Effects of Information Sources, Socio-cultural Preferences, and Travel Motives on Destination Image and Visiting Intent for Austria

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We certify that we have read this thesis and that, in our opinion, it is satisfactory in scope and quality as a thesis for the degree of Master of Business Administration.

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Abstract

Travelers are constantly being bombarded with different messages from travel and tourism marketing. It has become increasingly difficult to convince tourists to travel to a particular destination. In order to assess this issue, an on-line survey (N=973) on destination brand image research was developed and implemented. The study examined image perceptions of Austria and what level of influence various information sources have on destination selection. Results show that a more effective communication mix strategy can be developed to manage tourist destination image perceptions. Frequencies taken from the data revealed information sources that affect travel destination choice have a varying level of influence. A Communication Effectiveness Grid (CEG) was adapted from previous research which included quadrants that indicated marketing resource effectiveness. Structural equation modeling (SEM) was used to determine effects of information sources, socio-cultural preferences, and travel motives on destination image and visiting intentions. Results determined that: information sources have a positive effect on travel motive; socio-cultural preference and travel motive have a positive effect on destination image; and travel motive and destination image have a positive effect on visiting intention. The relationships between information sources, socio-cultural preferences, and travel motives and the effects they have on destination image and visiting intentions illustrated in the model will help marketers focus on the factors that will be most influential in attracting potential visitors to Austria.

Keywords: communication mix, destination image, tourism stakeholders, structural equation modeling, information and communication technologies

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Chapter I

Introduction, Literature Review, and Problem Statement

Over 920 million tourists traveled internationally in 2008, with more than half traveling for leisure (World Tourism Organization [UNWTO], 2009). Tourist spending in 2008 reached US $944 billion, a 1.7 percent increase over 2007 (UNWTO, 2009). Macroeconomic figures identify tourism as the biggest industry in the world, making up 11.7% of Gross Domestic Product and providing one in every twelve jobs on the planet (Álvarez, Martín, & Casielles, 2007). By understanding tourists' perceptions, destination marketers and planners are able to strategically utilize resources to improve destination image and tourist involvement, thus increasing the sustainability of future tourism development (Lottig, 2007).

Austria is a destination that has a long history of tourism development. Listed as one of the top ten most popular places in the world to travel, Austria was visited by over 21 million guests in 2009. With a population of 8.3 million people, this equates to roughly 253 visitors per 100 inhabitants (Statistics Austria, 2010). A solid foundation, diversification, constant innovation, and many returning guests have made Austria's tourism industry intensely resilient. Despite recent global difficulties experienced in the tourism industry over the last several years, Austria has continued to post gains. Tourism increased in 2008, jumping 5.6 percent from the previous year (UNWTO, 2009). Tourism contributes significantly to the national income and employment level. The current share of tourism-induced gross value added has topped 10% of GDP as of 2008 (Wirtschaftskammer Österreich [WKO], 2008). With these significant contributions to Austria's economy, it is necessary for Austria's tourism authorities to stay current with trends and compete with the industry's leading destination countries.

The World Tourism Organization reports that the top three European destination countries in 2009 were France, Spain and Italy, which ranked numbers one, three, and five respectively for the world. In recent years France has continually ranked as the most visited country in the world and currently ranks third in tourism receipts; Austria ranked number ten for tourism receipts in 2009 (UNTWO, 2009). Even with its recent upward trends, Austria's total of 21 million visitors is far below the 74.2 million people who visited France in 2009 (UNWTO, 2009). With France, Spain, and Italy leading the ranking for most popular European destinations, Austria must compete with them for new visitors.

Tourism stakeholders, such as the Austrian Tourist Board, are continually faced with the challenge of not only capturing but also maintaining their share of travel markets. Destination marketers are confronted with an even more complex additional challenge: the necessity to develop a destination campaign that is alive and offers added value to travel consumers. Travel marketing messages attempting to create destination brand images through inimitability and distinctiveness are abundant. The role of information and communication technologies (ICTs) in image creation is critical when attempting to convince tourists to travel to a specific destination (Álvarez et al., 2007).

Given the previously stated facts one can assume that Austria's tourism industry is currently doing well. It is important to understand the mechanisms supporting this success. By determining the factors that contribute to the success, the Austrian Tourist Board will be able to alter focus and maintain not only the interest of returning visitors but also attract new ones.

Exploratory research was conducted to identify the information sources that influenced travelers' decisions to visit the country of Austria. An adaptation of the study conducted by McCartney, Butler & Bennett (2008) provided the framework for this research. A survey was

developed and administered with the resulting data tabulated to reveal travelers' image perceptions of Austria and the degree to which various factors contributed to the collective Austria destination brand decision. These findings were mapped on a Communication Effectiveness Grid (CEG) to illustrate the effectiveness of marketing resources. Further analyses were completed on the data using structural equation modeling (SEM) to determine effects of information sources, socio-cultural preferences, and travel motives on destination image and visiting intentions. From the CEG and SEM results, tourism stakeholders may infer specific ICTs and marketing methods that best suit Austria's visitors (McCartney et al., 2008).

Problem Statement

Gauging tourist attitudes is essential for effective tourism planning. Tourists' knowledge and perception of a destination greatly affect their travel decision. Understanding these attitudes is challenging because travelers are a complex, heterogeneous group whose opinions of tourism are affected by many factors. The objective of this research is to discover the general image perceptions of Austria and what degree of influence various information sources, socio-cultural preferences, and travel motives have on destination selection. More specifically, to better understand the destination image perceptions of travelers for Austrian tourism stakeholders and ultimately develop an optimum communication mix for Austria's visitors.

Research Hypotheses

To meet the research objective, three primary ideas were explored. While exploring these ideas, seven hypotheses were developed. The three key topics were (1) information sources that had the most influential effect on tourists' decision to travel, (2) images most commonly associated with Austria, and (3) major travel motives for tourists. Based on the initial research in these three areas, the following hypotheses were formed and proposed:

H1: Information sources have a positive effect on travel motive

H2: Information sources have a positive effect on destination image

H3: Information sources have a positive effect on visiting intention

H4: Socio-cultural preference has a positive effect on destination image

H5: Travel motive has a positive effect on destination image

H6: Travel motive has a positive effect on visiting intention

H7: Destination image has a positive effect on visiting intention

Delimitations

The magnitude and extent of this study were influenced by several constraints. The following factors should be considered while reviewing the study:

1. The results may not be representative of all tourists traveling to Austria.
2. The sample surveyed was a convenience sample.
3. The survey administered was given only to current readers of the Austria.info newsletter audience and to travelers personally approached at the Salzburg Airport W.A. Mozart and the Salzburg Hauptbanhof train station. These restrictions were due to time constraints and economic feasibility.

Limitations

Several procedural limitations should be considered when reviewing the results of the study:

1. Travelers' ability to convey their attitudes was related to their understanding of the survey statements.
2. The qualitative nature of the questions allowed differing interpretations among travelers, particularly if they were unfamiliar with a factor that could affect how they respond.

3. The survey respondents were a convenience sample of travelers and newsletter readers within which travelers with certain characteristics (i.e., persons with limited mobility, elderly, etc.) might be underrepresented.
4. Travelers in Salzburg were approached personally while emails were sent to newsletter readers asking them to participate in the survey. All participation was on a voluntary basis though it is possible that people agreed to fill out the survey but did not adequately read and process each statement before filling in a response. For these participants that were hurrying to complete the survey, the instrument would not effectively gauge their attitudes.
5. Unidentified factors remain that partially explain travelers' attitudes.

Assumptions

The following assumptions were made in justification of this study:

1. The survey instrument was inclusive of the factors influencing how travelers might perceive and attain information about Austria.
2. Respondents were not prejudiced in their responses.
3. Respondents accurately depicted the opinions of average travelers and their opinions about Austria.

Literature Review

The Internet and tourism.

The impact of the Internet in the world of travel agencies is indisputable. The Internet has changed the way that people research and buy tourism products. The Travel Industry Association of America (TIA) reported that over 105 million Americans used Internet for travel planning in 2008, an increase from 90 million reported users in 2007 (TIA, 2009). TIA also

found that those who traveled more frequently, five or more trips annually, had a higher likelihood of using the Internet for their planning purposes (TIA, 2004). Using websites such as Travelocity and Expedia, travelers can book flights, hotels and find activities in their chosen destination. With the appearance of such Information and Communication Technologies (ICTs), more traditional travel intermediaries are adopting ICTs to provide some kind of added value to their customers (Álvarez et al., 2007). By using ICTs companies gain a vital competitive advantage.

Internet advertising.

Aside from planning purposes, the Internet is increasingly being seen as one of the most effective ways to advertise. The Internet has several advantages over the traditional forms of advertising in the travel and tourism industry, including accessibility and personalization (Lee & Mills, 2005). With all of these innovations it is no wonder that critics of traditional advertising argue that the branch may be facing extinction. According to a recent report by Maddox (2009), all media-supported advertising will slow between 2009 and 2014. All media, that is, except for the Internet. Internet advertising is expected to increase 9.2% in 2010 and by 2011 will make up 14.9% of all global advertising. Further, by 2014 total Internet ad spending is expected to reach $34.5 billion.

In traditional advertising consumers are being bombarded from every side. As the human mind is not capable of paying attention to all of these messages, it instead perceives, comprehends and accepts that to which it is most responsive (Lee & Mills, 2005). On the Internet, consumers' attention is directed to information that is personally most critical. Therefore, when dealing with Internet tourism it is important to provide a personalized and individualized service (Álvarez et al., 2007). Travel websites do just this by advertising not only

great packages but also locations often based on the investigator's preferences. This form of advertising appears to work well as online travel agencies are among the most visited sites on the Internet, ranking consistently in the top three (TIA, 2004).

Aside from online travel agencies, consumers are able to get feedback and information on destinations from other travelers. Research has proven that interpersonal influence arising from opinion exchange between consumers is an important factor in influencing a consumer's purchase decision. On the Internet, travelers can e-mail one another, post comments and feedbacks, form communities, and publish online blogs (Pan, MacLaurin, & Crotts, 2007). The most influential of the aforementioned options is the usage of blogging for travel purposes. There are currently 113 million blogs online with some 175,000 being created every day. Of those blogs there are roughly 570,000 new posts every 24 hours, reaching about 70 percent of web surfers daily (Zillman, 2010). Travel blogs are a useful tool in monitoring the competitive environment of a destination by providing valuable customer feedback that is more detailed (Pan et al., 2007).

Destination image.

Destination image, "the sum of beliefs, ideas, and impressions that a person has of a destination" (Crompton, 1979 p. 18), is an important factor in the successful marketing of a destination. The formation of an image is influenced by "a few impressions chosen from a flood of information" (Reynolds, 1965 p. 69). As far as destination images are concerned; this information comes from sources such as brochures; the opinions of others (i.e., word of mouth); advertising; media reporting in the form of newspaper, magazines and television reporting; popular culture through literature; movies; and the Internet.

Reynolds (1965) states that the word image can often be used synonymously with reputation. By collecting information to form an image of a destination, consumers are really creating what they believe the location represents. It is the cognitive and affective skills possessed by humans to impute values and feelings to images. Image, therefore, can be seen as a combination of real with imagined aspects or perceptions the consumer has added (Bolan & Williams, 2008). Consequently, no image is neutral or devoid of suggestive power. It is important to note that, as tourism services are intangible, images have become more important than reality (Govers, Go, & Kumar, 2007). Lew (1988, cited in Bolan & Williams, 2008) explains that though the actual experience a tourist has at the destination choice is what determines whether a tourist will enjoy himself and return again, the most important aspect of tourist attraction is image. Given this information, one might conclude the images that a tourism destination projects will greatly influence the destination images that consumers perceive.

There are several important factors to consider when promoting a destination image. For example, when an image is projected by the local tourism industry it should be anchored to some extent on a true destination identity. This strategy formulates a tourism product and commercializes the offer using this identity and the authenticity of a place, whether it be real or staged (Govers et al., 2007). Another important factor to consider is that promotional images and secondary place interactions form the basis for a perceived destination image. A secondary place interaction is essentially a vicarious experience which is produced, for example, by media, literature, arts, and popular culture. This image is formed in the mind of the traveler before the location is visited (Govers et al., 2007).

Destination marketing organizations.

Destination Marketing Organizations (DMOs) face another challenge with destination images. Image formation involves not just creating an awareness of a place, but also projecting the selected images to a particular market segment or perceived specific audience that is believed to be the most receptive to the message (McCartney et al., 2008). Faced with growing competition worldwide, DMOs are in a constant battle to attract travelers (Pike & Ryan, 2004). As a result, destinations have turned to new tactics to draw tourists away from their competitors. One method is to make a destination seem desirable to several different market segments. A good example of this is New Zealand's recent "100% Pure New Zealand" marketing campaign. This tagline is dynamic; it can be changed slightly to reach a variety of audiences and appeal to different travel motives. For instance, "100% Pure Assurance" marks a symbol for quality accommodations in New Zealand (New Zealand Tourism Board, 2010, para. 6). Other alterations could promote adventure, romance, education, spirituality, or value while still tying back to the core slogan. By altering a few words, New Zealand is suddenly inviting and interesting to wide variety of people (Morgan & Pritchard, 2005).

The idea of personalizing an advertisement to a certain type of traveler has been proven to be a successful tactic. A recent study by the Destination Marketing Association International (DMAI) shows the different ways in which people respond to destination marketing, what is important for DMOs and what should be avoided. The DMAI study showed that travel customers are increasingly seeking and responding to a diversified set of values that suit individual preferences. The idea of one size fits all is a thing of the past; consumers expect marketers to know what they want (Gast, 2009).

When developing and implementing a country specific destination marketing plan, it is necessary to recognize that a tourism destination is unique in that it is not a single product, but a composite product consisting of an anthology of service driven components. The tourism industry sectors encompass lodging; hospitality; theme parks and attractions; gaming, arts; entertainment; culture; heritage; the natural environment; sports; and wellness (Buhalis, 2000; Pike, 2004). Despite having little control over the tourism industry sectors, stakeholders in the destination brand include a diverse group of agencies and companies. Agencies comprise local and national government; environmental groups; chambers of commerce; civic groups; and the private sector (Morgan & Pritchard, 2005).

Media tourism.

The use of media as a form of tourism advertising has been a popular topic of interest in recent years. Tourism can be generated by books, movies, TV shows and every level of cultural activity. The media has a great effect on what image a person forms about a destination. By viewing or reading information in such a way that the primary purpose is not to promote, consumers are sometimes able to make a better formed ideal.

Media tourism first began with the written word. Even before the days of Charles Dickens and Jane Austen, travelers have been influenced by what was read and have been curious to seek out the destinations mentioned. Sir Walter Scott is an excellent example of how tourism can be affected by the written word. Sir Scott had a deep love of Scottish history and shared this love through poetry and novels. His writings provoked many people to travel to Scotland and see firsthand the beauty and history he described (Massie, 2009).

Film tourism is perhaps the most well known and influential type of tourism media. It is certainly not a new topic but has gained a great deal of attention in the last few years. An

example of this newly founded interest comes as a result of *The Lord of the Rings* trilogy and the increase in tourism interest it created in New Zealand where the movies were made (Bolan & Williams, 2008). In a 2003 survey, it was discovered that 95% of current visitors to New Zealand knew that *The Lord of the Rings* was filmed there and 9% of those visitors stated that the movie was one of the main reasons they had traveled to the destination (Croy, 2004). The type of large screen exposure a film can give a destination is something that destination marketers simply could not hope to pay for nor be able to produce (Bolan & Williams, 2008). Movies can showcase a destination's natural scenery, historical background, and culture. Austria is not exempt from this phenomenon. Since the release of *The Sound of Music* in 1965, many tourists have traveled to Austria in hopes of visiting locations that were showcased in the film (Im & Chon, 2008).

