

An Inquiry of Perceived Image of Urban Tourism Destination through Tourist Consumption and Movement Pattern.

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ABSTRACT

Identifying the factor that influence the tourist behavior and their decision making process may give a vast information for local authorities in promoting their tourism destination. Destination image is one of the vital factors that persuade tourist to visit the destination. Destination image can be interpreted into three dimensions which are cognitive, affective and conative. Promoting an image that not represents the actual destination will not satisfy tourist perceived value, expectation and loyalty toward the tourism destination. This scenario will hugely affect tourist level of satisfaction and expectation that also influence their tendency to revisit the destination. In order to promoting a good tourism destination image, tourism planner and local authorities must recognize first how the tourist consume the destination. Different types of tourist reflect different types of consumption style and different consumption style reflect difference in movement pattern. Understand how the tourist consumes and move in the destination can give knowledge to authorities in developing a destination images that can match the tourist satisfaction, expectation and of course revisit the destination. Using both qualitative and quantitative method in collecting data will give a better framework to the tourism planner in developing destination image. In-depth interview tell the planner on how actually the tourist construct their cognitive, affective and conative toward the destination. Applying Importance Performance Analysis (IPA) and Visualization Method will indicate the tourist expectation and satisfaction by relatively also show how tourist consume and move within the destination. In the prospect of developing countries mainly in the South-East Asia region, such knowledge can help the tourism authorities to develop and promoting quality destination images based on the data acquired from how actually tourist perceived the place and behave at the destination level so the product that been offer will give benefit from various side.

Keywords: Destination Images, Movement Pattern, Importance Performance Analysis, Visualization Method

1.0 INTRODUCTION

Image can be defined as the sum of views and impressions that people hold about a places. Images represent as an explanation of a huge number of relations and bits of information connected with a place. (Fakeye & Crompton, 1991), state that this concept as the general impression that a tourist has towards a tourism destination. Based on the literature, there are four common concepts when discussing on destination images which are complexity, multidimensionality, relativity, and dynamic nature. Image is abstract and it includes two types of evaluations: a cognitive one related to beliefs (Crompton, 1979) and an affective one, covering feelings (Beerli, Diaz, & Pérez, 2002;). Cognitive can be says as perceptions that represent the views and opinions that the tourist holds about the characteristics and attributes of the object or place (Pike & Ryan, 2004), while affective evaluations include the affect and emotions regarding this object or place (Chen & Uysal, 2002; Kim & Richardson, 2003). Current studies also recognized the existence of a third image component, which is the conative one (Choi, Lethton,

& Morrison, 2007), which define as the behavioral action that results from cognitive and affective evaluations. The combination of both cognitive and affective elements forms the overall image that is reflected as a positive or negative evaluation by the tourist (Beerli et al., 2002).

Destinations now days becoming more important than one individual attraction as a result of increases in tourism demand for package holidays. As a result, when tourists visit a destination, they always seek more diversity of experience at that destination. The tourist stay at a hotel, go outside the hotel to eat and drink, communicate with local people, shop, and visit cultural and historical venues. Thus, a trip becomes not a single product, but rather consists of different service components often provided by multiple organizations with different objectives (Kozak, 2003). In order to gain overall destination satisfaction, tourists have to be satisfied with all the services they receive (Chen & Kerstetter, 1999). This will give a view on the importance of understanding destination image when explaining tourist behavior. Destination image thus not only influences the destination choice during the tourist decision-making process (Crompton & Ankomah, 1993), but also affects post-decision-making behavior (Bigne', Sanchez, & Schancez, 2001). That post-decision-making behavior can include participation (onsite experience), evaluation (satisfaction), and future behavioral intentions (intention to revisit) (Chen & Tsai, 2007).

