



The Connection between Image, Symbolism, Tourist Expectations and Satisfaction

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Dedication

*I dedicate my research to the spirit of my father, My
mother, and All whom I love and care for ,in hope that
they may enjoy life in an environment free from pollution,
then we shall see face to face. Now I know in part; then I
shall know fully, even as I am fully known. And now these
three remain: faith, hope and love. But the greatest of these
is love.*

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Abstract

Tourism makes a major contribution to most economies particularly developing economies. In developing countries, tourism is important as a means of earning hard currencies and creating employment. Therefore the means of stimulating tourism and promoting potential destinations is worthy of investigation. In this thesis the focus is on investigating the use of images of nations' culture and heritage to promote those destinations in the developing world to affluent western tourists.

An extensive literature review is undertaken in the thesis to demonstrate and understand the relationship between place and its portrayal to give expectations in the minds of tourists. There are many means of portraying the images, notably television, the Internet and paper based brochures which are the subject of this thesis. This review led to the construction of the hypothesis that if images are realistic depictions of place then expectations will be closer to experience. If this gap is small then it is further hypothesised that satisfaction will result. To explore and test this hypothesis a positivist research approach is pursued. The research method used is principally that of case studies in which three countries (Egypt, India and Turkey) are taken as representative of developing/emerging nations. First, the use of images to promote travel to these countries is tested by conducting a content analysis of "quality broadsheet" newspapers. Then a questionnaire based survey is undertaken to understand how people from affluent backgrounds perceive samples of images emphasising culture and heritage and how they identify the images with place. Next, samples of first time tourists to Egypt, India and Turkey are surveyed before experiencing the destination and again after visiting the destination. Then to add depth, samples of the tourists surveyed were interviewed and invited to discuss their experiences.

The findings of the content analysis resulted in evidence to support the premise that images of culture and heritage are used to promote destinations to affluent potential tourists. From the first survey, results showed that on the whole potential tourists correctly associated images with the destination. Further, it was found that images judged to be realistic, raised expectations in the minds of potential tourists. Then from the pre and post visit survey, factor analysis was used to create measures of expectations of place and measures of experience of place. The gap between the measures of experience and expectation was then computed and found to be negatively correlated with satisfaction. The in depth interviews gave similar findings to the quantitative analysis and by triangulation helped to validate the research.

Thus the hypothesis that accurate representation of place based on culture and heritage imagery leads to expectations which are close to experience is accepted. Further, it was found that if the expectation/experience gap is small then satisfaction is likely to result. These findings give valuable tools, whether company based or in national development agencies, to ensure that the accuracy of portrayal of cultural images to promote destinations to affluent consumers and thus ensuring satisfaction is more likely, which in turn results in an increase in the potential for return visits.

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CHAPTER ONE

Introduction

1.0: Background

The tourism industry is one of the fastest-growing industries in the world and is now well established as an object of social scientific study as is illustrated in the work of Smith (1978), Urry (1990), Graburn (1995), MacCannell (1999) and Chambers (2000). The substantial growth in tourism activity clearly marks tourism as one of the most remarkable economic and social phenomena of the past century. Tourism is widely recognised as a dynamic process, and for a long time tourism researchers have been interested in tourist destinations and changes occurring in them (see Butler, 1980; Christaller, 1963; Gilbert, 1939; Machlis and Burch, 1983 and Shields, 1991).

During the past few decades the need to study and understand tourism and its change and impact has grown considerably. Tourism and tourists has become increasingly a characteristic feature of contemporary societies and global markets, and the economic significance of the rapidly growing tourism market requires that new destinations, attractions and facilities are constantly evolving. Whole national economies can be highly dependent on the needs of modern tourists and the tourist trade, which makes tourism and its development a highly political and socio-cultural activity.

The World Tourism Organization (WTO, 2002), states that tourism is the world's largest growth industry with no signs of slowing down in the twenty-first century. The number of international arrivals worldwide shows that in 1950, 25 million international arrivals were recorded and this increased to an estimated 806 million in 2005, which corresponds to an

average annual growth rate of 6.5% (WTO 2001). The study *Tourism 2020 Vision*, forecasts that international arrivals will reach one billion by 2010, and 1.6 billion by 2020 (WTTC, 2002). Moreover, by 2010, the contribution to the economy by tourism is estimated to grow to 12 per cent of global GDP (Gross Domestic Product), and it will support 250 million jobs (9 per cent of total employment) (WTTC, 2002).

In the mid 1980s, 200 million people were international tourists (Enloe, 1989: 20). By the end of 2001, this number had risen to 693 million tourists spending US \$463 billion worldwide (World Tourism Organization, 2003), rising again in 2002 to 702.6 million tourists spending US \$474.2 billion (WTO, 2004). The year 2003 showed a slight drop in overall tourist arrivals; however, 2004 finished with a record high of 760 million (WTO, 2005). Between 1950 and 2004, international tourism revenue increased from US\$2.1 billion to US\$622.7 billion (WTO, 2006). According to WTO (2006), the tourism sector accounted for 10.3% of world GDP by 2006. In the same year, there were 234 million jobs in the industry, making up 8.2 percent of total employment worldwide.

Thus tourism has become the leading industry in many countries, as well as the fastest growing economic sector in terms of foreign exchange earnings and job creation worldwide and is regarded as an effective means of achieving development in destination areas (see Sharpley, 2002). The tourism sector has become an important driver of economic and social development, poverty reduction and redistribution of wealth and power in many developing countries. Sharpley (2002) points out that tourism should be viewed not only as a catalyst of development but also of political and economic changes.

Throughout the world tourism and its importance to the income obtained by countries around the world has grown as can be observed from Figure 1.1. Although developing areas occupy a fairly small proportion of world tourism, it is significant and growing, and has become a vital source of hard currency and is perceived by several countries as the primary

source for generating profits, employment, private sector growth and infrastructure development, (see Poon, 1993, Theobald, 1998 and Gee and Fayos-Sola, 1997). Authors such as Meethan (2001) and Mowforth and Mount (1998) point out that as a development option, tourism is encouraged in less developed countries or in peripheral economies where other forms of development are not commercially viable.

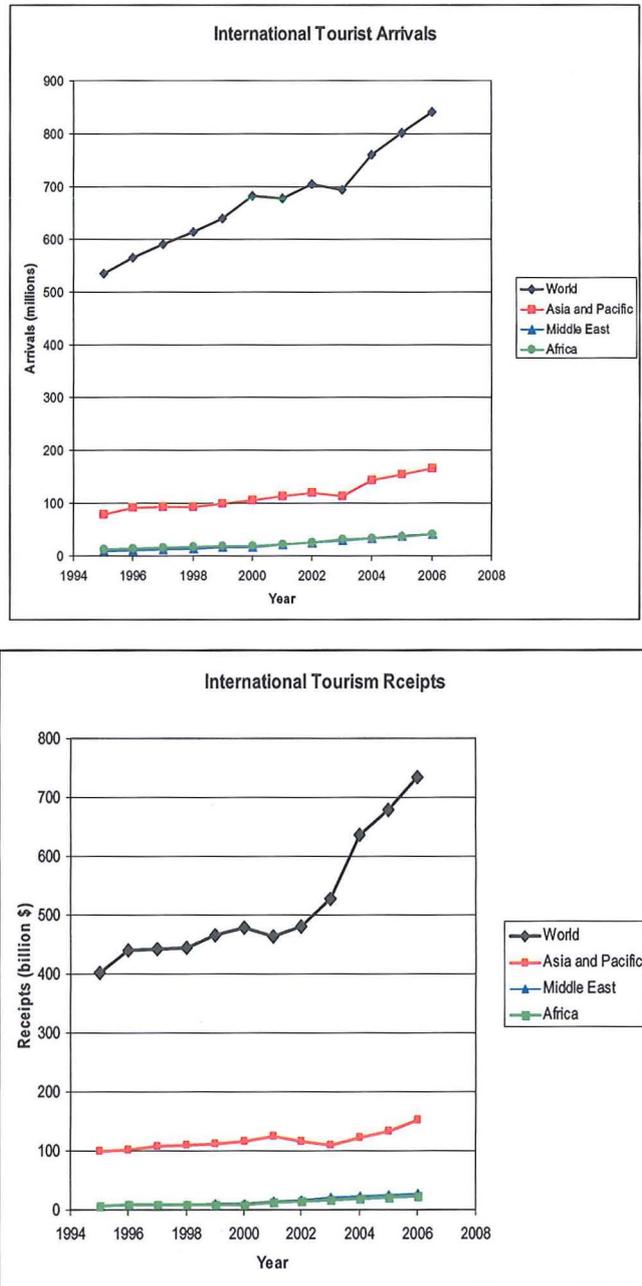


Figure 1.1: International Tourist Arrivals and Receipts (source: World UNWTO, 2007).

This research investigates how images of a destination may influence tourist expectations. It is argued that if these images are representative then expectations will be more realistic and tourists who visit will be more satisfied. The approach followed will be similar to that of Baloglu and Mangaloglu (2001) who examined destination images of Turkey, Egypt, Greece and Italy; Hunter (2008) explored the “typology of photographic representations for tourism: depictions of groomed spaces.” Grovers et al. (2007) and Tasci et al (2007) also drew attention to image in promoting tourism. Developing countries who are establishing or have established a tourist industry would wish to be portrayed in as good a light as possible but inflated and distorted images might negatively influence tourist satisfaction and could in the long run be detrimental to the growth of the industry in that country. A sense of familiarity has been demonstrated by Baloglu (2000) to be associated with satisfaction and image was shown to be important by Bigne et al. (2001) to not only influence satisfaction but also to promote perceptions of quality, enhance the likelihood of making a return trip and increased spending amongst tourists.

A particular aspect of tourism which receives attention in this thesis is tourist advertising aimed at highly educated socio-economic groups who may be attracted by visits to experience heritage and culture. It is thought that this group would be of most benefit to a developing country as not only are they relatively high spenders and consumers but it is thought that they are most likely to engage directly with the people of that country and spend directly into the local economy rather than via tourist complexes which are often foreign owned.

Tourism Concern (1996) pointed out that tourism has become a very important source of foreign currency in most developing countries. For those who have no other competitive export commodity base it has become the only export, the mono-crop. This means that for many it is essential to nurture and promote tourism. Perhaps key to this end is the portrayal of culture and heritage images of the destination.

Tourism shapes how the environment is perceived. In the developed world, Del Casino and Hanna, (2000), Mowforth and Munt, (1998) and Terkenli, (2002) illustrate how tourism and connected activities played an important role in the construction of world views and identities. According to Robertson (1992), Wang (2000) and Wood (2000), tourism is now a massive factor in all social processes and is fundamental to world economic networks. The author is in agreement with these statements, as she believes that tourism also brings people and continents together, discovering places which were almost forgotten, linking cultures together and creating a global network of cultures and places

Advertising is a means of promoting the development of tourism. According to Gombrich, (1960) and Scott, (1994) the role of advertising is the idea that pictures are windows of reality that also rest on future assumptions in that visual perception occurs without the mediation of thought and sensory data is simply 'emptied' directly into the mind. Hence, the media are widely used in the tourism field to promote the industry. Image, therefore, has an influence in the selection of vacation destinations and advertising of the destination encourages people and persuades them of a certain destination and its attractiveness. Therefore, Gallarza et al., (2002) states that potential visitors may be convinced to purchase certain package tours based on the images which are more reflective than reality. Furthermore, tourist destination images project certain information which greatly influences the destination images as perceived by consumers.

Broadly speaking, tourism marketing plays a fundamental role in creating images of destinations and influencing the expectations of tourists. As is typical of most promotions, only certain images of the product are featured in tourism advertising. These promotional images are usually market-driven; that is, they reflect the needs, desires and fantasies of the consumers. In tourism marketing, the use of a select set of destination images serves to direct the potential tourist's attention to certain natural and man-made attractions and to portray typical tourist activities. As such,

promotional images serve to frame tourists' expectations by representing the typical tourist experiences available at the destination.

Siegel and Ziff-Levine (1990: 29) put forward the main goals of the advertising campaigns:

- (1) Generate advertising awareness among the target audience of the destination as a place to visit; i.e., get it on the "shopping list" of acceptable destinations;
- (2) Create a positive image of the destination *vis-a-vis* its competitors and motivate consumers to travel to the destination in the near future, through the above goal.
- (3) Influence travel behaviours by converting those motivated by advertising to actually visit the destination.

Regarding the information of image, Kim, et al (2005: 42) emphasise that ..."there are strong linkages among top-of-mind awareness, ad awareness, requesting travel information, and the likelihood of visiting a destination, and therefore, these constitute important routes to influencing destination choice."

McWilliams and Crompton (1997) examined "An expanded framework for measuring the effectiveness of destination advertising"; their study focuses on defining how tourists differentially respond to advertising and on developing an expanded framework for evaluating the return on investment on destination advertising. The destination image of the advertising is also developed through marketing research, which guides promotional activities towards branding and amending the brand values of the region. The effectiveness of promotional campaigns can be assessed so that the most cost-effective media is used to approach and persuade target markets to visit the destination (Woodside, 1990).

In this chapter after giving some definitions of tourism the aims of the research and the approach to the research are outlined. Following from

this a brief review of literature supporting the importance of images in brochures to promoting tourism is given. Discussion is then developed on how images are formed and how the interaction between place and tourists leads to the further commodification of tourism. The chapter ends with outlining how the rest of the thesis is organised.

1.1: Definitions of Tourism

One of the earliest definitions of tourism was provided by the Austrian economist Von Schullard in 1910, who defined it as “total of operators, mainly of an economic nature, which directly relate to the entry, stay and movement of foreigners inside and outside a certain country, city or a region.” Hunziker and Krapf (1941) defined tourism as “the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity.”

The World Tourism Organization (2002) defines tourism as the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited. Mathieson and Wall (1982) stated that, there are three criteria used simultaneously to characterise a trip as being tourism: 1) It involves a displacement outside the usual environment; 2) Type of purpose: the travel must occur for any purpose different from being remunerated from within the place visited; 3) Duration, only a maximum duration is mentioned, not a minimal. Tourism displacement can be with or without an overnight stay to living in another place for less than one year.

In 2000 Weaver and Opperman, defined, tourism as “the sum of the phenomena and relationships arising from the interaction among tourists, business suppliers, host governments, host communities, origin governments, universities, community colleges and non-governmental

organizations, in the process of attracting, transporting, hosting and managing these tourists and other visitors. . ”.

Recently tourism has been defined as the set of activities performed by the people who travel and stay in places outside their usual environment for *not more than one* consecutive year, for *leisure business and other purposes* (The European Commission 2002).

1.2: Aims of the Research

The aim of this thesis is to explore the relationship between the portrayal of place and formalisation of expectation and how this might effect satisfaction. The following hypothesis will be explored and tested.

If the culture and heritage of a country are truthfully and honestly conveyed through advertising images then expectations of tourists are formed on firmer foundations and ultimately satisfaction will be enhanced

It is assumed that high satisfaction will be associated with repeat visits and promotion by word of mouth which was developed by Chi and Qu (2008), Beerli et al. (2007), and Beerli and Martin (2004a). Specifically this research attempts to link the importance of the images of culture and heritage to the tourism experience in the developing countries such as Egypt, India and Turkey and how these images of culture and heritage affects tourists' experience. During the process of testing the hypothesis, the aim is to investigate how communicating culture, heritage and tourism links to satisfaction. Further aims are to explore how this process might be influenced by age and gender. The detailed research questions will be elaborated in chapter four under the research design section.

1.3: Research Approach

Images of the tourist destination are socially and culturally constructed and Harvey (1993) argues feelings evoked by images are never static and are always mediated and negotiated through spatial practices, representations and discourses. Place and geographical knowledge are produced and contested in numerous ways. This conceptualisation of place Pred (1984) is summarised in advertising images and should be regarded as a human product as well as a set of features illustrating upon the culture, heritage and landscape. It is considered that these images might generate myths of place. Levi-Strauss (1995) regards myth as a conceptual tool whereby primitive people use images from their experience to explain natural phenomena. Thus myth plays a part in shaping peoples views of places.

Hence the conceptualisation of this research is both *visual and verbal*. The approach followed is similar to that of Echtner (2002), who examined "The content of Third World tourism marketing: As such, the conception behind the word 'visual' was whether people have seen the images of culture, heritage and landscape in an advert or in the reality after their visit. The word 'Verbal' represented the discourse which is the 'language of the tourist' of what the tourist desired of their destination holiday, reflecting on their experience and expectations towards these images. Another aspect regards the leisure and pleasure for their holiday destinations, and recommendations they put forward to friends and relatives after their return, about the reality of these images.

Tourism in the developing countries continues to grow and, correspondingly, the promotions have increasingly become popular and important. Images of the destinations and data of the content analysis have been examined in this thesis. According, to this study, the verbal and visual detailed content analysis of the images of cultural, heritage and

landscape, of the developing countries (Egypt, Turkey and India), is introduced, focusing on *attractions* (nature and man-made), *actors* (host and tourists), *actions and atmosphere*. The study reveals that emphasis on certain attractions, actors and atmosphere play a role in the tourism myths that are created around these developing countries.

To test the hypothesis and serve the purpose of this study, research was conducted in five stages. Firstly, photographs and various images were collected from different travel magazines which reflected culture, heritage, historical sites and landscape. The purpose was to show these photographs of images to people of different age groups and cultural background to understand which images were perceived as representative of tourist destinations. In total data was collected from 430 individuals for this Research. The researcher collected brochures from the Travel Agencies of UK, such as Thomson Summer Holiday and 60 newspapers were selected from which images which were the symbols of culture and heritage for Egypt, India and Turkey were examined to find out if people were interested in these images, and which one the most attractive to them. Also, examined was the degree to which people recognised countries from their images of culture and heritage of each country. In this the sample was 41 from Napier University and this was the pre-visit interview. This pilot was carried out at Napier University, aiming at both employees and students. From this it was decided to focus on three countries which were Egypt, India and Turkey.

The next step involved conducting a content analysis of advertisements appearing in broadsheet newspapers to ascertain whether culture and heritage images are used to promote tourism to the chosen countries. Pulse In total 300 questionnaires were circulated to people from a wide range of ages and backgrounds of which 189 responded are these responses are detailed in chapter four. Then step three involved selecting five iconic images of each of the case countries. A convenience sample of potential tourists was then surveyed to ascertain their views on the images selected.

The fourth step was to conduct and analyse questionnaires from sample of people before and after visiting the selected case countries. This involved traveling with groups of tourists to Egypt and Turkey to personally share the experience with the tourists who visited these case countries. The sample population for this study was composed of tourists who planned to visit and then visited the case countries. The process of data collection was to sample 300 tourists (100 for each country), out of which 156 responded from Turkey, Egypt and India. The survey was conducted during the summers of 2006 and 2007. (See chapter five for an in-depth analysis).

The final stage involved interviewing tourists who had visited the case countries to gain further evidence on the degree to which images of destination might have shaped experience and effected satisfaction. The total number interviewed was 44 (See chapter six).

The data was analysed by using the statistics package (SPSS) using techniques such as frequencies, correlations, descriptive statistics and factor analysis. The process of the data collection was as follows: the target population was 300, out of which 156 responded from Egypt, India, and Turkey. The ages of those surveyed ranged from 30 to over 60 years old. The tourists travelled to such destinations either individually or with their friends, families or as groups. The analysis revealed that four factors were correlated with tourists' overall satisfaction. Multiple regression analysis revealed that a relationship exists between the image of culture/heritage, destination, attributes and tourists' overall satisfaction. The overall satisfaction of tourists by gender, past experience and duration of decision time to travel was analysed. The analysis covers the following: firstly consideration of how images may influence expectations and secondly, identifying which attributes satisfy the tourists who visit these destinations. It is hoped that this type of investigation will help tourism planners develop appropriate strategies to attract tourists and serve them effectively. Thirdly, knowing who the satisfied tourists are may

help reduce marketing costs. The results of the study revealed that people have a variety of views ranging from hostility to happiness in relation to the images of place and the desire to travel. The study will reveal how images correlated with expectations, and influenced how customers perceived quality which in turn, determined the satisfaction of consumers.

1.4: Significance of the Research

This study attempted to recognise how social and cultural meanings of space and place are created. Also, how culture, heritage and landscape representations manufactured by the tourism industry are important in people's imaginations and choice of tourist trip. The essence of this thesis lies in the exploration of the ways in which the tourism industry approaches and tries to sell spaces by selecting, simplifying and commodifying certain images of the features of these developing countries and transforming these into places of interest to the visitor. The focus of this study was on particular characteristics of images, and more importantly, on how the tourist destinations depend on the practices to imbue them with meaning. An understating of this it is argued would be of interest to those trying to develop economies and nations by the attraction of tourists from richer areas and capturing the hard currency they bring.

1.5: Organisation of the Thesis

This thesis consists of seven chapters. Chapter one is an introduction chapter, introducing the topic of tourism, outlining the aim of the study and its importance. Chapter two covers the literature review focusing on the theoretical literature upon which the thesis is constructed - the relationship between space and place on the experience of a tourist. In chapter two a literature review is also presented on the cultural geography and the geographical imagination which is considered to be the underpinning of

this thesis. In Chapter three the research methodology and methods used are presented. The analysis is divided between chapters four, five and six. Examined in chapter four are the images of the three destinations, as well as the structured interviews with the various tourists. Also in this chapter the role of imagery from advertising, the idea behind advertising images, what people think of these different images and the degree to which these images were representative and how they might influence people is examined. Content analysis of the images and holiday adverts is explored to determine the importance of culture/heritage and their images to promoting tourism. In chapter five an analysis of the outcome from the questionnaires from the tourists who have experienced and visited these images of cultural heritage and landscape is presented. The outcome of the in-depth interviews that were carried out regarding the experience and expectations of the tourists' views towards the images of their destinations are the subject of chapter six. Finally, conclusions and recommendations of this study are presented in chapter seven.

CHAPTER TWO

Literature Review

2.0: Introduction

In this chapter the theoretical underpinnings of this thesis is explored. The review begins with a study of the academic literature on the way in which tourist brochures influence potential tourists. This is followed by an examination of how images are formed and the interaction between place and tourists. The whole notion that the attractiveness of place can be conveyed through advertising imagery has its roots in the discipline of cultural geography. This discipline has in itself undergone revision as a consequence of post modern thinking and these “new cultural geographies” are also discussed in this chapter.

2.1: Literature on Tourist Brochures

Tourist information has been shown to have an important influence on the choice of vacation destinations. This study of the brochures significance as image generators, and their influence on the selection of destinations sought to discover which features in this medium are more relevant in image generation and destination choice using logistic regression analysis. The results establish a model of usefulness of brochures in order to propose recommendations for their design and content. Implications pertain to the development of theoretical understandings about the influence of the information sources on destination image, destination choice, and satisfying tourist needs, (Molina and Esteban, 2006).

In today's tourist market there is an overwhelming mass of available materials from paper brochures to television and internet advertisements; all leaving the tourist spoilt for choice. Authors such as Connell (2005),

Kim et al (2005) and Urry (1990) demonstrate the importance of television and the Internet on informing potential tourists and in influencing them. Jansson (2007) focuses particularly on the internet and presents a framework for researching new media. However, the focus of this thesis is on influence generated by brochures and other paper based sources and the direct influence of television and the Internet will not be pursued in this work. Brochures remain a key promotional tool. While television and the Internet provide a direct source of information, websites are often analogous to 'on-line brochures'. Additionally, one continually faces the opportunity to request a brochure, highlighting the continued demand for hard-copy brochures. Guidebooks on the other hand provide valuable, detailed information to tourists once the decision on a destination has been made but these need to be purchased which can prevent them being the most popular media source, therefore brochures continue to occupy a ubiquitous status within the tourism industry and offer the majority of tourists their initial direct contact with a destination. Middleton (1994, cited in Morgan and Pritchard, 1998, p.189) states that "the travel world is awash with brochures." Morgan & Pritchard (1998, p.79) add in "the design, production and distribution of the annual tourism brochure is the single most important item in the marketing budget." Despite criticism as essentially fraudulent (Boorstin, 1964), and constructed from distorted images of place (Britton, 1979), brochures communicate vital messages to potential consumers, influencing consumer destination choice and bringing positive place characteristics to life. The author seconds the above statements and adds that without brochures and elaborative images, tourists would not know where to go and what that place looks like. Brochures and advertisement increase the number of tourists traveling to destinations greatly. Of course the development of the internet has become very important and facilitates the wide spread advertising for travel destinations and had become very useful and has spread even further.

Many authors (Dann, 1993; Fakeye and Crompton, 1991; MacKay and Fesenmaier, 1997; Morgan & Pritchard, 1998) highlight brochures as tools

to inform, persuade, remind and elicit further inquiries about destinations by conveying positive messages to consumers. One of the main attractions of brochures is they are filled with fantastic photographs of idyllic settings allowing the reader to marvel at their chosen destination. Non-verbal communication is vital as holiday purchases are based on symbolic elements of destinations conveyed, and therefore on the production, reproduction and re-enforcement of images (Hall, 1998). According to Crick (1989), emphasis has shifted from production to image, advertising and consumption. "Promotion is the product as far as the tourist-prospect is concerned. The tourist buys a trip or a holiday purely on the basis of symbolic expectations established promotionally through words, pictures, sounds, images, etc." (Season, 1989, p.336, cited in Morgan and Pritchard, 1998, p.45). Urry (2002) describes how tourists become semioticians seeking pre-established signs of place that offer predetermined ways of seeing destinations.

At the same time the power of photography in brochures is presenting mediated fantasies from material landscapes. Founded within positivist intention, images may appear to offer evidence and truth of what awaits tourists at destinations free from interpretation (Ryan, 1997; Sontag, 1979; Tagg, 1987). Indeed, Mellinger (1994) and Morgan along with Pritchard (1998) suggest that the magic and power of photography lies in the ability to represent reality objectively. Research has established images as 'quotes' (Markwick, 2001), 'mirrors', reflective of reality (Adler, 1989; Hamilton, 1997) or as transcriptive of reality (Berger and Mohr, 1982; Urry, 2002). However, while such assertions should not be dismissed, it is the insights presented by Crang (1997) that form the basis of the interpretation of images in brochures for this research work.

Crang (1997) proposed that images provide a means through which to grasp the world. Tourists are able to enter landscapes through mental transportation, and experience for themselves what lies beneath the banal surface of the image. Images, do not simply transcribe reality, but are 'the

more active labour of making things mean' (Hall, 1982, cited in Albers and James, 1988).

According to Barthes (1967) ideology is inherent in image interpretation and is interwoven in the construction and interpretation of signs – “images metaphorically ‘speak’, drawing on individual and collective ideologies and mental representations of place”. The importance of images shifts from producers to spectators as readers of the text and as images look tourists in the eye, challenging them to explore their hidden depths (Walker and Chaplin, 1997). This highly spectator orientated nature of brochure imagery encourages individual ideological interpretation of destinations as images focus upon tourists as individuals and encourage them to place themselves within the image and enact the roles presented on the brochure page (Berger, 1972). Another aspect is focusing on you, as Selwyn (1996) along with Cohen (1995) emphasise how images become ‘little secrets’ intended solely for individuals to enact fantasies and desires. Photography therefore enhances how tourists ‘see’ spaces, creating a series of gazes as images weave a veil of fantasy through imagination that ignites tourists’ senses and they feel, touch, taste, smell and see what is shown.

Image construction becomes a series of spaces within which numerous knowledge, expertise, agencies, practices and processes clash, complement and converge in the creation of the final product. Tourism images never present what is ‘out there’ (Barnes and Duncan, 1992), but subliminally guide tourists via mediated discourse and an agglomeration of producer interpretations. Pine and Gilmore’s (1999) five phases of experience planning provides a framework upon which these powers of production can be analysed. Firstly, experiences to be presented to tourists are recognised. Secondly, experiences are staged and scenes are set. Thus brochures become analogous to theatres; the images stage scenes through which consumers enter imaginative tourist escapes and personally connect with place by creating performances through mindsets where consumer and product unite. In recognising and staging

experiences, producers enter a process of repackaging place and (re)presenting unique combinations of product characteristics (Morgan and Pritchard, 1998) and in a controlled environment create value through emotion and memory in accordance with dominant discourse. Thirdly, brand imagery (Goddard, 1990; Gold and Gold, 1995) fuels mass customisation by highlighting dominant discourse and creating 'visual anthropologies' (Krauss, 1982) of place. However, once affinities are established, a multiplicity of meanings emerges and encourages individualism that enriches experience through engagement with and immersion in the image. Fourthly, places are re-packaged and consumers are offered new experiences that stimulate new thoughts but continue to reassure and support the original framework within which consumers are comfortable. Finally, through transformation, images of place become more than memories as consumers embrace and become the product. They are fully engaged, embodied and *re-position* themselves within the ideological structures of the image as they accommodate place into their ideas of holidays.

Bartram (2001) argues that increased exposure to high-risk leisure in the media may indeed stimulate involvement in an activity such as mountaineering, which can evolve into a leisure or tourism careers. Tourism brochures, magazines, books, film and television, all are media for the creation of images that fashion desires, wants and needs, creating anticipation and a way for tourists to envisage themselves in place and action. This concept is extensively discussed by researchers such as Ateljevic and Doorne, 2002; Coulter, 2001; Hlavin-Schulze, 19998a; Kim and Richardson, 2003; Markwick, 2001; Nielsen, 2001 and Wickens, 2002. According to Trauer (2002), media pervades every intimate human space and thus can influence value creation, beliefs and attitudes. It generates a possible cognitive and affective response—knowledge of, and familiarity with the activity and places within which it occurs, and an emotive response to those activities. As (Ryan, 2003) demonstrates tourists go to the tourism location with pre-conceived images within which they have allocated a role to him or herself. The ideas of Morgan, 1999

and Rojek and Urry, 1997) was the tourist tries to understand and relive these images by mirroring the representations during their holidays and to maintain the image. Thus, tourism provides for a “ritual or sacred journey” to be performed at places with meanings imbued by the tourism industry and the wider media.

This part highlights existing theoretical literature on tourist brochures and the role of images in such brochures. A variety of theoretical standpoints are drawn upon, such as those presented by Albers and James (1988), Barthes (1977), Berger (1972), Sontag (1979) and Tagg (1987). Crang (1997) emphasised the role of photography as an insight into a reality of place from the images of culture, heritage, and landscapes. He adds that “images act as entrance points through which tourists enter these images and determine their holiday choice; they imagine the place through the photograph of the place in the adverts. This allows them to picture and understand what that destination looks like and decide whether it is attractive or not”.

The academic study of brochures was not taken seriously until the study by Thurot and Thurot (1983) which argued that the analysis of tourist representations and their consumption is the key to understanding tourism phenomena. According to Cohen (1993) and MacCannell (1973), brochures continue to substantiate theoretical standpoints. However, Dann (1996) argued that there remains a lack of interest in the way destinations are portrayed, packaged and presented. Indeed interpretative studies of the relevance of brochures and brochure imagery remain ad hoc (see for example Buck, 1977; Dilley, 1986 and Urbain, 1989) with the majority focusing on quantitative research methods. By focusing on descriptive and systematic image analysis, such research fails to address the deeper socio-semiological elements of image construction. Therefore, through utilising a mixture of qualitative and quantitative approaches this research seeks to build upon existing literature by authors such as Dann (1996) and Selwyn (1996) to address how images influence expectations.

It is very common to view mass tourist destinations as products of a transformation process (Hall, 1992; Hall, 1997; Lefebvre, 1991; Olwig, 2005). Cheong and Miller (2000 p.372) state “there is power everywhere in tourism not only in representations.”

2.2: The Formation of Images

Tourists’ choices are influenced in a number of ways and through various means. Illustrated in Figure 2.1 is how the tourists are influenced by the cultural environment. For instance, tourists traveling to India desire to view the Taj Mahal or similar famous landmarks. This is further influenced according to Burnett and Marshall (2003) by an institution, family or friends’ opinions that can impact on the chosen destination which is further enhanced by constant subliminal advertising. The tourist will then be influenced via media representations of places through television, internet and paper sources such as magazines and brochures.



Figure 2.1: Influences on Tourists Expectations

Bryce (2007) conducted research, triangulating quantitative and qualitative methods, concerned itself with the extent to, and contexts within, which local people are pictured in relation to tourists as, for example, cultural ‘scenery’ or in service roles. Other influences affecting tourists would be the background economic, political and social issues. In terms of

economics, the perception of value and inflation is important. Similarly political stability and safety will be very important in choosing a destination. Social issues may play a role where there are strict beliefs and habits such as women covered up and tourists are obliged to wear covered clothes may pose some discomfort. These however, are considered to be outwith the scope of this research.

To exemplify this, the work of Gregory (2001) is cited in which parallels between earlier periods and contemporary tourism representations of Egypt is discussed. This work suggests both nostalgia for, and the re-enactment of colonial cultures of travel and the occupation of the subject positions. This observation is consistent with the representation of Egypt across the range of brochures selected for this study, particularly as they concern the engagement of the traveller with the ancient past. Two themes dominate: the availability of year round beach tourism in Red Sea resorts and the legacy of Pharaonic civilization. These themes are recurrent in the brochures and promoted by visual signifiers of the Pharaonic past (the Sphinx, Pyramids, Tutankhamun's death mask, hieroglyphic text etc.) and scenes of Red Sea tourism (resort hotels, beaches, turquoise water etc.). Thomson Holidays, for example, describes the country thus:

“Embraced by the dazzling Red Sea and filled with Pharaonic treasures, Egypt offers an alluring blend of breathtaking sightseeing, natural beauty and perpetual sunshine. Whether it's soaking up the sun on a powdery beach, wandering in awe through the Valley of the Kings or floating along the country's lifeblood aboard a Nile cruise, Thomson Egypt can take you there.” (Thomson, 2006a: 3).

Gregory (1999, 2004) proceeded to outline how the consumption of this historical period is presented in a way that relies on orientalist

assumptions: that the ancient Orient is 'mysterious' or even 'magical' and that this invites intervention and 'exploration' by the rational western subject. He gives the example of an operator brochure devoted to Greece and Turkey, in which reference is made, textually and visually, to the latter's history and culture alongside the generic features. He asks, "who can resist sugar cube cottages, endless beaches, water sports plus natural and ancient sights of epic proportion? Explore the Aegean coastline and relax as your troubles drift away on the warm and gentle sea breeze" (Sunset Holidays, 2005b: 80). The verbal text is associated with images of Ephesus, Mediaeval castles at Bodrum and Kusadas, marinas, and Altinkum beach. In short Gregory makes a strong case that tourist expectations are formed by both the textual content and visual appeal of brochures. For example in the case of Turkey:

"Fly into Turkey this summer and enjoy a feast of fun, sun and mouth watering food. There's bound to be a resort to suit your needs, so get a hotel booked, put your feet up and dream of those lively beaches and crystal clear seas, plan your shopping lists and get ready for the restaurants and clubs. Try some Turkish delights this summer and you'll soon be going back for more". (Sunset Holidays, 2005b: 260)

This observation is also found in the representation of India across the range of brochures selected for this study, particularly as they concern the engagement of the traveller with the ancient past. India is rated highly for its rich art forms and cultural heritage, see for example the work of Piplani (2001). However, irritants like cheating, begging, unhygienic conditions, lack of safety dampen the spirits of tourists. Chaudhary (2000) states that India can be positioned on the world map only after these hygiene factors are improved along with other motivators. Ahmed and Krohn (1992), Menon (1997), Seth (1996, 1997), Narayanan (1995) and many others

have considered India's image to be an obstacle hampering its progress in tourism.

