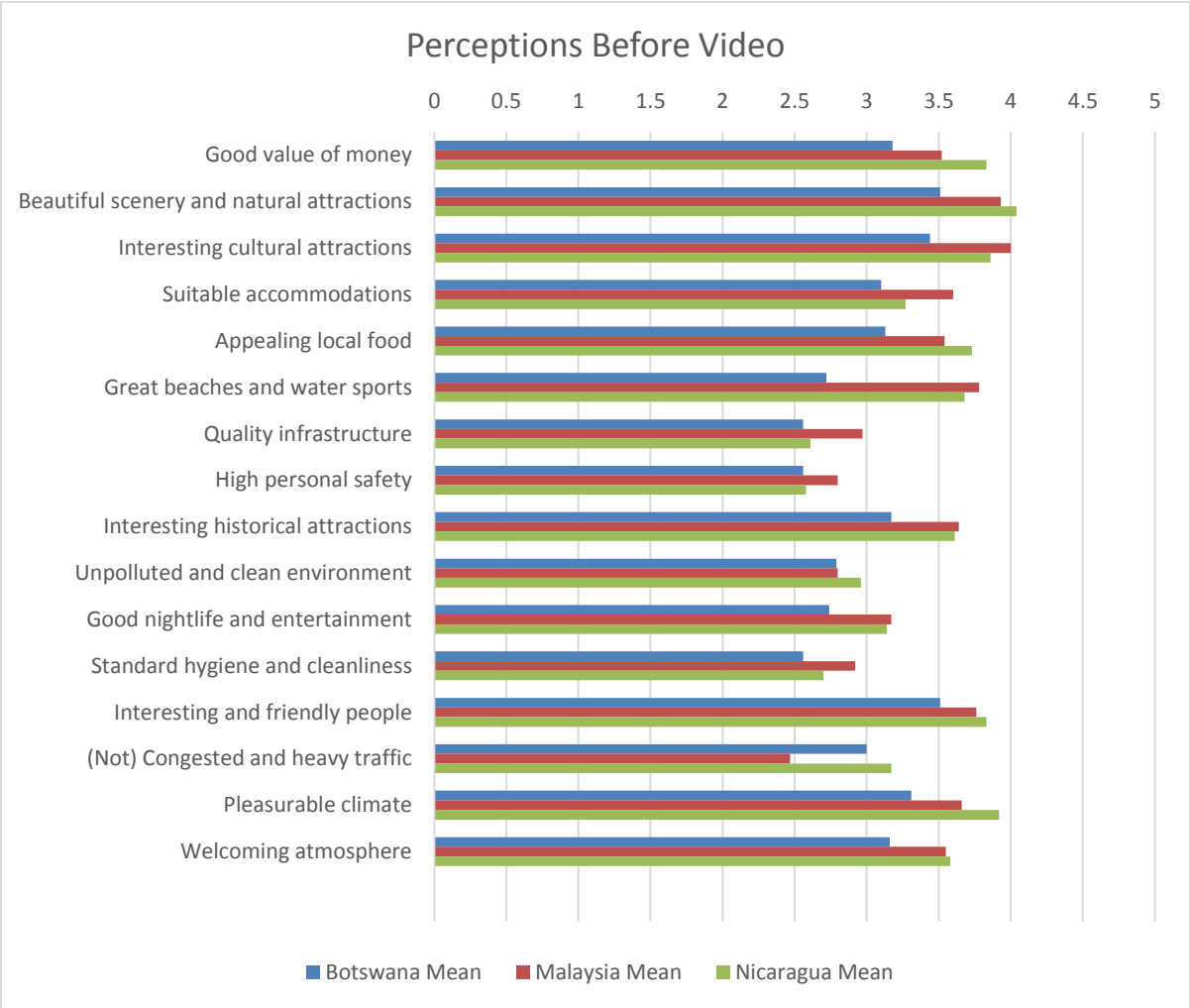


Figure 2. Comparison of Means for Each Country Before Marketing Intervention

Table 13 displays the means for the perceptions of the countries before the marketing intervention. Means highlighted in red identify the lowest score for the three countries, while blue identifies the highest. The results show that Botswana is viewed the most negatively out of the three countries. Out of the sixteen variables that were used to measure perception, Botswana scored the lowest of fourteen variables and did not have any that were ranked as the most positive. Malaysia and Nicaragua had the same number of variables ranked as the highest and the lowest, with eight as the most positive and one as the most negative for each of these countries. This information is displayed in Figure 1 to compare the means for each perception variable.

Table 14. Descriptives of Likert Scale Perceptions After Marketing Video (1=Strongly Disagree, 5=Strongly Agree)

	Botswana			Malaysia			Nicaragua			Total		
	Mean	N	SD	Mean	N	SD	Mean	N	SD	Mean	N	SD
Good value of money	3.40	87	0.72	3.45	84	0.72	3.87	76	0.62	3.56	247	0.72
Beautiful scenery and natural attractions	4.33	89	0.72	4.36	85	0.51	4.38	76	0.71	4.36	250	0.65
Interesting cultural attractions	4.07	88	0.77	4.26	85	0.54	4.22	76	0.67	4.18	249	0.67
Suitable accommodations	3.20	87	0.86	3.94	84	0.59	3.58	76	0.70	3.57	247	0.79
Appealing local food	3.24	87	0.93	4.01	84	0.75	4.12	76	0.65	3.77	247	0.88
Great beaches/water sports	2.58	86	1.03	4.41	85	0.66	4.38	76	0.61	3.77	247	1.18
Quality infrastructure	2.79	87	0.84	3.51	84	0.69	3.20	76	0.65	3.16	247	0.79
High personal safety	2.89	87	0.88	3.29	83	0.79	3.14	76	0.71	3.10	246	0.81
Interesting historical attractions	3.34	87	0.93	3.99	84	0.69	4.05	76	0.69	3.78	247	0.84
Unpolluted and clean environment	3.46	87	0.95	3.81	84	0.81	3.61	75	0.73	3.63	246	0.85
Good nightlife/entertainment	2.74	87	0.88	3.62	84	0.69	3.72	75	0.76	3.34	246	0.90
Standard hygiene and cleanliness	2.87	86	0.87	3.70	84	0.72	3.43	76	0.66	3.33	246	0.83
Interesting and friendly people	3.95	88	0.74	4.11	84	0.62	4.12	76	0.63	4.06	248	0.67
(Not) Congested and heavy traffic	3.66	87	0.85	3.19	84	0.84	3.16	75	0.75	3.35	246	0.85
Pleasurable climate	3.57	87	0.82	4.17	84	0.71	4.24	76	0.61	3.98	247	0.78
Welcoming atmosphere	3.80	87	0.82	4.20	84	0.58	4.25	76	0.59	4.08	247	0.70

Colors indicate: blue is the highest, red is the lowest of all three countries.

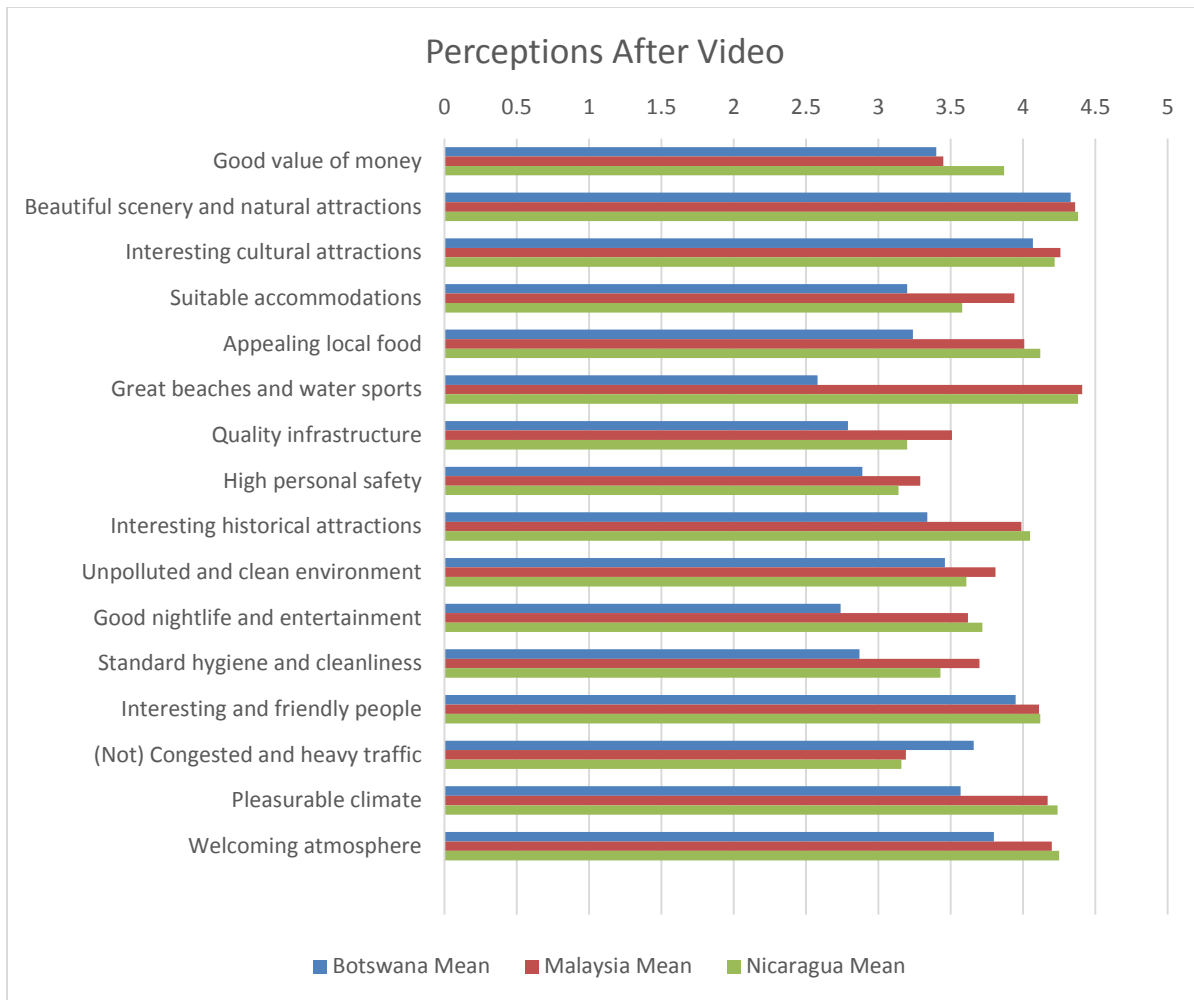


Figure 3. Comparison of Means for Each Country Before Marketing Intervention

Table 2 shows that after the video intervention Botswana had 15 perception factors that scored the lowest, instead of fourteen from before the video. However there was one factor, *congested and heavy traffic*, which scored as the highest in comparison to none before the video. After the video Malaysia dropped down to seven factors, instead of eight, that scored the highest out of the three countries. However none of the factors ranked the lowest for Malaysia after the video compared to one variable, *congested and heavy traffic*, which was ranked the lowest before the video. Nicaragua remained with eight variables that ranked the highest and one variable as the lowest. However the lowest changed from *great beaches and water sports* before the video to

congested and heavy traffic after the video. This information is displayed in Figure 2 to compare the means for each perception variable.

