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ABSTRACT

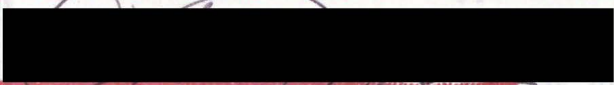
AN ANALYSIS OF THE RELATIONSHIPS BETWEEN THE IMAGE OF BRITISH COLUMBIA AND THE TRAVEL INTEREST OF AMERICAN TOURISTS

by
MARTIN HUGH MONKMAN
B.Sc., University of Victoria, 1983

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17 May 94

We accept this thesis as conforming
to the required standard



Dr. Colin Wood, Supervisor (Department of Geography)



Dr. Susan Elliott, Departmental Member (Department of Geography)



Dr. Peter Murphy, Outside Member (School of Business)



Dr. Mark Pritchard, External Examiner (School of Business)

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University of Victoria

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ABSTRACT

Supervisor: Dr. Colin J.B. Wood

Tourism has shown remarkable growth in the post-World War Two era. In spite of this growth, social scientists have only recently begun to shown substantial interest in tourism as a suitable topic for research. Tourism destination choice is a form of spatial choice, made about a pleasure trip to an area that the traveller may know little about. Geographers have developed a number of spatial choice models, but have not applied these models in the context of tourism.

This research uses as its conceptual framework the model of traveller destination choice developed by Woodside and Lysonski (1989). The model suggests that the affective associations, which can be conceptualized as the image, a traveller holds of a destination will play a large part in determining the level of interest the traveller has in that destination. In the model, the level of interest allows the destination to be placed in one of four choice sets: the inept, inert, unavailable, and consideration sets. The assumption that attitudes influence behaviour which underlies the Woodside and Lysonski model is akin to the "theory of reasoned action" developed by Ajzen and Fishbein (1980). Working within these conceptual models, the objective of this research is to confirm the relationship between destination image and level of interest in travel to that destination.

The research utilizes survey data gathered by Tourism British Columbia in 1992. A total of 2252 American persons, screened to ensure that they had both the inclination and financial resources necessary for international travel, provided responses to a wide range of questions. Of particular relevance to this research

were a series of ten image statements and two measures of interest in B.C. as a pleasure travel destination. Further, a number of demographic characteristics were probed.

The data were analysed using correlation, discriminant, and cluster analysis techniques to determine if a relationship exists between the image that respondents hold of B.C. and the level of interest in travelling there. The nature of the image was more closely examined, as were a number of demographic characteristics of the respondents. In all phases of the data analysis, statistically significant associations were found to exist between image and interest in travel.

The results of the data analysis establish that links between attitudes and behaviour, as given in the Ajzen - Fishbein "theory of reasoned action", may exist in a tourism setting. Further, the assumption made in the Woodside and Lysonski (1989) model that affective associations play a role in determining the level of interest in travel to the destination was confirmed.

A limited number of image statements were found to be important components at all phases of the analysis: B.C. is an ideal destination to relax and get away, the scenery in B.C. is some of the most beautiful in the world, B.C. would be a very exciting vacation destination, and B.C. has friendly, welcoming people. Three demographic characteristics were also found to be associated with a higher level of B.C. as a destination: the respondent's proximity to B.C., a higher level of education, and a greater level of knowledge of the province. This limited array of variables has implications for the province's tourism marketing strategy.

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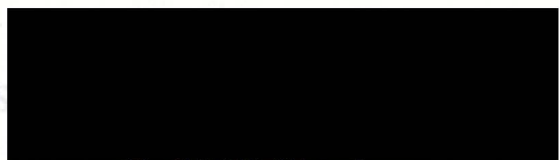
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students also played a role in ensuring that this effort came to completion. Their encouragement, commiseration, and the occasional distractions they offered (music and baseball spring to mind) were of immeasurable value.

Two persons at Tourism B.C.'s Market Research and Analysis Branch, Margot Inches and Jim Lee, not only provided the data used but encouraged me to dig through the schlopp to see what I could find.

My family have always encouraged me, from childhood to now. I doubt I could have begun to think about tackling such a task had they not been there, giving me the confidence to do it.

David and Hannah, my children, give me a fresh perspective on everything. Although I suspect they aren't aware of the reason I have spent a lot of time hidden away, they are always happy to see me. In smiling, they make me smile.

Most of all, my wife Jamie ensured that I remained of sound mind and body through this ordeal. She more than anyone helped me reach my goal.

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Chapter I

INTRODUCTION

This thesis did not suddenly materialize, fully formed, in the mind of the author. The contributions of others deserve recognition.

My thesis committee of Dr. Colin Wood, Dr. Susan Elliott, and Dr. Peter Murphy all spent much of their valuable time doing something that I should have done more of: thinking about how this thesis might be improved. Their individual expertise and style was of great benefit to me.

Other members of UVic Geography department and my fellow graduate students also played a role in ensuring that this effort came to completion. Their encouragement, commiseration, and the occasional distractions they offered (music and baseball spring to mind) were of immeasurable value.

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Chapter I

INTRODUCTION

A. Tourism and the Social Sciences

Tourism is now recognized as being an important part of late twentieth-century life. For those who live in more affluent parts of the globe, pleasure travel has become an integral component of the "basket of goods" that are purchased on a regular basis, and those in less affluent parts of the Earth are becoming increasingly reliant on tourism as a generator of economic wealth. The growth of tourism is part of widespread changes in the global economy. Many western nations are experiencing declines in goods-producing industries, concomitant with increases in service-producing industries. In British Columbia, the GDP contribution of goods-producing industries grew 57% between 1981 and 1991; during the same period, the non-tourism service-producing industries grew by 103%. The GDP contribution of tourism, itself a service industry, grew 77% between 1981 and 1991 (Cavanaugh and McDougall, 1992, p.xlv).

In spite of the pervasive nature of tourism, it has only recently attracted a substantial amount of scholarly interest among social science researchers. A special issue of the *Annals of Tourism Research* (Volume 18, Number 1; 1991) featured articles on such diverse disciplinary approaches as anthropology, ecology, psychology, and history. Geographers contributed to this special issue (Mitchell and Murphy, 1991), and have advanced tourism research with their unique disciplinary insights.

Mitchell (1987) defines tourism geography as "concerned with patterns of the use of leisure and travel as it occurs in space" (p.192) and tourism geographers

as those who "observe, analyze, and explain the relationships of specific activities and facilities that are located in particular areas or regions" (pp.192-193). Related to these general definitions, Mitchell and Murphy (1991) identify environmental considerations, regional considerations, spatial considerations, and evolutionary considerations as four areas where geographers might make contributions to the body of tourism research.