The dialectic nature of the construction of tourist destination as a spatial structure can be characterised by the concepts of *social spatialisation* and *spatial socialisation*. The former refers to Shields' (1991) notion of an ongoing (social) process which is constructed by institutional practices along with cultural discourses of the destinations and society in general. He analyses in particular place-myths and the changing social spatialisation of tourist sites (see Birkeland, 1999 for details). Using Lefebvre's (1991) approach, Shields (1991) sees the production and reproduction of space and place-myths as an active and non-neutral action.

Trauer (2006) states that "representation of places are collages of images, of experiences and metaphors, showing a range of images not only born of authenticity but enriched by "irrelevant" stimuli through entertainment and spectacle, with the spectacle becoming more spectacular, thrills more thrilling and the magic of nature more magical". (See also Rojek and Urry, 1997, Urry, 2000 and Opaschowski, 2001).

Trauer (2006) comments that "the modern day tourist is not ignorant of the staging and imagery of holiday experiences". It is the creation and interpretation of images that are purchased, anticipated and consumed by the "experience hungry" tourists of the 21st century".

Thus Dann (1995) states that "tourist destinations are symbolically characterised spaces, and their identities also impact, construct and attract certain kind of tourism activities and tourists". Hence, space is a medium for organising social structures such as tourist activities, the tourism industry, capital and divisions of labour etc.

According to Giddens (1990), "Spatial structures such as tourist destinations are subject to the processes of discontinuities of modernity which create space-time variation, fragmentation and compression during

the development of a destination". Here destination refers to a varying range of spatial scales (i.e. levels of representation) in tourism: continents, states, provinces, municipalities and other administrative units, tourist resorts or even single tourist products. The geographical concept of region offers a basis for defining, describing and analysing the tourist destination as a socially constructed 'locality' and spatial structure where global processes all come together and are manifested in a place specific and concrete way.

Bourdieu (1991) argues that discourse on tourism is thus ideological, as it (a) construes and constitutes identities and relationships, and (b) represents and reproduces systems of belief and power, but also because it (c) establishes and maintains structures of inequality and privilege ". For further discussion see for example Billig (1991, 1995); Blommaert and Verschueren (1998); Fairclough (1992); Hall (1996b); Hodge and Kress, (1993) and van Dijk (1998, 1999).

Thus because of the importance of discussion in forming views about tourist destinations, the discursive of tourists will be examined in this thesis.

Discourse of tourism is based on the idea and conceptual nature of the region as a historical and social construction. Rojek (1997 p.53) refers to this process of 'popularisation' of a tourist sight with the concept of indexing. According to him, the index of representations is "a range of signs, images and symbols which make the sight familiar to us in ordinary culture." However, while these elements make the natural and cultural features of the tourist destination known, the transformation process also stereotypes and modifies the cultural signs and symbols of destinations (see Cohen, 1993). Consequently, representations produced by the tourism industry may, and often, differ from the other locally constructed ideas of the same region which may cause conflicts in informing tourists, (Britton, 1991).

A discourse never consists of only one statement or action concerning our knowledge of certain objects, but several, and these multiple statements and actions create a discursive formation, constructing both knowledge and practices defining specific issues (Foucault, 1980; Hall, 1997), such as the representation of a tourist destination. Discourse as a term refers to both the process and its outcome, but discourses are in no sense static outcomes. They evolve with time and can change with ideas and practices. Pragmatically discourses include the immaterial and material production of 'reality'. This dual nature of discursive processes implies both the idea of tourist destination and the actions constructing the physical and symbolic aspects of culture, heritage and landscape based on that idea(s).

This productive nature of image construction generates debate about the extent to which brochures are infused with exaggerated mediated discourse that encourages fiction over fact. Some believe brochures are grounded in imagination and myth (Saarinen, 1998), or are 'trite illusion' (Sontag, 1979). Others, like Dann (1993) accept the role of mythical structures and acknowledge that brochure construction requires the 'bliss formula of Eden images' as images are often more important than reality itself. Reimer (1998) argued that brochures are designed to hold dreams and provide access to those dreams. They are fantasy *and* reality as images offer accurate, yet sanitised representations of material landscapes. Reimer states that "the image construction process therefore focuses as much on dominant discourse and producer (re)interpretation as material landscapes and consumer interpretation".

Foucault (1972) and Hall (1997) point out that discursive formations and imagery structure ways of thinking and storytelling that reinforce already notions of identity and difference while limiting alternative constitutions (see also Lidchi, 1997). Hence, discourse does not merely reflect social practices, relations and structures but plays a role in the construction and reproduction of them (see Emirbayer and Goodwin, 1994 and Wetherell and Potter, 1992).

A central argument in this thesis is that landscape representations are not a mirror copy of some external reality, but the product of the nature of the discourse in which they are written (Barnes and Duncan, 1992). There are several types of discourse, such as those of economists, the urban planners, tourism promoters, and they reproduce different types of images. This means that representations are rarely an end in themselves and there are many ways of seeing and reading landscapes. Hence, when interpreting and reading representations, it is critical to understand the discourses in which they are situated.

Thus because of the importance of discussion in forming views about tourist destinations, the discursive of tourists will be examined in this thesis. Hermeneutics and postmodernism pose numerous challenges to traditional modes of representation, and it is within these latter modes of representation that this thesis is framed. Duncan and Ley (1993) draw attention to the ethnocentric nature of representations of the world and the question of representing 'the other' and 'the self'. As Cloke and Little (1997b) state, 'Others, as positioned subject groups or individuals, and 'othering', as processes by which such positioning occurs.

2.3: The Interaction between Place and Tourists

A holiday will be seen as an escape for some to a distant land, a time for relaxation, for others a time of discovery. The tourist will have certain conceptualised ideas which will either be met or not. Whatever the reason most tourists will have some sort of bond with the chosen destination whether through a keen desire to explore or merely the appreciation of a change of scenery, i.e. they interact with the destination. This interaction between images and tourists is shown in Figure 2.2. This model shows how the tourist is affected by the quality of the image of the place they perceive from media, such as brochures, TV and Internet, see Connell (2005) for further details. It is suggested that the perceptions of service

quality leads to the purchase and experience rendered by the service. This experience results in the perception of the value received from the service. It is further postulated that perceived value influences intention to redo the service experience, whether positively or negatively, individuals talk to others about their service experience. This process, according to Parasuraman and Grewal (2000), effects future assessment of the quality of a service.

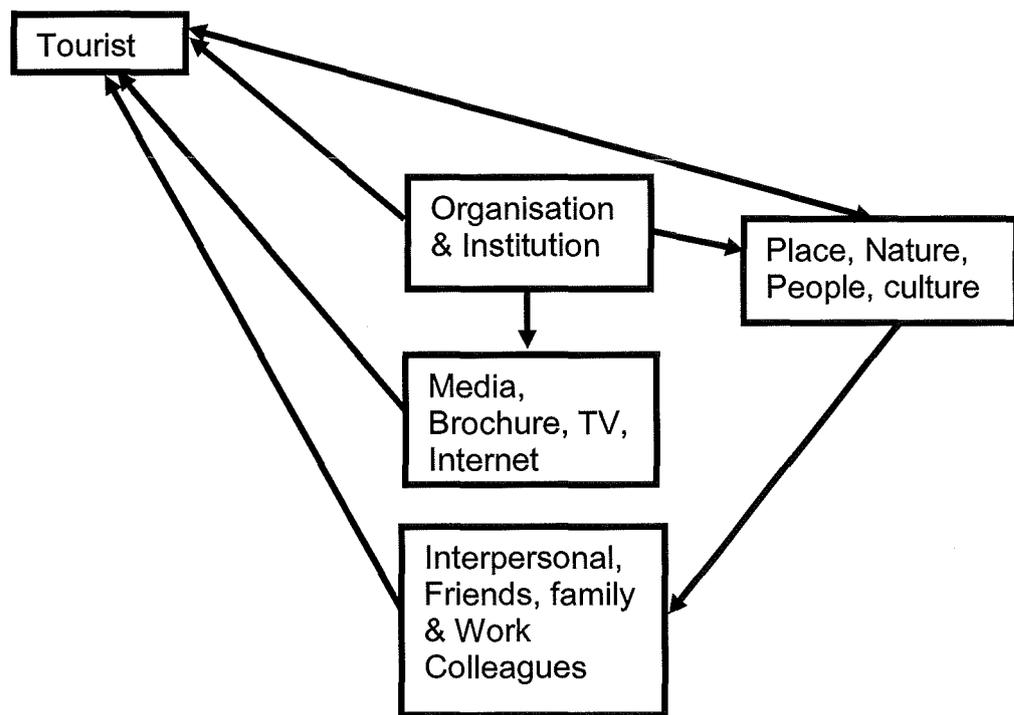


Figure 2.2: System of Influences on Tourists

A second point relates to the relative competitiveness of different destinations offering similar activities, which in turn relates to the compatibility of the activity with the destination's desired market position and consumer's belief about the best places to pursue the activity. A product that is compatible with both the desired destination image and consumer expectations has a double advantage over one that is neither compatible with the prevailing destination market position nor consumer beliefs about the best place to participate in the activity.

Marketing theory shows that the message to attract consumers must be “simple and singular in theme” (Bird 2000) and focused narrowly on a single word or concept (see Ries and Trout 1994). It is recognised that no destination can be everything to all consumers, however attempts to transmit broad messages that captures all the features of the destination often confuses the market. Instead, successful destinations focus on a small number of core products or activities that help define and support its desired market image in this case historical cultural and heritage images. Reis and Trout (1994) argue that the creation of a strong position in the marketplace, supported by positive brand associations is a difficult marketing task. Tourists tend to hold strong and enduring destination images. When thinking about certain products or activities, they are predisposed to consider destinations that match their pre-existing impressions more readily than those that do not.

Trauer (2006) argues that in regard to the identification of value associated with Special Interest Tourism (SIT) images helps create more enduring relationships and is perceived as a particularly case where portrayal by images is important. However, many such as Craig-Smith (1994), Leiper (1990) and Stewart, (1998) suggest that the tourism experience, consisting of the anticipation, consumption and memory phases, is situated within the consumer's overall life context with the emergence of an enjoyable and satisfying experience being built across the total temporal frame and being interpreted “within the broader, narrative context of the consumer's life” (Arnold and Price, 1993). Cohen (1972) recognised this by pointing out that all tourists, to varying degrees, carry with them their values and behaviours established in their home environment and culture, which influence their perceptions and reactions to new experiences of other places, activities, people and foreign culture.

2.4: New Cultural Geography

The new cultural geography as described by Pile (1991, p.458) covers the following: the historical and contextual, the urban and the rural, the contingencies of culture and space, struggle and resistance, and society and subjectivity. These lie at the root of how tourists are influenced by places. Cultural geography developed over the years and took on a different shape. For instance, cultural geography in the United Kingdom centred on social relations and symbolic meanings (Mitchell, 2000), whereas in France it took a different course by continuing the studies of material aspects of cultures and enriching them with global perspective (Clavel, 1995a). New cultural geographers have argued that descriptions are not minor reflections of an external isolated world (Duncan, 1990), they are constructed within the limits of the language and the intellectual frameworks of those who describe it. This language is based on discourses which are shared meanings, socially constituted, ideologies and sets of common assumptions. The same words may have different meanings in different discourses. Therefore, every description, whether explicitly theoretical or not, relies on language and on some form of categorisation. In recent decades a new variation of the term culture has emerged, by incorporating the notion of struggle to construct a view of culture as fluid and always being created, contested and recreated, and by positioning the dynamics of cultural practices within a mass mediated world (Warren, 1993). This approach to culture, Warren understands as being "a repertoire of symbols, beliefs and practices employed communicatively by groups of people, has cardinal currency within contemporary cultural geography". Duncan (1980) represented cultural geographers when he stated that they "adopted implicitly and explicitly, "super organic" notions of culture, which reified culture as a thing and not as a process". While the Berkeley School treated culture as a totality, almost as a 'black box' which imprinted its messages mechanically upon the residents of an area (see Duncan, 1980 for discussion). In this view contemporary cultural geography conceives society as constituted by a

pluralistic set of cultural practices, some dominant and some marginal. Contemporary cultural geography rejects a unitary view of culture and acknowledges the value of popular culture as a challenge to the dominant intellectual product of elites (Jackson, 1989). As such, within new cultural geography, culture incorporates theories of power.

The concept of cultural politics involves a rejection of the idea of culture as a purely aesthetic realm, separate from economy and society. By focusing on the cultures and subcultures of different class fractions, genders and race groups, contemporary cultural geography explores the multiple meanings by which sense is made of the world and the unequal social relations of power that underlie such cultural distinctions (Jackson, 1989). Contemporary cultural geography is less concerned with the mapping of cultural traits onto landscapes than with expressing people's ways of being (Jackson, 1989). Contemporary cultural geography is also characterised by a growing awareness and influence on a wider field of research such as that of tourism studies. Currently, cultural geographers concentrate on a much diverse array of sources, in line with wider fields of analysis. Novels, films, poems, contemporary philosophy, fashion, lifestyle and advertising, are just some of the sources used, since it is through these that one appreciates the multitude of ways in which people conceive themselves in the world. This goes in line with the Post Modern view of the world where the emphasis is on eclecticism of style and materials (McDowell, 1994).

2.5: Tourism Geography

Leisure, tourism and recreation are interrelated concepts, and often used interchangeably (Butler et al, 1998). In many cases the specific activities in which people engage during leisure, recreation or tourism are identical. The key differences are often the setting or location of activities, the duration of time involved and in some cases the attitudes, motivations and perceptions of participants. In this sense, it is increasingly irrelevant,

according to Bulter et al., to distinguish these categories. Lash and Urry (1994) stated that tourism and leisure are less functional and instead move towards aesthetics. Throughout this thesis, the researcher regards leisure and tourism, following Crouch (1999), is an encounter which takes place between many things. It occurs between people, space, amongst people as socialised and embodied subjects, between expectations and reflections, landscape representations and place experiences. In this thesis it is the interaction of this which is taken as an imposition on images and through these images to tourist satisfaction. Leisure, tourism and recreation studies encompass a range of literature involving various disciplinary, theoretical and methodological perspectives. Contributions have varied from academic work to consultancy projects with limited distribution and/or with a political focus (see Squire, 1994).

Throughout this thesis the concept of the tourism industry will be explored. In tourism, there are many products and services, some tangible, such as the provision of accommodation, entertainment and the production of gifts and souvenirs; others less so, such as the creation of experiences, memories or social contact (Williams, 1998). If the central hypothesis of this thesis is supported then it is this imagery should convey.

Several researchers such as Owens (1983), Britton (1991) and Williams (1998) comment that in spite of all the interest in the study of leisure and tourism activities and the existence of numerous geographical studies of tourism there is a narrow scope and shallow theoretical base of much work on tourism. Mitchell and Murphy (1991, p.65) described geographical approaches to tourism as "synthesising a myriad of casual factors into concepts or models of behaviour that assist in an understanding of a complex worldwide activity". Pearce (1993) agreed with this analysis, and suggested that the field of tourism is largely dominated by descriptive and ideographic work i.e. images! Williams (1998) also concludes that the broader synthesis of diverse issues and perspectives within the study of tourism is largely absent and hence a

better understanding of what causes satisfaction amongst tourists is required.

2.6: New Cultural Geography and Tourism Geography

Squire (1994) commented that tourism is an important arena in which discourses concerning places, landscapes, cultures and the nature of tourists places are represented, as one of the most important elements shaping popular consciousness of places, culture and nature. These points are also made by Britton (1991) and Norton (1996). The forward the idea that these discourses are produced and reproduced through marketing texts, through the production and management of staged cultural attractions and 'authentic' spectacles, and through material intervention in the landscape. Neumann (1988, p22) comments:

“Tourist sites are an appropriate place for locating the broad debate over self and society [...]. Tourism is a metaphor for our struggle to make sense of ourselves and the world within a highly differentiated culture [...] it directs us to sites where people are at work making meaning, situating themselves in relation to public spectacles and making a biography that provides some coherence between self and world.”

Tourism involves patterns of social and cultural communication mediated by meanings created by different groups of people in particular material circumstances over time. Questions of representation, changing representations of places through time, and the positions of both image-makers and interpreters is crucial. Squire (1994) contends that there has been an underdeveloped dialogue between tourism researchers and social and cultural geographers which has allowed spatial, economic and quantitative approaches to remain durable, accounting for developed character of social and cultural issues in geographical studies of tourism.

Until recently there has been surprisingly little work on the relationship between tourism and cultural geography, and the dialogue between cultural geographers interested in the concepts of space, landscape and place, for example, and tourism geographers has been very tenuous (Squire, 1994).

One of the ways in which contemporary cultural geography has articulated with postmodernism has been its emphasis on iconography, with readings of various cultural texts: from stone walls to paintings, from maps to museums (see Cosgrove and Daniels, 1988). Despite this approach, tourism has not ranked very high in this new iconographic approach. A recent example of the theme of tourism within cultural geography is the textbook *Cultural Geography* by Mitchell (2000). In most cases, tourism does not figure among the themes approached by human geographers

Connections between tourism, culture and society have also been explored by the sociologist Urry (1990 and 1995). Urry (1990) explored the importance of the visual in Tourism and the ways in which places are increasingly being restructured as centres for consumption (Urry, 1995). Links to questions of meaning and authenticity of practices and places within which tourism takes place have also been explored in studies surrounding the theme of heritage. Tourism is often understood as a by-product of heritage preservation and when history becomes a spectacle and visitors 'go behind the scenes' experiencing representations of the past, other social, cultural and political issues are brought into question. According to Hobsbawm and Ranger (1983) this creation of cultural landscapes is an important facet of the heritage industry. These ideas are important underpinnings for this thesis

The importance of imagery is most apparent in travel photographs which according to Albers and James (1988) have been reproduced in many different formats. Postcards have been one of the more popular media from which the public has drawn its visual impressions of culturally different people and places. The authors argue that the strength of the

postcard lies in the medium itself through its ubiquity, diversity and narrative text. Postcards often contain written texts that can help in the interpretation of its pictures and messages from the sender. Postcards have also been used to advertise and anticipate travel and to keep as a personal remembrance of the sights encountered and to validate one's trip to friends and family at home (Albers and James, 1988).

Geographers such as Gold and Gold (1995) have used the concept of landscape as a text in their study of the social constructions of Scotland. Their main focus was the origins, anatomy and propagation of different styles of imagery of Scotland and the process of the creative imaginations that produced them. The work of Hughes (1992) on tourism and the geographical imagination is also insightful as it defines the relationship between tourism and cultural geography. This author attempted to theorise the articulation between the mythologising of places that occurs through tourism, and the subsequent social and physical shaping of these places. Crang (1997) suggested that geographers need to think more about the contexts and practices that create representations than in the representations themselves. He stressed the need to take seriously the techniques of seeing and how they are embedded in particular space-time configuration of observation. The ideas of practices of capturing and accumulating sights suggest opportunities to use the activities of picturing to understand people's relations with landscapes and places. The concept of picturing should thus become more central in the geographical analysis of tourism.

In discussing the formation of imagery through photography of the Lake District, Crawshaw and Urry (1997) found that the photographs of the area idealise certain scenes and experiences by only being shot in certain weather conditions, by excluding numerous items that would be out of place, by only representing specific areas and by emphasising particular angles. Thus photography is not only part of the process by which subjectivities are constructed but links in various manners with people's hopes, fears, memories, activities, preferences and loves (Crawshaw and

Urry, 1997). However, people's memories and imagery are much more complex than the images that can be captured by photographers, which may trigger the processes of dragging files of representation. In this research it is considered that there is scope in human geography to embrace tourism as a meaningful human activity which has a significant place within cultural matters.

2.7: Construction of Marginality and Tourism

Traditionally, rural spaces were defined in terms of what were perceived as distinctive rural is just one end of a spectrum of definitions, with the other end, the more recent one looking at the rural as a social representation of reality, or a mental construct (Llbery, 1998). The rural idyll is closely linked with social representations of rurality associated with positive images surrounding many aspects of rural lifestyles, community and landscape (see Cloke and Little, 1997a and Llbery, 1998). Within an idyllic rural space, the countryside represents an ideal society, which is orderly, harmonious, healthy, secure, peaceful and a refuge from modernity (Llbery, 1998). For Murdoch and Pratt (1997), the terms 'Rural' and 'Countryside' still tend to evoke images of harmony and consensus, related to an idea of an ideal countryside. Bunce (1994) commented that a 'cosy corner' is often related to an imaginary single national identity. Little and Austin (1996, p.102) captured the notion of rural idyll in the following way:

"Rural life is associated with uncomplicated, innocent, more genuine society in which traditional values persist and lives more real. Pastimes, friendships, family relationships, family relations and even employment are seen as somehow more honest and authentic, unencumbered with the false and insincere trappings of city life or with their associated dubious values."

According to Little and Austin, (1996) the rural idyll has been constructed by the wealthy and for the wealthy and reflects numerous power relations in society. Yet, not all people living in the countryside conform to the rural idyll: there is a need to consider the neglected 'other' (further discussion is given by Philo, 1992 and Cloke and Little 1997b). The countryside is a place where a set of social relations of conflict, competition and exploitation take place. As the consumption of the "rural" increases, the importance of understanding how the rural is socially represented, both by local populations and by outsiders, becomes central. In recent decades peripheral rural areas have experienced dramatic transformations as a result of the combination of economic, political, social and technological change at a national and international scale. Bulter et al. (1998) pointed out that these transformations have led to a number of attempts to generate new patterns of economic activity in order to diversify the rural economic base. In regions such as West Cork in Ireland and the Azores, tourism has been identified by several politicians for rural redevelopment and has been a major agent in the transformation of landscapes (see Keane, 1993). These changes in Western societies have occurred according to Halfacree (1997) in the context of a shift from a 'productivist' to a 'post-productivist' era in the countryside as a whole. As a result, the meaning ascribed to rural areas are intimately connected to the diverse ways in which rural space is currently being commodified and used for leisure activities.

As tourism has grown throughout the world, one of the most noticeable characteristics of that growth has been the continuous thrust to geographical peripheries, in such a manner that most, if not all regions in the world, are now touched by tourism and its associated impacts (Butler, 1996b). Tourism development is now present in the Arctic and in the Himalayas, throughout rain forests and deserts and even in Antarctica. As new destinations even more remote than before are being promoted by the tourism industry and by many public sector agencies, the 'not so remote' destinations that have relied on remoteness as a critical factor for tourism success, have had to increase promotional activities and/or to

emphasise other aspects than remoteness. This is quite relevant for the case studies analysed throughout this thesis.

On the one hand tourism promoters have been trying to 'convince' tourists that certain tourism destinations are still remote, since in some cases, peripherality, the sensation of 'getting away from it all', is the main appeal. The developing world are an example of the way in which perceived inaccessibility, combined with the images and are used to promote tourism as is the case of Egypt, India and Turkey. On the other hand, due to the increasing number of tourist destinations available, tourism promoters must emphasise, and even create attributes that differentiate a particular destination. This is much easier said than done, for as noted by many researchers, tourism destinations tend to grow in common ways and often lose their distinctive characteristics as development occurs (Butler, 1996b). In other words, and using Shields' (1991) ideas, the meanings and place-myths associated to particular places are difficult to change. Even when a place changes physically, certain ideas associated with it do not.

It is also important to contextualise this debate on peripheral spaces and regions within the idea that countries such as Egypt, India and Turkey are often perceived and are included in the category of peripheral and marginal. As a result of their geographical distinctiveness, the developing countries have a sense of adventure of travelling to them and the romantic notion of being cut off and isolated from the outside world elements that construct part of the fascination of leisure and pleasure. The attractiveness of these countries, as tourism destinations, is well known and not new. The (perceived) attractiveness of these spaces includes features such as peace and quiet, unpolluted air, beaches, friendly local people and beautiful scenery. In some cases these countries have also captivated tourists due to their appealing and distinct cultural heritage, often translated into remarkable architectural features. Egypt, Turkey and India are good examples of this. These countries are often associated with isolation (perceptual or real), which is often one of the principal

characteristics that attract tourists. The remoteness of the destination, although implying negative aspects for tourism, such as high transportation costs and long journeys, can also be marketed as a 'get away from it all'.

2.8: Mental Imagery

Mental imagery has been one of the central features of theories of the mind and Mitchell (1986) points out that this is one of the most important elements of psychoanalysis, studies of perception, and popular folk-beliefs about the mind. It is useful to provide some insights of the concept of 'imagery' as it is understood in the psychological sciences. According to Finke (1989) imagery is a subjective phenomenon, and unlike physical objects, mental images are not directly observable, hence, their properties and functions always have to be inferred. Hampson and Morris (1990) showed that images are also likely to require the integration of information from several sources and the processes of their construction takes time. Mitchell (1986) reminded their readers that it is important to bear in mind that there is a wide variety of things that go by the name of imagery: pictures, statues, optical illusions, maps, diagram, dreams, hallucinations, spectacles, projections, poems, patterns, memories and even ideas as images.

The image that a certain individual or a group of individuals posses about a place or landscape is therefore constructed through the sum of beliefs, ideas and impressions that she/he or they have about that particular place or landscape. These are a simplification of a plethora of associations and pieces of information connected with the place (Kotler et al 1993) and are always partial and often either exaggerated or understated. Sheilds (1991) argues that place-images emerge through three main processes:

- 1) Oversimplification (the reduction of one trait);
- 2) Stereotyping (the amplification of one or more traits);

3) Labelling, where a place is deemed to be of a certain nature. It is precisely through a process of labelling that certain places become associated with particular activities and appropriated for those types of activities.

For the purpose of this thesis, the sense in which myth is used derives from a Levi-Straussian tradition, within which myths are treated as stories which may serve the intellectual and emotional function of taking up the personal and social questions of living in such a way that these appear resolved at an intellectual and emotional level. Myths are therefore vehicles of forgetfulness and failures to communicate with oneself and with others or, conversely, vehicles for over communication with others (Levi-Strauss, 1987). Tourists' perceptions, motivations and understandings of destinations are therefore shaped by 'over-communicated' selected representations and by concealed fractures and displacement issues. "Myth is a system of communication that is a message" (Barthes, 1972, p.117), which is highly selective, and contradicts history and nature by emptying them of content and then refilling them with second order (Barthes quoted in Dann, 1996). Thus, a myth can be understood as a representation of reality, a widely shared story which is often broad enough to embody many different beliefs and values, and which gives meaning to various experiences. Following this Rojek (1997) argued that myth and fantasy play an unusually large role in the social construction of all travel and tourist sights, and the social construction of tourist places and landscapes requires a strong mobilisation of myth. Schama (1995, p61) further commented that:

"Landscapes are culture before they are nature; constructs of the imagination projected onto wood and water and rock...once a certain idea of landscape, a myth, a vision, establishes itself in an actual place, it has a peculiar way of muddling categories, of making metaphors more real than referents; of becoming, in fact, part of the scenery."

Place-myths comprise a number of place-images. Just as place-images are produced historically and are actively contested, place-myths are also contested and changeable and often a number of myths overlap, pertaining to different social spaces. Changing the relative position of one place-myth vis-à-vis other place place-myths also affects all of their meanings, as they are bound together (Shields, 1991). Watson (1991) suggested, places are as much about myth as they are about reality, particularly when they are for sale. Very often place-myths are socially and culturally selective. Place-myths and the respective associated discourses are not simply unchangeable or eternal. Shields (1991) examined the cultural positioning of Brighton as a seaside resort and suggested that its image changed from a Regency pleasure and healing centre to the Victorian resort of a 'dirty weekend' destination and a locale for bank holiday riots on the beach. Shields (1991), refers to the conservative robustness or resistant character of place-myths, even when a place changes physically its myth might remain. Often place-myths take much more time to change than the material landscape and all the discourses and landscape representations continue to eclipse the actual changes. As Shields (1991, p.256) stressed "changes necessitate not just an adjustment of the myth 'cleaning out' the inappropriate images and installing new ones, but a restructuring of the entire mythology and the development of new metaphors by which the ideology is presented".

Take the example of the Lake District; Urry (1995) explains how it has attracted different types of tourists since the eighteenth century, according to the different dominant place-myths at particular times. The area is more popular among professional and managerial, middle-age groups, car owners, and those that prefer relatively quiet recreation, such as walking, as opposed to all new radical types of recreation, such as rafting and paragliding. The working classes, ethnic minorities and those without a car are less likely to be drawn to the Lake District. Although questions of accessibility and financial resources have an important role in the nature of tourists that an area receives, place-myths are critical in the way they

seduce certain groups and not others. Behind individual perceptions of certain landscapes are more systematic discourses of landscapes, country-sides, scenery and sights which authorise and legitimise certain ways of seeing. Urry (1995) argues that a particular way in which place-myths change is through the impact of the flows of visitors. For instance, the decline of spas in Portugal from the 1930's, is a direct result of the rise of the seaside as a recreational place. This was, to a large extent, responsible for the transformation of the place-myth associated with these villages. They were perceived as lively, re-creation places and gambling locales. Nowadays, the vast majority of these villages and towns are decadent places, marginal to the spaces of leisure and tourism of the country, clearly located in large urban areas and coastal environments.

2.9: Sources of Landscape Imagery

Pearce (1982) put forward how several studies have demonstrated that a destination image powerfully influences tourist behaviour, but few researchers have studied this important issue. Urry (1990) points out that our understanding of the complexity by which different visitors can gaze upon the same set of objects and read them in quite a different way is still very tenuous. Following on Urry's arguments, Rojek (1997) has illustrated how the processes through which we index and access files of representation are still quite unknown. A holistic approach to the various types of landscape representations that tourists are confronted is needed to analyse imagery within tourism. However, this is a rather complex research, as it involves an analysis of a considerable number of mediums, all with different characteristics. Gunn (1972) distinguishes between organic and induced landscape images, where the former originate from visitation experience, of self or others, and the latter derive from factors linked to the tourism industry.

Nolan (1976) divides formal sources as the information and images of destination areas provided by media industry, and informal sources as

originating in the recommendations of friends. This is too simplistic as it leaves aside imagery deriving from self-visitation among other important sources of place-imagery. Gartner (1993) on the other hand, proposes a far more categorisation which is divided in three groups: induced, organic and autonomous agents. Gartner's classification of tourists' sources of information acknowledges the notion of induced and organic continuum (carrying the negative connotation mentioned earlier). The model used the important perspective of the insider/outsider distinction from Cohen's (1993) model of tourist images of native people. This substantially improves all these models in the sense that it is important to consider the three different stages which tourists go through, and not only the pre-trip one.

Dann (1996a) highlighted some aspects that Gartner's model overlooked, such as pre-trip sources (literature and computer generated), all forms of on-trip communication (guides, maps) and the combination of some categories (celebrity that writes a travelogue for example). Just as Nolan's classification (1976), Shaw and Williams (1994, p.79) argued that most people use a combination of formal (provided by media industry) and informal sources (recommendations from friends) to construct an image of each destination area. The matching of preferential, evaluative and factual images will determine what type of holiday the decision maker goes to which type of destination, and how they travel there in terms of the type of holiday selected (Shaw and Williams, 1994, p.79). Dann (1996a, p.140) provided a model that incorporates "the best features of earlier models" and provides "additional sources of tourism communication". Theoretically he grounds his model on the work of anthropologists such as Levi-Strauss and the concept of '*rite de passage*' (see Table 2.1). Pre-trip promotion is generally thought to be dominated by tour operators and National Tourism Organisations; on-trip senders are usually the destination authorities, groups and individuals involved in the tourism industry; and post-trip senders are overwhelmingly associated with the tourists themselves and with travel literature.

Table 2.1: Rites of Passage and Tourism

	Emancipation	Rebirth-rite <i>per se</i>	Reincorporation
Motivation	Escape	Renewal	Reintegration
Tourism stages	Pre-trip – Anticipation	On-trip – Experience	Post-trip Reflection
Dominant Tourism promotion	Outsiders	Destination	Tourists
Dominant mediums	Oral, written and visual	Visual and Oral	Written
Examples of mediums	Brochures, travel literature, Internet and word-of-mouth	Locally produced leaflets, road-signs and word-of-mouth	Travel literature and word-of-mouth

Source: Dann (1996a)

As a result of the circular nature of rites de passage and of tourism, tourists are important agents of tourism promotion, which Gartner (1993, p.148) emphasises in the post-trip stage (“the tourist is an agent, considered from a dynamic point of view, an acting person, involved in a narrative process”). This is in fact more conspicuous in the pre-trip stage. It is the tourists which are on the post-trip stage that act as tourism promoters upon those who are in the pre-trip stage. From this it is possible to identify the dominant mediums in each stage. Obviously, these vary according to the type of tourist and trip in which they engage.

Rojek (1997) spoke of speculation and journeying to an inner world in which landscapes explored through cultural metaphors, allegories and fabrications. He argues that travel experience involves a journey through

space and through an internal landscape, sculpture by personal experience and cultural influences. Rojek (1997) provided three important concepts that help us to understand the complex process of landscape imagery: indexing of representation, files of representation and the dragging of elements from files. The process of indexing refers to the set of visual textual and symbolic landscape representations, and for tourist destination this includes a range of signs, images and symbols which make landscapes familiar. Rojek's went on to demonstrate that files of representation are the mediums and conventions associated with the signifying of texts, ranging from travel flyers to novels and poems, dramatic and cinematic traditions and television.

2.10: Selling Places

Place promotion has increasingly developed since the start of mass tourism in the mid 20th Century and has become a highly technological and complex business involving enormous financial resources: (Gold and Gold, 1995).

"Investment in consumption spectacles, the selling of images of places, competition over the definition of cultural and symbolic capital, the revival of vernacular traditions associated with places, all becomes conflated in inter place competition." (Harvey,1993, p.8). This also relates to imagery as Hassael found that and is quoted in Riley and Van Doren, (1992, p.267), argues that consumers are exposed to a range from 250 to 2000 print and broadcast advertisements each day:

McHaffie (1997; p3) pointed out that "everything from views through the US space program to synthetic, airbrushed representations produced by graphic artists, and a plethora of other cartographic 'fragments' assault the reader at every turn."