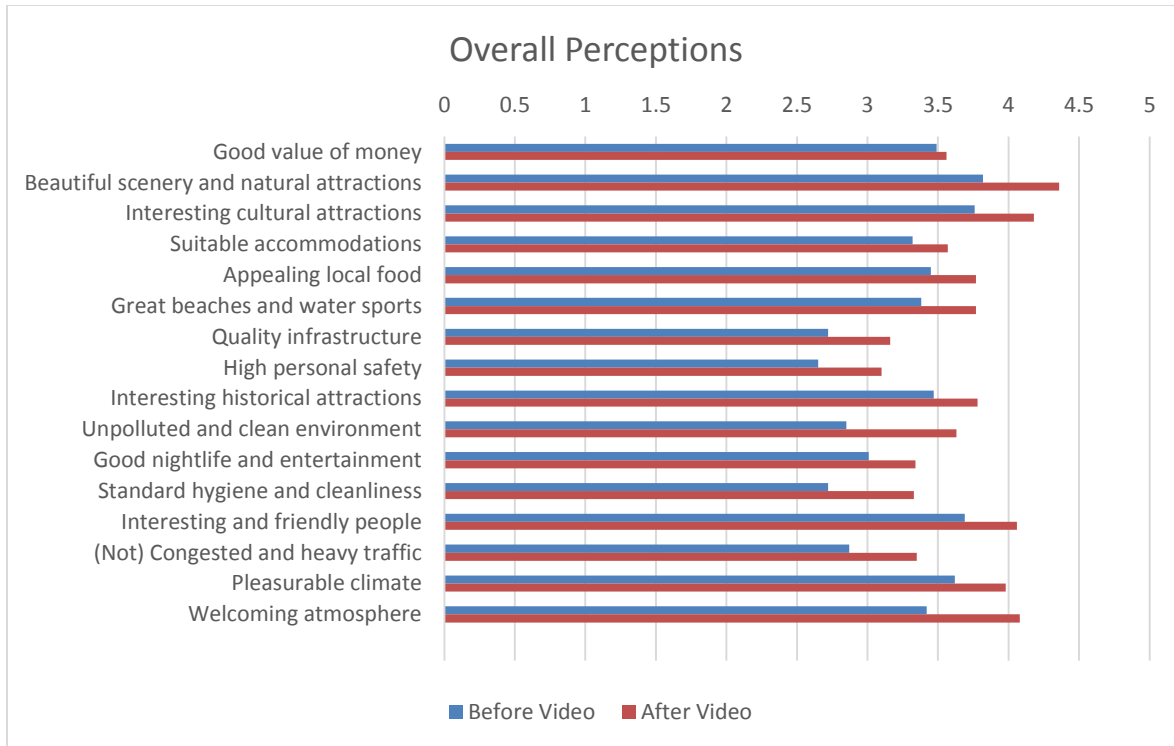


Figure 4. Overall Perception Changes from Marketing Video

The means overall for the perceptions of the countries before and after watching the marketing video show a general trend of a positive change in perception. While most of the variables improved considerably, they remained ranked in order as the same or close to where they were before the marketing intervention. Two variables positively changed substantially in terms of where they were ranked before the video. The first variable, *welcoming atmosphere*, improved by six ranked spots. The second variable, *good value of money*, fell six ranked spots. Another variable to focus on is safety, because it can be a strong deterrent in keeping a person from visiting a destination. While *high personal safety* did improve from before to after the video, it remained ranked last for both times.

Table 15. T Test of Likert Scale Changes in Perceptions Overall (1=Strongly Disagree, 5=Strongly Agree)

	N	Mean Difference	SD	p	t
Good value of money	236	0.06	0.75	.261	1.13
Beautiful scenery and natural attractions	240	0.53	0.82	.000**	9.96
Interesting cultural attractions	237	0.43	0.81	.000**	8.07
Suitable accommodations	237	0.25	0.89	.000**	4.25
Appealing local food	237	0.30	0.84	.000**	5.43
Great beaches and water sports	236	0.38	1.02	.000**	5.69
Quality infrastructure	237	0.44	0.85	.000**	8.07
High personal safety	236	0.46	0.83	.000**	8.58
Interesting historical attractions	237	0.35	0.88	.000**	6.11
Unpolluted and clean environment	236	0.80	0.97	.000**	12.64
Good nightlife and entertainment	236	0.31	0.87	.000**	5.55
Standard hygiene and cleanliness	235	0.60	0.92	.000**	9.96
Interesting and friendly people	236	0.36	0.68	.000**	8.06
Congested and heavy traffic	236	-0.50	1.04	.000**	-7.43
Pleasurable climate	237	0.38	0.80	.000**	7.26
Welcoming atmosphere	236	0.65	0.77	.000**	13.01

When analyzing all of the countries together, all of the factors were shown to be significant at the .001 level except for *good value of money*, $t(235) = 1.13, p > .05$. This demonstrates that overall the videos had a strong influence on the perceptions of the participants for these three destinations.

Table 16. T Test of Likert Scale Changes in Perceptions of Botswana (1=Strongly Disagree, 5=Strongly Agree)

	N	Mean Difference	SD	p	t
Good value of money	82	0.22	0.85	.021*	2.35
Beautiful scenery and natural attractions	83	0.80	0.92	.000**	7.87
Interesting cultural attractions	83	0.61	0.96	.000**	5.83
Suitable accommodations	82	0.73	0.93	.477	0.72
Appealing local food	82	0.90	0.97	.428	0.80
Great beaches and water sports	81	-0.19	1.07	.125	-1.55
Quality infrastructure	82	0.21	0.95	.052	1.97
High personal safety	82	0.32	0.89	.002*	3.24
Interesting historical attractions	82	0.22	0.98	.046*	2.03
Unpolluted and clean environment	82	0.71	1.09	.000**	5.85
Good nightlife and entertainment	82	-0.04	1.00	.741	-0.33
Standard hygiene and cleanliness	81	0.31	1.10	.014*	2.52
Interesting and friendly people	82	0.45	0.79	.000**	5.19
Congested and heavy traffic	82	-0.68	1.12	.000**	-5.52
Pleasurable climate	82	0.24	0.87	.013*	2.54
Welcoming atmosphere	82	0.63	0.79	.000**	7.24

For Botswana there were significant positive changes at the .05 level for *good value of money*, *high personal safety*, *interesting historical attractions*, *standard hygiene and cleanliness*, and *pleasurable climate*. Significant positive changes at the .001 level occurred for *beautiful scenery and natural attraction*, *interesting cultural attractions*, *unpolluted and clean environment*, *interesting and friendly people*, *congested and heavy traffic*, and *welcoming atmosphere*. Botswana had five factors that did not change significantly after the marketing video. These were *suitable accommodations*, *appealing local food*, *great beaches and water sports*, *quality infrastructure*, and *good nightlife and entertainment*. Even though the factor *great beaches and water sports* and *good nightlife and entertainment* did not change significantly, they did have a less favorable score after the marketing video which was the only negative perception change for this country.

Table 17. T Test of Likert Scale Changes in Perceptions of Malaysia (1=Strongly Disagree, 5=Strongly Agree)

	N	Mean Difference	SD	p	t
Good value of money	82	-0.07	0.68	.333	-0.97
Beautiful scenery and natural attractions	83	0.42	0.70	.000**	5.48
Interesting cultural attractions	81	0.28	0.58	.000**	4.44
Suitable accommodations	82	0.35	0.71	.000**	4.51
Appealing local food	82	0.44	0.77	.000**	5.15
Great beaches and water sports	82	0.62	0.84	.000**	6.70
Quality infrastructure	82	0.84	0.76	.000**	6.42
High personal safety	81	0.50	0.79	.000**	5.61
Interesting historical attractions	82	0.37	0.75	.000**	4.44
Unpolluted and clean environment	82	1.02	0.93	.000**	9.98
Good nightlife and entertainment	82	0.44	0.72	.000**	5.51
Standard hygiene and cleanliness	82	0.78	0.77	.000**	9.18
Interesting and friendly people	82	0.32	0.65	.000**	4.45
Congested and heavy traffic	82	-0.74	1.052	.000**	-6.40
Pleasurable climate	82	0.52	0.84	.000**	5.69
Welcoming atmosphere	81	0.65	0.83	.000**	8.10

All of the factors for Malaysia were shown to have significant positive changes at the .001 level after the marketing video expect for *good value of money*. Malaysia showed the most variables changing significantly after watching the video. This is exceptional because it was ranked highly before participants watch the video as well. For being the country that is farthest away it is unexpected that it should have such a high positive perception before and after the marketing video.

