

THE UNIVERSITY OF CALGARY

MEASURING DESTINATION ATTRACTIVENESS:  
A SITUATIONAL APPROACH

BY

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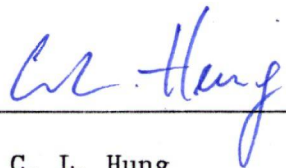
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THE UNIVERSITY OF CALGARY  
FACULTY OF GRADUATE STUDIES

The undersigned certify that they have read, and recommended to the Faculty of Graduate Studies for acceptance, a thesis entitled, "Measuring Destination Attractiveness: A Situational Approach", submitted by Yangzhou Hu in partial fulfillment of the requirements for the degree of Master of Business Administration.

  
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## ABSTRACT

The study of destination attractiveness has become an important body of knowledge in the existing travel and research literature. However there are still many limitations concerning this area of study, especially with respect to previous approaches to measuring destination attractiveness. Because of limited attention to the impact of situation on consumer attitudes and choice behavior, the touristic attractiveness of a travel destination as determined by previous studies was general rather than situation specific.

This study treats two different types of vacation experiences as the situational factors and empirically incorporates the situation specific approach into the measurement of destination attractiveness. A total of four hundred respondents were interviewed by telephone. The following three areas were examined in terms of both of the two different vacation experiences: 1) the relative importance of each of the sixteen touristic attributes in contributing to the attractiveness of a travel destination; 2) the variations in the perceived ability of each of the five destinations to satisfy tourists' needs, and 3) the influence of an individual's previous visitation experience with each destination on the perceived attractiveness of each. As well, a multiattribute situational attitude measurement model was employed to obtain a numerical measurement of the touristic attractiveness for the five destinations. Finally, the implications of these findings concerning what marketing and development initiatives are necessary to

improve the physical and perceptual attractiveness of the various destinations under study were discussed.

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## INTRODUCTION

During the past four decades, the world has witnessed an unprecedented increase in the demand for pleasure travel. A number of factors including increased leisure time, rising levels of discretionary income, and sophisticated transportation technology have contributed to this growing demand. As a result, tourism on a worldwide basis has experienced a rapid expansion and developed into a significant industry which not only creates job opportunities and generates income for a nation's economy, but also provides channels for social, cultural and political exchanges among people all over the world.

Encouraged by both the economic and noneconomic benefits derived from tourism, almost every country has been involved at different levels in the development of its own tourism industry. As this process evolves, national and regional tourism authorities have begun to face two managerial issues. One of them, which very often occurs in the countries or regions where tourism is still in an early stage of development, concerns the planning of tourism in terms of product development. In particular, this issue relates to the determination of the key aspects of tourism which merit direct government financial investment and development priority in order to improve and enhance the attractiveness of a region's tourism products. The other issue, which also occurs in countries and regions where the tourism industry is established, concerns the marketing of tourism. At the core of this issue is the identification of the strengths and weaknesses of the tourism product and the subsequent development of appropriate marketing

messages designed to improve and enhance its perceived attractiveness in the competitive marketplace.

Since the improvement and enhancement of the perceived attractiveness of a travel destination are two important issues facing the planning and marketing of tourism, tremendous attention has been paid by researchers and practitioners in the industry to the study of the attractiveness of a travel destination. As a result, the subject of destination attractiveness has been developed into an important body of knowledge in the existing travel and tourism literature.

Conceptually, the study of destination attractiveness views a tourism destination as a tourism product which, like any other consumer product and service, is composed of a number of attributes. Accordingly, the notion of destination attractiveness is viewed as the impressions about the perceived appeal of a tourism destination and to an individual. As such, it is treated as an attitude he or she has toward that particular destination. Methodologically, researchers in this area of study have frequently taken an attitudinal approach and have employed a Fishbein-type multiattribute model to measure the notion of destination attractiveness (Scott 1978, Goodrich 1977). The steps involved in performing this task are usually as follows:

- a) identify the relevant criteria by which the touristic attractiveness of a travel destination can be evaluated. The criteria are essentially a list of touristic attributes.

- b) employ the judgements and comments of tourism experts and/or tourists to determine the relative importance of each attribute in contributing to the attractiveness of a travel destination.
- c) examine the perceived ability of a travel destination to provide satisfaction on each attribute by assigning a series of numerical scores, and
- d) compute a quantitative indicator of the attractiveness of a tourism destination by aggregating the scores obtained from the above steps.

By employing these steps, a numerical index can be developed to provide a mathematical basis for decision-making data. Destination planners can thus determine the most critical aspects of tourism which deserve development priority and government investment. In addition, it helps destination marketers identify the strengths and weaknesses of their products and better position their destinations in the marketplace.

While considerable efforts have been made to conceptualize and measure destination attractiveness, there are still many limitations concerning the existing body of knowledge. This is especially true with respect to previous approaches to measuring destination attractiveness. For example, the relative importance of each destination attribute in influencing an individual's evaluation of the attractiveness of a tourism destination has been adequately addressed in general. However, these measures have been made in a non-defined context, that is, the research has not defined the response context in which respondents should make their judgements. In other words, the data on the

destination attribute importance were collected in a general sense without specifying the type of vacation experience an individual might prefer and, therefore, should relate to while responding to the survey questionnaire. Consequently, the perceived ability of a destination to satisfy an individual's needs for different and/or specific types of vacation experiences has received little attention. As such, the measure of the relative importance of each touristic attribute in influencing an individual's evaluation of the attractiveness of a destination, the perceived ability of a destination to satisfy an individual's specific vacation experience, and the overall touristic attractiveness of a destination as determined by the previous studies were general rather than context specific.

The limitations of the previous attitudinal approaches to measuring touristic attractiveness discussed above are mainly due to neglect of the impact of situation on consumer attitudes and choice behavior.

Situational factors play an important role in consumer subsequent choice behavior such as preferences and perceptions of a product and service. This idea is expressed by the commonly heard phrase, "It depends on the situation" (Belk 1974). While traditional attitudinal approaches have long been employed to measure consumer choice behavior, recent studies in consumer research have come to the conclusion that merely measuring a consumer's attitude toward an object per se is not adequate in predicting his or her behavior. In addition, it is necessary to assess an individual's attitude toward performing a given behavior in a given situation (Fishbein and Ajzen 1975, Beardon and Woodside 1976).



Researchers who favor using the situational approach to measure consumer choice behavior argue that since some consumer choices are situation-specific, and an individual may have different preferences with varying usage and/or consumption in mind, an explicit specification of situational variables should be given to respondents when they make their judgement and choice while completing a survey (Srivastava 1980).

The design of this study is a result of the awareness of both the limitations of existing studies of destination attractiveness, and the advances made by situation based research in measuring consumer attitudes and behavior. It treats two different types of vacation experiences as the situational factors and empirically incorporates the situation-specific approach into the measurement of the attractiveness of a travel destination. To perform such a research task, a multiattribute situational attitude measurement model was employed to measure the touristic attractiveness of five selected destinations in the pleasure travel context. In general this study also sought to establish a quantitative measurement of the touristic attractiveness for Hawaii, Australia, Greece, France and China. However, the main emphasis was placed on two areas, the determination of the relative importance of each touristic attribute in contributing to the attractiveness of a tourism destination, and the examination of the variation in the perceived ability of each destination to satisfy tourists' needs in terms of both of the two different vacation experiences.

It is hoped that this study will serve to stimulate research interest in using a situational approach to measure the touristic attractiveness of a tourism destination. In addition, it is anticipated that the results of this study may lead to some specific findings which should assist in the determination of investment and policy priorities, in programs to improve and enhance the physical and perceived attractiveness of destinations, and in efforts to position destinations in the competitive international marketplace.

## LITERATURE REVIEW

The design of this study drew on two main sources of existing knowledge and studies in the areas of travel and tourism research and consumer behavior study. The first source was concerned with the study of destination attractiveness. The second was the study of the impact of situations on consumer attitudes and behavior.

### The Study of Destination Attractiveness

#### 1 Conceptualization of Destination Attractiveness

The attractiveness of a travel destination to an individual is the attitude he or she has toward that particular destination. In particular it reflects the feelings, beliefs, and opinions an individual has about a destination's perceived ability to provide satisfaction for his or her special vacation needs. Mayo (1981) conceptualized the notion of destination attractiveness by relating it to the traveler's decision making process.

The travel decision making process, like most other forms of consumer decision making, involves choice, the choice of one alternative over others. When choosing a destination, a traveler begins a destination choice process which involves a number of evaluative and judgmental steps. First the traveler either consciously or unconsciously identifies the special needs for his vacation, which might be to enjoy sunshine and relaxation, or to visit a tourism region where he is likely to see magnificent museums, historical sites, and meet interesting

people. Then, he searches for information about each of the alternative tourism regions' characteristics. After these two steps are completed, he will start to evaluate and predict how well each of them will be able to satisfy the special vacation needs he identified earlier. After going through these evaluative and judgmental steps, the traveler develops feelings, beliefs and opinions about the attractiveness of each alternative tourism region - an attitude toward each alternative. Logically, the more he believes a tourism region will satisfy his special vacation needs, the more attractive that tourism region will be to him and, therefore, the more likely he will select that tourism region as the eventual vacation destination.

As a product or service is not purchased for its own sake, but for its ability to provide certain benefits, a traveler's special needs for a vacation are actually the benefits he wants from a destination. In this regard, Mayo (1981) stated that, "the overall attractiveness to the traveler of a destination area has a great deal to do with the specific benefits that are desired by travelers and with the capability of the destination to deliver them". As conceptualized in this way, Mayo further defined the notion of destination attractiveness as a combination of the "relative importance of individual benefits and the perceived ability of the destination to deliver individual benefits".

## 2 Determination of the Salience of Tourism Attributes

As described earlier, a tourism destination is a package of tourist products and services which, like any other consumer product or service, is composed of a number of attributes. These attributes, as summarized

by Lew (1987), "consist of all those elements of a 'nonhome' place that draw discretionary travelers away from their homes". They "include not only the historical sites, amusement parks, and spectacular scenery, but also the services and facilities which cater to the everyday needs of tourists". Gearing et al (1974) grouped them into the following five major categories: 1) natural factors, 2) social factors, 3) historical factors, 4) recreational and shopping facilities, and 5) infrastructure, food and shelter.

Determining the relative importance of each touristic attribute in influencing people's evaluations of the attractiveness of a tourism destination is the most critical measuring dimension involved in the study of tourism attractiveness because it "identifies respondents' salient image attributes and it is these which are most likely to serve as behavior determinants" (Crompton 1979). For this reason, it has received tremendous attention in previous studies.

In the efforts to determine the salience of touristic attributes, two interesting patterns seem to have emerged from previous studies. The first pattern seems to suggest that there are some attributes which have universal importance in influencing tourists' evaluations of the attractiveness of any tourism destination. For example, Mayo (1973) conducted a nationwide survey on the U.S. auto travelers' attitude towards a vacation. His survey revealed that scenery, climate, and price were the most critical criteria respondents used while evaluating the attractiveness of any tourism region. Gearing et al (1974) undertook research for the Turkish government on assessing the touristic

attractiveness among a range of regions. Their project indicated that natural beauty and climate was the factor most important to the touristic attractiveness of any region in Turkey. The universal importance of climate and natural scenery in contributing to a destination's attractiveness was also supported by Ritchie's study (1978). He found that among eight general factors which may influence tourists' evaluations of the touristic attractiveness of the City of Quebec, "natural beauty and climate" as a whole was the most important.

The second pattern seems to indicate that, although the above noted two or three touristic attributes have universal importance in contributing to the attractiveness of any travel destination, there are still some touristic attributes whose importance in contributing to touristic attractiveness is dependent upon the type of destination and the vacation experience they provide. For instance, Ritchie (1978) found that sociocultural characteristics were ranked second only to natural beauty and climate in relative importance among eight general touristic attributes influencing the overall attractiveness of Quebec, a city which has long been influenced by a strong French cultural tradition. Similarly, in Kale and Weir's study (1987) on the image of India as a travel destination, culture as a touristic attribute was found to be the most important in attracting American respondents to India, an exotic Eastern country with a long history and unique cultural tradition. However, whereas the sociocultural related attribute on a whole is one of the most important factors contributing to the attractiveness of the education type destination, its importance tends to be lower in influencing the touristic attractiveness of the recreation type

destination. For example, Goodrich (1977) conducted an image study of nine tourist destinations (Florida, California, Hawaii, Mexico, Jamaica, the Bahamas, Puerto Rico, the Virgin Islands, and Barbados) which are "well-known for tourist-recreation spots and similar in terms of touristic profile (i.e., warm, sunny climate)". This study indicated that, in terms of respondents' preferences, the historical and cultural attractions factor was ranked fifth after 1) scenic beauty, 2) pleasant attitudes towards the people, 3) availability of suitable accommodations, and 4) opportunities for rest and relaxation.