Push and pull factors.

In studying factors that lead to increased tourism, it is important to note the different push and pull factors of a given location. The push-pull idea provides a simple and insightful approach for explaining the motivations underlying tourist behavior (Klenosky, 2002). According to this idea, a push factor is a specific force in our lives that leads us to the decision to take a vacation, while a pull factor refers to those factors which lead an individual to select one destination over another (Klenosky, 2002). A push factor is viewed as something relating to the needs and wants of a traveler. For example, push factors might include the traveler's desire for an escape; rest and relaxation; prestige; adventure; social interaction; and health and fitness. Conversely, a pull factor is characterized in terms of the destination's attractions or the attributes of the destination itself incorporating such things as sports facilities; sunshine; historical sites; and beaches (Klenosky, 2002).

A significant relationship can be drawn between the two as people may be pushed by their own internal forces and, at the same time, be pulled by the external forces of a destination. For Austria specifically, it might be that people are drawn to the country as a result of the culture, history and scenic wonders that are present in the country. It could be deduced that these are pull factors for Austria. The push factors that can be drawn from these could be as simple as the need to escape and experience something new. Push and pull factors such as these can be used in exploring why travelers visit Austria as well as the effectiveness of the communication channels in promoting Austria's attributes to traveler audiences.

Chapter Summary

The review of literature has discussed factors affecting tourism. Some of these factors included the Internet, destination image, destination marketing organizations, media tourism, and push and pull factors. The literature distinguished various factors in these areas which can affect a person's decision to travel.

The overarching theme of this chapter is the relevance of destination images and the importance and constant challenge of ensuring that favorable destination images are instilled in the minds of potential visitors. Whether it is through blogs, movies, or brochures, destination marketers are constantly striving to ensure that a positive image of the destination product is portrayed.

In an effort to maintain favorable destination images, organizations such as DMOs must pay close attention to how future tourists are receiving information. By understanding what information and communication technologies consumers use to obtain travel information, DMOs are able to better formulate a marketing plan that will draw the ideal traveler.

Chapter II

Research Methodology and Data Analysis

The purpose of this research was to better understand the image perceptions of travelers for Austria's tourism stakeholders. The optimal research methodology must offer equality between the resources available and the information necessary to protect the integrity of this study. This chapter contains a description of the methodology used and the reasons for selecting such methodology. It is divided into seven sections: (1) research design; (2) sample selection; (3) instrument development; (4) data collection; (5) data analysis methodology; (6) analysis of data; and (7) chapter summary.

Research Methodology

Research design.

The research methodology was multi-phased, with the initial phase being a pilot study of the survey instrument, followed by development of a Communication Effectiveness Grid (CEG) from actual survey results, and structural equation analysis of the survey data. The objective of this research is to better understand the destination image perceptions of travelers for Austrian tourism stakeholders and ultimately develop an optimum communication mix for Austria's visitors. Publications exploring destination image marketing; travel advertising; Destination Marketing Organizations; film tourism; and push and pull factors have been reviewed from existing literature.

Sample selection.

Zikmund (2003) defines the target population as the complete group of population elements that is significant to the research. The purpose of this phase of the research was to pilot test the survey instrument that was later used to determine the image perceptions for Austria's

tourism stakeholders. Though the original survey instrument was previously validated, due to small changes made to the instrument, the decision was made to test the instrument with a pilot study. Therefore, a sample of students and faculty of Southern Utah University (SUU) was chosen as the target population for the pilot research.

Because it was not practical to administer the survey to the whole population of SUU, it was appropriate to limit the administration of the survey to a sampling frame. According to Zikmund (2003), a sampling frame is a collection of elements from which a desired sample may be taken. It is not feasible to compile a list for the sampling frame without excluding some members of the population. When some sample members are excluded or when the sampling frame does not accurately represent the larger population, sampling frame error is introduced. (Zikmund, 2003). Since it was not feasible to administer the instrument to the entire population of SUU, it was reasonable to use a convenience sample.

For this segment of the research, the sampling frame consisted of a convenience sample of SUU School of Business students and faculty. To test the validity and reliability of the survey instrument, students and faculty at Southern Utah University were asked to complete an electronic version of the survey instrument at www.surveymonkey.com. Survey administration was limited to a convenience sample of the students and faculty who were asked to participate via email.

Instrument development.

A survey instrument was adapted from the questionnaire developed, validated, and used by McCartney, Butler and Bennett (2008), which consolidated information sources from relevant existing literature. Seventeen sources were included, from controllable sources such as print and broadcast advertising to more uncontrollable sources such as referrals from family, friends and

work colleagues (McCartney et al., 2008; Sönmez & Sirakaya, 2002; and Dore & Crouch, 2003). In addition to asking respondents whether or not they heard about Austria from individual advertising sources, a Likert scale was included, ranging from 1 (*very unimportant)* to 7 (*very important*). The scale allowed respondents to rate the level of importance a specific source was when making the decision to travel to Austria. This scale was adapted from the Likert scale used in 2008 by McCartney, Butler, and Bennett which ranged from 1 (*very unimportant)* to 5 (*very important).* The addition of two points was believed to more accurately reflect subtle variations of importance of the information and communication technologies. Although respondents may have heard about Austria from a given source, the inclusion of an importance scale was to determine the degree of importance per information source in persuading travelers' actual decision and intent to travel (McCartney et al., 2008).

The final validated survey instrument consisted of seven questions on participants' demographic profile. The remainder of the instrument had a series of statements to which participants stated their level of importance or unimportance on a 7-point Likert scale. The survey instrument, letter of permission for its use, and Institutional Review Board approval can be found in Appendices C, D, and E respectively.

Data collection.

Final survey data was collected using two methods. Travelers at Salzburg Airport W.A. Mozart and Salzburg Hauptbanhof train station were asked individually to participate in the survey. Additionally, readers of the Austria.info tourism e-newsletter were invited by email to participate. Respondents were questioned on issues regarding travel behavior including current traveling purpose (business or pleasure) as well as factors regarding travel motives, destination image perception, and sources which influenced destination image. The survey was

administered on paper to travelers at the airport and train station and was made available at www.surveymonkey.com for newsletter readers. Final survey data was collected over a ten-week period.

Only surveys completed by respondents of non-Austrian residency and over the age of 18 were used. A total of 1,185 surveys were collected from April through July 2010. Of the total number of surveys collected, 212 were rejected for incompleteness or respondents did not meet the residency or age requirements discussed; 973 were deemed usable.

Data analysis methodology.

Software packages.

Predictive Analytics Software (PASW) 18.0 and EQS 6.1 software packages were used for data analysis. Survey responses were hand-coded into PASW and converted into EQS for analysis. Descriptive statistics, confirmatory factor analysis, and structural equation modeling (SEM) were used to analyze the data from collected surveys. SEM was selected because of the ability of this method to explore the interconnected relationships between the factors identified within the model (Hoyle, 1995).

Communication Effectiveness Grid.

The challenge for destination marketers comes from isolating the many media messages that cause changes in a traveler's image perception (Sönmez & Sirakaya, 2002). Focusing on this issue, a Communication Effectiveness Grid (CEG) was formed as an adaptation of the McCartney et al. (2008) study. This grid integrates personal, public relations, marketing, and advertising actions that influence a traveler's formation of image. The information for this grid was taken from the survey question which asks whether the respondent had heard of the destination from a specific information source. Following this determination, a second question

was asked to determine the level of importance of the source in the travel decision making process. Since a respondent may or may not have heard about a destination from a particular source, this has greater relevance according to the degree of importance the traveler puts on that source, which was scaled from 1 (very unimportant) to 7 (very important).

The CEG (see Figure 1) is composed of four quadrants which highlight the degree of importance that travelers place on each method of communication in making a decision to travel to a certain location. These quadrants include: (1) excessive, nonrelevant communication; (2) nonrelevant communication; (3) more effective communication needed; and (4) effective communication. *Excessive, nonrelevant communication* describes instances in which communication that is being carried out by a particular destination is received by the traveler and yet is of little or no importance in the actual travel decision. The *nonrelevant communication* quadrant describes communications that are not only unimportant to the traveler but are also not received. *More effective communication needed* reflects communication that is important to the traveler but is not being acted upon. In other words, a traveler is not receiving information from this source but believes it to be a source on which they would base a decision to travel. Finally, the *effective communication* quadrant shows communication that is not only important but is also being accepted by the traveler. The traveler is receiving information from sources which they believe to be credible and will be used to select a destination.

Insert Figure 1 Here

Structural equation modeling.

According to Hoyle (1995), structural equation modeling (SEM) is a "comprehensive statistical approach to testing hypotheses about relations among observed and latent variables" (p. 1). SEM is used to test the validity of relationships between different parameters of a given model. SEM is similar to correlation, multiple regression, and ANOVA in that all are based on linear statistical models that test causality (Hoyle, 1995). Furthermore, these methods are all only valid if certain assumptions are met, in the case of SEM these include the independence of observations and multivariate normality (Hoyle, 1995). SEM differs from these methods in that it requires formal model specification that enables it to estimate and test the relations between latent variables (Hoyle, 1995). However, one limitation of SEM which is not shared with other models is the ambiguity associated with model fit as described in the Evaluation of Fit section (Hoyle, 1995). SEM consists of several steps including model specification, estimation, evaluation of model fit, model modification and interpretation (Hoyle, 1995).

Model specification.

Hoyle (1995) defines specification as "the exercise of formally stating a model" (p. 2). In other words, a series of parameters or relationships between variables are expressed in words or with a diagram to create the model. Parameters are assumed to be constants that represent the relationship between two variables. There are two types of parameters. Fixed parameters are generally equal to zero and are not estimated from the data. Free parameters are estimated from the data and are hypothesized to not equal zero (Hoyle, 1995).

Variables for structural equation modeling can be either observed (measured directly by the data) or latent. Latent variables are unobserved but are implied by the relationships noted between multiple factors. The latent variables are stipulated in the measurement model which,

along with the structural model, composes the general structural equation model. Thus, the structural model represents the relationships between the observed and latent variables (Hoyle, 1995). The combination of the measurement and structural models creates a "comprehensive statistical model that can be used to evaluate relations among variables that are free of measurement error" (Hoyle, 1995, p. 3).

Between observed and latent variables there exist three different types of relationships: association, direct effect, and indirect effect (Hoyle, 1995). An association is a nondirectional relationship within the model. A direct effect is a directional relationship between an independent and a dependent variable. An indirect effect is a directional relationship between an independent and a dependent variable through one or more intervening variables (Hoyle, 1995). The sum of the direct and indirect effects of an independent variable on a dependent variable comprises the total effect between the variables (Hoyle, 1995).

Identification is an important consideration in model specification. As defined by Hoyle (1995), "identification represents the correspondence between the information to be estimated (free parameters) and the information from which it is to be estimated, the observed variances and covariances" (p. 4). In essence, identification is how well the data collected matches the model created. A model that is just identified has zero degrees of freedom and only one operation performed on the observed data can fit the model (Hoyle, 1995). A model that is overidentified can have as many degrees of freedom indicated by the variances and covariances less the number of free parameters (Hoyle, 1995). In effect, there is more than one way to calculate from the data a value for one or more free parameters but the observed data still fit the specified model. Finally, a model that is underidentified has no unique value that can be calculated from the observed data (Hoyle, 1995). Basically, the data does not fit the model if the

model is underidentified. According to Hoyle (1995), in order to be considered specified, a model must be either just identified or overidentified.

Estimation.

Once a model has been specified, the model must be calibrated to observed data. Calculations can be performed to test the relationship between variables. To perform these calculations, the observed data should be used to create estimates for the free parameters. Iterative methods are used to estimate free parameters that 'imply' a covariance matrix from the observed data. An implied covariance matrix is the result of the structural equation calculated using the values of fixed parameters and the estimates of the free parameters. Start values (tentative estimates of free parameters) must be plugged into the structural equation which allow initial calculations and thus begin the iterative process of estimation. Following each iteration, the differences between the implied covariance matrix and the observed matrix are used to calculate the residual matrix. The smaller the residual matrix, the better the model estimation, thus iteration continues until the residual matrix is minimized (Hoyle, 1995). This point represents model convergence.

Evaluation of fit.

Once a model has been specified and estimated (the residual matrix minimized), the fit of the model to the data must be evaluated. There are several indexes used to evaluate the fit of a model. The chi-square goodness-of-fit test is the most common and is obtained directly from the value of the fitting function. The smaller the value of the chi-square, the better the model fit to the observed data. A chi-square value of zero represents a perfect fit (Hoyle, 1995).

Due to a growing dissatisfaction with the chi-square test among researchers, Hoyle (1995) discusses a number of other goodness-of-fit indices that have been developed. These

include the normed fit, nonnormed fit, and independence models, which are not statistical and cannot be used to determine statistically model goodness-of-fit. However, they are useful in order to measure the model's general ability to fit the observed data (Hoyle, 1995).

Model modification.

Also known as respecification, model modification is the modification of the model to better match the observed data. This includes changing one or more free parameters to fixed or vice versa. If, following estimation, the fit of the model to the observed data was poor, the model can be modified and reestimated to more adequately reflect the data (Hoyle, 1995). Modifications also include the addition or deletion of paths and are applied based on theoretical foundation.

Interpretation.

Once the model's fit is deemed acceptable, the calculated estimates for each parameter must be examined for fit and interpreted. Parameter estimates can be evaluated either unstandardized or standardized. Unstandardized parameter estimates are values produced by the model that can only be interpreted in reference to the scales of the variables. Standardized parameter estimates are normalized unstandardized parameter estimates that allow parameters throughout the model to be compared and thus are more functional (Hoyle, 1995). When results are interpreted, unstandardized results are used to determine whether or not paths are significant; afterward, standardized values are reported.

Proposed Model.

A structural model allows researchers to explicitly incorporate measurement error into models to assess its influence on the model fit. Also, developing and testing models allows researchers to study interdependent relationships among multiple variables simultaneously;

consequently, it provides a more veridical view of the reality of the phenomena of interest. Therefore, SEM is the suitable statistical tool in this research. This model presents factors that influence travel motive, destination image, and visiting intention. In order to use structural equation modeling effectively, Hair, Anderson, Tatham, and Black (1998) suggested seven stages in structural equation modeling. These seven stages are: (1) developing a theoretically based model, (2) constructing a path diagram of causal relationships, (3) converting the path diagram into a set of structural and measurement models, (4) choosing the input matrix type and estimating the proposed models, (5) assessing the identification of the structural model, (6) evaluating goodness-of-fit criteria, and (7) interpreting and modifying the model, if theoretically justified (Hair et al., 1998, p. 592).

In short, data analysis occurred in two phases as follows: (1) Confirmatory Factor Analysis (CFA), and (2) full structural equation model analysis. Also, in the process, two types of validity (i.e. convergent and discriminant) were analyzed. These two types of validity constitute construct validity. Construct validity refers to the extent to which an operationalization measures the factor it is supposed to measure (Bagozzi, Yi, & Phillips, 1991). Convergent validity has been defined as the extent to which the measures of a variable act as if they were measuring the underlying theoretical construct because they share a variance. Discriminant validity refers to the degree to which measures of two constructs (factors) are empirically distinct (Bagozzi et al., 1991; Davis, 1989). In order to ensure good quality of research design, it is necessary to assess the aforementioned validities. For that reason, tests of those validities were analyzed.