Table 18. T Test of Likert Scale Changes in Perceptions of Nicaragua (1=Strongly Disagree, 5=Strongly Agree)

	N	Mean Difference	SD	p	t
Good value of money	72	0.01	0.68	.863	0.73
Beautiful scenery and natural attractions	74	0.35	0.77	.000**	3.94
Interesting cultural attractions	73	0.37	0.83	.000**	3.83
Suitable accommodations	73	0.32	1.00	.009*	2.70
Appealing local food	73	0.37	0.70	.000**	4.53
Great beaches and water sports	73	0.73	0.87	.000**	7.13
Quality infrastructure	73	0.60	0.76	.000**	6.79
High personal safety	73	0.59	0.78	.000**	6.46
Interesting historical attractions	73	0.48	0.90	.000**	4.56
Unpolluted and clean environment	72	0.64	0.81	.000**	6.70
Good nightlife and entertainment	72	0.57	0.73	.000**	6.64
Standard hygiene and cleanliness	72	0.71	0.76	.000**	7.92
Interesting and friendly people	72	0.30	0.57	.000**	4.36
Congested and heavy traffic	72	-0.03	0.75	.754	-0.31
Pleasurable climate	73	0.36	0.63	.000**	4.82
Welcoming atmosphere	73	0.67	0.80	.000**	7.17

Only two factors for Nicaragua were not significant. These were *good value of money* and *congested and heavy traffic*. The factor *suitable accommodations* improved significantly at the .05 level, while the rest of the factors improved significantly at the .001 level.

Table 19. Item-wise Comparison of Perception Changes among Three Countries

Perception	Botswana	Malaysia	Nicaragua	F Value	Sig.
Good value of money	.22 ^a	-.07 ^b	.01 ^{ab}	3.34	.037*
Beautiful scenery and natural attractions	.80 ^a	.42 ^b	.35 ^b	7.12	.001*
Interesting cultural attractions	.61 ^a	.28 ^b	.37 ^{ab}	3.73	.026*
Suitable accommodations	.07	.35	.32	2.41	.092
Appealing local food	.09 ^a	.44 ^b	.37 ^{ab}	4.19	.016*
Great beaches and water sports	-.19 ^a	.62 ^b	.73 ^b	22.51	.000**
Quality infrastructure	.21 ^a	.54 ^b	.60 ^b	5.17	.006*
High personal safety	.32	.49	.59	2.20	.113
Interesting historical attractions	.22	.37	.48	1.70	.184
Unpolluted and clean environment	.71 ^{ab}	1.02 ^a	.64 ^b	3.66	.027*
Good nightlife and entertainment	-.04 ^a	.44 ^b	.57 ^b	11.64	.000**
Standard hygiene and cleanliness	.31 ^a	.78 ^b	.71 ^b	6.47	.002*
Interesting and friendly people	.45	.32	.29	1.27	.283
Congested and heavy traffic	-.68 ^a	-.74 ^a	-.03 ^b	11.92	.000**
Pleasurable climate	.24	.52	.36	2.61	.076
Welcoming atmosphere	.63	.65	.67	0.05	.956

^{a, b} indicate significantly different groups at .05 level.

An ANOVA test was conducted to examine the difference in means for the change in perception that each country experienced from before to after the marketing intervention. Shown in orange, Malaysia and Nicaragua had significantly different means than Botswana for five variables. Botswana had a greater positive change than Malaysia and Nicaragua for only one item, *beautiful scenery and natural attractions*. Malaysia and Nicaragua had a greater positive change than Botswana for *beaches and water sports*, *quality infrastructure*, *good nightlife and entertainment*, and *standard hygiene and cleanliness*.

Significant differences between Botswana and Malaysia, with Nicaragua not being significantly different from either, was found for three variables. These are shown in blue. The means for Botswana were higher than Malaysia for *good value of money* and *interesting cultural attractions*, while Malaysia was higher for *appealing local food*.

Shown in green is the significantly higher mean for Malaysia compared to Nicaragua, with Botswana not being significantly different than either, for *unpolluted and clean*

environment. Shown in red is the significantly more positive change of Botswana and Malaysia compared to Nicaragua for *congested and heavy traffic*.

Overall this shows that Botswana changed the perceptions of participants the least. The variables *great beaches and water sports* and *good nightlife and entertainment* were significantly more different and had a negative impact on participants. This shows that the marketing video had more of a positive impact for Nicaragua and Malaysia than for Botswana, which already had a very low image before the video and had plenty of room to improve. This could be because the video of Botswana did not focus on as many different factors to highlight in its video as Nicaragua and Malaysia did. While Botswana focused primarily on the natural beauty, culture, and friendliness of people, which all improved more than the other two countries, it did not touch on as many factors as the other two countries did.

Types of tourists and their impact on destination image

Table 20. Cluster Analysis of Tourist Types (Strongly Disagree=1, Strongly Agree=5)

	Group 1	Group 2
I am worried about traveling on a US passport	4	1
I am uncomfortable communicating if I am not fluent in the local language	4	1
I feel like an outsider when I visit a foreign country	5	1
I am unfamiliar with how to pay for goods in a foreign country	4	1
I am worried that I will have trouble learning and abiding by the laws in a foreign country	4	1
There will be very few foods that I would enjoy eating in a foreign country	4	1
I prefer to travel in the US, instead of leaving the country	4	1
I like to visit new places instead of going somewhere I have been before	4	1
I like to interact with the local people	2	1
I prefer to travel away from the popular tourist attractions	2	1
I prefer to explore the destination on my own instead of with a tour group	4	1

A two-step cluster analysis was performed to determine if the tourist type groups that participants identified for themselves matched with the Likert scale statements that categorized what type of tourist group they fit in. The analysis found that the tourists could be placed into 2 different groups. Based on that the commonality of groups, the tourist types did not match exactly with the self-identified typical and non-typical tourist groups that were formed based off of Cohen’s typology.

The results show that overall group 1 seeks familiarity. Group 2 has a fixture of wanting something new, as well as familiar. However, group 2 has more variables in which the participants are seeking a riskier environment.

Table 21. ANOVA for Comparing Tourist Types

	Group 1 Mean	Group 2 Mean	F	p
Age	44.93	46.85	0.89	.347
Gender	1.60	1.61	0.03	.873
Income	3.96	4.52	5.25	.023*
Education	5.97	6.18	2.20	.140
Knowledge or familiarity of destination	1.48	1.69	5.71	.018*
Sources of Knowledge	3.28	3.46	6.99	.009*
Before Video Perception	3.35	3.59	15.81	.000**
After Video Perception	3.74	4.01	16.36	.000**

An ANOVA was used to determine the characteristics of the two groups. Age, gender, and education level were similar for both groups. Group 2 tended to have a higher income, more knowledge of the destination, used a variety of sources to acquire knowledge before traveling, and had a more positive perception of the destination both before and after the video.

Table 22. Comparing Tourist Types for Perception Before Marketing Video

	df	Group 1 Mean	Group 2 Mean	Mean Diff.	F	p	t
Good value of money	249	3.41	3.59	0.18	0.09	.057	-1.92
Beautiful scenery and natural attractions	251	3.78	3.86	0.08	1.30	.429	-0.79
Interesting cultural attractions	244.31	3.67	3.86	0.20	5.73	.039*	-2.07
Suitable accommodations	248	3.16	3.55	0.40	1.71	.000**	-3.84
Appealing local food	248	3.29	3.66	0.37	0.00	.001*	-3.38
Great beaches and water sports	220.63	3.27	3.51	0.24	4.36	.059	-1.90
Quality infrastructure	248	2.63	2.83	0.20	0.48	.038*	-2.09
High personal safety	248	2.51	2.84	0.33	2.72	.001*	-3.49
Interesting historical attractions	248	3.36	3.58	0.23	0.01	.024*	-2.28
Unpolluted and clean environment	237.95	2.73	2.98	0.25	4.78	.014*	-2.48
Good nightlife and entertainment	248	2.96	3.08	0.13	0.25	.181	-1.34
Standard hygiene and cleanliness	248	2.52	2.98	0.46	0.18	.000**	-4.68
Interesting and friendly people	247	3.59	3.80	0.21	0.13	.021*	-2.33
Congested and heavy traffic	224.95	3.06	3.23	0.18	4.15	.094	-1.68
Pleasurable climate	248	3.57	3.67	0.10	1.74	.292	-1.06
Welcoming atmosphere	247	3.29	3.59	0.30	1.35	.001*	-3.23

An independent samples t test was used to determine if there is a difference in perception between tourist types that were formed from the cluster analysis. Results show that ten of the sixteen variables were significant. All of the means for group 2 were more positive than the means for group 1. This means that tourists that tend to seek a non-familiar environment had a more positive perception of these three countries compared to tourists that seek a familiar environment.

Due to the low mean size for the positive change in perception from before the video to after, there was not a significant effect on the change in perception for any of these variables after conducting a regression analysis. The results of this test show a low $R^2=.04$ and that this test are not as accurate at giving an insight into these variables in comparison to perception as the before and after variables are. Therefore the data from the perceptions before and after the video will only be used for this regression test, as well as the regression analysis examining tourist type, knowledge, and demographic variables reported after this test.