### 3 Applications

By focusing its attention on the examination of how tourists evaluate and perceive the attractiveness of a travel destination, this field of study directs its interest toward two application areas: 1) tourism planning and management, and 2) marketing of a tourism destination. In the first application area, i.e., the area of tourism planning and management, researchers have undertaken a number of studies in order to establish the priorities for tourism development in a region through selecting the most attractive geographical sites and tourism resources to which the government should direct investment. Gearing et al (1974) conducted a pioneering study which for the first time set up the conceptual framework and employed a methodological approach to measuring the touristic attractiveness of a travel destination. In their study, which was "aimed at applying modern decision-making techniques to the task of determining the best allocation of government investment in the tourism sector", the researchers selected a set of seventeen factors that may influence tourists' evaluations of the attractiveness of a

region. Then through a process which assigned a series of numerical weights to the judgements made by tourism experts on the relative importance of each of these seventeen factors in contributing to the attractiveness of a tourism region, a quantitative measure of the relative importance of each was obtained. Finally, by using this measurement data as the basis on which to rate a range of areas, a total numerical touristic attractiveness index for each area was established. This enabled the tourism planners in Turkey to determine, among a range of competing tourism areas in that country, the best locations for the government to direct investment priority.

Recognizing the fundamental importance tourism resources play in the tourism industry and aware of the lack of information about such resources in tourism management and research, Ferrario (1977) directed his interest toward the identification of tourism products and the assessment of their appeal to the travel market. In his comprehensive survey of tourism resources in South Africa, the appeal of twenty-one categories of tourist attractions was determined and used as the index of tourism demand. Then tourist supply was evaluated by the use of six criteria which were common to any tourism area. Through a method that took into consideration the balance between tourism demand and supply, an index for assessing the tourism potential of such a resource base was developed. By using this index, a set of twenty main tourism regions in South Africa was identified to be the areas which were able to satisfy the main interests and preferences of their typical tourists and, therefore, deserved tourism development priorities.



Observing the particular importance of sociocultural features in influencing the attractiveness of a tourism region, Ritchie (1978) focused his research attention on examining how explicit manifestations of culture are related to the attractiveness of a tourism region. In his two-stage study, Ritchie first examined the relative importance of sociocultural features in contributing to the overall attractiveness of a tourism region in relation to the other 7 general factors. He then examined the relative contribution of each of the different elements of sociocultural features to the cultural attractiveness of the tourism region. Based on his research findings, the strengths and weaknesses of the City of Quebec were evaluated and the priorities which should be assigned to tourism development in that city were recommended.

In the second application area, i.e., the marketing of a tourism destination, researchers in the study of destination attractiveness have concentrated their attention on the study of country and destination image studies in an attempt to develop it into a sophisticated marketing technique to sell their destinations in a competitive marketplace.

Haahiti and Yavas (1983) emphasized that in a changed tourism market environment, destination image study should be developed into a sophisticated marketing tool to position a destination relative to other competing destinations along selected salient destination choice factors. Realizing that the success of marketing efforts lies in "an understanding of how travelers perceive a competing set of travel destinations relative to each other", Haahiti and Yavas examined travelers' perceptions of eleven European destinations and identified

the relative perceptual position of Finland in that travel market. Goodrich (1978) undertook similar research on the comparative images of 9 tourism destinations which fall into the same product category. Through this study, the relative strengths and weaknesses of each of the 9 selected destinations were examined, and based on the results positioning strategies for each of them were recommended.

#### 4 The Influence of An Individual's Familiarity with A Tourism Destination on the Attractiveness of That Particular Tourism Destination

While very often researchers studying destination attractiveness have used attitude to measure the attractiveness of a tourism destination, other factors which influence an individual's attitude toward a destination such as the familiarity of that particular destination have also drawn substantial attention. Familiarity with a destination, which is influenced by such factors as geographic distance, previous personal visitation experience, and the level of overall knowledge about a destination, plays an important role in influencing an individual's perceptions of and, therefore, the attractiveness of that particular destination. Goodrich (1978) made an observation from a number of disciplines. He noted that "it is well known in marketing, psychology, and sociology that perceptions of (familiarity or knowledge about) an idea, product, or service play an important role in an individual's choice (preference or nonchoice) of that particular idea,

product, or service. In other words, product preference is influenced by perceptions, familiarity, and/or knowledge of that product".

The influence of different components of familiarity on an individual's preference for a product or service has also been noted by researchers. In terms of the impact of personal usage experience with a product on the preference for that particular product, Herzog (1967) noted that "users generally interpret the brand image more favorably than nonusers although both groups agree on its essential outlines".

Applying this observation from consumer behavior to travel and tourism research, Hunt (1975) suggested that people who had visited the United States generally had a more favorable opinion of the United States than those who had not visited the United States. Phelps (1986) conducted a survey on the primary and secondary images of Menorca, a Spanish island, as held by returning visitors and first-time visitors. This study revealed that the visitation experiences positively altered respondents' impressions of that island. The effect of another form of familiarity, the geographical distance from a destination under study, on the favorability of that destination has been explored by travel and tourism research as well. Hunt (1975) suggested that "distance from a region may be an important ingredient in image formation, for respondents who resided farther from the region did not differentiate area within the region as well as those respondents from closer markets". Carrying on the above suggestion made by Hunt, Crompton (1979) conducted a study of the image of Mexico as a vacation destination and the influence of geographical location on that image. His study indicated that "the

farther away respondents from Mexico, the more favorable their image of that country as a travel destination".

#### The Impact of Situation on Consumer Attitude

The second major source of knowledge on which this study drew was the study of the impact of situation on consumer attitude and behavior.

While traditional attitudinal and demographic variables have long been employed in research to measure dimensions of consumer behavior, such as preferences and perceptions of a product and service, substantial effort has been made in the past two decades to examine the impact of situations on both consumer behavior and consumer choice processes (Sandell, 1968; Kakkar, 1975; Miller, 1975; Norman, 1977; Warshaw, 1980). The major situations which impact on consumer behaviors have been identified and categorized by Hansen (1972) into the following three types: communication, purchase and consumption situations. Stanton and Bonner (1980) have also suggested that "intended consumption situation" could be an important component of the purchase situation. Whereas there is some concern that the situational construct so far has not yet been adequately conceptualized or operationalized (Lutz, 1980), Srivastava (1980) made the assumption that situations were eventually reflected in terms of benefits sought by consumers although they were very often defined as "all those factors particular to a time and place of observation" (Belk, 1974). One major methodological concern emerging from the literature was the need to explicitly consider situational factors on consumer attitudes and behavior when undertaking studies of

consumer research. For instance, Srivastava (1980 ) noted that "consumer researchers have generally ignored situational influence in obtaining 'overall' attitude/performance measures". This, he argued, resulted in the poor predictability of previous research findings. The explanations Srivastava gave for such poor predictability were "... some consumer choices are situation-specific, and different individuals may have their preference with varying usage or consumptions in mind. For example, if a respondent is provided several brands of instant and regular coffee and asked to rank order preferences, she/he may do so keeping 'flavor' in mind and provide higher ranks to the regular coffee brands. Other respondents may perform the task with 'ease of preparation' in mind and provide relatively higher ranks to the instant brands. However, both may actually use instant coffee when in a hurry and regular coffee while entertaining". As such, the conclusion he drew was that "we must elicit attitudes towards objects within a situation if we are interested in predicting situation specific behavior", and "the specification of the situational variables may be expected to more clearly define the attitudes that consumer seek, and further, simplify the judgmental task".

Apart from the concerns over conceptual and methodological issues involved in the study of situational influences, researchers have undertaken a number of insightful studies of situational influences on certain dimensions of consumer behavior by specifying the relevant situational variables and/or explicitly defining situation scenarios in their empirical and experimental designs. The studies conducted by Miller and Ginter (1979) and Filiatrault and Ritchie (1988) can be

viewed as examples. They selected dining establishments as the product category for the analysis of situational effects on consumers' evaluations of several brands of fast food restaurants. The analyses were conducted by comparing the responses elicited by explicitly specifying the different eating occasions (situations) with those obtained by not giving such specifically defined situations. Their studies revealed that the preference for restaurant service and perceptions of a particular "brand" of restaurant varied differentially across situations. In addition, their studies established that situation-specific measurement of attribute importance and perceptions improves the prediction of brand choice over general (non-situation) measurement.

In travel and tourism research, the situational approach has also been employed to study tourists' behavior with respect to certain tourist products. For instance, Calantone and Johar (1984) used different seasons as the situation factors to study the benefits sought by tourists in different seasons. Their study found that "benefits sought for each season differ, and people seeking a combination of benefits during one season may not be the same people seeking the same benefits during another season". Based on the research findings, the researchers developed an approach to using different benefits sought by tourists during different seasons to segment the tourism market.

Studies that use a situational approach to measure air travellers' preferences for and perceptions of the airline services have been conducted by several researches (Etherington et al 1984, Makens et al

1977, Ritchie et al 1980). The researchers who undertook these studies examined business travel versus pleasure travel and first class travel versus coach travel as the situational factors influencing air travelers' attitude towards airline services. Their studies came to the same conclusion, namely, that attribute importance and the perception of an airline were different in terms of different categories of air travelers.

While a substantial number of studies in both consumer and tourist behavior have been undertaken to study situational effects on individuals' evaluations and perceptions of a product and service, the theoretical and empirical work concerning situational influences on consumer behavior is still in a relatively early stage of development. This is despite the fact that the need to explicitly consider situational factors when undertaking studies of consumer behavior has been well recognized by researchers in both consumer and travel/tourism research.

## RESEARCH OBJECTIVES

This study attempts to empirically integrate a situational approach into the measurement of the notion of touristic attractiveness of a travel destination. Given the overall research purpose of this study as described above, the specific research objectives of this study were as follows:

1. to determine the relative importance of each touristic attribute in contributing to the overall attractiveness of a tourism destination in terms of situations describing a recreational vacation experience and an educational vacation experience;
2. to examine the perceived ability of each destination to provide satisfaction on each touristic attribute in terms of situations describing a recreational vacation experience and an educational vacation experience;
3. to establish a quantitative measure of the touristic attractiveness for each of the selected destinations in terms of situations describing a recreational vacation experience and an educational vacation experience;
4. to examine the influence of an individual's familiarity with each destination in terms of previous personal visitation experience on the perceived attractiveness of each;
5. to examine the implications of the findings from the above concerning the marketing and development initiatives necessary to improve the physical and perceptual attractiveness of the various destinations under study.



## HYPOTHESES

The primary hypotheses of this study were formulated as follows:

1. the relative importance of touristic attributes in contributing to the attractiveness of a destination will differ in situations describing different types of vacation experiences;
2. the perceived ability of a destination to provide satisfaction on attributes will differ in situations describing different types of vacation experiences;
3. the attractiveness of a travel destination will be influenced by an individual's familiarity with that particular travel destination.

## DEFINITIONS

### 1. Touristic Attractiveness (Dictionary Definition)

Touristic attractiveness is the appeal of a tourism destination to an individual. As it reflects the ideas, impressions, and opinions an individual has about a tourism destination, it is the attitude he or she has toward that particular destination.

### 2. Touristic Attractiveness (Operational Definition)

Touristic attractiveness of a destination is the combination of the weights for the relative importance of each destination attribute and the rating values for the perceived ability of that destination to provide satisfaction on each destination attribute in terms of different vacation experiences.

### 3. Recreational Vacation Experience

A recreational vacation experience is one in which an individual is mainly interested in the opportunities and activities of physical and mental rest and refreshment. In the travel and tourism literature, this type of vacation experience is referred to as the relaxation and holiday benefits sought by tourists.

### 4. Educational Vacation Experience

An educational vacation experience is one in which an individual is primarily interested in the opportunities and activities of learning and experiencing a destination's local culture and way of life. In the travel and tourism literature, it is referred to as the educational benefits sought by tourists.

## METHODOLOGY

### Selection of the Destination Subjects

Hawaii, Australia, Greece, France, and China were chosen as the destination subjects for this study. The criteria based on which these five tourism places were selected were as follows:

#### 1. Recreational versus Educational Vacation Experience

In order to empirically examine the possible variation in the perceived ability of a destination to satisfy tourists' needs for different vacation experiences, a set of destinations which represent different types of tourism destinations, each having the capability of providing different vacation experiences, was selected. A continuum was drawn with one extreme representing a recreation type destination and the other representing an education type destination. It was assumed that, among the 5 selected destinations, Hawaii and Australia, because of their warm and sunny climates and scenic beaches, should be on the recreation end of the continuum. Conversely, China and France, due to their historical heritage and culture, were on the education end of the spectrum. Greece, because of its beautiful landscape, the Mediterranean climate, as well as its magnificent history, should be somewhere in the middle of the continuum. It was anticipated that by selecting these destination subjects based on such a continuum the perceived ability of each destination to satisfy tourists' needs for different types of vacation experiences could be examined.