A graphical representation of the proposed structural equation model may be seen in Figure 2. The following seven hypotheses were used to create the relationships represented as H1 through H7:

H1: Information sources have a positive effect on travel motive

H2: Information sources have a positive effect on destination image

H3: Information sources have a positive effect on visiting intention

H4: Socio-cultural preference has a positive effect on destination image

H5: Travel motive has a positive effect on destination image

H6: Travel motive has a positive effect on visiting intention

H7: Destination image has a positive effect on visiting intention

SEM was used to assess the existence and direction of each of the seven hypothesized relationships.

Insert Figure 2 Here

Analysis of Data

Chapter II continues with the results and findings of the analyses conducted on the final survey data. In analyzing the combined results of the paper and online surveys, statistical measures were employed. Descriptive statistics were used to calculate means and standard deviations for rated responses, and frequency analyses were made for non-rated responses including travel behaviors, travel activities, and demographics. Using the results of descriptive statistics on information sources, the CEG was graphed.

Findings.

A total of 1,185 participants took the survey. After eliminating all potential respondents who completed less than 85% of the survey and those that didn't meet the residency and age restrictions, 973 of the received surveys were deemed usable.

Respondents were asked to identify their gender and their age. As shown in Table 1, the participants of this study were 48.6% female and 51.4% male. Just over half (51.2%) of the participants were aged 55 or older, while the majority of others fell between the ages of 45-54 (20.8%) and 35-44 (14.0%). These participants were generally older than those surveyed in 2008 who were primarily aged 25-34 (McCartney et al., 2008).

Respondents were also asked about their education level and monthly income. Well over three quarters of the participants reported a post graduate (43.56%) or college (41.1%) education. Only 11.0% had a high school/pre-university education while even fewer reported vocational training (3.5%). Compared to respondents in Hong Kong, Beijing, Kaohsiung, and Shanghai, participants in this study held more post graduate degrees but maintained a comparable number of college degrees (McCartney et al., 2008). The largest proportion (39.7%) reported monthly household income greater than or equal to €5,001. The next highest group of participants (16.4%) reportedly made €3,001 - €4,000 monthly. During the data collection period, US Dollar to Euro exchange rate reached a high of $1.3654 on April 14, 2010 and a low of $1.1925 on June 8, 2010 (Google Finance, 2010).

Finally, respondents were questioned about their occupation, country of their birth, and household structure. Nearly half (46.4%) of those surveyed indicated their household structure as a couple without children living at home. Those living alone or with roommate(s)/family member(s) accounted for 27.5% of respondents while 20.8% indicated their household structure

as a couple with children living at home. Professional (34.0%), retired (25.7%), and management (13.9%) were the most reported occupations of survey participants, while management, technical staff, and professional were occupations most reported by McCartney et al. (2008). A total of 61 countries were represented by respondents, with the United States of America claiming the most representation (61.9%), followed by Canada (6.2%) and Germany (4.2%). Other countries were represented by respondents from Africa (Egypt, Sierra Leone, and South Africa); Asia (China, Hong Kong, India, Japan, Macao, Malaysia, Pakistan, Philippines, Singapore, South Korea, Sri Lanka, Taiwan, Thailand, Turkey, and Vietnam); Central Europe (Albania, Austria, Bosnia, Hungary, Slovakia, and Switzerland); Eastern Europe (Bulgaria, Czech Republic, Estonia, Latvia, Moldova, Romania, and Russia); Middle East (Iran, Israel, Jordan, Lebanon, and Saudi Arabia); Northern Europe (Denmark and Finland); Southern Europe (Croatia, Greece, and Italy); Western Europe (France, Ireland, Netherlands, Portugal, Spain, and the United Kingdom); North America (El Savador, Jamaica, Mexico, and Panama); Oceania (Australia and New Zealand); and South America (Argentina, Brazil, Guyana, Peru, and Venezuela).

Insert Table 1 Here

Results of descriptive and frequency analyses.

The initial step in the analyses was calculating the frequencies for the quantitative data collected. The frequencies were calculated according to five sections of the survey: (A) Travel Behavior; (B) Travel Motives; (C) Images of Austria; (D) Travel Activities; (E) Cultural Background; and (F) Information Sources. Tables 2 through 8 illustrate the results of the frequency analysis for each section.

The frequency analysis for Section A: Travel Behavior, illustrated in Table 2, shows that approximately half of those surveyed had visited Austria 1-5 times. In the last three years, most (69.5%) had never taken an international business trip, but 88.95% had taken an international pleasure trip at least once. While the average length of stay for foreign business-related travel was largely not applicable (69.8%), the majority (61.9%) of foreign pleasure trips were longer than seven days.

Insert Table 2 Here

The descriptive analysis for Section B: Travel Motives is shown in Table 3. The most important travel motives rated by respondents were to: (1) experience a new culture, (2) experience the unfamiliar, (3) learn new things, and (4) relax physically and mentally.

Insert Table 3 Here

Table 4 explains the descriptive analysis for Section C: Images of Austria. Respondents agreed most strongly that Austria has natural scenic beauty and rich cultural heritage. Other images and impressions to which they readily agreed were Austria's many places of interest to visit, its attractions, and unique architectural buildings. Generally respondents agreed that Austria has safe places to visit, is clean and litter free, and provides easy access to the rest of Europe.

Additionally, some respondents voluntarily indicated particular images which came to mind when thinking of Austria. Many of these responses can be categorized into themes such as film, culture and history, descriptive, food and beverage, scenic, specific destinations or

attractions. For example, one of the most common images associated with Austria is the film The Sound of Music. Respondents also mentioned many items related to Austria's culture and history: old buildings, castles, villages, museums, Mozart, classical music, festivals, and Christmas markets. Some descriptive impressions of Austria included relaxing, friendly, festive, beautiful, pleasant, casual, inviting, or generally positive; mountains, lakes, and snow were often listed as scenic impressions. Beer and coffee were common beverages associated with Austria, and skiing and hiking were common activities listed among responses. Responses with specific destinations and attractions were numerous, with many listing the Alps, salt mines, Vienna, Salzburg, Melk, Schloss Schönbrunn, Mirabell Gardens, and the birth place or residences of Wolfgang Amadeus Mozart.

Insert Table 4 Here

Table 5 shows the frequency analysis for Section D: Travel Activities. Of the survey respondents, visits to historical buildings and heritage attractions were the activities with most participation (96.9%), followed closely by leisure activities such as walks, skiing, beach-lounging, etc. (91.7%) and visits to museums (91.4%). Also, many respondents participate in festivals or similar events with music and food (86.1%), go shopping (86.0%), attend an opera or concert, theatre, or cinema (85.3%), and take part in a knowledge-seeking educational activity (77.8%). Figure 3 illustrates other travel-related activities in which respondents indicated their participation: night entertainment such as clubs, discos, and bars (40.6%), sporting events (37.9%), conferences (19.2%), and gambling (9.5%).

Insert Table 5 and Figure 3 Here

Table 6 shows the descriptive analysis for Section E: Cultural Background. Respondents generally placed a high priority on having a strong image of a destination (*M*=5.38, *SD*=1.28). Respondents also indicated a preference to engage in direct contact with the local people (*M*=5.93, *SD*=1.01) and to travel to countries in which the culture is different from their own (*M*=5.58, *SD*=1.20). Most respondents agreed only slightly that the culture and traditions of Austria were similar to their own (*M*=4.54, *SD*=1.54).

Insert Table 6 Here

Tables 7 and 8 represent the frequency and descriptive analyses, respectively, for Section F: Information Sources. Table 7 indicates whether or not the respondents had heard about Austria from the given source while Table 8 shows whether or not they felt that such a source would help them in making a decision to travel to Austria. The sources from which Austria was not only heard about but also that held some importance in decision making included: (1) family and friends; (2) Austrian acquaintances; (3) travel programs on Austria; (4) books on Austria; and (5) Internet/email. The information sources from which Austria was not heard about and held the least importance in the decision process included: (1) telemarketing; (2) trade shows; (3) spokesperson/celebrity; (4) press conference/press release; and (5) familiarization or journalist/press tours.

Insert Tables 7 and 8 Here

Austrian Communication Effectiveness Grid.

The next phase in analyzing the data included formulating the Communication Effectiveness Grid (CEG). The information for this grid was taken from the results of survey question 15. This question asked the participants not only what sources they had heard about Austria from, but also how important it was in making their decision to travel.

As seen in the CEG (Figure 4), five important methods of communication about Austria were effectively reaching travelers: (1) internet/email; (2) family and friends; (3) books on Austria; (4) travel programs on Austria; and (5) movies about or in Austria. There were ten communication channels which most respondents indicated were neither important nor effectively used; these included: (1) telemarketing; (2) trade shows; (3) spokesperson/celebrity; (4) press conference/press release; (5) outdoor advertising; (6) familiarization or journalist/press tours; (7) broadcast advertising; (8) social or work colleagues in Austrian embassy or consulate; (9) direct mail; and (10) Austrian overseas offices. While there were no information sources within the *excessive, nonrelevant communication* quadrant, two sources fell within the *more effective communication needed* quadrant: (1) Austrian acquaintances and (2) print advertising.

Insert Figure 4 Here

Results of structural equation modeling.

This chapter continues with a descriptive summary section in which assumptions of SEM are discussed and tested. Following descriptive statistics, several design quality issues will be discussed, including validity and reliability. In the final section of this chapter, the results of the SEM analysis for each hypothesis will be presented.

Descriptive statistics and assumptions.

For this study, there were 973 participants and 23 observed variables. Descriptive statistics of 23 continuous variables are presented in Table 9. Table 9 includes mean, standard deviation, skewness, and kurtosis indices for accessing normality of each variable. The data were evaluated for assumptions of SEM: normality, linearity, multicollinearity and singularity, and adequacy of covariances.

Insert Table 9 Here

Results derived within larger samples generally have less sampling error than smaller samples. Kline (2005) reasoned that, "more complex models—those with more parameters—require larger samples than more parsimonious models in order for estimates to be comparably stable." In the absence of absolute standards in the literature about sample size and path model complexity relationships, Kline (2005) proposes that the ratio of the number of cases to the number of free parameters be 20:1 as an ideal or 10:1 as a more realistic target ratio. The ratio of cases to observed variables was 37.9:1. Conversely, the ratio of cases to estimated parameters is 16.7:1. This ratio is adequate, given that it has met Kline's ratio parameters and the reliability of the subtests of the SEM model is high. Therefore, 973 is an adequate sample size for this study.

Respondents occasionally left some survey statements blank. To determine whether certain statements were purposefully avoided, missing value analysis (MVA) was performed using PASW and EQS. EQS MVA determined that the data were missing at random (MAR), indicating respondents were not avoiding particular statements. PASW MVA was performed to replace missing values with calculated expected values. The data were evaluated for normality.

Normality of the observed variable was assessed through examination of histograms using PASW Descriptives and summary descriptive statistics in EQS. Twenty-one of the twenty-three observed variables were significantly skewed as evidenced in Table 10. EQS also provided information on multivariate normality. Histograms were not normally distributed for the variables. The normalized estimate of 41.35 indicated that the variables were not normally distributed. A scaling factor developed by Satorra and Bentler (1994) corrected the statistics for non-normality. The Satorra-Bentler corrected test statistic (SCALED statistic) was computed on the basis of the model, estimation method, and sample fourth-order moments; it held regardless of the distribution of variable. The result of normality test suggested that Satorra-Bentler Scaled Chi-Square should be used in the data analysis. (Tabachnick & Fidell, 2001).

Insert Table 10 Here

In relation to the assumption of linearity, it was not feasible to examine all pair-wise scatterplots to assess linearity; therefore, randomly selected pairs of scatterplots were examined using PASW GRAPHS. All observed pairs appeared to be linearly related. There was no violation of assumption of linearity.

Through the examination of PASW Frequencies, eleven univariate outliers were detected and deleted. Using Malahanobis distance (through PASW Regression) and cases with the largest contributions to Mardia's coeffieient (through EQS) at $p < 0.001$, eight multivariate outliers were detected and deleted. SEM analysis was performed on 973 participants. The matrix determinant, determined by EQS to be 0.35687D+04, exceeded zero thus indicating no singularity.

Preliminary SEM Data Analysis

The Confirmatory Factor Analysis (CFA) model specified one second-order factor: information sources (IS), as well as four first-order factors: destination image (DI); socio-cultural preferences (SCP); travel motives I; and visiting intentions (VI). Regarding the second-order factor, information sources loaded on three factors: information source A, information source B, and information source C. Information source A included: broadcast advertising; print advertising; Internet/email; and outdoor advertising. Information source B included: trade shows; familiarization or journalist/press tours; and press conferences or press releases. Information source C included: Austrian acquaintances; social or work colleagues in Austrian embassy or consulate; Austrian overseas office; family and/or friends; and spokesperson or celebrity. The correlations between three first-order factors of information sources ranged from 0.350 to 0.586, shown in Table 13. Correlations among variables in the second-order factor are fairly high as evidenced by Table 11.

Insert Table 11 Here

Reliability, Convergent Validity, and Discriminant Validity

By definition, scale reliability was the proportion of variance attributable to the true score of the latent variable (DeVellis, 2003). Cronbach's alpha was used to assess the reliability of multi-item constructs. As is evidenced in Table 12, the alpha of each construct ranged from 0.594 and 0.879. The reliability level for VI did not meet the critical value of 0.7 suggested by Nunnally and Bernstein (1978; 1994). All other constructs exceeded the critical value. Measurement theory suggested that the relationships among items were logically connected to

the relationships of items to the latent variable. Therefore, the strong correlations among items implied strong links between items and the latent variable.

The convergent and discriminant validity of the seven constructs represented in Table 12 were examined by the results of a confirmatory factor analysis (CFA). The result of CFA included estimates of covariances between the factors, loadings of the indicators on their respective factors, and the amount of measurement error (unique variance) for each indicator. Convengent validity denotes indicators specified to measure a common underlying factor all have relatively high standardized loadings on that factor. For each set of indicators, the standardized factor loadings were all medium high, which suggested convergent validity.

Discriminant validity indicates that estimated correlations between the factors were not excessively high (e.g., > 0.85) (Kline, 2005). In relation to discriminant validity, the correlations between information source A, information source B, and information source C were excessively high. The correlations ranged from 0.350 to 0.586, suggesting it would be inappropriate to set up a higher-order factor for information source A, information source B, and information source C. In order to measure the relative influence of each information source, higher-order factor analysis was used. The estimated factor correlations were low enough to suggest that the five factors: (a) information sources A, B, and C, (b) socio-cultural preferences, (c) travel motives, (d) destination image, and (e) visiting intention, were clearly distinct.

Insert Table 12 Here

SEM Data Analysis

Structural equation modeling (SEM) was used to examine the hypothesized relationships among the constructs in the study. The hypothesized models were tested with the EQS program

(Bentler, 2010) by imposing the structure of direct and indirect effects on the current data. First, the fit of a measurement model was tested to determine whether the observed variables (indicators of the latent constructs, information source A, information source B, information source C, socio-cultural preference, travel motive, destination image, and visiting intention) were generated by the corresponding latent constructs. The overall fit and the regression paths were analyzed in this approach. Second, the originally hypothesized model (the full SEM model; Figure 2) was tested. The indices of the goodness-of-fit between the hypothesized model and data were examined to determine whether the model described the data well. Third, a modification process was applied to the hypothesized model from previous analyses to further improve the model, not only to represent a good fit to the data but also to adequately describe the meaningful relationships among the constructs.