Table 23. Comparing Tourist Types for Perception After Marketing Video

	df	Group 1 Mean	Group 2 Mean	Mean Diff.	F	p	t
Good value of money	242.00	3.46	3.71	0.25	0.00	.006*	-2.76
Beautiful scenery and natural attractions	245.00	4.33	4.39	0.06	0.72	.456	-0.75
Interesting cultural attractions	225.04	4.12	4.25	0.13	4.91	.144	-1.47
Suitable accommodations	242.00	3.47	3.68	0.22	0.00	.035*	-2.12
Appealing local food	239.04	3.61	3.98	0.38	7.41	.001*	-3.41
Great beaches and water sports	242.00	3.57	4.00	0.43	3.54	.004*	-2.90
Quality infrastructure	196.93	3.00	3.37	0.37	20.81	.000**	-3.63
High personal safety	213.63	2.95	3.30	0.35	8.09	.001*	-3.36
Interesting historical attractions	231.19	3.61	3.99	0.38	5.34	.000**	-3.57
Unpolluted and clean environment	241.00	3.44	3.87	0.43	2.33	.000**	-3.99
Good nightlife and entertainment	241.00	3.21	3.50	0.29	0.36	.012*	-2.53
Standard hygiene and cleanliness	241.00	3.17	3.53	0.36	1.86	.001*	-3.44
Interesting and friendly people	224.00	3.96	4.18	0.21	7.68	.014*	-2.48
Congested and heavy traffic	190.18	2.62	2.68	0.06	8.28	.586	-0.55
Pleasurable climate	242.00	3.87	4.13	0.26	1.49	.008*	-2.66
Welcoming atmosphere	242.00	3.99	4.20	0.21	15.30	.019*	-2.35

Results show thirteen out of sixteen variables were significant. All of the means for these variables were more positive for group 2 than group 1, just like with the perception before the video. This means that tourists that seek a non-familiar environment had a more positive after the video compared to tourists that seek a more familiar environment. This means that tourists that seek a non-familiar environment find these countries, and perhaps other developing countries, more appealing with or without the marketing video. Targeting tourists from group 2 with the marketing videos could mean that the marketing company will have more of an impact and leave an overall more positive perception of the country than it could achieve with showing to tourists from group 1.

Tourist type, knowledge, and demographics

Table 24. Regression Analysis of Perception Before Marketing Video

	t	p
Cluster Analysis Tourist Type	3.91	.000**
Self-Identified Knowledge	4.90	.000**
Acquiring Knowledge	-0.29	.771
Age	1.01	.312
Highest Level of Education	-1.01	.316
Income Level	-0.09	.926
Gender	0.71	.477

$R^2 = .18$

Dependent variable=perception change

A regression analysis was conducted to compare the effect of the positive change in perception from before to after the marketing intervention on knowledge, tourist type, and demographics. Tourist type was tested by using the groups that were formed using the cluster analysis (Cluster Analysis Tourist Type). Knowledge was tested by having participants choose from out of five degrees of knowledge they have on the country (Self-Identified Knowledge) and a composite of Likert scale answers about how the participant gains information about the choosing a destination to travel to (Acquiring Knowledge). Demographic variables that were tested were age, highest level of education obtained, income for the past year, living situation, gender, and state that the participant lives in. Tourist type and self-identified knowledge or familiarity with the destination were both significant.

Table 25. Regression Analysis of Perception After Marketing Video

	t	p
Cluster Analysis Tourist Type	3.64	.000**
Self-Identified Knowledge	3.08	.002*
Acquiring Knowledge	-0.22	.828
Age	0.99	.325
Highest Level of Education	-0.91	.366
Income Level	0.55	.587
Gender	1.73	.085

$R^2 = .12$

Dependent variable=perception change

Tourist type and self-identified knowledge or familiarity with the destination were significant again after the marketing video. This shows that how knowledgeable a person feels they are about the destination before they watch the video is related to their perception of the destination after they watch the video. About 12% of the variance is explained by this model, compared to 18% from before the video. This means that other variables that were not researched in this study can influence the perception of a destination after a marketing video has been watched.

Table 26. Differences between countries

	Botswana	Malaysia	Nicaragua	F Value	Sig.
Cluster Analysis Tourist Type	1.36 ^a	1.56 ^b	1.39 ^{ab}	3.98	.020*
Self-Identified Knowledge	1.27 ^a	1.73 ^b	1.75 ^b	14.94	.000**
Acquiring Knowledge	3.32	3.41	3.34	0.61	.544
Age	43.6	48.9	45.5	2.50	.084
Highest Level of Education	6.04	6.08	6.01	0.08	.926
Income Level	3.89 ^a	4.62 ^b	4.10 ^b	3.29	.039*
Gender	1.59	1.66	1.60	0.80	.451

An ANOVA was used to determine the difference between countries for tourist type, knowledge, and demographics. There was a significant difference between Botswana and Malaysia for tourist type. Botswana had more participants that felt more comfortable in familiar environments compared to Malaysia which had more participants that sought new environments. There was a significant difference for Botswana compared to Malaysia and Nicaragua for knowledge of the country and income level of the participant. This shows that participants are the least knowledgeable about Botswana compared to Malaysia and Nicaragua, which could account for a lower perception before the marketing video.

Participants of the Botswana survey tended to have a lower income compared to Malaysia and Nicaragua. This could mean that while the consumer does have the money to travel, they may want to spend the money on other things besides travel. In relation, the limited

amount of money could mean that they are trying to be more careful about the places they choose to visit. This could mean they choose places that they already have a strong desire to visit, instead of places where they have a new found curiosity for. Income could negatively influence the decision to visit this destination and instead choose an alternative destination for reasons unrelated and beyond not being able to afford to visit the destination.

Table 27. Perception of Countries Overall Factor Analysis

	Tourism Characteristics	General Infrastructure
Beautiful scenery and attractions	.843	
Interesting cultural attractions	.746	
Pleasurable climate	.724	
Interesting and friendly people	.722	
Good value of money	.693	
Welcoming atmosphere	.657	
Appealing local food	.578	
Interesting historical attractions	.551	
Great beaches and water sports	.479	
Standard hygiene and cleanliness		.849
High personal safety		.819
Quality infrastructure		.744
Unpolluted and clean environment		.538
Eigenvalues	5.471	1.985
Variance Explained	42.087	15.267

A factor analysis with promax rotation was performed and the perceptions of the countries were placed into two categories, *tourist infrastructure* and *general infrastructure*. The items were from a 5 point Likert scale ranging from strongly disagree to strongly agree, which was adapted from the scales used by Baloglu and Mangaloglu (2001) to study destination image from the perspective of US based tour operators comparing four Mediterranean destinations. The

variables *congested and heavy traffic, good nightlife and entertainment, and suitable accommodations* were double loaded or scored less than .3 and removed from the analysis.

A regression analysis was used to examine the change in perception for the first group, tourism characteristics, while looking at tourist type. The results were not significant for the difference in perception when all of the variables in this group were combined. The second group, general infrastructure, was then analyzed to study the change in perception while looking at tourist type. The results were not significant for the difference in perception when all of the variables in this group were combined.

The factor analysis on the variables that tourists perceive of the destination conflict with the categories created by Beerli and Martin (2004). While the factor analysis for this study found *standard hygiene and cleanliness, high personal safety, quality infrastructure, and unpolluted and clean environment* fit into the category *general infrastructure*, these variables were placed in separate categories in Beerli and Martin's (2004) study. While the variables were labeled slightly differently, for the most part they are studying the same factors. The three main categories they used were *natural resources, general infrastructure, and tourist infrastructure*, with sub categories within the main. For their study they placed *unpolluted and clean environment* under *natural resources, quality infrastructure* under *general infrastructure, high personal safety* under *tourist infrastructure. Standard hygiene and cleanliness* was not listed in their analysis of variables.

Impact of Knowledge on Destination Image

Table 28. ANOVA Testing Knowledge and Perception

	Not at all familiar	Slightly familiar	Fairly Familiar	Quite familiar	F Value	Sig.
Perception Before Video	3.33 ^a	3.57 ^b	3.80 ^c	3.50 [†]	10.71	.000**
Perception After Video	3.76 ^a	3.96 ^b	4.06 ^{ab}	3.81 [†]	4.18	.007*

[†]N=2, No significant differences due to small N

An ANOVA test was used to examine how knowledge of a destination relates to a perception of the destination. A 5 point Likert scale was used allow participants to self-identify how knowledgeable or familiar they were with the destination. There is a trend that shows a person more familiar with the destination had a more positive perception of the destination before they watched the video. An exception to this trend was for those that feel they are quite familiar about the country. However, the category for participants that feel quite familiar with the destination only had N=2 and therefore the results are not conclusive for this category.

Results for Research Question 2

Impacts and obstacles related to destination choice

Table 29. Regression Analysis of Choosing to Visit the Destination

	t	B	p
I do not have the money to travel there	0.15	0.01	.880
I do not have the time to travel there	-0.97	-0.07	.333
I have responsibility at home that keep me from traveling there	0.08	0.01	.936
I cannot travel long distances due to my health	0.46	0.04	.644
I am uncomfortable being on an airplane for the amount of time it would take me to get there	1.084	0.07	.280
There are other new places that I would like to visit more	-2.54	-0.15	.012*
There are places that I have already been to that I would like to revisit again instead of going there	-1.49	-0.08	.138
I do not feel knowledgeable enough to travel there	-0.58	-0.03	.563
I do not trust the information I have received about the country to feel it is a good place to travel to	-2.04	0.13	.043*
Knowledge or familiarity	2.16	0.17	.032*
Cluster Analysis Tourist Type	2.33	0.26	.021*
Perception After Video	3.05	0.35	.003*

$R^2 = .32$

A regression analysis was used to determine which factors influence destination choice. The results show that five variables were significant. The factors that negatively influence the choice to visit the destination are the desire to visit another destination instead and not trusting information received. The factors that are positively related to choosing to visit the destination are how knowledgeable or familiar they are with the country, tourist type, and their perception of the country after the marketing video.

Table 30. Choosing a Destination Factor Analysis

	Time and Money	Substitution	Lengthy Travel
I do not have the time to travel to this country	.921		
I have responsibilities at home that keep me from traveling to this country	.836		
I do not have the money to travel to this country	.770		
There are other new places that I would like to visit more than this country		.796	
I do not trust the information I have received about this country to feel it is a good place to travel to		.709	
I do not feel knowledgeable enough about this country to travel there		.700	
There are places that I have already been to that I would like to revisit, instead of going to this country		.635	
I am uncomfortable being on an airplane for the amount of time it would take me to get to this country			.864
I cannot travel long distances due to my health			.850
Eigenvalues	2.57	2.03	1.40
Variance Explained	28.52	22.50	15.51

A factor analysis was used to examine the choice to visit a destination. The analysis found three groups, which do not match with the anticipated results. Instead of personal

constraints, hesitation, and alternative destination choices being the three groups that would keep a person from choosing to visit a destination, three different groups emerged. These were time and money, substitution, and lengthy travel.