2.0 LITERATURE REVIEW

Consequently, in tourism research, "...images are more important than tangible resources", all because "perceptions, rather than reality are what motivate consumers to act or not act" (Guthrie and Gale 1991:555). However, in spite of this increasing interest in destination image, many authors agree that the majority of studies carried out to date are insufficiently theory-based, resulting in a lack of framework or solid conceptualization. Many studies often use the term "destination image", but they not to conceptualize this term precisely. Various authors point out that while the concept is widely used in the empirical context, it is lightly defined and lacks a solid conceptual structure (Fakeye and Crompton 1991; Mazanec and Schweiger 1981).

Tourism destination images formation before the trip is the most important stage in tourist' destination selection processes. As state by Brokaw, "before image can be used to influence behavior, it is important to understand what influences image". Goodall (1990) noted that knowing factors influencing destination images would help identify target markets and decide which image should be promoted and highlighted to which segment of the market. Although many research has been done in this field for the last two decade, destination image studies have also been criticized as theoretical and lacking a conceptual framework (Echtner&Ritchie 1993).

Promoting and market a good destination image will give tourist an early mental perception on what they will experience if they choosing that tourism destination. A good image should include an element that satisfy tourist perceived value, their expectation toward destination and also their tendency to revisit or recommend the destination to their relative. However, mismatch image that been promoted with the actual destination experience can affect the tourism economies in the area since tourist satisfaction and expectation influence hugely in tourism business. Identifying the factor that influence the tourist behavior and their decision making process may give a vast information for local authorities in promoting their tourism destination. Destination image can be interpreted into three dimensions which are cognitive,

affective and conative. Combination of this dimension will form an overall image of the tourism destination. Different types of tourist have different kind of perceptions towards the attraction. To understand their perceptions, tourism planner and local authorities must recognize how the tourists consume the destination area.

2.1 Issues and Problems

Defining an exact meaning of the term 'tourist destination image' is challenging. The term has been used in a variety of contexts, including those relating to the destination images projected by tourism promoters, the publicly held or 'stereotype' image of destinations and the destination images held by individuals. Echtner and Ritchie (1991) note that many of the definitions used in previous studies are quite unclear.

Understanding tourist destination images are important because they influence both the decision making behavior of potential tourists and the levels of satisfaction regarding the tourist experience. As Mayo (1975, p. 15) states in his article, the image of a destination area is a critical factor in a tourist's destination choice process. However, whether an image is a true representation of what any given region has to offer to the tourist is less important than the mere existence of the image in the mind of the person. Marketers always are interested in the concept of tourist destination image mainly because it relates to decision-making and sales of tourist products and services. According to MacInnis and Price (1987), imagery involves the whole consumption experience. Destinations serve different roles for tourists and, consequently, tourists consume destinations differently. However, at its core, tourism involves the movement of people through time and space and, as such; differences in consumption styles should be reflected by differences in movement patterns. Before purchase, indirect consumption may take place through imagery. Throughout consumption, imagery can be added value and increase satisfaction. After consumption, imagery can be reconstructive in a person remembers the experience through memories and vacation souvenirs. Understanding the differing images that difference types of tourist have on a destination is invaluable, enabling the significant attributes of the simple image and the re-evaluated image that can be merged into tourism marketing planning (Selby and Morgan, 1996, p. 288). Marketers can also use imagery to increase remembered satisfaction and to encourage repeat purchases of holidays.

Promoting an image that not represents the actual destination will not satisfy tourist perceived value, expectation and loyalty toward the tourism destination. This scenario will hugely affect tourist level of satisfaction and expectation that also influence their tendency to revisit the destination. In order to promoting a good tourism destination image, tourism planner and local authorities must recognize first how the tourist consume the destination. Different types of tourist reflect different types of consumption style and different consumption style reflect difference in movement pattern. Understand how the tourist consumes and move in the destination can give knowledge to authorities in developing a destination images that can match the tourist satisfaction, expectation and of course revisit the destination.

