中國文化大學商學院觀光事業學系
碩士論文

Master Program, Department of Tourism Management
College of Business
Chinese Culture University
Master Thesis

泰國目的地印象－以年輕台灣遊客為例
Destination Image of Thailand: A Study of Taiwanese Young People Travelers

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中華民國 102 年 12 月
December, 2013

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A B S T R A C T

Thailand is one of the most attracting tourist destinations in the world. Thailand has been visited by not only old people, but also young people with various visiting's purposes. Meanwhile, the study of destination image has been laid as an important study to observe the development of tourism industry. Image has been stayed as important factors for tourists because it can influence the choice of visitation. This study follows the previous model of destination image, but focus on Taiwanese young people. This study observes the relationship between information sources and cognitive dimension of image, motivations and affective dimensions of image, cognitive dimensions of image and affective dimensions of image, cognitive dimensions of image and overall image, and also between affective dimensions of image with overall image of Thailand. This study observe and presents the empirical results with descriptive statistics, factor analysis and reliability test, and also test the hypothesis with path analysis. The results of this study show that information sources are partially influence the cognitive dimension of image. Then, motivations are significantly influence the affective dimensions of image. Cognitive dimensions of image are also partially influence the affective dimensions of image and overall image. Meanwhile for affective dimensions of image are significantly influence influences the overall image of Thailand. This study provides important implications for both academic and image management of Thailand.

Keywords: Taiwanese young people, Thailand, Destination image

ACKNOWLEDGEMENT

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CHAPTER ONE
INTRODUCTION

1.1   Research Background and Motivation

Recently there are many studies on destination image and its impact on customer behavior, especially related to tourism consumer marketing. Study on destination image lay on important position since it is necessary to understand how customer perceived the image of tourist destination. Destination image is helpful to formulate policy or marketing strategy to maximize the potential of tourist's destination. Indeed, tourism is important business sector for the country. The role tourism industry is not only to boost the economic growth for the country, but also to open a job for million people and decrease a number of unemployment rate.

Tourism is a unique service industry because it is designed to satisfy its customer to find suitable leisure and relax. Every tourist has different leisure need, therefore the stakeholders of tourism industry have consider how their customer or the traveler perceived on tourists' destination image. Every traveler is also has different taste of tourism and the most important things is their purpose to travel abroad. Some of them are travelling on purposes of adventures, relax, visit friends, and explore new things. Hence, the study on tourism image must be taken into account to develop tourism industry.

The study on tourists' destination image must be determined their main market segment or target. Who are their main targets? This question leads into designated marketing concept and how they will develop their tourism industry. Each traveler has different needs when they go travel. But the most important thing is how stakeholders consider the whole package based on how their customers want to do when they go travel. Furthermore, observing customer motivation, purpose, and socio-demographic are necessary variables in developing tourism industry.

Young people are one of the market segments in tourism industry. Travelers are not only old people and business man, but also now day, young people like to travel abroad across their country borders. Among young people, old people, and business man, they have different taste on tourism and leisure. Therefore, study on specific segment is necessary to be observed since young people are potential market in tourism industry.

Tourism in Thailand is not only designated for old people, group package tour, and business trip. Thailand has amazing tourism spot that suitable to young people

passion such as adventures and wild life. Taiwanese is one of the major tourist arrivals in Thailand and they close geographically. Therefore, study on Taiwanese tourist perception is necessary to understand what they want from the tourism market in Thailand. Taiwanese young people have been identified as a young people who like to go traveling. Since, Taiwan is near to Thailand geographically and the tourism cost in Thailand is quite cheap, the author observe destination image of Thailand from Taiwanese young people perspective.

In tourism studies, tourist perception lays on fundamental structure but critical subject affecting the development of marketing strategy and product delivery. Chen and Hsu (2000) generalize issues on tourism behavior into three areas in terms of the span of a trip: before trip, during the trip, and after the trip. Before-the-trip behaviors are concerned with destination image, travel motivation, and decision making. During-the-trip behavioral issues include attitudes toward service quality. After-the-trip behaviors deal mostly with trip satisfaction.

Tourist destination is a tourist product and service providing a holistic experience and cultural background (Funchs & Weiermair in Lerputtarak 2012). Destination managers should enhance attractiveness and its development positioning. One of the crucial elements of successful destination marketing is to create tourist satisfaction, which influences the choice of destination and the decision to revisit (Yoon & Uysal, in Lertputtarak, 2012).

Thailand is one of the most attractive tourist destinations. There were 8,835,294 tourists who visited Thailand in 2010 and in 2011, only half a year from January to July, there were 11,178,275 tourists. In 2011, visitors from East Asia were in the majority with 5,936,796 tourists, Europe with 3,014,207 tourists, South Asia with 701,685 tourists, America with 567,733 tourists, Oceania with 506,147 tourists, Middle East with 371,847 tourists, and Africa with 79,590 tourists (Department of Tourism, 2011).

The latest tourism figures have been released by the Immigration Bureau and the Ministry of Tourism and Sports that they are showing a 8.66% increase for January-August 2012 compared to the same period last year. In the first eight months of the year, Thailand has seen 14,344,333 international arrivals. In 2012, a 35.38% increase in visitors from China. The numbers at the moment stand at 1,685,896 compared to 1,245,305 for the same period last year. Trying to catch them up are the Russians who have seen a 19.96% increase this year to 780,337 visitors. Two other countries with big rises include India (8.35% increase to 681,089) and Australia (15.31% increase to

621,122). Visitors from Malaysia have seen a -5.81% decrease though still formidable at 1,602,141. Other significant decreases include Taiwan (-26.25% down to 259,786), Sweden (-5% down to 231,365), Nepal (-5.72% down to 17,090) and Pakistan (-5.22% down to 48,345).

Taiwan goes as the top twenty of international tourist arrivals in Thailand. In 2012, Taiwan stayed in number seventeen. Decreasing visitors from Taiwanese tourist to Thailand also affected by the flooding that have been happened in Thailand. Before the flooding last year, Taiwanese tourist arrivals in Thailand had remained steady at 320,000 a year, the bureau's data showed. Thailand government attempted some efforts to attract again the Taiwanese tourist arrival by promoting visa discount for the first 1000 Taiwanese who booked flight ticket to Thailand.

There is not enough information that employs how many young people come to Thailand as tourist arrivals. But, international tourist arrivals in Thailand were not dominated by old people or other trip such as medical tourist arrivals or business trip. Young people are an age who likes to travel abroad and explore new things. Designing a tourism product for all ages, include for young people could be effective to reach the tourism target that Thailand government plan in 2013. According to the Federation of International Youth Travel Organization (FIYTO), youth travel accounts for 20% of the tourism population, and it has been suggested that youth travel is a significant niche market in terms of size and importance for specific industry sectors (Chinese Taipei (TAIWAN) Youth Hostel Association, 2007).

Richards (in Lin et al., 2012) mentioned that according to the survey done by World Youth Student and Educational (WYSE) Travel Confederation, found that 70% of young travelers valued travel for exploration, learning languages, doing volunteer work, and gaining work experience. Moreover, 34% stated that exploring foreign lands and cultures was their main aim in making trips; 28% took relaxation and fun as their primary objective; while 9% studied abroad and 7% regard working as their main aim.

Thailand Authority of Tourism (TAT) (2013) mentioned that the Tourism Authority of Thailand has unveiled a series of strategies designed to maintain Thailand's brand image, marketing profile and visitor arrivals in a world of unprecedented change. The strategies are designed to ensure that the travel and tourism industry takes advantage of all the emerging opportunities while preparing itself to deal with any threats and challenges, both external and internal. The primary determinant of how travel and tourism performs in future will be global economic and geopolitical stability. If this continues,

there will be no shortage of opportunities, technologies and activities to capitalize on demand.

TAT (2013) also highlights some action plan for 2013, they are including core theme "Higher Revenue though Thainess". This theme expects that government attracts tourist with the charm of Thainess which includes Thai experience, Thai way of life, and Thai culture. TAT will put more effort to increase first-time visitors and high spenders (luxury markets). Four niche products used to attract high-spenders will be Golf, Health & Wellness, Wedding & Honeymoon, and Green Tourism. TAT tries to increase charter and low-cost carrier flights to destinations where there is no direct access. The TAT also puts considerable emphasis on a tourism intelligence unit and a crisis management centre.

1.2 Research Objectives

The author interested on study young people as international tourist arrivals and Thailand tourism image, therefore the objectives of this research are;

1. To identify the affect of information sources and travel motivations toward the formation of perceived destination image.
2. To identify what are the recreational and leisure needs of Taiwanese young people travelers to Thailand as a tourist destination.
3. To determine what is the perceived image of Thailand as a travel destination by Taiwanese young people travelers.

The conceptual foundation for this study was based on the model of the formation of destination image by Baloglu and Mccleary (1999a). They developed and tested a conceptual model of determinants of destination image. According to the model, destination image consists of cognitive or perceptual evaluations (beliefs or knowledge of destinations attributes), affective evaluation (feelings or attachments towards the destination attributes), and overall or global image (formed as result of both cognitive and affective evaluations of the destinations). Beerli and Martin (2003) further extended the model by a and MCcleary. The attributes and dimensions identified by Beerli and Martin has been modified and replicated for the present study. This study extends the destination image to young people travelers. Though travel decision for young people needs.