Table 31. Choosing to Visit the Destination with New Categories

	t	p
Time and Money	-1.32	.187
Substitutions	-8.29	.000**
Lengthy Travel	2.26	.025*

$R^2=.24$

Dependent variable=choosing to visit destination

A regression analysis was used with the three new categories that emerged from the factor analysis to test the relationship between the variables and destination choice. The results showed that substitution of another destination and the limitations placed on the participant due to lengthy travel were significant in choosing to visit the destination. Constraints due to time and money were not significant in choosing to visit the destination.

CHAPTER 5

DISCUSSION

This study investigated the process of changing a perception about a destination, along with the decision making process and deciding whether to visit the destination or not. The results show that all three countries positively improved their image as a tourist destination, but still many participants do not intend to visit the destination in the near future. The research questions and hypotheses are reviewed to provide a better idea of the factors involved in influencing this development.

Research Questions and Hypotheses

Research question 1. What effect does the advertising intervention have on perception?

Hypothesis 1. The advertising intervention creates a positive change towards a destination.

This hypothesis is supported with the t test looking at the individual countries and overall when combining the data from all three countries together. While the countries did have different degrees of change, all three countries did improve their perception overall.

However, response bias could have caused these results so that it seems like the overall perception improved because the participants felt they knew the researcher was looking for in the experimental study. The design of the instrument and the instructions served to limit response bias, but a pre/posttest is difficult to control for because the participant can assume the purpose of the study when seeing the same questions twice. However, the repeated questions were placed with new questions after the marketing video was played so that it is less likely for them to remember their exact responses from before the video.

The video for Malaysia had the most variable improve, while Nicaragua followed closely behind. Botswana had the least amount of improvement, which was significantly different from the other two countries. This shows that the information in the video was not nearly as strong as the other two videos which highlighted on a variety of different aspects that would attract tourists. The lack of variety in the video and primarily focusing on the wildlife in Botswana could be why there was less of an improvement. While the nature and wildlife of the country are a unique strength and focus for the tourism industry, the marketing agencies should consider focusing on activities, food and other attractions.

These results support research completed by Tasci (2009) in which movies were used to study the connection between increasing familiarity of the positive aspects of a destination and creating a more positive perception regarding the place being promoted. Findings show that more exposure to the movie, the more desirable the destination is to the audience. In relation, other studies have shown that visuals from movies, both positive and negative, significantly influence the perception of the destination in both ways (Hahm & Wang, 2011; Hudson & Ritchie, 2006). While commercials are much shorter than movies, therefore relaying less information to the audience to increase familiarity, results from these related study support the idea that visual promotions improve the perception of the destination.

Hypothesis 2. Tourists that are considered “non-typical” will have a more positive change than “typical” tourists. “Typical” tourists are considered organized or individual mass tourists, while “non-typical” tourists are explorers or drifters.

While these two types of groups of tourists did not fit with the self-identification scale based on Cohen’s typology, the results reveal that tourist type does influence perception.

Tourists that fit into group 1, which was formed based on a two-step cluster analysis, sought out

a more familiar environment than tourists in group 2. An independent t-test showed that group 2 had a more positive perception of the destination before and after the video compared to group 1.

This hypothesis was supported by the data. The regression analysis that included knowledge and demographic variables showed that there was a significant relationship with the tourist type when analyzing destination perception. This shows that the knowledge and tourist type may play a more important role in tourist perception than demographics.

This idea has been studied by Lepp and Gibson (2003) and they concluded that marketers should target tourists with a higher tolerance of risk. While those results are supported in this study as well, the researchers relate this type of tourist to Cohen's explorers and drifters. The results of this study show that these groups may not successfully categorize and characterize the types of tourists that should be marketed to by using Cohen's typology. Instead, the results fit more with Plog's (2001) psychographic theory. This theory uses a spectrum that ranges from tourists being psychocentric (familiarity seeking) to allocentric (adventure seeking), which fits more closely with the results of this study.

Hypothesis 3. The factors "safety" and "attractions" will have a more positive perception after the marketing intervention, compared to before.

This hypothesis was supported by the data. The variables *beautiful scenery and natural attractions*, *interesting cultural attractions*, *interesting cultural attractions*, and *high personal safety* had a significant positive change. This was shown by the t test that analyzed these Likert scale factors for the countries combined, as well as individually. In addition to the safety and attraction variables, five more factors were found to significantly change in a positive manner when all of the countries were analyzed overall and individually. These factors were *unpolluted*

and clean environment, standard hygiene and cleanliness, interesting and friendly people, pleasurable climate, and welcoming atmosphere.

The differences in perceptions for variables goes on to support Gartner's (1986) definition of image rather than Crompton's (1979). Gartner uses "one's perception of attributes or activities available at a destination" compared to "the sum of beliefs, ideas and impressions that an individual has of the destination". The assertion that a consumer evaluates a destination by each attribute, instead of by simpler process of evaluating based on the total of its impression, was analyzed previously by researchers that were looking for a consistent definition for destination image (Tasci, Gartner, & Cavusgil, 2007). While a definition was not agreed upon in their study due to the multiple components incorporated within the struggle to include both affective and cognitive measures in the explanation, this study provides more support for Gartner's definition over Crompton's.

Hypothesis 4. The factor "cultural difference" will have a more negative perception before the marketing intervention, compared to after.

This hypothesis was not supported by the data. The variables *interesting cultural attractions, interesting and friendly people, welcoming atmosphere, and appealing local food* all had a positive change. This was shown by the t test that analyzed these Likert scale factors for the countries combined. All of the variables significantly improved when the countries were analyzed individually, except for *appealing local food* for Botswana. This variable had a positive change, but not a significant change.

These results contradict the results of Hahm and Wang (2011) in which cultural variables, such as appealing local food, interesting customs, and variety of historic sites were ranked more negatively after watch a movie on the destination being studied. This study also added to ideas of

other researchers. A study by Reisinger and Mavondo (2005) focused on how different types of tourists may be opposed to traveling to areas with a strong cultural difference than their own because they do not feel comfortable with the uncertainty and perceived risk of visiting these areas. Wang (1999) adds to this idea by drawing attention to the idea that a consumer's vision of the culture may not match with reality and they could end up being disappointed. These issues were not supported by this study.

In addition to these studies McKercher and du Cros (2003) studied the motivation to travel for cultural reasons. They concluded that while some people internationally to gain a deeper understanding of the culture in which some types of tourists may not be interested in culture and instead are looking for recreation or relaxation when they travel. The idea that tourists may have a negative perception of a cultural change was not supported by this study. This could relate to the findings from the study by McKercher and du Cros in which different types of tourists may have different experience goals when they travel, but that while learning about a new culture may not be the driving force behind a trip it is not an experience that is seen as negative.

The variable that did have a negative change after the marketing intervention was *expensive*. The t test shows that this variable had a significant negative change when all countries were combined, along with individual results for Botswana and Malaysia. Nicaragua experienced a negative effect as well, but it was not significant.

Hypothesis 5. Destinations which are farther away geographically and socio-culturally will have a greater positive change. This means that Malaysia and Botswana will have a greater positive change in perception compared to Nicaragua.

This hypothesis was not supported by the data. McKercher and du Cros (2003) found that consumers feel that the farther away a country is, the more culturally diverse it will seem. This relationship of geographical location and cultural difference does not fit in with this study as Botswana ranked the lowest in familiarity. A destination that is geographically in the middle of the other two countries should rank in the middle for familiarity if participants felt the cultural difference was related to geographic location. Nicaragua and Malaysia were similar in destination perception, even though these countries represent the closest and farthest country. Botswana, which should have ranked in between these two countries if there was a trend based on geographical distance, had a more negative image overall in comparison to the other two countries.

A few previous studies have shown that destination image changes as a result of geographical location. Crompton (1979) found that participants that were farther away from Mexico had a more positive image of the destination. Ahmed (1996) noted that there were differences in perception based off of geographical location, but did not conclude on a trend in relation to distance.

Within the context of studying the US as a whole in geographical comparison to the three different countries, distance cannot be characterized as a dominant factor in destination image. There have been few studies on distance along with the change on time (Gartner & Hunt, 1987; Dann, 1996). It has been recommended that longitudinal studies be performed instead of comparing different samples (Gallarza et al., 2002). Therefore a full analysis of distance in conjunction to time cannot be adequately completed. However, the results of the geographical distance alone may assist in furthering research in this area.

Hypothesis 6. The perception of the destination before watching the marketing video is related to how knowledgeable or familiar the participant is with the country.

This hypothesis is supported by the data. A regression analysis shows that the perception of the country before the marketing video is watched is significantly related to how knowledgeable or familiar the person is about that country. These results support Hebb's (1966) framework that a destination will become more attractive as the consumer becomes more familiar with it. This theory goes on to explain a curve in the model which demonstrates that if the consumer becomes too familiar with the destination they are will be less attractive due to a desire to visit somewhere more exotic and different. This part of the model could not be tested accurately with the current study because of the lack of participants that felt they were familiar or knowledgeable about the destination.

Hypothesis 7. The perception of the destination after watching the marketing video is related to how knowledgeable or familiar the participant is with the country.

This hypothesis is supported by the data. A regression analysis shows that the perception of the country after the marketing video is watched is significantly related to how knowledgeable or familiar the person is about that country. A study by Baloglu (2001) found that, like Hebb (1966), perception of a destination becomes more positive as familiarity improves. Baloglu focused on destination image and familiarity based on previous visits to the destination and concluded that familiarity did not improve just by visiting once or a couple times. This same idea applies to the marketing video in which watching one video may improve familiarity, but not to the point in which it is needed to create a strong foundation for familiarity with the destination. Therefore a variety of forms of promoting the destination and repeated exposure may help to improve overall knowledge of the destination.