## 2. Familiarity

The familiarity an individual has with a destination is shaped by a number of factors including geographical distance, historical and cultural relations, and popularity. To test the influence of an individual's familiarity with a destination on the perceived attractiveness of that particular destination, a continuum was drawn with one end representing higher familiarity and the other end representing lower familiarity. While all of the five selected destinations have gained adequate popularity in the Calgary public, Hawaii and France were presumed to be the most familiar and China the least familiar. By selecting destinations on such a basis, it was anticipated that such an objective could be achieved.

### Selection of Touristic Attributes

Sixteen touristic attributes were selected from a review of previous studies of destination attractiveness. These attributes were used as the basis by which to examine how respondents evaluate the touristic attractiveness of a travel destination and to measure the notion of destination attractiveness. Since some of these attributes may have different meanings to different individuals, a brief definition of each was given to respondents so as to minimize possible variations in understanding them (See Appendix A).

The number of touristic attributes selected in this study was basically chosen on a convenience basis. As the data for this study were obtained from a telephone survey, it was judged that more touristic attributes would increase respondents' judgmental tasks and consequently reduce the rate of response and reliability.

The range and coverage of the touristic attributes selected for this study were basically derived from previous destination attractiveness studies conducted by Gearing et al (1974) and Ritchie et al (1978). However, some departures and extensions were incorporated. For example, unlike the previous studies noted above, scenery and climate were separated into two individual attributes. It was felt that they might have different importance to respondents when asked to evaluate their relative importance in the context of different types of vacation experiences. In addition, the attribute of communication difficulties due to language barriers was added considering that the selection of the tourism destination was being made in an international context. In fact, the influence of language difficulties on a tourist's evaluation of touristic attractiveness and choice of a destination has been examined by previous studies of country and destination image. For example, McLellan and Foushee's study (1986), "Negative Image of the United States as Expressed by Tour Operators From Other Countries", found that 53 percent of Japanese tour operators and 50 percent of French tour operators investigated ranked the language barrier as number three among factors which contributed to the negative image of the United States.

#### Structure and Content of the Data Collection Instrument

A telephone survey questionnaire was used as the data collection instrument. In order to reduce the interview time and respondents' judgmental tasks to a manageable level, two versions of the telephone survey questionnaire were designed. Version A requested respondents' opinions by defining the situation describing a recreational vacation

experience. Version B defined the situation describing an educational vacation experience.

Except for describing different situations, each version (see Appendix B) had the same structure and contained the following same four sections:

Section 1 -- An evaluation of the relative importance of each touristic attribute in influencing the overall attractiveness of any tourism destination in terms of a recreational vacation experience (Version A), or an educational vacation experience (Version B);

Section 2 -- An assessment of the perceived ability of each destination to provide satisfaction on each touristic attribute in terms of a recreational vacation experience (Version A), or an educational vacation experience (Version B);

Section 3 -- An examination of the influence of respondents' familiarity with each of the 5 destinations on the perceived attractiveness of each of them;

Section 4 -- Classification data, i.e., age, sex, education background, and travel frequency.

### Measurement Model and Scales

A situation-specific multiattribute attitude model developed by Miller and Ginter (1978) was employed to measure the touristic attractiveness of a destination in terms of different vacation experiences. The formula of this measurement model can be expressed as follows:

$$A_{js} = \sum_{i=1}^n I_{is} B_{ijs}$$

Where

- $A_{js}$  = touristic attractiveness of destination  $j$  in terms of vacation experience type  $s$
- $I_{is}$  = importance of touristic attribute  $i$  in contributing to touristic attractiveness of a destination in terms of vacation experience type  $s$
- $B_{ijs}$  = Perceptions concerning the ability of destination  $j$  to satisfy tourists' needs for attribute  $i$  in terms of vacation experience type  $s$
- $n$  = number of attributes concerned
- $s$  = vacation experience type

A five-point scale was used as the measurement scale for this study. By assigning a score of 5=most important/most positive, and a score of 1=least important/least positive, the respondents' evaluations of the relative importance of each touristic attribute in contributing to the attractiveness of a travel destination, and the perceptions concerning the ability of each destination to satisfy tourists' needs for each of the two different types of vacation experiences were obtained.

### Sampling Procedure

In the summer of 1988, a total of 400 telephone interviews were conducted in the City of Calgary. Respondents were randomly selected from the local telephone book. The first 200 were interviewed with

questionnaire Version A and the other 200 with questionnaire Version B. In order to approach a representative sample of residents, the interviews were carried out during both day time and evening. By utilizing the screening part of the questionnaire, it was assured that only those residents who were 16 years or older were interviewed.

Before the formal telephone survey started, a series of steps was taken to refine the questionnaire and ensure the smooth conduct of the survey. Questionnaires in both versions were reviewed by the program supervisor and research associates. A pretest sample of 20 was obtained to determine whether respondents had difficulty in completing the questionnaire survey.



## ANALYSIS AND RESULTS

### Respondent Profiles

Four hundred respondents were randomly selected and interviewed in two groups. The first group of respondents was interviewed by using questionnaire Version A which asked respondents' opinions in terms of a recreational vacation experience. The second group was interviewed by using questionnaire Version B which asked respondents the same opinions in terms of an educational vacation experience.

As a first step in statistical analyses, a series of Chi-square tests was conducted to examine if there were significant differences in the profiles of respondent characteristics between the two groups interviewed. These tests concluded that there was no such a difference (Table 1 to Table 4 ). Therefore, it can be assumed that the two groups were homogeneous in terms of their profiles.

Table 1. Distribution of Age For the Two Groups

Age	Combined		Recreation Group		Education Group	
	#	%	#	%	#	%
16 - 19	26	6.5	11	5.5	15	7.5
20 - 29	116	29.0	61	30.5	55	27.5
30 - 39	117	29.3	56	28.0	61	30.5
40 - 49	61	15.2	25	12.5	36	18.0
50 - 59	40	10.0	23	11.5	17	8.5
60 +	40	10.0	24	12.0	16	8.0
Total	400	100	200	100	200	100
Chi Square = 5.62	Significance = 0.34					

Table 2. Distribution of Educational Background For the Two Groups

Education	Combined		Recreation Group		Education Group	
	#	%	#	%	#	%
Less than high school	8	2.0	3	1.5	5	2.5
High school	131	32.8	64	32.0	67	33.5
College & technical	114	28.5	60	30.0	54	27.0
University	118	29.5	58	29.0	60	30.0
Post Grads	25	6.2	12	6.0	13	6.5
Other	4	1.0	3	1.5	1	0.5
Total	400	100	200	100	200	100
Chi Square = 1.96 Significance = 0.85						

Table 3. Distribution of Sex For the Two Groups

Sex	Combined		Recreation Group		Education Group	
	#	%	#	%	#	%
Female	238	59.5	114	57	124	62
Male	162	40.5	86	43	76	38
Total:	400	100	200	100	200	100
Chi Square = 0.84 Significance = 0.36						

Table 4. Past Frequency of Travel - Number of Trips Outside Canada in Past Three Years

Times	Combined		Recreation Group		Education Group	
	#	%	#	%	#	%
none	96	24.0	44	22.0	52	26.0
1 - 2	147	36.8	69	34.5	78	39.0
3 - 6	125	31.3	68	33.5	57	28.5
7 +	32	7.9	19	10	13	6.5
Total:	400	100	200	100	200	100
Chi Square = 3.3 Significance = 0.35						

The Relative Importance of Each Touristic Attribute in Contributing to the Attractiveness of A Tourism Destination in Terms of Different Types of Vacation Experiences

This section of the analysis and results consists of three subsections. The first subsection presents the relative importance of each of the 16 selected touristic attributes in contributing to the attractiveness of a tourism destination as evaluated in terms of a recreational vacation experience. The second subsection presents the relative importance of each of the same list of touristic attributes in contributing to the attractiveness of a tourism destination in terms of an educational vacation experience. Finally, the third subsection, by employing the student t-test and the relative importance rating of each touristic attribute, presents statistical comparisons of the relative contribution of each touristic attribute to the attractiveness of a tourism destination in terms of the two different types of vacation experiences.

1. The Relative Importance of Each Touristic Attribute in Contributing to the Attractiveness of A Tourism Destination in Terms of A Recreational Vacation Experience

Scenery, climate, availability/quality of accommodations, and local people's attitudes toward tourists were evaluated as the four attributes which were most important to the attractiveness of a tourism destination in terms of a recreational vacation experience. Shopping, festivals and special events, communication difficulty due to language barriers, and

museums and cultural attractions were rated as the four touristic attributes which had the least importance in influencing respondents' evaluation of the attractiveness of a tourism destination in terms of the same type of vacation experience (Table 5).

2. The Relative Importance of Each Touristic Attribute in Contributing to the Attractiveness of A Tourism Destination in Terms of An Educational Vacation Experience

In this case, the four most important touristic attributes which significantly contribute to the attractiveness of a tourism destination were: uniqueness of the local people's way of life, historical attractions, scenery, and local people's attitude toward tourists. The four least important touristic attributes were shopping, sports and recreational opportunities, entertainment, and festivals and special events (Table 6).

3. The Comparison of the Relative Importance of Each Touristic Attribute in Contributing to the Attractiveness of A Tourism Destination in Terms of the Two Different Types of Vacation Experiences

The student t test was conducted and the importance rating of each touristic attribute for its contribution to the attractiveness of a destination in terms of each type of vacation experience was used as the basis of this analysis. The analysis indicated that for the touristic attributes such as local price levels, availability/quality of local

transportation, local people's attitude towards tourists, and shopping, there existed no statistically significant differences in importance between the two different types of vacation experiences. However, for other touristic attributes, such differences did exist. For instance, whereas climate and availability/quality of accommodations were rated 4.11 and 4.01 in the case of recreational vacation experience, their relative importance in contributing to the attractiveness of a tourism destination in terms of an educational vacation experience were rated 3.32 and 3.57 respectively. Another example is that while the average ratings of uniqueness of the local people's way of life and historical attractions were 3.97 and 3.92 in the case of educational vacation experience, their relative importance in contributing to the attractiveness of a destination in terms of a recreational vacation experience were rated 3.59 and 3.45 respectively (Also see Table 7).

These findings indicated that the relative importance of the majority of the touristic attributes selected was evaluated differentially across the two different types of vacation experiences. In other words, these findings statistically supported one of the hypotheses of this research, i.e., the relative importance of touristic attributes in contributing to the attractiveness of a destination differ in situations describing different types of vacation experiences.

In reviewing these findings, one interpretation can be made with respect to the relationship between attribute importance and the levels of expectations about various touristic attributes that tourists have for different types of vacation experiences. The fact that the

respondents accorded different importance to different touristic attributes may reflect the fact that people have different expectations towards each touristic attribute for different types of vacation experience. For example, when people go on a vacation for an education type experience, they tend to expect more in terms of the uniqueness of the local people's way of life, historical attractions, museums and cultural attractions. When people go on vacation for a recreational type experience, they tend to expect more in terms of climate, availability/quality of accommodations, sports and recreational opportunities. However, no matter what type of vacation experience they want, they all expect about the same degree of friendliness of the local people, and reasonable levels of local prices.