Spatial interaction models developed and used by geographers have particular relevance to tourism studies, providing a foundation for research. This is doubly so in those cases where marketers (usually in the form of destination marketing organizations) attempt to influence the image of a destination held by travellers with the explicit intent of altering travel patterns. While travel patterns themselves can be measured at most destinations (through tabulating the source of the visitor), the decision making strategy of the traveller is not often explored. Research into this decision making process has antecedents in other situations such as the consumer choice process, and the models developed there have been applied to some extent in the context of tourism research (Smith, 1989, p.121).

Tourist destination choice is a form of spatial choice, made about a pleasure trip to an area that the traveller may know little about. Behavioural geographers have explored spatial choice, focusing on shopping trips, trips to work, and migration decisions (Johnston, 1991, p.153). Other researchers have examined a broad range of consumer choices, often with the aim of examining the influence of advertising. What underlies both behavioural geography and consumer behaviour research are the broad theories of decision making that have been developed mainly within psychology. Of particular relevance to destination choice studies are the theories describing the role of cognition in the decision making process.

Cognition is generally described as comprising both beliefs, what we know about the world, and attitudes, what we feel about the world.

B. Research Objective

The decision to travel to a particular location depends in part upon the image of the destination. This image is composed of the traveller's beliefs about the destination, and attitude towards travel to that destination. In the context of tourist behaviour, the traveller's knowledge of the destination may be vague. It is hypothesized that image attributes of various tourist destinations are influential in determining destination choice. The objective of this research is to determine:

- (1) if there is a relationship between destination image and travel intentions , and if so identify the image factors which are most important in determining travel intentions; and
- (2) what traveller characteristics are related with travel intentions.

The second chapter of this thesis lays the conceptual foundation for the research. Models describing the links between cognition and behaviour are described. This is followed by a description of models that apply a spatial context to cognition and behaviour. A more explicit model of the destination choice process is then discussed. Previous research that has measured destination image is then reviewed. Finally, the objectives of the research are restated in the context of the models and previous research that have been developed by others.

The third chapter presents the research methodology. First, the data source is described, followed by an analysis of the questionnaire used to obtain the data.

Chapter The results of the analysis of the data are given in the fourth chapter. A number of different statistical methods were employed, including correlation analysis, discriminant analysis, and cluster analysis.

This chapter presents a review of models that have been developed, mainly in psychology, on the role of cognition and attitudes in the decision-making process. This is followed by a review of how these models have been adapted to explain spatial cognition and spatial choice, including a model specifically developed to describe the tourist destination choice process. Finally, previous research that developed forms of tourist destination image measurement is reviewed.

A. The Decision Process

1. Cognition

Cognition is usually considered to be the two parts of the thinking process that involves the perception of a stimulus, and the mental process that assesses the stimuli based on attitudes and personality. This mental process, in a decision making situation, will lead to an action being taken in the form of a choice.

The process of cognition is often referred to as a "black box", due to the difficulties in measuring mental processes (Walmsley and Lewis, 1984, p.8). Between the stimuli and behaviour lies the mental process that analyzes the stimuli according to previous experience, learning, cultural conditioning, and personality. Without such filters, the receptor will be ambivalent towards the stimuli; the stimuli will generate no behaviour.

Gold (1980) presents an operational paradigm of human-environment relations (Figure 1). This model of the decision process incorporates the cognitive

Chapter II

CONCEPTUAL FOUNDATION

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A. The Decision Process

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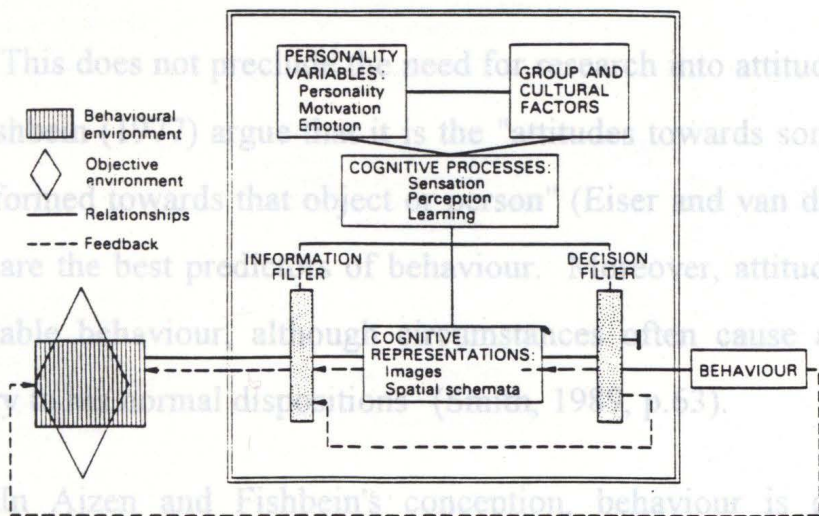
process, shown as being influenced by sensation, perception, and learning. The cognitive process creates two filters between the objective environment and behaviour. Gold identifies the first of these as being an information filter, which influences "the way that information is extracted from the environment" (p.43). The second is the decision filter, which assesses cognitive representations of phenomena (shaped by the cognitive process) and determines the appropriate course of action.

Triandis (1971) developed a systematic conception of attitudes (Figure 2), identifying three measurable components. In Triandis's model, "affect" refers to a person's feelings about an event (attitudes), and "cognition" to one's knowledge or opinion of the stimulus (beliefs). Triandis also notes the possibility of measuring overt behaviour as a result of the stimulus.

The schemata of Gold and Triandis, by incorporating feelings and subjective interpretations into the decision process, are closely tied to the work of Fishbein. Fishbein has defined "attitude" as "a learned predisposition to respond to any object in a consistently favorable or unfavorable way" (1967, p.64). Fishbein argues that knowledge of a person's attitudes, which influence cognition (or beliefs) and behavioural intentions (conations), will *not* aid in the prediction of overt behaviour. He goes so far as to state that

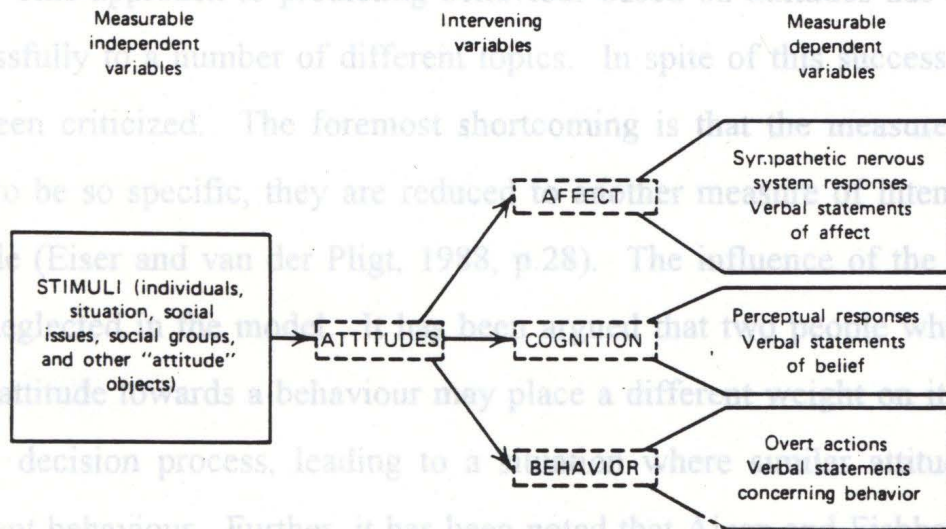
the most important determinants of behavior may be other variables than an individual's beliefs about, attitude toward, or general behavioral intentions toward, a given object. Indeed, this approach clearly indicates that behavior toward an object may be completely determined by situational or individual

FIGURE 1



A paradigm of individual spatial cognition and behaviour
from: Gold (1980, p.42)

FIGURE 2



A systematic conception of attitudes
from: Gold (1980, p.24). Based on Triandis (1971, p.3).