Selecting the effective media channels is a difficult task that promoters must face. Pratkanis (in Kotler et al 1993 p.174) notes that in the US alone there are 11,238 magazines, 482 newspapers, 9,871 radio stations, and 1,220 television stations. Issues surrounding the thematic of place and landscape promotion and marketing have been high in the agenda of geographers in the 1990s. To evidence this interest there is a series of edited books published at the end of the 1980s and during the 1990s. To illustrate these see Goodall and Ashworth (1988), Ashworth's and Voogd (1990), Philo and Kearns and (1993b), Kotler, et al. (1993), Gold and Ward (1994) and Gold and Gold (1995).

Burgess (1990, pp.139-140) has argued that place promotion must be seen as part of a culturally defined system of communication in which "meanings are encoded and decoded by specialist groups of producers and decoded in many different ways by the groups who constitute the audiences for those products". This approach highlighted three fundamental aspects of place promotion: production, the encoded meanings of the messages, and consumption. The production system, that is, place promotion as the expression or manifestation of the specific needs of the communicators within a social and political system, is a critical aspect of place promotion. Competition between products is often based more upon values than products. Several companies have been trying, some with remarkable success, to associate their products with certain attitudes and values. This is particularly important in products that offer basically the same thing, as goods become valued less for their material qualities than for the messages they communicate. This supports the relevancy to promoting tourist destinations.

Advertising, on the other hand, offers a range of pleasures from the simple desire for a product and its associated 'lifestyle' to more complex pleasures such as the enjoyment of an 'in-joke' and other forms of audience participation. Advertisers seek to enhance these pleasures through the use of complex narrative structures such as mini soap operas and intertextual references to previous well-known advertisements

(Jackson and Taylor, 1996). Tourism products are increasingly similar to each other in what they offer homogenised landscapes. Hence, the emphasis of promoters has been placed upon the creation of images; places that offer similar tourist experiences have tried to emphasise historical or culturally unique characteristics. The attempts that have been made to associate tourism destinations with certain attitudes or values are noticeable and this is certainly true for countries and regions: certain tourism destinations are 'worth more' for what it represents to be there, than for 'what they actually are'. The author agrees with this, as she has experienced such issues during this research work.

The messages of the media and the focus on the manifest or latent meanings on the encoded messages are the second aspect of place promotion. Promotion is positive and upbeat, and whatever the product or destination is, it is always identified with the good and not the bad, comedy not tragedy, life not death (Wernick, 1991). In projecting commodities, advertisements redefine as soluble through consumption any negativity which clings to the process of capitalist production as such. However, it is important to recognise that advertisers are themselves aware of the danger of consumers becoming increasingly alienated and 'desensitised' by advertising (Jackson and Taylor, 1996). The active and dynamic role of audience consumption is the third aspect of place promotion. Burgess (1990) stressed the fact that encoding and decoding producers cannot be understood as having equivalence, as audiences must be perceived to be dynamic and having interpretive skills. This idea has been previously emphasised by Bourdieu (in Goss, 1993b) and the author endorses this. Advertising does not have to directly instruct its audience, but needs only to highlight potential correspondences or homologies between the commodity and common cultural symbols. Contemporary consumers are expected to have accumulated a considerable reservoir of cultural knowledge and acquire the skills necessary to interpret complex texts and subtle rhetorical devices used to elicit cultural meaning. Jackson and Taylor (1996) share this idea, and they add that due to the growing sophistication of contemporary audiences

there is the need to conceptualise the public as active, knowledgeable subjects rather than as passive, undifferentiated, inferior, and receptive and an easily manipulated mass. Jackson and Taylor observed that "tourists construct a montage of information in order to formulate images of tourist destinations despite their awareness of the fact that several of these images may be biased as they result from commercial promotion".

National Tourism Organisations, for example, continue to spend enormous sums of public resources in-advertisement without having an approximate estimate of how effective their promotion really is. NTO's surveys of tourists are usually a quantitative nature and simplistic in their approach to landscape imagery. In other words, the decoding processes of tourism promotion have not been high in the agenda of both official tourism organisations and researchers. In fact, Thrift and Glennie (1993) argue that the power of advertising in general, as a producer of consumer demand has been consistently overestimated.

Place promotion is an important tool in the production and transformation of places, but the ways in which the meanings associated with promotion influence people involves reflective interpretation. However, the same event or object will mean different things to different people. Reactions to television advertising are shaped not only by intentions of brand managers and producers, but also by what consumers, bring to interpretations of particular advertisements.

The tourism industry reproduces and reinforces dominant interpretations of reality, and 'bombards' potential customers with images that convert consumer goods and services into seductive tokens of psychological and social value. These representations include a sufficient degree of novelty to capture audience attention by classifying and coding the entertainment, and predisposing consumers on how to interpret it. This Briton (1991) refers to as the culture of consumption and advertising tourism is perceived as an aspect of co- modification. Thus tourism landscapes are increasingly being commoditised and associated with non-commercially

created attractions or events. Signs, symbols and images are overwhelmingly visual and come to be attached to tourism landscapes which are paid for.

2.11: The Heritage Industry

Central to the selling of places is often a conscious and deliberate manipulation of culture and history. According to Philo and Kearns (1993b), history, and its manipulation, is also of paramount importance in the selling of places. In this section the investigation is on some of the most pertinent aspects of the representations of landscapes of the past, the growth of the so-called heritage industry, and the manipulation of culture and history in selling places, focusing especially on rural areas. The principal objective is to illustrate how the heritage industry plays an important part in the production of places and to suggest that it has a critical role in the construction of marginality. In the past two decades there has been a huge expansion in sites purporting to be representations of the past, which has been termed the heritage boom (Hewison, 1987, Urry, 1992 and Walsh, 1992). These sites include a wide range of open-air museums, heritage centres which use new technologies to produce multi-media experiences, and other established museums which decided to adopt some of the representational techniques developed by heritage attractions (Walsh, 1992).

According to Philo and Kearns (1993b), history has been implicated in the selling of places in three different ways. Firstly, there has been an integration of historical events into powerful statements about a local history full of initiative and enterprise, which projects local spaces into an exciting and prosperous local future. Secondly, there has been massive use of heroic imagery surrounding specific historical processes. Finally, historical references have been adopted in an arranged fashion in a wide range of planning practices. To Philo and Kearns the representation and staging of landscapes of the past in contemporary landscapes plays an

important part in the construction of places and identities. In this construction process, the emergence and growth of the heritage industry has been playing an increasingly vital role. A rigid line of demarcation has been established between the past on one hand, and by the heritage industry on the other (Johnson, 2000). An extensive body of tourism promotion material explicitly uses the past as its referent and further asserts that it is far superior to the present, using constant references to the myths of the Golden Ages.

Philo and Kearns (1993b) suggest that any manipulation of culture involved in the selling of places will tend also to be a manipulation of history, and the question of how the past is appropriated in the present becomes central. History and heritage should be understood as interconnected in complex ways and not separated as antagonistic. Heritage can be understood as history processed through mythology, ideology, nationalism, local pride, romantic ideas or just marketing it into a commodity. An ancient past is therefore often constructed by tourism promoters. This is often related to questions of authenticity and as MacCannell (1976, p.3) has suggested, "for moderns, reality and authenticity are thought to be elsewhere: in other historical periods and other cultures, in purer simpler lifestyles in these countries". Hobsbawm and Ranger (1983) suggest that heritage forges a link with the past in order to justify present and future ideals, and often traditions are not as old as they claim to be. Even when they are created out of an ancient past, it is only in relation to the present. "They state as the past grows around us and receives more and more care and attention, it becomes more and more attractive, and the present correspondingly less so".

2.12: Hyperreality

Hyperreality refers to the unrealistic nature of so called "realistic representations". This has been defined by Baudrillard (1983) as the 'third order of simulacra'. Baudrillard argued that the 'first order of simulacra'

appeared in the post-Renaissance artificial world of signs such as the theatre, fashion and baroque art. The 'second order' of simulacra concerns the mechanical reproduction of the industrial simulacrum; the series of mass objects which appeared in the Industrial Revolution. In the third order the technique of reproduction detaches the reproduced object from the dominate tradition.

The 'third order' of simulacra, or hyperreality, represents the stage where simulation models actually constitute the world and the distinction between real and unreal is imperceptible or invalid. Baudrillard (1983) adds that landscapes appear as photography, women as the sexual scenario, thoughts as writing, terrorism as fashion and the media and events as television. In this world the image has more substantive effect than reality – it is hyperreal (Goss, 1993b). This has a capitalistic notion as Harvey (1989, p.287) stresses "capitalism is now predominantly concerned with the production of sign systems, rather than with commodities themselves".

The rise of mass culture is associated with the vast multiplication of various institutions devoted to communication and to the growth of modes of representation has been to such an extent that Baudrillard (1983) has pointed out, we live in a time when the density of the sign world has been augmented to such a degree that it may be impossible to determine where fact ends and fiction begins. Tourists are faced with different geographical landscapes labelled and ready for consumption. To a large degree, Egypt, India and Turkey are also dislocated, transformed and inauthentic places. These companies can, according to Slater (2000), design, manufacture, ship and install a unit in nearly any part of the globe within, on average, three months.

The discrepancy, the gap, between the tourism representations of landscapes and 'reality' can be understood as hyperreal in the sense that it may be totally detached from the 'real'. Within the context of the heritage industry, 'reality' has been overtaken by its image, the real is no longer real, and absolute unreality is offered as real presence (Eco, 1987).

Furthermore, the hyperreal world often corresponds much more to what tourists' desire than 'reality'.

Tourists are probably semioticians, as they read the landscape through pre-established notions or signs derived from various discourses of travel and tourism. In Urry's (1990, p.3) words:

"Places are chosen to be gazed upon because there is anticipation, especially through daydreaming and fantasy, of intense pleasures, either on a different scale or involving different senses from those customarily encountered. Such anticipation is constructed and sustained through a variety of non-tourist practices, such as films, TV, literature, magazines, records and videos, which construct and reinforce that gaze."

The reading of landscapes is a political act and unless one can penetrate well beyond the superficial obviousness into one or more secret histories of landscapes, naïve readings will be made (Duncan and Duncan, 1993). People's geographical imagination does not necessarily reveal their behaviour patterns towards a particular place. Krippendorf (1994) drew attention to the contradiction that exists between tourist motives, involving the desire for peace and something different from their normal setting and actual tourist behaviour, which for many holiday makers tends to be focused in congested resorts. Furthermore, having arrived at the scene of their dreams, many tourists behave in much the same way as they do at home, and the break with routine is functional and spatial (Krippendorf, 1994). Hyperreality is also evident in the links that are established between the unrealistic nature of tourism representations and the tourists' experiences.

2.13: The Role of Imagery in Promoting Tourist Destination

Many researchers such as Castro et al. 2007; Enright and Newton, 2004; Hosany et al.2006 and Pike (2002) state that marketing of tourist

destinations has recently become an important field to research. In particular, the image of a destination has become a very important issue in the marketing research in the tourism industry. Such research is increasingly important because the image of a destination is an essential factor in influencing tourist satisfaction and choices (see Castro et al., 2007; Han, 1990 and Joppe et al.2001).

The role of the body of literature on promoting tourism destination image has been described by Reynolds (1965, p. 70) who puts forward how the word image is used as equivalent to reputation, "what people believe about a person or an institution, *versus* character, what the person or institution actually is." He also described the formation of image as "the development of a mental construct based upon a few impressions chosen from a flood of information".

Echtner and Ritchie (2003) argued that visiting the destination image will be affected and modified based upon first hand information and experience. Tapachai and Waryszak (2000) discussed how the collection of this information that the consumer creates of an image or mental prototype will represent the travel experience. According to Gallarza et al (2002) in the tourism services, the images become more important than reality; and the tourism destination images projected in information space will influence the destination images as perceived by consumers. Such generally accepted states are based on attributes, functional consequences and the symbolic meanings that consumers associate with a specific destination or service, (see Echtner and Ritchie (1993) and Padgett and Allen (1997)).

Tourist destinations use promotion and marketing communication strategy to influence destination image. Narratives and visuals for example, are used to create meaning in the market; deploying media and information and communication technology (see Beerli and Martín (2004b), Fridgen (1984), and Gartner (1993)). As enablers like Magala (2001) described,

that destinations can influence image formation indirectly through secondary place interactions with consumers. These are facilitated by intermediaries and produced imagination. Fairweather and Swaffield (2002, p. 293) found that “destination image sets up criteria for negative evaluation, where the promotional image is largely skewed towards a set of favourable experiences. When visitors encounter settings or experiences that differ markedly from their expectations, their evaluations can be very negative.”

The body of literature on destination image has been given an overview by Gallarza et al (2002) and Pike (2002). They showed that many studies have concentrated on the relationship between destination image and many variables. These variables included destination preference and visitation intention; destination familiarity and the impact of previous visitation; tourists' geographical locations; trip purpose; situational or temporal influences; the image as projected by the destination; and tourists' demographic variables. Baloglu and McCleary (1999, p. 869) suggested that “most studies have largely focused on its static structure by examining the relationship between image and behavior”.

To summarise, any destination image or tourism promotion projected by the local tourism industry should be anchored to some extent on a true destination identity as supported by Go, et al. (2004); Noordman (2004) and Onians (1998). This tourism development strategy formulates a tourism ‘product,’ commercialising the offer using this identity and the authenticity of place whether virtual or real (see Cohen 1988; Cohen-Hattab and Kerber 2004 and MacCannell 1973). It results in projected tourism destination image through the use of planned marketing and communication or vicarious experiences. Gartner (1993, pp. 197–201) calls these “induced destination image formation agents” (“overt” and “covert”). The interactive nature of the Internet can add whole new dimensions to the possibilities of projecting these destination images. First of all, if the tourism product and the way it is communicated are not in line with the destination's identity, it can create a tourism development strategy

gap. Secondly, promotional images and secondary place interactions form the basis for a perceived destination image in the mind of the consumer prior to the visit. This is mediated by the person's identity (Baloglu and McCleary 1999; MacKay and Fesenmaier 2000; Sirgy and Su 2000), potential temporal environmental or situational influences (Gartner and Hunt 1987) or autonomous agents, (Gartner 1993, 201–203). Direct or indirect interaction with other consumers through word of mouth (Riedl et al. 2002), or solicited or unsolicited organic agents (Gartner's (1993) are also important. Such interactions result in knowledge about a particular destination and, in turn, set the tourist's expectations of quality. The level to which these expectations are met during the actual tourism experience is referred to as tourist satisfaction (see for example Chon 1990 and Govers and Go 1999). The tourist specification gap can also occur when expectations are not met due to specified, but unrealistic tourist demands that are based on an idealistic perceived destination image. In this case, Govers and Go 1999 argue that the actual tourism experience typically causes the perceived destination image to re-align with the perceived reality.

2.14: Summary

Leisure and recreational practices are one of the main ways in which people make 'maps of meaning' of everyday worlds. As the complexity of tourism products and services on offer increases, the amount of knowledge and self-investment required from tourists grows. The search for authenticity is based on a constant flow of reliable, authoritative information, such as alternative travel guides and particular television programs. Increasingly, tourists have more sophisticated images of the places they visit and are therefore more critical of what is presented to them. Hence Uzzell (1984) suggests, tourists are active participants in creation of ideology and myth, despite being seduced and manipulated by the representations of tourism destinations' advertisers. Consumption has become more skilled as in a sense everyone is nowadays a hermeneutist,

reading and interpreting the extraordinary rich and diverse array of signs and images which can be assembled and reassembled almost instantaneously (Lash and Urry, 1994).

The major idea to retain is the complexity of geographical imagination. The ways in which people construct their perceptions and understandings of places, landscapes and environments is extremely intricate and based upon a myriad of sources. Despite this complexity at an individual level, places acquire certain meanings, which are shared by groups of people. Not only places, but also the meanings ascribed to places, are socially constructed. The meanings, myths and images associated with particular places and landscapes are constantly changing and often in conflict. Place promotion, a central aspect in tourism, should be regarded not only from its production side, the encoding of messages, but also from its consumption side, that is the ways in which audiences decode the meanings that promoters attempt to associate with places. In the context of tourism, and in an ever-increasing competition between places, it is important to stress the many ways in which places are commodified and associated with events and symbols.

The growth of the heritage industry has played a significant role in this process of creating tourism spaces. This may be because nostalgia associated with a recent past dominated by rurality and agriculture. This in turn contributes to the construction of marginality in peripheral areas. The simplification and fantasy-nature of many these displays can be regarded as hyperreal, in the sense that they are almost completely detached from the 'real'. This must also be understood in the context of an environment that is increasingly competitive in the search of visitors and of a share of tourism revenue. It is also important to note that frequently places change physically faster than the meanings associated with them. In setting these expectations which might effect satisfaction the role of image, communication and personal variables attributed to individuals are important.

CHAPTER THREE

Research Methodology and Methods

3.0: Introduction

The purpose of this chapter is to justify and explain the methodology and methods used to achieve the research objectives of this study. Discussed in this chapter explains the research approach, the study area, selection of sample and data, and data analysis procedures used. The study attempted to investigate how image of tourist destinations influences expectations of cultural and heritage destination. The study also aimed to identifying the relationship between destination attributes and tourists' overall satisfaction. The study is focused on the well educated more affluent sector of the tourist market which the researcher believes would be target audience for tourist companies who market using cultural and heritage images.

The chapter begins with an overview of the research mythology supporting this research and then goes on to provide a detailed analysis of the research followed in the thesis.

3.1: Research Methodology

To undertake this research a mixed methods approach was used, which as Bryman and Cramer (2001) and Crang (1997) show is popular within tourism studies. In this research a strong positive approach to surveying potential tourists and those who have experienced the destination is taken. This is also complemented by a qualitative approach to add both contextualisation and depth. In the qualitative path the main data collection and information processing is by use of interviews these are then processed using the post modern approach of discourse analysis.

Bryman (1989) and Easterby-Smith et al (1991) debate that the choice of a particular research methodology is influenced by several factors. These factors consist of the type of the research questions (such as “what,” “how,” “who,” “why,”), each of which requires different research designs to adequately answer them (Yin 1994); the nature of the phenomenon under study, (Eisenhardt 1989); the extent of control required over behavioural events in the research context (Yin 1994); and the researcher's own philosophical stance. The last factor refers to how the researcher understands the nature of social reality and how knowledge of that reality can be gained; this is discussed further by Blaikie (1993) and Tsoukas (1989).

The research methods are usually approached and analysed at different levels starting with the basic level which covers the philosophy adopted for the research (see Clarke, 1998). According to Polit et al. (2001) the methodological differences most frequently cited lie in the distinctions between the philosophical traditions of positivism which are associated with the quantitative research and the post positivist philosophy represented by the qualitative research approach.

The basis for research paradigms chosen are methodology, epistemology and ontology (Neuman, 2003; Guba and Lincoln 1994). Ontology, according to Neuman, deals with what exists and the nature of the world while epistemology is a theory of knowing and how we acquire knowledge of the external reality. Mingers and Gill (1997) summarise the two acceptable epistemologies that are valid when conducting research, namely positive, and interpretive as follows:

1. Hard (positivist) which treats the organisational world as objective and the same as the natural world;
2. Soft (interpretivist) which treats human organisations as fundamentally different, based on subjective meaning and interpretation.

The positivist school of thought assumes that things can be studied as hard facts and the relationship between these facts can be established as scientific laws (Smith 1998). The basic reasoning of positivism assumes that an objective reality exists which is independent of human behaviour and is therefore not a creation of the human mind (Crossan, 2003).

According to Martin and Richards (1994) nature is assumed to hold a unique truth and the current position of scientific knowledge is believed to be the best available estimate of that truth. There is no need to examine why scientists believe what they believe, because there are assumed to be no social factors intervening between nature and the scientific truth. Those who contradict these revelations of nature are treated differently and it is assumed that there must be some social explanation for their particular behaviour.

Researchers following the positivism paradigm approach the problem solving of the issue at hand by formulating hypotheses that are subjected to empirical testing through quantitative methods (Buttery, 1991). Such methods help establish an objective, value free and clear interpretation of the reality (see Guba and Lincoln, 1994 for discussion).

The interpretivist approach stands on the other extreme view of approaches to the problem at hand as it is subjective and interpretivists "contend that only through the subjective interpretation and intervention in reality can that reality be fully understood" (Davidson, 1980). Interpretivists believe that reality is not objectively determined, but is socially constructed. The fundamental assumption is that by the right placement of people in their social contexts, there is greater opportunity to understand the perceptions they have of their own activities (Hussey and Hussey, 1997). By its nature, interpretivism promotes the value of qualitative data in pursuit of knowledge. In essence, this research paradigm is concerned with the individuality of a particular problem or situation which contributes to the underlying the pursuit of contextual depth (see Myers, 2002). Hussey and Hussey (1997) summarised the

main differences between the positive and the interpretivists paradigms. They point out that interpretivist approaches usually have small sample sizes, have high involvement of the researcher and are very subjective when compared to the positivist approach.

The underlying epistemology guiding this investigation into tourism satisfaction falls broadly into the positivist and interpretivist paradigms (see Myers 1994; Clarke 2000). This research into the way in which tourist expectations may be influenced by viewing images of locations and, it is argued that this might be a determinant of satisfaction, is approached from a positivist perspective as it is consistent with the nature of the topic. Saunders *et al.* (1997) argues that this approach is preferred because it makes for the economic collection of data; clear theoretical focus of research; control of the research by the researcher; and provides easily comparable data.

In addition, this research intends by answering a series of research questions to explore and build a model of tourist satisfaction. To do this the researcher considers that a survey based approach is more likely to produce answers to these questions than say a solely observational study. The issue of thoroughness provided by the positivist perspective is relevant for this research to ensure that the study generates findings which are sound, adequate, and able to be evaluated according to accepted standards.

Therefore, this research falls within the positivistic paradigm rather than interpretivistic paradigm as the intention is to investigate how satisfaction might be influenced by expectation which the research proposes are in turn influenced by images viewed by potential tourists. The central hypotheses will be constructed from a thorough investigation of the literature in the field. The hypotheses will then be tested by using data collected from a questionnaire developed out of earlier published studies. Accordingly, a model will be constructed of how image may act to determine satisfaction along with a set of untested (unexamined) other

factors. In this the researcher will attempt to remain detached from the problem realm and so avoids introducing personal biases. This follows the recommendation by Hussey and Hussey (1997).

The researcher also studied tourism as an observer (sometimes as a participant) of the situation and will attempt to remain neutral throughout the research. Additionally a series of more qualitative interviews were taken to allow triangulation with the positivistic approach by allow the entry from methods of critical realism.

3.2: Research Methods

There are six distinct phases to the research followed in this thesis. These are to:

1. Establish that culture and heritage are used to market the developing countries to high social status groups.
2. Select images of places and to determine and find the appeal of commonly used places.
3. Conduct pre visit questionnaires and interviews.
4. Conduct post visit questionnaires and interviews.
5. In parallel with phases 3 and 4 there will also be validation activity
6. Results and conclusion will then be drawn.

The process is illustrated in Figure 3.1.

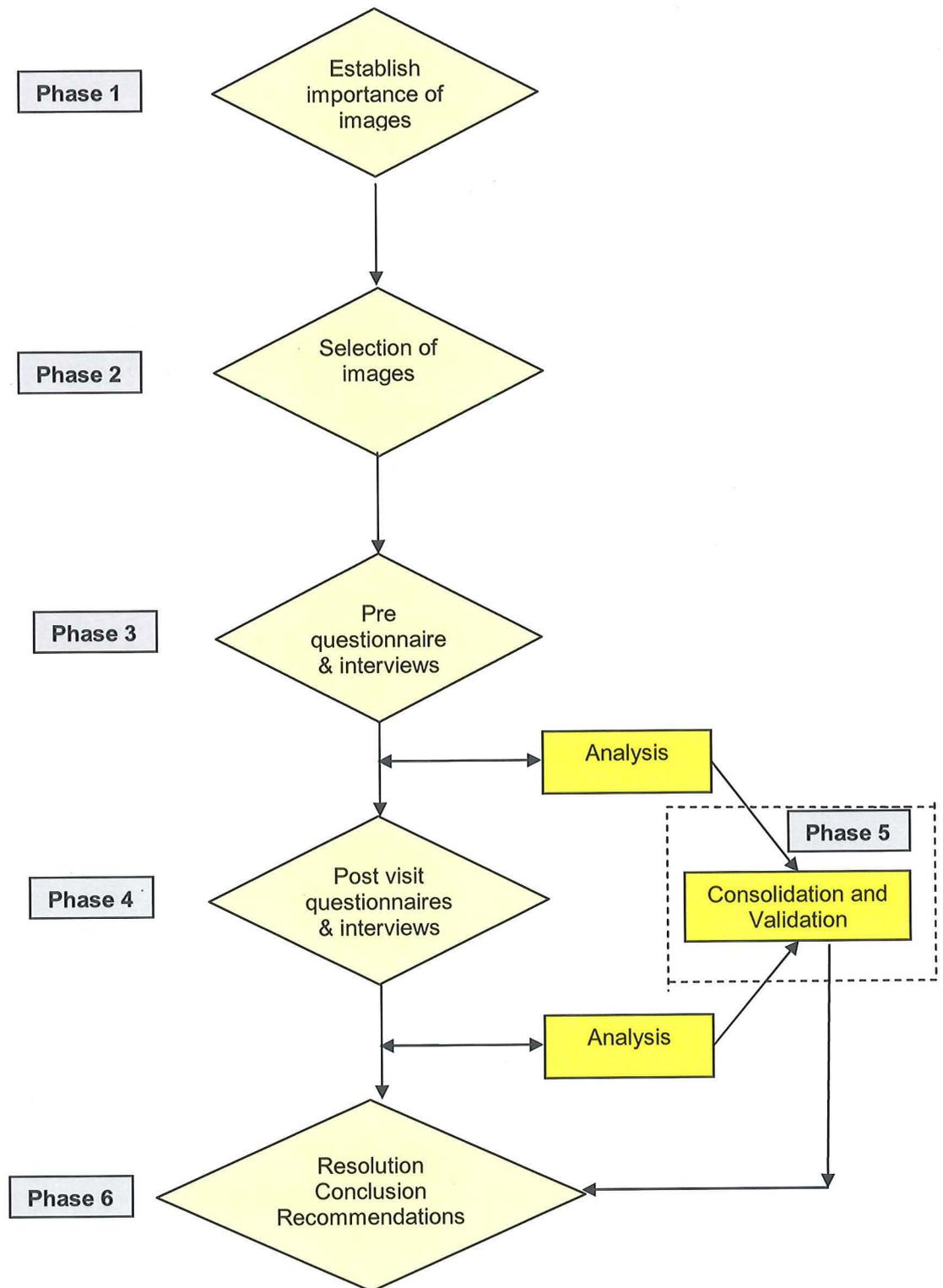


Figure 3.1: Outline of the research design

3.3: Research Framework

The purpose of this study is to identify the relationships between expectations formed attributes and tourists' satisfaction. The aim was to analyse the differences in the attributes and to investigate how destination images influenced tourists' overall satisfaction. In doing this the tourists' socio economic characteristics were controlled. The prior belief is displayed in Figure 3.2. The attributes of the study were then selected from a review of the related tourism literature.

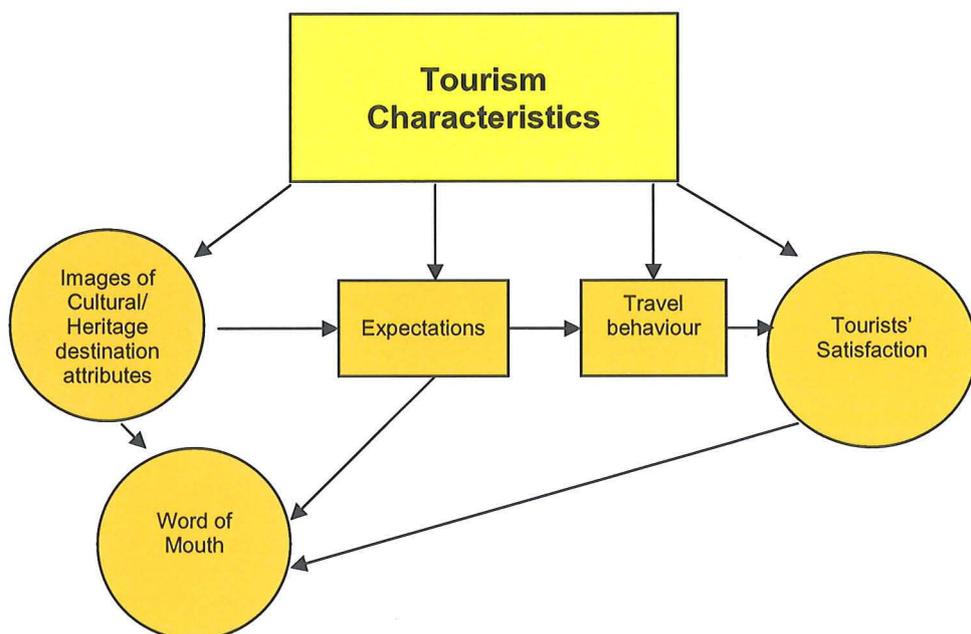


Figure 3.2: Model of the study

3.4: Hypothesis

According to Fitzpatrick et al., (1998) identifying the hypothesis is the heart of any deductive research and its importance lies in clarifying the research problem. This also helps to inform the data collection strategy to answer the research questions identified and reveal and uncover new dimensions in terms of tourism in the third world countries. The main hypothesis of this research is as follows:

“If the culture and heritage of a country are truthfully and honestly conveyed through advertising images then expectations of tourists are formed on firmer foundations and their ultimate satisfaction will be enhanced”.

In exploring this hypothesis the focus is on developing countries as it is argued effective tourism strategies are essential to the development of their economies. A further focus is specifically to attract affluent well educated tourists who it is assumed will find cultural and heritage based experiences attractive. This then leads to a series of research questions which are listed in the next section.

3.5: Research Questions

The following are the questions explored through the survey in an attempt to fulfil the hypothesis stated in the previous section.

1. Are images of culture and heritage used to promote areas as holiday destinations to well educated and affluent sectors of the tourist market?
2. To what degree are these images representative of the holiday destination?
3. Which image is the most attractive and why? Similarly which images are considered unattractive and why?

4. How do these images influence expectations?
5. What are the expectations in terms of: accommodation, history, sightseeing, wild life, culture, sport, food, safety, security, attitude of locals and others?
6. How have images contributed to the satisfaction experienced by tourists?

3.6: Underlying Premise

The research is fundamentally attempting to investigate that if the gap between expectations as formed by exposure to images and actual experience is small then satisfaction will result. This approach emanates from the basis of the SERVQUAL model which was developed by Zeithaml et al. (1990, 1996) and their many followers such as McCabe et al. (2007), Baker and Crompton (2000), Buttle (1996).and Lee and Hing (1995) This approach has been applied to many tourist orientated services from airlines and airports (see Cheng et al. 2008, Pakdil and Aydin, 2007 and Yeh and Kuo, 2003) to hotels (see McCain et al. 2005 and Hsieh et al., 2008). Of particular relevance to this research is the work by Chen and Chen (2009) which explicitly used the SERVQUAL approach to study the impact and effectiveness of images in heritage based tourism.

In tourism Um et al. (2006) found that SERVQUAL can be used to predict the likelihood of tourists making return visit. Thus there is a background of research which supports the research design and methods to be followed in this thesis.

3.7: Research Design

This research adopts a case study approach in that three countries from the developing world will be selected and images associated with those explored. The countries selected are Egypt, India and Turkey. The rationale for the choice of these countries is that Egypt has for UK tourists a long history of trips to explore culture and heritage and India is similar

but has undergone recent massification. Turkey is chosen, realising that it is more developed, but is not yet equitable to first world countries and while having a rich cultural and heritage, Turkey is promoted more on concepts of sun, relaxation and cheapness and might be less appealing to the well educated affluent strata.

In all these countries tourism is growing and is a critical to the economic strategic plans of these countries. In Figure 3.3a the growth of tourism in these countries is displayed using data extracted from the UNTWO World Tourism Barometer (2007).

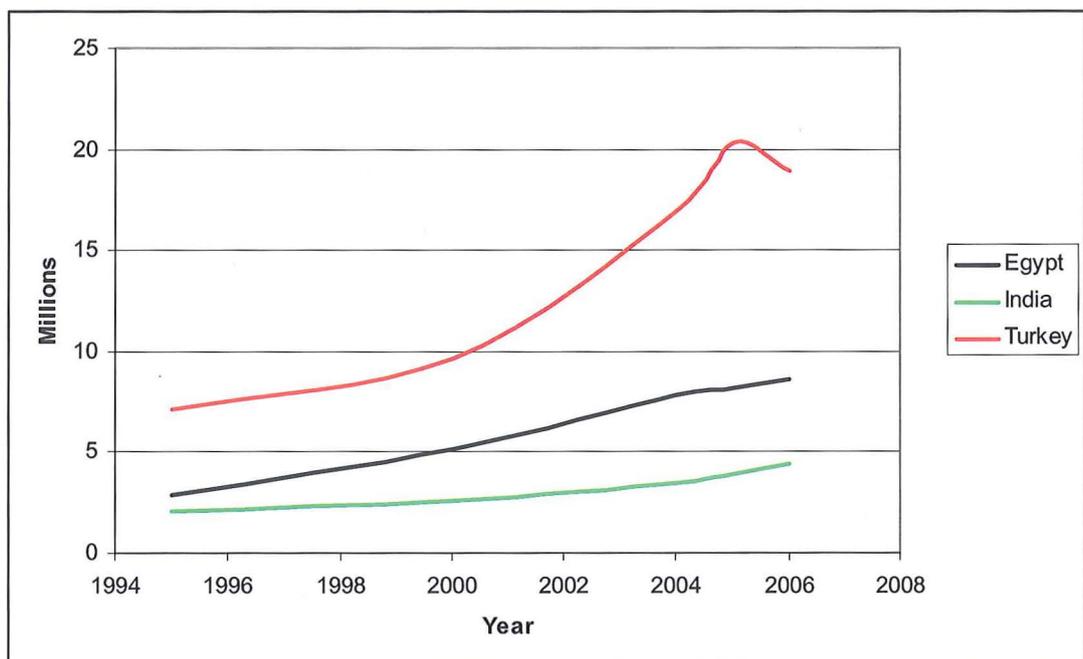


Figure 3.3a: Tourist arrivals (millions) by country of destination

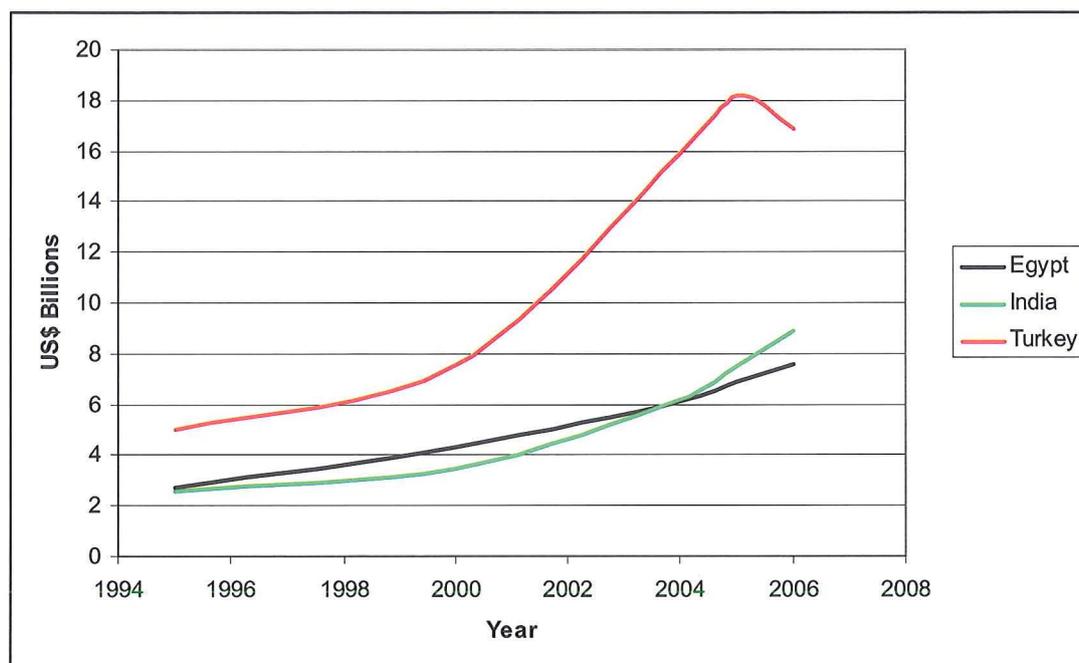


Figure 3.3b: Tourism receipts in billions of US dollars

From these figures it is clear that tourism is important to the economy of Turkey even although its growth may have peaked. Egypt seems to be growing steadily but from a low base; tourism in India is starting to show signs of exponential growth. In both these two countries tourism is an important source of hard foreign currency. In Table 3.1 the contribution which tourism made to these countries in 2006 is displayed, and it is clear the contribution is substantial, although it is less for India indicating substantial opportunities for development.