1.3 Data and Methodology

This research began by choosing a research topic which related to tourism industry, then followed by reviewing and exploring literatures that related with tourism industry, especially on tourism image, tourist perception, and young people as tourist arrivals. The second flow of this research is identifying the conceptual framework and hypothesis, also interrelationship between the constructs is made up. A questionnaire survey is conducted in this research to collect Taiwanese young people perception. The respondents of this research are Taiwanese young people with age range from 17 years old to 30 years old. Data analysis and hypothesis testing are analyzed with the following techniques; (1) Descriptive Statistics Analysis, (2) Factor Analysis and Reliability Tests, and (3) Path Analysis. The flow chart of this study is shown on below figure;

The first step of this research is formulating the research topic such as scope and limitation, included who is the object of the observation. After formulating the research topic, second step is finding previous research papers and other literature reviews to observe the previous research. The second step is very useful to be the references and limitation of this research. By considering the previous research problem, data, finding, and conclusion, this research adopted some suggestion herein.

The third step is developing the research framework, by narrow the scope of the research through designing the hypothesis. The fourth step is designing the questionnaire by considering the previous research and literature review that this research has done in the second step. Questions and statements that this research developed based on previous research and literature review about destination image, especially in tourism industry.

After developing the questionnaire, the sixth step is analyzing the data that have been collected through questionnaire session in Taipei. Data analyzing has been done through quantitative methodology that have been developed my Beerli and Martin. The seventh step is finding the result of that data processing. Data have been proceeding in SPSS, by using methodology that has been developed in previous research, especially from Beerli and Martin. And the last step of this research is formulating conclusion and suggestion that expected will be contributed to the development of tourism destination image study.

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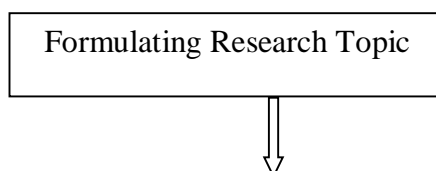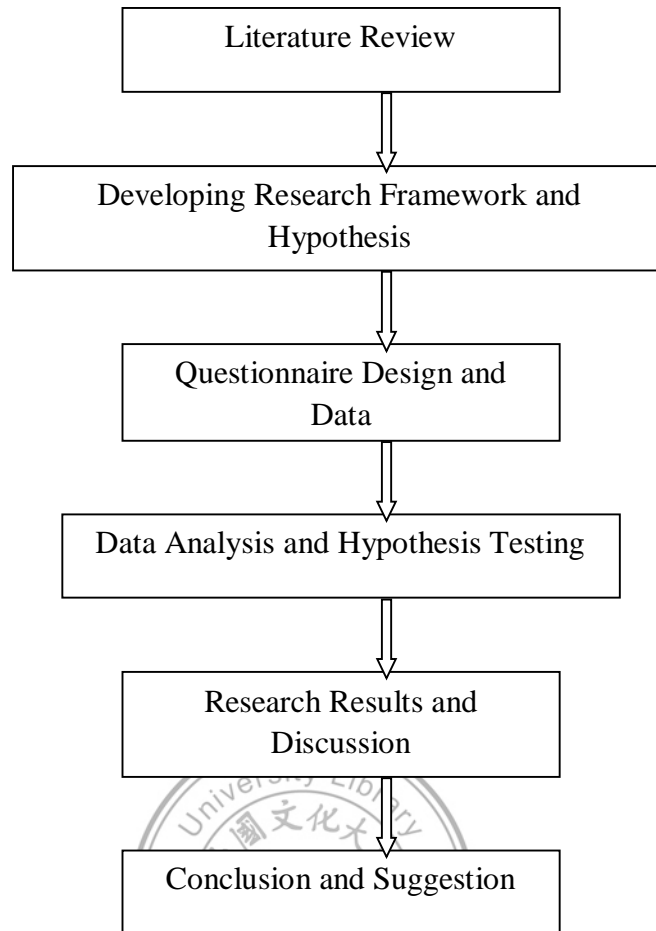
Figure 1-1 Research Design

1.4 Research Structures

This research study composes into five chapters as follows;

Chapter One: Introduction

Chapter one is introducing the background and motivation of this research, research objectives, research flow, and also structure of the research.

Chapter Two: Literature Review and Hypothesis Development

Chapter two is explaining about previous literature that related to tourism industry. Variable that used in this research such as perception, budgeted-cost travel, tourism objects, arts, cultures, and security are also explained. Finally, the relationship among variables are identified and hypothesized.

Chapter Three: Methodology

Chapter three is presenting the construct measurements and research design for this research. A research model is proposed by suggesting the effect of each independent variable on dependent variable as well as the moderating effect of moderator variable on the relationship between independent and dependent variables. Meanwhile, the

experimental design, sampling plan, data collection procedures, and data analysis techniques, has also been discussed.

Chapter Four: Results and Data Analysis

Chapter four is presenting the statistical and descriptive results of the study. It includes data collection, the basic characteristics of respondents, descriptive statistics of research items, and factor analysis and reliability test. The results of data analysis associated with each research hypotheses are also presented in this chapter. The research results are presented using path analysis.

Chapter Five: Conclusions and Suggestions

Chapter five is presenting a summary of the significant findings and conclusions of this study. Suggestions, managerial implications of the results, research limitations and further research are discussed.

CHAPTER TWO
LITERATURE REVIEW

Destination image and tourists perception are two important keywords in this research study. This chapter reviews some previous research studies that discuss the destination image, tourist perception, and the formation of the image of tourist destination. This research study puts Thailand tourism as the observation by identifying its image. Meanwhile, Taiwanese young people's perception has been observed to get what Thailand tourism image that Taiwanese young people give to Thailand tourism image. Therefore, the steps of reviewing these literatures in this research study, firstly by understanding and catching the basic concept of destination image, then identify the factors behind the perception, and the last stage is the formation of image of tourist destination.

2.1   Perceived Destination Image Concept

Although a tourism destination is defined as a region where tourists choose to travel outside of their place of residence, the definition of the destination image is a concept that has changed since the 1970s, when the impressions of a place that actual or potential tourists could have were synthesized. Currently, tourists preview the experiences they will have at the destination and, through positive emotions, select a destination based on the most favorable ideas (Tapachai & Waryszak, 2000).

According to Nadeau, Heslop, O'Reilly and Luk (2008), tourism is a way for people to expose themselves to other countries and to contribute to the images formed about the countries. Given the increasing number of tourism destinations resulting from competition in the global tourism market, one potential strategy is customizing the development of destination brands and creating a unique identity for local tourism (Ekinci & Hosany, 2006).

Baloglu and McClearly (1999a) categorized 'destination image' into three main factors: cognitive factors as the estimation process for tourism site selection, affective factors as belief and attitudes of the target destination, and conative factors as the final choice of one's destination, it is behavior image based on overt actions that visitors exhibit in relation to the image object (Gartner, 1993). Chalip, Green, and Hill (2003) studied the effect of destination advertising and sports media by asking participants in the USA and New Zealand to rate the image of Australia's Gold Coast by a developed 40 items

'destination image' scale based on 9 cognitive factors: developed environment, natural environment, value, sightseeing opportunities, risk, novelty, climate, convenience, and family environment. While Obenour, Lengfelder, and Groves (2005) purposed their research to assess the image of a newly developed nature-based tourist destination and investigate the influence of distance on the image of the destination by an internet survey of 610 respondents, Obenor et al. (2005) developed a 28 items scale with 6 image factors such as; priority, attractiveness for overnights, resources, facilities, peripheral attractiveness, and reputation. Hui and Wan (2003) studied tourists' image toward Singapore using 8 cognitive image dimensions, consisting of; leisure and tourist amenities, shopping and food paradise, local residents and nightlife, political stability, adventure and weather, culture, cleanliness, and personal safety and convenience.

Destination image has defined to comprise of the image characteristics of a destination that subsequently influence tourists' decision to visit particular vacation destinations (Tapachai & Waryszak, 2000). Gunn's (1972) image formation theory has been used by researchers to investigate the course of image formation and measurement as a basis for their conceptual framework (O'Leary and Deegan, 2005). It has three main constructs that entails a constant building and modification of images that are conceived at various levels, namely:

1. organic;
2. induced; and
3. Modified induced.

These information sources are also known as stimulus factors (Baloglu & McCleary, 1999a) or image forming vehicles (Gartner, 1993). Destination images fall on a continuum that begins with organic images which are developed over a long period of time (Gunn, 1972). They are those that arise from supposedly unbiased sources, or as Jenkins (1999) suggest "naive non-tourist information about the destination" such as books, television documentaries and news, newspapers, radio, periodicals, dramas, novels and the experiences of friends and family (Jenkins, 1999).

Organic images are substituted by induced images which are formed by exposure to a destination's marketing programme whose role is to build on or modify the extant organic images (O'Leary & Deegan, 2005). Thus, induced images are those that arise from the destination area itself and are derived from marketing and promotional material, for example, brochures and magazines designed to attract tourists (Jenkins, 1999). Even though little can be done to manipulate organic images, marketers can induce an image

through investment in promotion. As such, it is clear that organic sources do not have a vested interest while induced sources is the main means to communicate marketing messages to a target audience (Stepchenkova & Morrison, 2006).

Therefore, without actual visitation, destination images can only be formed through induced agents (Gartner, 1989). These interactions with tourists are important in setting their expectations prior to their experience of the tourist destination (Tapachai & Waryszak, 2000). The final stage of the continuum is the development of a composite image that results from the actual experience of visiting the destination with images held previously (Prebensen, 2007). Although organic and induced images will be formed prior to travel to a destination, induced images may be changed by actual vacation experience, thus producing a "modified induced" image (O'Leary & Deegan, 2005).