The evaluation of model adequacy was based on chi-square statistic, comparative fit index (CFI), Bollen fit index (IFI), standard RMR, RMSEA, and inspection of the values of standardized residuals. In addition, the results of Lagrange Multiplier (LM) tests and Wald tests were used to determine malfitting parameters in the model modification process. Examination of skewness and kurtosis (univariate and multivariate) indicated that maximum likelihood estimation was appropriate for this study. The correlations among the indicators of nine constructs were all statistically significant, $p < 0.05$.

Measurement Model Results

The measurement model specified seven factors: (1) information source A; (2) information source B; (3) information source C; (4) socio-cultural preference; (5) destination image; (6) travel motive; and (7) visiting intention. In this model, each indicator was constrained to load only on the factor it was designed to measure; the residual terms for all indicators fixed to

be uncorrelated, no equality constraints on the factor loadings were imposed, and the factor covariances were free to be estimated. This model represented a good fit to the data, Satorra-Bentler Scaled $\chi^2(209, N = 973) = 718.6648$, $p < 0.001$, CFI = 0.926, IFI = 0.926, RMSEA = 0.05 (Confidence interval = 0.046~0.054). Except three indicators (i.e., Cultural Preference 2, Travel Motive 4, and Visiting Intention 1), variance (R^2) in the indicators explained by their corresponding constructs were all significantly large, ranging from 0.092 to 0.774.

Factor correlations among the seven factors are presented in Table 13. The strongest factor correlation, $r = 0.586$, was indicated between information source A and information source B and the next, $r = 0.507$, between information source B and information source C.

Insert Table 13 Here

Structural Model Results

To examine the goodness-of-fit of the hypothesized model, the measurement model was re-specified by imposing the structure of each model (see Figure 2). The results of the proposed structural parameters are summarized in Table 14. Compared with the models previously examined in the mediation analysis stages, this model featured an increased number of constrained path coefficients as well as an ordered independent-mediating-dependent construct structure. The fit indices of the hypothesized model indicated that the model represented a good fit to the data [Satorra-Bentler Scaled $\chi^2(218, N = 973) = 870.75$, $p < 0.001$, CFI = 0.905, IFI =0.905, RMSEA = 0.056 (Confidence interval = 0.052~0.059)]. To summarize, with the fit index of 0.905 and 0.905 for both CFI and IFI, the significant parameter estimates, and the parsimony and meaningfulness of the paths included in the model, the hypothesized model was considered a fairly good fit to the current data (see Figure 2). The Wald test indicated that all

free parameters were reasonable and statistically significant. Although the Lagrange Multiplier (LM) test suggested that a few paths between factors can be added (e.g., from visiting intention to travel motives; from socio-cultural preference to travel motives; and from destination image to travel motive), based on the overall goodness-of-fit and theoretical meaningfulness of the model, no changes were applied to the hypothesized model. Additional careful examinations of individual parameters of the model in the appendix assured that the model fit the data well: no evidence of improper solutions was found, all measurement parameters were statistically significant, the confirmatory factor loadings were of relatively large size, and the measurement errors were relatively small.

Based on the result of data analysis, the following three equations were generated as a result of decomposition of model variables. All three proposed structural equations were supported by the results of data analysis.

$$Y_{travel\ motive} = P_{51}(\text{information sources}) + D_5$$

$$Y_{destination\ image} = P_{71}(\text{information sources}) + P_{76}(\text{socio-cultural preference}) + P_{75}(\text{travel motive}) + D_7$$

$$Y_{visiting\ intention} = P_{81}(\text{information sources}) + P_{85}(\text{travel motive}) + P_{87}(\text{destination image}) + D_{11}$$

Table 14 provides results lending support for five of the seven hypotheses. Information sources appeared to exert a significant positive effect on travel motive, and the size of this effect was considerably strong, which supports hypothesis 1. A useful information source would positively influence travelers' motive to visit the destination. On the other hand, travelers' socio-cultural preference showed a significant positive effect on destination image. The stronger socio-cultural preferences travelers had, the better destination image travelers would hold for the destination. Also, with strong traveling motive, travelers tended to have better images about the

destination. Furthermore, a stronger traveling motive exerted a significant effect on travelers' visiting intentions. A well-developed destination image would increase travelers' visiting intentions.

The analysis results did not support the proposed effect of information sources on destination image (hypothesis 2) and the proposed effect of information sources on visiting intention (hypothesis 3). Although the results of these two hypotheses were not significant, the path was not removed based on the theoretical consideration. The results of testing hypotheses were summarized in Table 15.

Insert Tables 14 and 15 Here

The EQS also produced indirect effects which were closely examined constructs whose effects were mediated toward other constructs. In general, all indirect effects appeared to be statistically significant ($p < 0.05$) except the indirect effect of information sources via travel motive on visiting intention. The results indicated that the proposed path structure was meaningful. Specially, indirect effect of travel motive via destination image was significant. This model explained approximately 5.9% of the variance in travel motive, 9.6% in destination image, and 12.9% in visiting intention. The direct effect, indirect effect, total effect, and R^2 are summarized in Table 16 and represented in Figure 5.

Insert Table 16 and Figure 5 Here

Hypothesis 1: Information sources have a positive effect on travel motive

Hypothesis 1 predicted that information sources would positively affect travel motive and was supported with a coefficient of 0.264. Respondents indicated sources of information

positively affect travel motives. With positive influence of information sources, tourism authorities should use different channels of information to strengthen and appeal to potential visitors' travel motives. Each information source comes with a different degree of influence. Among the three information sources investigated in this research, information source B (trade shows; familiarization or journalist/press tours; and press conferences or press releases) was shown to have the most significant influence on travel motive. Information source A (broadcast advertising; print advertising; Internet/email; and outdoor advertising) was second, followed by information source C (Austrian acquaintances; social or work colleagues in Austrian embassy or consulate; Austrian overseas office; family and/or friends; and spokesperson or celebrity).

Hypothesis 2: Information sources have a positive effect on destination image

Hypothesis 2 predicted that information sources would positively affect destination image, but this result was not supported. While some information sources indicate importance in decision making process, information sources do not show a positive effect on destination image. This contradicts the expected outcomes as Reynolds (1965) suggests images are formed by the impressions of information received from brochures, word of mouth, advertising, and media. One explanation could be that prospective visitors have higher expectations based on the destination image perceptions that are relatively difficult to influence. Another could be that information sources are not relevant for creating destination image as long as the information is received.

Hypothesis 3: Information sources have a positive effect on visiting intention

Hypothesis 3 predicted that information sources would positively affect visiting intention, but this result was not supported. With positive influence of information sources, tourism authorities can prompt travelers' visiting intention. Though not supported in this study, it is

reasonable to believe that, with effective communication of Austria's pull factors, it is still possible to strengthen visiting intention and to increase visitor count.

Hypothesis 4: Socio-cultural preference has a positive effect on destination image

Hypothesis 4 predicted that socio-cultural preference has a positive effect on destination image and was supported with a coefficient of 0.202. Based on this result, the higher socio-cultural preference a prospective visitor has the better destination image the visitor will have toward Austria. Furthermore, this result implies that most surveyed visitors view Austria as a popular destination for socio-cultural tourism.

Hypothesis 5: Travel motive has a positive effect on destination image

Hypothesis 5 predicted that travel motive has a positive effect on destination image and was supported with a coefficient of 0.118. When prospective visitors have high travel motivation, they tend to have a strong destination image of Austria. The destination marketing organizations should use those channels of information sources to strengthen the travel motives of prospective visitors. Strengthening travel motives can provide two strategic benefits: first, it will create a better destination image in the minds of potential visitors, and second, it will motivate them to visit Austria.

Hypothesis 6: Travel motive has a positive effect on visiting intention

Hypothesis 6 predicted that travel motive has a positive effect on visiting intention and was supported with a coefficient of 0.138**;** supporting results of the previous study conducted by McCartney, Butler and Bennett (2008). A strong travel motivation will increase travelers' visiting intentions. Developing a marketing campaign to increase travel motive is key to Austria's destination marketing organizations.

Hypothesis 7: Destination image has a positive effect on visiting intention

Hypothesis 7 predicted that destination image has a positive effect on visiting intention and was supported with a coefficient of 0.358. A better destination image will increase travelers' visiting intention. The results of this study suggest that most participants view Austria as a top destination for socio-cultural tourism. Austria's marketers should keep this in mind as they develop new and improved marketing campaigns.

Chapter Summary

This chapter discussed the research methodology used and the reasons for selecting such methodology. Research type, sample selection, survey instrument design, data collection methods, and process of data analyses were presented. The design and implementation of the research methodology permitted the development of an illustration product that could be used operationally, while simultaneously contributing to the evolution of theory.

To examine the decision to travel based on the factors presented in Chapter I (e.g. Internet; destination image; destination marketing organizations; media tourism; and push and pull factors), a survey was developed to be administered to a convenience sample of Austrian tourists to gauge image perceptions towards tourism and tourism related communication technologies in Austria. The original survey instrument was validated by McCartney, Butler, and Bennett (2008); however, some small changes to the survey instrument were made prior to its administration in this study. Due to these small changes, before being administered on a large scale, the survey instrument was validated through a small-scale pilot study. The pilot survey was initially administered to 44 students and faculty at Southern Utah University. After the pilot study was completed, minor revisions were made, and the survey was distributed to the convenience sample of Austrian tourists.

A total of 973 final, usable surveys were collected from the convenience sample and analyzed using descriptive statistics and SEM. Data was organized by plotting it on the CEG, and relationships among the constructs were analyzed using SEM to determine the validity of the hypotheses 1-7. Tests of reliability, convergent validity, and discriminant validity suggested five distinct factors: (a) information sources; (b) socio-cultural preferences; (c) travel motives; (d) destination image; and (e) visiting intention. The analysis results did not support the proposed effect of information sources on destination image (hypothesis 2) and the proposed effect of information sources on visiting intention (hypothesis 3). H1, H4, H5, H6, and H7 were found to be supported by the model while H2 and H3 were not supported.

Chapter III

Conclusions, Implications, and Recommendations

This study analyzed the perceived images of Austria and the factors of travel that mattered most to travelers. This was accomplished through: (1) a review of existing literature; (2) utilizing data accumulated by the administration of paper and online surveys; and (3) the reports of the findings. Chapter III includes the implications and conclusions that can be drawn from this study regarding the important factors that affect an individual's desire for travel. Key findings are discussed and recommendations for future research are offered.

Conclusions and Implications

The focus of this study was to determine what information sources were important in the decision making process of traveling to Austria, as well as what destination images Austria created in the minds of the public. This study was adapted from the 2008 study done by McCartney, Butler, and Bennett in which tourist perceptions of a specific destination, Macao, were examined. Similar results were evident in relation to what information sources seem to be the most effective and what sources are not. For example, in both studies the opinions of family and friends and information found via internet/email were considered to be among the most important sources whereas sources such as telemarketing and trade shows were considered least effective. Additionally, compared with previous research travel motives for respondents of this study are similar to those surveyed for Macao (McCartney et al., 2008). Such motives as relaxing physically and mentally and experiencing a new culture were determined to be very important in both cases.

The three primary research topics serving as the basis for this study were: (1) information sources that had the most influential effect on tourists' decision to travel, (2) images most

commonly associated with Austria, and (3) major travel motives for tourists. These topics are coupled with the following examination of survey results.

Research topic 1.

Which of the identified information sources had the most influential effect on tourists' decision to travel? The composite variable scores indicated that a majority of the proposed information sources were considered to have some level of importance. The five most important sources from which information about Austria is received were: (1) family and friends; (2) Austrian acquaintances; (3) travel programs on Austria; (4) books on Austria; and (5) Internet/email. Although many of the information sources were considered helpful in making a travel decision, sources such as telemarketing and Austrian overseas offices were generally deemed as neither useful nor important.

Austria's pull factors, such as its natural scenic beauty and many tourist attractions, can be best promoted using the aforementioned information sources which indicated the most important and effective sources influencing travel decisions. These information sources can be categorized as controllable or uncontrollable from a marketing perspective. Controllable information sources such as internet/email, books, travel programs, and movies are readily utilized marketing tools. Though considered less controllable than media messages, positive word of mouth referrals from family or friends can be encouraged by providing free downloadable screensavers, post cards, and other promotional materials that can shared easily and inexpensively. Employing each of these information sources will enhance Austria's pull factors.

Research topic 2.

What images are most commonly associated with Austria? One focus of this study was to determine what destination images are commonly associated with Austria. When the

participants were asked this question it was found that most people focused on the scenic and cultural/historical aspects of the country. Common images included nature, greenery, mountains, castles, festivals, The Sound of Music, beer and coffee. These images are important for Destination Marketing Organizations and other tourism-related organizations for marketing Austria. Using the images commonly associated with Austria the country's marketers will not only market individually to visitors looking for those specific experiences but will also know what lesser-known or new attractions to promote.

Research topic 3.

What are the major travel motives for tourists? When examining the tourism industry it is important to discover what factors motivate tourists to travel. Knowing these motivating factors allows marketers to cater to specific interests, stay current with travel trends, and convey information that is most relevant to the specific traveler. Based on the results of the frequency analysis, it was found that the most important travel motives rated by respondents were to experience a new culture, experience the unfamiliar, learn new things, and relax physically and mentally. Knowing these travel motives of potential visitors will assist DMOs in effective marketing strategies. Austria's marketers may gear marketing campaigns to communicate specific cultural events, unique destinations, educational attractions, and the relaxing activities that will appeal to travelers who wish to satisfy particular travel motives.

Communication Effectiveness Grid.

The completed Communication Effectiveness Grid shown in Figure 4 illustrated what information sources were most important when making travel decisions. Respondents indicated five information sources that provide important information: (1) internet/email; (2) family and friends; (3) books on Austria; (4) travel programs on Austria; and (5) movies about or in Austria.

Ten communication channels were reported as neither important nor effectively used; these were (1) telemarketing; (2) trade shows; (3) spokesperson/celebrity; (4) press conference/press release; (5) outdoor advertising; (6) familiarization or journalist/press tours; (7) broadcast advertising; (8) social/work colleagues in Austria embassy/consulate; (9) direct mail; and (10) Austrian overseas offices. Finally, respondents indicated that two sources were important but fell within the *more effective communication needed* quadrant: (1) Austrian acquaintances and (2) print advertising. These results are consistent with the results of the study by McCartney et al. (2008).

As previously discussed in the literature review, the different information sources have varying degrees of influence. Information sources over which marketers have less control (i.e., family, friends, and acquaintances) have the potential to be more credible and believable than paid or more controllable forms of communication (i.e., broadcast media). Some of the controllable media (i.e., outdoor advertising, trade shows and print advertising) are not effectively reaching the surveyed participants. This presents two challenges: first, how to ensure favorable messages are passed from family, friends, and acquaintances; and second, how to encourage effective use of positive imagery of Austria through advertising. One approach to meet these challenges is to provide favorable images to visitors and potential visitors from information points and web pages. Complimentary post cards, downloadable screen savers, and wallpapers that showcase Austria's attractions are just a few specific tools that can be used to promote its pull factors and gain more control over somewhat uncontrollable information sources such as referrals from family, friends, and acquaintances.

Research Hypotheses

Hypothesis 1 predicted that information sources would positively affect travel motive and was supported with a coefficient of 0.264. Respondents indicated sources of information

positively affect travel motives. With this positive influence, tourism authorities should use varying information sources to strengthen the travel motives of potential visitors. This can be accomplished through the use of online tools such as informational websites, travel diaries, blogs, video tours, e-newsletters, and online book clubs. Films and travel programs showcasing Austria are currently ranked highly influential and important information sources; new movies filmed in Austria or travel programs featuring pull factors of Austria would be logical choices for reinforcing positive images and strengthening travel motives.