Table 3.1: Tourism's contribution to the case countries

Country	Contribution to GDP in US\$ millions (% of total GDP)	Contribution to employment in 1,000s (% of total employment)
Egypt	15,850 (15.0%)	2,472 (12.6%)
India	41,771 (5.3%)	24,349 (5.4%)
Turkey	52,220 (13.5%)	1,710 (7.8%)

Source: World Economic Forum, 2007.

Following the design outlined in Figure 3.1 the phases are now elaborated.

In the first phase of the research, a content analysis is conducted of 'quality UK newspapers', and (the number of the newspapers collected was 60 in order to determine if culture and heritage is used to promote tourism to these case countries. The second phase the researcher started with academic survey, and that was in August 2005, the researcher collected brochures from the Travel Agencies of UK, such as Thomson Summer Holiday. and selected the images which were the symbols of culture and heritage for Egypt, India and Turkey, to find out if these people interested in these images, and which one the most attractive for them, and did these people will recognised these images from their symbols of culture and heritage of each countries. A questionnaire (final version is displayed in Appendix A) was developed and piloted on 41 staff from Napier University. These steps gave confirmation of the relevance of brochure images and encouraged the researcher to proceed to the second phase. In the second phase, respondents were asked about selected images for each country, where five images were selected. In this phase, 189 participants took part in putting forward their perceptions regarding the selected images and how these might influence their expectations. This is discussed in the next chapter.

In the third phase the researcher travelled to Egypt and Turkey to share the experience with the tourists in their choice of holiday destinations. The total numbers of respondents were 115 (56 tourists for Egypt and 59 for Turkey).

As for India, it was difficult to travel and conduct interviews with tourists due to financial circumstances and shortage of time. However, the researcher managed to recruit in Scotland 41 and people who completed the questionnaire before and after travelling to India.

Details of the tourists' perceptions are presented in chapter five, which shows the expectations of the tourists from their pre-visit of their holiday destinations, and the post-visits (Refer to Appendix C for details). For the pre, and the post visit, the researcher used the same group. The sample was 156, in total. In the final phase, the interviews were conducted, as illustrated in Appendix D. The interviews investigated the opinion of the tourists regarding their holiday destinations, and comparing the relationship between the destination images.

For the 189 respondents, the process started in June 2005 by giving the questionnaires to people of various ages and backgrounds. The researcher stood in the centre of the town near an International Travel Agency as this was a good location where one would find all kinds of tourists, especially as Edinburgh is known for being busy with tourists. During this phase, questionnaires regarding the images of the advertisements of culture and heritage of Egypt, India and Turkey were distributed to find out people's perception of the advertisements.

Initially, the researcher chose five images from each country. For each set of images per country, a brief history of each image was given followed by a semiotic analysis. By this, a comparison is established between each country and its visual message to determine the most effective representation of a destination. The images symbolised the culture, history and landscape. The images were selected for each country concentrating on its most iconic pictures of heritage and culture. A questionnaire was then formed to ascertain what people thought of these images, first did they recognise the country from the image, and then how representative they thought the image was and what expectations did they feel the country gave through the image (Appendix B shows the questionnaire). 300 questionnaires were circulated where 189 (63%) completed the questionnaires; 63 for Egypt, 64 for India and 62 for Turkey. The analysis and findings in the survey are presented in chapter four.

This phase was then extended to identify tourists who were going to travel to one of the case countries to disseminate a questionnaire to find their prior expectations and then to allow re-interview as well as re-questionnaire after they returned. The plan was to identify flights with a high likelihood of tourists travelling to one of the case countries. Flights from Heathrow, Manchester, Glasgow and Edinburgh airports were identified. Permission was obtained to distribute the questionnaires, during the summer of 2006, while people were queuing to check in. Tourists were then given a questionnaire in an envelope to complete airside. Success was obtained in disseminating questionnaires to tourists travelling to Turkey and Egypt at Edinburgh and Glasgow airports. However, this approach had to be abandoned as a result of increased security concerns. To overcome this, the researcher travelled to Turkey (Oludeniz) which was the first trip that took place during the period of 'August 2006', geographically 'Oludeniz' is in the south of Turkey. The researcher chose this location because of the atmosphere of sea- sun and the richness in culture, heritage and landscape. This was also the main target for the researcher to explore the expectations of the tourists in their holiday destinations, and travelled with a group of well educated affluent tourists.

Aswan in Egypt was the next holiday destination for the author, which took place in October 2006. The reason for choosing this location was the powerful and rich influences of the images of culture, heritage and landscape directed towards the tourist. Tourists were asked while traveling to their destination and after their return.

Due to some circumstances such as financial and limited time, travel to India was abandoned and great effort was undertaken to identify tourists to India by visits to travel agents. Those travelling to India were surveyed before their travel and followed up upon their return. The total sample size of Indian tourists who were interviewed/questioned was 41. The respective instruments are displayed in Appendices C.

In summary the numbers questioned were 56 were for Egypt, 41 for India and 59 for Turkey. (In total 300 people were approached of which 52% (156) agreed to participate). In each country around 20 questionnaires were completed by structured interviewing. Using split plot testing no significant difference was found by self completed questionnaires and those completed by the researcher interviewing the respondent, (P value = 0.54). This allowed the researcher to combine interview and questionnaire data in the subsequent analysis, (analysed in chapter five).

Finally in the last stage – which severed to allow verification of findings a total of 44 people were interviewed using the interview schedule displayed in Appendix D. The interviews were in depth lasting between 40 and 120 minutes and were digitally recorded. This sample was broken down as 19 people were interviewed in regard to Egypt, 7 people for India and 18 people for Turkey these were further broken down into three age groups. The analysis of these interviews is given in chapter six.

3.8: Sample Population Demographics

The demographics of the before and after population survey are displayed in Table 3.2 for the usable results.

Table 3.2: The demographics of the sample

Country visited	Sample Size	% Female	Modal Age	% with degree or post degree qualification	% In Employment
Egypt	56	59%	51-60	92%	76%
India	41	61%	41-50	83%	92%
Turkey	59	71%	41-50	68%	97%

From Table 3.2 it can be observed that the profile is of older, highly educated and employed, so the sample will support the investigation into

the impact on people from social class I and II. For those who travelled to Egypt the number in employment was lower but this was largely a consequence of this group being older and indeed 23% of the sample was retired. Despite trying to ensure that the sample recruited had never experienced travel to the case countries it was found that ten had travelled to Egypt before, eight had travelled to India and seven had travelled to Turkey before. These people did not differ significantly from the rest of the sample and for the analysis conducted in chapters 4 and 5, nevertheless they were excluded. However, they were included in the interviews presented in chapter six.

3.9: Data Analysis

The overall construct on which the analysis is based is illustrated in Figure 3.4.

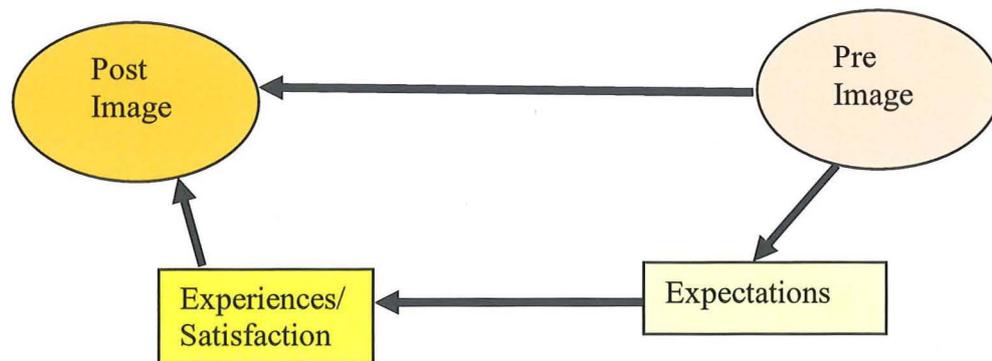


Figure 3.4: Overall layout of the analysis process

The analysis starts with examining the pre-image expectations of the tourists prior to their visits to their chosen destination. This was triangulated with another set of interviews involving the tourists' perception and experience after the visit to their destination to compare the difference between what they expected and what their actual experience involved.

The quantitative data was analysed using statistics such as frequencies, descriptive statistics, t tests, correlations, factor analysis and multivariate regression (Bryman and Cramer, 2001). In order to find out whether there

is a statistical significant difference between the pre-visit and post-visit data with the different groups of people, paired sample *t*-tests were the main method of analysis. Using factor analysis it was revealed that four factors correlated with tourists' overall satisfaction. Multiple regression analysis revealed that a relationship existed between the images of cultural and heritage destination attributes and tourists' overall satisfaction. The overall satisfaction of tourists by gender, past experience and duration of decision time to travel is then analysed. Finally, what these tourists felt about their experience of their destination holiday was investigated using qualitative methods. Based upon the results of this study several recommendations can be made to increase tourists' satisfaction level of travel to the developing world. Hence, this will generate important information for those whose business is to promote such tourism.

3.10: Summary

The study sets the premise that imagery is important to promoting tourism to developing countries and that to attract the attention of more affluent tourists' images of culture and heritage should be emphasised. To support the aeration of promotion of culture and heritage aimed at more affluent socio-economic groups a content analysis of quality broadsheet newspapers is made. Then as the nature of this research required an investigation into three destinations mainly Egypt, India and Turkey a mixture of questionnaires as well as interviews were conducted in the destinations and in the UK.

The chapter began by discussing the methodology used and research framework. The aim of the research is to explore and investigate the relationship between destination attributes and tourists' overall satisfaction, as well as tourists' travel behaviours towards the chosen destinations. One of the strengths of this research is the surveying of matched groups of tourists before and after their visit to their destinations.

The study is significant in terms of providing an in-depth insight into the perception of tourists towards the mentioned destinations as well as future outlook for such countries through the interviews and analysis. In order to carry out the research, the central hypothesis was created asserting the importance of advertising imagery in securing the satisfaction of tourists. Several research questions were identified to further explore the hypothesis and to what extent it is being applied. Data collection went through two stages: The first concerned interviewing people to find out about their opinions. The second stage consisted of a questionnaire.

In the next chapter the results and analysis of the content analysis of newspapers and the selection of images and attitude to the images is documented and assessed.

CHAPTER FOUR

Expectations and Images

4.0: Introduction

Examined in this chapter is the role of imagery from advertising and the idea behind advertising images, what people think of these different images and how these images affect their expectations. Discussed in the first part of the chapter are how data in regard to images were collected and the basis of the selection of influential images. The chapter then moves on to discuss the popularity of the images of the destination holidays based on the interviews conducted with tourists and there is an attempt to understand how these shaped expectations.

According to Gombrich (1960), pictures are windows to reality and rests on the assumption that visual perception occurs without the mediation of thought and that sensory data is simply 'emptied' directly into the mind. The interpretive work of this chapter builds on the analysis of the images encountered by potential tourists. As such, the visuals of adverts have been grounded in the semiotic theory. This is especially associated with the structural approaches of the pictures in order to resemble the object, which is grounded on the view of the landscape culture and history of the developing countries such as, Egypt, India and Turkey.

The results of Chi and Qu (2008) revealed that people have a variety of views ranging from hostility to happiness in relation to the images of place and the desire to travel. The tourists were able to link images of culture and heritage, like the images of the pyramids in Egypt, Taj Mahal in India, and the images of the landscapes to anticipated expectation. The study will also reveal how images correlated with expectations influenced how tourists perceived quality which in turn, determined the satisfaction of tourists. When tourists develop a positive view of the images, it is assumed that they then go onto experience positive influence in regard to

perceived quality and the resulting satisfaction. It is this assumption which will be tested in this thesis but first appropriate images are selected and perceptions of these examined and this is the subject of this chapter.

The approach to the study is illustrated in Figure 4.1 below.

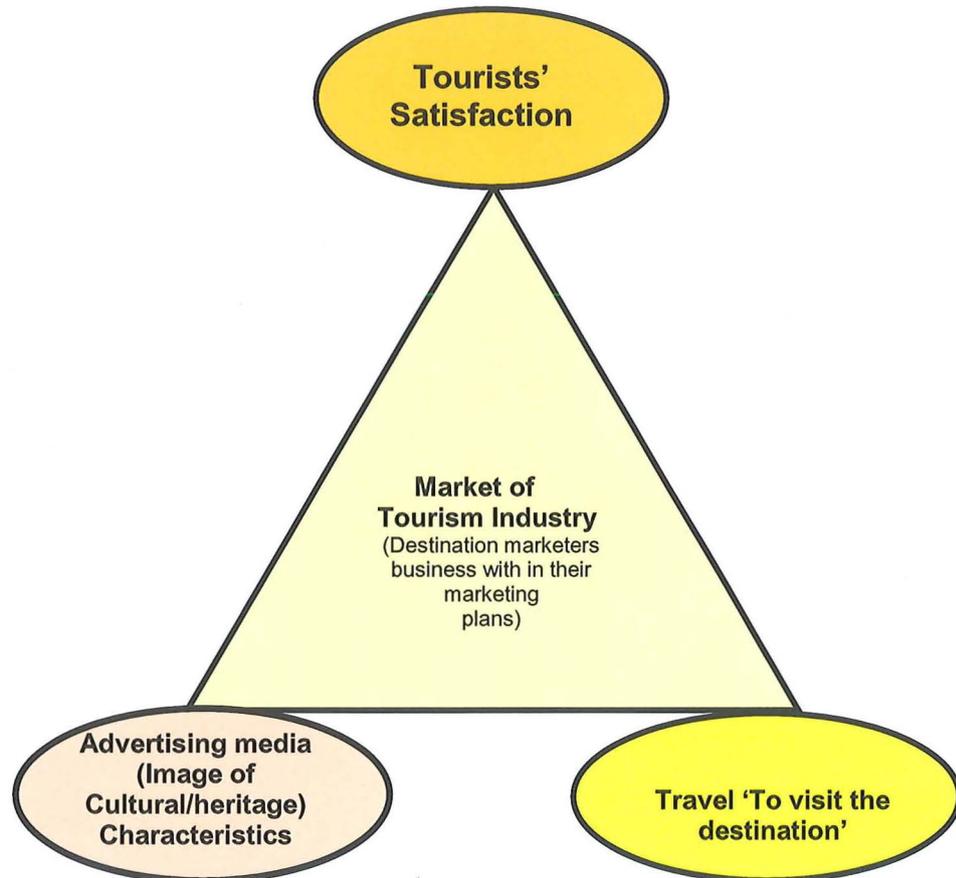


Figure 4.1 Model of the study

4.1: Data Collection

Over an eight month period newspaper holiday advertisements were collected from "quality" newspapers to provide the basis to test the underlying assumption that images of culture and heritage are used to market destinations in the developing world to well educated and affluent professionals. Advertisements were collected from travel sections and supplements of the following newspapers; Guardian, Independent, Times, Observer, Telegraph, Scotsman and Herald. Content analysis (see Bryman and Cramer, 2001, Hunter, 2008, Choi et al., 2007 and Echtner,

2002) of these advertisements was conducted and a database was created of key measures.

The database contained the source of advert, advert size, country of reference, amount of text pertaining to cultural and heritage and details of imagery. The details of imagery included size and images of culture and heritage.

4.2: Analysis of Newspaper Images

Weekend newspapers that were thought to be read by the likely market for culture/heritage holidays were reviewed over a period of eight months from March 2007 to October 2007. In each newspaper the numbers of pages devoted to holiday destinations were counted, as were the total number of holiday adverts featuring out of UK destinations. From these the percentage of each of the case study countries were counted and means calculated.

The percentage of these adverts which contained at least 30% of their images referring to culture or heritage in the case countries was then calculated. The results are displayed in Table 4.1.

In the newspapers reviewed, Egypt was featured in 4% of the adverts, India in nearly 3.5% and adverts for Turkey were less than 2%. This suggests that Turkey is perhaps not seen as appealing to the readers of "quality" newspapers. However, Egypt and India were featured less than Australia, New Zealand and the USA but amongst developing countries it was only Thailand and China which featured more. Of the advertisements for the case countries Egypt, India and Turkey respectively 48%, 34% and 19% had image content greater than 30% which stressed culture/heritage. Thus the case is made that for Egypt and India, a reasonably high amount of advertising focuses on promoting culture and heritage. For Turkey, the case is not so strong; perhaps the marketing direction of Turkey is to less affluent tourists.

Table 4.1: Content analysis of newspaper holiday destination adverts

Newspaper Supplement	Number of pages	Number of adverts	Number of adverts			Percentage of advertisements			Number Adverts with culture/heritage more than 30%		
			Egypt	India	Turkey	Egypt	India	Turkey	Egypt	India	Turkey
The Scotsman magazine 31/3/7	10	4	0	0	0	0.00	0.00		0	0	0
The Times 19/4/7	50	44	1	5	0	2.27	11.36		0	1	0
Guardian 28/4/7	18	31	1	3	1	3.23	9.68		0	1	0
The Independent 28/4/7	28	15	0	1	0	0.00	6.67	3.85	0	8	0
The Daily Telegraph 28/4/7	24	49	1	2	0	2.04	4.08	0.00	1	0	0
Sunday Times 6/5/7	24	26	0	1	1	0.00	3.85	3.33	0	1	1
The Times 13/5/7	40	60	5	5	2	8.33	8.33	3.23	0	1	0
The Independent 19/5/7	44	41	0	1	0	0.00	2.44	0.00	0	1	0
The Daily Telegraph 19/5/7	24	35	2	3	0	5.71	8.57	3.03	1	0	0
The Times 26/5/7	44	33	1	1	1	3.03	3.03	0.00	0	1	0
The Daily Telegraph 26/5/7	22	74	1	4	1	1.35	5.41	0.00	0	2	0
The Times 2/6/7	44	37	0	3	0	0.00	8.11	0.00	0	0	0
The Independent 9/6/7	32	38	0	2	0	0.00	5.26	0.00	0	1	0
The Times 10/6/7	32	40	2	1	2	5.00	2.50	0.00	0	1	0

Newspaper Supplement	Number of pages	Number of adverts	Number of adverts			Percentage of advertisements			Number Adverts with culture/heritage more than 30%		
			Egypt	India	Turkey	Egypt	India	Turkey	Egypt	India	Turkey
The Daily Telegraph 14/6/7	20	69	3	4	1	4.35	5.80	0.00	0	1	0
The Independent 16/6/7	28	13	0	1	0	0.00	7.69	3.03	0	1	0
The Times 16/6/7	60	33	3	4	1	9.09	12.12	0.00	0	1	0
The Daily Telegraph 16/6/7	22	70	1	3	1	1.43	4.29	1.43	2	2	1
Guardian 23/6/7	18	37	1	3	0	2.70	8.11	5.00	2	0	0
The Independent 23/6/7	40	15	1	1	0	6.67	6.67	3.03	0	0	0
The Scotsman 23/6/7	14	4	1	0	0	25.00	0.00	2.70	0	0	0
The Daily Telegraph 23/6/7	28	40	3	2	0	7.50	5.00	6.67	0	0	0
Sunday Times 24/6/7	24	30	0	0	2	0.00	0.00	3.03	1	0	0
Sunday Male 24/6/7	5	6	0	0	0	0.00	0.00	2.67	0	0	0
The Scotsman 26 /6/7	11	5	0	0	0	0.00	0.00	0.00	2	0	0
Sunday Times 30/6/7	5	6	0	0	0	0.00	0.00		1	2	1
The Independent 14/7/7	32	31	0	0	0	0.00	0.00		0	1	0
Guardian 14/7/7	16	42	1	3	0	2.38	7.14	2.38	1	1	1
The Daily Telegraph 1/8/7	24	43	2	6	1	4.65	13.95	2.22	3	3	2
Guardian 4/8/7	14	74	3	4	1	4.05	5.41	0.00	1	0	0

Newspaper Supplement	Number of pages	Number of adverts	Number of adverts			Percentage of advertisements			Number Adverts with culture/heritage more than 30%		
			Egypt	India	Turkey	Egypt	India	Turkey	Egypt	India	Turkey
The Independent 4/8/7	24	9	0	2	0	0.00	22.22	1.35	2	0	0
Guardian 11/8/7	14	33	1	1	1	3.03	3.03		1	3	0
The Times 14/8/7	44	31	4	1	1	12.90	3.23		2	0	0
The Times 14/8/7	44	31	4	1	1	12.90	3.23		0	0	0
The Times 18/8/7	24	37	1	2	1	2.70	5.41	3.23	1	1	0
Guardian 18/8/7	16	33	1	5	0	3.03	15.15		1	0	0
The Daily Telegraph 18/8/7	24	42	2	2	1	4.76	4.76	2.70	2	2	0
The Daily Telegraph 25/8/7	20	75	3	1	2	4.00	1.33	0.00	1	2	0
The Daily Telegraph 29/8/7	24	45	2	9	1	4.44	20.00	0.00	2	1	0
The Scotsman 1/9/7	24	37	2	0	0	5.41	0.00	0.00	2	4	0
The Scotsman 1/9/7	6	7	0	0	0	0.00	0.00	2.67	1	1	0
The Sunday Telegraph 2/9/7	12	33	3	4	0	9.09	12.12	0.00	2	1	0
The Independent 8/9/7	48	10	1	1	0	10.00	10.00	0.00	3	2	0
The Times 8/9/7	32	99	5	8	3	5.05	8.08	3.03	0	0	0
The Sunday Telegraph 9/9/7	16	34	2	8	0	5.88	23.53	0.00	0	3	0
The Daily Telegraph 15/9/7	30	40	5	3	2	12.50	7.50	0.00	0	1	0
The Independent 15/9/7	36	10	0	4	0	0.00	40.00	0.87	2	3	0

Newspaper Supplement	Number of pages	Number of adverts	Number of adverts			Percentage of advertisements			Number Adverts with culture/heritage more than 30%		
			Egypt	India	Turkey	Egypt	India	Turkey	Egypt	India	Turkey
The Sunday Telegraph 26/9/7	6	30	1	2	1	3.33	6.67	0.00	0	0	0
Sunday Telegraph 30/9/7	20	88	2	15	0	2.27	17.05	0.00	0	0	0
The Scotsman 6/10/7	9	10	1	0	0	10.00	0.00	0.00	0	0	0
Sunday herald magazine 6/10/7	2	6	0	0	0	0.00	0.00	0.00	0	0	0
The Independent 6/10/7	28	38	0	2	0	0.00	5.26	0.00	0	0	0
The Daily Telegraph 6/10/7	28	72	2	7	0	2.78	9.72	0.00	0	0	0
Sunday herald magazine 7/10/7	9	10	1	0	0	10.00	0.00	0.00	0	0	0
The Observer 7/10/7	14	35	4	4	1	11.43	11.43	0.00	0	0	0
Sunday Herald 7/10/7	24	12	0	0	1	0.00	0.00	0.00	1	0	0
The Sunday Times 7/10/7	7	115	2	9	1	1.74	7.83	0.00	0	0	0
The Sunday Telegraph 7/10/7	20	21	1	4	0	4.76	19.05	0.00	0	0	0
The Scotsman 13/10/7	6	7	0	0	0	0.00	0.00	0.00	0	0	0
The Scotsman 27/10/7	5	14	1	0	0	0.00	0.00	0.00	0	0	0
Averages	24.11	36.45	1.33	2.80	0.55	3.86%	7.30%				

4.3: Questionnaire of Appeal of images

To select the images for the study of the case countries, 41 people from a professional background who not had travelled to these countries were interviewed and asked to select five images from each country from a library of images formed from the content analysis. The sample comprised lecturers at Craiglockhart Campus of Napier University

The researcher chose five images of India, Egypt and Turkey. For each set of images per country, a brief history of each image was given. From this, a comparison is established between each country and its visual messages in an attempt to ascertain the most effective and appealing representation of a destination. The images selected were taken to symbolise the image of culture, history and landscape of the destinations.

The selected images used for Egypt are displayed in Figure 4.2. (Image A) that of Tutankhamen's death mask and (image C) that of pyramids were found to be the most referenced in the holiday advertisements; other recurring images were that of the desert (image B), markets or souks (image D) and belly dancing (image E).



Figure 4.2: Images of Egypt

For India the selected images are displayed in Figure 4.3 where images were commonly referred to in the newspaper advertisements and by those interviewed. The image of the peacock (image D) was selected as it is the national symbol of India and similarly the Elephant (image E) was selected because of its religious significance to Hindus. Culture and heritage are

depicted by images A and B (image B, the Taj Mahal, was by far the most depicted in the advertisements and by those interviewed) and landscape (beaches of Goa) by image C.

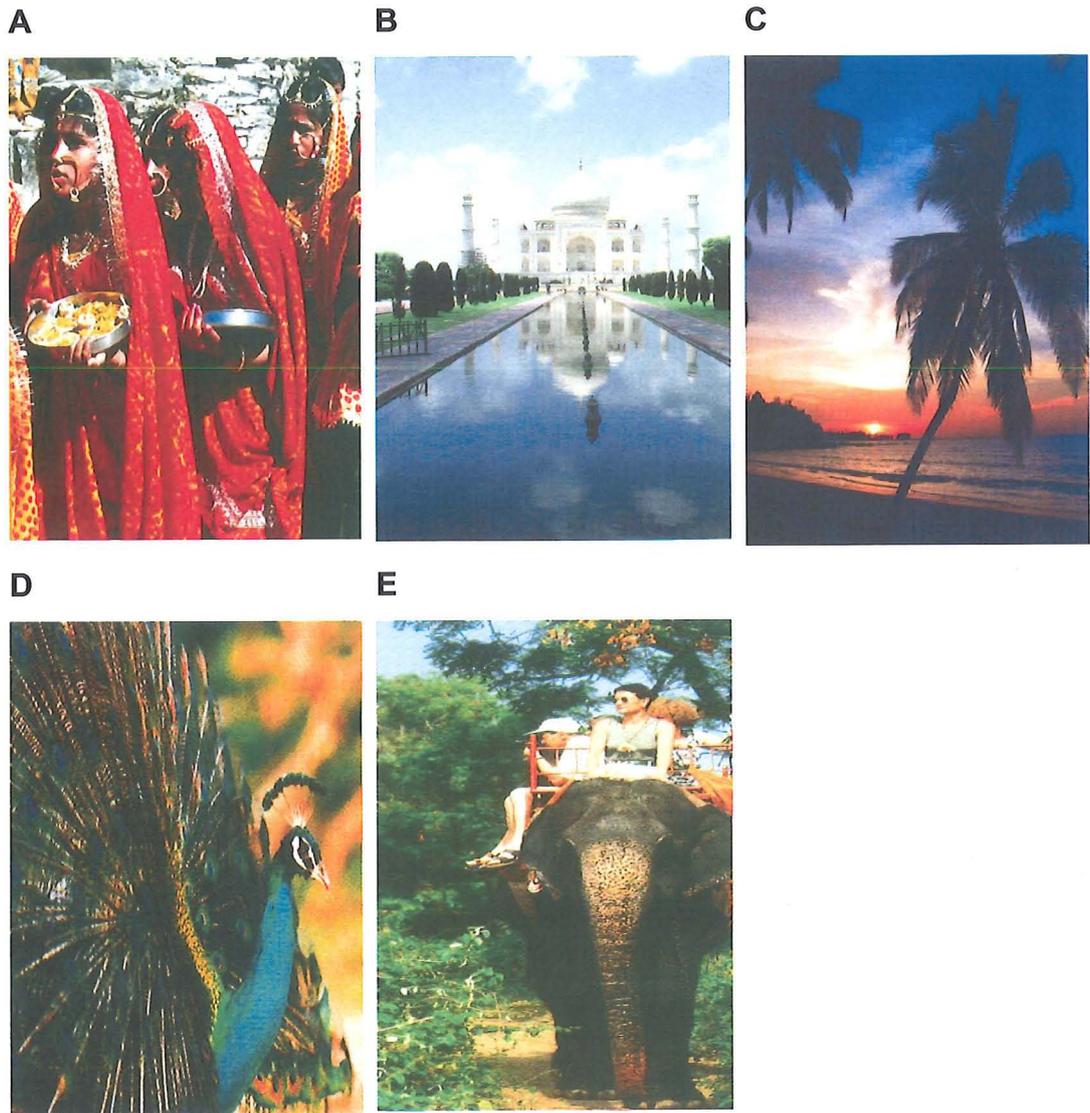


Figure 4.3: Images of India

Finally the images selected for Turkey are displayed in Figure 4.4.

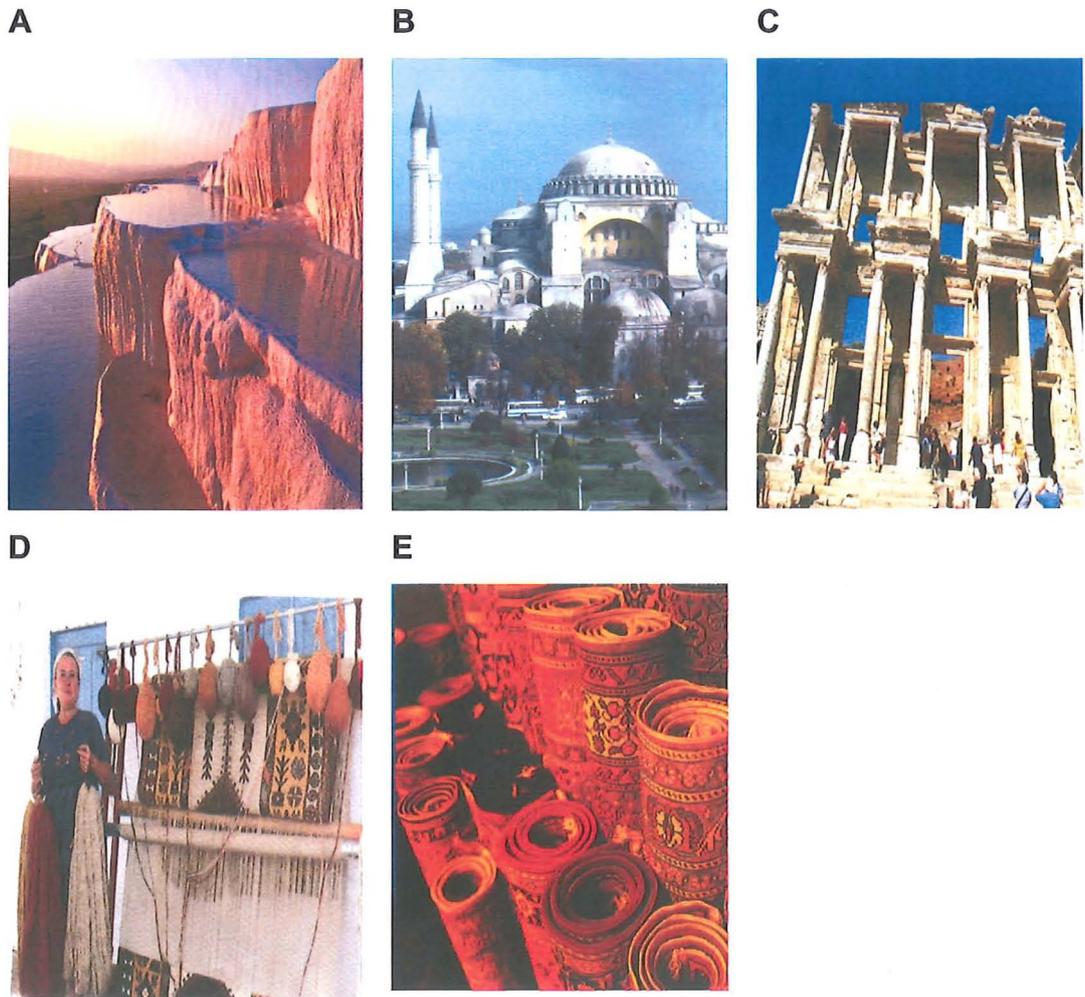


Figure 4.4: Images of Turkey

The culture and heritage images selected for Turkey were the Blue mosque in Istanbul (image B) and the Roman Ruins (image C). Image A shows part of Turkish landscape and images D and E depict markets and Turkish rugs/carpets.

A questionnaire was created containing these images to ascertain what people thought of these images, first did they recognise the country from the image, then how representative they thought the image was and then what expectations did they feel this gave of the country. The questionnaire is displayed in Appendix (A). This was piloted to staff and students of Napier University, which were the same people, that was the researcher did with them, in her Academic survey. The total number of

people interviewed was 41. This was followed for the data collection using the questionnaires of Appendix B, to ascertain how representative these images were and how they might influence people. The data collection process began in June 2005. The researcher stood in the centre of the town near an International Travel Agency as this was a good location where one would find all kinds of tourists, especially as Edinburgh is known for being busy with tourists. In total 300 questionnaires were circulated to people from a wide range of ages and backgrounds. 189 responded giving a response rate of (63%) completed the questionnaires. Of these 63 were for Egypt, 64 were for India and 62 were for Turkey. The demographic details of the respondents are summarised in Table 4.2 below.