Table 5. The Relative Importance of Each Touristic Attribute in Contributing to the Attractiveness of A Tourism Destination in Terms of A Recreational Vacation Experience

Attribute	Importance Rating	Importance Ranking
Scenery	4.13	1
Climate	4.11	2
Availability & quality of accommodations	4.01	3
Local people's attitude towards tourists	3.90	4
Food	3.85	5
Local price levels	3.60	6
Uniqueness of the local people's way of life	3.59	7
Accessibility	3.52	8
Sports & recreational opportunities	3.51	9
Historical attractions	3.45	10
Availability & quality of the local transportation	3.39	11
Entertainment	3.27	12
Museums & cultural attractions	3.22	13
Communication difficulty due to language barriers	3.11	14
Festival & special events	2.90	15
Shopping	2.58	16

1 = Almost no importance  
5 = Very important

Table 6. The Relative Importance of Each Touristic Attribute in Contributing to the Attractiveness of A Tourism Destination in Terms of An Educational Vacation Experience

Attribute	Importance Rating	Importance Ranking
Uniqueness of the local people's way of life	3.97	1
Historical attractions	3.92	2
Scenery	3.83	3
The local people's attitude towards tourists	3.78	4
Accessibility	3.76	5
Museums & cultural attractions	3.75	6
Food	3.65	7
Local price levels	3.60	8
Availability & quality of accommodations	3.57	9
Communication difficulty due to language barriers	3.53	10
Availability & quality of local transportation	3.34	11
Climate	3.32	12
Festivals & special events	3.22	13
Entertainment	3.03	14
Sports & recreational opportunities	2.97	15
Shopping	2.75	16

1 = Almost no importance  
5 = Very important



Table 7. The Relative Importance of Each Touristic Attribute in Contributing to the Attractiveness of A Tourism Destination in Terms of A Recreational Vacation Experience and An Educational Vacation Experience

Attribute	Recreation Group		Education Group		Significance Between Groups
	Rating	Ranking	Rating	Ranking	
Climate	4.11	2	3.32	12	0.00
Uniqueness of local People's life	3.59	7	3.97	1	0.00
Availability/quality of accommodations	4.01	3	3.57	9	0.00
Historical attractions	3.45	10	3.92	2	0.00
Museums & cultural attractions	3.22	13	3.75	6	0.00
Sports/recreational opportunities	3.51	9	2.97	15	0.00
Communication difficulty due to language barriers	3.11	14	3.53	10	0.00
Scenery	4.13	1	3.83	3	0.00
Festival & special events	2.90	15	3.22	13	0.00
Accessibility	3.52	8	3.76	5	0.02
Food	3.85	5	3.65	7	0.04
Entertainment	3.27	12	3.03	14	0.04
Shopping	2.58	16	2.75	16	0.13
Attitude toward tourists	3.90	4	3.78	4	0.23
Availability/quality of local transportation	3.39	11	3.34	11	0.63
Price Levels	3.60	6	3.60	8	1.00

The Perceived Ability of Each Destination to Provide Satisfaction on Each Touristic Attribute in Terms of the Two Different Types of Vacation Experiences

In the following section of the analysis and results, the perceived ability of each destination to provide satisfaction on each touristic attribute in terms of the two different types of vacation experiences is presented. The perceived ability of each destination is presented in two different views. By using the student t test, the first view compares each destination's ability to satisfy tourists' needs across the two different types of vacation experiences. The second view examines how well all destinations, relative to each other, provide satisfaction on each touristic attribute in terms of both types of vacation experiences.

A. FOOD

Significant differences were found in the perceived abilities of Greece and China to provide satisfaction on food between the two types of vacation experiences. Food in Greece and China was perceived to be more enjoyable from an educational vacation experience perspective than from a recreational vacation experience perspective. One comment can be made to interpret this finding. It may be that when people look at food, such as the Greek food and the Chinese food in this case, as a form of less familiar local culture to experience, they would tend to perceive it more favorably from an educational than from a recreational vacation experience perspective.

From both vacation experience perspectives, France was believed to have the highest ability, and China the lowest ability, to provide satisfactory food for tourists (Table 8).

Table 8. The Perceived Ability of Each Destination to Provide Satisfaction on Food in Terms of Different Types vacation Experiences

	HAWAII	AUSTRALIA	GREECE	FRANCE	CHINA
Recreation	3.95	3.88	3.62	4.17	3.27
Education	3.86	3.83	3.92	4.25	3.83
Significance Level	0.36	0.54	0.00	0.37	0.00

#### B. CLIMATE

There were no significant differences in the perceived ability of each of the 5 destinations to satisfy the needs for climate in terms of the two different types of vacation experiences.

From both vacation experience perspectives, Hawaii and Australia were perceived to possess the most pleasant climate, and France and China the least pleasant (Table 9).

Table 9. The Perceived Ability of Each Destination to Provide Satisfaction on Climate in Terms of Different Types of Vacation Experiences

	HAWAII	AUSTRALIA	GREECE	FRANCE	CHINA
Recreation	4.51	4.35	4.13	3.68	3.53
Education	4.45	4.32	4.15	3.70	3.60
Significance Level	0.44	0.64	0.80	0.83	0.36

### C. AVAILABILITY AND QUALITY OF ACCOMMODATIONS

There were no significant differences in the perceived ability of each destination to satisfy the needs for the availability and quality of accommodations in terms of different types of vacation experiences.

Hawaii and Australia were believed to be best able to satisfy accommodation needs, and China and Greece the least able (Table 10).

Table 10. The Perceived Ability of Each Destination to Provide Satisfaction on Availability and Quality of Accommodations in Terms of Different Types of Vacation Experiences

	HAWAII	AUSTRALIA	GREECE	FRANCE	CHINA
Recreation	4.36	4.19	3.62	3.87	3.25
Education	4.33	4.12	3.69	3.96	3.34
Significance Level	0.70	0.36	0.80	0.31	0.35

### D. SCENERY

There were no significant differences in the perceived ability of each destination to satisfy the needs for scenery in terms of the two different types of vacation experiences.

While the scenery for all these five destinations was scored on the positive side of scales in both cases, Hawaii, Australia, and Greece were perceived to be more beautiful than France and China for both types of vacation experiences (Table 11).

Table 11. The Perceived Ability of Each Destination to Provide Satisfaction on Scenery in Terms of Different Types of Vacation Experiences

	HAWAII	AUSTRALIA	GREECE	FRANCE	CHINA
Recreation	4.53	4.53	4.52	4.31	4.44
Education	4.59	4.50	4.54	4.24	4.45
Significance Level	0.35	0.66	0.85	0.39	0.85

#### E. LOCAL PEOPLE'S ATTITUDE TOWARDS TOURISTS

Significant differences existed in the perceived ability of France to provide satisfaction on friendliness between the two different types of vacation experiences. French people were more positively viewed from an educational vacation experience perspective than from a recreational vacation experience perspective.

From both vacation experience perspectives, Australians were believed to be the most friendly, and French the least friendly (Table 12).

Table 12. The Perceived Ability of Each Destination to Provide Friendliness in Terms of Different Types of Vacation Experiences

	HAWAII	AUSTRALIA	GREECE	FRANCE	CHINA
Recreation	4.00	4.22	3.85	3.28	3.74
Education	3.84	4.11	3.85	3.53	3.85
Significance Level	0.10	0.11	0.96	0.01	0.26

#### F. AVAILABILITY AND QUALITY OF LOCAL TRANSPORTATION

Significant differences were found in the perceived ability of China to provide satisfaction on the availability and quality of local transportation between the two different types of vacation experiences. This attribute in China was perceived more positively from an educational vacation experience perspective than it was from a recreational vacation experience perspective. This finding may be explained by the interpretation that people are more prepared to put up with difficulties concerning the availability and quality of local transportation when they are determined to seek an educational vacation experience in a destination (such as China in this case), where tourism infrastructure and facilities are backward.

Hawaii and Australia were believed to have the highest ability, and China the lowest ability, to satisfy tourists' needs in terms of availability and quality of local transportation for both types of vacationers (Table 13).

Table 13. The Perceived Ability of Each Destination to Provide Satisfaction on Availability/Quality of Local Transportation in Terms of Different Types of Vacation Experiences

	HAWAII	AUSTRALIA	GREECE	FRANCE	CHINA
Recreation	4.28	3.99	3.46	3.86	2.99
Education	4.16	3.95	3.51	3.93	3.21
Significance Level	0.10	0.60	0.51	0.34	0.03

### G. LOCAL PRICE LEVELS

There were no significant differences between the two types of vacation experiences in the perceived ability of each destination to provide satisfaction in terms of reasonable local prices.

From both vacation experience perspectives, Hawaii and France were believed to be the two places where the local price levels were highest. China was perceived to be the place where the local price levels were the lowest (Table 14).

Table 14. The Perceived Ability of Each Destination to Provide Satisfaction on Reasonable Local Prices in Terms of the Two Different Types of Vacation Experiences

	HAWAII	AUSTRALIA	GREECE	FRANCE	CHINA
Recreation	2.87	3.41	3.52	2.84	3.57
Education	2.71	3.38	3.49	2.80	3.60
Significance Level	0.11	0.74	0.76	0.62	0.75

### H. COMMUNICATION DIFFICULTY DUE TO LANGUAGE BARRIERS

No significant differences were found in the perceived ability of each destination to provide easy communications between the two different types of vacation experiences.

As might be anticipated, Hawaii and Australia were thought to be the two places where there was no problem of communication due to language barriers. Greece, France, and China were believed to, at different levels, have such a problem. Among them, China was perceived

to be the place where it was most difficult to communicate with the local people (Table 15).

Table 15. The Perceived Ability of Each Destination to Provide Ease of Communication in Terms of Two Different Types of Vacation Experiences

	HAWAII	AUSTRALIA	GREECE	FRANCE	CHINA
Recreation	4.65	4.52	3.16	3.17	2.49
Education	4.65	4.56	3.17	3.14	2.58
Significance Level	1.00	0.58	0.88	0.79	0.38

#### I. SHOPPING

No significant differences were found in the perceived ability of each destination to provide satisfaction on shopping in terms of the two different types of vacation experiences.

From both vacation experience perspectives, the perceived ability of France to provide satisfaction on shopping was perceived to be the highest. The other four destinations' abilities to satisfy this attribute were perceived to be similar to each other (Table 16).

Table 16. The Perceived Ability of Each Destination to Satisfaction on Shopping in Terms of Different Types of Vacation Experiences

	HAWAII	AUSTRALIA	GREECE	FRANCE	CHINA
Recreation	3.82	3.83	3.87	4.25	3.89
Education	3.92	3.93	3.91	4.21	3.91
Significance Level	0.31	0.22	0.63	0.58	0.84



## J. FESTIVALS AND SPECIAL EVENTS

There were no significant differences in the perceived ability of each destination to provide satisfaction with regard to festivals and special events in terms of the two different types of vacation experiences.

From both vacation experience perspectives, the perceived ability of each destination to provide satisfaction with regard to festivals and special events was similar to each other (Table 17).

Table 17. The Perceived Ability of Each Destination to Provide Satisfaction on Festivals and Special Events in Terms of Different Types of Vacation Experiences

	HAWAII	AUSTRALIA	GREECE	FRANCE	CHINA
Recreation	3.77	3.75	3.86	3.75	3.87
Education	3.88	3.71	3.84	3.81	3.99
Significance Level	0.25	0.61	0.78	0.47	0.21

## K. SPORTS AND RECREATIONAL OPPORTUNITIES

No significant differences existed in the perceived ability of each destination to provide satisfaction in terms of sports and recreational opportunities between the two different types of vacation experiences.

From both vacation experience perspectives, Hawaii and Australia were perceived to have the highest ability, and China and France the lowest, to provide sports and recreational opportunities for tourists (Table 18).

Table 18. The Perceived Ability of Each Destination to Provide Satisfaction on Sports and Recreational Opportunities in Terms of Different Types of Vacation Experiences

	HAWAII	AUSTRALIA	GREECE	FRANCE	CHINA
Recreation	4.45	4.38	3.65	3.52	3.09
Education	4.40	4.29	3.68	3.56	3.09
Significance Level	0.52	0.22	0.69	0.61	0.97

#### L. HISTORICAL ATTRACTIONS

There were no significant differences found in the perceived ability of each destination to provide satisfaction with regard to historical attractions between the two different types of vacation experience.

From both vacation experience perspectives, Hawaii and Australia were thought to be the two destinations which have the lowest ability to satisfy respondents' needs for visiting historical attractions. Greece, China, and France, on the other hand, were perceived to be the places which have magnificent historical attractions (Table 19).

Table 19. The Perceived Ability of Each Destination to Provide Satisfaction on Historical Attractions in Terms of Different Types of Vacation Experiences

	HAWAII	AUSTRALIA	GREECE	FRANCE	CHINA
Recreation	3.56	3.66	4.65	4.57	4.67
Education	3.68	3.66	4.74	4.57	4.68
Significance Level	0.27	0.96	0.12	0.90	0.98

#### M. UNIQUENESS OF THE LOCAL PEOPLE'S WAY OF LIFE

No significant differences were found in the perceived ability of each destination to provide satisfaction in terms of the uniqueness of the local people's way of life in terms of the two different types of vacation experiences.

From both vacation experience perspectives, China was perceived to be the place where the local people's way of life was the most unique. Hawaii, on the other hand, was the place where the local people's way of life was perceived to be the least unique (Table 20).

Table 20. The Perceived Ability of Each Destination to Provide Satisfaction on Uniqueness of the the Local People's Way of Life in Terms of Different Types of Vacation Experiences

	HAWAII	AUSTRALIA	GREECE	FRANCE	CHINA
Recreation	3.09	3.51	4.03	3.68	4.57
Education	3.14	3.56	4.05	3.69	4.59
Significance Level	0.64	0.58	0.80	0.91	0.75

#### N. ENTERTAINMENT

There were no significant differences in the perceived ability of each destination to provide satisfaction on entertainment in terms of the two different types of vacation experiences.

From both vacation experience perspectives, Hawaii and France were perceived to have the highest ability to provide the most interesting entertainment. China, on the other hand, was perceived to have the lowest ability in this aspect (Table 21).