Hypothesis 2 predicted that information sources would positively affect destination image, though it was not supported. This suggests that various information sources such as electronic media, publications, and people do not strengthen destination image. Using one information source may have no advantage over another source if the same result can be achieved by both. Given that destination image is the result of acquired feelings, impressions, and information about a destination (Reynolds, 1965), specific sources of information that create the image may be irrelevant, provided that meaningful information is received by a potential visitor. To influence destination image, tourism authorities may need only to ensure that relevant information reaches the specified target audience.

Hypothesis 3 predicted that information sources would positively affect visiting intention and was also not supported by this study. Positive influence of information sources can prompt the visiting intentions of travels. More research may be required to further explore this point. Though not supported in this study, it is reasonable to believe that, with effective communication of destination pull factors, it is still possible to strengthen visiting intention and to increase visitor count. Based on the rankings of information sources in this study, it is apparent that the more information tourists have about a destination, the more important and influential that

information becomes in decision making. Focusing on the most influential information sources ((1) family and friends; (2) Austrian acquaintances; (3) travel programs on Austria; (4) books on Austria; and (5) Internet/email), tourism authorities could realistically influence visiting intention by first strengthening travel motive. The more information tourists have about a location, the more important and influential that information becomes.

Hypothesis 4 predicted that socio-cultural preference has a positive effect on destination image and was supported with a coefficient of 0.202. Based on this result, the higher socio-cultural preference a prospective visitor has the better destination image the visitor will have toward Austria. Furthermore, this result implies that most surveyed visitors view Austria as a popular destination for socio-cultural tourism. Therefore, promoting destinations such as Vienna and Salzburg, which are closely associated with social and cultural elements such as festivals, architecture, history, and music, would have a positive effect on destination image.

Hypothesis 5 predicted that travel motive has a positive effect on destination image and was supported with a coefficient of 0.118. When prospective visitors have high travel motivation, they tend to have strong destination image of Austria. Travel motive is positively affected by information sources as determined in this study. Since information sources such as media and referrals from family and friends have a positive effect on travel motive, the tourism authority should use these identified sources of information to reinforce prospective visitors' motivations. Doing so can provide two strategic benefits: first, it will create a better destination image, and second, it will motivate them to visit Austria.

Hypothesis 6 predicted that travel motive has a positive effect on visiting intention and was supported with a coefficient of 0.138**;** supporting results of the previous study conducted by McCartney, Butler and Bennett (2008). Simply stated, a strong travel motivation will increase

traveler intention to visit a particular destination. Since destination image was determined to be positively affected by travel motive, developing a marketing campaign to increase travel motive is key for the success of Austria's destination marketing organizations. Effective communication of relevant information using important information sources such as internet, word of mouth, and media will strengthen the destination image of Austria in the minds of potential visitors and increase their intent to visit.

Hypothesis 7 predicted that destination image has a positive effect on visiting intention and was supported with a coefficient of 0.358. In other words, a strong destination image will promote visiting intention of travelers. The results of this study suggest that most participants view Austria as a top destination for socio-cultural tourism. Since a primary goal of destination marketers is to attract new visitors, this strong destination image of Austria for socio-cultural tourism can be used to increase the visiting intention of travelers. Cities such as Salzburg and Vienna appeal to socio-cultural interests with rich history, architecture, and music; promoting these pull factors of Austria will thus increase visiting intention of travelers.

Recommendations for Future Research.

There are several implications that can be drawn from this research. One of the most important observations can be seen in the CEG in Figure 4: namely, not only where travelers get their information but also what information sources they feel are the most important/influential in the decision making process. Close examination of importance ratings in Table 8 revealed that respondents who indicated hearing about Austria from specific information sources rated those sources higher. This is true even for sources which were considered to be generally unimportant, such as trade shows and telemarketing. For example, mean importance ratings for trade shows and telemarketing were found to be 4.99 and 4.58, respectively, for "yes" responses

compared with 2.54 and 2.20 for "no" responses, as shown in Table 8. This observation suggests that as information is received it becomes important to travel decisions. Furthermore, used effectively and strategically targeting the right audiences, even information sources generally regarded as unimportant can be utilized to communicate well to potential visitors.

With this data, groups such as the Austrian Tourism Board can formulate better plans of how and where to broadcast the selected destination images. By understanding where certain travelers look for travel information, more focus can be placed on the well received sources, while plans are underway for developing sources from which information is under-received.

Perhaps the most important implications of this study are the findings of the structural equation analysis. Results of the structural equation modeling analysis showed that information sources have a positive effect on travel motive. Furthermore, visiting intention and destination image are both positively affected by travel motive. Once favorable travel motive has been established using effective communication methods, it is possible for favorable visiting intention and destination images to follow.

Recalling the literature describing the importance of destination image for destination decisions of travelers, it is relevant to note the findings of SEM in this study. Destination image is affected by both socio-cultural preference and travel motive. While socio-cultural preference is somewhat uncontrollable for marketers, travel motive is affected by many controllable factors making it a logical focus for DMOs. Combining the results of SEM with the effective communication methods discovered, marketers using effective communication methods, such as Internet/email, travel programs, books, and movies can strategically influence what will motivate travelers to visit Austria.

In addition to offering suggestions for strategic marketing plans, the findings of this study suggest a number of future research topics and recommended changes to the survey instrument used in the study. The latter mentioned topics and suggestions can be found below.

First, several changes to the survey instrument are proposed for future research. Because only data rated on the chosen Likert scale could be analyzed using EQS software, the section of survey questions related to travel activities should be changed to reflect a similar scale representing approximate leisure time spent on each particular travel activity. The scale should quantify the relative amounts of leisure time spent, ranging from 1 (no time spent) to 7 (all of time) rather than simple "yes" or "no" participation while on vacation. Furthermore, while the data collected on each of the individual variables in this study provides some value to the tourism industry, it is the relationship between the variables that offers the greatest statistical significance. Therefore, future studies could be centered on the comparison of the respondents' perceptions of destination image and their respective demographics, particularly of countries representing varying regions of the world. The addition of a demographic question regarding ethnicity could be useful in drawing other interesting comparisons among variables and between other ethnic backgrounds. Existing demographic questions regarding education and profession could be altered to avoid confusion.

Second, a replication of this study could be done every five years to reflect the changing image perceptions of individuals. By repeating this study every few years, tourism organizations will be able to also see what sources of information continue to be most important to travelers in the future. These organizations will be able to continually refocus their strategic marketing plans to accommodate changing trends in both travel motives and important information sources. If this study were to be replicated, an additional recommendation would be to change two image

questions to better reflect Austria's current images. For example, while beaches technically exist along the shorelines of Austria's many lakes, they are not readily associated with typical images of Austria. Instead of asking whether or not Austria has good beaches, one might question whether or not Austria has good skiing. Also, even though gambling opportunities are available, since Austria is not particularly well known for gambling activities, these questions could be eliminated unless a major movement for gaming is in Austria's foreseeable future.

Third, although informative data was collected from current travelers in Austria and from readers of the Austria.info newsletter, a survey such as the one used in this study might be more effective if it were to be distributed to a broader, more generalizable population. Distributing it among more diverse population samples, such as neighboring countries of Austria, will provide richer research data and results representative of geographic regions.

From the survey data analyses it was determined which factors are important to travelers' destination decisions. It is important to note that information collected in this study was restricted to a convenience sample with high representation from the United States of America. These findings should not be used in making any large marketing decisions as they may not reflect the views of other, more diverse populations. Nevertheless, research information such as this should be collected as it will help DMOs and other tourism organizations in their efforts to most effectively market destinations.

In summary, destination image is one of the most powerful marketing tools Destination Management Organizations (DMOs) can use to promote destination products. While optimum communication mix can be achieved by providing useful information to visitors using more prevalent information sources, underutilized information sources may also prove useful to attracting new visitors. Understanding the relationships between information sources, socio-

cultural preferences, and travel motives and the effects they have on destination image and visiting intentions illustrated in the model will help marketers focus on the factors that will be most influential in attracting potential visitors to Austria.

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APPENDIX A: FIGURES

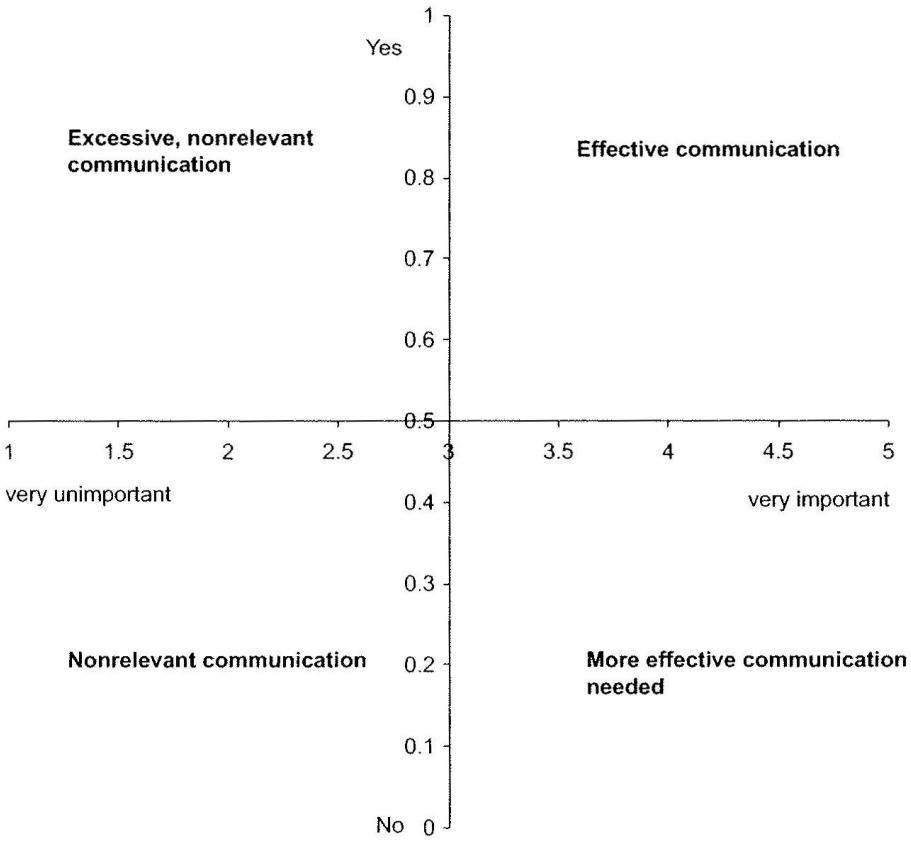

Figure 1. *Communication Effectiveness Grid.*

McCartney, G., Butler, R., & Bennett, M. (2008, November). A Strategic Use of the Communication Mix in the Destination Image-Formation Process. *Journal of Travel Research*, *47*(2), 183-196. Retrieved April 14, 2009, from Academic Search Premier database. *Figure was used with permission – All rights reserved. Reproduction of this material is prohibited without the written consent of McCartney, Butler, and Bennett.*

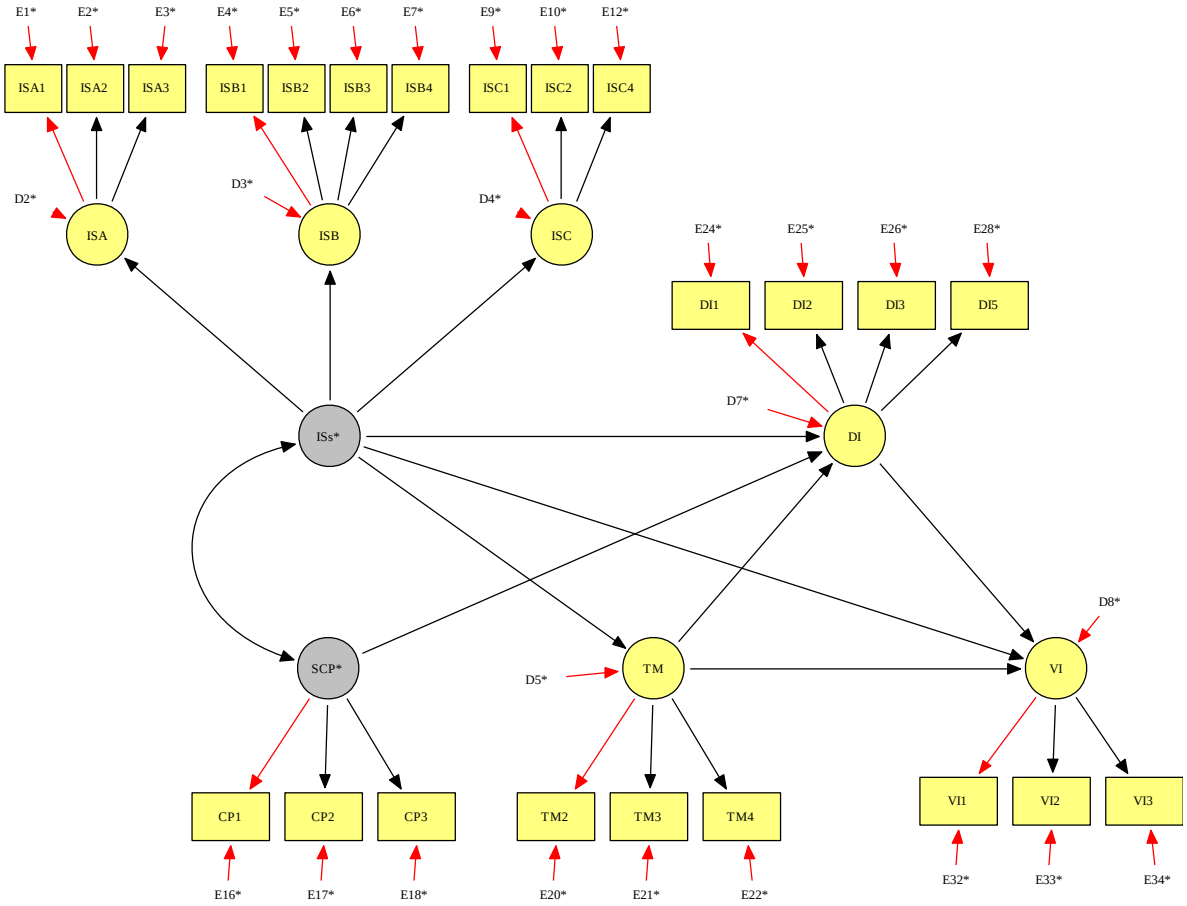

Figure 2. The hypothesized full SEM model.

Note. IS: Information source; ISA: Information source A; ISB: Information source B; ISC: Information source C; SCP: Socio-cultural preference; TM: Travel motive; DI: Destination image; VI: Visiting intention; D and E: Error variances.

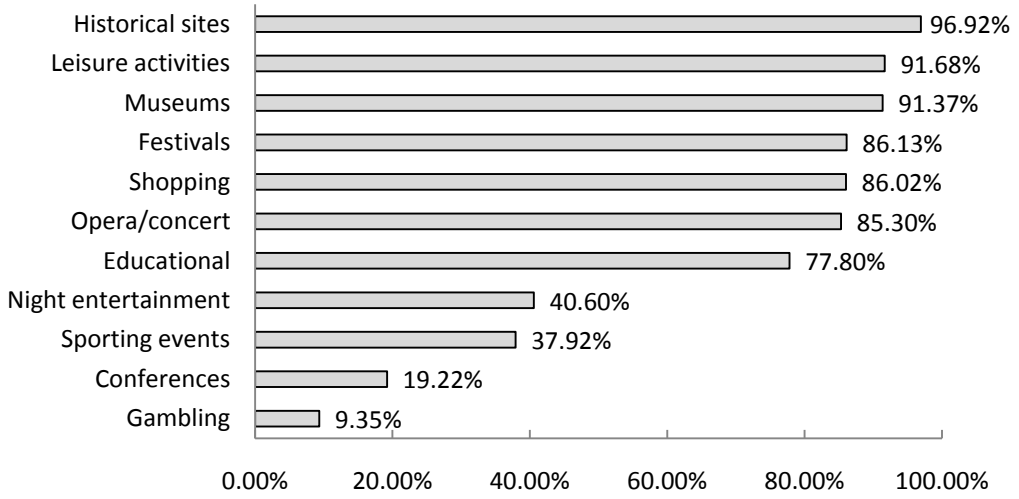

Figure 3. Travel Activities

Note. Multiple responses allowed.