Hypothesis 8. Demographic variables, such as age, gender, education level, and income level, will impact the perception about the destination before and after the video.

This hypothesis was not supported by the data. There was no significant difference for any of the aforementioned demographic variables in relation to destination perception. This information supports work by Baloglu (2001) which could not find a strong relationship between demographics and perception. Another study that did find demographic variables as significant to their study noted that some images are related to income or gender, but that familiarity with the country has a stronger relationship (MacKay & Fesenmaier, 1997). This study shows that familiarity with the country and tourist type are much stronger predictors than demographic factors.

Research question 2. What effects destination choice?

Hypothesis 1. A positive perception after watching the marketing video will mean that the consumer will likely choose to visit the destination for the marketing video they watched.

This hypothesis was supported by the data. The results of the regression analysis show that overall a person with a more positive perception of the destination would be more likely to choose to go there. While a positive perception may help influence the decision to visit the area, this may not be enough to get consumers to choose to visit the destination. There were factors that would keep a person from visiting the destination even if the participant had positive perception of the area.

The results from this study support research by Tasci (2009) which found that through promotional movies the image of a destination can be improved, which increases the intention to visit. The study results also relate to those from a study by Woodside and Lysonski (1989) in which a positive preference for a county was examined to determine if the consumer had the

intention to follow through and visit the destination. Out of the six countries examine, four were positively related between preference and intention to visit while the remaining two countries could not be statistically associated. Perhaps if knowledge of the destinations and length of travel were analyzed along with the factors of consumer preference and alternative destination choice the results may have been more uniform across the countries.

Hypothesis 2. Personal constraints will have a significant impact on preventing a person to visit a destination.

This hypothesis was not supported by the data. Constraints such as time, money, and at home responsibilities did not significantly impact the decision to visit the destination. This study does not support the idea that these constraints have a strong enough impact on destination choice to keep a person from visiting as past studies have shown (Um & Crompton, 1992; Mansfield, 1992). Perhaps this is because travel has become a more common practice than when these previous studies took place and the idea of saving money for travel, finding someone to take over household responsibilities, or setting aside time to travel is not seen as much of an obstacle as it has in the past. These activities could be seen today as more of a necessary routine to include in the planning process for a trip in which middle class Americans are able to readily anticipate, instead of seeing as a hindrance to travel.

Constraints such as not being able to fly for health reason or are not comfortable going long distances emerged away from the original category it was place in and was placed in a separate category for lengthy travel after a factor analysis was performed. These factors could be seen as a reason to not choose a destination, but do not influence choice as strongly as choosing an alternative destination to travel to instead.

Hypothesis 3. The desire to visit an alternative destination because of previous experiences there, instead of the one being marketed, will have a significant impact on participants choosing not to go to the marketed destination.

This hypothesis was not supported by the data. Wanting to revisit a destination again was not seen as a significant obstacle in consumer choice to visit the destination that was marketed. This shows that destination loyalty may not have a strong impact on destination choice. This follows with the idea of Chi and Qu (2008) that destination loyalty can be difficult to obtain and that these participants do not have a strong connection to a destination that they have previously traveled to which would keep them from visiting new places. This shows that the effort to create a high level of tourist satisfaction is important in order to spread good word of mouth about the area, but that it may not influence the tourists' visiting to come back again. This notion of improving destination loyalty through competitive service initiatives may not be as effective as Yoon and Uysal (2005) believed because the factor of destination loyalty does not seem to be enough to sway consumers from visiting new destinations.

Hypothesis 4. The desire to visit an alternative destination because of the participant already having an idea of a destination that they want to go to, instead of the one being marketed, will have a significant impact on participants choosing not to go to the marketed destination.

This hypothesis was supported by the data. While a positive image of the destination may make a participant more likely to visit a destination, there is the obstacle of having that image be more desirable than one for another destination that the consumer has already decided that they would like to visit. The results of the regression analysis show that the choice to visit a destination from the study is negatively influenced by the desire to visit other new places. If there is already a new destination that the consumer is considering before the marketing video is

seen, there is a strong possibility that they will not be swayed to go to the marketed destination. However, the video does bring awareness of the destination and could be seen as a later alternative after other desired places have been visited and a new environment is being sought.

Hypothesis 5. Hesitation because of lack of knowledge or not trusting information obtained will have a significant impact for the participant to not choose to visit the destination that was marketed.

This hypothesis had mixed results. An obstacle that was found to be significant in destination choice was not trusting the information obtained about the area. However, participants did not feel that their lack of knowledge about the destination was keeping them from visiting. This may not be entirely accurate as results related to self-identified knowledge of the destination show that the less knowledgeable a consumer is about the destination, the less likely they are to visit.

The results of the regression analysis show that a lack of trust negatively influences the decision to visit the destination. While many participants feel that the news is a strong source in which they receive information to make a decision to visit a destination, stories can be biased or overstated to make situations in the area seem worse than other destinations. This could limit the ability for consumers to trust information, positive or negative, about an area. Perhaps other sources of information will become more widely used, and in turn, more trusted than the news. However, as of today this is an obstacle in the decision making process for people to visit these destinations.

In addition, the participants did not feel that their lack of knowledge about the destination was keeping them from going there. This is an interesting finding because the degree of familiarity or knowledge with the destination was found to be significantly related to destination

choice. Participants that self-identified themselves as having more knowledge about the destination were found to be more likely to visit the destination. This contradicts the statement where participants claimed that having limited knowledge about the area did not impact their decision to visit the destination. For this statement it shows that while the consumer may have limited knowledge of the destination, the results indicate that this is not a significant obstacle for destination choice, while not being able to trust the information received is. Perhaps consumers have a difficult time self-identifying what it is that keeps them from visiting a destination and other methods of measurement should be used to analyze this issue further.

These results support the overall idea of Wong and Yeh (2009) that knowledge make consumers' less hesitant in the decision making process. The ability to make consumers more confident in their choices through the increase of knowledge does relate to consumers being more likely to choose the destination to visit. The connection to tourist type, which shows that tourists who desire to visit new environments are more likely to visit these destination, also supports their claim that if a tourist feels that a there is too much risk involved will not make the purchase. This leads to the idea that not only the increase in knowledge is important, but providing knowledge to those consumers that are open to some risk in their purchase decision.

Hypothesis 6. Tourist type will have a significant impact on destination choice. Tourists that are characterized as seeking new environments will be more likely to choose to visit the destination that was marketed that those that seek a familiar environment.

This hypothesis was supported by the data. The results of the regression analysis show that they type of tourist does influence the decision to visit the destination. A regression analysis shows a trend that tourists that are more likely to seek new environments were more likely to choose to visit the destination. McKercher and du Cros (2003) discussed how tourism type

related to motivation to travel, although their study found five different type of tourist segments based primarily on the cultural experience they are seeking. Their results run along the same line as this study in understanding that consumers seek different types of environments or experiences when they travel and understanding what makes them choose to visit a destination assists in determining the best ways of attracting them. Their study found that consumers are not just interested international travel just to gain a deep cultural experiences, but to also achieve personal development, recreation, refreshment and replenishment. These experiences were sought by a wide the wide range of tourist types, which adds more support to the idea that marketing videos should include a variety of aspects of the area to help meet the desires of a diverse population with different travel goals. Emphasis should be placed on trying to target groups that seek new environments, as recommended previous to help improve the overall perception of the country, but this may not always be possible to do for marketing agencies that have limited funding for finding the most appropriate target audience.

Theoretical Implications

The results of this study have led to some important contributions to the literature on destination image. The original model has been altered to take into account the information that was gathered by past theories and supported by the data from this study.

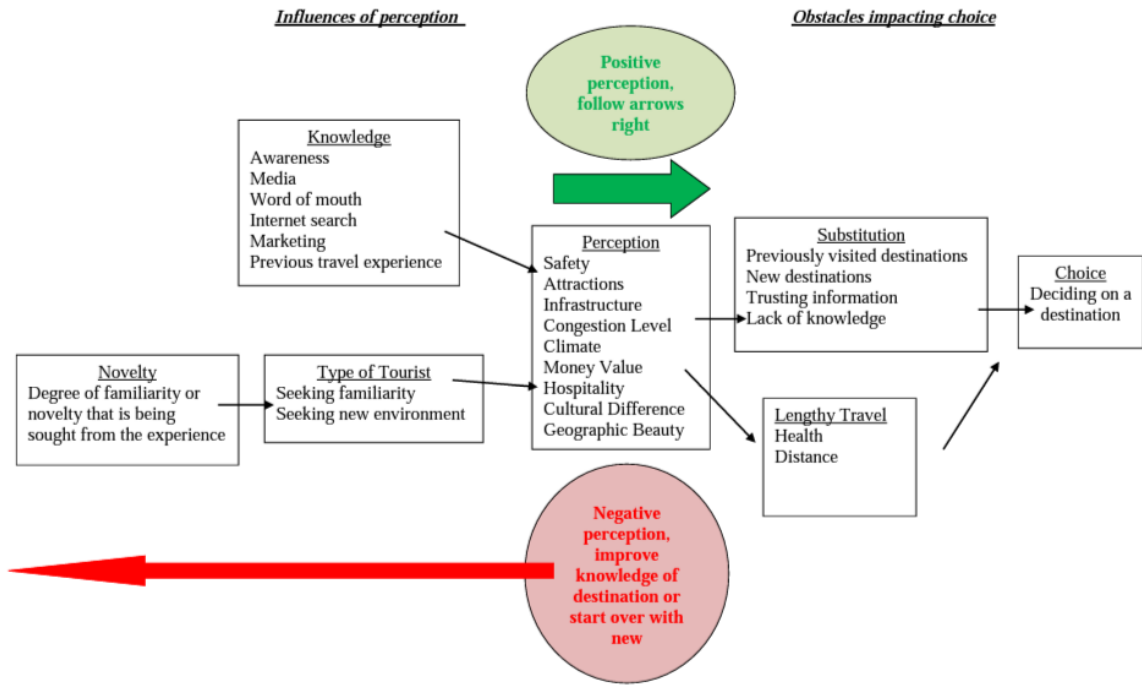


Figure 5. Revised Model of Perception Formation and Decision Making Process

For the factors that influence perception, demographics were removed from the model due to the lack of any significant results in this study. The categories for type of tourist were altered to form two groups, instead of the four from Cohen's typology (Cohen, 1974). Knowledge was left the same, as results showed that knowledge and familiarity influence perception.