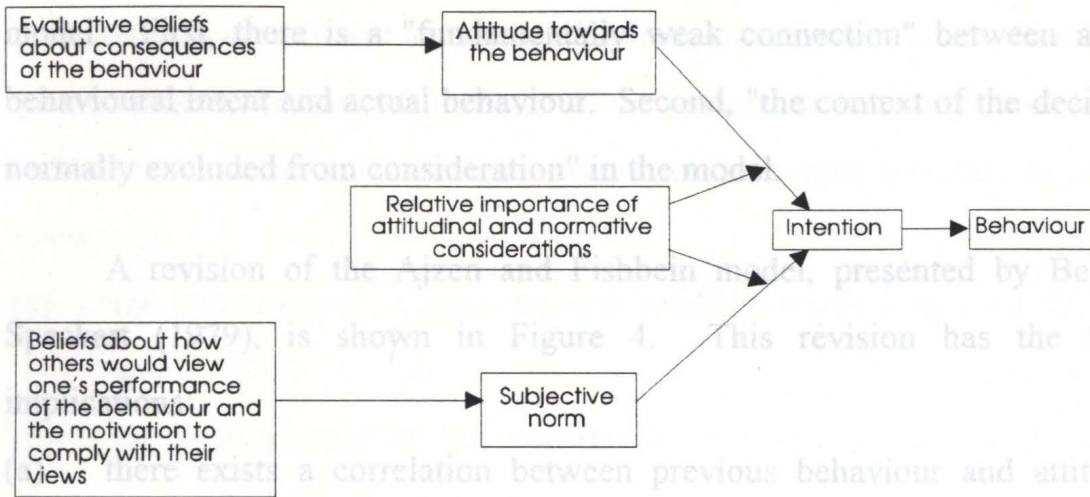
difference variables, rather than any variable associated with the stimulus object *per se* (Fishbein, 1967, p.81).

This does not preclude the need for research into attitudes, however. Ajzen and Fishbein (1977) argue that it is the "attitudes towards some specific action to be performed towards that object or person" (Eiser and van der Pligt, 1988, p.26) which are the best predictors of behaviour. Moreover, attitudes "tend to produce predictable behaviour, although circumstances often cause an individual to act contrary to his normal dispositions" (Smith, 1989, p.63).

In Ajzen and Fishbein's conception, behaviour is determined by both attitudes and the "subjective norm": "the beliefs about how other people, whose opinions one values, would regard one's performance or non-performance of the behavior" (Eiser and van der Pligt, 1988, p.26). Ajzen and Fishbein's "theory of reasoned action", a decision making model which incorporates both attitude and the subjective norm, is shown in Figure 3.

This approach to predicting behaviour based on attitudes has been applied successfully to a number of different topics. In spite of this success, the method has been criticized. The foremost shortcoming is that the measures of attitude have to be so specific, they are reduced to another measure of intent rather than attitude (Eiser and van der Pligt, 1988, p.28). The influence of the individual is also neglected in the model. It has been argued that two people who exhibit the same attitude towards a behaviour may place a different weight on its importance in the decision process, leading to a situation where similar attitudes result in different behaviour. Further, it has been noted that Ajzen and Fishbein ignore the role of previous behaviour in establishing existing attitudes (Eiser and van der Pligt, 1988, pp.28-30).

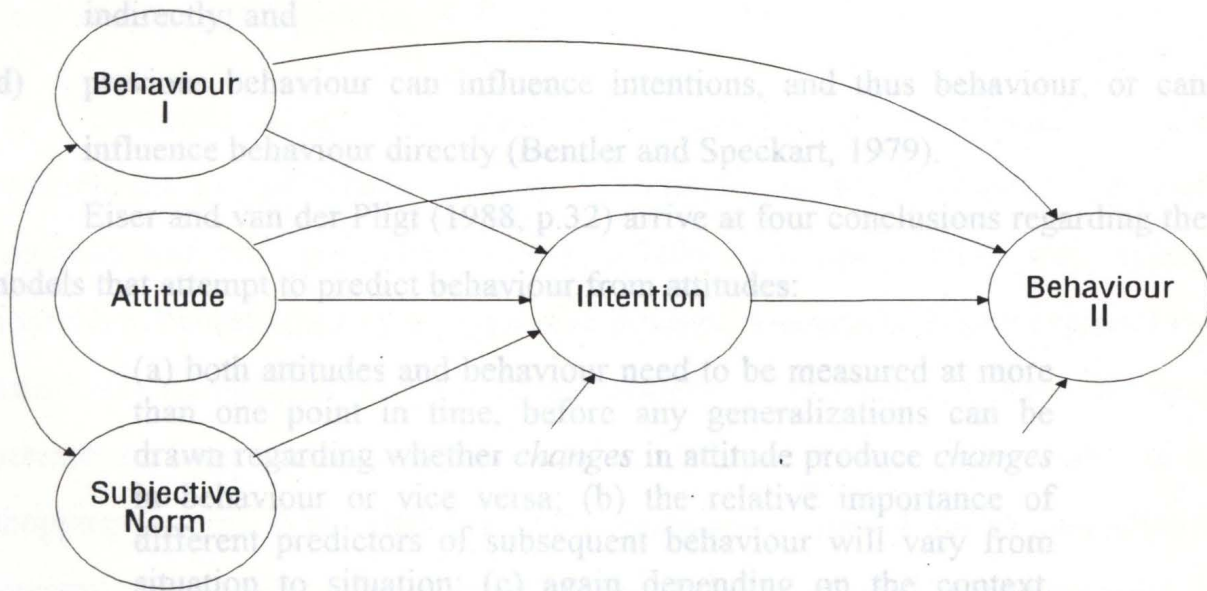
FIGURE 3



The "theory of reasoned action"

from: Eiser and van der Plight (1988, p.27). (Adapted from Ajzen and Fishbein, 1980.)