A tourism destination may be positively imagined before the trip or chosen according to a cost-benefit calculus. However, in the face of a scarce amount of searchable information and limited knowledge, there can be discrepancies in the imagined and actual tourism experience. For example, Anholt (2007) shows that places such as the United States or Rio de Janeiro can be considered to be famous by most of the world's population, but being famous is not necessarily a positive attribute (Anholt, 2007), as is the case presently in Iran and North Korea, which are more accurately considered to be infamous. The question being evaluated in this article is how, in the case of Brazil, destinations with famous images are viewed negatively.

Baloglu and Mccleary (1999a) presented a paper on the influence of the image in choosing a holiday destination and claimed that strategic image management is important for creating and implementing marketing programs that enhance images of tourism destinations. The relationship between the destination's image and one's intention or preference for visiting that destination demonstrates that the image is a valuable concept for understanding the process of destination selection. In promoting and disseminating a destination through its image, both the attributes of destination and the motivation of the tourists should be considered. According to Morgan, Pritchard, and Pride (2010), currently, the choice of holiday destination has become a significant identifier of lifestyle, and the site chosen for a brief vacation must be emotionally fascinating.

In a literature review on the analysis of the destination image, Pike (2002) confirmed that almost three decades after the first studies were performed in 1973, the topic had become one of the most popular in the area of tourism research. Therefore, there is a need for applied research on destinations to leverage a favorable image of a country

(Pike, 2002). Simultaneously, according to Qu, Kim and Im (2011), "the image itself is the beginning point of tourist's expectation". Given that, this empirical investigation can enlighten Brazil's image abroad in a deeper way.

Thus, whether travelers visit a destination or not depends on the perceived destination image among other factors. Perception is the way an individual selects and organize mass information relating attitudes, motivations, experience, and existing knowledge (Middleton, 2001). Therefore consumer buying decisions are based on attitudes, experiences, and images of destination. Hence, according to Middleton, suppliers strive to enhance the perceived positive aspects of destination and reduce any perceived negative aspects.

2.2   Tourists' Perception

The word perception comes from the Latin perception-, percepio, which means "receiving, collecting and action of taking possession, apprehension with the mind or sense" (Oxford Genuine Dictionary, 2003). Murphy (2000) analyzed how perception and quality "formed" while product or service presented to tourist either the level is within or above consumer expectation. Further stated, Murphy (2000) defined perception is an idea to mirror short and simple positive evaluation towards tourist experience while travelling. In exact terms, perception means what the individuals determine based on visual and audio observation and experience from the surrounding environment. In this research study, perception means the viewpoint of Taiwanese young people on Thailand tourism image.

There are previous studies which observe tourist perception. Buyer behavior model that proposed by Mill and Morrison (1998), said that tourist behavior as determined by factors such as motivation, perception, learning, and attitudes, and these factors are influenced by personality, culture, and society. This model is used to understand how and why people make vacation purchase decision. The needs and wants form internal stimuli, while the availability of attitudes, and preference and affect the behavior of the tourists. Arguably, people take a trip to fulfill their various needs, for instance physiological (climate and health) and physiological (relaxation and adventure). Many researchers agreed to some extent that tourists' motivations are multiple (Crompton 1979; Mayo & Jarvis, 1981) and tourists may have different reasons for taking either domestic or overseas vacations.

Dann (1977) proposed two stages in a travel decisions, known as push factors ad pull factors. Accordingly, push factors are considered as internal factors to instill a desire for travel and aims to satisfy various psychological needs while pull factors (external factors), focuses on benefits of a particular destination. Several studies have investigated the pull and push factors in order to gain an insight into travel motivations.

Crompton (1979) identifies seven push motives; escape from a mundane relationship, facilitation of social interaction –and two pull factors –novelty and education – in his study. While Jamrozy (1992) study on pull and push factors in German tourists in relation to market concluded that "differences between market segments occurred within the push factors as distinct from the pull factors that explained the attributes the tourists were seeking".

Another previous research studies such as Turnbull and Uysal (1995), show different order and importance of both push and pull factors across destinations. Adding to this, the findings of the study, which compared tourists from four countries (the United Kingdom, Japan, France, and Germany), revealed that the relative importance of push and pull factors also varies according to culture. Studies have been carried out to examine similarities and differences between multiple groups in relation to vacation travel patterns and attitudes towards specific destinations.

2.3   Formation of the Image of a Tourists Destination

Any person can build an image of any destination (in their mind) without ever having been there. In other words, the image of the destination will be based on historical, political, economic and social information which, in turn, will shape the image that the person already held (Echtner & Richie, 1991).The value system of each individual will eventually influence the image that they develop of a tourist destination, by acting as a selective attention filter (Moutinho, 1987). Also the country of origin of the person influences the image that they build of tourist destinations (Bonn, Joseph and Dai, 2005).

Lubbe (1998) proposes a framework that explains the construction of the primary image of a tourist destination as seen in Figure 2-1. Baloglu & McCleary (1999a) propose a PATH model to explain the process of forming the image of a tourist destination (Figure 2-2).

More recently, other authors suggest that psychological factors such as a tourist's motivations and cultural values strongly influence the construction of the image of a tourist destination even before it is visited. (San Martín & Rodriguez, 2008). In this

context, Stabler (1995) identifies some factors which influence the process of forming the image of a tourist destination, presented in Figure 2-3.
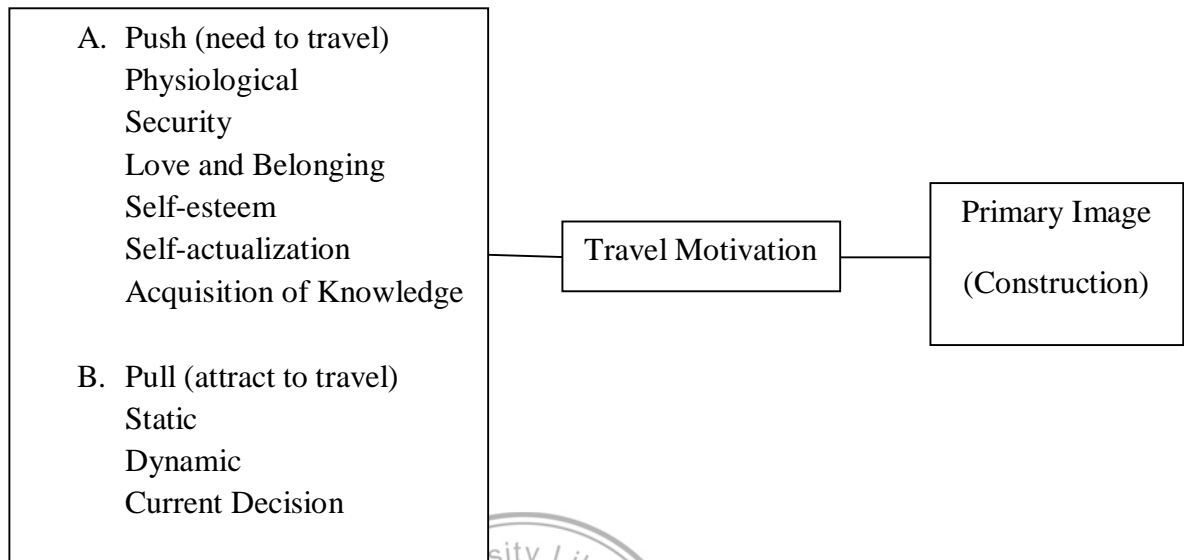
Figure 2-1 Construction of the primary image (Lubbe, 1998)

Source: Lubbe, B. (1998) Primary Image as a Dimension of Destination Image: An Empirical Assessment, *Journal of Travel and Tourism Marketing, 7*(4), 21-43

Figure 2-2   PATH model to explain the process of forming the image of a tourist destination (Baloglu & MacCleary, 1999a)
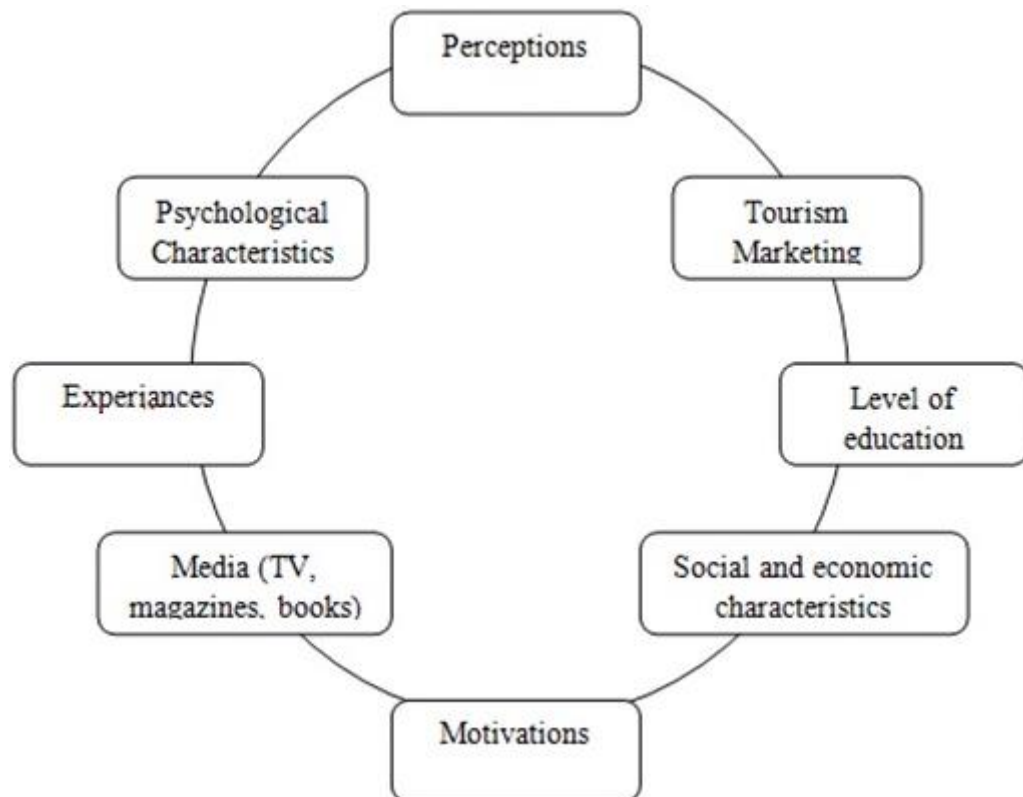
Figure 2-3   Factors influencing the formation of the image of tourism destinations (Stabler,   1995)