For obstacles impacting the choice to visit a destination, two categories emerged to match the results from the study. One of the new categories that was formed, time and money, was removed from the model due to the lack of significant results. Substitution emerged as an alteration of the previous category that was labeled hesitation. Instead of just focusing on gaining and trusting the information received about the one destination, this new category also included the confidence in the knowledge a consumer has with other known destinations. The main difference is not just if their knowledge of the destination makes them comfortable enough to

push through any worries of lacking information, but how they feel about this comfort level in their familiarity of this destination compared to others. The second factor is the limitation associated with traveling long distances. Not being able to travel long distances or being restricted by health emerged separately from other types of constraints as its own category in this study. Both of these factors were shown to have significant results in influencing the choice for a consumer to visit a destination.

Practical Implications

Practical implications of this research include gaining a better understanding of the factors that influence destination choice. This would allow marketing professionals to learn about the strongest characteristics in a marketing campaign and give them a better idea of what to include in future advertisements.

Marketing agencies should be aware that their commercials may make consumers feel that the destination is more expensive than originally believed. Even with the marketing video on Nicaragua specifically mentioning that there this destination was an inexpensive place to visit, participants did not significantly feel more positive about the price compared to before they watched the video. Malaysia did not mention price and the perception of this variable was negative compared to before the video.

The perception of Botswana did not improve as much overall as Malaysia and Nicaragua did. This could be because it did not highlight as many factors as the other countries. The majority of the video is spent on the wildlife of the area, with a little of the culture of the people being highlighted. While nature-based tourism is the primary tourism market for Botswana, the commercials should add more variety to their message. Instead of the repetition of animals, the video should showcase activities, food, and other attractions. Since safety is a great concern to

travelers, this should also be addressed in the video since many consumers are unfamiliar with this country.

The overall perception and familiarity with Botswana was also much lower than Nicaragua and Malaysia. This would make sense if the idea that a country that is geographically farther away is seen as the most culturally diverse, and therefore least familiar, but this is not the case as Malaysia is farther away. If these countries are any indication of the representation of the continents, then perhaps the overall image of Africa is in need of a greater increase in knowledge to American consumers, compared to Asia or Central/South America.

Knowledge of a country and tourist type were found to influence perception and the choice to visit a destination. This means that not only an increase in knowledge to assist consumers with being more familiar about the destination is needed, but also that targeting consumers that are open to visiting new environments is also needed. Targeting these markets could be done through travel magazine subscriptions, international airline agencies and hotels, and social media groups.

While tourist type and lengthy travel restrictions were also found to influence perception and choice, these factors cannot be altered by marketing agencies. This study supports the investment of marketing techniques to improve the image of a destination overall. However there are still challenges in getting the consumer to visit the destination which are out of control of marketing agencies. The influence of news was the most powerful form of knowledge that participants felt they acquired. While this is out of control of marketing agencies, it is important to understand that an area with a negative image from the news may have to invest more money over an extended period of time compared to destinations with positive or neutral images in order to overcome this image obstacle.

Methodological Contributions

In addition to the practical and theoretical implications as a results of this study, this research also adds to the advancement of methodology within the study of destination image by testing past concepts in a new way. The unique aspects of this study are that three destinations from different regions were compared, the sample of participants were derived from a more heterogeneous background than previous studies, and an experimental study on the measurement of perceptions before a trip is taken is examined.

Previous studies that have researched perceptions of a destination have mainly focused on one country (Alvarez & Campo, 2014; Crompton, 1979; Gartner & Shen, 1992; Hui & Wan, 2003; Lepp et al., 2011; Sonmez & Sirakaya, 2002). Only a few studies have attempted to measure destination image against a competing destination (Pike, 2002). Other studies that have used multiple destinations have used countries that are located in the same region (Baloglu & Mangalolu, 2001; Baloglu & McCleary, 1999; Tasci & Gartner, 2007). This studied used three countries that were located in diverse areas geographically and culturally, which allows for the study to examine multiple perceptions about the destinations in the way they are viewed by Americans. The focus on developing countries for the study of destination too is also limited as a majority of studies have focused on North America, followed by Europe (Pike, 2002).

Many past studies on destination image have relied on undergraduate students as the participants for data collection (Baloglu & Brinberg, 1997; Crompton, 1979; Lepp & Gibson, 2003; MacKay & Fesenmaier, 2000; Woodside & Lysonski; 1989). While they are a more easily accessible group, the common age and education level of participants creates a homogenous group in which the range of information collected is limited to these demographics. By expanding the participant pool to more accurately match the demographics of the population US

residents, the data collected can be used to have a better understanding of more groups that travel outside of college students.

Previous studies have also studied destination image by measuring perception only before or after the participants have visited a destination (Baloglu, 2001; Beerli & Martin, 2004; Crompton, 1979; Frias et al., 2008; Sonmez & Sirakaya, 2002). These studies do not look at how perception is changed as a result of a marketing intervention. The use of an experimental design to examine how participants view a destination before and after a marketing video by measure perception variables is a unique way to research destination image. These factors allow this study to advance the overall methodological design for researching destination image.

CHAPTER 6

CONCLUSIONS

A summary of the findings related to the theoretical and practical implications of this study are provided to highlight the key results of this study. The limitations of this study are described to address the issues with sample size and data collection. Suggestions for future research are provided to assist in the advancement of the field related to image formation and destination selection.

Summary

Developing countries would be able to benefit financially from the tourism industry as an additional resource of economic support. In addition to the growth of businesses, destinations would be able to use taxes raised through the tourism industry to improve the local communities by providing funds for education, healthcare, and town maintenance. In order to have a successful tourism industry the destination must have the ability to attract tourists. With a substantial amount of money being spent on marketing promotions, it is important to understand how best to attract tourists so that this money is not wasted. Understanding the way Americans perceive international destinations is important to marketing agencies of developing countries because this consumer group has a large population with many of its residents having funds to spend on traveling activities.

This study used an online questionnaire administered through Facebook to collect information on Americans perceptions of a destination, have them watch a commercial for the destination, and then re-evaluate their perception of the destination and indicate their choice to visit or not. The results support the idea that marketing promotions have the ability to improve the perception of a destination, which is associated with other variables in increasing the

likelihood of visiting the area. It was found that the type of tourist being marketed to and their previous knowledge of the destination does influence the perception of the destination.

Consumers that tend to seek new environments and that are more familiar with the destination are more likely to have a more positive perception of the area than those that prefer familiar environments and have less familiarity with the area.

A positive perception of the destination did help to influence the choice to visit the destination, however other factors also impacted this decision. Obstacles to traveling to these destinations were the ability to travel to far destinations and the desire to visit alternative destinations. In addition, tourists with more knowledge of the area and those that seek new environments were more likely to visit these destinations.

Marketing agencies should focus on highlighting a variety of aspects of the destination including food, activities, natural scenery, cultural attractions, nightlife, safety, and good value of money. Commercials that only focused on a couple of characteristics of the destination did not improve the consumers' overall perception of the destination as well as those that highlighted multiple aspects. An area of concern when promoting a destination is if there is a good value of money. Even with briefly mentioning that a destination provides quality goods and services for a less expensive cost than other places, consumers' perception of the destination in regards to good value of money did not improve significantly. In some cases there was a negative perception of this variable compared to before the video was watched.

Using other promotion methods, besides commercials, to increase knowledge would assist with improving the familiarity of the destinations, and in turn improve the likelihood of having a positive perception of the destination and choosing to visit it. Another way to assist in attracting consumers to the destination is to target markets in which consumers seek new

environments outside of their familiar locations. The formation of a new model to understand the overall perception formation and decision making process assists with better understanding destination image, but future research that focuses on other variables and addresses the limitations of this study are also needed.

Limitations

The sample size for this study could be improved upon. While other studies on destination image have only included one type of participant, such as university students, this study was able to collect 266 surveys from a variety of people from different age groups, education, and income levels. However a higher sample size would help to improve the reliability of the results and support the validity of the outcomes to allow for the generalization to the population of US residents.

The researcher was not able to address many of the technical issues that took place during the survey process due to not being present when the questionnaires were being taken. Questionnaires that were not complete for the pre/post questions about perception were removed from the study, but it is uncertain if difficulties watching the video or completing the questionnaires negatively impacted the participants' ability to complete them. While it does not appear that the data was impacted by the technical glitches of the survey, the likelihood of errors due to participant misunderstanding, frustration with the survey design, or mistakes made with the inability to go back and correct them could possibly be higher than if the researcher administered the survey in person.

Future Research

While an increase in knowledge was shown to improve the likelihood of choosing to visit the destination, future research should focus on how this can be done. The marketing video did

create a positive change in perception, which added with tourist type and previous knowledge of the destination, improved the chances of choosing the destination. However, the commercial alone is not enough to sway consumers to visit and the ability to improve the overall knowledge of the destination should be explored further.

The impact of the marketing intervention should also be examined to determine how much knowledge participants feel that they gained through the intervention. A variety of promotions, such as brochures, commercials, and magazines could be used to study which form of promotion is the most effective in improving the perception of the destination.