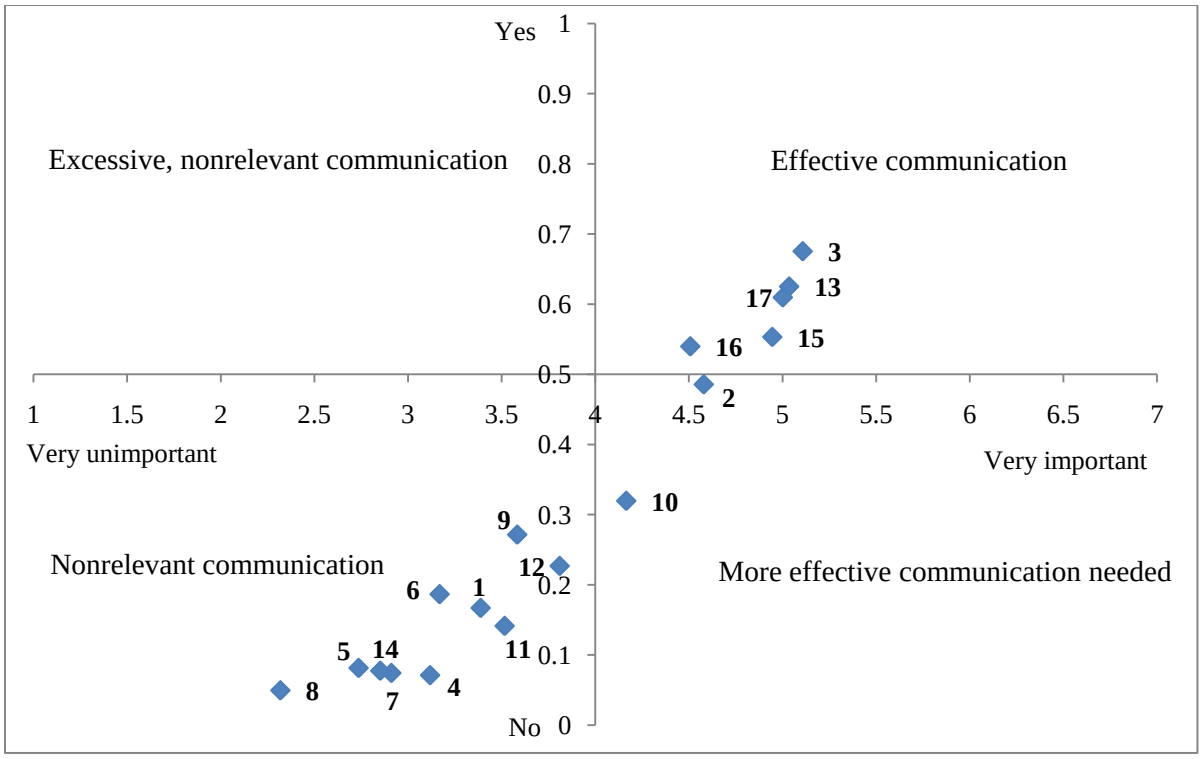

Figure 4. *Austrian Communication Effectiveness Grid*

Note. Sources of Information: Key to Figure 4

1. Broadcast advertising
2. Print Advertising
3. Internet/email
4. Outdoor advertising
5. Trade shows
6. Familiarization or journalist/press tours
7. Press conference/press release
8. Telemarketing
9. Direct mail
10. Austrian acquaintances
11. Social/work colleagues in Austria embassy/consulate
12. Austrian overseas office
13. Family and friends
14. Spokesperson/celebrity
15. Travel program on Austria
16. Movies about/in Austria
17. Books on Austria

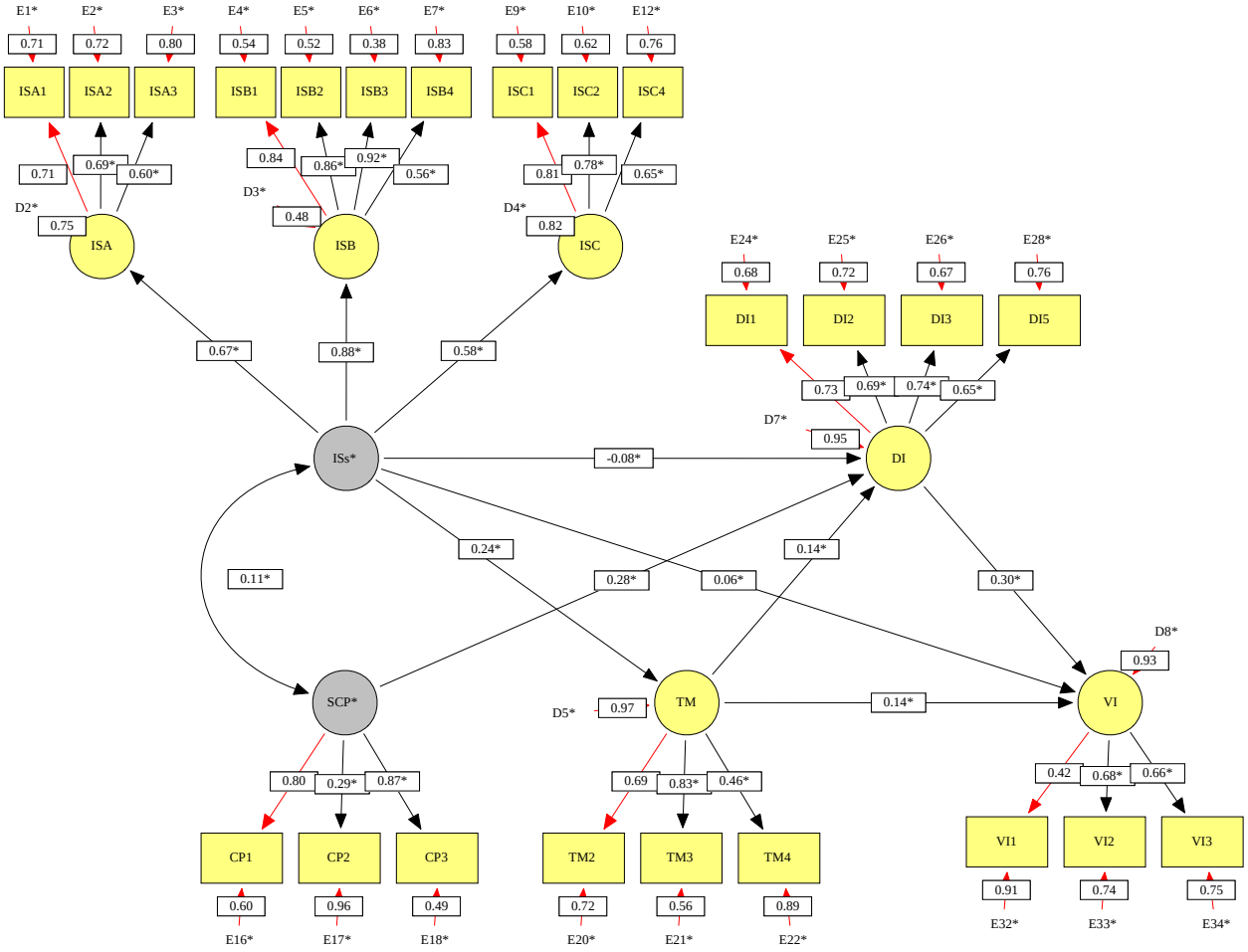

Figure 5. Final SEM model output.

Note. Satorra-Bentler Scaled $\chi^2(218, N = 973) = 870.75$, $p < 0.001$, CFI = 0.905, IFI =0.905, RMSEA = 0.056 [(Confidence interval = 0.052~0.059)].

APPENDIX B: TABLES

Table 1

Demographic Characteristics (N=973)

Trait	Frequency	Percentage
Gender (n=955)		
Male	491	51.41
Female	464	48.59
Age (n=955)		
18-24	51	5.34
25-34	82	8.59
35-44	134	14.03
45-54	199	20.84
55 and over	489	51.20
Education (n=652)		
Pre-high school	5	0.77
High school, pre-university	72	11.04
Vocational training	23	3.53
College	268	41.10
Postgraduate	284	43.56
Monthly Income (n=940)		
Less or equal to €1,000	71	7.55
€1,001 - €2,000	84	8.94
€2,001 - €3,000	139	14.79
€3,001 - €4,000	154	16.38
€4,001 - €5,000	119	12.66
Greater than or equal to €5,001	373	39.68
Household Structure (n=952)		
Live alone or with roommate(s)/family member(s)	262	27.52
Couple with children living at home	198	20.80
Couple without children living at home	442	46.43
Single parent with children living at home	20	2.10
Single parent without children living at home	15	1.58

Table 1 continued

Demographic Characteristics (N=973)

Trait	Frequency	Percentage
Housework	12	1.26
Management	133	13.94
Professional	324	33.96
Retired	245	25.68
Student	36	3.77
Self-employed	89	9.33
Technical staff	40	4.19
Unemployed	10	1.05
Other	30	3.14
Birthplace (n=809)		
Australia	17	2.10
Austria	23	2.84
Canada	50	6.18
Germany	34	4.20
India	28	3.46
Romania	11	1.36
Slovakia	12	1.48
United Kingdom	30	3.71
United States of America	501	61.93
Other	103	12.73

Table 2

Travel Behavior (N=973)

Trait	Frequency	Percentage
Previously Visited Austria (n=972)		
Never	279	28.70
1 to 5 times	487	50.10
6 to 10 times	95	9.77
11 to 15 times	41	4.22
More than 16 times	70	7.20
Foreign trips taken for Business in the past 3 years (n=964)		
Never	670	69.50
1 to 3 times	174	18.05
4 to 6 times	50	5.19
7 to 9 times	19	1.97
More than 10 times	51	5.29
Foreign trips taken for Pleasure in the past 3 years (n=968)		
Never	107	11.05
1 to 3 times	483	49.90
4 to 6 times	236	24.38
7 to 9 times	61	6.30
More than 10 times	81	8.37
Average length of foreign travels for business (n=962)		
Not applicable	671	69.75
Day trip	15	1.56
2 to 3 days	66	6.86
4 to 5 days	57	5.93
6 to 7 days	59	6.13
More than 7 days	94	9.77
Average length of foreign travels for pleasure (n=968)		
Not applicable	103	10.64
Day trip	10	1.03
2 to 3 days	33	3.41
4 to 5 days	87	8.99
6 to 7 days	136	14.05
More than 7 days	599	61.88

Table 3

Travel Motives (N=973)

Motivation Factors	M*	SD
Learn new things	5.75	1.21
Experience a new culture	6.08	1.09
Get away from the demands of daily life	5.52	1.46
Relax physically and mentally	5.67	1.34
Visit friends and relatives	4.34	1.88
Social interaction and meet new friends	4.71	1.44
Experience the unfamiliar	5.78	1.11
Cost of the holiday	5.43	1.28
Time available to take the holiday	5.31	1.51
Time taken to reach the destination	4.78	1.51
Excitement and adventure	5.53	1.24
Traveling to far away destinations	5.24	1.39
Going to places my friends haven't been	3.47	1.84
Variety of tourism attractions and services	5.34	1.35
The familiarity of the destination	3.93	1.55

Note. *1 (Very Unimportant); 2 (Unimportant); 3 (Somewhat Unimportant); 4 (Neutral); 5 (Somewhat Important); 6 (Important); 7 (Very Important)

Table 4

Images of Austria (N=973)

Images	M*	SD
Unique architectural buildings	6.17	0.97
Many interesting local festivals and shows	5.88	1.04
Many places of interest to visit	6.39	0.73
Natural scenic beauty	6.77	0.54
Important museums and art galleries	6.11	0.95
Opportunity for adventure/excitement	5.89	1.07
Exotic atmosphere	4.84	1.44
Good quality and easy to find restaurants	5.87	1.03
Good quality and easy to find hotels	5.88	0.99
Restful and relaxing	6.01	1.00
Good beaches	3.26	1.42
Unique cuisines	5.25	1.25
Lower price/value for money	4.11	1.33
Pleasant and attractive weather	5.32	1.11
Good night life/adult oriented	4.47	1.06
Gambling opportunities	3.92	0.98
Urbanization	4.59	1.17
Wide variety of products on offer to buy	5.11	1.17
Convenient shopping	5.17	1.16

Table 4 continued

Images of Austria (N=973)

Images	M*	SD
Good quality tourist information	5.95	0.98
Rich cultural heritage	6.54	0.72
Place of pilgrimage	4.43	1.38
Friendly local people	5.86	1.13
Safe places to visit	6.20	0.85
Political stability	5.97	1.03
Clean and litter free	6.14	0.91
Place to do business	4.64	1.11
Place to have meeting/exhibition	4.76	1.16
Place to undertake study/education	5.24	1.20
Ease of accessibility/transit cities	5.99	1.00
Easy access to the rest of Europe	6.14	0.91
Many people speaking English	5.77	1.13
Attractions enough to tell others	6.26	0.88

Note. *1 (Strongly Disagree); 2 (Disagree); 3 (Somewhat Disagree); 4 (Neutral); 5 (Somewhat Agree); 6 (Agree); 7 (Strongly Agree)

Table 5

Travel Activities (N=973)

Activities	Yes		No	
	Frequency	Percentage	Frequency	Percentage
Visit a museum	889	91.37	84	8.63
Visit to historical buildings or heritage attractions	943	96.92	30	3.08
Shopping	837	86.02	136	13.98
Gambling	91	9.35	882	90.65
Attend a festival or similar event (music, food)	838	86.13	135	13.87
Sporting event (water, land, air)	369	37.92	604	62.08
Opera/concert/theatre/cinema*	731	75.21	241	24.79
Conference/convention/expo	187	19.22	786	80.78
Night entertainment (club/disco/bar)	395	40.60	578	59.40
Leisure activity (walks, beach lounging)	892	91.68	81	8.32
Educational (knowledge seeking)	757	77.80	216	22.20

Note. *n=972

Table 6

Cultural Background (N=973)

	M*	SD
A high priority of a strong image of destination	5.38	1.28
Prefer to engage in direct contact with the local people	5.93	1.01
Prefer to travel to countries with a different culture than mine	5.58	1.20
The culture and traditions of Austria are similar to my own	4.54	1.54

Note. *1 (Strongly Disagree); 2 (Disagree); 3 (Somewhat Disagree); 4 (Neutral); 5 (Somewhat Agree); 6 (Agree); 7(Strongly Agree)

Table 7

Information Sources: Frequency (N=973)