Table 21. The Perceived Ability of Each Destination to Provide Satisfaction on Entertainment in Terms of the Two Different Types of Vacation Experiences

	HAWAII	AUSTRALIA	GREECE	FRANCE	CHINA
Recreation	4.29	4.01	3.98	4.26	3.63
Education	4.26	3.87	3.93	4.28	3.64
Significance Level	0.73	0.09	0.48	0.73	0.89

#### O. ACCESSIBILITY

Significant differences were found in the perceived abilities of Greece, France, and China to provide satisfaction on accessibility in terms of the two different types of vacation experiences. These three destinations were perceived to be more accessible from an educational vacation experience perspective than they were from a recreational vacation experience perspective. This finding can again be explained by the interpretation that people are willing to make more efforts for an educational type experience if they are determined to go to a destination (such as Greece and China in this case), where tourism infrastructure and facilities are backward.

From both vacation experience perspectives, Hawaii was believed to be the most accessible destination and China the least accessible destination (Table 22).

Table 22. The Perceived Ability of Each Destination to Provide Satisfaction on Accessibility in Terms of the Two Different Types of Vacation Experiences

	HAWAII	AUSTRALIA	GREECE	FRANCE	CHINA
Recreation	4.48	3.76	3.66	3.91	3.34
Education	4.56	3.89	3.87	4.16	3.58
Significance Level	0.17	0.17	0.03	0.00	0.02

#### P. MUSEUMS AND CULTURAL ATTRACTIONS

No significant differences were found in the perceived ability of each destination to provide satisfaction in terms of museums and cultural attractions in terms of the two different types of vacation experiences.

From both vacation experience perspectives, museums and cultural attractions in France and Greece were believed to be the most attractive. This attribute in Hawaii and Australia was perceived to be the least attractive (Table 23).

Table 23. The Perceived Ability of Each Destination to Provide Satisfaction on Museums and Cultural Attractions in Terms of the Two Different Types of Vacation Experiences

	HAWAII	AUSTRALIA	GREECE	FRANCE	CHINA
Recreation	3.48	3.47	4.42	4.47	4.26
Education	3.45	3.61	4.50	4.53	4.32
Significance Level	0.74	0.12	0.22	0.40	0.50

Summary of the Perceived Ability of Each Destination to Provide Satisfaction on Each Touristic Attribute in Terms of the Two Different Types of Vacation Experience

Summary of View 1 - Comparison of Each Destination's Ability to Provide Satisfaction on Each Attribute By Type of Vacation Experience

The statistical analysis of the perceived ability of each destination to provide satisfaction on each touristic attribute indicated that there were four touristic attributes along which a destination's ability to satisfy tourists' needs were perceived differently across the two different types of vacation experiences in the cases of Greece, France, and China (See Table 24).

In reviewing these findings, at least one comment is relevant. It appears that people tend to be more tolerant when evaluating a destination's ability to provide satisfaction on tourism infrastructure related attributes from an educational vacation experience perspective. For instance, the perceived abilities of Greece, France, and China to provide satisfaction on accessibility and availability/quality of local transportation were all perceived to be higher from an educational vacation experience perspective than from a recreational vacation experience perspective. In other words, people are willing to make more effort, or are more prepared to put up with difficulties of accessibility and local transportation, if they are determined to seek

an education type vacation experience in destinations (such as Greece and China) where tourism infrastructure and facilities are backward.

Table 24. The Summary of the Variation in the Perceived Ability of Each Destination to Provide Satisfaction on Each Touristic Attribute Between the Two Different Types of Vacation Experiences

	Average Rating		Significance Level
	Recreation	Education	Between Groups
<b>GREECE</b>			
Food	3.62	3.92	0.00
Accessibility	3.66	3.87	0.03
<b>FRANCE</b>			
Attitudes towards tourists	3.28	3.53	0.00
Accessibility	3.91	4.15	0.00
<b>CHINA</b>			
Food	3.27	3.83	0.00
Local transportation	3.00	3.21	0.03
Accessibility	3.34	3.58	0.02

Summary of View 2 - Examination of Each Destination's Ability to Provide Satisfaction on Each touristic Attribute in Terms of Both Types of Vacation Experiences

There were only four touristic attributes along which a tourism destination's ability was perceived differentially across the two different types of vacation experiences. The majority of the touristic attributes selected were perceived similarly as respondents rated each destination's ability to provide satisfaction for tourists from the two different types of vacation experiences. The following section

summarizes each destination's ability, relative to the other destinations, to provide satisfaction for tourists in terms of both types of vacation experiences.

#### HAWAII

From both types of vacation experience perspectives, Hawaii was perceived to have a higher ability to provide satisfaction on climate, scenery, sports and recreational opportunities, easy communications, accessibility, availability/quality of local transportation and accommodations, and entertainment. However, Hawaii was perceived to have higher local price levels, the least interesting historical attractions and the least interesting local people's way of life.

#### AUSTRALIA

Like Hawaii, Australia was perceived, from both types of vacation experience perspectives, to have a higher ability to provide satisfaction on friendliness, climate, scenery, sports and recreational opportunities, easy communications, and availability/quality of accommodations and local transportation. However, Australia was perceived to have a lower ability to satisfy the needs for museums, cultural attractions, historical attractions, and uniqueness of the local people's way of life.

#### GREECE

From both types of vacation experience perspectives, Greece was perceived to have a higher ability to provide satisfaction on scenery, uniqueness of the local people's way of life, reasonable local prices,



historical attractions, museums, and cultural attractions. However, Greece was perceived to have a lower ability to provide availability/quality of accommodations and local transportation, easy communications, and accessibility.

#### FRANCE

From both types of vacation experience perspectives, France was perceived to have a higher ability to provide satisfaction on food, shopping, entertainment, accessibility, historical attractions, museums and cultural attractions. However, France was believed to have a lower ability to provide satisfaction on reasonable local prices, friendliness, easy communications, and climate.

#### CHINA

From both types of vacation experience perspectives, China was believed to have a higher ability to provide satisfaction on historical attractions, uniqueness of the local people's way of life, and reasonable local prices. However, China was believed to have a lower ability to provide satisfaction on availability/quality of accommodations and local transportation, sports and recreational opportunities, climate, food, entertainment, easy communication, and accessibility.

The following tables show the perceived relative ability of each destination to provide satisfaction on each touristic attribute in terms of each type of vacation experience.

Table 25. The Perceived Relative Ability of Each Destination to Provide Satisfaction on Each Touristic Attribute in Terms of A Recreational Vacation Experience

<u>Attribute</u>	<u>HAWAII</u>	<u>AUSTRALIA</u>	<u>GREECE</u>	<u>FRANCE</u>	<u>CHINA</u>
Food	3.95	3.88	3.62	4.17	3.27
Climate	4.51	4.35	4.13	3.68	3.53
Availability and quality of accommodations	4.36	4.19	3.62	3.87	3.25
Scenery	4.45	4.53	4.52	4.31	4.44
Attitudes towards tourists	4.00	4.22	3.85	3.28	3.74
Availability and quality of local transportation	4.28	3.99	3.46	3.86	2.99
Local price levels	2.87	3.41	3.52	2.84	3.57
Communications due to language barriers	4.65	4.52	3.16	3.17	2.49
Shopping	3.82	3.83	3.87	4.25	3.89
Festivals and special events	3.77	3.75	3.86	3.75	3.87
Sports and recreational opportunities	4.45	4.38	3.65	3.52	3.09
Historical attractions	3.56	3.66	4.65	4.57	4.67
Uniqueness of the local people's way of life	3.09	3.51	4.03	3.68	4.57
Entertainment	4.29	4.01	3.98	4.26	3.63
Accessibility	4.48	3.76	3.66	3.91	3.34
Museums and cultural attractions	3.48	3.47	4.42	4.47	4.26

Table 26. The Perceived Relative Ability of Each Destination to Provide Satisfaction on Each Touristic Attribute in Terms of An Educational Vacation Experience

<u>Attribute</u>	<u>HAWAII</u>	<u>AUSTRALIA</u>	<u>GREECE</u>	<u>FRANCE</u>	<u>CHINA</u>
Food	3.86	3.83	3.92	4.25	3.83
Climate	4.45	4.32	4.15	3.70	3.60
Availability and quality of accommodations	4.33	4.12	3.69	3.96	3.34
Scenery	4.59	4.50	4.54	4.24	4.45
Attitude towards tourists	3.84	4.11	3.85	3.53	3.85
Availability and quality of local transportation	4.16	3.95	3.51	3.93	3.21
Local Price Levels	2.71	3.38	3.49	2.80	3.60
Communication due to language barriers	4.65	4.56	3.17	3.14	2.58
Shopping	3.92	3.93	3.91	4.21	3.91
Festivals and special events	3.88	3.71	3.84	3.81	3.99
Sports and recreational opportunities	4.40	4.29	3.68	3.56	3.09
Historical attractions	3.68	3.66	4.74	4.57	4.68
Uniqueness of the local people's way of life	3.14	3.56	4.05	3.69	4.59
Entertainment	4.26	3.87	3.93	4.28	3.64
Accessibility	4.56	3.89	3.87	4.16	3.58
Museums and cultural attractions	3.45	3.61	4.50	4.53	4.32

The Influence of An Individual's Familiarity with A Destination on the  
Perceived Attractiveness of That Particular Destination

This section of analysis and results examines the influence of an individual's familiarity with a destination on the perceived attractiveness of that particular destination. An individual's familiarity with a destination is shaped by his previous visitation experience with that particular destination. This influence was examined by employing the student t test to compare the scores for the perceived ability of each destination to provide satisfaction on each touristic attribute as rated by the respondents who had previously been to each of the five destinations (visitors), and the respondents who had never been to each of the five destinations before (non-visitors).

#### HAWAII

Among the sixteen touristic attributes selected, significant differences were found in Hawaii's ability to provide satisfaction on four attributes as perceived by visitors and non-visitors from the two different types of vacation experience perspectives. In both cases, climate was perceived more favorably by visitors than it was by non-visitors. In the case of an educational vacation experience, sports and recreational opportunities, availability/quality of accommodations, and ease of communications were all perceived more favorably by visitors than they were by non-visitors. In other words, the perceived attractiveness of Hawaii as a tourism destination was influenced favorably by previous visitation experience along the four attributes (Table 27 and 28).

Table 27. The Impact of An Individual's Previous Visitation Experience on the Perceived Attractiveness of Hawaii From A Recreational Vacation Experience Perspective

<u>Attribute</u>	<u>Visitors</u> (n = 100)	<u>Non-visitors</u> (n = 100)	<u>Impact</u> (+ -)	<u>Significance</u> <u>Level</u>
Climate	4.64	4.33	+	0.03

"+" means positive impact "-" means negative impact

Table 28. The Impact of An Individual's Previous Visitation Experience on the Perceived Attractiveness of Hawaii From An Educational Vacation Experience Perspective

<u>Attribute</u>	<u>Visitors</u> (n = 79)	<u>Non-visitors</u> (n = 121)	<u>Impact</u> (+ -)	<u>Significance</u> <u>Level</u>
Sports & recreational opportunities	4.69	4.20	+	0.00
Climate	4.66	4.31	+	0.00
Communication due to language barriers	4.77	4.58	+	0.01
Availability and quality of accommodations	4.47	4.24	+	0.05

#### AUSTRALIA

Significant differences were found in Australia's ability to provide satisfaction on five attributes as perceived by visitors and non-visitors. From a recreational vacation experience perspective, Australia's ability to provide satisfaction on shopping was perceived to

be lower by visitors than it was by non-visitors. However, from an educational vacation experience perspective, Australia's ability to satisfy tourists' needs for sports and recreational opportunities, entertainment, uniqueness of the local people's way of life, and availability/quality of accommodations were all perceived to be higher by visitors than they were by non-visitors (See Table 29 and Table 30).

Table 29. The Impact of An Individual's Previous Visitation Experience on the Perceived Attractiveness of Australia From A Recreational Vacation Experience Perspective

<u>Attribute</u>	<u>Visitors</u> (n = 27)	<u>Non-visitors</u> (n = 173)	<u>Impact</u> (+ -)	<u>Significance</u> <u>Level</u>
Shopping	3.48	3.89	-	0.04

Table 30. The Impact of An Individual's Previous Visitation Experience on the Perceived Attractiveness of Australia From An Educational Vacation Experience Perspective

<u>Attribute</u>	<u>Visitors</u> (n = 23)	<u>Non-visitors</u> (n = 177)	<u>Impact</u> (+ -)	<u>Significance</u> <u>Level</u>
Sports and recreational opportunities	4.68	4.23	+	0.00
Entertainment	4.26	3.82	+	0.01
Uniqueness of the local people's way of life	3.91	3.51	+	0.04
Availability and quality of accommodations	4.43	4.08	+	0.05

## GREECE

Although no significant differences existed between visitors and non-visitors in the perceived ability of Greece to provide satisfaction on any touristic attributes from an educational vacation experience perspective, a difference did exist in the perceived ability of Greece to provide satisfaction on reasonable local prices from a recreational vacation experience perspective. In this case, Greece's ability to provide satisfaction on reasonable local prices was perceived to be higher by visitors than it was by non-visitors (See Table 31).