Table 4.2: Demographic summary of respondents

		Egypt	India	Turkey
Number		63	64	62
Gender (number and %)	Female	33 (52%)	31 (48%)	29 (47%)
	Male	27 (43%)	27 (42%)	27 (44%)
	Unidentified	3 (4.8%)	6 (9%)	6 (11%)
Age	Mean	32	30	31
	Minimum	17	16	17
	Maximum	69	69	69

4.4: Analysis of Questionnaires

4.4.1: Representativeness of Images

Respondents were asked to score and state what each image represented. Egypt received the highest score out of the three countries. The degrees of representativeness scored out of 10 are listed in Table 4.3. The highest area of recognition for India is its culture shown from the appearance and clothing fashions of its women. Regarding landscape, Egypt is the highest entry at number 4 and India at 5 with its historical building of Taj-Mahal. Turkey at number 6 appears for the first time with its highest entry of its historical architecture (Mosque of Istanbul). Then the historical factors are most popular for all countries. India appears

number 7 with Elephants being the most favourite form of wildlife amongst all the countries. Turkey is at number 8 with its culture (weaving carpets) and again at 9 with (markets rug). From the analysis of Table 4.3 one can see that historical images are the most cited and popular association with the countries. The second most frequent area is culture, followed by architecture and finally landscape, although Egypt's second highest entry was for its desert.

Table 4.3: Mean Representations of the images of the three destinations

Country	Image	Mean "Representativeness" Score
1. Egypt	Pharaoh	8.89
2. Egypt	Pyramids	8.62
3. India	Women	7.88
4. Egypt	Desert	7.38
5. India	Taj- Mahal	7.27
6. Turkey	Mosque	7.01
7. India	Elephant	6.22
8. Turkey	Weaving Carpet	5.81
9. Turkey	Markets Rug	5.79
10. Egypt	Belly Dancer	5.75
11. Turkey	Ruins	5.63
12. Egypt	Shop	5.02
13. Turkey	Landscape	4.18
14. Egypt	Plates	4.54
15. India	Landscape	4.23
16. India	Peacock	3.80

From Table 4.3, Egypt appears to be the country with the strongest association in all areas, mostly history but the image of culture is Egypt's

weak point and perhaps this area could be improved. India's strengths lie in its history and culture, leaving room for improvement in their weaker areas of wildlife and landscape. Turkey seems to be the poorest represented country with the poorest mean. However one can observe that Turkey's strengths lie in its history and culture. There is room for improvement in the areas of landscape and architecture. Overall history and culture dominate in regard to representations of images (Refer to Table 4.4 for a summary of the means and overall total score according to the categorizations for the three destinations).

Table 4.4: Mean and overall total score of area regarding images for the three destinations

Area	Mean	Overall Total Score
Landscape	(E) 7.38, (T) 4.177, (I) 4.23	15.8
History	(E) 8.89, (I) 7.27, (T) 7.01	23.0
Architecture	(E) 8.62, (T) 5.63	14.0
Culture	(I) 7.88, (E) 5.72, (E) 5.02, (E) 4.54 (T) 5.81, (T) 5.79	34.8
Wildlife	(I) 6.22 (I) 3.80	10.0

E= Egypt, I = India and T = Turkey

4.4.2: Other Cited Images

The respondents were then asked which images came to mind and these were categorised and tabulated. For Egypt the reported images are displayed in Table 4.5. In total 124 images were recalled of which heritage (pyramids, sphinx and historical ruins) were the most cited. Next most frequent were images of the landscape followed by images of people and their culture.

Table 4.5: Reported images of Egypt

Image	Number
Heritage	40
Landscape	30
Place	25
People	6
Markets	5
Culture	4
Food	3
Others	14

The reported images for India are categorized and displayed in Table 4.6

Table 4.6: Reported analysis for images of India

Image	Number
Place	23
Culture	21
Food	15
Animals	14
Poverty	13
Heritage	13
Weather	7
People	5
Landscape	4
Market	2
Others	17

In total the respondents cited 134 images of India, of these only two were negative, representing poverty. The most popular images were of places (Kashmir, Khajuramo Caves, Rajasthan, Dheli), next came culture (Religion, Places of Pray, Bathing in the Ganges, Dressing, Saris and Indian Music). Other images came next, such as the image of Food (Vegetarian Curries and spices), and then images of Animals (Elephant, Bengali Tigers / Monkeys, Sacred Cows, Snakes). Poverty and Heritage had equal weight (Ghandi, the architecture of the Temples), next came the images of weather and landscapes (Images from Goa, the Mountains of Kashmir). For Turkey the cited images are listed in Table 4.7.

Table 4.7: Content analysis for images of Turkey

Image	Number
Landscape	27
Culture	21
Food	14
Activity	7
People	7
Place	6
Weather	5
Poverty	4
Markets	4
Terrorism	2
Others	6

In total 103 images were reported, of which 6% were negative connected with poverty and terrorism. Images of landscape are the most common listed images (beaches, mountains, and beautiful scenery). Culture was next (Belly Dancer, Tea, Turkish bath, and Religion). The most frequently cited image alongside culture is food which is considered as part of the culture (Kebabs, Chicken Shawarma, etc.). Total images cited were 103 images, where 5.8% was negative Poverty and Terrorism.

4.4.3: Expectations Formed from the Images

The respondents were then asked what they would expect from each of the case countries should they visit that country. Respondents were asked to score on a 0 to 10 scale how pleasant (good) they would expect to find; accommodation, history, sights, wildlife, culture, sport, food, safety and the attitude of the local people.

Egypt

Expectations of the respondents by gender regarding Egypt are displayed in Figure 4.5. The expectations of the females were higher for history, attitude and sights. For males expectations was higher for accommodation, wildlife, culture and food. It seems that the highest expectations for both males and females were for history and sights.

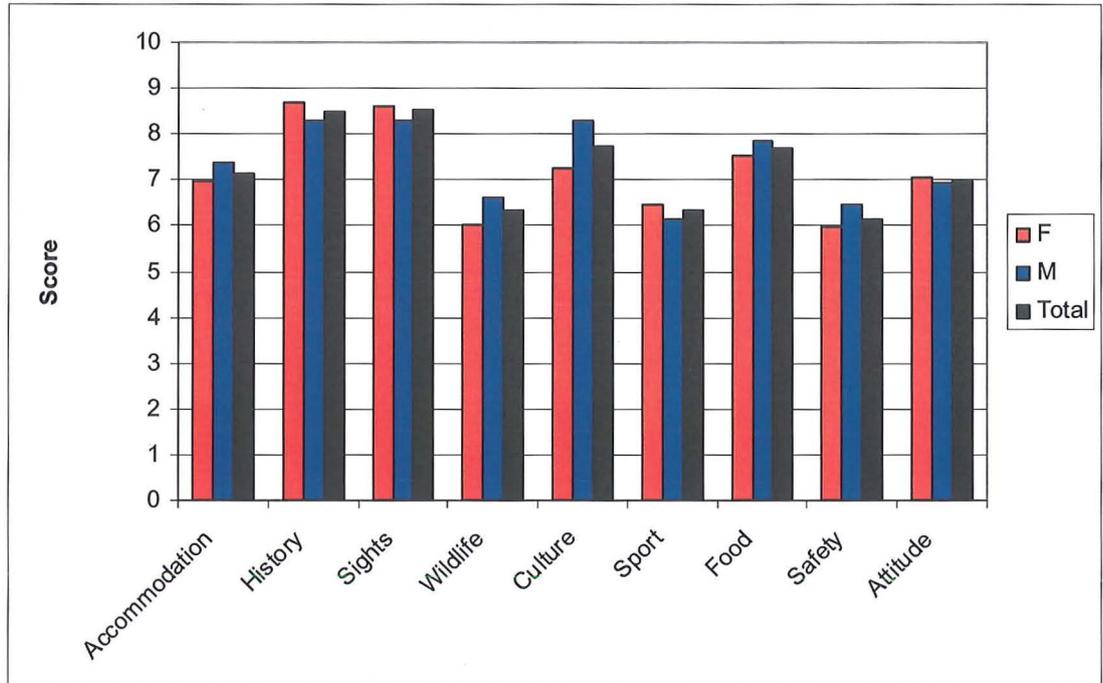


Figure 4.5: Expectations of Tourists regarding Egypt

Overall positive expectations are expected from a trip to Egypt, although safety scored the lowest.

India

In regard to the expectations of the respondents to visiting India, they are illustrated in Figure 4.6 and display the differences between genders. The highest expectations for both genders were for were history, sights and food. It is interesting that both genders scored equally for sights, food and wildlife. On the other hand, males scored higher than females when it came to history, culture, safety and attitude. Females' scores were higher for accommodation only, unlike other destinations where females had higher scores than males for many aspects of the destination holiday.

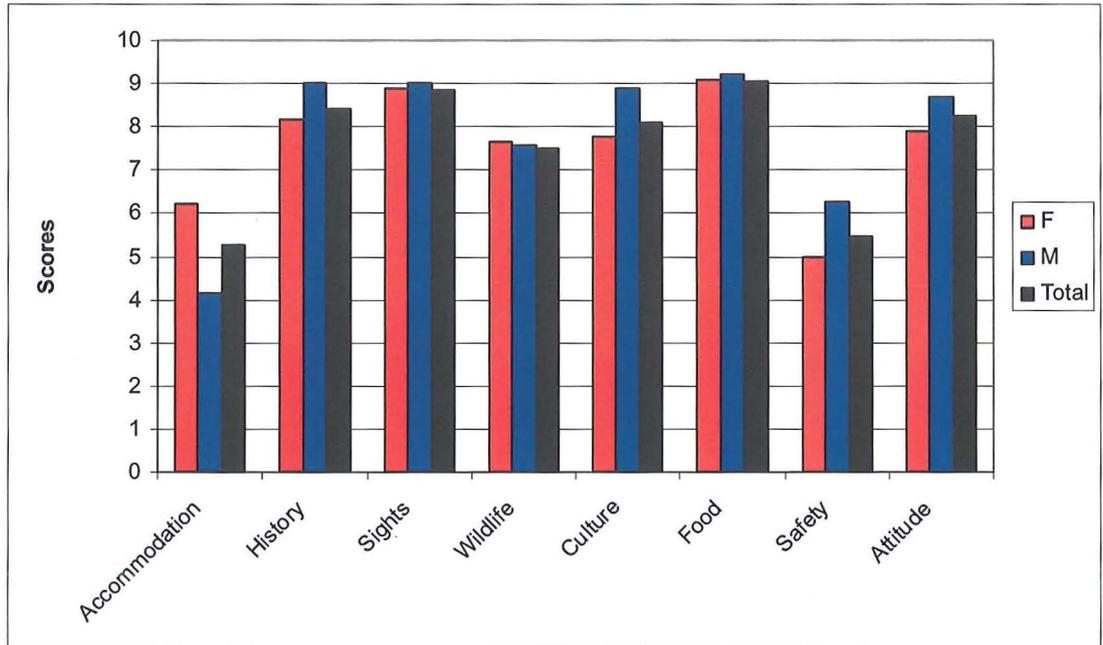


Figure 4.6: Expectations of Tourists regarding India

Turkey

Illustrated in Figure 4.7 are the expectations of the respondents concerning a visit to Turkey. Again highest expectations were for history and sights. Lowest expectations were in relation to wildlife.

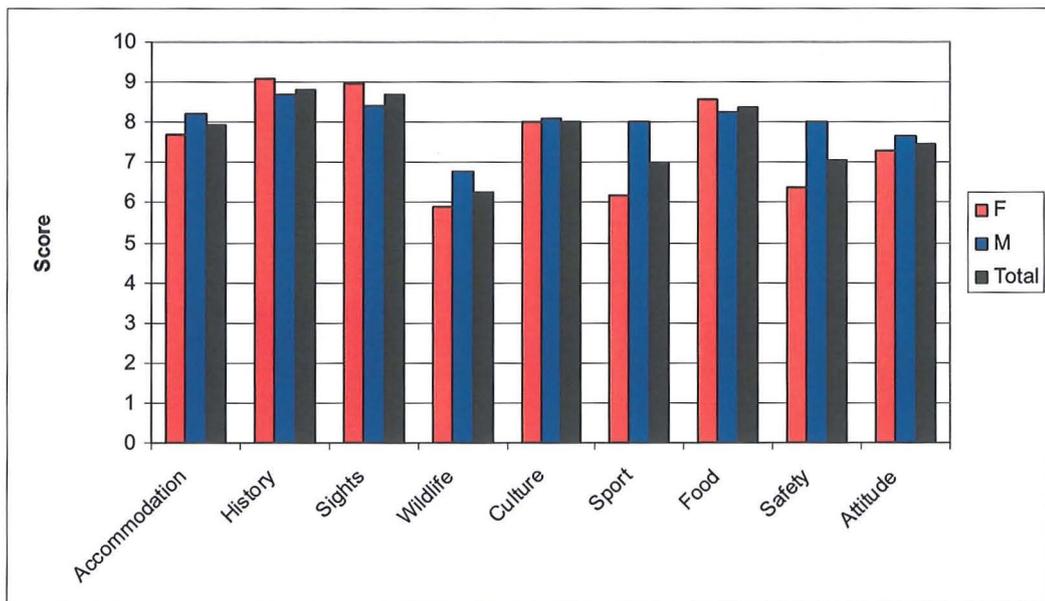


Figure 4.7: Expectations of the Tourists regarding Turkey

For each country, factor analysis was used to combine the expectation scores into a new variable, (two variables for the case of India). They were then correlated with the representativeness of the images and age of respondent. No significant correlation was found. Nor was there any significant difference between the genders, (this was tested using an independent t – test).

4.5: Summary

In this chapter a case has been made based on the content analysis of travel advertisements in “quality” newspapers that images of culture and heritage are used to promote travel to well educated, affluent people. Images of the three case countries covering a variety of themes were selected and shown to potential travelers. The images were found to be representative of the case countries. Although a diverse range of other images were cited by the respondents, images of culture and heritage were highly cited in terms of representing these countries. However, images of landscape also were highly cited.

Expectations were computed and culture and history consistently had one of the highest expectation scores. Expectations were found to be correlated to the representativeness of the images and were not found to vary significantly with age and gender.

Such data is representative for the case of the developing countries, serving as a model for a well-developed travel market. Descriptors such as type of trip, degree of advertising, choice of destination, and choice of accommodation showed significant association with expectations. This gives the industry the possibility of improving information provided to potential tourists.

With regard to India, the overall analysis indicates it can further develop its image as a cultural destination, an image which is fairly well established. It lacks a positive image mainly on the infrastructure and safety fronts. A well

planned image promotion campaign with the necessary improvements in these areas may be helpful. The analysis for Egypt indicates that the country can develop its images of its history, which is well established, and might overcome its weaknesses in terms of safety and security towards the tourist. The analysis of the image of Turkey indicates that its heritage such as the Mosque of Istanbul, is fairly well established, but the country lacks safety and security. These results can only be regarded as tentative as the data was derived from a small sample.

The results indicate that younger and older adults recalled a similar amount of information and produced similar numbers of elaboration after viewing pictures of destinations. It is consistent with Smith and MacKay's (2001) research, which found no age-related differences for these dependent variables when unframed pictures were used as stimuli. Additionally, these results also seem to support Edell and Staelin's (1983) proposition that framing a picture acts like text and triggers prior schema or internal knowledge of the place, which in turn leads to enhanced memory.

CHAPTER FIVE

Analysis of the Questionnaires

5.0 Introduction

The analysis of the questionnaires and feedback from the tourists regarding the destination they visited is the subject of this chapter. Presented in this chapter is the research design and procedures used to achieve the results of this study. The sampling frame, questionnaire instrument, pilot test, data collection procedure, and data analysis are described in this chapter. This follows a similar strategy to the investigations that have been conducted by Chaudhary (2000), Bigne et al (2001), Baloglu (2000) and Tasci et al. (2007).

The purpose of this study is to explore and understand the influence that images of culture and heritage have on tourist expectations and satisfaction of visiting developing countries such as Egypt, India and Turkey. The research investigates the difference between pre-viewing of images of these countries and the behaviour of the tourists towards these images after their visit. This is analysed in the context of their expectations regarding their chosen holiday destination and how the dimensions of these images are influenced by the tourists' destinations, and their likelihood to revisit. The analysis covers the following: firstly consideration of how images might influence expectations and, secondly, identifying which attributes satisfies the tourists who visit these destinations. It is hoped that this type of investigation will help tourism planners develop appropriate strategies to attract their customers and serve them effectively. Thirdly, knowing who the satisfied tourists are may help reduce marketing costs and ensure the sustainability of the culture and heritage of the various destinations.

5.1 Research Method

Discussed in this section is the study area, selection of the sample, collection of data and data analysis procedures. The sample population for this study was composed of tourists who planned to visit and then visited the case countries. The survey was conducted during the summers of 2006 and 2007.

The main directions of the analysis were highlighted in Figure 3.4 in chapter three. Two main phases of the analysis process: Post-image and pre-image, with reflection on experiences and expectations from each phase. The survey consisted of tourists planning to visit one of the case countries and they were then re-interviewed after visiting the country. The pre-views were then compared to the post-views with particular reference as to how images might have influenced expectations.

5.2 Data Collation and Analysis

The process of data collection was to sample 300 tourists (100 for each country), out of which 156 responded from Turkey, Egypt and India. Of these, 56 were from Egypt, 41 from India and 59 from Turkey. The ages of the respondents ranged from 30 years to over 60. The tourists travelled to their chosen destinations either individually or with their friends, families or as groups. No particular attempt was made to apply a random sample or to select particular segments. However, tourists were selected at different times of the day.

The analysis was conducted to ascertain what tourists thought of these images, firstly, to ascertain what the tourists views were of their potential holiday destination regarding the culture and heritage, and landscape, and then on return how representative these images were of their destination holidays, and did the expectations towards these images maintain the leisure and pleasure in their holidays. This was piloted on staff and

students of Napier University. Part of the sample was constructed from contacts given by travel agents; meeting people queuing to check-in at Edinburgh and Glasgow airports and travelling with two groups of tourists to Egypt and Turkey. Others were recruited from contacts at Napier University.

Another method of data collection used was traveling to the destination holidays and interviewing tourists. The first trip took place during August 2006 to (Oludeniz) in Turkey; this destination was selected because of the atmosphere and its richness in culture, heritage and landscape, which was the target for the researcher. The researcher was able to achieve 59 of the, total target number of completed questionnaires (100). The second trip was to Egypt traveling to Aswan (south of Egypt), and interviewing people on a cruise trip up the Nile during October 2006. The researcher managed to obtain 56 completed questionnaires on these two trips. The remaining questionnaires were completed on the way back to the United Kingdom. Travel to India proved to be problematic due to financial constraints and the Indian sample was obtained from those who returned to the UK.

Table 5.1 shows the demographics such as gender and education level of the respondents who travelled to Egypt. 87% of tourists to *Egypt* were highly educated, having a university level education, with 13% only achieving secondary school education. The number having a spouse was almost double the number of single respondents and similar proportions were displayed for those having children compared to childless people.

97% of the tourists to India were highly educated, with 2.9% who had secondary school education. Most had a spouse though the proportion with children was less than those visiting Egypt and Turkey. Finally 87% of the respondents visiting Turkey, in terms of education level, were highly educated, having a university level education; the number with a spouse and who were single were similar.

Table 5.1 Demographics of the sampled tourists

Egypt		India		Turkey	
Education		Education		Education	
PhD	MSc	PhD	MSc	PhD	MSc
6	11	10	9	7	7
12.8%	23.4%	29.4%	26.5%	17.5%	17.5%
Degree	School	Degree	School	Degree	School
24	6	14	1	21	5
51.1%	12.8%	41.2%	2.9%	52.5%	12.5%
Marital Status		Marital Status		Marital Status	
Spouse	Single	Spouse	Single	Spouse	Single
34	20	23	12	28	27
63.0%	37.0%	65.7%	34.3%	50.9%	49.1%
Children		Children		Children	
Has Child	No Child	Has Child	No Child	Has Child	No Child
36	18	15	13	39	19
66.7%	33.3%	53.6%	46.4%	67.2%	32.8%
Total usable Questionnaires	56	Total	41	Total	59

In Table 5.1: Several respondents did not complete the demographic questions but completed the other questions and thus the sample size is greater than the sum of the demographic categories.

Data was analysed by using frequencies, correlations, and factor analysis. The overall satisfaction of tourists by gender, prior view and experience are analysed.

Part A of the questionnaire related to expectation and was completed prior to arrival at the destination and part B related to experience was completed after visiting the destination.

5.3: Comparison of popularity of images before and after visits

There were 156 responses to the open-ended question that required respondents to write down images or characteristics that come to mind when they think of the case countries (India, Turkey and Egypt) as a vacation destination on the pre and post-questionnaire. These responses ranged from general images such as a city or mountain to a specific image or place such as Istanbul, and other places in Turkey, or Delhi, or other places in India, or Cairo, and other places in Egypt. The various unstructured evaluations were examined and sorted into common themes and formed into broad categories. The top eleven categories, according to the frequency listing of images of the three destinations, before visiting the destination are displayed in Table 5.2. When tourists are asked to describe and state what they think of a particular destination, certain features come to mind as a distinguished feature of that destination. The test based on the number of responses was converted into a percentage.

The most popular image or characteristic related to Egypt was "History" (50.5%), which was the highest ranked category, then came "Landscape" (9.0%) and "Place" (5.4%). "Culture" (3.6%) was ranked fourth. "Places" (22.5%), "Poverty" (2.3%), "Friendly People" (3.1%), and "Others" (4.7%). For India the top ranked aspect was also "History" (14.4%) followed by "Landscape" (6.3%) and then "Culture" at 5.4%. For Turkey "Landscape" was the top ranked aspect (44.1%). Then came "Climate" (5.4%) and "Culture" (5.4%). History was ranked down in eighth place (2.7%).

Table 5.2: Frequency of cited images reflecting Images of the destinations (Egypt, India, Turkey – thoughts that came to mind initially before visiting the country

Egypt			India			Turkey		
Frequency	Aspect	Percent	Frequency	Aspect	Percent	Frequency	Aspect	Percent
56	History	50.5%	16	History	14.4%	49	Landscape	44.1%
10	Landscape	9.0%	7	Landscape	6.3%	6	Climate	5.4%
6	Place	5.4%	6	Culture	5.4%	6	Culture	5.4%
4	Culture	3.6%	2	Climate	1.8%	5	Place	4.5%
4	Animals	3.6%	1	Friendly		4	Friendly	
2	Nice Time	1.8%	1	People	0.9%	4	People	3.6%
2	Friendly		1	Architecture	0.9%	4	Nice Time	3.6%
2	People	1.8%	1	Food	0.9%	3	History	2.7%
1	Climate	0.9%	4	Others	3.6%	3	Food	2.7%
1	Experience	0.9%				2	Architecture	1.8%
25	Others	22.5%				8	Others	7.2%
Totals			111			38		
						90		

These are now compared to the images cited after the respondents visited the countries. The frequencies of images cited after experiencing the destination are listed in Table 5.3.

Table: 5.3 Statistics of Images of the destinations (Egypt, India, Turkey) after visiting the country

Egypt			India			Turkey		
Frequency	Aspect	Percent	Frequency	Aspect	Percent	Frequency	Aspect	Percent
51	History	31.5%	17	History	20.2%	34	Landscape	26.4%
29	Place	17.9%	10	Landscape	11.9%	25	Climate	19.4%
13	Climate	8.0%	9	Poverty	10.7%		Friendly	
7	Culture	4.3%	8	Culture	9.5%	24	People	18.6%
6	Nice Time	3.7%	8	Climate	9.5%	14	Nice time	10.9%
4	People	2.5%	5	Architecture	6.0%	13	Place	10.1%
3	Poverty	1.9%	4	Colourful	4.8%	12	History	9.3%
3	Animals	1.9%	4	Food	4.8%	9	Food	7.0%
3	Experience	1.9%		Friendly		5	Architecture	3.9%
2	Landscape	1.2%	4	People	4.8%	4	Cheap	3.1%
2	Sport	1.2%	4	Wildlife	4.8%			
6	Others	3.7%	3	Domestic		9	Others	7.0%
			3	Animals	3.6%			
			8	Others	9.5%			
Total			129			162		

For Egypt the main rank order are similar to the pre-visit ranking in that “History” is ranked top (31.5%), then “Place” (17.9%) and then “Climate” (8.0%). “Culture” is again forth ranked (4.3%). Considering India “History” was first ranked (20.2%) and then “Landscape” (11.9%). Third ranked however was “Poverty (10.7%) with “Culture” coming next (9.5%). In the case of Turkey “Landscape” was top ranked as it was in the pre visit rankings. “Climate”, “Friendly People” were ranked second and third.

“Culture” and “history” were ranked sixth and seventh respectively while they were ranked third and seventh in the pre visit study.

Comparing Table 5.3 with Table 5.2, there was high level of agreement found. For India, the top two cited images agree and are in the same order. The Spearman rank correlation coefficient between the brochure and reality images is 0.688 with a P value of 0.016 and confirms the close agreement of reality to the brochure images. For Turkey, landscape is the most cited image in both tables and while there is general agreement regarding culture and place, where they were ranked higher for the images derived from the brochures than the reality of the experience. The Spearman rank correlation between the brochure and reality image is 0.935 with a P value of 0.001 indicating extremely high correspondence between the images. For Egypt, there is agreement that history is the most memorable image for both the brochures and the reality of the experience. However, although there is close general agreement from recall of brochure images, place was ranked higher than landscape. The Spearman rank correlation coefficient is not significant with the value of 0.483 and a P value of 0.132. Poverty is cited as a negative image in Table 5.3 for India and Egypt but was never cited from recall of the brochure images in Table 5.2.

The respondents were then asked how representative the most memorable image of each destination was from material they saw before experiencing the destination on a 5 point scale. For each destination the mean representative score is displayed in Table 5.4. Using a t test with target value 3 (okay), it showed that the scores were significantly higher than 3 with a P – value of < 0.001. Thus tourists considered the images to be representative. Perhaps the most memorable image was Egypt’s history, as 20% of the tourists recalled it to be the most memorable aspect. Climate and friendliness of people was seen as most memorable image and then the place for Turkey. As for India, history and then the landscape and culture were perceived as the most memorable aspects.

Table 5.4: Mean Representatives and Standard Deviation of the Destinations

Country	Mean	N	Std. Deviation
India	3.86	28	1.08
Turkey	3.98	59	1.07
Egypt	3.72	54	1.02
Total	3.86	141	1.05

5.4: Expectation of the Destination

To ascertain the respondent's expectations of their destination holiday before experiencing the destination they were asked to rate their agreement on a set of statements shown in Table 5.5 taking Turkey as an example.

The responses are illustrated in Figure 5.1, it appears that the expectations of travel to the different regions were mainly focused on history, culture and architecture (architecture is an expression of history and culture), natural beauty, interesting customs, good food and to have a relaxing time (except those going to India). However, some tourists had low expectations of night life and participation in sports. This reflects the ages of the travellers; those travelling to Egypt were generally older and had high expectations of history, culture and natural beauty.

Table 5.5: Statements relating to expectations for Turkey as an example

	Strongly disagree		Strongly agree		
	1	2	3	4	5
a) Turkey is a restful and relaxing place.	1	2	3	4	5
b) Turkish people are friendly and hospitable.	1	2	3	4	5
c) In general, Turkey is a safe and secure place to visit.	1	2	3	4	5
d) Turkey has appealing local food (cuisine).	1	2	3	4	5
e) Quality accommodation is available in Turkey.	1	2	3	4	5
f) Quality shopping facilities are available in Turkey.	1	2	3	4	5
g) Reliable local transportation is available in Turkey.	1	2	3	4	5
h) Turkey's standards of cleanliness and hygiene are high.	1	2	3	4	5
i) Turkey offers quality nightlife entertainment.	1	2	3	4	5
j) For a typical tourist, there is no difficulty communicating in English in Turkey.	1	2	3	4	5
k) Turkey offers customs that are interesting.	1	2	3	4	5
l) Turkey offers natural scenic beauty.	1	2	3	4	5
m) Turkey offers a variety of historic sites.	1	2	3	4	5
n) Turkey offers cultural sites of interest.	1	2	3	4	5
o) Turkey offers beautiful architecture.	1	2	3	4	5
p) A trip to Turkey is good value for the money.	1	2	3	4	5

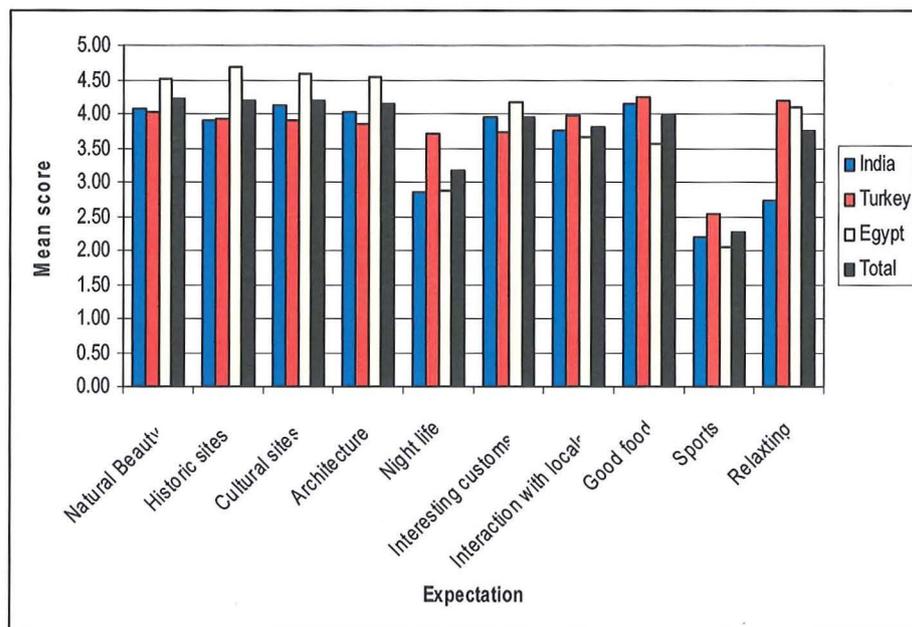


Figure 5.1: Tourists' Expectations of their destination holiday

By using means the expectations for each aspect are illustrated in Table 5.6. The lowest mean was participating in sports, as the tourists seemed to have least expectations from the three countries in this aspect. The three destinations had similar means when it came to culture, natural beauty, history, culture, architecture, night life and interesting customs.

Table 5.6: Mean of Tourists' Expectations

Report											
Mean											
count	Q4a	Q4b	Q4c	Q4d	Q4e	Q4f	Q4g	Q4h	Q4i	Q4j	Q4k
India	4.07	3.90	4.12	4.03	2.85	3.95	3.75	4.15	2.20	2.73	3.24
Turke	4.03	3.93	3.91	3.85	3.70	3.73	3.96	4.24	2.54	4.20	3.40
Egypt	4.51	4.67	4.57	4.53	2.87	4.17	3.65	3.56	2.04	4.09	2.50
Total	4.21	4.19	4.21	4.14	3.17	3.95	3.79	3.97	2.26	3.76	3.07

Factor Analysis of Expectations

Factor analysis (see Field 2006), was applied to the expectation of destination attributes. This was applied with varimax rotation in SPSS that gave the following results. The Kaiser-Meyer-Olkin Measure of Sampling Adequacy gave a score of 0.872 and Bartlett's Test of Sphericity was significant at $p < 0.00$. Such an outcome indicates that factor analysis procedure was successful. The factor analysis procedure yielded two factors, and their rotated components are displayed in Table 5.7 below.

Table 5.7: Rotated Component Matrix of Expectations

	Component	
	1	2
Q2m	.832	
Q2n	.826	
Q2k	.736	
Q2p	.711	.370
Q2l	.711	
Q2o	.680	
Q2b	.596	.511
Q2c	.558	.550
Q2j	.484	.450
Q2e	.429	.403
Q2g		.803
Q2i		.767
Q2h		.668
Q2f		.607
Q2a	.373	.589
Q2d	.390	.565

In Table 5.7 the variables which aggregate together to form new scores are displayed and the aggregate is based on the strength of the correlation between variables.

The two factors are labelled *Cultural and Physical Place* and *Leisure*. These variables accounted for 30.3% and 24.4% of the original variation respectively. For each country the mean of these expected factor scores are displayed in Figure 5.2.

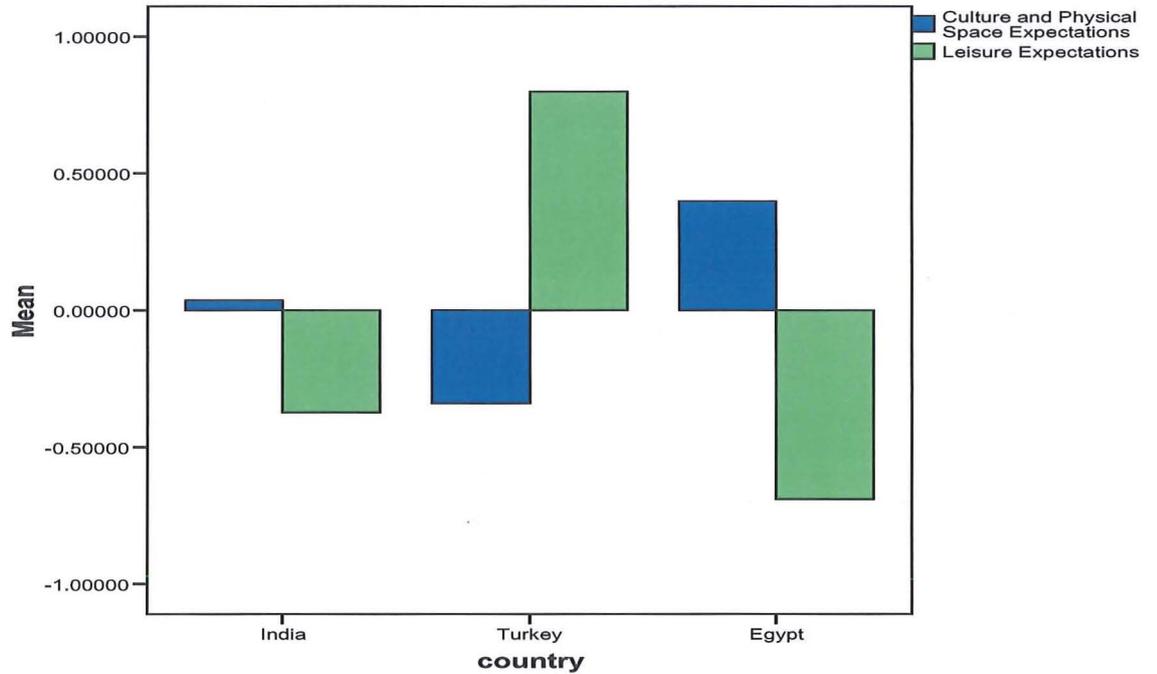


Figure 5.2: Expectations of Tourists of their chosen holiday destination

Referring to Figure 5.2, there is broad reflection of the findings given in Table 5.6 and there is significant variation in expectations between tourists going to each country with P values of 0.001 and <0.001 for each factor. Variation in these factor scores were compared by gender, age group, and education level. No significant differences in the factor scores were found when genders were compared.