	Yes		No	
	Frequency	Percentage	Frequency	Percentage
Broadcast advertising (n=969)	162	16.72	807	83.28
Print Advertising (n=969)	471	48.61	498	51.39
Internet/email (n=970)	655	67.53	315	32.47
Outdoor advertising (n=970)	69	7.11	901	92.89
Trade Shows (n=970)	79	8.14	891	91.86
Familiarization or journalist/press tours (n=970)	181	18.66	789	81.34
Press conference/press release (n=969)	72	7.43	897	92.57
Telemarketing (n=969)	48	4.95	921	95.05
Direct mail (n=969)	263	27.14	706	72.86
Austrian acquaintances (n=970)	310	31.96	660	68.04
Social/work colleagues in Austria Embassy/consulate (n=969)	137	14.14	832	85.86
Austrian overseas office (n=970)	220	22.68	750	77.32
Family and friends (n=968)	605	62.50	363	37.50
Spokesperson/celebrity (n=968)	75	7.75	893	92.25
Travel program on Austria (n=969)	536	55.31	433	44.69
Movies about/in Austria (n=969)	523	53.97	446	46.03
Books on Austria (n=968)	378	39.05	590	60.95

Table 8

Information Sources: Importance (N=973)

	Yes		No	
	M*	SD	M*	SD
Broadcast advertising (n=969)	4.47	1.54	3.17	1.61
Print Advertising (n=969)	5.30	1.37	3.91	1.71
Internet/email (n=970)	5.62	1.37	4.04	1.75
Outdoor advertising (n=970)	4.90	1.61	2.98	1.54
Trade Shows (n=970)	4.99	1.51	2.54	1.44
Familiarization or journalist/press tours (n=970)	4.87	1.52	2.78	1.59
Press conference/press release (n=969)	4.92	1.55	2.75	1.52
Telemarketing (n=969)	4.58	1.44	2.20	1.41
Direct mail (n=969)	5.26	1.23	2.96	1.66
Austrian acquaintances (n=970)	5.76	1.23	3.42	1.69
Social/work colleagues in Austria Embassy/consulate (n=969)	5.48	1.34	3.19	1.66
Austrian overseas office (n=970)	5.35	1.26	3.36	1.63
Family and friends (n=968)	5.95	1.15	3.52	1.80
Spokesperson/celebrity (n=968)	4.92	1.49	2.68	1.50
Travel programs on Austria (n=969)	5.74	1.02	3.98	1.66
Movies about/in Austria (n=969)	5.19	1.23	3.71	1.57
Books on Austria (n=968)	5.71	1.07	3.90	1.52

Note. *1 (Very Unimportant); 2 (Unimportant); 3 (Somewhat Unimportant); 4 (Neutral); 5 (Somewhat Important); 6 (Important); 7 (Very Important)

Table 9

Mean, Standard Deviation, Skewness, and Kurtosis of Items

Item	N	M	SD	Skewness	Kurtosis
ISA1	973	3.5833	1.8595	-0.0482	-1.1675
ISA2	973	4.5745	1.7095	-0.6389	-0.3511
ISA3	973	5.1073	1.6743	-0.8778	0.0846
ISB1	973	2.7363	1.5927	0.5007	-0.6999
ISB2	973	3.1687	1.7695	0.2649	-0.9702
ISB3	973	2.9110	1.6249	0.3512	-0.8518
ISB4	973	2.3188	1.5064	0.8048	-0.4563
ISC1	973	4.1653	1.8975	-0.2164	-0.9530
ISC2	973	3.5160	1.8008	0.1014	-0.9177
ISC4	973	5.0351	1.8506	-0.8700	-0.2455
CP1	973	5.7521	1.2067	-1.2277	2.1003
CP2	973	5.9250	1.0059	-1.0388	1.6587
CP3	973	6.0784	1.0896	-1.7075	4.1734
DI1	973	6.1686	0.9656	-1.4666	2.9266
DI2	973	5.8839	1.0373	-0.8126	0.0322
DI3	973	6.3936	0.7344	-1.2199	1.7702
DI5	973	6.1102	0.9532	-0.9843	0.3324
TM2	973	5.5252	1.2384	-1.0073	1.2784
TM3	973	5.2446	1.3855	-0.8056	0.5148
TM4	973	3.4748	1.8444	0.2181	-0.9609
VI1	973	5.5930	1.9842	-1.2826	0.2790
VI2	973	4.6677	1.9292	-0.4222	-0.9646
VI3	973	5.8280	1.4381	-1.5286	2.2321

Note. ISA = Information Source A; ISB = Information Source B; ISC = Information Source C; CP = Cultural Preference; DI = Destination Image; TM = Travel Motive; and VI = Visiting Intention

Table 10

Significant Skewed Observed Variables

Item	Z score of Skewness	Item	Z score of Skewness
VI1	-16.38	CP2	-13.27
VI2	-5.39	CP3	-21.81
VI3	-19.52	ISA2	-8.09
TM2	-12.86	ISA3	-11.21
TM3	-10.29	ISB1	6.39
TM4	2.78	ISB2	-3.38
DI1	-18.34	ISB3	4.48
DI2	-10.37	ISB4	10.27
DI3	-15.58	ISC1	-2.76
DI5	-12.57	ISC4	-11.11
CP1	-15.68		

Note. ISA = Information Source A; ISB = Information Source B; ISC = Information Source C; CP = Cultural Preference; DI = Destination Image; TM = Travel Motive; and VI = Visiting Intention

Table 11

Standardized Solutions by Confirmatory Factor Analysis of Second-Order Factor of Information Sources

	Information Sources		
Item	Information Sources A	Information Sources B	Information Sources C
ISA1	0.486		
ISA2	0.485		
ISA3	0.371		
ISB1		0.709	
ISB2		0.732	
ISB3		0.853	
ISB4		0.321	
ISC1			0.676
ISC2			0.597
ISC4			0.423

Table 12

Reliability, Discriminant Validity, and Convergent Validity

Constructs	Cronbach's alpha	Discriminant validity	Convergent validity
Information source A	0.713	0.073 to 0.586	0.424 to 0.486
Information source B	0.879	-0.049 to 0.507	0.477 to 0.790
Information source C	0.807	0.059 to 0.507	0.502 to 0.635
Socio-cultural preference	0.668	0.056 to 0.462	0.241 to 0.700
Travel motives	0.712	0.138 to 0.462	0.327 to 0.577
Destination image	0.835	-0.049 to 0.325	0.451 to 0.547
Visiting intention	0.594	0.029 to 0.233	0.278 to 0.444

Note.

Information source A = broadcast advertising, print advertising, Internet/email, and outdoor advertising

Information source B = trade shows, familiarization or journalist/press tours, and press conference/press release

Information source C = Austrian acquaintances, social/work colleagues in Austrian embassy/consulate, Austrian overseas office, family and/or friends, and spokesperson/celebrity.

Table 13

Factor Correlations among Seven Factors

Factors	1	2	3	4	5	6	7
1. Information source A	1.00						
2. Information source B	0.586	1.00					
3. Information source C	0.350	0.507	1.00				
4. Socio-cultural preference	0.116	0.056	0.066	1.00			
5. Travel motives	0.189	0.209	0.138	0.462	1.00		
6. Destination image	0.073	-0.049	0.059	0.310	0.233	1.00	
7. Visiting intention	0.094	0.029	0.216	0.238	0.226	0.325	1.00

Note.

Information source A = broadcast advertising, print advertising, Internet/email, and outdoor advertising

Information source B = trade shows, familiarization or journalist/press tours, and press conference/press release

Information source C = Austrian acquaintances, social/work colleagues in Austrian embassy/consulate, Austrian overseas office, family and/or friends, and spokesperson/celebrity

Table 14

Results of the Direct Effects of Each Construct

Path (→)	Unstandardized Estimate	Standard Error[a]	Standardized Estimate	*t* – Value[b]
Information sources → Travel motive	0.264	0.049	0.244	5.37***
Information sources → Destination image	-0.067	0.039	-0.075	-1.744
Information sources → Visiting intention	0.062	0.049	0.059	1.261
Socio-cultural preference → Destination image	0.202	0.038	0.279	5.27***
Travel motive → Destination image	0.118	0.038	0.144	3.104**
Travel motive → Visiting intention	0.138	0.054	0.141	2.57**
Destination image → Visiting intention	0.358	0.063	0.302	5.718***

Note. [a]Robust statistics. [b]Robust statistics.

* $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$.

Table 15

Results of Hypotheses Testing

	Hypothesis	Results
H1	Information sources have a positive effect on travel motive	Supported
H2	Information sources have a positive effect on destination image	Not Supported
H3	Information sources have a positive effect on visiting intention	Not Supported
H4	Socio-cultural preference has a positive effect on destination image	Supported
H5	Travel motive has a positive effect on destination image	Supported
H6	Travel motive has a positive effect on visiting intention	Supported
H7	Destination image has a positive effect on visiting intention	Supported

Table 16

Direct, Indirect, Total Effect, and R^2 of Construcst

Effect	Direct Effect	Indirect Effect[a]	Total Effect	R^2
On travel motive				
of information sources	0.244***	N/A	0.244***	0.059
On destination image				
of information sources	-0.075	0.035**	-0.040	0.096
of socio-cultural preference	0.202***	N/A	0.202***	
of travel motive	0.144**	N/A	0.144**	
On visiting intention				
of information source	0.058	0.022	0.081	0.129
of socio-cultural preference	N/A	0.084***	0.084***	
of travel motive	0.142**	0.043**	0.185**	
of destination image	0.358***	N/A	0.358***	

Note. [a]N/A means there is no indirect effect associated with that construct.
* $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$.

APPENDIX C: Survey Instrument

Dear Invited Participant,

Currently, I am a Masters student in the School of Business at Southern Utah University. I am conducting thesis research examining tourist perceptions of Austria on behalf of the Austrian government. Travelers will be queried to reveal image perceptions of Austria and the degree to which various factors contributed to the collective Austria destination brand decision. This exploratory research may allow a deeper understanding of effective marketing methods that best suit Austria's visitors.

At this time, I would like to personally invite you to participate in a survey where you will share your ideas, opinions, and comments regarding tourism on Austria. I estimate that it will take you approximately 10 minutes to complete this survey.

You may be assured of complete confidentiality and anonymity. Your response will not be associated with your name or any other identifying characteristics. Participation is completely voluntary. You may discontinue the study at any time for any reason without penalty. You may ask questions at any time and may skip any question that you do not wish to answer.

Thank you for your assistance in this very important step towards better understanding image perceptions of Austria. Should you have any questions regarding this study, you can contact me at dorothyknudson1@suumail.net. Upon request, survey results will be made available to participants at the conclusion of the research project. If you would like additional information regarding your rights as a respondent, please contact Dr. Britt Mace at the Institutional Review Board for the Protection of Human Subjects at (435) 865-8569 or via email at mace@suu.edu.

Thank you again. The survey is strictly a research effort and your ideas and opinions will assist in making the research project a success.

Best Regards,

Dorothy Knudson, Masters Student
SOUTHERN UTAH UNIVERSITY
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Location: _____ Date: _____

Introduce yourself: Hi, we are students from Southern Utah University in the United States and the University of Applied Sciences in Salzburg. We are doing tourism research and your participation and input would be extremely useful in tourism planning and development. This questionnaire will take only 10 minutes of your time.

Screening Questions

i. Are you traveling today?
☐ Yes ☐ No (Terminate the interview)

ii. Are you aged 18 and over?
☐ Yes ☐ No (Terminate the interview)

iii Are you an Austrian resident?
☐ No ☐ Yes (Terminate the interview)

Travel Behavior

1 Have you previously visited Austria?

Never	☐
1 to 5 times	☐
6 to 10 times	☐
11 to 15 times	☐
More than 16 times	☐

2 In the past 3 years, how many trips have you taken outside your country (including today)?

	a. Business	b. Pleasure
Never	☐	☐
1 to 3 times	☐	☐
4 to 6 times	☐	☐
7 to 9 times	☐	☐
More than 10 times	☐	☐

3 What is the average length of these trips?

	a. Business	b. Pleasure
Not applicable	☐	☐
Day trip	☐	☐
2 to 3 days	☐	☐
4 to 5 days	☐	☐
6 to 7 days	☐	☐
More than 7 days	☐	☐

	How likely are you to…	Very Unlikely	Unlikely	Somewhat Unlikely	Neutral	Somewhat Likely	Likely	Very likely
4	Take an international vacation in the next 12 months?	1	2	3	4	5	6	7
5	Choose Austria as your next vacation destination?	1	2	3	4	5	6	7
6	Choose Austria as a vacation destination at any time?	1	2	3	4	5	6	7

Travel Motives

7 What factors motivate and influence your decision to travel to a destination on vacation/for pleasure? Please circle only one answer from each.

		Very Unimportant	Unimportant	Somewhat Unimportant	Neutral	Somewhat Important	Important	Very Important
7.a	Learn new things	1	2	3	4	5	6	7
7.b	Experience a new culture	1	2	3	4	5	6	7
7.c	Get away from the demands of daily life	1	2	3	4	5	6	7
7.d	Relax physically and mentally	1	2	3	4	5	6	7
7.e	Visit friends and relatives	1	2	3	4	5	6	7
7.f	Social interaction and meet new friends	1	2	3	4	5	6	7
7.g	Experience the unfamiliar	1	2	3	4	5	6	7
7.h	Cost of the holiday	1	2	3	4	5	6	7
7.i	Time available to take the holiday	1	2	3	4	5	6	7
7.j	Time taken to reach the destination	1	2	3	4	5	6	7
7.k	Excitement and adventure	1	2	3	4	5	6	7
7.l	Travelling to far away destinations	1	2	3	4	5	6	7
7.m	Going to places my friends haven't been	1	2	3	4	5	6	7
7.n	Variety of tourism attractions and services	1	2	3	4	5	6	7
7.o	The familiarity of the destination	1	2	3	4	5	6	7

Images of Austria

8 What images come to your mind when you think of Austria as a holiday destination?

_____

9 How would you describe the atmosphere that you would expect to experience while visiting Austria?

_____

10 Please list any distinctive or unique tourist attractions that you can think of in Austria:

_____

11 To what extent do you agree or disagree with the following. Please circle only one answer from

Austria has/is:

		Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Stronly Agree
11.a	Unique architectural buildings	1	2	3	4	5	6	7
11.b	Many interesting local festivals and shows	1	2	3	4	5	6	7
11.c	Many places of interest to visit	1	2	3	4	5	6	7
11.d	Natural scenic beauty	1	2	3	4	5	6	7
11.e	Important museums and art galleries	1	2	3	4	5	6	7
11.f	Opportunity for adventure/excitement	1	2	3	4	5	6	7
11.g	Exotic atmosphere	1	2	3	4	5	6	7
11.h	Good quality and easy to find restaurants	1	2	3	4	5	6	7
11.i	Good quality and easy to find hotels	1	2	3	4	5	6	7
11.j	Restful and relaxing	1	2	3	4	5	6	7
11.k	Good beaches	1	2	3	4	5	6	7
11.l	Unique cuisines	1	2	3	4	5	6	7
11.m	Lower prices/value for money	1	2	3	4	5	6	7
11.n	Pleasant and attractive weather	1	2	3	4	5	6	7
11.o	Good nightlife/adult oriented	1	2	3	4	5	6	7
11.p	Gambling opportunities	1	2	3	4	5	6	7
11.q	Urbanization	1	2	3	4	5	6	7
11.r	Wide variety of products to buy	1	2	3	4	5	6	7
11.s	Convenient shopping	1	2	3	4	5	6	7
11.t	Good quality tourist information	1	2	3	4	5	6	7
11.u	Rich cultural heritage	1	2	3	4	5	6	7
11.v	Place of pilgrimage	1	2	3	4	5	6	7
11.w	Friendly local people	1	2	3	4	5	6	7
11.x	Safe places to visit	1	2	3	4	5	6	7
11.y	Political stability	1	2	3	4	5	6	7
11.z	Clean and litter free	1	2	3	4	5	6	7
11.aa	Place to do business	1	2	3	4	5	6	7
11.ab	Place to have meeting/exhibition	1	2	3	4	5	6	7
11.ac	Place to undertake study/education	1	2	3	4	5	6	7
11.ad	Ease of accesibility/transit	1	2	3	4	5	6	7
11.ae	Easy access to the rest of Europe	1	2	3	4	5	6	7
11.af	Many people speaking English	1	2	3	4	5	6	7
11.ag	Attractions enough to tell others	1	2	3	4	5	6	7

Travel Activities

12 On a normal vacation/pleasure trip do you participate in any of the following?

	Activities	Participation	
		Yes	No
12.a	Visit a Museum	☐	☐
12.b	Visit to historical buildings and heritage attractions	☐	☐
12.c	Shopping	☐	☐
12.d	Gambling	☐	☐
12.e	Attend a festival or similar event (music, food)	☐	☐
12.f	Sporting event (water, land, air)	☐	☐
12.g	Opera/concert/theatre/cinema	☐	☐
12.h	Conference/convention/expo	☐	☐
12.a	Night entertainment (club/disco/bar)	☐	☐
12.j	Leisure activity (skiing, walks, beach)	☐	☐
12.k	Educational (knowledge seeking)	☐	☐

Cultural Background

13 When you visit an international desination, how important are the following on vacation? Please circle only one answer from each.

		Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
13.a	I put a high priority on having a strong image of the destination when thinking of destinations to visit	1	2	3	4	5	6	7
13.b	I prefer to engage in direct interaction and contact with the local people	1	2	3	4	5	6	7
13.c	I prefer to travel to countries where the culture is different from mine	1	2	3	4	5	6	7

	To what extent do you agree or disagree with the following:	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
14	I feel that the culture and traditions of Austrian people are similar to my own	1	2	3	4	5	6	7

Information Sources

Have you heard of Austria from any of the following information sources? How important (if yes) is that source, or would that source be (if no), in helping you make a decision to travel to Austria?

				How important is this source?						
	Did you hear about Austria from:	Yes	No	Very Unimportant	Unimportant	Somewhat Unimportant	Neutral	Somewhat Important	Important	Very Important
15.a	Broadcast advertising	☐	☐	1	2	3	4	5	6	7
15.b	Print Advertising	☐	☐	1	2	3	4	5	6	7
15.c	Internet/email	☐	☐	1	2	3	4	5	6	7
15.d	Outdoor advertising	☐	☐	1	2	3	4	5	6	7
15.e	Trade Shows	☐	☐	1	2	3	4	5	6	7
15.f	Familiarization or journalist/press tours	☐	☐	1	2	3	4	5	6	7
15.g	Press conference/press release	☐	☐	1	2	3	4	5	6	7
15.h	Telemarketing	☐	☐	1	2	3	4	5	6	7
15.i	Direct mail	☐	☐	1	2	3	4	5	6	7
15.j	Austrian acquaintances	☐	☐	1	2	3	4	5	6	7
15.k	Social/work colleagues in Austria	☐	☐	1	2	3	4	5	6	7
15.l	Austrian overseas office	☐	☐	1	2	3	4	5	6	7
15.m	Family and friends	☐	☐	1	2	3	4	5	6	7
15.n	Spokesperson/celebrity	☐	☐	1	2	3	4	5	6	7
15.o	Travel program on Austria	☐	☐	1	2	3	4	5	6	7
15.p	Movies about/in Austria	☐	☐	1	2	3	4	5	6	7
15.q	Books about Austria	☐	☐	1	2	3	4	5	6	7
15.r	Other (please specify)	☐	☐	1	2	3	4	5	6	7

16 What tourism marketing slogan does Austria have?

_____ ☐ Don't know

Other

17 Is there anything which would make you more likely to visit Austria in the future?

_____

Demographics

18 Gender ☐ Male ☐ Female

19 Age ☐ 18-24 ☐ 25-34 ☐ 35-44
☐ 45-54 ☐ 55 and over

20 Highest education:
- ☐ Pre-high School
- ☐ High school, pre-university
- ☐ Vocational training
- ☐ College
- ☐ Postgraduate
- ☐ Other

21 Household **monthly** income before tax (€ Euro):
- ☐ ≤ 1,000
- ☐ 1,001-2,000
- ☐ 2,001-3,000
- ☐ 3,001-4,000
- ☐ 4,001-5,000
- ☐ ≥5,001

22 Household Structure
- ☐ Live alone or with roommate(s)/family member
- ☐ Couple with children living at home
- ☐ Couple without children living at home
- ☐ Single parent with children living at home
- ☐ Single parent without children living at home
- ☐ Other (please specify) _____

23 Occupation
- ☐ Management
- ☐ Technical staff
- ☐ Professional
- ☐ Clerical
- ☐ Student
- ☐ Housework
- ☐ Self - employed
- ☐ Retired
- ☐ Unemployed
- ☐ Other

24 Birthplace:
- ☐ Austria
- ☐ France
- ☐ Germany
- ☐ Italy
- ☐ Slovakia
- ☐ Switzerland
- ☐ United Kingdom
- ☐ United States of America
- ☐ Other (please specify) _____

Thank you for your time and input. Your efforts are sincerely appreciated.

APPENDIX D: Permission to Use Survey

From: glenn@insightsunlimited.com
Subject: RE: Request for Survey Instrument - Strategic Use of the Communication Mix in the Destination Image-Formation Process
To: r.butler2@btinternet.com, Assante@suu.edu, "Dorothy A. Knudson" <dorothyknudson1@suumail.net>
Cc: rb.elizabeth.n@gmail.com
Date: Sunday, 3 January, 2010

Hi Lisa and Dorothy,

Here is the questionnaire - this was used in Hong Kong, Taiwan, Beijing and Shanghai (only the English version in Hong Kong along with traditional Chinese). Simplified Chinese versions were used in Beijing and Shanghai with traditional Chinese in Taiwan. Some questions were slightly changed about gambling behaviour when I went to Beijing and Shanghai. I felt the best place to conduct the interviews (and suggested in the literature) was in the airport departure lounges which took a bit of time to organise! There is a lot of content in the questionnaire as I wished to explore different marketing issues.

I am a tourism consultant (marketing) as well as visiting faculty teaching both marketing and public relations topics so the issue of 'integrated communications/communications mix' and hence the CEG came out of the research.

All the best with the research,

Glenn

--- On **Sat, 2/1/10, Lisa Assante <*Assante@suu.edu*>** wrote:

From: Lisa Assante <Assante@suu.edu>
Subject: RE: Request for Survey Instrument - Strategic Use of the Communication Mix in the Destination Image-Formation Process
To: r.butler2@btinternet.com, glenn@insightsunlimited.com, "Dorothy A. Knudson" <dorothyknudson1@suumail.net>
Cc: rb.elizabeth.n@gmail.com
Date: Saturday, 2 January, 2010, 8:22

Date: Wed, 30 Dec 2009 22:00:12 -0800
From: glenn@insightsunlimited.com
Subject: Re: FW: Request for Survey Instrument - Strategic Use of the Communication Mix in the Destination Image-Formation Process
To: r.butler2@btinternet.com; dorothyknudson1@suumail.net

Dear Dorothy,

Thanks for your interest in the article - no problem at all on using the survey instrument. Give me a few days to find the file and get back to you.

Best regards,
Glenn

--- On **Thu, 31/12/09, R BUTLER <r.butler2@btinternet.com>** wrote:

From: R BUTLER <r.butler2@btinternet.com>
Subject: Re: FW: Request for Survey Instrument - Strategic Use of the Communication Mix in the Destination Image-Formation Process
To: "Richard Butler" <richard.butler@strath.ac.uk>
Cc: "Glenn McCartney" <glenn@insightsunlimited.com>
Date: Thursday, 31 December, 2009, 9:14

Dear Dorothy,
Thank you for your email. The instrument was created by Glenn McCartney who was the principal author of the paper, so while I have no objection to you using the tool, I am forwarding this to Glenn (who is now a consultant and university lecturer in Macau) so he can reply. Good luck with your research,
Richard Butler

--- On **Thu, 31/12/09, Richard Butler <richard.butler@strath.ac.uk>** wrote:

From: Richard Butler <richard.butler@strath.ac.uk>
Subject: FW: Request for Survey Instrument - Strategic Use of the Communication Mix in the Destination Image-Formation Process
To: "r.butler2@btinternet.com" <r.butler2@btinternet.com>
Date: Thursday, 31 December, 2009, 0:35

From: dorothyknudson1@suumail.net [dorothyknudson1@suumail.net]
Sent: 30 December 2009 20:07
To: Richard Butler
Subject: Request for Survey Instrument - Strategic Use of the Communication Mix in the Destination Image-Formation Process

Dear Dr. Butler:
I'm a graduate student at Southern Utah University, and I was awarded a Marshall Plan Scholarship to conduct tourism research in Salzburg, Austria. This research will serve as my Master's Thesis and will be overseen by Dr. Lisa Assante, Assistant Professor at Southern Utah University.
I read your article in the Journal of Travel Research entitled "A Strategic Use of the

Communication Mix in the Destination Image-Formation Process" and would like to replicate your study that was conducted in Macao. Would you be willing to allow me to use the survey instrument you developed and administered? If so, would you please forward me a copy of your survey instrument?

Thank you in advance for your assistance,
Dorothy Knudson
dorothyknudson1@suumail.net

APPENIX E: Human Subjects Approval to Administer Survey

SUU SOUTHERN UTAH UNIVERSITY

(435) 865-8569
Psychology Department

To: Lisa Marie Assante (PI)

From: Britton Mace, Chair of the University IRB

Date: February 4, 2010

RE: IRB consideration of the study: Tourism Stakeholder Perceptions of Austria

Your proposal has been assessed, and it was decided that it met the criteria for full board review. I am pleased to inform you that your proposal has been approved. Please note the continuing review and expiration dates. If you have any questions, please do not hesitate to ask.

Please notify me immediately should any unexpected risks to the participants become evident. Best wishes for your study.

(To be filled in by the IRB)

Britton C. Mace — Full Approval

Feb 4, 2010 — Date

PROTOCOL CONTINUING REVIEW DATE: February 4, 2011
IRB APPROVAL EXPIRATION DATE: February 4, 2011

If data collection is not completed by the expiration date, the researcher must seek IRB approval for a continuation.

APPENDIX F: DATA CODES

Factors	
Visit intention	
VI1	How likely are you to... Take an international vacation in the next 12 months?
VI2	How likely are you to... Choose Austria as your next vacation destination?
VI3	How likely are you to... Choose Austria as a vacation destination at any time?
Destination image	
DI1	Austria has... Unique architectural buildings
DI2	Austria has... many interesting local festivals and shows
DI3	Austria has... Many places of interest to visit
DI4	Austria has... Natural scenic beauty
DI5	Austria has... Important museums and art galleries
DI6	Austria has... Opportunity for adventure/excitement
DI7	Austria has... Exotic atmosphere
DI8	Austria has... Good quality and east to find restaurants
DI9	Austria has... Good quality and easy to find hotels
DI10	Austria has... Restful and relaxing
DI11	Austria has... Good beaches
DI12	Austria has... Unique cuisines
DI13	Austria has... Lower prices/value for money
DI14	Austria has... Pleasant and attractive weather
DI15	Austria has... Good nightlife/adult oriented
DI16	Austria has... Gambling opportunities
DI17	Austria has... Urbanization
DI18	Austria has... Wide variety of products to buy
DI19	Austria has... Convenient shopping
DI20	Austria has... Good quality tourist information
DI21	Austria has... Rich cultural heritage
DI22	Austria has... Place of pilgrimage
DI23	Austria has... Friendly local people
DI24	Austria has... Safe places to visit
DI25	Austria has... Political stability
DI26	Austria has... Clean and litter free
DI27	Austria has... Place to do business
DI28	Austria has... Place to have meeting/exhibition
DI29	Austria has... Place to undertake study/education
DI30	Austria has... Ease of accessibility/transit citites
DI31	Austria has... Easy access to the rest of Europe
DI32	Austria has... Many people speaking English
DI33	Austria has... Attractions enough to tell others

Factors	
Social demographical characteristics	Cultural preferences
CP1	When you visit an international destination, how important are the following when on vacation? I put a high priority on having a strong image of the destination when thinking of destinations to visit
CP2	When you visit an international destination, how important are the following when on vacation? I prefer to engage in direct interaction and contact with the local people
CP3	When you visit an international destination, how important are the following when on vacation? I prefer to travel to countries where the culture is different from mine
CP4	To what extent do you agree or disagree with the following: I feel that the culture and traditions of Austrian people are similar to my own
Travel motivates	
TM1	What factors motivate and influence your decision to travel to a destination on vacation/for pleasure? Learn new things
TM2	What factors motivate and influence your decision to travel to a destination on vacation/for pleasure? Experience a new culture
TM3	What factors motivate and influence your decision to travel to a destination on vacation/for pleasure? Get away from the demands of daily life
TM4	What factors motivate and influence your decision to travel to a destination on vacation/for pleasure? Relax physically and mentally
TM5	What factors motivate and influence your decision to travel to a destination on vacation/for pleasure? Visit Friends and relatives
TM6	What factors motivate and influence your decision to travel to a destination on vacation/for pleasure? Social interaction and meet new friends
TM7	What factors motivate and influence your decision to travel to a destination on vacation/for pleasure? Experience the unfamiliar
TM8	What factors motivate and influence your decision to travel to a destination on vacation/for pleasure? Cost of the holiday
TM9	What factors motivate and influence your decision to travel to a destination on vacation/for pleasure? Time available to take the holiday
TM10	What factors motivate and influence your decision to travel to a destination on vacation/for pleasure? Time taken to reach the destination
TM11	What factors motivate and influence your decision to travel to a destination on vacation/for pleasure? Excitement and adventure
TM12	What factors motivate and influence your decision to travel to a destination on vacation/for pleasure? Traveling to far away destinations
TM13	What factors motivate and influence your decision to travel to a destination on vacation/for pleasure? Going Places my friends haven't been

Factors	
Travel motivates	
TM14	What factors motivate and influence your decision to travel to a destination on vacation/for pleasure? Variety of tourism attractions and services
TM15	What factors motivate and influence your decision to travel to a destination on vacation/for pleasure? The familiarity of the destination

Factors	
Information sources	ISA, ISB, ISC, ISD, & ISE
ISA1	How important is this information source in helping you make a decision to travel? Broadcast Advertising
ISA2	How important is this information source in helping you make a decision to travel? Print Advertising
ISA3	How important is this information source in helping you make a decision to travel? Internet/email
ISA4	How important is this information source in helping you make a decision to travel? Outdoor Advertising
ISB1	How important is this information source in helping you make a decision to travel? Trade shows
ISB2	How important is this information source in helping you make a decision to travel? Familiarization or journalist/press tours
ISB3	How important is this information source in helping you make a decision to travel? Press conference/press release
ISC1	How important is this information source in helping you make a decision to travel? Telemarketing
ISC2	How important is this information source in helping you make a decision to travel? Direct mail
ISD1	How important is this information source in helping you make a decision to travel? Austrian acquaintances
ISD2	How important is this information source in helping you make a decision to travel? Social/work colleagues in Austria embassy/consulate
ISD3	How important is this information source in helping you make a decision to travel? Austrian overseas office
ISD4	How important is this information source in helping you make a decision to travel? Family and/or friends
ISD5	How important is this information source in helping you make a decision to travel? Spokesperson/celebrity
ISE1	How important is this information source in helping you make a decision to travel? Travel program on Austria
ISE2	How important is this information source in helping you make a decision to travel? Movies about/in Austria
ISE3	How important is this information source in helping you make a decision to travel? Books on Austria