Sources of information, age and level of education influence cognitive and perceptual assessment (Figure 2-2). More specifically, the study carried out by Tasci (2007) demonstrates that age, race, and a previous visit to the tourist destination are very important for the destination image created in the minds of tourists. Meanwhile, level of education and (socio-psychological) motivation to travel influence affective assessment such as feelings and emotions (Baloglu & Brinberg, 1997). Indeed, both perceptual-cognitive and affective assessment configures the overall image that people develop about a tourist destination (Baloglu & McCleary, 1999a). In this context, Govers, Go and Kumar (2007) state that the tourist's personality becomes an important factor when choosing the kind of destination to visit (beach, mountain, etc.) and that personality traits influence the

differentiation between destinations (Murphy, 2007). Beerli and Martín (2004) report that motivation; socio-demographic variables and experience are important factors for forming the image of a tourist destination.

Image is therefore the most important concept for interpreting the choices made by tourists (Govers & Go, 2003) but they warn that it is difficult for tourists to gain a clear image of a destination without having visited before (Govers & Go, 2003). In this context where the tourist has no experience in locum, there are three factors that affect their image of a tourist destination: tourism motivations, demographic variables and information about the destination (Beerli & Martin, 2003)

Gunn (1972) identifies two (2) levels for the image of a tourist destination, based on the type of information transmitted to the tourist:

1. Organic image: for example, all of the information transmitted unintentionally by representatives of tourism destinations. Such information may be transmitted either via television, radio, books on geography or history, newspapers, magazines, or by people living at a tourist destination.

2. Induced image: for example, the image formed by the promotions and communications of the tourism organizations involved in a region. It is naturally true, in this context, that both reference or membership groups and opinion leaders can have a powerful influence on the perception tourists have of a particular destination.

2.4   Interrelationship among Research Constructs and Hypothesis Development

2.4.1   Information Sources

Information sources are also known as stimulus factors (Baloglu & McCleary, 1999a) or image forming agents (Gartner, 1993)—are the forces which influence the forming of perceptions and evaluations. They refer to the amount and diverse nature of information sources to which individuals are exposed, including destination information acquired as a result of having visited the place. From the perspective of behavior in the choice of a destination, various authors (Fakeye & Crompton, 1991; Gartner 1993; Mansfeld, 1992; Um & Crompton, 1990; Woodside & Lysonsky, 1989) have proposed models that attempt to explain this behavior. They establish that, together with a number of other factors, the information sources to which the individuals are exposed determine that certain destinations are considered possible alternative choices.

Gartner (1993) believes that the image forming process can be regarded as a continuum of different agents or information sources which act independently to form one single image in the mind of the individual. He classifies the different agents as

1. Overt induced, found in conventional advertising in the mass media, from information delivered by the relevant institutions in the destination or by tour operators and wholesalers.

2. Covert induced, using celebrities in the destination's promotion activities or destination reports or articles.

3. Autonomous, including mass-media broadcasting news, documentaries, films, television programs, etc., about the place.

4. Organic, involving such people as friends and relatives, giving information about places, based on their own knowledge or experience, whether the information was requested or volunteered.

5. A visit to the destination, the end point of the continuum of the forming process.

The image formed by organic, induced, and autonomous sources of information is basically one perceived before experiencing a destination, which Phelps (1986) calls secondary image. In contrast, the primary image is formed by actually visiting the resort in question. Insofar as choice of destination involves a certain risk, the secondary sources of information play a relevant and essential role in forming images of the alternative destinations to be considered in the decision-making process. Mansfeld (1992) demonstrates that there is general agreement, although not based on empirical evidence, that the secondary sources of information fulfill three basic functions in destination choice: to minimize the risk that the decision entails, to create an image of the destinations, and to serve as a mechanism for later justification of the choice. Thus this study proposes that;

H1:   Taiwanese young people perceptions derived from information sources (organic, induced, and autonomous) significantly influence the cognitive components of the perceived image of Thailand

2.4.2   Travel Motivations

An individual's personal characteristics, or internal factors, also affect the formation of an image, since, as Um and Crompton (1990) state, beliefs about the attributes of a destination are formed by individuals being exposed to external stimuli, but the nature of those beliefs will vary depending on the internal factors of the individuals. Therefore, the perceived image will be formed through the image projected by the

destination and the individual's own needs, motivations, prior knowledge, preferences, and other personal characteristics. In this way, individuals build their own mental picture of the place, which in turn produces their own, personal perceived images (Ashworth & Voogd, 1990; Bramwell & Rawding, 1996; Gartner, 1993).

From the perspective of consumer behavior, personal factors refer to internal determinants, in other words, the socio-demographic characteristics of the individuals (gender, age, level of education, family lifecycle, social class, place of residence, etc.), as well as those of a psychological nature (motivations, values, personality, lifestyle, etc.). These personal factors affect one's cognitive organization of perceptions, thus also influencing the perceptions of the environment and the resulting image.

Various authors state that motivations influence the image forming process and the choice of destination (Baloglu & McCleary, 1999a; Stabler, 1995; Um & Crompton, 1990). Baloglu (1997), Dann (1996) and Gartner (1993) suggest that motivations exert a direct influence on its affective component. Insofar as affective images refer to the feelings aroused by a place, people with different motives may assess a destination in similar ways if its perception satisfies their needs. In the end, as Gartner points out, the affective component is the value that individuals attach to destinations based on motivations. Moreover, since the affective dimension influences the overall image, motivations may also influence, either directly or indirectly, that overall image.

Experience may also influence the post-visit perceived image of the destination, since, as Schreyer, Lime and Williams (1984) suggest, present situations are interpreted in comparison with past experiences, due to the connection between information coming from past experiences and the subjective interpretation of a leisure trip. In the tourism context, past experience may be more important than information obtained from external sources (Mazursky, 1989), since individuals tend to place more weight on the former. This is because, when there is past experience, the criteria for decisions are strengthened, while the need to receive information becomes weaker. Although no empirical evidence was found that directly shows how tourists' levels of past experience influence the perceived image, this variable has attracted great interest among researchers insofar as it is a good indicator of their needs, motivations, and satisfaction, and may be of great use in segmenting the markets.

Most of the decision process models for destination choice (Stabler, 1995; Um & Crompton, 1990; Woodside & Lysonsky, 1989) show that personal characteristics, such as gender, age, occupation, education and, social class, are internal inputs that influence

the perceptions of places. A number of empirical works have attempted to identify differences in the perceived image depending on sociodemographic characteristics and such studies have presented contrasting results. Several (Baloglu, 1997; Baloglu & McCleary, 1999a; Calantone, Di Benetton, Hakam & Bojanic, 1989; Chen & Kerstetter, 1999; Stern & Krakover, 1993; Walmsley & Jenkins, 1993) found some differences in the perceived image depending on gender, age, level of education, occupation, income, marital status, and country of origin, while the work of Baloglu (1997) found no such differences in the cases of gender, level of education, and income. Thus this study also proposes the hypothesis;

H2:   Taiwanese young people motivation significantly influences the affective component of the perceived image of Thailand

2.4.3   Cognitive Components, Affective Components, and Overall Image

Evaluation refers to beliefs and knowledge about an object whereas affective refers to feelings about it (Baloglu & Brinberg, 1997; Burgess, 1978; Gartner, 1993; Holbrook 1978; Walmsley & Jenkins, 1993; Ward & Russel, 1981; Zimmer & Golden, 1988). People develop both cognitive and affective responses and attachments to environments and places (Proshonsky, Fabian & Kaminoff, 1983). Holbrook (1978) noted that in marketing and consumer behavior those two components are treated under the label of "beliefs" versus "affect".

Many findings in environmental psychology also support the notion that settings have both perceptual/cognitive and affective images (Burgess 1978; Hanyu, 1993; Lynch 1960; Russel & Pratt, 1980; Russel, Lewicka & Niit, 1989). The perceptual/cognitive component is the knowledge about the place's objective attributes whereas the affective counterpart is knowledge about its affective quality (Genereux, Ward & Russel, 1983). Hanyu suggested that "Affective meaning refers to the appraisal of the affective quality of environments while perceptual/cognitive quality refers to the appraisal of physical features of environments" (1993:161). The author also noted that environmental studies so far have either focused on perceptual/cognitive or affective meaning and no study has measured the two constructs at the same time. Some recent works, however, studied both cognition and affect toward environments and destinations (Baloglu, 1998; Dann 1996; MacKay & Fesenmaier, 1997).