Variation in the scores with age is displayed in Figure 5.3. Older people appeared to express more expectations in cultural and physical place than younger people. Older people also showed less interest in holiday leisure attributes when compared with the younger generation. Culture and physical place variable was significant with a P value of 0.024 and the leisure variable was found not to be significant when one way analysis of variance is used. Independent t-tests were used to compare male and

female expectations and no significant differences were found in the expectation variables.

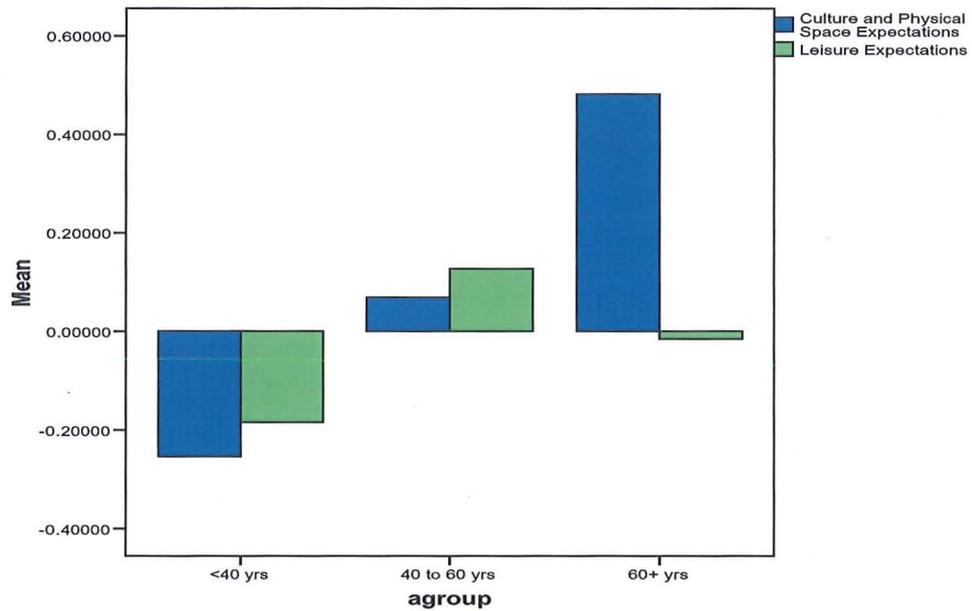


Figure 5.3: Expectations of tourists of their holiday destination and their age group

Regarding tourists expectations of their destination holiday and their qualifications, no significant difference was found in the leisure score but a significant difference was found in expectations of culture and physical place, ($p = 0.014$) those with masters and doctorates had greater positive expectation of place than those with only school qualifications. The distribution of expectations of culture and physical place with education are displayed in Figure 5.4.

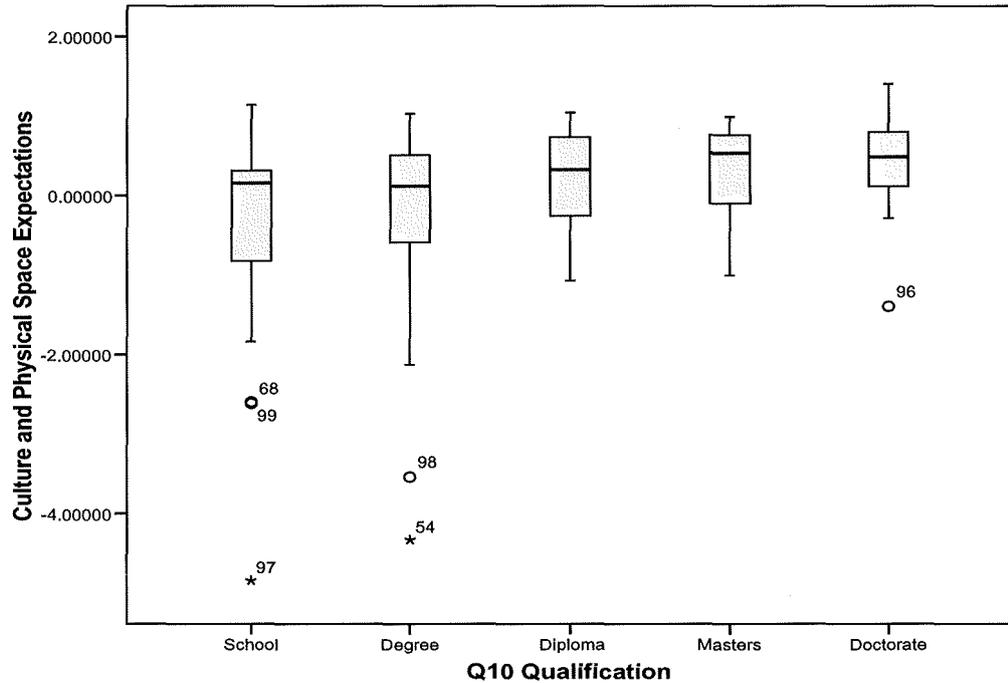


Figure 5.4: Expectations of tourists of their holiday destination and their qualification

The previous paragraphs discussed the tourists' expectations from their destinations. In the following section the actual experiences of the tourists after visiting their chosen country are examined.

5.5: Experience of the Destination

To find out more about the various aspects of the tourists' experiences, the following set of questions were asked and respondents were asked to score them on a five point scale from lowest (strongly disagree) to highest (strongly agree). The questions are displayed in Table 5.8 for the case of Turkey.

Table 5.8: Experiences of visiting for example Turkey

	Strongly Disagree			Strongly Agree	
a) I liked the natural scenic beauty of Turkey.	1	2	3	4	5
b) I liked visits to historic sites in Turkey.	1	2	3	4	5
c) I liked visits to cultural sites in Turkey.	1	2	3	4	5
d) I would like to see the architecture in Turkey.	1	2	3	4	5
e) I would like to enjoy the night time entertainment in Turkey.	1	2	3	4	5
f) I liked learning about customs of Turkey.	1	2	3	4	5
g) I liked interacting with the local people of Turkey	1	2	3	4	5
h) I liked trying the local food (cuisine) in Turkey.	1	2	3	4	5
i) I liked participating in sports in Turkey.	1	2	3	4	5
j) I liked relaxing on the beaches of Turkey.	1	2	3	4	5
k) I would recommend my friends to visit Turkey.	1	2	3	4	5

The above table was reduced using factor analysis with varimax rotation. The data reduction was successful as the Kaiser-Meyer-Olkin Measure of Sampling Adequacy was 0.834 and Bartlett's Test of Sphericity was significant suggesting that the factor analysis was reliable. This generated two factors whose respective variation accounted for 38.3% and 24.5% of the original variation. The rotated component matrix is shown in Table 5.9. From considering the grouping of variables in Table 6.9 the factors were similar to the factors formed from the expectations questions and are labeled as *Culture and Physical Place* (component 1) and *Leisure* (component 2).

Table 5.9: Rotated Component Matrix

	Component	
	1	2
Q4b	.918	
Q4c	.911	
Q4d	.863	
Q4a	.825	
Q4j	.427	.313
Q4e		.765
Q4h		.669
Q4g	.451	.663
Q4i		.652
Q4f	.489	.580

The variation in these scores with the three destinations is displayed in Figure 5.5.

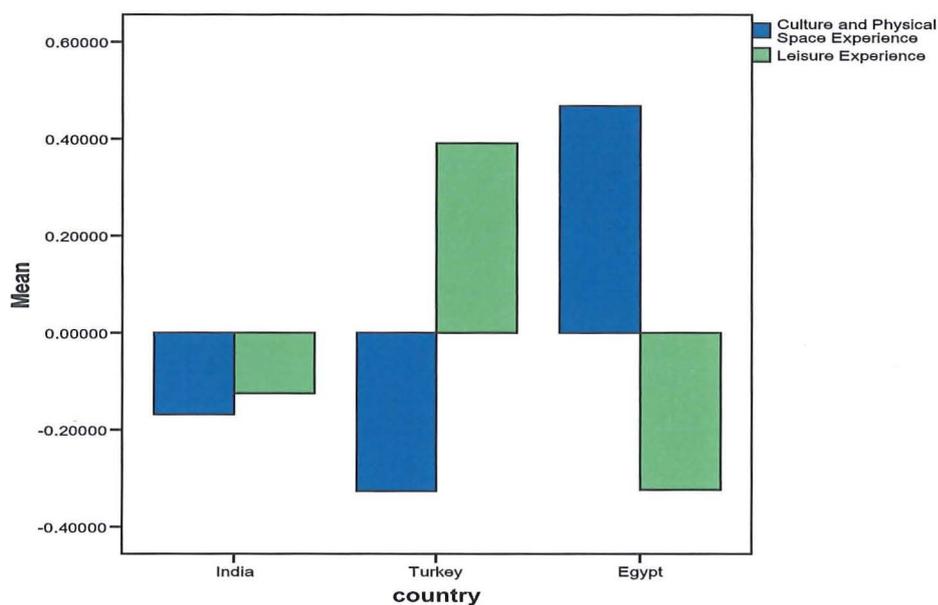


Figure 5.5: Post experience of the destination holiday

By comparing Figure 5.5 with the earlier Figure 5.2 one can observe that for India the post experience in terms of leisure is broadly similar to the

expectations, however in terms of place it seems that experiences were more positive than expected. For Turkey both experiences of leisure and place are similar to the prior expectations. Finally for Egypt experience and expectations of leisure are similar but although experience of place is positive it is less so than expected.

The influence of age on post experience was examined using one way analysis of variance, no significant differences were found between the age groups in terms of experience of leisure compared to expectations. From observation of Figure 5.6, there appear to be large difference in experiences of culture and physical place with age, (but this only had a P value of 0.09).

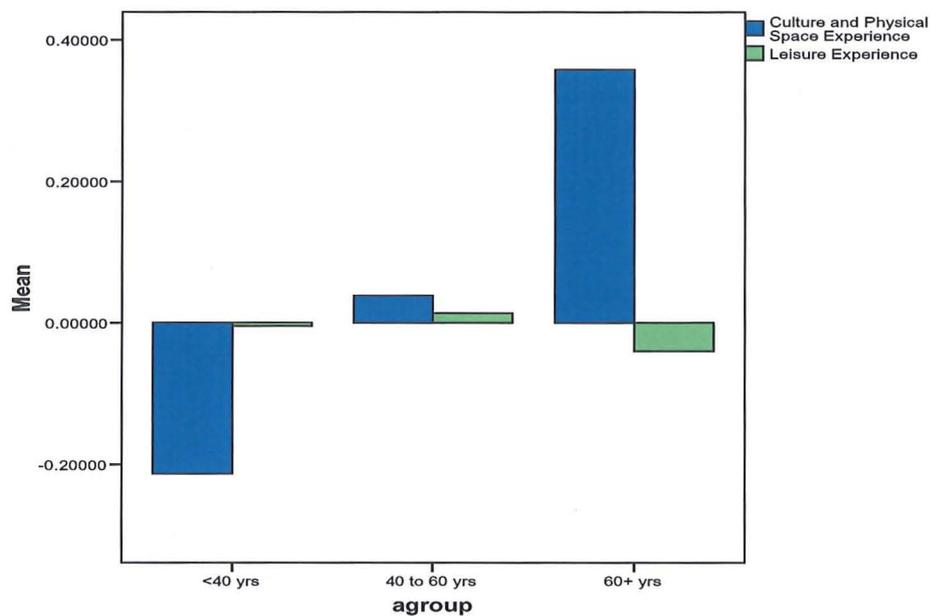


Figure 5.6: Post experience of the destinations and age group comparison

For experience of place, no significant difference was found between the gender groups. Females had a more positive view of leisure than males but this was only significant at the 10% level. No significant difference was found between those in and not in employment for any of the

experience scores. Regarding qualifications, no significant difference was found between the leisure experience scores, however, those with a PhD had a more positive experience than those with only school qualifications.

5.6: Expectations and Experience Compared

The analysis went further and compared before the visit and after using Pearson Correlation. The correlation coefficients are displayed in Table 5.10.

Table 5.10: Correlations Coefficients Associating Prior Visits and Post Experience

	Experience of Culture and Physical Space	Experience of Leisure
Culture and Physical Space Expectations	0.713**	0.126
Leisure Expectations	-0.060	0.556**

* **Significant at the 1% level

A new variable was computed of differences between post and pre expectations of culture and physical place – called *delta*. This variable is displayed as the histogram shown in Figure 5.7. Using a t –test no significant difference in mean from zero (p value = 0.643) was found.

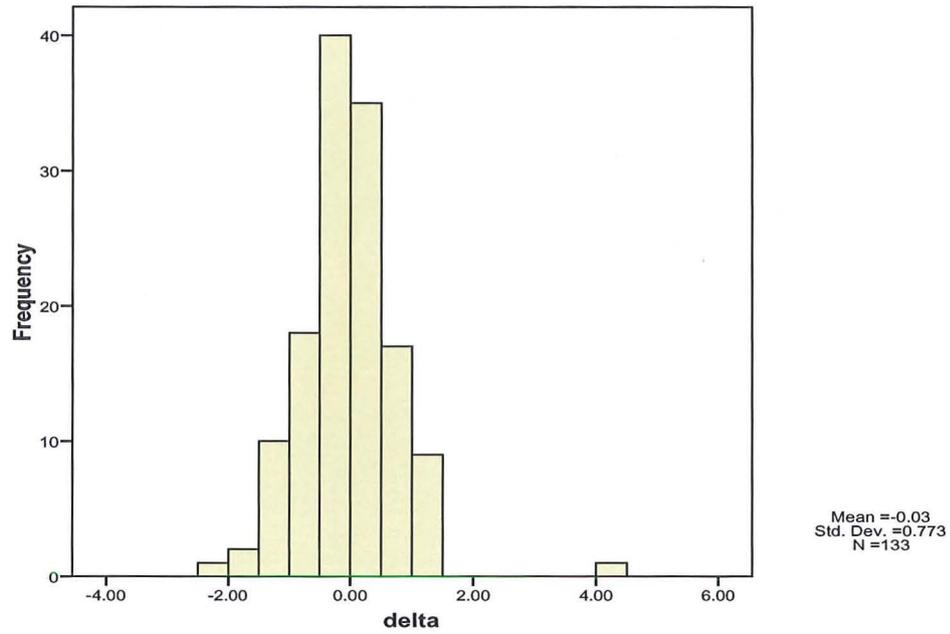


Figure 5.7: Histogram of the difference between Experience and Expectations of place (“Delta”)

Thus it appears that pre visit expectations and post visit expectations are similar.

When delta was compared across countries Figure 5.8 was produced. This shows that there is little difference between experience and expectations of place with Turkey and Egypt (post experience ratings being slightly lower), however post experience views of place were poorer than expected for India.

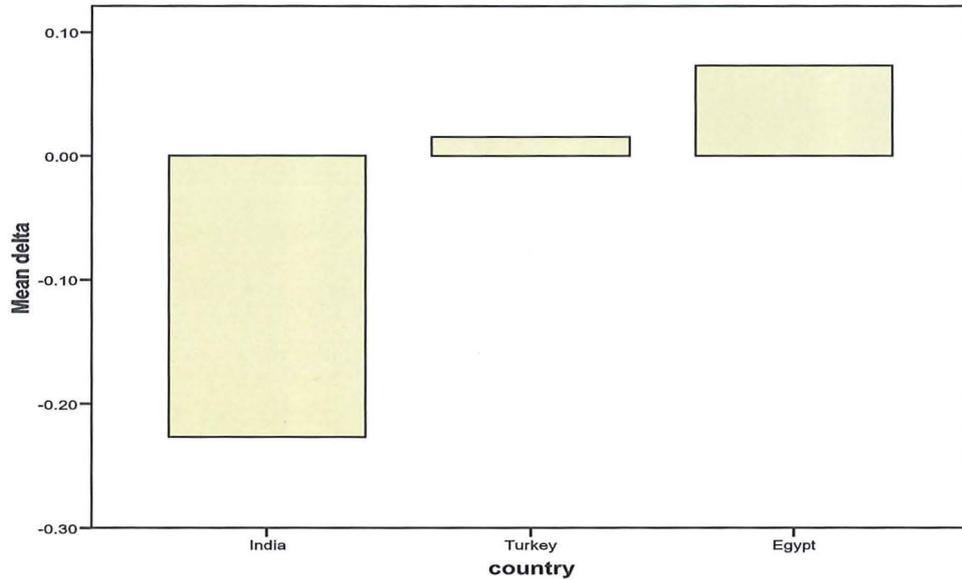


Figure 5.8: Comparison between the mean delta for each destination

The differences between the countries were not significant ($P = 0.194$). Also no significant difference in delta was found between the age, gender, qualifications and employment groups nested within each country.

5.7: Regression Model to Explain Experience

To determine if satisfaction of experience of culture and physical place were related to expectations, linear regression was used to relate prior expectations to experience while controlling for age, gender, qualifications and destination. A linear regression model was constructed using age group, gender, employment, qualifications (0 = less than university education, 1 = if university education or above), country (dummy variable used Turkey = 1 if Turkey and 0 otherwise and Egypt = 1 if Egypt and 0 otherwise) and expectations. This gave a model with an adjusted R^2 of 52.6%. (Thus only 52.6% of the variation in experience is explained). The model formed is shown in Table 5.11.

Table 5.11: Regression Model to Explain Experience of culture and Physical Space

Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	-.373	.321		-1.162	.248
	Culture and Physical Space Expectations	.618	.068	.636	9.050	.000
	Age	-.104	.112	-.061	-.931	.354
	Gender	-.075	.135	-.036	-.554	.581
	Qualification	.144	.054	.185	2.663	.009
	Turkey	.236	.164	.116	1.438	.153
	Egypt	.469	.171	.217	2.738	.007

A Dependent Variable: Culture and Physical Space Experience

This confirms that gender and age were not significant and that qualifications, expectations and country were significant. Tourists to Egypt have significantly better experiences of cultural and physical space than tourists to the other countries. The analysis of residuals showed that the model was acceptable in meeting assumptions regarding normality. The plot of residuals against predicted values is displayed in Figure 5.9. This investigation was not followed for the leisure variables as these were out of the scope of the study.

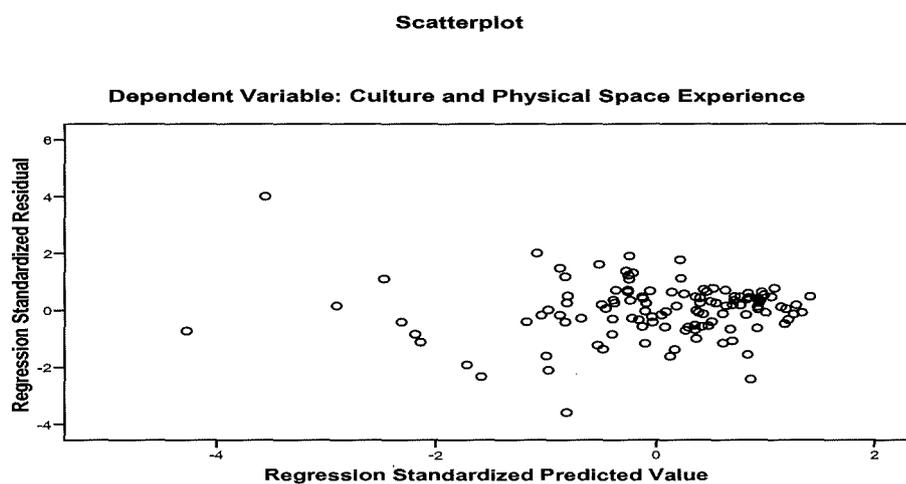


Figure 5.9: Residual Plot

Linear regression models were fitted separately to each individual country, using all the variables with forward selection. The models generated contained only expectation as an explanatory variable. The models are tabulated in Table 5.12.

Table 5.12: Individual Regression Models by Country of Experience of Culture and Physical Space

	India		Turkey		Egypt	
	Coefficient	Standard Error	Coefficient	Standard Error	Coefficient	Standard Error
Intercept	-0.227	0.117	-0.158	0.101	0.071	0.1110
Slope of Expectation	1.01	0.127	0.503	0.079	1.005	0.170
R ²	65.0%		44.5%		45.4%	

In all the countries the coefficient of expectations was significant at $P < 0.001$. Thus it appears clear that initial expectations formed are indeed associated with the satisfaction of the experience.

5.8: Summary

The purpose of this study was to explore and understand the impact that the results from observing holiday destination advertisements and how these influenced tourists interest in visiting that location, with the following in mind: 1) profile the tourists' pre-visit images of the advertisements concerning the destination; 2) profile the tourists' after visiting the sites of the images of the locations in their destination holidays; 3) examination of the differences between pre and post interest levels relative to interest in visiting these destinations; and 4) determination of the predominant factors that influence the tourists' desire to visit the destinations. The hypothesis: *If the culture and heritage of a country are truthfully and honestly conveyed through the images used for advertising then expectations of tourists are formed on firmer foundations and their ultimate satisfaction will be enhanced*, was supported by the various statistical analysis used in this chapter.

The analysis conducted here has found that satisfaction with experience is indeed positively correlated with expectations. It has been argued that these expectations are formed through image of the destination. Reviewing images used in advertising destinations were found broadly to be in agreement with those experienced and that the advertisements were found to be representative.

The expectations of the tourist towards these countries after they had seen the advertisements had created a strong impression in their minds, which could not have been expressed before seeing or experiencing it. These comments only appeared on the post-test, which indicates that the adverts had an impact on developing that image. Egypt, for instance, had the highest percentage in terms of history, where Turkey and India were on equal term. It seems that Egypt also scored the highest when it came to choosing the place. Regarding climate and friendliness, Turkey came first among the other destinations. On the basis of culture, India was the highest but still had a low percentage of overall images. It seems that tourist's views and perception of images of these destinations vary depending on the category, such as culture, poverty, people and so on

The Spearman rank correlation between the images used in the brochure and reality confirms this close agreement. For Turkey, landscape is the most cited image in both tables and there is general agreement regarding culture and place, where they were ranked higher for the images derived from the brochures than the reality of the experience. The Spearman rank correlation between the brochure and reality image indicates extremely high correspondence between the images. For Egypt, there is agreement that history is the most memorable image for both the brochures and the reality of the experience. Poverty is cited as a negative image for India and Egypt but was never cited from recall of the brochure images.

The tourists were then asked what their most memorable images from their destination holiday were. Using a t test with target value 3

(neutral), it showed that the scores were significantly higher than 3. Thus tourists considered the images to be positive. Perhaps the most memorable images for Egypt and India were those associated with history, as over 20% of the tourists recalled it to be the most memorable aspect. Landscape appears as the most memorable image and then the place for Turkey.

Older people appear to express more expectations in cultural and physical places and less interest in holiday leisure attributes than younger people. The factors created which represented culture and physical space and leisure were found to be significant.

Independent t tests were used to compare male and female expectations and no significant differences were found in the expectation variables. Regarding tourists expectations of their destination holiday and their qualifications, no significant difference was found in the leisure score but a significant difference was found in expectations of physical place, those with masters and doctorates had greater positive expectation of place than those with only school qualifications. For India, the post experience in terms of leisure is broadly similar to the expectations, however in terms of place it seems that experiences were more positive than expected. For Turkey, both experiences of leisure and place are similar to the prior expectations. Finally for Egypt experience and expectations of leisure are similar but although experience of place is positive it is less so than expected.

When comparison was made between prior to the visit and post experience, no significant differences were found between the age and gender groups in terms of experience of place compared to expectations. Though females did have a more positive view of leisure than males.

Additionally, no significant difference was found between those in and not in employment for any of the experience scores. With regard to qualifications no significant difference was found between the leisure experience scores, according to the education level, the result of the analysis it showed that, with a PhD had a more positive experience than those with only schools qualifications.

The findings outlined in this chapter will be developed further in the next chapter where interviews tourists are reported on.

CHAPTER SIX

Analyses of Interviews

6.0: Introduction

Place and sense of place are seen as socially constructed, always in the process of being created, provisional and uncertain, and continuously capable of being discursively manipulated towards desired individual or collective ends, see Soja (1989). The concept of 'sense of place' typically is used to refer to an individual's ability to develop feelings of attachment to particular settings based on combinations of use, attentiveness, and emotion (Stokowski, 2002, p.368). The researcher has attempted to overcome this in regard to measuring experience and satisfaction by attempting to triangulate the research using interviews and discussions with tourists.

This chapter is based on the findings of an ethnographic study into contemporary travellers' production and consumption of developing countries (Egypt, India and Turkey). This has been conducted partly to validate the earlier more positivist work and partly to give more depth and richness to the previous analysis, see Saunders et al. (2003). The fieldwork, which included observation of the traveller, took place during summer of 2006. Despite the assumed positive values of a sense of place, critics point out that places are more than simply geographic sites. This is borne in mind during this research

In this last stage – which served to allow verification of findings a total of 44 people were interviewed using the interview schedule displayed in Appendix D. This sample was broken down as 19 people were interviewed in regard to Egypt, 7 people for India and 18 people for Turkey.

6.1: Aim and Purpose

In this chapter the main purpose of the research are to:

1. Investigate tourists' expectations and whether they are influenced by cultural/heritage images.
2. Examine how their experience related to their expectations?
3. Determine if their satisfaction influenced by the initial images?
4. Investigate how the above varies with gender and age.

The purpose of this research is to examine the opinion of the 'tourists' regarding the destinations and to explore and compare the relationship between the destination images and the interest in visiting these destinations. Initially, the questionnaires were chosen to obtain factual data from the attitude of the 'tourists' towards the images of their destinations (Culture, History, and Landscape) of Egypt, India and Turkey. In this chapter the language of the tourists derived in regard to the destinations and their images are analysed. The language has been captured from a number of interviews conducted for each case country. In particular the researcher asked the following questions:

"Why did you choose your destination?"

"What are (were) your expectations from your visit to...?"

The aim of the analysis of discourse in this chapter is to reveal how the image of the destinations of the developing representations as a reflection in the socio-cultural context and underlying ideologies of leisure. The analysis follows a similar approach to that taken by Bryce (2007), who studied the feelings of British tourists towards Egypt and Turkey and understanding of "Orientalism".

6.2: Overview of Analysis

The interviews took place between June 2006 and February 2007, with a total number of 44 people interviewed. Shown in Figure 6.1 are the profiles of the respondents regarding each destination. The majority traveling to the three destinations were males and their favoured destination is Turkey. On the other hand, the lowest numbers of respondents interviewed were females who had traveled to India.

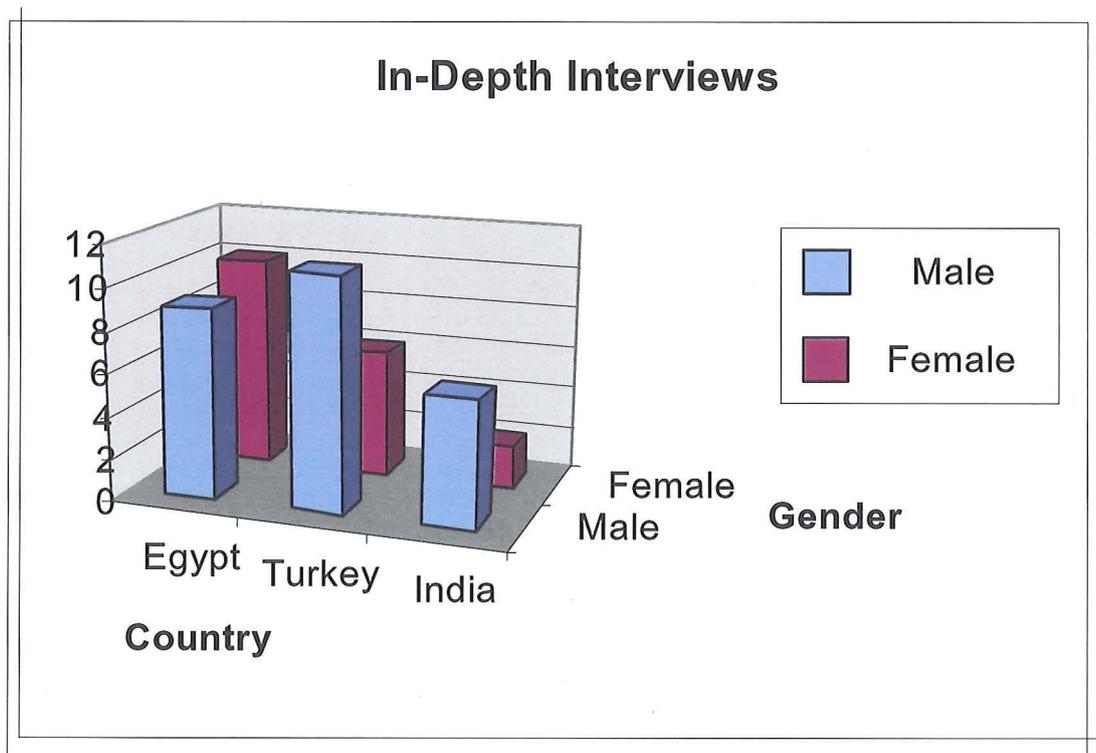


Figure 6.1: Profile of the respondents: Males and Females

The respondents were split into age based groups. The grouping was as follows: below 40, between 40 and 60, and above the age of 60. Starting with the males interviewed in Egypt, only one was 60, two people were above 60, and one was 59, and the rest were between 30 and 50. As for the females, two were 60, one was 64, two were 59 and the rest were between 20 and 35. The researcher met a number of people who had

travelled to Egypt and Turkey and shared their experiences of their holiday destination. Travelers to India were interviewed in Edinburgh. India was abandoned and great effort was undertaken to identify tourists to India by visits to travel agents. Those travelling to India were surveyed before their travel and followed up after their return. It was not possible for the researcher to travel to India. The first half of the remaining interviews took place during the trip to Oludeniz in Turkey in August 2006 and the rest were made in Egypt. The interviews in Egypt took place during the cruise trip on the Nile in October 2006. The interviews took between 20 to 30 minutes, and always began with this question: "Why did you choose and what's your destination of this holiday?"

The following sections discuss details of the analysis for each destination, starting with Egypt, then India and ending with Turkey.

6.3: EGYPT

The interviews all followed the same format (See Appendix (D) for the questions used in the interviews) for every destination. The total number of males and females interviewed for Egypt were 9 Male and 10 Female respectively.

6.3.1: Reason of visiting Egypt

There are many reasons why people choose certain destinations; ranging from the scenery, cheap and worthwhile, history and culture, the country's atmosphere and other reasons. The expectations of tourists from their visit to Egypt are summarised in Table 6.1 in which some of the quotes regarding the specific age group are exhibited. The tourists varied in their choice of destination, as some of them chose diving specifically, while the majority mentioned history and culture. The analysis for this part is according to each age group and whether they are males or females.

Table 6.1: Reasons for choosing Egypt by age and gender

AGE	< 40	40 - 60	60 +
MALES	<p>“Our destination in this holiday is Luxor due to the culture and heritage it offered.”</p> <p>Visit Cairo and go diving.”</p> <p>“Visit the Red Sea, and go sport diving ”</p>	<p>“I wanted to visit Egypt to view the famous landmarks.”</p> <p>“We like to cruise on the Nile, because there are allot of nice Temples”</p> <p>“Visiting historical places in Egypt.”</p>	<p>“Cruise on the Nile, and visit to Luxor, because it is full of spiritual atmospheres.”</p> <p>‘See temples and the culture.”</p> <p>“The weather”</p>
FAMALES	<p>“My destination was Sharm El-Sheikh because of the nice beaches ”</p> <p>“Landscape in Luxor, and visit the Nile as well as the beaches of the Red Sea.”</p>	<p>“Visit the Valley of the Kings.”</p> <p>“Explore the archaeology of the ancient Egyptians.”</p> <p>“Our target was Cairo and Aswan to see all the historical sites”</p> <p>“Cruise on the Nile, and visit to Luxor, because the rich history and culture”</p>	<p>“Cruise on the Nile, and experience the beauty of the landscape”</p>

Age Group Below 40

Examples

The male tourists below 40 years stated the following regarding choice of destination:

“Our destination in this holiday was Luxor, as it is full of history, culture, and Bazaars. It also has the Valley of the Kings and Queens, which was very interesting.”

“Our destination in this holiday is Cairo, because of the pyramids, and the River Nile as well as the Valley of the Kings and Queens.”

“Our destination in this holiday is Cairo and I wanted to go diving.”

All males stated that they enjoyed touring to visit places of history and culture. The common answer from the females below the age of 40 was that they preferred the landscape, such as the Nile, Luxor, Sharm El-Sheikh and the Red sea as the following paragraphs illustrate.

Examples:

“I chose Egypt because it is a very diverse country. Our destination was Luxor”

“My destination was Sharm El-Sheikh, because it is a good place for diving”.

“I chose my destination because of the history in Luxor, landscape, and the River Nile.”

“I chose my destination to see the Nile and the Red Sea.”

Age Group Above 40

Males above the age of 40 frequently stated the words cruising, heritage and culture. It proves that the main 'theme' in their choice of destination for a holiday were different from the group of those below 40. This means that they are more interested in cruising, heritage and culture than sport and touring the city, as the following quotes show.

Examples:

"I wanted to visit Egypt, because it is the place with so much history, you could never get bored with as there is so much to see and do".

"I wanted to visit Egypt, because of the landscape of the Nile. Also, Egypt as a destination was good value for money."

"We chose Egypt because we have been there three times before. We especially liked the cruise up the Nile."

On the other hand, females over 40 preferred cruising, heritage and culture, and the main 'theme' in their destination choice were different from the group of females who were below 40. This confirms that they are more interested in cruising, heritage and culture rather than sport and city in their holiday choice as the following quote illustrates.

"What I like about Egypt is the blue sky and sunshine, as well as the historical places to visit. I also enjoyed the cruise on the Nile and visiting Luxor."

Age Group Above 60

Males above the age of 60 preferred cruising, heritage and culture, which means there is a similarity in their choice for a holiday with those above 40 and their common 'theme' for their destination holiday as the following examples show.

Examples:

"We chose Egypt to cruise in the Nile, and Luxor as our holiday destination in Egypt."

"What we liked about Egypt are the temples, culture, and the weather."

However, females above 60 preferred cruising and visiting Luxor. So regardless of age or gender there were some common preferred choices for holiday destinations as it is seen in the next examples.

Examples:

"We've always wanted to cruise in the Nile and see the Valley of the Kings, as well as visiting the pyramids and the temples."

"Ever since I was a teenager I had a passion for archaeology of the ancient Egyptians. So I chose Cairo and Aswan as my holiday destination."