FIGURE 4



A model of the attitude-behaviour relation incorporating previous behaviour

from: Eiser and van der Plight (1988, p.31). (From Bentler and Speckart, 1979.)

Smith (1989, pp.77-78) identifies two additional weaknesses in the Fishbein model. First, there is a "fundamentally weak connection" between a person's behavioural intent and actual behaviour. Second, "the context of the decision ... is normally excluded from consideration" in the model.

A revision of the Ajzen and Fishbein model, presented by Bentler and Speckart (1979), is shown in Figure 4. This revision has the following implications:

- (a) there exists a correlation between previous behaviour and attitudes and subjective norms, with no attempt to determine whether one or the other acts as the independent variable;
- (b) attitudes can influence behaviour either directly, or indirectly (via intentions) as postulated by the theory of reasoned action;
- (c) subjective norms have no direct influence on behaviour, and only act indirectly; and
- (d) previous behaviour can influence intentions, and thus behaviour, or can influence behaviour directly (Bentler and Speckart, 1979).

Eiser and van der Pligt (1988, p.32) arrive at four conclusions regarding the models that attempt to predict behaviour from attitudes:

- (a) both attitudes and behaviour need to be measured at more than one point in time, before any generalizations can be drawn regarding whether *changes* in attitude produce *changes* in behaviour or vice versa; (b) the relative importance of different predictors of subsequent behaviour will vary from situation to situation; (c) again depending on the context, intention may or may not play an important mediating role between such predictors and subsequent behaviour; and (d) neither the Fishbein and Ajzen (1975) model nor that of Bentler and Speckart (1979) provide any explicit theory about how either attitudes or behaviours are *acquired*.

Based on these models and the empirical researchers who have applied them, there is an apparent consensus that both attitudes and beliefs have important roles to play in the decision process. What remains unclear is the role of attitudes and beliefs in different situations. Future research must therefore be directed to two topics:

- (a) the measurement of attitudes and beliefs towards a specific behaviour Z; and
- (b) the measurement of the importance of attitudes and beliefs in specific contexts of deciding behaviour Z.

This thesis will address the former. Within the context of tourism research, little has been done to establish what attitudes are important in determining a traveller's choice of destination.

2. Spatial Cognition

Desbarats states that "movement behaviour is ... affected by the traveler's level of awareness and mental image the distinctions between the two environment as individuals perceive it, interpret it, and evaluate it through cognitive and affective filters" (1983, p.340). Phrased another way, spatial behaviour is constrained by the cognitive process. Geographers have explored the nature of the linkages between spatial patterns of activity and environmental perception, investigating spatial activity at all levels from a micro scale, as in shopping patterns in an urban area, to a macro scale in the form of international tourism. As a result of these studies, "behavioural geographers have attempted to make universal claims about subjective processes of environmental cognition" (Phillips, 1993, p.184).

FIGURE 5

Sonnenfeld (1972) suggested a nested hierarchy of environments to explain an individual's cognitive environments (see Figure 5). Each level is a subset of the next highest level. At the lowest level, proximate to the individual, is the behavioural environment, in which the person carries out their activities. The behavioural environment is part of the second level, the perceptual environment. The perceptual environment is that part of the environment that the individual has awareness of either through personal experience or second-hand information. Beyond this is the operational environment, which impinges on the individual although they may not be aware of it. The largest environment is the geographical environment, encompassing the entire universe.

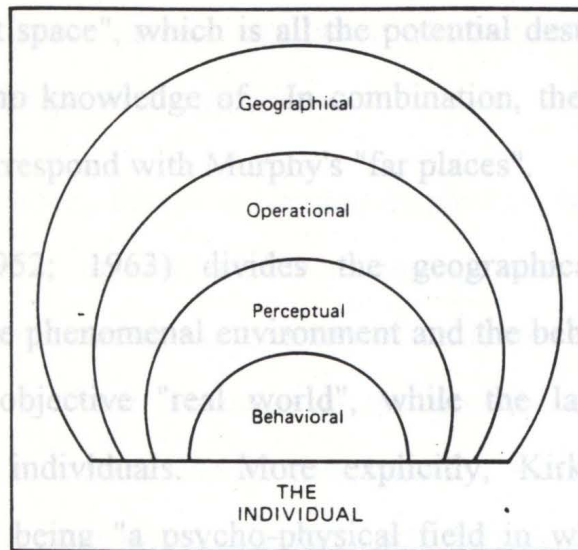
Sonnenfeld's "Nested hierarchy of environments"

(from Porteous (1977) p.130)

Murphy (1985, pp.55-59) adapts an earlier model developed by Goodey to explain the tourist's perceptual world (see Figure 6). "Action space" is those parts of the world which include shopping, work, recreation, and visiting environs. Beyond action space are "places visited" and "far places". The distinction between the two is based only on the actual process of visiting; when assessing the traveler's level of awareness and mental image the distinctions between the two may not be significant.

Mansfield (1990) presents a model of cognitive tourist space that is in many ways similar to those of Sonnenfeld and Murphy. Tourist space lies beyond an individual's "personal space" and "active space". Tourist space itself is broken into three levels, depending on the tourist's knowledge of an area. The first is "visited tourist space", of which the tourist has quite a clear image resulting from past experience in the destination, corresponding with Murphy's "places visited". The second level is "perceived but as yet unvisited tourist space"; the tourist's image is based on word-of-mouth, destination advertising, and other indirect forms of

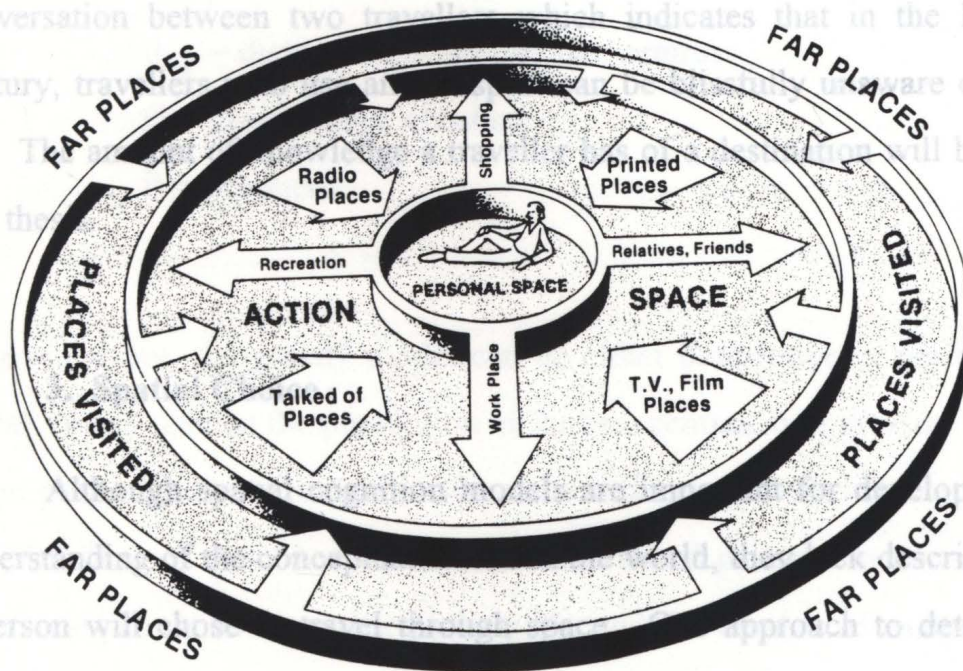
FIGURE 5



Sonnenfeld's "Nested hierarchy of environments"

from: Porteous (1977, p.139)