Tuan (1975) noted that an image of environment or place is something formed in the human mind in absence of physical environment. After an extensive literature review of image in geography, Burgess (1978) concluded that most studies emphasized the

physical qualities of places where, there is indeed an interaction between physical qualities of places and the meanings (affective ties) they acquire. Lynch (1960), in his seminal book The Image of the City, suggested that meaning or the emotional component of environmental image can be separated from its physical form and the emotional component is dependent on such attributes. Russel and Pratt (1980) separated affective from cognitive images and suggested that the link between latter (place attributes) and former reactions should be studied to understand what attributes correspond to a given affective reaction.

Both cognitive and affective evaluations form the overall image of a place. Stern and Krakover (1993), in their model of the formation of a composite urban (city) image, depicted that designative (perceptual/cognitive) and appraisive (affective images) together form a composite or overall image of a city. Their results provided support for the intervening role of affect between perceptual /cognitive evaluation and overall image, as well as the interactive effects of the two components in forming overall image. Mazursky and Jacoby's (1986) model of store image formation described that after consumers evaluate and integrate perceptions of store attributes, they ultimately form an overall image which is the end-product of this formation process.

Gartner (1986: 635-636) stated that people's perceptions of various attributes within a destination will interact to form a composite or overall image. Ahmed (1991) noted that an important issue in destination image is to delineate the relationship between overall image and other components and the overall notion may be favorable or unfavorable. Keown, Jacobs and Worthley (1984) studied American tourists' perceptions of retail stores in twelve selected countries by examining the relationship among six perceptual/cognitive attributes and overall image. The authors concluded that overall impression is dependent upon individual attributes. Then, the beliefs and feelings dimensions together influence overall attitude or image. The causal linkages indicate that beliefs influence overall or composite attitude directly as well as indirectly through affect. Thus, this study also proposes the hypothesis;

H3:   *Cognitive evaluations significantly influence affective evaluations of Thailand as tourism destination*

H4:   *Cognitive evaluations significantly influence overall image of Thailand as tourism destination*

H5:   *Affective evaluations significantly influence overall image of a Thailand as tourism destination*

CHAPTER THREE
DATA AND METHODOLOGY

This chapter explains research conceptual framework, hypothesis which included the sample and description of data collection, questionnaire design, sampling plan, and data analysis procedure.

3.1 Research Conceptual Framework

This research study develops previous studies on destination image, including studies by Beerli and Martin (2003) and Phau et al. (2009). The purpose of this study was identified the perceived destination image of Thailand among Taiwanese young people. A research question, previously mentioned in Chapter 1 was addressed in the investigation. This study employed structured, quantitative design to determine the destination image of Thailand. Potential respondents were approached and requested to complete a self-administrated survey instrument containing questions pertaining destination image attributes. This research study's design is developed from Beerli and Martin (2003) on perceived destination image as shown below (figure 3-1);

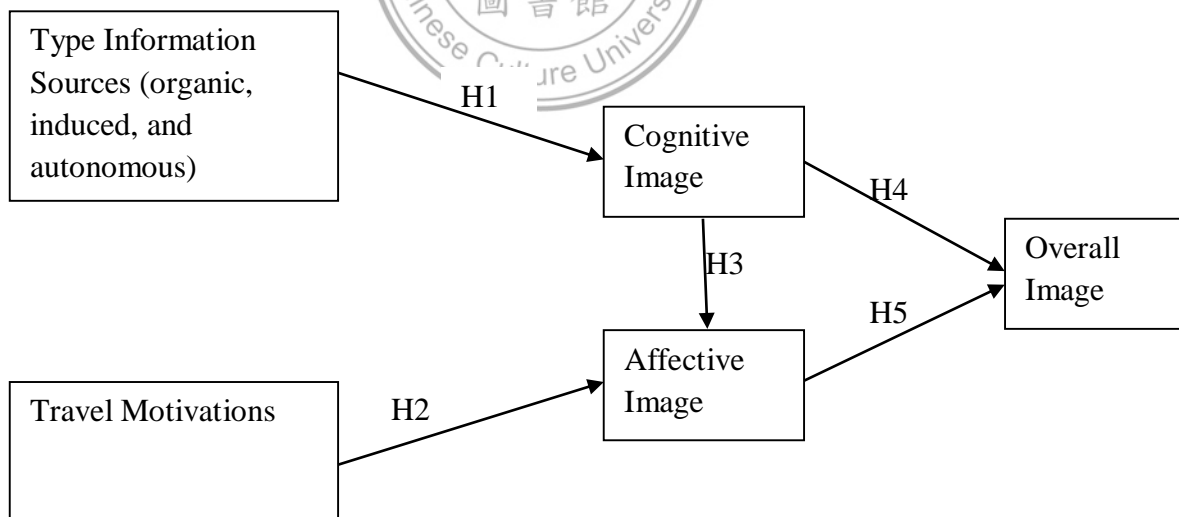*Figure 3-1* Hypothesis Design

3.2 Research Hypothesis

Based on literature review that has been discussed in chapter 2, this research has 5 hypothesizes to be validated through empirical validation. The first, H1, tested the effect of information sources on cognitive evaluation toward Thailand tourism image. Second, H2 tested the effect of travel motivation on affective image toward Thailand tourism

image. H3, H4, and H5, tested the interrelationship among cognitive evaluation, affective evaluation, and overall image on Thailand tourism image.

Thus, the hypotheses are as follows:

H1:   Taiwanese young people perceptions derived from information sources (organic, induced, and autonomous) significantly influence the cognitive components of the perceived image of Thailand

H2:   Taiwanese young people motivation significantly influences the affective component of the perceived image of Thailand

H3:   Cognitive evaluations significantly influence affective evaluations of Thailand as tourism destination

H4:   Cognitive evaluations significantly influence overall image of Thailand as tourism destination

H5:   Affective evaluations significantly influence overall image of a Thailand as tourism destination

3.3   Research Design

This research study employed structures, quantitative design to determine the destination image of Thailand. Potential participant from Taiwanese young people were approached and requested to complete a self administrated survey instrument containing questions pertaining to destination image attributes. There are several advantages of conducting self-administrated survey including the feasibility of collecting large samples, ability to generalize findings, cost-effectiveness, and enhanced flexibility on the number of questions being asked on the same topic (Rubin & Babbie, 2005). Moreover, self-administrated questionnaires are quick to administer, presenting it advantages to be considered, given the current study site and target sample.

3.4   Construct Measurement and Questionnaire Design

In this study, five major constructs were operationalized; they are (1) information sources, (2) motivation, (3) cognitive image evaluation, (4) affective image evaluation, and (5) overall image. Descriptions for other research constructs were adapted for the cause-related tourism destination image based on previous literatures. The measurement scales were developed based on a review of previous studies that consistent with the definitions of the constructs used in this study. When possible, items previously found valid and reliable by other researchers were employed in existing or slightly modified forms.

3.4.1　Information Sources

Following the outline proposed by Gartner (1993), four secondary sources of information are included and classified into induced sources, organic sources, and autonomous sources. Therefore, this study adopted question item from Gartner (1993) to formulate item questions for this study, as follows;

1. Induced Sources:

a.Mass-media advertising campaigns

b.Internet

2. Organic Sources:

a.Friends/family members

3. Autonomous Sources:

a.News and popular cultures

b.Travel guidebooks

The importance of each source in the formation of the pre-visit image was assessed using 4-point Likert type scale.

3.4.2　Motivations

Motivation refers to a need that drives an individual to act in a certain way to achieve the decision to travel for leisure; they do so for different reason or motives, understood as factors that reduce the state of tension. The question item was adopted from Beerli and Martin (2003) with some adjustments as follow;

1. Relaxation:

a.Relieving stress and tension

b.Getting away from demands of everyday life

c.Relaxing physically and mentally

d.Getting away from crowds

e.Escaping from the routine

2. Adventure:

a.Doing exciting things

b.Finding thrills and excitement

c.Being adventurous

d.Having fun, being entertained

3. Prestige:

a.Going places my friends have not been

b.Telling my friends about my trip

All the above items will be measured on a 7-point Likert scale. Respondents will be asked to indicate their level of agreement toward each statement, from 1 = strongly disagree at all to 7 = strongly agree

3.4.3 Cognitive Image

As mentioned in chapter 2, cognitive components refer to belief and knowledge about an object whereas affective refers to feeling about it. The question items were adopted from Beerli and Martin (2003) with some adjustment as follows;

1. Natural and cultural resources:

   a.Interesting cultural attractions

   b.Interesting historical attractions

   c.Beautiful scenery/natural attractions

   d.Great variety of flora and fauna

2. General, tourist, and leisure information

   a.Shopping facilities

   b.Good night-life

   c.Suitable accommodation

   d.Opportunities of sport activities

3. Atmosphere

   a.Luxury

   b.Fashionable

   c.Exotic

   d.Good name and reputation

4. Sun and beaches

   a.Good beaches

   b.Good weather

All the above items will be measured on a 7-point Likert scale. Respondents will be asked to indicate their level of agreement toward each statement, from 1 = strongly disagree to 7 = strongly agree.

3.4.4 Affective Image

Affective meaning refers to the appraisal of the affective quality. The question items were adopted from Beerli and Martin (2003) with some adjustment as follows;

1. Pleasant/Unpleasant

2. Exciting/Boring

All the above items will be measured on a 7-point Likert scale. Respondents will be asked to indicate their level of agreement toward each statement, from 1 = strongly disagree to 7 = strongly agree.