Table 31. The Impact of An Individual's Previous Visitation Experience on the Perceived Attractiveness of Greece From A Recreational Vacation Experience Perspective

<u>Attribute</u>	<u>Visitors</u> (n = 35)	<u>Non-visitors</u> (n = 165)	<u>Impact</u> (+ -)	<u>Significance</u> <u>Level</u>
Local price levels	4.06	3.41	+	0.00

## FRANCE

Between visitors and non-visitors, significant differences were found for France in its perceived ability to provide satisfaction on six attributes. From a recreational vacation experience perspective, visitors had more favorable perceptions about the availability/quality of local transportation and accessibility to France than non-visitors. From an educational vacation experience perspective, visitors had more favorable perceptions about France's historical and cultural attractions but less favorable perceptions about the uniqueness of local people's

way of life and local price levels than did non-visitors (See Table 32 and Table 33).

Table 32. The Impact of An Individual's Previous Visitation Experience on the Perceived Attractiveness of France From A Recreational Vacation Experience Perspective

<u>Attribute</u>	<u>Visitors</u> (n = 69)	<u>Non-visitors</u> (n = 131)	<u>Impact</u> (+ -)	<u>Significance</u> <u>Level</u>
Accessibility	4.13	3.79	+	0.01
Availability and quality of local transportation	4.03	3.76	+	0.03

Table 33. The Impact of An Individual's Previous Visitation Experience on the Perceived Attractiveness of France From An Educational Vacation Experience Perspective

<u>Attribute</u>	<u>Visitors</u> (n = 56)	<u>Non-visitors</u> (n = 144)	<u>Impact</u> (+ -)	<u>Significance</u> <u>Level</u>
Museums and cultural attractions	4.75	4.44	+	0.00
Historical attractions	4.76	4.50	+	0.00
Local price levels	2.54	2.90	-	0.01
Uniqueness of the local people's way of life	3.46	3.78	-	0.02



## CHINA

There was no significant difference found for China in its perceived ability to provide satisfaction on any of touristic attributes as perceived between visitors and non-visitors from a recreational vacation experience perspective. A difference did exist for China in its ability to provide satisfaction on historical attractions, food, local price levels, and entertainment from an educational vacation experience perspective. While visitors had more favorable impressions on the historical attractions, food and local price levels than non-visitors, they had less favorable impressions regarding entertainment than did non-visitors (See Table 34)

Table 34. The Impact of An Individual's Previous Visitation Experience on the Perceived Attractiveness of China From An Educational Vacation Experience Perspective

<u>Attribute</u>	<u>Visitors</u> (n = 14)	<u>Non-visitors</u> (n = 186)	<u>Impact</u> (+ -)	<u>Significance</u> <u>Level</u>
Historical attractions	4.93	4.66	+	0.00
Food	4.36	3.79	+	0.03
Local price levels	4.14	3.56	+	0.04
Entertainment	3.14	3.68	-	0.05

A Numerical Measure of the Touristic Attractiveness of Each of the Five Destinations in Terms of the Two Different Types of Vacation Experiences

The last step in the study was the establishment of a numerical measure of the touristic attractiveness of each destination in terms of the two different types of vacation experiences. The situational-specific multi-attribute attitude model was used to calculate a pair of summed scores for each destination's touristic attractiveness in terms of each type of vacation experience. The situational-specific multi-attribute attitude model can be described by the following formula:

$$A_{js} = \sum_{i=1}^n I_{is} B_{ijs}$$

Where

- $A_{js}$  = touristic attractiveness of destination  $j$  in terms of vacation experience type  $s$
- $I_{is}$  = importance of touristic attribute  $i$  in contributing to the touristic attractiveness of a destination in terms of vacation experience type  $s$
- $B_{ijs}$  = perceptions concerning the ability of destination  $j$  to satisfy tourists' needs for attribute  $i$  in terms of vacation experience type  $s$
- $n$  = number of attributes concerned
- $s$  = vacation experience type

As can be seen from the above model, the numerical measure of each destination's touristic attractiveness scores in terms of different types of vacation experiences is the sum of the sixteen products of the average importance rating of each touristic attribute in terms of a vacation experience type ( $I_{is}$ ), and the average rating of the perceptions concerning the ability of the particular destination to satisfy tourists' needs for the corresponding attribute in terms of the

corresponding vacation experience type ( $B_{ijs}$ ). These scores are shown in Table 35.

For example, the summed attractiveness score of 225.07 shown on Table 35 for Hawaii in terms of a recreational vacation experience was arrived by the following calculations:

$$(4.13 \times 4.45) + (4.11 \times 4.51) + \dots + (2.58 \times 3.82).$$

Table 35. Summed Scores and Ranks for the Touristic Attractiveness of Each Destination in terms of A Recreational Vacation Experience and An Educational Vacation Experience

<u>Destination</u>	<u>Summed Attractiveness Scores</u>		<u>Ranks of Attractiveness</u>	
	<u>recreation</u>	<u>education</u>	<u>recreation</u>	<u>education</u>
Hawaii	225.07	219.12	1	3
Australia	222.37	220.94	2	1
Greece	217.79	220.51	3	2
France	215.47	218.17	4	4
China	205.62	212.17	5	5

As can be seen from Table 35, the attractiveness scores for each of the five destinations selected can be viewed in two ways. First, these scores indicate the relative attractiveness of a destination in relation to others in terms of each type of vacation experience. For example, in terms of a recreational vacation experience, Hawaii is the most attractive destination among the five destinations selected. China is the least attractive from this type of vacation experience perspective. Greece's touristic attractiveness for this type of vacation experience

is in the middle. On the other hand, as evaluated from an educational vacation experience perspective, Australia and Greece are the two most attractive destinations, and China the least attractive. The perceived attractiveness of Hawaii is third in terms of this type of vacation experience. Second, these scores show the relative attractiveness of a destination itself in terms of the two different types of vacation experiences. For instance, China is more attractive for an educational vacation experience than it is for a recreational vacation experience. Conversely, Hawaii is more attractive for a recreational vacation experience than it is for an educational vacation experience. Australia, however, as revealed by its scores, can be seen as a destination which is attractive for both recreational vacation experience and educational vacation experience.

As also can be seen from Table 35, the summed attractiveness scores of France and China in terms of an educational vacation experience were not as high as they were anticipated. This finding has two possible interpretations. First, some socio-cultural related factors that would favor an educational vacation experience might have been overlooked and excluded from the set of sixteen attributes selected in this study and, therefore, made these two destinations' attractiveness scores for an educational vacation experience lower than those for Hawaii and Australia. Second, since the perceived abilities of Australia and Hawaii to provide satisfaction on such attributes as accessibility, local people's attitude, scenery, and communication with the local people were perceived to be higher than those of France and China, they gave more weight to the total attractiveness scores for these two countries in terms of an educational vacation experience. This, in turn, offsets the

anticipated higher abilities of France and China to satisfy tourists' needs for an educational vacation experience and, therefore, makes scores for Australia and Hawaii in this regard even higher than those for France and China.

## CONCLUSIONS AND IMPLICATIONS

As an exploratory study, this research has measured destination attractiveness using a situational approach. The analysis, based on the situations describing two different types of vacation experiences, led to the following findings and implications:

1. The Relative Importance of Each Touristic Attribute in Contributing to the Attractiveness of A Tourism Destination in Terms of the Two Different Types of Vacation Experiences

Twelve of the sixteen touristic attributes selected for this study were evaluated differentially across the two different types of vacation experiences. The analysis seems to suggest that there are three groups of touristic attributes which have different influences on people's evaluation of the attractiveness of a tourism destination in terms of the two different types of vacation experiences.

The first group includes four touristic attributes, shopping, attitudes towards tourists, availability and quality of local transportation, and local price levels. This group of attributes has the same relative importance in influencing people's evaluation of the attractiveness of a tourism destination in terms of both types of vacation experiences, although their importance levels are different (See Table 36).

Table 36. The Group of Touristic Attributes Which Has the Same Relative Importance in Influencing People's Evaluation of the Touristic Attractiveness of A Tourism Destination in Terms of the Both Types of Vacation Experiences

Attribute	Importance Rating		Significance Between Groups	Importance Ranking	
	rec	edu		rec	edu
Shopping	2.58	2.76	0.13	16	16
Attitude toward tourists	3.90	3.78	0.23	4	4
Availability & quality of local transportation	3.39	3.34	0.63	11	11
Local price levels	3.60	3.60	0.96	6	8

The second group of touristic attributes includes three attributes, climate, availability/quality of accommodations, and sports and recreational opportunities. This group of touristic attributes has a very important influence on people's evaluation of the attractiveness of a tourism destination in terms of a recreational vacation experience, but a much lower level of influence concerning an educational vacation experience (See Table 37).

Table. 37 The Group of Touristic Attributes Which Has Vary Important Influence on People's Evaluation of the Attractiveness of A Tourism Destination in Terms of A Recreational Vacation Experience

Attribute	Importance Rating rec	Importance Rating edu	Significance Between Groups	Importance Ranking rec	Importance Ranking edu
Climate	4.11	3.32	.00	2	12
Availability & quality of accommodations	4.01	3.57	.00	3	9
Sports & recreational opportunities	3.52	2.97	.00	8	15

The third group of touristic attributes includes another three attributes, uniqueness of the local people's way of life, historical attractions, and museums and cultural attractions. This group of touristic attributes has a very important influence on people's evaluation of the touristic attractiveness of a tourism destination in terms of an educational vacation experience. Conversely, this set of attributes is considered less relevant for a recreational vacation experience (See Table 38).



Table 38. The Group of Touristic Attributes Which Has Very Important Influence on People's Evaluation of the Attractiveness of A Tourism Destination in Terms of An Educational Vacation Experience

Attribute	Importance Rating edu	Importance Rating rec	Significance Between Groups	Importance Ranking edu	Importance Ranking rec
Uniqueness of the local people's way of life	3.96	3.59	0.00	1	7
Historical attractions	3.92	3.45	0.00	2	10
Museums and cultural attractions	3.75	3.22	0.00	6	13

The implications of these findings have both theoretical and practical dimensions. From a theoretical standpoint it is seen that situational factors must be incorporated into previous studies of destination attractiveness if we are to improve our measure of the relative importance of touristic attribute in influencing tourists' evaluation of the attractiveness of a travel destination. From a practical standpoint it implies that since tourists accord different orders of importance to different aspects of a destination, destination managers addressing different markets should place different priorities on improving and enhancing the physical and perceptual attractiveness of their tourism products. For example, for tourism regions which have tourist/recreational resources and therefore, the potential capacity of providing tourists with a recreational vacation experience, development and marketing efforts should be directed to promote their scenery, climate, and to develop the accommodation and sports/recreational facilities and services. Similarly, tourism regions which have a rich

history and unique cultural heritage and therefore, the potential capacity of providing tourists with an educational vacation experience, should place the tourism development and marketing emphasis on the preservation and promotion of historical and cultural attractions and the uniqueness of the local people's ways of life. However, as these findings imply, all tourism regions should encourage their residents to be friendly to the tourists.

2. The Perceived Ability of Each Destination to Provide Satisfaction on Each Touristic Attribute in Terms of the Two Different Types of Vacation Experiences

Although the majority of touristic attributes selected were perceived to be similar as rated from the two different types of vacation experience perspectives, there were four touristic attributes which were perceived differentially across the two different types of vacation experiences. This finding suggests that when tourists assess a destination's ability to satisfy their needs for tourism infrastructure related aspects from an educational vacation experience perspective, they tend to be more tolerant about the performance of a destination's delivery of these aspects (See Table 24). This finding may have practical implications for the tourism regions which have attractive educational benefits for tourists but are still in an early stage of the tourism development. For this type of tourism region, the tourism infrastructure related facilities and services can be planned and developed on an above-minimal touristic quality basis because the tourists who are determined to seek educational vacation experiences in

these regions would not expect as much from these aspects as those who seek recreational vacation experience.

3. The Impact of An Individual's Previous Visitation Experience with A Destination on the Perceived Attractiveness of That Particular Destination

The perceived attractiveness of a tourism destination was influenced by previous visitation experience with that particular destination. This finding not only supports the hypothesis, but also appears to suggest that people generally have more positive impressions about the destinations they have visited (See Table 27 to Table 34).