FIGURE 6



Perceptual map of home town, surrounding regions, and far places

from: Murphy (1985, p.56)

image creation. The third and most remote level of tourist space is the "totally unknown tourist space", which is all the potential destinations that the individual has absolutely no knowledge of. In combination, these last two components of tourist space correspond with Murphy's "far places".

Gravity models, based on Newtonian physics, have provided geographers a means Kirk (1952; 1963) divides the geographical environment into two components: the phenomenal environment and the behavioural environment. The former is the objective "real world", while the latter defines the world as interpreted by individuals. More explicitly, Kirk defines the behavioural environment as being "a psycho-physical field in which phenomenal facts are arranged into patterns of structures (*gestalten*) and acquire values in cultural contexts" (1963, p.366).

It has been pointed out that knowledge of potential travel destinations need be neither complete nor accurate. Gould and White (1986, pp.82-83) recount the conversation between two travellers which indicates that in the late twentieth century, travellers who use air transport can be blissfully unaware of where they are. The amount of knowledge a traveller has of a destination will be explored in this thesis.

3. Spatial Choice

Although spatial cognition models are important for developing a general understanding of the conceptualization of the world, they lack descriptions of how a person will chose to travel through space. One approach to determine which attributes contribute to the travel decision involves the incorporation of some form of quantification in the form of an explicit spatial choice model. Prediction and hence a measure of explanation of the movement of people through space in

spatial choice models is often accomplished by applying theories of utility (derived from economics) to various attributes of destinations to determine which destination has the greatest attractiveness.

Gravity models, based on Newtonian physics, have provided geographers a means to quantify spatial attributes through the aggregation of individual decisions. By determining the quantity of attributes a destination possesses and the importance of those attributes in the decision process, the strength of a destination's attractiveness can be determined. A simple mathematical formula that describes the strength of a destination's attractiveness is given below (from Mitchell, 1989, pp.76-77):

$$I_{xy} = GP_xP_y/d^{b_{xy}}$$

where I_{xy} = interaction between two centres, P_x and P_y

P_xP_y = a measure of the mass of the two centres

d_{xy} = distance between the two centres

G = gravitational constant

b = exponent

As given above, the gravity model can be either descriptive or predictive. In the model, "mass" can be the population of the two centres, or a measure more explicit to the purposes of the research. Research utilizing gravity models includes Ellis and Van Doren's (1966) study of recreation travel patterns to parks in Michigan which used an attraction index of the parks and the number of camper-days in the source area as the measures of mass, and a study of outdoor recreation visitation patterns by Fesenmaier and Lieber (1985).

FIGURE 7

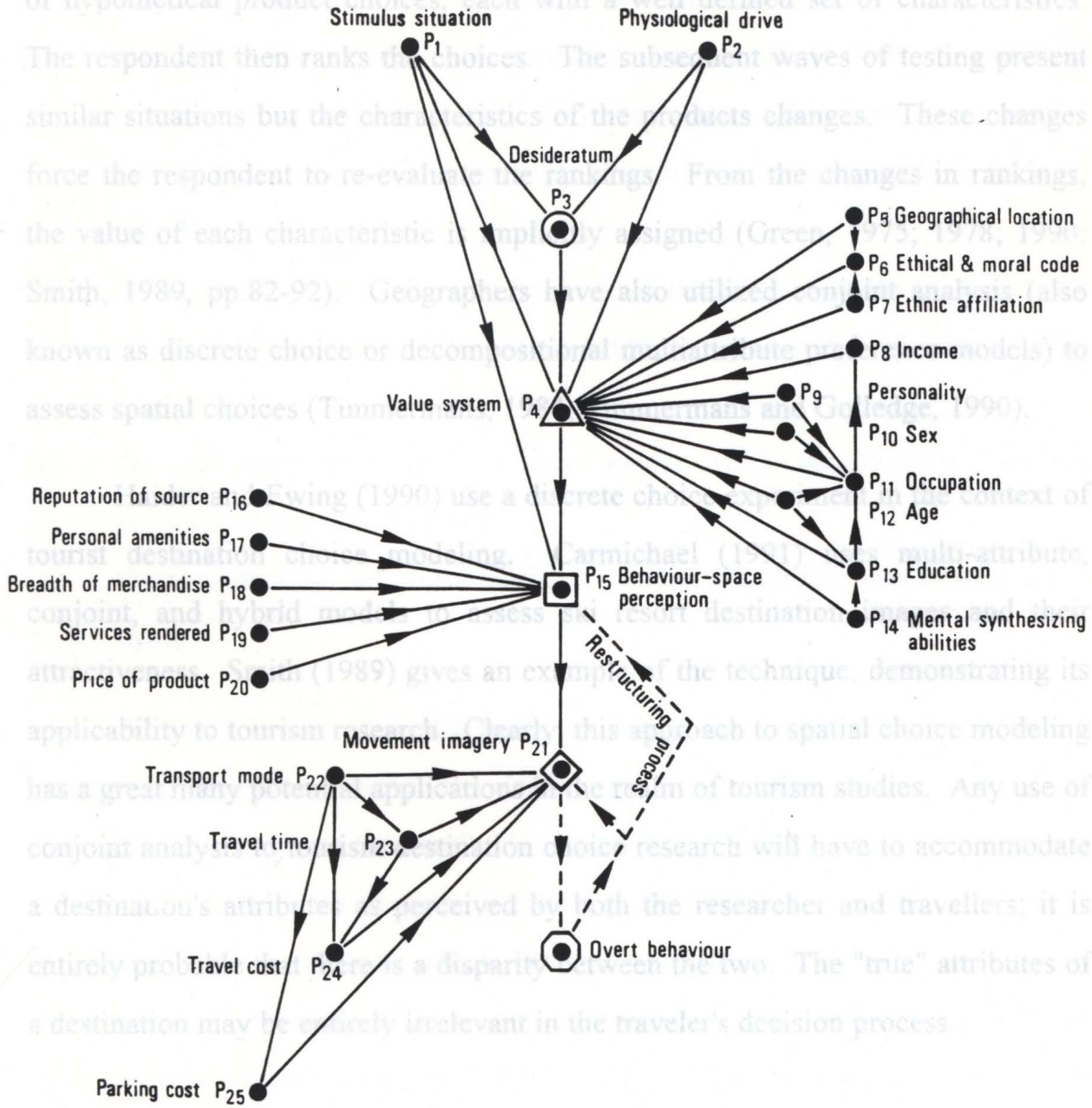
The Huff model (Huff, 1959; Walmsley and Lewis, 1984), as shown in Figure 7, is a detailed gravity model (Jones and Simmons, 1987, p.264). The attributes of the destination (described as "behavior-space perception" by Huff [1959, p.7]) provide only five of the twenty-five variables in the model. Huff included a variety of other variables, including the motivations and the demographic characteristics of the decision maker, in the formula. Huff found that the behavior-space perception elements accounted for only 3.85% of the total connectivity within the model. Other elements, notably the demographic characteristics of the consumers such as age, personality, sex, and education, were found to have far more influence over space preferences (Huff, 1959, p.23). The model has a variety of applications; Jones and Simmons (1987), for example, applied the model to assess the impact of a new shopping centre on existing retail outlets.