3.0 METHODOLOGY

From past two decades, there have been abundant and diverse approaches to its study” totaling 65 works, between 1971 and 1999, as identified by the thorough synoptic work of Gallarza et al (2002:58), as well as Pike (2002) who reviewed 142 papers on the subject of destination image. However, as Baloglu and McCleary suggest, “most studies have largely focused on its static structure by examining the relationship between image and behavior” (1999:869) from a construct measurement perspective. Studies before tend to have concentrated on the relationship between place image and a excess of variables such as destination preference and visitation intention; tourists’ geographical locations; trip purpose; destination familiarity and the impact of previous visitation; situational or temporal influences; the image as projected by tourism boards; and tourists’ socio-demographical variables.

One of the most influential studies on destination image was published by Echtner and Ritchie (1993, 2003), making several points. The first one is that place image should be intended as having two main components: attribute-based and holistic. The second is that each of these components contains functional (or more tangible) and psychological (or more abstract) characteristics. The third and final point is that images of destinations can include “common” functional and psychological traits (components) or more distinctive or even unique features, events, feelings, and auras.

This would suggest that there are many aspects involved in expressing the total image in the mind of the tourist. The three-dimensional model imagined by Echtner and Ritchie (2003:43) is shown in Figure 3, together with some examples for the six components. As a result of the complexity of the construct, Echtner and Ritchie (1993) have proposed that a combination of structured and unstructured methodologies to measure destination images. They suggest open-ended, semi-structured questionnaires to capture holistic components and more characteristic or unique features of the image. A structured attribute-based 8-factor scale like Likert Scale is produced to measure image performance across destinations. Current studies merely emphasize the second attribute- based approaches to assessing image. Gallarza et al conclude that “for the most part, there is a combination of multivariate and bivariate techniques, with a greater or lesser presence of qualitative techniques in the preliminary steps. Very few studies use qualitative methods as the main technique. Among all collection procedures, the seven-point Likert Scale is the most commonly used” when measuring image attributes and factors (2002:67). Such studies must, however, be limited because they cannot consider and capture the holistic nature and subjective perspective of the individual, nor the destination’s unique image characteristics (Echtner and Ritchie 2003; Tapachai and Waryszak 2000). Bigne’, Sa´nchez and Sa´nchez reinforce this when they state that “the sum of the attribute scores is not an adequate measurement of the overall image” (2001:611). Table 3 below shown the methodology that been used by previous destination image research.