3.4.5 Overall Image

Overall impression is a dependent upon individual attributes. The belief and feelings dimensions together influence overall attitude or image. The question item was adopted from Beerli and Martin (2003) with some adjustment as follows;

1.Thailand is a favorable place for travelling

Overall image was measured using a single item anchored on a 7-point scale
(1 = strongly disagree and 7 = strongly agree)

3.5 Sampling Plan

The population in this study is Taiwanese young people in Taiwan. Taiwanese young people were chosen as respondents in order to decrease the confounding effect because of different population characteristics and also it is easier to collect the data. But, this study can't be generalized, experimental intended to generalize the results of the study in a group that representing the people, but to know how the results of research in specific groups that represent homogeneous characteristics (Malhotra, 2007). Nevertheless, Calder, Phillips, and Tybout (1981) argued that rigorous test of theory could be provided by any respondent group when the research goal is theory application. Therefore, convenience sampling is an appropriate method to use in this case.

3.6 Data Analysis Procedure

In order to test the hypotheses, this study uses SPSS 18.0 software as major tool to help analyze the collected data and to test the overall conceptual model. The following data analysis techniques are detailed discuss as follows:

3.6.1 Descriptive Statistic Analysis

Descriptive statistics analysis was used to illustrate the means and standard deviation of each research variable and to provide information about characteristics of respondents in order to better understand of each research construct and respondents.

3.6.2 Purification and Reliability of the Measurement Variables

To purify the measurement scales and to identify the dimensionality of each research constructs used in this study which are cause-brand fit, location, brand credibility, brand attitude, and participation intentions. Principal components factor analysis with

varimax rotation was applied to condense the collected data into factors. Based on the results of factor analysis, item-to-total correlation and internal consistency analysis (Cronbach's alpha) were applied to confirm the reliability of each research factor.

3.6.3 Factor Analysis

The purpose of factor analysis is to explore the underlying variance structure of a set of correlation coefficients. Factor analysis was used not only to summarize or reduce data but also for exploratory and confirmatory purposes. Factor analysis assumes that a small number of unobserved (i.e., latent) constructs are responsible for the correlations among a large number of observed variables. The latent constructs cannot be directly observed, but they influence observable variables. In this study, measurement items with factor loadings greater than 0.4 were selected as members for a specific factor. Factor analysis was calculated for each research construct in this study.

3.6.4 Internal Consistency Analysis (Cronbach's alpha)

Cronbach's alpha (α) coefficient is a measure of squared correlation between observed scores and true scores. In other words, Cronbach's alpha is measured in terms of the ratio of true score variance to observed score variance. It can test the internal consistency of each factor. According to Robinson and Shaver (1973), if a is greater than 0.7, the factor has high reliability and if a is smaller than 0.3, then it implies that there is low reliability. In this study, 0.5 was used as the cutoff criterion. Cronbach's alpha (a) was calculated for all factors of each research constructs in this study.

3.6.5 Path Analysis

The dynamic nature of image was examined in a holistic manner by integrating variables in a path-analytic model. To do this, each dependent (endogenous) variable was regressed on all independent (exogenous) variables that directly impinge on it. Path models were developed to verify the hypothesis regarding the degree of influence of secondary information (induced, as well as organic and autonomous) on the cognitive image, and the influence of individual motivations on each group's image. The level of support for each hypothesis is based on the following criteria (Baloglu & McCleary, 1999a):

Path Coefficient of: 000 - 0.05 indicates weak support

0.051 - 0.030 indicates moderates support

0.301 – 1.00 indicates strong support

CHAPTER FOUR
RESULTS AND DATA ANALYSIS

This chapter is divided into four sections; the first section of empirical results is the descriptive analysis of the respondents including the data collection, the attributes of the respondents and the results of the measurement variables. The second section is the factor analysis and reliability tests of measurement scales. It consists of the evaluations of the factor loading, item-to-total correlation, principal components factor analysis, and coefficient alpha. The third and forth sections are the hypotheses testing which is consists of one-way multiple regression data analysis.

4.1   Descriptive Analysis

4.1.1   Characteristics of Respondents

This section provides the information about characteristics of respondents and the survey data were collected in Taiwan from March 28th to May 21st, 2013. For the final survey, total 369 questionnaires were collected. Due to the missing data, 20 questionnaires were drop off. Therefore, 349 questionnaires were usable for further analysis. All the respondents are Taiwanese young people who live in Taipei, Taiwan.

Table 4-1 presents the characteristics of respondents which include the two major points in this study: (1) Gender, (2) Age. Majority of the respondents are male (51.6%) and between 17 and 23 years old (54.2%).

Table 4-1 Profiles of the Samples

Classification	Respondents	
	Frequency	Percentage
	Gender	
Male	180	51.6%
Female	169	48.4%
	Age	
17 – 23 years old	189	44.2%
24 – 30 years old	160	55.8%

Table 4-1 shows the composition of basic information of the respondents. It describes that the respondents' gender composition is almost equal. While for the age

composition, it is also almost equal. The basic information of the respondents is almost similar with previous research studies' respondents such as from Baloglu and McCleary (1999a) and Gatner (1983).

4.1.2   Measurement Results of Relevant Variables

Table 4-2 shows the descriptive statistics of questionnaire variables including five items of information sources, eleven items of motivations, twelve items of cognitive components, two items of affective components, and one item for overall image.

In term of information sources, the mean value of IND1 (3.17), ORG (3.07), AUT1 (2.56), and AUT2 (2.41) are lower than IND2 (3.31). In term of motivations, the mean value of RLX1 is the highest than others. In term of cognitive component, the highest mean value is ATM1 (6.45) and the lowest mean value is GTL4 (4.99). In term of affective component, mean value for AFF1 (6.11) and AFF2 (6.00) is not too difference. Furthermore, in term of overall image, the value is 6.20

Table 4-2 Descriptive Analysis for Questionnaire Variables

Item[a]	Description	Total	
		Mean	Standard Deviation
Induced information sources			
IND1	mass media advertising campaigns	3.17	0.853
IND2	Internet	3.31	0.825
Organic information sources			
ORG	Friends/Family members	3.07	1.033
Autonomous information sources			
AUT1	News/Popular Cultures	2.56	2.394
AUT2	Travel guidebooks	2.41	0.941
Motivation: Relaxation			
RLX1	Relieving stress and tension	6.54	0.803
RLX2	Getting away from demands of everyday life	6.52	0.924
RLX3	Relaxing physically and mentally	6.43	0.994
RLX4	Getting away from crowds	4.84	0.890
RLX5	Escaping from the routine	4.84	0.876

Table 4-3 Descriptive Analysis for Questionnaire Variables *(continued)*

	Motivation: Adventures		
KNW1	Doing exciting things	5.70	0.998
KNW2	Finding thrills and excitement	5.62	1.034
KNW3	Being adventurous	5.61	1.032
KNW4	Having fun, being entertained	5.62	0.986
	Motivation: Prestige		
PSG1	Going places my friends have not been	6.01	1.110
PSG2	Telling my friends about my trip	6.01	1.108
	Cognitive Image: general, tourists, and leisure infrastructure		
GTL1	Shopping facilities	5.20	0.875
GTL2	Good night-life	5.17	0.895
GTL3	Suitable accommodation	5.15	0.867
GTL4	Opportunities for sport activities	4.99	0.733
	Cognitive Image: Natural and Cultural Attractions		
NCA1	Interesting cultural attractions	5.37	0.615
NCA2	Interesting historical attractions	5.40	0.687
NCA3	Beautiful scenery/natural attractions	5.73	0.977
NCA4	Great variety of flora and fauna	5.42	0.768
	Cognitive Image: Atmosphere		
ATM1	Luxury	6.45	0.644
ATM2	Fashionable	5.97	0.946
ATM3	Exotic	5.95	0.887
ATM4	A good name and reputation	6.39	0.697
	Cognitive Image: Sun and Sand		
SNS1	Good beaches	5.47	0.721
SNS2	Good weather	5.50	0.734
	Affective Image		
AFI1	Pleasant/unpleasant place	6.11	1.325

AFI2	Exciting/boring place	6.00	1.325
	Overall Image		
OLI1	Favorable/Unfavorable	6.20	0.770

Note: [a] IND = Induced Sources;

IND1 = Mass-Media advertising campaigns;

IND2 = Internet;

ORG = Organic Sources, friends/family members;

AUT = Autonomous Sources;

AUT1 = News and popular cultures;

AUT2 = Travel guidebooks;

RLX = Relaxation;

RLX1 = Relieving stress and tension;

RLX2 = Getting away from demands of everyday life;

RLX 3 = Relaxing physically and mentally;

RLX4 = Getting away from crowds;

RLX5 = Escaping from the routine;

KNW = Adventure;

KNW1 = Doing exciting things;

KNW2 = Finding thrills and excitement;

KNW3 = Being adventurous;

KNW4 = Having fun, being entertained;

PSG = Prestige;

PSG1 = Going places my friends have not been;

PSG2 = Telling my friends about my trip;

NCA = Natural and cultural resources;

NCA1 = Interesting cultural attractions;

NCA2 = Interesting historical attractions;

NCA3 = Beautiful scenery/natural attractions;

NCA4 = Great variety of flora and fauna;

GTL = General, tourist, and leisure information;

GTL1 = Shopping facilities;

GTL2 = Good night-life;

GTL3 = Suitable accommodation;

GTL4 = Opportunities of sport activities;

ATM = Atmosphere;

ATM1 = Luxury;

ATM2 = Fashionable;

ATM3 = Exotic;

ATM4 = Good name and reputation;

SNS = Sun and beaches;

SNS1 = Good beaches;

SNS2 = Good weather;

AFF = Affective image;

AFF1 = Pleasant/Unpleasant;

AFF2 = Exciting/Boring;

OLI = Overall image;

OLI1 = Thailand is a favorable place for travelling.