Four shortcomings of the Huff model can be noted:

- a. "it does not do justice to the host of different factors that influence how a consumer evaluates" the destination,
- b. the parameter values for distance (in the case of shopping centres, travel time is used) and attractiveness are difficult to calculate,
- c. "the approach lacks any sound theoretical underpinning and violates certain technical aspects of neoclassical economic theory", and
- d. the Huff model "tends to produce descriptions of behaviour as it occurs in specific situations and it is not always clear whether the findings are applicable beyond the specific situation" (Walmsley and Lewis, 1984, p.81).

Another research method, conjoint analysis, is used to explore the strength of attributes in influencing choice. This approach is widely applied in consumer

FIGURE 7



The Huff model: influences on consumer behaviour

from: Walmsley and Lewis (1984, p.83)

A number of models of the destination choice process exist. These generally resemble consumer choice models (such as developed by Howard and Sheth, 1969), modified to express the peculiarities of the travel decision. The model describing traveller destination choice developed by Woodside and

research, where it was first developed. The technique gives respondents a number of hypothetical product choices, each with a well defined set of characteristics. The respondent then ranks the choices. The subsequent waves of testing present similar situations but the characteristics of the products changes. These changes force the respondent to re-evaluate the rankings. From the changes in rankings, the value of each characteristic is implicitly assigned (Green, 1975; 1978; 1990; Smith, 1989, pp.82-92). Geographers have also utilized conjoint analysis (also known as discrete choice or decompositional multiattribute preference models) to assess spatial choices (Timmermans, 1984; Timmermans and Golledge, 1990).

(c) the unavailable/aware set, or those places which the traveller does not consider as a destination, and
 (d) the consideration set, those destinations from which the traveler's choice is made.

Haider and Ewing (1990) use a discrete choice experiment in the context of tourist destination choice modeling. Carmichael (1991) uses multi-attribute, conjoint, and hybrid models to assess ski resort destination images and their attractiveness. Smith (1989) gives an example of the technique, demonstrating its applicability to tourism research. Clearly, this approach to spatial choice modeling has a great many potential applications in the realm of tourism studies. Any use of conjoint analysis to tourism destination choice research will have to accommodate a destination's attributes as perceived by both the researcher and travellers; it is entirely probable that there is a disparity between the two. The "true" attributes of a destination may be entirely irrelevant in the traveler's decision process.

or negative affective associations' (1989, p 8). It could be argued, however, that the strength of affective associations would influence the positioning of alternatives within the evoked, inert, and inept sets prior to consideration, and not as a part of the choice process.

B. The Role Of Attitudes In Determining Destination Choice

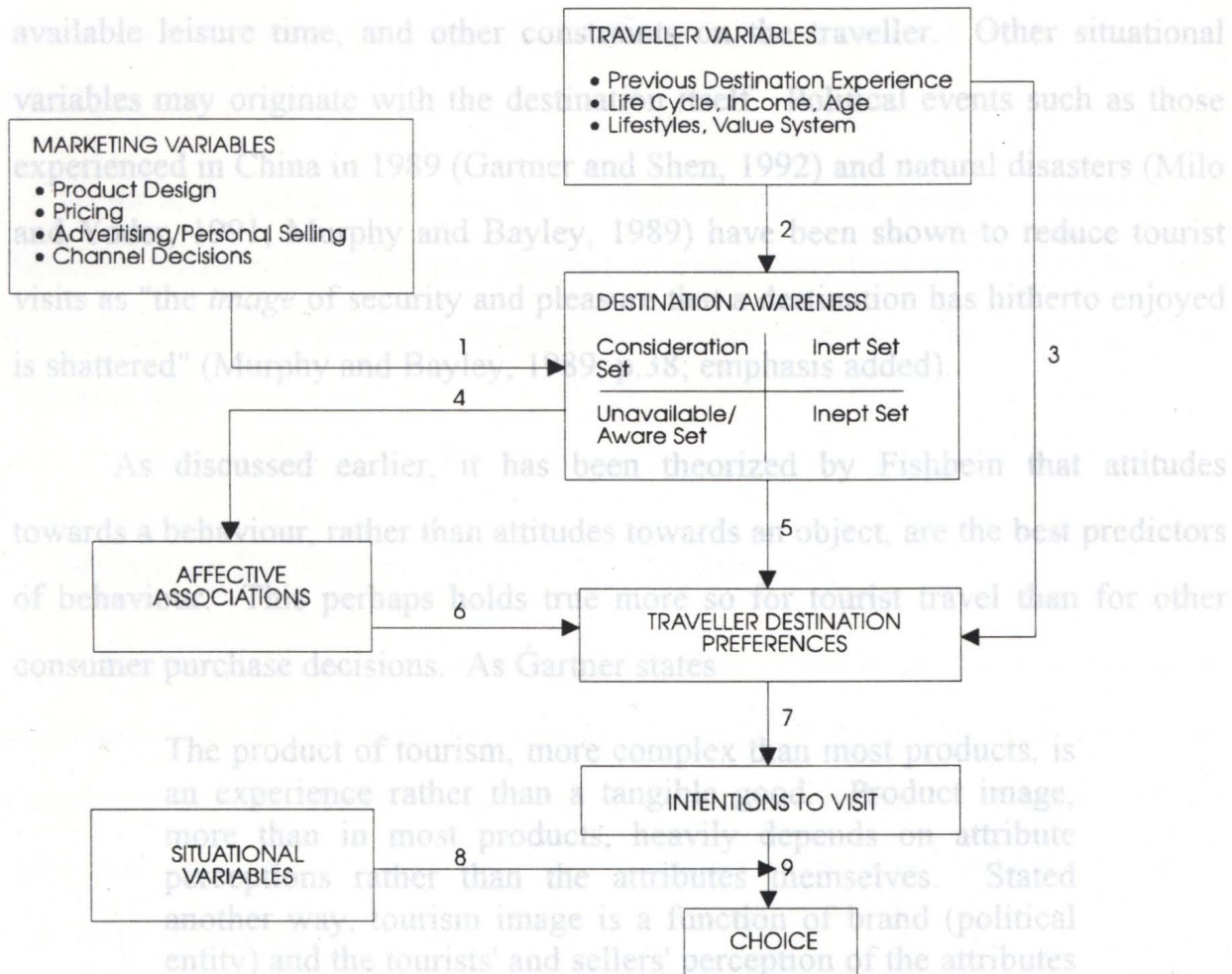
A number of models of the destination choice process exist. These generally resemble consumer choice models (such as developed by Howard and Sheth, 1969), modified to express the peculiarities of the travel decision. The model describing traveller destination choice developed by Woodside and