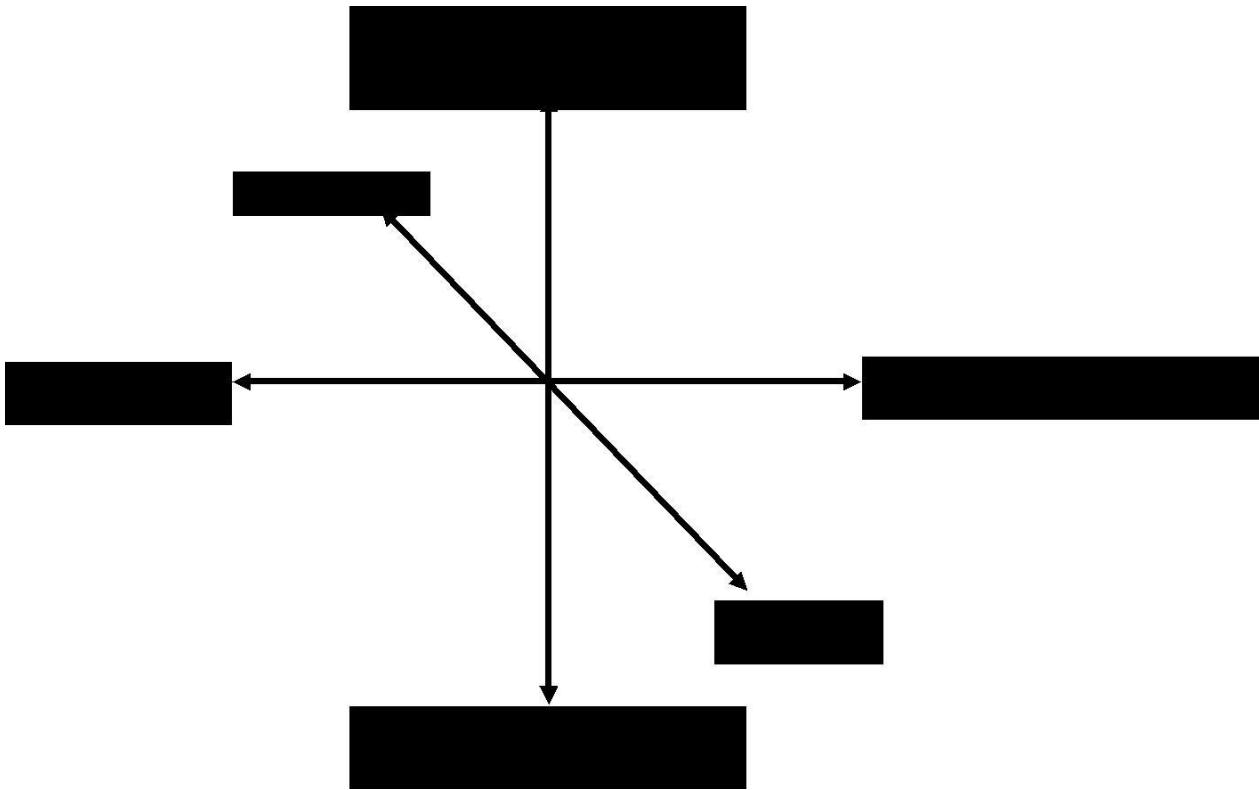


Figure 3.1: Component of Destination Images
Source: Echtner and Ritchie (1993)

Table 3.1: Previous Destination Image Research

Reference	Objective	Methodology
Hunt (1975)	To measure the images of four states: Utah, Montana, Colorado, Wyoming	Structured: - 20 attributes - 7 and 5 point sem. diff. scale
Crompton (1977)	To measure the image of Mexico	Structured: - 18 attributes - 7 point sem. diff. scale
Goodrich (1977)	To measure the images of nine destinations: Florida, Hawaii, Mexico, California, and five Caribbean Islands	Structured: - 10 attributes - 7 point Likert scale
Kale and Weir (1986)	To measure the images of India	Structured: - 26 attributes - 7 point Likert scale
Tourism Canada (1986-1989)	To measure the image of Canada in various major tourism generating	Structured: - 29 attributes

	markets	- 5 point Likert scale
Calantone et al. (1989)	To measure the images of eight Pacific Rim countries held by tourists from various countries of origin	Structured: - 13 attributes - 7 point Likert scale
Reilly (1990)	To measure the image to Montana	Unstructured: - Open-ended questions

Source: Adapted from Echtner and Ritchie (1993)

4.0 TRIANGULATION OF IPA AND VEP IN UNDERSTANDING TOURIST'S INDIVIDUAL PERCEIVED IMAGE

Since the usage of Likert scale is the most used and reliable technique when measuring destination images in term of quantitative data, researcher still sustain the technique and applied in the Importance Performance Analysis approach (IPA). IPA is known as approaches that measure the importance of characteristic for the individual and then will compare it to actual performance of the destination. This approach will help researcher in understanding whether the image perceived by the tourist fulfill with projected image by the destination. Meanwhile IPA dependable in measuring image attributes and factors, the holistic nature and subjective perspective of the individual will be captured by using the Volunteer-Employed Photography (VEP). VEP basically an approach where tourist involve in the field study as a volunteer to capture an image using camera when the go around the destination. This image represents the perspective view of tourist on what the positive and negative image of the destination.

4.1 Importance-Performance Analysis

IPA has been practically applied to a diverse range of contexts including banking (Ennew et al., 1993), dentistry (Nitse & Bush, 1993), and health care (Dolinsky & Caputo, 1991) and in a tourism/outdoor recreation context has been applied to special events such as municipal marathons (Guadagnolo, 1985), ski resorts (Hudson & Shepherd, 1998; Uysal et al., 1991), escorted tours (Duke & Persia, 1996) and hotels (Martin, 1995). It has also seen limited application to tourism in protected areas, in the areas of facility evaluation such as visitor centres in urban areas (Mengak et al., 1986), and also in the measurement of opinions of park concessionaires (Burns, 1988). In urban management area, IPA is seldom used in professional marketing practice, although recommendation for its use as a guideline for managers was recently proposed (Hornback & Eagles, 1999).