One implication is relevant to this finding. Since there is always a disparity between the image and the reality of a tourism destination, and image usually seems to lag behind reality, the managers of a tourism region need to investigate the images of their products as held by both visitors and non-visitors. In so doing, destination planners and marketers will be able to define areas and choose directions which will improve and enhance the physical attractiveness of their products, and send messages designed to improve and enhance the perceptual attractiveness of their tourism products.

4. The Numerical Measure of the Relative Attractiveness of Each Destination in Terms of the Two Different Types of Vacation Experiences

A pair of numerical scores for the perceived touristic attractiveness of each of the five destinations selected in this study was obtained by using the situation-specific multi-attribute model. These scores indicate that the perceived attractiveness of a tourism destination can be viewed along two dimensions. First, they show the perceived relative attractiveness of a destination in relation to others in terms of each type of vacation experience. Second, they suggest the comparative attractiveness of a destination itself in terms of the two different types of vacation experiences. As such, according to the attractiveness scores derived from this study, Hawaii is the most attractive destination in terms of a recreational vacation experience, and Australia and Greece are the most attractive destinations in terms of an educational vacation experience when viewed along the first dimension. However, when viewed along the second dimension, Greece, France, and China can be seen as more education type destinations, and Hawaii and Australia as more recreational type destinations.

This may suggest some practical implications. It is felt that by performing the measurement of a destination's attractiveness from both types of vacation experience perspectives, the management of a tourism region will be able to identify not only its comparative position in relation to other competing regions, but also the type of destination (either recreation or education, or both) as viewed by the general

travel public. For instance, if a tourism region's attractiveness scores for a recreational vacation experience are higher than those for an educational vacation experience, it could indicate that the tourists are more likely to view this destination as a more recreation type than education type destination. Therefore, the management of this tourism region will have a guide and can develop and market its tourism products by addressing those key aspects which are seen as the most important to their recreational vacation experience.

##### 5. Recommendations for Each of the Five Destinations

Finally, the research findings also lead to some recommendations for each of the five destinations with respect to the improvement and enhancement of both the physical and perceptual attractiveness of its tourism products.

Hawaii and Australia are perceived as the two most attractive destinations for a recreational vacation experience. Since natural beauty, climate, availability/quality of accommodations, sports and recreational opportunities are seen as the most important benefits sought by recreational vacationers, they should address them in their marketing and development efforts. In addition, they should send more messages to their markets to promote their museums, cultural attractions, uniqueness of the local people's ways of life, and historical attractions in order to attract those tourists who enjoy participating in these aspects while they go there primarily for relaxation and recreation. Greece, France and China need to emphasize their historical attractions, uniqueness of the local people's ways of

3. More appropriate research methodologies and measurement scales need to be developed to explore the relationship between attribute importance level and the ways tourists perceive the ability of a destination to provide satisfaction for their needs for different types of vacation experiences.

It is hoped that this exploratory study will serve as a useful basis for stimulating further interest in using a situational approach to measure the notion of destination attractiveness.

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## APPENDIX A

## ATTRIBUTES FOR JUDGING THE TOURISTIC ATTRACTIVENESS

Criterion	Considerations
Scenery	which includes the general topography; flora and fauna; proximity to lakes, rivers, sea; mountains; islands; hot and mineral water springs; caverns; waterfalls.
Climate	which includes amount of sunshine; temperature; winds, precipitation; and discomfort index.
Attitudes to Tourists	which involves warmth of reception by the local population; willingness to provide information; and a lack of hostility toward tourism activities.
Festival and special events	which includes traditional music, dance, religious/ethnographic ceremonies; sports events and competitions.
Language difficulty	which concerns difficulties of communications due to the different language spoken by the local population.
Local people's way of life	which includes traditions; gastronomic practices; work and leisure behavior; religion; education; dress; and architecture.
Availability/quality accommodations	which involves the ease of reservations; of availability of different classes of hotels/motels; comfort of facilities; and quality of service delivery.
Availability/quality transportation	which involves ease of reservations; of availability of different means of transportation; convenience and reliability of schedules; quality of service delivery.
Accessibility	which includes the physical distance to the destination; the time involved in reaching the destination; practical barriers due to entry procedures, customs, and inspections
Price levels	which involves the value received for money spent on major services, food, lodging, and transportation within the destination

Food	which includes availability/quality of both home and local food and services produced in the local restaurants.
Entertainment	which includes theatres; movies; casinos; and nightlife.
Sports and recreational opportunities	which includes hunting; fishing; swimming; skiing; sailing; golfing; tennis; horseback riding; bicycling; hiking; and picnicing.
Shopping	which includes souvenir and gift shops; handicraft shops boutiques; shopping malls; markets; and commercial displays
Museums and cultural attractions	which includes art museums; archeological and ethnographic museums; zoos; botanical gardens; and aquariums.
Historical attractions	which includes ancient ruins; sites well known due to important historical events, figures and legends.

## APPENDIX B.1

## QUESTIONNAIRE VERSION A

Date \_\_\_\_\_ Interviewer \_\_\_\_\_ Telephone No. \_\_\_\_\_

Hollo: This is \_\_\_\_\_ calling from the U of C. I am a graduate student and I am doing a telephone survey for my thesis study on people's opinions about travel. Would you be willing to complete the survey questionnaire for me?

IF NO: THANK YOU VERY MUCH. I HOPE I HAVE NOT DISTURBED YOU.

IF YES: THANK YOU VERY MUCH. ARE YOU 16 YEARS OF AGE OR OLDER?

IF YES: GO TO Q1

IF NO: IS THERE SOMEONE ELSE IN THE HOUSEHOLD WHO IS 16 OR OLDER WHO COULD TALK TO US?

Q.1 For the purposes of this study please consider a vacation which would plan for recreation or purposes of relaxztion. Now I am going to read you a list of attributes and I would like you to tell me if each attribute is of no importance, of little importance, is somehow important, important, or very important to you when you are choosing a destination primarily for such reasons.

	ALMOST NO IMPORTANCE	LITTLE IMPORTANCE	SOMEWHAT IMPORTANT	IMPORTANT	VERY IMPORTANT
1 AVAILABILITY/QUALITY OF ACCOMMODATION	1	2	3	4	5
2 CLIMATE	1	2	3	4	5
3 FOOD	1	2	3	4	5
4 SHOPPING	1	2	3	4	5
5 ENTERTAINMENT	1	2	3	4	5
6 LOCAL PRICE LEVELS	1	2	3	4	5

	ALMOST NO IMPORTANCE	LITTLE IMPORTANCE	SOMEWHAT IMPORTANT	IMPORTANT	VERY IMPORTANT
7	ATTITUDES TOWARD TOURISTS				
	1	2	3	4	5
8	SPORTS AND RECREATIONAL OPPORTUNITIES				
	1	2	3	4	5
9	SCENERY				
	1	2	3	4	5
10	HISTORICAL ATTRACTIONS				
	1	2	3	4	5
11	COMMUNICATION DIFFICULTIES DEU TO LANGUAGE VARRIERS				
	1	2	3	4	5
12	FESTIVALS AND SPECIAL EVENTS				
	1	2	3	4	5
13	AVAILABILITY/QUALITY OF TRANSPORTATION				
	1	2	3	4	5
14	MUSEUMS AND CULTURAL ATTRACTIONS				
	1	2	3	4	5
15	UNIQUENESS OF THE LOCAL PEOPLE'S WAY OF LIFE				
	1	2	3	4	5
16	ACCESSIBILITY OF THE DESTINATION				
	1	2	3	4	5

Q.2 Please continue to think about a vacation planned for recreation or purposes of relaxation. I would like you to consider 5 locations: Hawaii, Australia, Greece, France, and the People's Republic of China. Now I am going to read the same list of attributes to you as before and I would like you to state whether each destination, in terms of meeting your needs for recreation or relaxation, is very poor, poor, fair, good, or very good for each Attribute.

	VERY POOR	POOR	FAIR	GOOD	VERY GOOD	NOT STATED
1 FOOD						
HAWAII	1	2	3	4	5	6
AUSTRALIA	1	2	3	4	5	6
GREECE	1	2	3	4	5	6
FRANCE	1	2	3	4	5	6
CHINA	1	2	3	4	5	6
2 CLIMATE						
HAWAII	1	2	3	4	5	6
AUSTRALIA	1	2	3	4	5	6
GREECE	1	2	3	4	5	6
FRANCE	1	2	3	4	5	6
CHINA	1	2	3	4	5	6
3 AVAILABILITY/QUALITY OF ACCOMMODATION						
HAWAII	1	2	3	4	5	6
AUSTRALIA	1	2	3	4	5	6
GREECE	1	2	3	4	5	6
FRANCE	1	2	3	4	5	6
CHINA	1	2	3	4	5	6

	VERY POOR	POOR	FAIR	GOOD	VERY GOOD	NOT STATED
4 SCENERY						
HAWAII	1	2	3	4	5	6
AUSTRALIA	1	2	3	4	5	6
GREECE	1	2	3	4	5	6
FRANCE	1	2	3	4	5	6
CHINA	1	2	3	4	5	6
5 ATTITUDES TOWARDS TOURISTS						
HAWAII	1	2	3	4	5	6
AUSTRALIA	1	2	3	4	5	6
GREECE	1	2	3	4	5	6
FRANCE	1	2	3	4	5	6
CHINA	1	2	3	4	5	6
6 AVAILABILITY/QUALITY OF TRANSPORTATION						
HAWAII	1	2	3	4	5	6
AUSTRALIA	1	2	3	4	5	6
GREECE	1	2	3	4	5	6
FRANCE	1	2	3	4	5	6
CHINA	1	2	3	4	5	6
7 REASONABLE LOCAL PRICES						
HAWAII	1	2	3	4	5	6
AUSTRALIA	1	2	3	4	5	6
GREECE	1	2	3	4	5	6
FRANCE	1	2	3	4	5	6
CHINA	1	2	3	4	5	6

## 8 EASE OF COMMUNICATION

HAWAII	1	2	3	4	5	6
AUSTRALIA	1	2	3	4	5	6
GREECE	1	2	3	4	5	6
FRANCE	1	2	3	4	5	6
CHINA	1	2	3	4	5	6

## 9 SHOPPING

HAWAII	1	2	3	4	5	6
AUSTRALIA	1	2	3	4	5	6
GREECE	1	2	3	4	5	6
FRANCE	1	2	3	4	5	6
CHINA	1	2	3	4	5	6

## 10 FESTIVALS AND SPECIAL EVENTS

HAWAII	1	2	3	4	5	6
AUSTRALIA	1	2	3	4	5	6
GREECE	1	2	3	4	5	6
FRANCE	1	2	3	4	5	6
CHINA	1	2	3	4	5	6

## 11 SPORTS AND RECREATIONAL OPPORTUNITIES

HAWAII	1	2	3	4	5	6
AUSTRALIA	1	2	3	4	5	6
GREECE	1	2	3	4	5	6
FRANCE	1	2	3	4	5	6
CHINA	1	2	3	4	5	6



## 12 HISTORICAL ATTRACTIONS

HAWAII	1	2	3	4	5	6
AUSTRALIA	1	2	3	4	5	6
GREECE	1	2	3	4	5	6
FRANCE	1	2	3	4	5	6
CHINA	1	2	3	4	5	6

## 13 UNIQUENESS OF THE LOCAL PEOPLE'S WAY OF LIFE

HAWAII	1	2	3	4	5	6
AUSTRALIA	1	2	3	4	5	6
GREECE	1	2	3	4	5	6
FRANCE	1	2	3	4	5	6
CHINA	1	2	3	4	5	6

## 14 ENTERTAINMENT

HAWAII	1	2	3	4	5	6
AUSTRALIA	1	2	3	4	5	6
GREECE	1	2	3	4	5	6
FRANCE	1	2	3	4	5	6
CHINA	1	2	3	4	5	6

## 15 ACCESSIBILITY

HAWAII	1	2	3	4	5	6
AUSTRALIA	1	2	3	4	5	6
GREECE	1	2	3	4	5	6
FRANCE	1	2	3	4	5	6
CHINA	1	2	3	4	5	6

## 16 MUSEUMS AND CULTURAL ATTRACTIONS

HAWAII	1	2	3	4	5	6
AUSTRALIA	1	2	3	4	5	6
GREECE	1	2	3	4	5	6
FRANCE	1	2	3	4	5	6
CHINA	1	2	3	4	5	6

Q.3 Have you ever visited Hawaii?

IF YES, how many times \_\_\_\_\_ THEN GO TO Q5  
IF NO, GO TO Q4

Q.4 How familiar/knowledgeable do you consider yourself to be with Hawaii?

	NOT FAMILIAR AT ALL	LITTLE FAMILIAR	FAIRLY FAMILIAR	FAMILIAR	VERY FAMILIAR
HAWAII	1	2	3	4	5

Q.5 Have you ever visited Australia?