To conclude this section, various age groups showed different perspectives of their holiday destinations, and there were some similarities within some of the age groups. Males below the age of 40 preferred sporting activities and the main city, like Cairo. Whereas males above the

age of 40 preferred cruising, heritage and culture, and the females preferred cruising and heritage and the landscape. In this age category, heritage was the common link between males and females. Males and females above 60 preferred cruising, heritage and culture. In summary, males and females above 40 had three categories in common when it came to choosing holiday destinations: heritage, culture, cruising.

6.3.2: Summary of discourse

Discourse is discussed here in terms of its importance and discourse of culture images. Regarding the importance of discourse of the respondents from their opinions of the images from Egypt the interviewees were asked to rate the value of the cultural and heritage part of their trip on a five point Likert scale from very low (coded -2) to high (coded 2) with neutral denoted by a zero. The question was: "What in your view is the value of how history (heritage) displayed in the advertising images of Egypt?" The values given are displayed in Table 6.2 for the historical importance of the heritage images. Where there is no value it is represented by 0, where there is little value it is represented by 1 and the high value is represented by 2.

The answers revealed the average for the males to be 0.9 and for the females 1.3, giving females a higher score than males. This suggests that females have more interest towards historical view of Egypt than the males and they are attracted by culture and history.

Table 6.2: The view of how history is depicted for Egypt

AGE	< 40	40 - 60	60 +	Average
MALE	1 0	1 1 0 2	1 1 1	0.9
FEMALE	1 1 2 2 2	1 1 1 1		1.3
Average	1.3	1.0	1.0	1.1

In the following table (Table 6.3) the distribution of scores relating to the importance of discourse of culture images, reflecting on the question:

“What is your feeling about the advertising images of Egyptian Culture?” are displayed. Responses ranged from very negative to very positive.

From table 6.3, the average for males is 0.4 and for females is 0.7, implying that females had more expectations regarding cultural images of Egypt than the males. The higher expectations for males were within the age group of 40 and 60 and for females it was the age group of less than 40.

Table 6.3 View of how Egyptian culture is displayed in advertising images

AGE	< 40	40 - 60	60 +	Average
MALE	1 -1	1 1 1 0	0 0	0.4
FEMALE	1 1 2 1 1	1 0 0 0	0	0.7
Average	0.9	0.5	0	0.5

From the above table, the average for males is 0.4 and for females is 0.7, implying that females had more expectations regarding cultural images of Egypt than the males. The higher expectations for males were within the age group of 40 and 60 and for females it was the age group of less than 40.

6.3.3: Expectations and Experiences of Tourists of Their Holiday Destination - Egypt

The following paragraphs present analysis of the question: “What were your experiences in comparison to expectations of your visit to Egypt?”

Different age groups gave different opinions about their expectations regarding their holiday destinations and they had some common ‘theme’ between them.

Age Group Below 40

Starting with the age group below 40, their impression was 'poor and poverty' and 'Cairo is a very polluted city'. Such impressions reflected the negative side about the image of the people in this area which bothered tourists in general. Nevertheless, this did not stop the tourists from coming to explore the other attractions of Egypt such as culture, heritage and sport as the following example statements reveal.

Examples:

The male tourists indicated that they got what they expected out of their holiday destination:

"I saw the Pyramids, and the River Nile as well as Valley of the Kings and Queens."

"I chose the Red Sea and it is one of the best diving sights and it lived up to expectations."

However, there were some negative statements as is illustrated by:

"I did not expect Egypt to have so much poverty"

"I did not expect Cairo to be such a polluted city."

The following are some of the quotes of the female tourists:

"I don't think there were any un-attractive images."

"We found what we expected which is the culture."

"We expected to see the pyramids and we did with all their glory."

“What we liked most was the sunset over the River Nile, it was breath-taking.”

“We found the people to be friendly.”

Again some negative comments were made such as:

“We felt there is a lot of hassle in moving around the city.”

“We saw a lot of poverty and people begging all the time.”

Age Group between 40 and 60

The common ‘theme’ of the group who were older than 40 gave similar responses to the group who were less than 40 whilst describing Cairo as being ‘poor’ and ‘poverty’. It proves a common ‘theme’ to their opinion, The common ‘theme’ can be studied from the positive side of the tourists who were over 40 were similar to the answers given by those who were below 40, and the words which they used were heritage, history and the culture can be observed from the following examples. But there is one more point, which was the attitude of the tourist towards the people of this country, about how they felt towards those people who were extremely friendly; this suggests that the negative views of the people did not affect the tourists.

Examples

“I was expecting to see the archaeological places and I did”

“I expected to see the Temples and the Bazaars, and I did.”

“We saw the friendliness of the people as we had expected and told by others.”

“We expected to see culture and religion and we did.”

Again there were some negative comments of the form:

“I did not expect to find poverty.”

“It is a hassle in the city, but the people still remain friendly.”

“I found some of the people bothering us, which I did not expect.”

Age Group Above 60

Males above the age of 60 also stated negative viewpoints relating to the poor and poverty as well as positive views. It proves that the main ‘theme’ in their speech of their expectations in their choice holiday were the same as the group who were older than 40, which was the poor and poverty, it shows that the common ‘theme’ from the positive side was still the same for the group who are below 40 that is heritage, history and the culture. They believe that the government should impose some laws on education and on parents to send their children to school as this may affect tourists’ choice for their next visit. There should also be a mechanism to reduce the level of poverty in the city. So the main ‘theme’ in general for all age groups of males was similar to the following examples.

Examples:

Some quotes from males were:

“We did not expect to see such a high rate of poverty.”

“We did not expect to see children out of school.”

The following are some of the quotes of females over the age of 60

“I saw a lot of poverty.”

“We found it was a hassle for the tourists.”

“I found the shopping to be a hassle.”

The more positive views were typified by:

“We actually got what we expected, seeing the Pyramids and cruising the Nile.”

“We found the people to be very vibrant.”

“Egypt is a place of extraordinary beauty.”

“We feel that Egypt is a very open country with friendly people.”

“We found all the sites of the images interesting.”

So the attitudes of the expectations of both males and females contained negative statements regarding their views about their holiday destination. On the other hand, the females (within the same age group as above) had positive opinions for the common ‘theme’ regarding: the ‘pyramids,’ ‘very friendly’ and ‘sunset over the river Nile’. Additionally, the common ‘theme’ from the positive side of the female tourists above 40 gave the same answer as those below 40, and the words which they used were: ‘heritage’, ‘history’ and ‘culture’.

The negative views regarding the destination did not stop the tourists from coming back to see these attractive images taken from culture, heritage, landscape and sport. The common ‘theme’ of the group older than (40) and (60) from the females’ point of view was the same common ‘theme’ of the males. So in general their speech gave the same words of the group whose age were less than 40 from the negative side like poor and poverty. It shows that, their feelings were similar in the common ‘theme’.

6.3.4: Feelings arising from experiences of the Holiday Destination - Egypt

This section discusses the feeling formed from experience of the tourists arising from their holiday for both males and females about Egypt regarding the question: "What did you discover through your holiday as a tourist experience?"

Males

The males responded as follows reflecting their experiences:

"We have learned a lot from our visit to Egypt."

"Although it was interesting and beautiful, but you have to be very careful when you are in a foreign country."

"The most interesting place was for diving."

Females

The females had more to reflect and responded as follows:

"We found it to be very diverse."

"We discovered the people of Egypt were very friendly."

Here it seems that the females may have heard other things regarding the people such as not being cooperative or friendly and through their visit they found the people to be very friendly.

"I didn't realise that there was so much poverty, despite its good economy."

It seems that the tourists did not expect such high levels of poverty for country so rich and diverse in its economy.

“I discovered scuba diving to be very entertaining and also riding on a camel.” This may reflect experiences that are totally new especially to women.

Age Group between 50 and 60

Males above 40 had very positive comments regarding their experiences:

“I’m just learning how friendly the Egyptians are.”

Females above 40 on the other hand had more to say, both positive and negative:

“There is a magic about Egypt.”

“I found it’s been a very good experience.”

“I was fascinated with Egypt.”

“As a vegetarian it was very difficult for me to find suitable food for me.”

Age Group Above 60

Males above 60 had positive experiences:

“The friendly people” I learned a lot about the historical side of Egypt.”

Females above 60 concentrated on the temples:

“The Temple was a wonderful experience.”

As it seems that it was a very interesting part for them and they enjoyed the experience.

So the main ‘theme’ in these three experience categories was that they learned how friendly the people were, and they learned more about the historical side of Egypt. So the main ‘theme’ of the words stressed were:

“friendly people and the historical side”.

6.3.5: Multiple trips to Egypt

Those who had made more than one trip to Egypt were asked: “How many times have you visited Egypt?” The respondents indicated the number of times they visited Egypt, a different response is found under each age category. Perhaps the most interesting is that females between the age of 40 and 60, as they had the highest rate of visits, as illustrated in Table 6.4, where the numbers in brackets represents the number of respondents.

Table 6.4: Number of Visits to Egypt

AGE	< 40	40 - 60	60 +
MALE	Once (2)	Once (1)	Once (2)
FEMALE	Three times (1) Once (4)	Eleven times.(1) Once (3) Three times (1) Sixteen times (1) Three times (1)	

The numbers in parenthesis are the number of visits to each country

The above table shows that some people interviewed repeated their travel, some of them between eleven and sixteen times. Females repeated travel a little more than three times more than that of males. It seems that images of poverty did not stop female tourists from visiting the tourist places and exploring culture and heritage. This shows the importance of the country and its value to the visitor as a destination holiday. Such a value is a two-fold effect; on one side the country benefits from flourishing its tourist industry and promotion, and the other side the tourists benefit in terms of enjoyment and relaxation. Increasing the number of tourist would eventually help the country to improve its image and increases economic growth which would in turn help to reduce poverty. Despite some of the negative views regarding Egypt, this did not stop some of the tourists from coming back and revisiting Egypt.

Continuing on the analysis of the holiday destinations, India is the subject of the next section.

6.4: INDIA

The the analysis of India follows the same pattern as that of the analysis for Egypt. Five males and two females were interviewed.

6.4.1: Reasons of visiting India

There are many reasons why people chose certain destinations in India, ranging from the scenery, cheap and worthwhile, history and culture, the country's atmosphere and other reasons. As for the tourists' expectations from their destination in India, Table 6.5 exhibits some of the quotes regarding specific gender and age groups. The tourists varied in their reasons for their choice of destination, as some of them chose all the nice sights like 'Taj Mahal', specifically, while the majority mentioned history and culture.

Various reasons and justifications were given by the tourists based on their age group as the following paragraphs reveal.

Table 6.5: Reasons for Choosing India

	<40	40-60	40+
Males	<p>“My relatives and family like India, so our destination in this holiday was to visit all the nice sights like Taj Mahal, and the others sight”.</p>	<p>“My destination in this holiday Was ‘Goa’ ”.</p> <p>“It was a family trip, and our reason for the destination in this holiday was to see the ‘wildlife’.</p> <p>“Wasn’t a holiday it was work. And the destination ‘Goa’. I like the beauty of Very clean beaches and sand”.</p> <p>“We choose to go to Goa”.</p>	
Females		<p>“my destination in this holiday was ‘Goa, Mumbai and Calcutta where I enjoyed the culture and the historical sites”</p>	<p>“I always wanted to go to see the historical part of India, as a place to go”.</p>

Age Group Below 40

Example:

The common answer from the categories of the males below 40 is that they preferred lovely sights like Taj-Mahal more than the others, and their main preference was to see the historical parts of the city.

“Our purpose in this holiday was to visit all the nice sights like *Taj Mahal*, and the others sights.”

Age Group between 50 and 60

Males between the ages of 40 and 60 concentrated on Goa and the beach as the following comments show.

“My destination in this holiday was ‘Goa’ because of the beautiful beaches.”

“It was a family trip, and our reason for this destination in this holiday was to see the wildlife”.

“Our destination in this holiday was to visit ‘Goa’. I like the beauty and cleanliness of the beaches and the sand”.

For those over 40 years the common ‘theme’ was similar to that of those under 40 when asked about the conditions in India describing India as being full of poverty and dirty. However there were positive views too, the common ‘theme’ the tourists viewed the culture, architecture and beauty of the urban area as a tourist attraction balancing the negative against the positive images. One further tourist view which became apparent was towards the people of this country, about how the tourists felt towards those nationals who were extremely friendly. Therefore the negative views did not affect the tourists. As for the females between the ages of 40 and 60, they preferred to visit Goa, Mumbai and Kalcutta “My destination in this holiday was ‘Goa, Mumbai and Kalcutta’, because of the beautiful beaches and the landscape of these cities.” Whereas the females above 60 preferred the historical part of India

Females above the age of 60 also gave negative viewpoints such as describing India as having high poverty, being dirty and full of disease. It shows that the main ‘theme’ in their speech of their expectations in their

choice of a holiday destination were exactly the same as the group who were older than 40. This shows that the common 'theme' from the positive side was still the same for the group who were below 40 (culture, architecture and beauty of the urban). Some of the tourists expressed positive views about India and they did not have any negative points. However, they suggested that there should be a mechanism to reduce the level of poverty. So the main 'theme' in general for all the age groups and gender of the males are nearly exactly the same ideas.

The following paragraphs present analysis of the question: "What were your expectations from you're visited to India?"

Different age groups gave different opinions about their expectations regarding their holiday destinations. Starting with the age group below 40, they emphasised poverty and dirt, and poor roads and much disease. Such impressions reflected the negative side about the image of the poor people in this area which bothered the tourist in general. Nevertheless, this did not stop the tourists from coming to explore the other attractions such as culture, architecture and beauty of the urban places in Calcutta as the following examples reveal.

Examples:

The expectations of the tourists below 40 were as follows.

In general the tourists indicated that they got what they expected out of their holiday destination, but at the same time revealed what was not expected in their trip.

"I did not expect India have so much beautiful architecture like Taj Mahal".

“I did not expect the beauty of the urban places in Calcutta”

“I did not expect that, they have very friendly people, and they are very helpful”.

“I did not expect India to have so much of culture”.

“I did not expect India to have such diversity.”

On the negative side statements of the form

“I did not expect India to be so dirty, and we found there is so much disease” and

“I did not expect India to have a lot of poverty” were common.

Age Group Above 60

Females Tourists above 60 years gave the following description as to their expectations.

“I did not expect the beauty of the urban in Calcutta”

“I did not expect the people to be friendly people”.

A summary of peoples’ expectations is given in Table 6.5

6.4.2: Feedback of the Tourists’ experiences

The negative views regarding the destination did not stop the tourists from reporting on attractive images such as culture, architecture and beauty of the urban as expressed in the above examples. Regarding what the tourists discovered through their holiday as a tourist experience, the

viewpoints ranged. The males for instance expressed both positively and negatively as follows:

“It is a lovely country but also there is a lot of poverty and everyone wants to help.”

“We had a good accommodation and plenty to do, but if you want to see the real taste of India you have to visit the bad places too”

“We found friendship, and we see that there is something special about India”.

“It is very much a laid back holiday. The food and accommodation aren't expensive. However, the journey to India is the most expensive.”

“The friendliness of the people.” “They are so poor, yet they seem so happy”.

“I learned more about their Culture”.

The females, on the other hand, had more to reflect and responded as follows:

“I got to know more about the people, the way which they live in different ways”.

“India is magical; and we found that the people haven't changed in years.”

“We found India to be very diverse.”

It seems that the females may have heard other things regarding the people in India, such as not being cooperative or friendly and through their visit they found the people to be very friendly.

“We discovered the friendliness of the people in India.”

However, the females did not expect to see so much poverty, as some of them expressed:

“I didn’t realise that there was so much poverty, despite its good economy.”

It seems that the tourists did not expect such high levels of poverty for a country so rich and diverse in its economy.

Age Group between 40 and 60

The common ‘theme’ of the group between 40 and 60 from females point of view was the same common ‘theme’ as males, using ‘poverty’ and ‘dirty’ to describe their destination. So in general their speech gave the similar words to the group below 40. This proves that, the feeling of them in their common ‘theme’ of their opinion were similar. So the attitudes of the expectations of both males and females were negative regarding their views about their holiday destination. On the other hand, the females within the same age group as above had positive opinions for the common ‘theme’, describing their destination as: very friendly and beautiful.

It can be observed that the common ‘theme’ from the positive side of male tourists above 40 also gave similar views to those below 40, and the words which they used were associated with heritage, history and the culture. But there is one more point, which was the attitude of the tourist towards the people of this country, about how they felt towards those people was that they were extremely friendly. Culture, architecture and

beauty of the urban are main 'theme' for success of the tourists leading to an increase in the value of the tourism industry in India.

Examples

Males above 40 on the other hand had more to say, both positive and negative:

"I'm just learning how friendly the Indians are."

"India is very magical; the people haven't changed in years"

"I found it has been a very good experience."

"I was fascinated with India."

Age Group Above 60

Females above 60 had positive experiences as the following example shows:

"The friendly people" and "I learned a lot about the historical side of India of Taj Mahal."

Females above 60 concentrated on Temples, which they seemed to enjoy:

"The Temple was a wonderful experience." As it seems that it was a very interesting part for them and they loved the experience.

So the main 'theme' in these three categories in their experience was that they learned that the people were friendly, and they learned more about the historical side of India. So the main 'theme' of the words focused on the: friendliness of the people and the historical images and poverty.

6.4.3: Summary of Discourse on India

Shown in Table 6.6 are the distributions of the perceived value for the historical importance of discourse regarding heritage images. The average for the males was 1.1 and for the females it was 2.0, giving females a higher rate than males. This suggests that females have more interest towards historical view of India than the males.

The question asked was as follows: “As a visitor, is the trip of value to you in terms?” Score were given on a five point Likert scale from very low to very high.

Table 6.6: The importance of value of the trip to India in regard to heritage and cultural interest

AGE	< 40	40 - 60	60 +	Average
MALE	2 2	2 0 1		1.1
FEMALE		2	2	2.0
Average	2.0	1.4	0.6	1.6

Where there is no value it is represented by 0, where there is little value it is represented by 1 and the high value is represented by 2.

Importance of discourse of culture images, reflecting on the question: “What is your feeling about the images of Indian Culture?” The responses are illustrated in Table 6.7 below.

Table 6.7: Discourse of India for Culture Images

AGE	< 40	40 - 60	60 +	Average
MALE	-1 1	0 0 1		0.3
FEMALE		0	0	0.0
Average	0.0	0.2	0.0	0.2

Where -1 = Negative, 0 = as expected, 1 = positive

The average for males is 0.3 and for females 0.0, implying that the expectations was similar towards what they saw of the images of the culture in India.

6.4.4: Number of trips to India

Regarding this question the responses are tabulated in Table 6.8. The numbers in brackets represent the number of individuals.

Table 6.8: Number of Visits to India.

AGE	< 40	40 - 60	60 +
MALE	6 times (1) 4 times (1)	Once (1) 4 times (1) Twice (1)	
FEMALE		Twice (1)	Once (1)

The above table shows that some of the people have been repeating their travel up to six times. It seems that males revisited more than the females. Poverty images did not stop the tourists from visiting the country. This reflects the importance of the country and its value to visitors. Such a value is a two-fold effect; on one side the country benefits from flourishing and promoting its tourist industry and on the other side the country benefits from flourishing its tourist industry and promotion, and the other side the tourists benefit in terms of enjoyment, learning about the culture and relaxation.

Increase in the number of tourist would eventually help the country to improve its image and improve its economy, which would in turn help reduce poverty and perhaps improve hygiene level and other aspects that bothered the tourists.

6.5: TURKEY

The analysis of Turkey follows the similar pattern to the analysis of Egypt and India. The results were as interesting as the other destinations, reflecting on both positive and negative views of the tourists. Ten males and eight females were interviewed.

6.5.1: Reasons for Visiting Turkey

Regarding the question: Why did you choose your destination? The answers given are presented in Table 6.9

Age Group Below 40

The common answer from the categories of the males below the age of 40 is their preference to relax during their holidays, exploring nice sights, going to the beach like (Gombay), and visiting the historical parts of the city (Istanbul).

Examples:

“The destination was Goombay. It is a relaxing and peaceful place on the beach.”

“I choose Turkey because it was different, it looked interesting and my destination is Istanbul. Also, the country has a lot of history as well as Culture.”

The common answer from the females below the age of 40 was that they preferred scenic landscape, a relaxing and peaceful holiday on the beach of Cushidasi.

“I chose Turkey because of its lovely beaches. Our destination was Cushidasi.”

"I chose my destination because of the beaches in Turkey, and the nice weather"

Table 6.9: The Reasons for Choosing Turkey

	< 40	40 - 60	60 +
MALES	<p>"The destination was Goombay. It is a relaxing and peaceful holiday on the beach."</p> <p>"I choose Turkey because it was different and it looked interesting and my destination is Istanbul."</p>	<p>"Initially to Istanbul and the tea plantations areas. My interest was primary the Turkish culture, and Islam."</p> <p>"Mostly for relaxing and culture. Our destination was Istanbul."</p> <p>"I wanted to go on an interesting walking holiday and I thought of Turkey."</p> <p>"I heard from friends who returned from Turkey, and we decided to go to Istanbul."</p> <p>"My destination in this holiday was Oludeniz."</p> <p>"I choose Turkey because of the scenery, the culture and the food. My destination was 'Tarris Mountains' Topkapi."</p> <p>"My friends bought property in Turkey and they all have good things to say about Turkey."</p>	
FEMALE	<p>"The destination was Cushidasi because of the nice beaches."</p>	<p>"It was cheap, and my destination was Marmores."</p> <p>"It was a value for money holiday and my destination was Marmores."</p>	<p>"The destination was Hiratoni and I love Turkey."</p> <p>"We came before but this time we came to see the archaeological ruins and explore the history."</p>

Age Group between 40 and 60

As for the males above the age of 40, they frequently stated the words beaches, Islamic culture and walking holiday. It proves that the main 'theme' in their choice of destination for a holiday was the same for most of them and some of them preferred sports, like active walking holidays. This also was preferred by the males below 40. This suggests that they are more interested in beaches, heritage, culture and sport for their destination holiday.

Examples:

"Initially, I wanted to visit Istanbul. Because of the tea plantation areas. My interest was primary the Turkish culture, and Islam."

"Mostly for relaxing and the culture and our destination was Istanbul'."

"I wanted to go on an interesting walking holiday and I thought of Turkey."

"My destination in this holiday was 'Oludeniz ', because of the beautiful beaches"

"I chose Turkey because of the scenery, the culture and the food. And my destination in this holiday was Tarris Mountains in Topkapi."

Females over 40, they preferred *beaches, nice weather* and a cheap holiday. This proves that the main 'theme' in their destination choice was more or less the same as the group who were below 40. They are more interested in beaches and relaxing rather than heritage and culture in their holiday choice.

Examples:

“It was cheap and my destination in this holiday was Marmores, because of the beautiful beaches.”

“I chose Turkey, as it gave reasonable prices for resorts and cheap flights for the peak season.”

“My destination was Marmores because of the beautiful beaches.”

“It was a value for money holiday, and we enjoyed the nice weather.”

Age Group Above 60

As for the females above the age of 60, their preference centered around cruising, heritage and culture, which means there is a similarity in their choice for a holiday with those above 40, and their common ‘theme’ for their destination holiday.

Examples

“My destination was ‘Hiratoni’; as I love this place and I also like Turkey with its history everywhere.”

“We have been to Turkey before, but our purpose this time was to explore the history.”

To conclude this section, males below the age of 40 preferred sports activities and the main city, like Istanbul. On the other hand, females preferred the landscape and the beaches. Males above the age of 40 preferred, heritage and culture, whereas the females preferred beaches and a relaxing holiday. Therefore, both males and females in that age category had a common trait, choosing a holiday based on the availability of particular beaches. Nevertheless, females above 60 preferred heritage and culture. Males and females above 40 and 60 had these three

categories in common between them when it came to choosing holiday destinations: heritage, culture and beaches. The main 'theme' between them in their response was exactly the same.

6.5.2: Summary of discourse on Turkey

Shown in Table 6.10 are the perceived values for the historical importance of discourse regarding heritage images. The average for the males was 1.4 and for the females 1.3, giving females slightly higher scores than males. Thus it seems that females have a little more interest towards historical view of the Turkey than the males. The question asked was: "As a visitor, is the trip of value of a historical area of great interest to you?" This was scored on a five point Likert scale.

Table 6.10: The importance of value of the trip to Turkey in regard to heritage and cultural interest

AGE	< 40	40 - 60	60 +	Average
MALE	1 1	1 1 2 1 2 2 2		1.4
FEMALE	1	1 1 2 2	1 1	1.3
Average	1.0	1.5	1.0	1.4

Where there is no value it is represented by 0, where there is little value it is represented by 1 and the high value is represented by 2.

The importance of discourse of culture images is illustrated in Table 6.11, which answers the question: "What is your feeling about the images of Turkish Culture?" The table shows the average for males is 0.4 and for females 0.6, implying that females had more expectations regarding what they saw in Turkey and its culture than the males.

Table 6.11: Discourse of Turkey for culture images

AGE	< 40	40 - 60	60 +	Average
MALE	0 1	0 0 0 0 1 1 1		0.4
FEMALE	1	0 1 1 1	0 0	0.6
Average	0.7	0.5	0.0	0.5

6.5.3: Expectations and Experiences of Tourists of their Holiday Destination - Turkey

The following paragraphs present analysis of the question: What are your expectations from your visit to Turkey?

Different age groups gave different opinions regarding their expectations of their holiday destination.

Age Group Below 40

Their impression was stated as 'poor', 'harassment,' 'hassle' and 'the political aspects' of Turkey. Such impressions reflected the negative side of Turkey which seemed to bother some of the tourists. Nevertheless, this did not stop the tourists from coming back to explore the other attractions such as culture, heritage, weather, and the landscape of the beaches as the following examples reveal.

Examples

The expectations of the tourists below 40 were that they got what they expected out of their holiday destination. Examples of some quotes were:

"We did not have bad experiences."

“I chose Turkey because there were very good things said about the country.”

Others expressed the unexpected things they experienced such as their expectation of a good night life which they did not find. Most of them did not expect a lot of poor people in Turkey.

Age Group between 40 and 60

The common ‘theme’ of the group who were older than 40 were similar to the group who were below 40 regarding describing Istanbul as being poor with a lot of hassle involved. Nevertheless, the tourists also found good and positive things regarding Turkey such as the heritage, culture, and the market. The tourists also expressed that the people in Turkey were helpful and friendly.

Examples:

Tourists above 40 felt that the film ‘Midnight Express’ gave bad publicity. The tourists also found a lot of people selling souvenirs, which was annoying. They also went at a time when there was a high rate of inflation in Turkey and many of the people were poor. The tourists felt there was a lot of hassle moving around as exemplified by a frequently reoccurring statement - “I found some of the people bothering us, which I did not expect.”

On the other hand, other tourists gave positive remarks regarding Turkey, in that they felt people had willingness to get on and do things. Others simply thought of Turkey as a lovely place “Turkey is a very colourful place.” “We found many varieties of food.” Tourists enjoyed the lovely waters, the strong culture, heritage and history, as well as the cleanliness of the places they visited. They found that the Turks were helpful and friendly.

“Everybody helps each other here.”

“Although it is a hassle in the city, the people remained friendly.”

“I was expecting to see the archaeological places and I did find them”

“I expected to see the Temples and the Bazaars, and that happened.”

“We saw the friendliness of the people as we had expected and told by others.”

“We expected to see culture and religion and we did.”

Age Group Above 60

Males above the age of 60 did not report any negative viewpoints, like poor and poverty. The main ‘theme’ for all age groups and genders were the same as the following example illustrates.

Example:

Tourists above 60 years gave the following description regarding their expectations. “Our expectations about Turkey were confirmed and we did not find any bad images.”

Expectations of the Tourists’

Age Group Below 40

Female tourists’ exceptions of the group below 40 years were the same exceptions of the males in their common ‘theme’, which was: ‘poor’ and ‘hustle and bustle’, and ‘political aspects’. The attitudes of the expectations of both males and females were negative regarding their

views about their holiday destination. On the other hand, the females (within the same age group as above) had positive opinions for the common 'theme' such as heritage, culture, beaches, people being very friendly and nice whether.

Examples:

The following are some of the quotes of the female tourists below 40.

"We found the strong image was the good value of money."

"We found the people to be friendly."

The negative side was typified by statements such as:

"We felt there is a lot of hassle in moving around the city."

"We did not expect to see such bad driving, it is really erratic."

Age Group 40 to 60

Female tourists above 40 gave the same answer as those below 40, emphasising heritage, culture, beaches, and very friendly people, nice weather and the value of money. Regarding the attitude of the tourists towards the people of this country, about how they felt towards them, was positive in that they were extremely friendly. Culture and heritage are the main 'theme' for success of the tourists, which increased the value in the tourism industry.

Examples:

"We felt a few things were a bit primitive like the sanitation, and it is a very wild place to drive around."

Generally female tourists enjoyed being in Turkey and described it in many ways:

"I did not find any weak images in Turkey at all."

"I learn a lot from this culture; also Istanbul has lots of history"

"We both enjoyed our time in Turkey, and everything is good."

"We learned a lot about Turkish people and we established excellent communication between locals and the tourists."

"We got the value of money for this journey."

On the other hand, some of the tourists had negative views such as:

"We found a lot of harassment from the people."

"We felt a few things were a bit primitive like the sanitation, and it is a very wild place to drive around."

Males above 40 had very positive comments regarding their experiences in terms of the people and culture such as:

"I had good impression about the people."

"I learned a lot about the Turkish Culture."

"We learned more about this place as tourists."

"We got positive views regarding Turkey and a wide range of experiences."

"We found the people to be very helpful."

Age Group Above 60

As for the female tourists' families above 60, they thought positively about Turkey.

"We did not find any weak images in Turkey at all"

"We found the Landscape beautiful; and the weather was so nice"

"We found that the strong image is the historical part in this country."

The common 'theme' of the group older than 40 and 60 from the females' point of view was the same common 'theme' of the males. In general their speech gave the same words of the group below 40 from the negative side like poor and hustle and bustle. It proves that the feeling of 'them' in their common 'theme' of their opinion were similar.

Females above 60 also had positive experiences regarding the people and the culture.

"I loved the place, and I wanted to come back."

"We learned a lot in this holiday about Islamic culture."

"I learned that the people in Turkey are friendly."

On the other hand, females above 60 loved the landscape as it seems to be a very interesting part for them; they enjoyed and learned from the experience.

The main 'theme' in these three categories was that from their experiences they learned were: friendly people, learning about the

historical side of Turkey. So the main 'theme' of the words emphasised friendly people and the historical side.

6.5.4: Number of trips to Turkey

Regarding the question: How many times have you visited Turkey? The responses are displayed in Table 6.12.

Table 6.12: Number of visits to Turkey

AGE	< 40	40 - 60	60 +
MALE	Once (2)	Sixteen (1)	
FEMALE	Once (1)	Fourteen (1) Once (1) Tenth (1)	Twenty (1) Twice (1)

The numbers in brackets represent the number of respondents. The above table shows that some of the people have been repeating their travel up to twenty times. It seems that females revisited more than the males. Poverty images did not stop the tourists from visiting the country.

6.6: Summary

The purpose of this research was to examine the opinion of the tourists regarding the three destinations: Egypt, India and Turkey and to explore and compare the relationship between the destination images and the interest in visiting such destinations. From the various categories sampled, it has clearly been shown that each separate age group demonstrated a different holiday requirement and purpose. Those aged under 40 preferred the beaches and the vibrant night life a country can offer. Older groups stated a preference for culture and heritage.

Egypt was attractive for tourists of all ages. It offered idyllic beaches, a choice of water sports something important to males aged under 40 such as diving. Not to mention scenic landscape and the hot vibrant atmosphere many hoped to see. Egypt by far had the most statements relating to heritage and culture such as the Pyramids and temples. With regard to India, culture and heritage were particularly strong reasons to visit. It was a common reason to venture to India to see the Taj Mahal. India had much to offer tourists in terms of a friendly welcoming environment, culture and historical sites. For those over 40 this was a common destination as they were interested in learning about old ancient buildings and visiting the famous temples. India is also known by tourists to be relatively cheaper than other holiday destinations, so a perfect reason to go to buy merchandise at the many markets around the country.

Lastly, in terms of citing heritage and culture, Turkey tourists felt, was a clean country but the issue of poverty throughout the county was the main concern for the tourists. Turkey had the advantage of being a hot European-like country and tourists felt this offered a cheap cheerful holiday option. In general, those under 40 preferred the beaches and those over 40 enjoyed the historical influences.

Different age groups gave different opinions about their expectations regarding their holiday destinations. Some of the age groups shared similar experiences regarding their destination such as in Egypt cruising the Nile or in India the Taj Mahal. Other age groups had slight differences whether in the expectations or reasons for choosing the holiday destination. Some of them got what they expected out of the holiday destination such as Egypt and the Pyramids, where the tourists indicated that they saw what they had expected. Others' expectations were not met in terms of quality, hygiene and scenery. Nevertheless, this did not stop the tourist from coming to explore these countries.

In this chapter tourists who had multiple visits were included in the analysis but they did not give any dialogue which was significantly different to tourists who had only visited for the first time. This gives some further reassurance as to the reliability of the findings. The negative views of poverty did not stop the tourists from revisiting the country. Culture, architecture and beauty of the urban sites are main 'theme' for success of the tourists leading to an increase in the value of the tourism industry to Egypt and India and to a lesser degree to Turkey.

CHAPTER SEVEN

Conclusion and Discussion

7.0: Introduction

The aim of this thesis was to explore the relationship between the portrayal of place and tourist expectations and satisfaction. There was an attempt to link the importance of the images of culture and heritage, to the tourism experience in the developing countries and to understand how these images of culture and heritage might influence tourists' expectations and ultimately affect their post experience satisfaction. Studies of Egypt, India and Turkey were used to explore the hypothesis stated in Chapter 1 i.e. that:

"If the culture and heritage of a country are truthfully and honestly conveyed through advertising images then expectations of tourists are formed on firmer foundations and their ultimate satisfaction will be enhanced"

In this chapter the findings of the research are reported and limitations exposed and discussed. The implications of the work, the contribution to knowledge and suggestions for future research are also commented on.

7.1: Findings

From the literature review (Chapter 2) there is evidence first that if expectations are met then satisfaction is more likely to result. See for example the work of Gombrich (1960), Soja (1989), Chaudhary's (2000) and Chen and Chen (2009) who demonstrated that culture and heritage are important to marketing tourist destinations. Several researchers, such

as Bigne et al (2001), Baloglu (2001) and Tasci et al (2007) have shown that the use of such images influences expectations and if used effectively helps to ensure satisfaction resulting in an increase of tourist revenue to the area being marketed. Tourist brochures are important to convey these images as demonstrated by Adler (1989) and Hamilton (1997) when they refer to brochures as “mirrors reflective of reality” and by Urry (2002) who states they are “transcriptive of reality”. The work of this thesis is to add to these findings. The chosen focus was to examine the role played by the print media notably newspapers and brochures in transmitting these messages. Further the audience considered will be well educated affluent people on the basis that if a marketing strategy is to generate income to an area by promoting its culture and heritage then this is the segment of society which it would be the best targeted.