While deemed as a useful tool for similar markets, movement of visitors can occur if subgroups containing different importance ratings are not segmented from the data (Vaske et al., 1996). For example, if a representative sample of a destination population actually contains a number of specific visitor groups, and one of these groups represents a large percentage of use, and subsequently the sample, the mean IPA ratings will reflect this dominant segment. Management and authorities thinking they are catering to the general urban visitor population will actually cater to the satisfactions of this large group. However, if the smaller segments have distinct values that appear in different quadrants of the IPA grid, managerial decisions supplied

toward the dominant group may actually displace some to go elsewhere. Consequently, more individuals from the dominant group may be attracted to the urban attraction, and in future IPA analysis service quality will appear to be raised. Market segmentation is a fundamental practice in marketing research, which involves the process of dividing markets into smaller subgroups that share common characteristics. While there is no common consensus on the characteristics by which to conduct segmentation in the tourism industry, variables are generally categorized according to geographic, demographic, psychographic, and behavioral behaviors (Morrison & O'Leary, 1994). Since urban visitor or tourist can seldom be grouped into one whole, market segmentation appears to be a necessary component of the application of IPA. While the identification of segments often involves the use of complex factor and cluster analysis techniques, in the context of tourism in urban destination it is generally based on the behavioral behaviors of visitors such as day visit or overnight stay, and segments can generally be derived in an a priori manner.

4.2 Volunteer-Employed Photography (VEP)

Volunteer-employed photography is believed to hold many potential advantages as a research approach. Indeed, as Stedman et al (2004) note, photography is usually a familiar and enjoyable activity for study participants, and this can increase both their initial willingness to be involved in the research and their subsequent engagement with it. By taking photographs is also considered to help sharpen observational skills.

Participants are believed to be more likely to take in and carefully analyze their surroundings through the lens of a camera. This explicitly or implicitly forces the individual to determine what is to be included in the shot and what is to be omitted (Chase, Carlisle and Becker 1992). Therefore, strength of the VEP technique is that it is able to give the researcher a clearer indication of the image attributes that respondents feel have a positive or negative influence on the destination image. This is not to suggest that researchers cannot misinterpret visual data. Photographs are necessarily situated in the landscape, which is believed to produce more setting-specificity than can be achieved by asking respondents abstract questions (Stedman et al 2004). They can also be invaluable information in assisting the researcher to identify specific locations important to the respondents and thus to the research. Indeed, photography readily facilitates comparison among places; all are capable of being photographed using the same basic technology.

VEP is particularly useful because pictures are able to express multilayered meanings. Indeed, such richness is essential in destination images and it is unlikely that other, non-visual techniques could capture these with equal success. Dakin (2003) picks up this point by arguing that the most significant strength of VEP is that it is essentially an experiential, rather than experimental or expert approach to researching images and perceptions. As this paper has already argued, destination images are necessarily complex, flexible, and questioned. They are constructed by people and based on perceptual associations that may change over time and space. This implies that people are not merely viewers of an image: they are participants in an interactive experience with the imagery concerned. This calls for more holistic techniques of research (Selby and Morgan 1996), of which VEP is a prime example (Groves and Timothy 2001).