FIGURE 8

Lyonski (1989; shown in Figure 8) is a frequently cited conception of the process. In it, the possible travel destinations are grouped into four subsets:

- (a) the inept set, which "the consumer has rejected from ... purchase consideration, either because ... [of] unpleasant experiences or because ... [of] negative comments from other information sources, such as friends" (Woodside and Lyonski, 1989, p.9);
- (b) the inert set, which the consumer feels neither positively or negatively about, perhaps due to insufficient evidence upon which to base a value judgment;
- (c) the unavailable/aware set, or those places which the traveller does not consider as a destination; and
- (d) the consideration set, those destinations from which the traveler's choice is made.

Affective associations, the specific feelings that a traveller holds about a destination, influence whether the destination is still considered as part of the "traveller destination preferences". Woodside and Lyonski argue that affective associations do not influence the position of the destination in the "destination awareness" subsets "because some minimal amount of destination recognition, memory recall, and categorization may be necessary to activate positive, neutral, or negative affective associations" (1989, p.8). It could be argued, however, that the strength of affective associations would influence the positioning of alternatives within the evoked, inert, and inept sets prior to consideration, and not as a part of the establishment of preferences. For instance, a strong negative association is sure to place a destination in the traveler's inept set.

FIGURE 8

General model of traveller leisure destination awareness and choice

from: Woodside and Lysonski (1989, p.9)

information, relying more on positive affective associations than information and beliefs. Gartner's statement is corroborated by Um and Crompton:

image and attitude dimensions of a place as a travel destination are likely to be critical elements in the decision choice process, irrespective of whether or not they are true representations of what the place has to offer (1990, p.433).

Just prior to the final travel choice, Woodside and Lysonski incorporate "situational variables"; it is assumed that this refers to disposable income, available leisure time, and other constraints on the traveller. Other situational variables may originate with the destination itself. Political events such as those experienced in China in 1989 (Gartner and Shen, 1992) and natural disasters (Milo and Yoder, 1991; Murphy and Bayley, 1989) have been shown to reduce tourist visits as "the *image* of security and pleasure that a destination has hitherto enjoyed is shattered" (Murphy and Bayley, 1989, p.38; emphasis added).

As discussed earlier, it has been theorized by Fishbein that attitudes towards a behaviour, rather than attitudes towards an object, are the best predictors of behaviour. This perhaps holds true more so for tourist travel than for other consumer purchase decisions. As Gartner states

The product of tourism, more complex than most products, is an experience rather than a tangible good. Product image, more than in most products, heavily depends on attribute perceptions rather than the attributes themselves. Stated another way, tourism image is a function of brand (political entity) and the tourists' and sellers' perception of the attributes of activities or attractions available within a destination area (Gartner, 1986, pp.636-637).

This implies that tourists often make decisions on where to travel on flimsy information, relying more on positive affective associations than information and beliefs. Gartner's statement is corroborated by Um and Crompton:

image and attitude dimensions of a place as a travel destination are likely to be critical elements in the decision choice process, irrespective of whether or not they are true representations of what the place has to offer (1990, p.433).

This concern over the "truth" in environmental perception and representation has been of interest to geographers since the late 1940s. If anything, the philosophical debate on the nature of geographical images has intensified in recent years (Phillips, 1993).

As an important first step to a resolution of these matters, a number of different strategies for measuring destination image have been adopted in the past, all of which rely on positivist approaches to social science. These strategies are reviewed below.

C. Measuring Destination Image: Previous Research

Hunt's 1975 essay was one of the first explicit attempts to measure destination image; he uses the consumer image of brand awareness as the foundation for his research into tourist destination image. He attempted to determine the image of four western U.S. states as held by residents of other regions through a sample survey.

The survey's questions pertained to each of the four state's residents, climate, recreation attractions, and scenery. That is, the respondents were asked to define their beliefs about the destinations and then to rate their preferences among the four states. The primary finding of Hunt's research was that

groups of people express opinions of verbal and visual descriptions which may be used to characterize a state's landscape, climatic conditions, and resident population ... [and] perceive similar and comparable levels of impressiveness of recreational attractions and activities in a state (Hunt, 1975, p.3).

Hunt notes that "this study did not explore the relative significance of the various image variables for their impact upon respondent vacation preferences" and that such research is of great importance (Hunt, 1975, p.7).

Goodrich (1977a; 1977b; 1978a; 1978b) assessed the image of nine regions, to aid in the market positioning of those regions. Applying benefit bundle analysis, multidimensional scaling, and a Fishbein-type choice model, Goodrich determined the most important attributes of the nine destinations, the relative strengths of each destination, and demonstrated the relationship between the perception of a destination and preferences for travel there. Goodrich's survey only ascertained the beliefs about the destinations; none of the questions dealt with attitude measures. Davis and Sternquist (1987) later applied Goodrich's categories in the segmentation of recreational travelers in Michigan.

Gartner (1986; 1989; Gartner and Hunt, 1987) measured the beliefs about the attributes of four U.S. mountain states, comparing the states to determine if any differences in their image exist. Further, two of the studies (1986; Gartner and Hunt, 1987) measure changes in state image over time. Although Gartner acknowledges the importance of the perception of attributes over the actual attributes, he measures beliefs about the attributes rather than attitudes towards travelling to the destination.

Gearing, Swart and Var (1974) developed a method of measuring "touristic attractiveness", based on 17 destination characteristics. These criteria are grouped into five categories: natural factors, social factors, historical factors, recreational and shopping facilities, and infrastructure and food and shelter. Each of the criteria was assigned a weighting, so that the criterion judged to be most important in attracting tourists counts more in the measurement of a destination's

attractiveness than do the other criteria. This scale of belief measures was applied in measuring the attractiveness of regions of Turkey. Var, Beck and Loftus (1977) used the same criteria to measure the attractiveness of the tourist regions of British Columbia.