Table 4-2 shows that in term of information sources, the mean value of IND2 is higher that IND1 which means that more respondents think that Thailand tourism is more effective through Mass-Media advertising campaigns than through internet. While for organic sources where they heard and knew about Thailand from their friends or family members are also effective. It shows that from them, the mean are quiet high, 3.07. In another hand, News and Popular cultures is more influence to the respondents than travel guidebooks to the respondents which mean that young people prefers on News and popular culture than conventional travel guidebooks.

From the previous research study such as from Gartner (1993) believes that the image forming process can be regarded as a continuum of different agents or information sources which act independently to form one single image in the mind of the individual. It is said partially, because information sources are classified into three, they are induced sources, organic source, and autonomous sources.

In term of motivations, RLX1 which is relieving stress and tension is the highest among other motivation. This result reflects that the respondents' reason to go travel is mostly influence by their purpose to relieve their stress and tension from their daily life. While in term of atmosphere, ATM1 which is luxury is the thing that respondent looking for travelling than other factors therein. And seems from the respondents, it reflects that sport activities are not including as what they have looking for travelling. Mean value for AFF1 (6.11) and AFF2 (6.00) is not too difference where they are reflecting that Thailand

is not boring place and Thailand is excited place to be visited. Furthermore, in term of overall image, the value is 6.20 which is mean that Thailand is favorable place for respondents to be visited.

4.2   Factor Analysis and Reliability Tests

This research adopted principal component factor analysis and varimax rotated method to extract the relevant factors. The essential criteria in terms of the values of factor of each variable loading are greater than 0.4. In the reliability analysis, eigenvalue should certainly become larger than 1, the percentage of variance explained should be bigger than 50%, and the item-to-total correlation must be greater than 0.5; Cronbach's coefficient alpha (α) must be larger than 0.5 (Hair et al., 1992; Nunnaly, 1978). The results of the factor analysis and reliability for each variable are shown in Table 4-3 to 4-9.

4.2.1   Motivations

The factor analysis of the 11 motivations item from questionnaire produced three factors and explained 55.132% of the variance (Table 4-3). The factors were labeled as relaxation, adventure, and prestige. All factor loadings are greater than 0.4; Eigenvalue extracted from the factor analysis of relaxation, adventures, and prestige are 2.815, 1.749, and 1.501. Additionally, all variables have a high coefficient of item to total correlation (larger than 0.5) as well as the Cronbach's alpha also meet the criterion (larger than 0.7). In brief, the 11 motivation items all pass every criterion.

Table 4-4 Results of Factor Analysis and Reliability Test of Motivations

Variables	Factor[a]			
	MOT1	MOT2	MOT3	Cronbach's Alpha
Relieving stress and tension	0.713	0.029	0.202	
Getting away from demands of everyday life	0.598	0.006	0.277	
Relaxing physically and mentally	0.709	-0.031	0.191	0.654
Getting away from crowds	0.573	0.196	-0.240	
Escaping from the routine	0.590	0.255	-0.144	
Doing exciting things	-0.081	0.731	0.044	
Finding thrills and excitement	0.184	0.659	0.079	0.657
Being adventurous	0.126	0.678	0.059	

-33-

Having fun, being entertained	0.076	0.688	-0.003
Going places my friends have not been	0.034	0.108	0.922
Telling my friends about my trip	0.189	0.078	0.895	0.891
Cronbach's alpha of the total scale			0.702

Table 4-5 Results of Factor Analysis and Reliability Test of Motivations *(continued)*

% variance explained	55.132
KMO	0.681
Significance	0.000

Note: [a] MOT1: relaxation; MOT2: adventures; MOT3: prestige

All factor loadings are greater than 0.4; Eigenvalue extracted from relaxation is 2.815 which mean that the factors therein can be summarized into 1 factor. So do with 2 other factor analyses, adventures and prestige which are 1.749 and 1.501. All variables have a high coefficient of item to total correlation which is larger than 0.5, as well as the Cronbach's alpha also meet the criterion which is larger than 0.7. So it can be concluded that the 11 motivation items all pass every criterion.

From previous research studies (Ashworth and Voogd 1990; Bramwell and Rawding 1996; Gartner 1993), perceived image will be formed through the image projected by the destination and the individual's own needs, motivations, prior knowledge, preferences, and other personal characteristics. In this way, individuals build their own mental picture of the place, which in turn produces their own, personal perceived images.

4.2.2 Cognitive Image

The factor analysis of the 14 cognitive image item from questionnaire produced three factors and explained 53.162% of the variance (Table 4-4). The factors were labeled as general, tourists, and leisure infrastructure; natural and cultural attractions; atmosphere; sun and sand. All factor loadings are greater than 0.4; Eigenvalue extracted from the factor analysis of general, tourists, and leisure infrastructure; natural and cultural attractions; atmosphere; sun and sand are 3.244, 1.903, 1.327, and 1.030. Additionally, all variables have a high coefficient of item to total correlation (larger than 0.5) as well as the Cronbach's alpha also meet the criterion (larger than 0.7). In brief, the 14 cognitive image items all pass every criterion.

Table 4-6 Results of Factor Analysis and Reliability Test of Cognitive Image

Variables	Factor[a]				Cronbach's Alpha
	COG1	COG2	COG3	COG4	
Shopping facilities	0.807	0.093	-0.006	0.058	
Good night-life	0.793	0.124	0.093	0.046	0.786
Suitable accommodation	0.784	0.130	0.115	0.007	
Opportunities for sport activities	0.686	-0.130	0.190	0.012	
Interesting cultural attractions	0.033	0.649	0.123	0.015	
Interesting historical attractions	-0.100	0.574	0.245	0.128	0.581
Beautiful scenery/natural attractions	0.065	0.711	0.028	0.018	
Great variety of flora and fauna	0.192	0.660	0.130	0.025	
Luxury	0.034	0.065	0.733	0.036	
Fashionable	0.151	0.205	0.494	0.167	0.540
Exotic	0.118	0.124	0.602	-0.060	
A good name and reputation	0.076	0.128	0.641	0.243	
Good beaches	-0.007	0.083	0.181	0.799	0.591
Good weather	0.092	0.040	0.054	0.841	
Cronbach's alpha of the total scale					0.737
% variance explained				53.612	
KMO				0.769	
Bartlett				864.721	
Significance				0.000	

Note: [a] COG1: general, tourists, and leisure infrastructure;

COG2: natural and cultural attractions;

COG3: atmosphere;

COG 4: sun and sand

All factor loadings are greater than 0.4; Eigenvalue extracted from the factor analysis of general, tourists, and leisure infrastructure is 3.244; natural and cultural

attractions is 1.903; atmosphere is 1.327; and sun and sand is 1.030. Additionally, all variables have a high coefficient of item to total correlation which is larger than 0.5 as well as the Cronbach's alpha also meet the criterion which is larger than 0.7. So it can be concluded that the 14 cognitive image items all pass every criterion.

From previous studies, (Genereux, Ward and Russel 1983), the perceptual/cognitive component is the knowledge about the place's objective attributes whereas the affective counterpart is knowledge about its affective quality. It is said partially influences because only natural and cultural attracting do not influences. And for general, tourist, and leisure infrastructure influence with negative relationship.

4.2.3 Affective Image

The factor analysis of the 2 affective image item from questionnaire produced three factors and explained 84.363% of the variance (Table 4-5). All factor loadings are greater than 0.4; Eigenvalue extracted from the factor analysis of affective image is 1.687. Additionally, all variables have a high coefficient of item to total correlation (larger than 0.5) as well as the Cronbach's alpha also meet the criterion (larger than 0.7). In brief, the 14 cognitive image items all pass every criterion.

Table 4-7 Results of Factor Analysis and Reliability Test of Affective Image

Variables	Factor	
	AFF	Cronbach's Alpha
Pleasant/unpleasant place	0.844	0.815
Exciting/boring place	0.844	
Cronbach's alpha of the total scale		0.815
% variance explained	84.363	
KMO	0.500	
Bartlett	221.501	
Significance	0.000	

Note: [a] AFF: Affective Image

All factor loadings are greater than 0.4; Eigenvalue extracted from the factor analysis of affective image is 1.687. Additionally, all variables have a high coefficient of item to total correlation which is larger than 0.5 as well as the Cronbach's alpha also meet

the criterion larger than 0.7. It can be concluded that the 14 cognitive image items all pass every criterion.

4.3   Path Analysis' Results

Table 4-6 shows that the regression weight estimates of the different causal relationships between induced sources and cognitive dimensions of image are not significant at all. It can be said that perhaps mass media advertising campaigns are not effective information sources to inform or provide information for Taiwanese young people about Thailand.

Another induced sources and cognitive dimensions of image which is internet, is also not significant except for the relationship between internet and the general, tourist, and leisure infrastructure. The relationship between internet and general, tourists, and leisure infrastructure dimensions is negative. It can be said that maybe, internet contents about Thailand are exploring or consisting about the negative side of the general, tourists, and leisure infrastructure of Thailand.