Volunteer-employed photography has already been used to analyze landscape preferences, outdoor recreation experiences, and community planning (Dakin 2003; Loeffler

2004; Oku and Fukamachi 2006; Schuster, Johnson and Taylor 2004; Stedman et al 2004; Taylor, Czarnowski, Sexton and Flick 1995; Yamashita 2002). It has also been used to study children’s place perceptions and experiences (Aitken and Wingate 1993; Dodman 2003; Douglas 1998; Germain 2004). However, according to writers such as MacKay and Couldwell (2004) and Markwell (2000), VEP has rarely been used in the tourism context. Examples include Groves and Timothy (2001), Haywood (1990), and Markwell (1997, 2000). Fewer still are cases where the technique has been used to investigate destination images, studies by MacKay and Couldwell (2004), and Jutla (2000) being prominent exceptions. The study by Jutla is distinguished in that it focuses on how image perceptions can vary among different stakeholder groups. The study used a combination of mental mapping and VEP techniques to investigate differences in the (modified-organic) images perceived by tourists and residents of the city of Simla in India. The results suggest that the city has two distinct images in this respect: one held by tourists and based on natural and cultural landscapes; the other held by residents and based on familiarity.

5.0 THEMES/VARIABLES

The data will be collected based on two main sections which are the information on tourist profile or demographic characteristic and also on tourism destination images. Table 5 and 5.1 below show the variables and characteristic for tourist and destination attraction. This data need to be gathered by researcher in order to understand the destination images.

Table 5.1: Tourist Demographic Characteristic

Demographic characteristic	
Country of origin	Education level
Age < 30 30–55 >55	Main purpose for visit Holiday Business Visit to friends/family Other
Gender	Occupation
Monthly income	Past experience First-time visit Repeated visit
How did they travel Group Single Partner Family	Visitor motivations (multiple responses possible) Nature tourist Adventure tourist Recreational tourist Culture tourist Urban tourist
Most important information source Friends, relatives, etc. Travel guide books Brochures Business contacts Internet	

Source: Author, 2014

Table 5.1: Destination Images Variables

Destination Images Variables	
Functional	Various Activities
	Landscape
	Nature
	Cultural Attractions
	Nightlife and Entertainment
	Shopping Facilities
	Information Available
	Transportation
	Accommodation
	Gastronomy
	Price, Value, Cost
	Climate
	Relaxation
	Safety
	Social interaction
	Service Quality
	Environment
↓	Infrastructure
Psychological	

Source: Adapted from Pike, S. (2002)

6.0 STUDY AREA

Kuala Lumpur is known as the main gateway for tourist to enter Malaysia particularly for travelling and business purposes. As the capital city of Malaysia, Kuala Lumpur serves different roles towards different types of tourist. Apart from that, it is also known as one of the most visited tourism attraction in Malaysia. Thus, Kuala Lumpur were seen as the appropriate case study for this research as it is well known as a tourism destinations that attracts most tourist who came to Malaysia. Furthermore, it is important to acknowledge these types of tourists on how they perceived the tourism destinations which they are visited. Based on the case studies mentioned above, it can be determined how tourists actually consume tourism destinations since ‘different types of tourist may perceive different type of images towards different type of destinations’.

Apart from that, it will identify whether the current tourism products promoted at the destinations are match with what actually tourist perceive towards the destinations they visited. The information will helps to structure ideas on how to promote overall images of a destination through the understanding on how the tourist move around the city and how they consume destinations based on several aspects. The questionnaire applied to tourists is made up to provide general information on tourist market profile, considering the object of visiting the destination, the information source used, and to give information about the way how tourists perceive the holidays. Such information helps to determine the development of new tourist destination based on natural activities and aims to maintain this trend of tourist visits. The analysis will further help to determine the components of the offer that must be improve (Wade and Eagles, 2003)

even indicating the priority of these improvements. By capturing this understanding, it will help to provide a clear guidance for the improvement of tourist offer by identifying the main area of intervention according to the tourists' perceptions.

7.0 CONCLUSION

Globally, within the last few decades, Asia has been a popular holiday destination among tourists. Particularly in developing countries that less development arise, the attractions especially natural recourse is still been preserve. In context of Malaysia, becoming one of the top destination among tourist in the world, promoting and marketing a correct tourism destination image that fulfil the tourist expectation and satisfaction is vital in order to sustain the tourism business in Malaysia since tourism is second largest industry contribute to the national income. In order to make sure the image that been promoted to the world represent the actual experience of tourist that visit Malaysia, this research is needed. Since

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