To achieve this, a mixed methods approach was undertaken as detailed in Chapter 3. Firstly the question raised was “are images of culture and heritage used to market destinations to more educated and affluent consumers?” This was answered in the affirmative from a content analysis of tourist advertising in UK “quality newspapers”, (see Chapter 4). The research undertaken in Chapter 4, was to select images of three countries; Egypt, India and Turkey and to conduct interviews and complete questionnaires to assess what people in the target segment thought about the chosen images and the degree of realism that they portrayed.

The results of the study revealed that people have a variety of views ranging from hostility to happiness, good images of the place and the desire to travel. The tourists were able to relate to images of culture and heritage to the destination (place), such as images of the Pyramids meant Egypt, Taj Mahal meant India, and the images of the Blue Mosque meant Turkey. From using the Spearman rank correlation coefficient between the brochure images and reality rated by those responding confirmed the close agreement of reality to the brochure images

This study adopted a one-group pre-test and post-test design to explore and understand the impact of viewing some specific images of a destination which the researcher had chosen from different sources such as broadsheet newspapers and travel brochures, to test the experience on individuals' perception of the image formation and interest in visiting the intended destinations. In Chapter Five the sampling frame, questionnaire instrument (pre-test and post-test), pilot test, and data collection procedure have been described.

It was found that images correlated with the expectations of the tourists and the desire to travel and see these images in reality. In this way, image affects how tourists perceive quality which in turn, determines the satisfaction of consumers. This was verified by using factor analysis on a set of questions to gauge expectations and then a similar set of questions were used to measure post visit experience. The gap between experience and expectation was labeled "delta" and was found to be negatively correlated with satisfaction.

Experience was found using regression methods not to vary significantly with gender and age, but qualifications and expectations were significant influencers of experience. Higher qualifications and greater expectations of culture and physical space made more positive experiences more likely.

Thus, it can be concluded that if images promote realistic expectations causing a potential tourist to visit the destination and if that tourist is well qualified then satisfaction will likely result. The hypothesis central to the thesis is thus confirmed. In order to validate the result derived from a positivist approach and to probe for further understanding, a qualitative approach was embarked upon in which the discourse of interviews with a representative sample were analysed. This was the subject of Chapter 6. The analysis of the interviews confirmed the findings of Chapter 5.

Generally it was found that tourist expectations towards the case countries after they had seen the advertisements depicting the images of culture and heritage left a strong impression in their minds, which could not have been expressed before seeing or experiencing them. These comments only appeared on the post-test, which indicates that the advertisement had an impact on developing that image. The result of the interviews revealed that the visits did generally reflect what the tourists expected from the advertisements. Egypt, for instance had the highest percentage in terms of history, whereas for Turkey and India, culture and heritage were equal to landscape and leisure. The interviews did suggest an important age variation which was not found in the questionnaires, it indicated that the reasons older people gave for visiting were more associated to culture and heritage than those younger than forty years who were more interested in scenery and nightlife. In Chapter 6 those interviewed, particularly those who had been to Egypt and India commented that they were surprised by the amount of poverty and poor hygiene. These images they reported were not conveyed in the brochure images. However, frequent visitors reported that, the negative views of poverty did not stop the tourists from revisiting the country.

The overall findings of this thesis support the work of Bigne et al (2001) for the case of Spanish tourism, who found that destination image influenced perceived quality of the tourist experience and images led to enhanced satisfaction and the likelihood of undertaking a return trip. Similarly this research has confirmed the findings of Baloglu (2001) who studied tourism of Turkey and found that reliable images help to increase feeling of familiarity and if familiarity is high, then satisfaction is more likely to occur.

In summary the results of this research answered the following research questions:

1. Are images of culture and heritage used to promote areas as holiday destinations to well educated and affluent sectors of the tourist market?

In Chapter 4 evidence was presented to show that images of culture and heritage are used to promote tourism to the well educated affluent sector. This is particularly the case for Egypt but less so for Turkey where overall images of leisure dominated.

2. To what degree are these images representative of the holiday destination?

The answer to this is reasonably representative – but unsurprisingly some of the negative images are omitted.

3. How do these images influence expectations?

Images were found in Chapters 4 and 5 to positively influence expectations.

4. How have images contributed to the satisfaction experienced by tourists?

Mainly from Chapter 5 and to some degree in Chapter 6 it was found that images influence expectations which if met by experience leads to satisfaction.

With regards to the overall aim it was found and clearly established that initial images of place are important influences on expectations. If the expectation one finds reflect reality and the image is an accurate reflection of the destination, tourists will be more satisfied.

7.2: Limitations of the Study

There are three main limitations to this research. These are in connection to the measurement of constructs such as expectations and satisfaction, the focus on paper based images only, issues surrounding the collection and formation of the sample and the location of the sample.

Firstly, considering the difficulty of measuring constructs Saunders et al (2003) shows that there must always be concern as to the reliability of measuring intangible issues connected to feelings and beliefs. Certainly using only positive approaches are likely to be sufficient. The researcher has attempted to overcome this in regard to measuring experience and satisfaction by attempting to triangulate the research using interviews and discussions with tourists.

Secondly, the focus of this research used paper based images and the criticism can be levelled that when the dominate media for advertising is probably television with the Internet increasingly growing in importance, this research is to an extent obsolete. The author recognises the validity of this statement but argues that the findings are still of value believing that it is the type of image that is important in influencing potential tourists. The media merely provides the channel to reach the potential tourist. However, if this research were to be extended then a simultaneous consideration of both the Internet and Television and probably the new media of games etc would be advised.

There were a number of problems with sampling which limited the ability to secure a larger sample and inhibited the data collection process. These were:

- a) September 11 and subsequent terrorist incidents reduced the number of people travelling to the targeted destinations and this compromised the data collection in attempting to reach the target

number. This rendered the initial plan of issuing questionnaires and interviewing at airports inoperative.

- b) Travel to India for interviews was restricted due to cost reasons.
- c) The level of understanding of the tourists to the questions in the interview – some had difficulty in understanding the questions asked and these questions were re-asked in a slightly different manner. Yet still there are doubts as to the level of understanding.

Also choosing only three destinations may limit the generalisation of the work. However, it is argued that the similarity of the main findings provides assurance that finding can to an extent be generalised.

Finally, expectations and satisfaction of tourists are undoubtedly culturally defined and in a world which is increasingly becoming a global market then the relevance of conducting research situated within one localised market is questionable. The researcher defends the sample in that it allowed an in depth investigation which would not have been possible if a broader approach had been taken. However, the limits to generalisation are recognised.

Despite the above limitations, the author did manage to secure a reasonable sample size to fulfill the aims of this research. With the availability of time and resources, one could perhaps include more holiday destinations and larger sample size. The design of the research and the sample secured does give confidence in the findings.

7.3: Implications

The results of this study revealed interesting issues and suggestions that are useful for travel agents and those who market destinations. The suggestion is made that to increase tourists' satisfaction with the developing countries such as India, Turkey and Egypt accurate portrayal of culture and heritage in images is required. The findings can be useful

to the planners and marketers of cultural/heritage tourism in formulating strategies to maintain or enhance their competitiveness and to target the lucrative affected educated segment of the tourist market. In other words, they should focus more on maintaining or improving factors that contribute to the overall satisfaction of tourists and part of this is the nature of images used in advertising. For example, the content of brochures and web-sites about the historic attractions should reflect such features as handicrafts, architecture, traditional scenery, and arts as part of the heritage attractions, plus museums, galleries, cultural villages, historical buildings, and monuments as part of cultural attractions of these countries. Thus, this study helps to identify the importance of cultural/heritage destination factors as perceived by the tourists who are subjected to advertisements. These findings can be useful to tourism planners to improve and create key attributes for repeat and first time visitors. Also, tourism planners may develop the special services and products that make tourists revisit. For example, marketers can send promotional packages to repeat tourists in order to induce and maintain their interest in the destinations and attract potential visitors to historical cultural/heritage destinations.

Furthermore, the study classified high-satisfaction and high expectation attributes, high-satisfaction and low expectation attributes, low-satisfaction and high expectation attributes, and low-satisfaction and low-expectation attributes through expectation satisfaction analysis. This classification will help tourism marketers and planners to maintain or enhance their strengths and improve their weaknesses. For example, the study suggests that marketers should maintain high-satisfaction and high-expectation attributes (historic buildings, cultural villages, museums, and theme parks, etc). They should also focus more on low-satisfaction and high expectation attributes (accommodation) to meet tourists' expectations.

Promoting these images will give a route to the marketers to improve the economy of such destinations and foster the extensive long-term development of the mass tourism.

7.4: Contribution

In this thesis, a contribution to knowledge has been made on five fronts; firstly there has been confirmation of some of the recent literature in regard to the importance of advertising images in setting peoples expectations about potential tourism visits. Secondly the importance of tourism advertising of destinations to the economic development of developing nations has been confirmed. Thirdly there has been a methodological advance in that the idea of two stage data collection of collecting data before and then immediately after the visit has been shown to be a very effective and in the end efficient form of data collection. Fourthly the link from images to enhancing satisfaction has been tested and found to be a positive influence.

Finally from this work recommendations are formed which will inform tourism companies in way to better market their product and importantly advice can be given to leaders of developing countries on how to market their country and obtain an important source of hard currency via increased tourist inflows.

7.5: Future Research

The study provided a general picture of the relationship between cultural/heritage destination images and tourists' overall satisfaction with tourism to the developing countries to experience historic and cultural sights. This was achieved by advertising through the use of images in promoting destinations and forming expectations. Future research should investigate the relationship between tourists' satisfaction and intention to revisit a destination. Future studies could be applied to other

cultural/heritage destinations using a similar research method so that a comparative analysis in different destinations may be explored. Also, more refinement is needed in selecting attributes because some respondents felt there was some ambiguity in the questionnaire items. Such research as the one conducted in this study adds knowledge to other researchers and insight into what has been revealed in the three destinations and what is needed for further investigation.

It is also important to study other influences in forming tourist expectations such as informal word of mouth communication and in particular the internet and developments in new virtual experience ICT media. New media especially interactive media might well change the nature of culture and heritage expectations and so a great deal of further research is required.

This research focused on UK based tourists but there needs to be more research into how images are globally perceived and used to shape expectations if the work is to be truly of benefit to developing countries. This is especially so as globalisation means that tourist remittances are highly multinational.

In conclusion, in order to create effective marketing strategies for products and services in the cultural/heritage tourism market, a better understanding of the tourists who visit the cultural/heritage destinations is required and it is important to recognise how images perceived before their visit shape their expectations.

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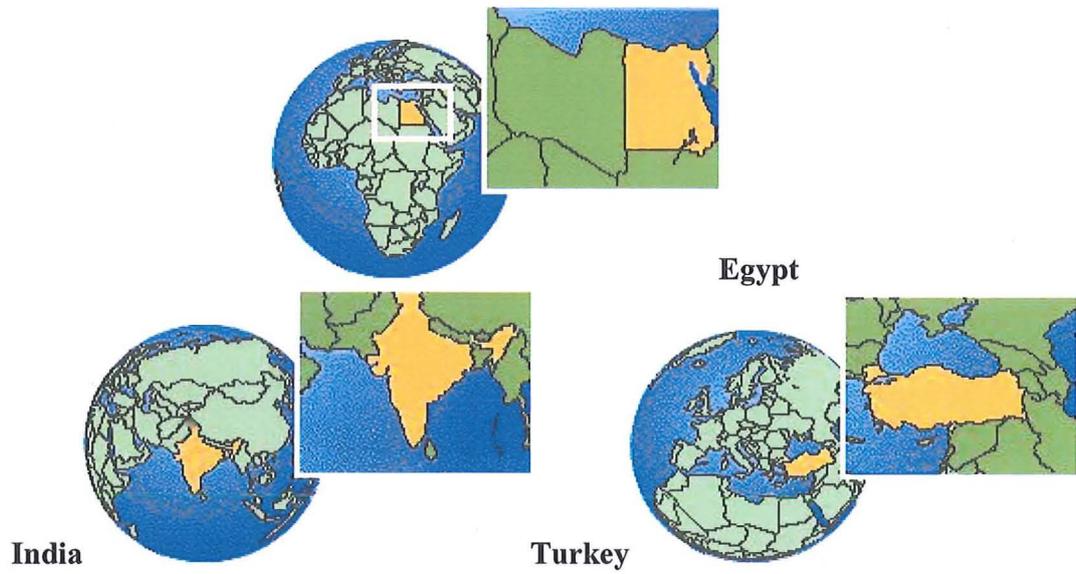
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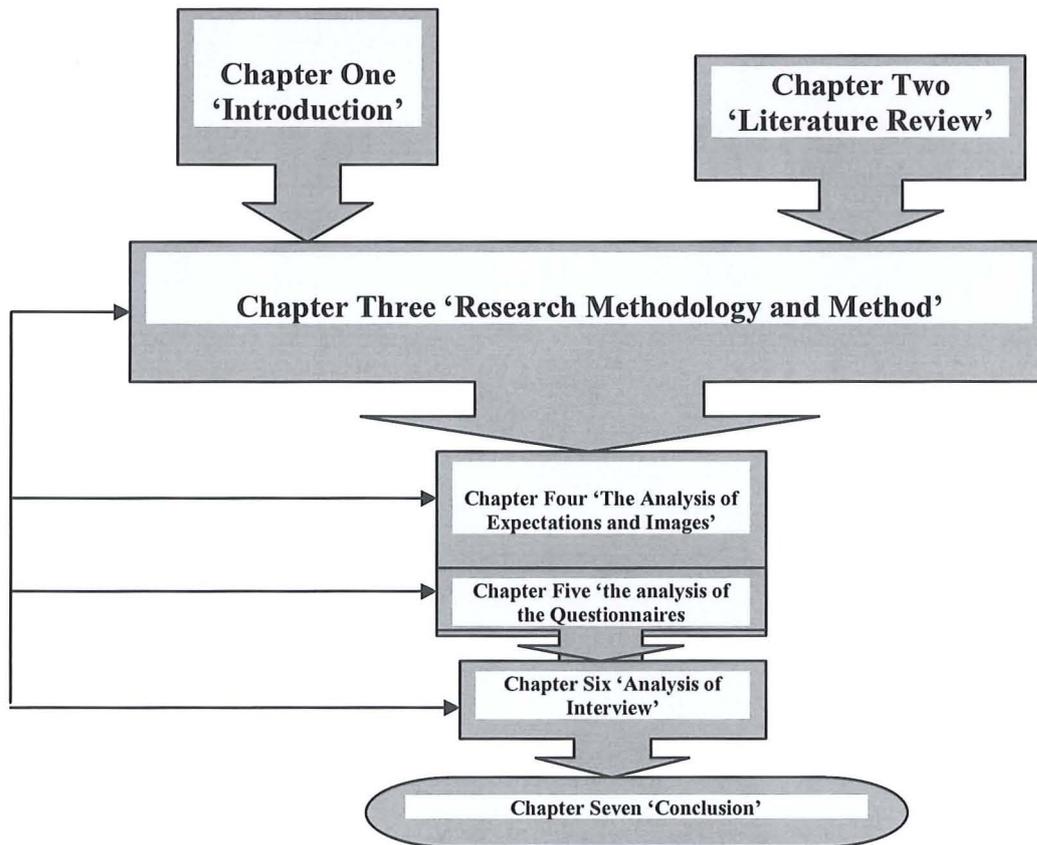
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THE ORGNIZATION OF THE RESARCH



APPENDIX A

Pre Visit Interview

1. Age: _____ Gender : _____ Occupation: _____

2. Give at least three images of Egypt

For each image indicate if it is positive or negative.

3. Give at least three images of India

For each image indicate if it is positive or negative.

4. Give at least three images of Turkey

For each image indicate if it is positive or negative.

5.

Would you like to visit these countries?

Country	Definitely	No	Perhaps	Yes	Very much so
---------	------------	----	---------	-----	-----------------

Egypt

India

Turkey

6. For Egypt what kind of holiday would you expect to have?

Give three adjectives which you think would describe your holiday

7. For India what kind of holiday would you expect to have?

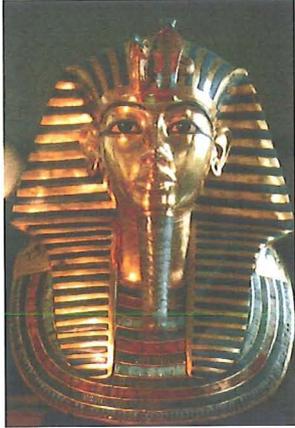
Give three adjectives which you think would describe your holiday

8. For Turkey what kind of holiday would you expect to have?

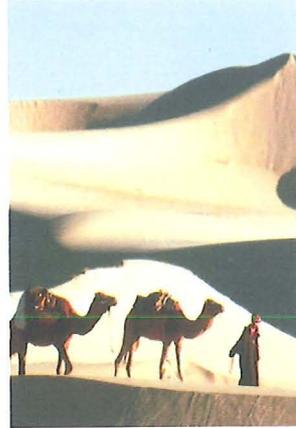
Give three adjectives which you think would describe your holiday

APPENDIX B

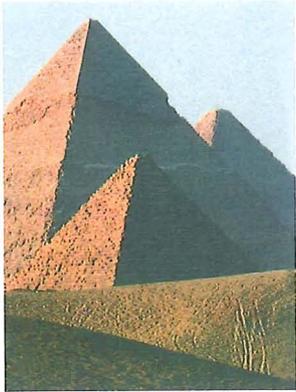
IMAGES OF TOURISM QUESTIONNAIRE 'EGYPT'



A



B



C

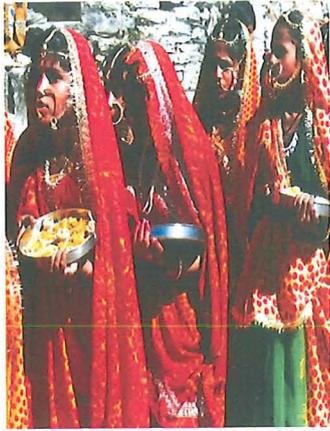


D

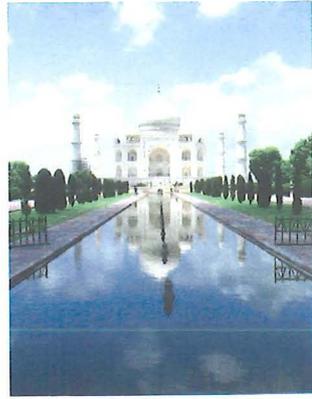


E

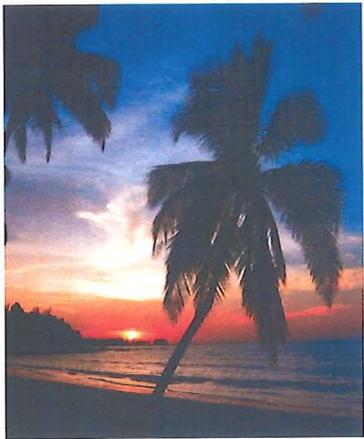
**IMAGES OF TOURISM QUESTIONNAIRE
'INDIA'**



A



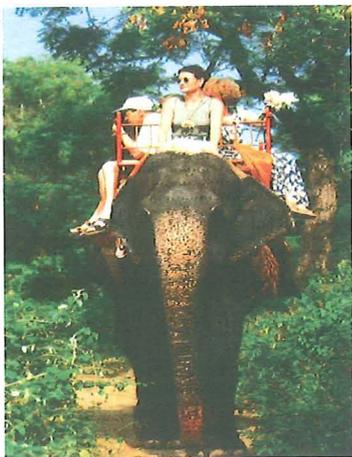
B



C

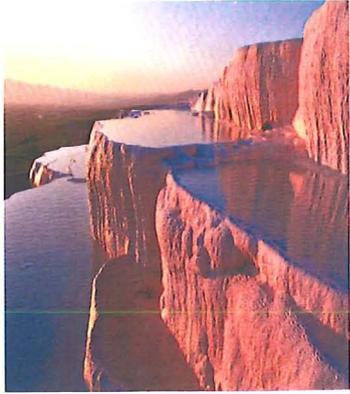


D

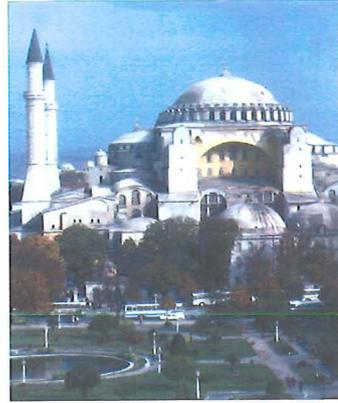


E

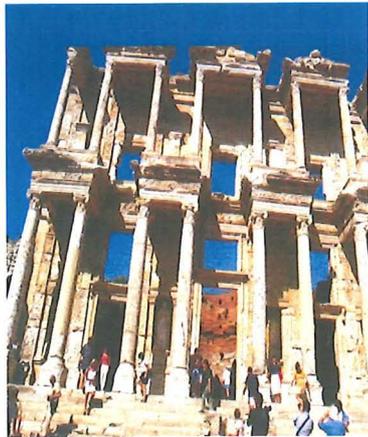
IMAGES OF TOURISM QUESTIONNAIRE
'TURKEY'



A



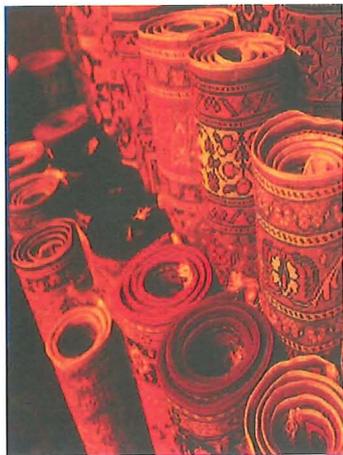
B



C



D



E

1. What do these images represent?

A

B

C

D

E

How representative do you think these images are of <Country>? Please mark on the line with an "X" your degree of expectation.

A

Not at all	_____	Very Much
------------	-------	-----------

B

Not at all	_____	Very Much
------------	-------	-----------

C

Not at all	_____	Very Much
------------	-------	-----------

D

Not at all	_____	Very Much
------------	-------	-----------

E

Not at all	_____	Very Much
------------	-------	-----------

In which way do these images influence you?

Which one of these images does you not like and why?

5. Would you consider visiting this country?

Why?

If not, why would you go to this country?

6. Please score out of 10 how pleasant you would expect the following in this country:

Accommodation

History

Sightseeing

Wildlife

Culture

Sport

Food

Safety/Security

Attitude of locals

Other

How representative do you think these pictures are to you? Please mark with an "X" on the line your degree of representativeness.

A

Not at all	_____	Very Much
------------	-------	-----------

B

Not at all	_____	Very Much
------------	-------	-----------

C

Not at all	_____	Very Much
------------	-------	-----------

D

Not at all	_____	Very Much
------------	-------	-----------

E

Not at all	_____	Very Much
------------	-------	-----------

State three other images you associate with this country:

Image A

Image B

Image C

Your details

Sex

Age

Occupation

Do you normally go on holiday alone?

With partner?

With family?

With friends?

5. Do you live alone?

With family

With children

With partner

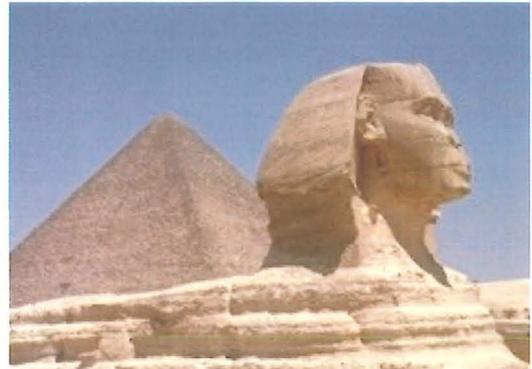
Please return this questionnaire back to the research student:

Anaam Al-Khayat
School of Management
Napier University
Craiglockhart Campus
Colinton Road
Edinburgh
EH14 1DJ

Thank you for your co-operation.

Telephone
Anaam Al-khayat

APPENDIX C
The Importance of Image in Destination Choice
Tourism in Egypt



The importance of image in destination choice
Tourism in India



The importance of image in destination choice
Tourism in Turkey



The purpose of this research is to investigate to what extent media influences the holiday destination choice of the consumer and exactly how accurate this information is according to experienced travellers. This information will be used to create possible solutions in improving false advertising and reducing unhappy consumers and as a result increase the level of satisfaction among consumers. However, it will not be possible to investigate these areas without your kind assistance in completing these questionnaires.

This information is required as part of my PhD work. Therefore, all of the data and information that you will provide in this questionnaire will only be used for the purpose of academic research.

There will be a prize draw for £100 worth vouchers from a leading store. Please provide your contact address and number if you would like to enter into the prize draw.

Thank you for your co-operation.

Yours Sincerely,

Anaam Al-Khayat

PhD research student

Napier University Business School

Napier University

Edinburgh EH14 1DJ

UK

Part A: To be completed before arrival at the destination and returned to the researcher

1. What images or characteristics come to your mind when you think of Egypt as a vacation destination? (Please write down any adjectives or nouns that come to mind.)

.....

Please indicate to what degree you agree or disagree with the following statements about Egypt.

Strongly disagree						Strongly agree
a) Egypt is a restful and relaxing place.	1	2	3	4	5	
b) Egypt people are friendly and hospitable.	1	2	3	4	5	
c) In general, Egypt is a safe and secure place to visit.	1	2	3	4	5	
d) Egypt has appealing local food (cuisine).	1	2	3	4	5	
e) Quality accommodations are available in Egypt.	1	2	3	4	5	
f) Quality shopping facilities are available in Egypt.	1	2	3	4	5	
g) Reliable local transportation is available in Egypt.	1	2	3	4	5	
h) Egypt's standards of cleanliness and hygiene are high.	1	2	3	4	5	
i) Egypt offers quality nightlife entertainment.	1	2	3	4	5	
j) For a typical visitor, there is no difficulty communicating in English in Egypt.	1	2	3	4	5	
k) Egypt offers customs that are interesting.	1	2	3	4	5	
l) Egypt offers natural scenic beauty.	1	2	3	4	5	
m) Egypt offers a variety of historic sites.	1	2	3	4	5	
n) Egypt offers cultural sites of interest.	1	2	3	4	5	
o) Egypt offers beautiful architecture.	1	2	3	4	5	
p) A trip to Egypt is good value for the money.	1	2	3	4	5	

Part B: To be completed after experiencing the Destination and return to the researcher

3. What was the most memorable image of Egypt you saw in advertisements?.....

How representative do you consider this image to be?

Very poor	poor	Okay	good	Very good
1	2	3	4	5

4. What was the most memorable image of Egypt you saw?

.....

Please indicate to what degree you agree or disagree with the following statements.

Strongly Disagree	Strongly Agree				
	1	2	3	4	5
a) I liked the natural scenic beauty of Egypt.	1	2	3	4	5
b) I liked visits to historic sites in Egypt.	1	2	3	4	5
c) I liked visits to cultural sites in Egypt.	1	2	3	4	5
d) I would like to see the architecture in Egypt.	1	2	3	4	5
e) I would like to enjoy the night time entertainment in Egypt.	1	2	3	4	5
f) I liked learning about customs of Egypt.	1	2	3	4	5
g) I liked interacting with the local people of Egypt.	1	2	3	4	5
h) I liked trying the local food (cuisine) in T Egypt.	1	2	3	4	5
i) I liked participating in sports in Egypt.	1	2	3	4	5
j) I liked relaxing on the beaches of Egypt.	1	2	3	4	5
k) I would recommend my friends to visit Egypt.	1	2	3	4	5

6. Have you considered a holiday in:

a) Turkey

Not at all					strongly
1	2	3	4	5	

b) India

Not at all					strongly
1	2	3	4	5	

7. Please give three images of

a) Turkey

.....
.....
.....

b) India

.....
.....
.....

8. List three reasons for:

a) choosing Turkey as a holiday destination

.....
.....
.....

b) not choosing Turkey as a holiday destination

.....
.....
.....

c) choosing India as a holiday destination

.....
.....
.....

d) not choosing India as holiday destination

.....
.....
.....

9. What age group do you belong to?

- | | |
|----------------------|---------------------|
| a) 18 years or under | e) 36-40 years |
| b) 19-25 years | f) 41-50 years |
| c) 26-30 years | g) 51-60 years |
| d) 31-35 years | h) 61 years or over |

10. What is your gender?

a) Female	b) Male
-----------	---------

11. What is your highest academic/ professional qualification?

.....

12. Please tick which most represents your employment?

Employed	
Unemployed	
Retired	
Skilled	
Semi-skilled	
Managerial- junior	
Senior	
Supervisor- Junior	
Senior	
Other profession, please specify:	

13. Do you have a Spouse?

Yes	
No	

14. Do you have Children?

Yes	
No	

15. Which Region of UK do you live in?

South East	
South West	
Midlands	
North East	
North West	
Wales	
Scotland	
Northern Ireland	

Thank you for taking part in filling this questionnaire. May I contact you on your return to ask you about your trip, if so please supply contact details. This will enter you into a prize draw for £100 worth of vouchers of leading store.

Name:.....
Address.....
.....
.....
Telephone:.....

Thank you very much for your help

APPENDIX D

INTERVIEW QUESTIONS (Egypt, India, & Turkey)

Q.1 Hello what is your name and how old are you?

Q.2 Why did you choose ((Egypt/ India/ Turkey and what's your decision in this holiday?

Q.3 What is your destination on this holiday?

Q.4 What was the important of destination image help you to travel to (Egypt/ India/ Turkey)?

Q.5 What image or characteristic comes to mind when you think of (Egypt/ India/ Turkey) as a vacation?

Q.6 What is your experience from this holiday?

Q. 7 what are the strong image and the weak image in your opinion that you had seen about (Egypt/ India/ Turkey)?

Q.8 Which image influenced you through the media to travel to (Egypt/ India/ Turkey). And after you see the image of (Egypt/ India/ Turkey) as you move to dream to reality?

Q.9 Is your experience positive effecting perception of (Egypt/ India/ Turkey) value to (Egypt/ India/ Turkey)?

Q.10 As a visitor was the culture of the area of great interest to you?

Q.11 Is the image of what you saw on the media that was associated with reality different from what you actually saw in (Egypt/ India/ Turkey)?

Q.12 What is your feeling about (Egypt/ India/ Turkey) as a place of cultural interest?

Q.13 In your opinion what is the symbol of power in (Egypt/ India/ Turkey)?

Q.14 What are attractive images that are unique to (Egypt/ India/ Turkey)?

Q.15 Which images were harmonious to your feeling? And what is your opinion about them?

Q.16 What did you discover through your holiday as a tourist experience?

Q.17 How do you feel about the friendliness of people in (Egypt/ India/ Turkey)?

Q.18 Did you feel safe and secure when you wandered in (Egypt/ India/ Turkey)?

Q.19 How many times have you visited (Egypt/ India/ Turkey)?

Q.20 Through your experience from visiting would you encourage the other tourists to visit?

Q.21 Is your experience a positive perception of trip value?

APPENDIX E

British Airways
Chief Executive:
Head Office
British Airways plc,
Waterside
PO Box 365
Harmondsworth
UB7 0GB

4th June 2006

Dear Sir

I am a PhD student, studying the importance of image in tourism and destination choice. As part of my research, I wish to conduct of questionnaire survey of people who will be holidaying in either Egypt or Turkey or India.

I was wondering if it would be possible for the questionnaire to be distributed on your flights to these destinations. An example of the questionnaire is enclosed. I do not wish in any way interfere with your operations or your passenger comfort. The questionnaire could be offered in a non- invasive manner and in voluntary way and if passengers wish to give their name and address then this could be incorporated in to a prize draw.

As a summary of findings can be made available to you, if you so wish.

Yours Sincerely

Miss Anaam Al-Khayat
School of Business
Napier University
Edinburgh
E-mail: a.al-khayat@napier.ac.uk

Also sent to

Names of the companies	City
Flightline Travel Management PLC	Bucks
Austrian Airlines	London
GlobeGround	Heathrow Airport
Aviance	Gatwick Airport
Airport Counter	Manchester Airport
Swiss Airlines	London
Egypt Airlines	London
KLM	Stansted
Air France Airlines	London
Lufthansa	London
Turkish Airlines	London
British Mediterranean Airways (BMED)	London
EasyJet	London Luton Airport
Emirates Airlines	London

APPENDIX F

Mr Barr
Managing Director
Glasgow Airport

30th June 2006

Dear Mr Barr

Request for Assistance with Research Project

Some staff at Napier University are researching into how image of place influence tourism choice and satisfaction. Three countries are targeted India, Turkey and Egypt.

I was wondering if you would allow some questionnaires to be distributed to travellers on Emirates Airlines who would be travelling to Egypt or India (via Dubai). This could be done as passengers queue to check in or just after they have checked in.

If you would permit this request it would be of great help. Perhaps you would email me on

r.raeside@napier.ac.uk

To let me know the outcome or call me on 013 455 4308.

Yours sincerely

Dr Robert Raeside
Director of Research
Napier University Business School

APPENDIX G

NAPIER UNIVERSITY
EDINBURGH



1st August 2006

To whom it may concern

This is to testify that Miss Anaam Al-Khayat is a PhD student at Napier University Business School in Edinburgh, Scotland. Her thesis is to investigate how image of a country as portrayed in media advertisements influences people's choice as a tourist destination and subsequent satisfaction should they visit that country.

To undertake fieldwork for this research she will distribute questionnaires and conduct interviews. Accordingly as her director of studies I would be most grateful if she can be given assistance.

Yours sincerely

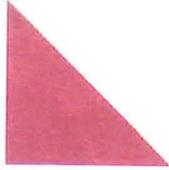
A handwritten signature in blue ink that reads "Robert Raeside".

Dr Robert Raeside
Director of Studies
Napier University Business School.

Telephone: +44 131 455 4308
Email: r.raeside@napier.ac.uk

APPENDIX H

NAPIER UNIVERSITY
EDINBURGH



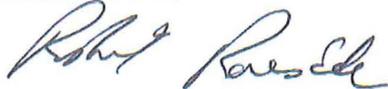
12th October 2006

To whom it may concern

This is to testify that Miss Anaam Al-Khayat is a PhD student at Napier University Business School in Edinburgh, Scotland. Her thesis is to investigate how image of a country as portrayed in media advertisements influences people's choice as a tourist destination and subsequent satisfaction on their visit to that country.

To undertake fieldwork for this research she will distribute questionnaires and conduct interviews. Accordingly as her director of studies I would be most grateful if she can be given assistance.

Yours sincerely



Dr Robert Raeside
Director of Studies
Napier University Business School

Telephone: +44 131 455 4308
Email: r.raeside@napier.ac.uk