Meanwhile, organic sources and cognitive dimensions of image are not significant at all, neither between news/popular cultures of Thailand with cognitive dimensions of image. In another side, this study found that there is significant relationship between travel guide books with natural and cultural attracting image. Therefore, it can be stated that organic information sources which is from friends/relatives of the Taiwanese young people is not significantly influence. Perhaps this results because friends/relatives of Taiwanese young people are typically do not like to share of persuade others about their visit in Thailand. In another hand, for news/popular cultures of Thailand which is not significantly influence cognitive dimension of image because new/popular cultures of Thailand is not famous among Taiwanese young people and perhaps Taiwanese young people are not interested with Thailand's news/popular cultures. But for travel guide books, it has significant relationship with natural and cultural attracting of Thailand. Perhaps, this results supported by the information that travel guide books provides to inform visitors (Taiwanese young people) about visit Thailand seems worked negatively to influence the form of Thailand natural and cultural attracting image in Taiwanese young people.

Therefore it can be concluded toward hypothesis 1, that Taiwanese young people perceptions derived from information sources (organic, induced, and autonomous)

significantly influence the cognitive components of the perceived image of Thailand, can only be partially accepted.

Previous research studies from Stern and Krakover (1993), in their model of the formation of a composite urban (city) image, depicted that designative (perceptual/cognitive) and appraisive (affective images) together form a composite or overall image of a city. For cognitive dimensions of image, only atmosphere has significant relationship with overall image.

Table 4-8 Estimated Path Coefficients for Hypothesized Relationship

Endogenous Variables	Exogenous Variables							
	COG1	COG2	COG3	COG4	AFF		OI	
IND1	-0.047	-.0022	-0.082	-0.075				
IND2	**-0.202[a]**	0.012	-0.022	0.031				
ORG	0.049	-0.005	-0.035	-0.034				
AUT1	0.070	-0.007	-0.016	-0.031				
AUT2	-0.030	**-0.103[a]**	-0.057	-0.046				
MOT1					**0.279[a]**			
MOT2					**-0.293[a]**			
MOT3					**0.158[a]**			
COG1					**-0.554[a]**		-0.015	
COG2					0.015		0.020	
COG3					**0.282[a]**		**0.332[a]**	
COG4					**0.309[a]**		0.043	
AFF							**0.302[a]**	
R²	**0.049**	**0.011**	**0.013**	**0.011**	**0.156**	**0.422**	**0.124**	**0.091**

Note: [a]) significant at .05 or better probability level.

The results of the path model of the causal relationship between motivations and affective dimensions of image show that all motivations are significant influence affective component. But only for adventures' motivation, it has negative relationship with

affective dimensions of image. Therefore it can be stated that the facts that young people want to have relaxation and prestige significantly influence and the most relevant reason for young people to visit Thailand. But in another case, the motivation linked to the adventures, has negative relationship towards the affective components of the image. It's maybe reflected that Thailand is not suitable place for young people to be visited when the want to have adventures experiences. Therefore, these results lead to the confirmation on hypothesis 2 that motivations significantly influence the affective components.

As Table 4-6 shows that the perceived of cognitive dimensions of image is significantly influences the affective dimensions of image. But only for general, tourist, and leisure infrastructure which are having negative relationship with the affective dimensions of image. Then, only natural and cultural attracting which are not significantly influence the affective dimensions of image. It can be said that atmosphere and sun and sand have relationship with the perceived image of affective component. Because Thailand has good atmosphere, sun and sand, the young people come with the perceived image of affective components that Thailand is pleasant and exciting place to be visited by them. Therefore, it can be said toward hypothesis 3 that cognitive evaluations significantly influence affective evaluations of Thailand as tourism destination, can be partially accepted.

Significant effects on overall image were found for atmosphere and affective dimensions of image, which is for both, they have strong support to influence the overall image. Therefore according to hypothesis 4 that cognitive evaluation significantly influence overall image of Thailand as tourism destination, can be partially accepted. Meanwhile for hypothesis 5 that affective evaluation significantly influence overall image of a Thailand as tourism destination, can be accepted.

4.4   Assessment of the Path Model

Based on explained causalities, the explanatory power of the overall model, where final outcome was overall image, was moderate. Primary causal variables had moderate explanatory power where cognitive dimensions of image and affective dimensions of image were dependent variables. The R2 values on Table 4-6 shows information sources explained only 5% of the variability in general, tourists, and leisure infrastructures (COG1); 1% in natural and cultural attracting (COG2); 1% in atmosphere (COG3); and 1% in sun and sand (COG4). Motivations explained 16% in affective dimension of image (AFF). For cognitive dimensions of image explained 42% in affective dimension of image.

Then for cognitive dimensions of image is explained 12% in overall image. Meanwhile for affective dimensions of image is explained 10% in overall image.

Based on the analyses discussed in this chapter, the results of hypotheses testing are summarized in Table 4-7.

Table 4-7 Hypothesis and Results of Empirical Observations

	Research Hypothesis	Results
H1	Taiwanese young people perceptions derived from information sources (organic, induced, and autonomous) significantly influence the cognitive components of the perceived image of Thailand	Partially support
H2	Taiwanese young people motivation significantly influences the affective component of the perceived image of Thailand	Support
H3	Cognitive evaluations significantly influence affective evaluations of Thailand as tourism destination	Partially support
H4	Cognitive evaluations significantly influence overall image of Thailand as tourism destination	Partially support
H5	Affective evaluations significantly influence overall image of a Thailand as tourism destination	Support

CHAPTER FIVE
CONCLUSION AND SUGGESTION

The major objectives of this study are finding the relationship between information sources with cognitive dimension of image; motivations with affective dimension of image; cognitive dimensions of image with affective dimensions of image, cognitive dimensions of image with overall image, and affective dimensions of image with overall image. The respondents of this study is Taiwanese young people with the main objective is to explore Thailand destination image.

The findings of this study revealed the overall pattern of the model and indicated that information sources influence partially the cognitive dimensions of image. Motivations also influence affective dimensions of image. The cognitive dimensions of image influences affective dimensions of image, except for natural and cultural attracting. It same with the relationship between cognitive dimensions of image with overall image which is only atmosphere of Thailand significantly influences the overall image of Thailand. Meanwhile, for the affective dimensions of image, also significantly influence the overall image.

This research study comes with four conclusions. The first is that information sources partially influences the cognitive component of the perceived image of Thailand. Gartner (1993) believes that the image forming process can be regarded as a continuum of different agents or information sources which act independently to form one single image in the mind of the individual. It is said partially, because information sources are classified into three, they are induced sources, organic source, and autonomous sources. Based on the results of this study, only news/ popular cultures of Thailand significantly influence the dimension of general, tourists, and leisure infrastructure of Thailand. Some information sources such as mass media advertising campaigns have negative relationship with atmosphere and sun and sand of Thailand. These negative relationships are similar with the relationship between internet and general, tourists, and leisure infrastructure; and also travel guide books with two cognitive dimension of image, natural and cultural attracting and atmosphere.

The second conclusion is that image of Taiwanese young people motivation significantly influences the affective component of the perceived Thailand. Perceived image will be formed through the image projected by the destination and the individual's own needs, motivations, prior knowledge, preferences, and other personal characteristics.

In this way, individuals build their own mental picture of the place, which in turn produces their own, personal perceived images (Ashworth and Voogd 1990; Bramwell and Rawding 1996; Gartner 1993). Although for motivation, only adventures have negative relationship with the affective dimensions of image.

The third conclusion is that cognitive dimensions of image is partially influence the affective dimensions of image. The perceptual/cognitive component is the knowledge about the place's objective attributes whereas the affective counterpart is knowledge about its affective quality (Genereux, Ward and Russel 1983). It is said partially influences because only natural and cultural attracting do not influences. And for general, tourist, and leisure infrastructure influence with negative relationship.

The fourth conclusion is that for cognitive evaluations partially support the overall image, but for affective evaluation significantly influences overall image. Stern and Krakover (1993), in their model of the formation of a composite urban (city) image, depicted that designative (perceptual/cognitive) and appraisive (affective images) together form a composite or overall image of a city. For cognitive dimensions of image, only atmosphere has significant relationship with overall image.

5.1 Suggestion and Implication

This study has theoretical and practical implications. From a theoretical standpoint, the study developed and tested the conceptual model of the determinants of destination image. It added to the existing knowledge by providing empirical evidence for the elements contributing to the development of tourism destination image. It was found that a destination image was formed by both consumer characteristics and stimulus factors. Its uniqueness was to illustrate the dynamic structure of image and simultaneous treatment of the elements contributing to destination image development. Another important implication of this study is that the formation of destination images is dependent on the different roles played by the factors in the process

From the process and results of this research study, suggestion that can be recommended is that the variance of the variables should be more. Since this research study limited by the time of the research, the variable tested is less. In other hand, the results surprised with some negative relationships of some variables. Therefore, we suggest that future research study can test those variables again to boost the results relationship.

5.2   Limitation and Further Research

It should be noticed that the sample was homogenous in terms of characteristic. Clearly, future research is needed further clarify the role of tourist characteristic in image formation from diverse sample. The findings are limited to unidirectional influences among the variables in the model because the reciprocal relationships among the variables were not studied. Findings are also limited to the set of destination countries included in the study. Additionally research can validate the findings of this study, with the relationship among the variables may be extended to other international destinations, or local destinations, to further assess the external validity of the findings.

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