The future of destination image should also focus on developing countries, as these are underrepresented in the literature and often times require more assistance in attracting tourists than developed countries. Regional studies of multiple countries for Asia, Africa, or South America might be considered to test the implications of this study in relation to geographical location. A study into Africa and the familiarity and perception of the continent may also be warranted as perceptions of Botswana did not match with previous geographical theories. The relation to negative news media may be compared between countries within the three continents to determine if this source of information is creating a strong influence as to the overall image of these area.

This study focused on the perceptions and decision making processes. A comparison study to other countries as the participants for the study may create a foundation for which areas developing countries should focus their efforts on for trying to attract tourists. The results may differ based on how close the countries are to the study destination and how familiar the participants are with it. It would also be interesting to the different types of tourists that make up

other countries outside of the US, as this is another influential factor to the perception and decision making process.

Beyond the topic of destination image, the data collection research for this study can also be advanced upon. Facebook has been studied in various fields, including looking at topics such as the personality of users or motivations for use (Ross, Orr, Sisic, Arseneault, Simmering, & Orr, 2009; Ryan & Xenos, 2011). However there have not been any studies that discuss research being conducted through Facebook, instead of just on Facebook. This study can also be used to examine how Facebook can be used as a research tool and further the advancement of this method by noting that posting to groups and receiving a response can be difficult. With a new post to a group or a reminder about the survey, roughly 2-6 people would take the questionnaire. When a “friend” saw this post and then re-posted on their own page to send it to their own “friends” the response rate would double or even triple. The security and trust placed in a known source to send on the message was much more successful than posting onto the tourism group webpage’s. This idea is similar to having it sent by e-mail, but the availability of people that can see it and send it on is much higher since the information is public and anyone associated with the participant that sends it on is able to see the survey. Future research into this form of technology as a tool for data collection could help advance research methods by allowing participants from all over the world to be reached and increasing the overall sample size of studies.

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APPENDIX A
INSTRUMENT COVER PAGE

I am a graduate student under the direction of Professor Gyan Nyaupane in the Department of Community Resources and Development at Arizona State University. I am researching how Americans view certain international destinations as a place they may be interested in traveling to.

I am inviting your participation, which will involve filling out a questionnaire and watching a short marketing commercial. This should take about 10-15 minutes to complete. You have the right not to answer any question, and to stop participation at any time.

Your participation in this study is voluntary. If you choose not to participate or to withdraw from the study at any time, there will be no penalty. Participants that do complete the survey will be entered into a raffle for a Nook. You must be 18 years or older to participate in the study.

Responses to the questionnaire will be used to determine how international destinations can improve their image and determine what characteristics are the most influential to potential tourists. There are no foreseeable risks or discomforts to your participation.

Your responses will be anonymous. The results of this study may be used in reports, presentations, or publications but your name will not be used or collected during the survey.

If you have any questions concerning the research study, please contact the research team at (602) 496-0166. If you have any questions about your rights as a subject/participant in this research, or if you feel you have been placed at risk, you can contact the Chair of the Human Subjects Institutional Review Board, through the ASU Office of Research Integrity and Assurance, at (480) 965-6788. Please let me know if you wish to be part of the study by completing the online questionnaire.

APPENDIX B
SURVEY INSTRUMENT

Q1

How many international trips have you taken in your lifetime?

Q2

What year was your most recent international trip?

Q3

This section includes questions related to your concerns about international trips in general. To what extent do you agree or disagree with each of the following statements about traveling?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I am worried about traveling on a US passport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am uncomfortable communicating if I am not fluent in the local language	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel like an outsider when I visit a foreign country	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am unfamiliar with how to pay for goods in a foreign country	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am worried that I will have trouble learning and abiding by the laws in a foreign country	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There will be very few foods that I would enjoy eating in a foreign country	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer to travel in the US, instead of leaving the country	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to visit new places instead of going somewhere I have been before	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to interact with the local people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer to travel away from the popular tourist attractions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer to explore the destination on my own instead of with a tour group	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q4

Please choose which statement best identifies which type of travel you prefer. (Choose only one)

- I prefer to use organized group package tours, travel comfortably, and stay with the group when touring the area.
- I prefer to use organized individual package tours, travel comfortably, but take tours with only the people in my travel party.
- I prefer to plan the trip by myself, explore the area on my own and travel comfortably.
- I prefer to immerse myself into the local lifestyle as much as possible and avoid popular tourist accommodations.

Q5



This section asks you to indicate how you become knowledgeable about tourism destinations. To what extent do you agree or disagree with each of the following statements about traveling?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
To make sure that I choose a quality destination spot, I observe stories about vacation places in the news	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I usually watch travel documentaries to help me decide which destination to travel to	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Before choosing a destination to visit, I often rely on information from family and friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I do not know very much about a destination, I look up information on the internet before purchasing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will consult brochures or travel magazines to choose a	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
destination to travel to					
Commercial advertisements of a destination help me decide if I would like to visit there	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q6

Have you ever been to (country) before?

- Yes
- No

Q7

If yes, how many times have you been there?

Q8

How familiar or knowledgeable are you about (country)?

- Very familiar
- Quite familiar
- Fairly familiar
- Slightly familiar
- Not at all familiar

Q9

As a VACATION DESTINATION, my perception of (country) is that it is:

	Yes	No
Safe	<input type="radio"/>	<input type="radio"/>
Expensive	<input type="radio"/>	<input type="radio"/>
Friendly	<input type="radio"/>	<input type="radio"/>
Scenic	<input type="radio"/>	<input type="radio"/>

	Yes	No
Crowded	<input type="radio"/>	<input type="radio"/>
Exotic	<input type="radio"/>	<input type="radio"/>
Authentic	<input type="radio"/>	<input type="radio"/>
Exciting	<input type="radio"/>	<input type="radio"/>
Relaxing	<input type="radio"/>	<input type="radio"/>
Clean	<input type="radio"/>	<input type="radio"/>
Attractive	<input type="radio"/>	<input type="radio"/>
Risky	<input type="radio"/>	<input type="radio"/>

Q10



I have gained knowledge about (country) through:

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Friends or family members	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Newspapers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Previous travel experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Commercials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Magazines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travel agencies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet searches	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV broadcasts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brochures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Movies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Television shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Media (eg. Facebook, Twitter, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Blogs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online travel reviews (eg. Trip Advisor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q11

To what extent do you agree or disagree with each of the following statements about your perception of Nicaragua?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Good value of money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beautiful scenery and natural attractions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interesting cultural attractions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Suitable accommodations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Appealing local food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Great beaches and water sports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality infrastructure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High personal safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interesting historical attractions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unpolluted and clean environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good nightlife and entertainment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Standard hygiene and cleanliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interesting and friendly people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Congested and heavy traffic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pleasurable climate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Welcoming atmosphere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q27

Please watch the short video clip (30 seconds) before answering the next questions in the survey. (video inserted here)

Q25

After watching the video, my perception of (country) as a vacation destination is that it is:

	Yes	No
Safe	<input type="radio"/>	<input type="radio"/>

	Yes	No
Expensive	<input type="radio"/>	<input type="radio"/>
Friendly	<input type="radio"/>	<input type="radio"/>
Scenic	<input type="radio"/>	<input type="radio"/>
Crowded	<input type="radio"/>	<input type="radio"/>
Exotic	<input type="radio"/>	<input type="radio"/>
Authentic	<input type="radio"/>	<input type="radio"/>
Exciting	<input type="radio"/>	<input type="radio"/>
Relaxing	<input type="radio"/>	<input type="radio"/>
Clean	<input type="radio"/>	<input type="radio"/>
Attractive	<input type="radio"/>	<input type="radio"/>
Risky	<input type="radio"/>	<input type="radio"/>

Q26



After watching the video, to what extent do you agree or disagree with each of the following statements about your perception of (country)?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Good value of money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beautiful scenery and natural attractions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interesting cultural attractions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Suitable accommodations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Appealing local food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Great beaches and water sports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality infrastructure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High personal safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interesting historical attractions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unpolluted and clean environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good nightlife and entertainment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Standard hygiene and cleanliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interesting and friendly people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Congested and heavy traffic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pleasurable climate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Welcoming atmosphere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q12



This section addresses your choice to go to (country) on vacation. To what extent do you agree or disagree with each of the following statements about your perception of this country?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I would recommend a vacation to Nicaragua to others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I intend to go on a vacation to Nicaragua in the near future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am likely to go on a vacation to Nicaragua in the next 12 months	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
While I do not have any plans to go to Nicaragua in the future, I would consider going there one day	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are places that I have already been to that I would like to revisit, instead of going to Nicaragua	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do not have the money to travel to Nicaragua	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I do not have the time to travel to Nicaragua	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have responsibilities at home that keep me from traveling to Nicaragua	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I cannot travel long distances due to my health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am uncomfortable being on an airplane for the amount of time it would take me to get to Nicaragua	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do not feel knowledgeable enough about Nicaragua to travel there	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do not trust the information I have received about Nicaragua to feel it is a good place to travel to	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are other new places that I would like to visit more than Nicaragua	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have no desire to visit Nicaragua	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q14

My current living situation is that I am:

- Living alone
- Living with roommates

- Single with children living at home
- Couple with children living at home
- Couple with no children living at home

Q14

What year were you born?

Q15

What is your gender?

- Male
- Female

Q16

Which of the following reflects your total household income before taxes, for last year?

- Under \$25,000
- \$25,000-\$49,999
- \$50,000- \$74,999
- \$75,000-\$99,999
- \$100,000-149,999
- \$150,000- \$199,999
- \$200,000 or over

Q17

What is your highest level of education?

- Less than 9th grade
- High school, no diploma
- High school graduate
- Some college, no degree
- Associate degree
- Bachelor's degree
- Graduate or professional degree

Q18

Which racial groups do you identify with? Check all that apply.

- African American
- Asian American
- Hispanic/Latino
- Native American or other Pacific Islanders
- American Indian/Alaskan Native
- White
- Other

Q19

What state do you live in?

Q20

If you are interested in being entered into the raffle for a Nook, please enter your e-mail address. You will only be e-mailed if you are the winner of the prize.