IF YES, how many times \_\_\_\_\_ THEN GO TO Q7  
IF NO, GO TO Q6

Q.6 How familiar/knowledgeable do you consider yourself to be with Australia?

	NOT FAMILIAR AT ALL	LITTLE FAMILIAR	FAIRLY FAMILIAR	FAMILIAR	VERY FAMILIAR
Australia	1	2	3	4	5

Q.7 Have you ever visited Greece?

IF YES, how many times \_\_\_\_\_ THEN GO TO Q9  
IF NO, GO TO Q8

Q.8 How familiar/knowledgeable do you consider yourself to be with Greece?

	NOT FAMILIAR AT ALL	LITTLE FAMILIAR	FAIRLY FAMILIAR	FAMILIAR	VERY FAMILIAR
Greece	1	2	3	4	5

Q.9 Have you ever visited France?

IF YES, how many times \_\_\_\_\_ THEN GO TO Q11

IF NO, GO TO 10

Q.10 How familiar/knowledgeable do you consider yourself to be with France?

	NOT FAMILIAR AT ALL	LITTLE FAMILIAR	FAIRLY FAMILIAR	FAMILIAR	VERY FAMILIAR
France	1	2	3	4	5

Q.11 Have you ever visited France?

IF YES, how many times \_\_\_\_\_ THEN GO TO Q13

IF NO, GO TO 12

Q.12 How familiar/knowledgeable do you consider yourself to be with China?

	NOT FAMILIAR AT ALL	LITTLE FAMILIAR	FAIRLY FAMILIAR	FAMILIAR	VERY FAMILIAR
China	1	2	3	4	5

So that we can classify your responses, could you tell me

Q.13 In to which of the following age categories do you fall?

16 - 19 \_\_\_ 20's \_\_\_ 30's \_\_\_ 40's \_\_\_ 50's \_\_\_ 60's and over \_\_\_

Q 14 your education background

Less than high school \_\_\_\_\_ High school \_\_\_\_\_

College/technical graduate \_\_\_ University graduate\_\_\_

Post graduate school \_\_\_\_\_ Other\_\_\_\_\_

Q 15 How many times have you traveled outside Canada in the last 3 years? \_\_\_\_\_

Q 16 PLEASE NOTE IF RESPONDENT IS: MALE \_\_\_\_\_ FEMALE \_\_\_\_\_

THANK YOU VERY MUCH FOR YOUR HELP.

## APPENDIX B.2

## QUESTIONNAIRE VERSION B

Date \_\_\_\_\_ Interviewer \_\_\_\_\_ Telephone No. \_\_\_\_\_

Hollo: This is \_\_\_\_\_ calling from the U of C. I am a graduate student and I am doing a telephone survey for my thesis study on people's opinions about travel. Would you be willing to complete the survey questionnaire for me?

IF NO: THANK YOU VERY MUCH. I HOPE I HAVE NOT DISTURBED YOU.

IF YES: ARE YOU 16 YEARS OF AGE OR OLDER?

IF NO: IS THERE SOMEONE ELSE IN THE HOUSEHOLD WHO IS 16 OR OLDER WHO COULD TALK TO US?

Q.1 For the purposes of this study please consider a vacation which would plan for educational purposes, that is, for learning about and gaining knowledge and understanding of a destination. Now I am going to read you a list of attributes and I would like you to tell me if each attribute is of no importance, of little importance, is somehow important, important, or very important to you when you are choosing a destination primarily for such reasons.

	ALMOST NO IMPORTANCE	LITTLE IMPORTANCE	SOMEWHAT IMPORTANT	IMPORTANT	VERY IMPORTANT
1 AVAILABILITY/QUALITY OF ACCOMMODATION	1	2	3	4	5
2 CLIMATE	1	2	3	4	5
3. FOOD	1	2	3	4	5
4 SHOPPING	1	2	3	4	5
5 ENTERTAINMENT	1	2	3	4	5
LOCAL PRICE LEVELS	1	2	3	4	5

	ALMOST NO IMPORTANCE	LITTLE IMPORTANCE	SOMEWHAT IMPORTANT	IMPORTANT	VERY IMPORTANT
7	ATTITUDES TOWARD TOURISTS				
	1	2	3	4	5
8	SPORTS AND RECREATIONAL OPPORTUNITIES				
	1	2	3	4	5
9	SCENERY				
	1	2	3	4	5
10	HISTORICAL ATTRACTIONS				
	1	2	3	4	5
11	COMMUNICATION DIFFICULTIES DEU TO LANGUAGE VARRIERS				
	1	2	3	4	5
12	FESTIVALS AND SPECIAL EVENTS				
	1	2	3	4	5
13	AVAILABILITY/QUALITY OF TRANSPORTATION				
	1	2	3	4	5
14	MUSEUMS AND CULTURAL ATTRACTIONS				
	1	2	3	4	5
15	UNIQUENESS OF THE LOCAL PEOPLE'S WAY OF LIFE				
	1	2	3	4	5
16	ACCESSIBILITY OF THE DESTINATION				
	1	2	3	4	5

Q.2 Please continue to think about a vacation planned for educational purposes, that is, for learning about and gaining knowledge and understanding of a destination. I would like you to consider 5 locations: Hawaii, Australia, Greece, France, and the People's Republic of China. Now I am going to read the same list of attributes to you as before and I would like you to state whether each destination, in terms of meeting your needs for such an educational vacation, is very poor, poor, fair, good, or very good for each Attribute

	VERY POOR	POOR	FAIR	GOOD	VERY GOOD	NOT STATED
1 FOOD						
HAWAII	1	2	3	4	5	6
AUSTRALIA	1	2	3	4	5	6
GREECE	1	2	3	4	5	6
FRANCE	1	2	3	4	5	6
CHINA	1	2	3	4	5	6
2 CLIMATE						
HAWAII	1	2	3	4	5	6
AUSTRALIA	1	2	3	4	5	6
GREECE	1	2	3	4	5	6
FRANCE	1	2	3	4	5	6
CHINA	1	2	3	4	5	6
3 AVAILABILITY/QUALITY OF ACCOMMODATION						
HAWAII	1	2	3	4	5	6
AUSTRALIA	1	2	3	4	5	6
GREECE	1	2	3	4	5	6
FRANCE	1	2	3	4	5	6
CHINA	1	2	3	4	5	6

	VERY POOR	POOR	FAIR	GOOD	VERY GOOD	NOT STATED
4 SCENERY						
HAWAII	1	2	3	4	5	6
AUSTRALIA	1	2	3	4	5	6
GREECE	1	2	3	4	5	6
FRANCE	1	2	3	4	5	6
CHINA	1	2	3	4	5	6
5 ATTITUDES TOWARDS TOURISTS						
HAWAII	1	2	3	4	5	6
AUSTRALIA	1	2	3	4	5	6
GREECE	1	2	3	4	5	6
FRANCE	1	2	3	4	5	6
CHINA	1	2	3	4	5	6
6 AVAILABILITY/QUALITY OF TRANSPORTATION						
HAWAII	1	2	3	4	5	6
AUSTRALIA	1	2	3	4	5	6
GREECE	1	2	3	4	5	6
FRANCE	1	2	3	4	5	6
CHINA	1	2	3	4	5	6
7 REASONABLE LOCAL PRICES						
HAWAII	1	2	3	4	5	6
AUSTRALIA	1	2	3	4	5	6
GREECE	1	2	3	4	5	6
FRANCE	1	2	3	4	5	6
CHINA	1	2	3	4	5	6

## 8 EASE OF COMMUNICATION

HAWAII	1	2	3	4	5	6
AUSTRALIA	1	2	3	4	5	6
GREECE	1	2	3	4	5	6
FRANCE	1	2	3	4	5	6
CHINA	1	2	3	4	5	6

## 9 SHOPPING

HAWAII	1	2	3	4	5	6
AUSTRALIA	1	2	3	4	5	6
GREECE	1	2	3	4	5	6
FRANCE	1	2	3	4	5	6
CHINA	1	2	3	4	5	6

## 10 FESTIVALS AND SPECIAL EVENTS

HAWAII	1	2	3	4	5	6
AUSTRALIA	1	2	3	4	5	6
GREECE	1	2	3	4	5	6
FRANCE	1	2	3	4	5	6
CHINA	1	2	3	4	5	6

## 11 SPORTS AND RECREATIONAL OPPORTUNITIES

HAWAII	1	2	3	4	5	6
AUSTRALIA	1	2	3	4	5	6
GREECE	1	2	3	4	5	6
FRANCE	1	2	3	4	5	6
CHINA	1	2	3	4	5	6



## 12 HISTORICAL ATTRACTIONS

HAWAII	1	2	3	4	5	6
AUSTRALIA	1	2	3	4	5	6
GREECE	1	2	3	4	5	6
FRANCE	1	2	3	4	5	6
CHINA	1	2	3	4	5	6

## 13 UNIQUENESS OF THE LOCAL PEOPLE'S WAY OF LIFE

HAWAII	1	2	3	4	5	6
AUSTRALIA	1	2	3	4	5	6
GREECE	1	2	3	4	5	6
FRANCE	1	2	3	4	5	6
CHINA	1	2	3	4	5	6

## 14 ENTERTAINMENT

HAWAII	1	2	3	4	5	6
AUSTRALIA	1	2	3	4	5	6
GREECE	1	2	3	4	5	6
FRANCE	1	2	3	4	5	6
CHINA	1	2	3	4	5	6

## 15 ACCESSIBILITY

HAWAII	1	2	3	4	5	6
AUSTRALIA	1	2	3	4	5	6
GREECE	1	2	3	4	5	6
FRANCE	1	2	3	4	5	6
CHINA	1	2	3	4	5	6

## 16 MUSEUMS AND CULTURAL ATTRACTIONS

HAWAII	1	2	3	4	5	6
AUSTRALIA	1	2	3	4	5	6
GREECE	1	2	3	4	5	6
FRANCE	1	2	3	4	5	6
CHINA	1	2	3	4	5	6

Q.3 Have you ever visited Hawaii?

IF YES, how many times \_\_\_\_\_ THEN GO TO Q5  
IF NO, GO TO Q4

Q.4 How familiar/knowledgeable do you consider yourself to be with Hawaii?

	NOT FAMILIAR AT ALL	LITTLE FAMILIAR	FAIRLY FAMILIAR	FAMILIAR	VERY FAMILIAR
HAWAII	1	2	3	4	5

Q.5 Have you ever visited Australia?

IF YES, how many times \_\_\_\_\_ THEN GO TO Q7  
IF NO, GO TO Q6

Q.6 How familiar/knowledgeable do you consider yourself to be with Australia?

	NOT FAMILIAR AT ALL	LITTLE FAMILIAR	FAIRLY FAMILIAR	FAMILIAR	VERY FAMILIAR
Australia	1	2	3	4	5

Q.7 Have you ever visited Greece?

IF YES, how many times \_\_\_\_\_ THEN GO TO Q9  
IF NO, GO TO Q8

Q.8 How familiar/knowledgeable do you consider yourself to be with Greece?

	NOT FAMILIAR AT ALL	LITTLE FAMILIAR	FAIRLY FAMILIAR	FAMILIAR	VERY FAMILIAR
Greece	1	2	3	4	5

Q.9 Have you ever visited France?

IF YES, how many times \_\_\_\_\_ THEN GO TO Q11  
IF NO, GO TO 10

Q.10 How familiar/knowledgeable do you consider yourself to be with France?

	NOT FAMILIAR AT ALL	LITTLE FAMILIAR	FAIRLY FAMILIAR	FAMILIAR	VERY FAMILIAR
France	1	2	3	4	5

Q.11 Have you ever visited France?

IF YES, how many times \_\_\_\_\_ THEN GO TO Q13  
IF NO, GO TO 12

Q.12 How familiar/knowledgeable do you consider yourself to be with China?

	NOT FAMILIAR AT ALL	LITTLE FAMILIAR	FAIRLY FAMILIAR	FAMILIAR	VERY FAMILIAR
China	1	2	3	4	5

So that we can classify your responses, could you tell me

Q.13 In to which of the following age categories do you fall?

16 - 19 \_\_\_ 20's \_\_\_ 30's \_\_\_ 40's \_\_\_ 50's \_\_\_ 60's and over \_\_\_

Q.14 your education background

Less than high school \_\_\_\_\_ High school \_\_\_\_\_

College/technical graduate \_\_\_ University graduate\_\_

Post graduate school \_\_\_\_\_ Other\_\_\_\_\_

Q.15 How many times have you traveled outside Canada in the last 3 years? \_\_\_\_\_

Q.16 PLEASE NOTE IF RESPONDENT IS: MALE \_\_\_\_\_ FEMALE \_\_\_\_\_

THANK YOU VERY MUCH FOR YOUR HELP.