Scott, Schewe and Frederick (1978) explored the state of Massachusetts's strengths as a tourist destination relative to other states in the northeastern United States. They measured each state's attractiveness to tourists using a "brand preference" model, weighing the relative importance of a number of attributes, and the degree to which travelers believe those attributes are present in each state. The overall preference for a destination is calculated by summing the products of each attribute importance and quantity measures. Although the initial impression given in the paper is that the research measures attitudes, it soon becomes apparent that instead it measures beliefs about a destination.

The bulk of the research into destination image, as discussed above, does not attempt to correlate destination image with travel *interest*. Rather it is more closely allied with "mental mapping", as an attempt to understand people's conceptions of the world around them (see Gould and White, 1986).

The research of Um and Crompton (1990; 1992) is the only tourist destination image research which defines "attitude" in the same manner as Fishbein: "a learned predisposition to respond to any object in a consistently favorable or unfavorable way" (Fishbein, 1967, p.64). Their papers introduce the dual concept of perceived inhibitors and facilitators in the decision-making process. Inhibitors indicate a negative attitude to the destination, and facilitators indicate a positive attitude. These "facilitators" and "inhibitors" are more explicitly defined variants of the "affective associations" defined in the Woodside

and Lysonski model discussed earlier. The overall effect of each attribute was ranked by the respondent. This is strikingly different from the usual "importance in making a destination choice" approach which is normally employed to measure the role of attributes in the decision process.

What further differentiates the research of Um and Crompton from similar work is the manner of establishing the destinations to be chosen. The respondents were asked which places they were considering visiting, then later asked which place they had selected. Thus, situational effects (as defined in Woodside and Lysonski's model) were taken into account in measuring the decision process.

It is clear that the fundamental area of study in any choice scenario lies in measuring attitudes and beliefs about a particular behaviour, and the importance of those attitudes and beliefs in determining that behaviour. There is agreement in the research literature that a traveler's choice of destination is conditioned in part by the beliefs about a destination and the attitudes that are held about travelling to the destination. While most destination image research has attempted to correlate *beliefs* with travel preferences, there is a lack of research directed towards determining the correlation between *attitudes* and travel preferences. Given the influence of Fishbein's work in all other areas of decision theory (particularly consumer research), this is astonishing. The recent study of Um and Crompton (1990; 1992) is the only exception to this; as they put it, "attitude measurement should be based on attitude toward the action of travelling to a specified destination, rather than on attitude toward the destination" (Um and Crompton, 1990, p.433). It is surmised that in this view, the respondent's attitude toward the destination will be manifest in the level of desire to visit.

The "theory of reasoned action" model of Ajzen and Fishbein would have us speculate that such a relationship exists. A similar model, developed to explain behaviour in a travel destination context (Woodside and Lysonski, 1989), leads to the hypothesis that such a relationship exists. Perhaps the most important question that remains to be answered pertains to the strength of the correlation between attitudes and beliefs about a destination, and intentions to travel to that destination.

This research will rely on questionnaire survey data gathered for Tourism British Columbia, Tourism Victoria, Tourism Vancouver, and the Whistler Resort Association by the market research firm Canadian Market Research Ltd. as part of

D. Restatement Of Research Objectives

The objective of this research is to determine and to measure the level of

(1) if there is a relationship between destination image and travel intentions, and if so identify the image factors which are most important in determining travel intentions; and

(2) what traveller characteristics are related with travel intentions.

These objectives will be achieved through the application of the model of traveller destination choice developed by Woodside and Lysonski (1989). Thus an attempt to measure the relationship between the affective associations held by a traveller and the destination's placement in the traveler's choice set will be made.

Woodside and Lysonski's model also includes recognition of the importance of "traveller variables", such as income, age, and previous destination experience.

In order to meet these objectives, and to verify generalized statements regarding the strength of the relationships in the travelling population, a large sample of potential travelers is clearly necessary. Fortunately, Tourism British Columbia recently undertook a survey which permits the exploration of the questions posed above.

Chapter III er, respondents were screened early in the questioning process to

METHODS: THE SURVEY DATA

(a) if they had a propensity to travel internationally and

A. Data Source household income in excess of \$25,000; that is to say, they have adequate resources to travel internationally

This research will rely on questionnaire survey data gathered for Tourism British Columbia, Tourism Victoria, Tourism Vancouver, and the Whistler Resort Association by the market research firm Canadian Market Research Ltd. as part of the *B.C. Awareness Tracking Study*. The primary aims of the study were to determine awareness of B.C.'s travel advertising and to measure the level of interest in B.C. as a pleasure travel destination. Much of the emphasis was originally placed in measuring changes in the image of B.C. in the marketplace over time, particularly as a consequence of the advertising efforts of the province. The data were made available to the author in order to allow for additional analysis not otherwise being undertaken.

The data were collected in three waves in March, June, and September 1992, and represent the responses of 2252 American residents. A computer generated random sample was used to select telephone numbers in seven metropolitan regions in America: Seattle, Portland, San Francisco/Oakland, Los Angeles, Dallas, Chicago, and New York. Approximately 107 residents of each city were surveyed in each of the three waves. The "Area of Dominant Influence" of media outlets in each of the cities was used to define the region from which the sample was to be drawn, due to the marketing research focus of the data collection.

particular interest to this author are the various travel intention and "image" questions.

Further, respondents were screened early in the questioning process to determine:

- (a) if they had a propensity to travel internationally and
- (b) had a household income in excess of \$25,000; that is to say, they have adequate resources to travel internationally.

Although studies have shown that American travellers to the province tend to be more affluent, the figure of \$25,000 does not preclude the inclusion of those who have an interest in the province and below average financial resources.

The use of a secondary data source poses a number of problems for the researcher. These pertain to data reliability, validity, and the potential for errors in data coding. Further, the researcher is faced with using a research design that was not constructed to examine the specific question at hand. However, the value of this data set is substantial. The size allows for statistically significant relationships to be identified, even if those relationships are weak. Further, the questions that were asked provide good proxy measures of both attitudes towards British Columbia as a vacation destination and the level of interest in travel to B.C.

B. Questionnaire Contents

A wide range of questions regarding travel intentions, advertising awareness, and attitudes and beliefs about British Columbia were asked (Appendix 1).

Of particular interest to this author are the various travel intention and "image" questions.

Question 1. Travel Intentions Questions

The respondent's immediate travel intentions were not directly measured. That is, the question "Where do you plan to take your next vacation?" was not asked. Rather, a number of different questions were used. Questions 4 through 7 and 11 through 14 probed preferences and intentions for specific trip types: city trips, outdoor trips, touring trips, and resort trips. Question 15a adopts a more direct approach, asking how interested the respondent is in a trip to B.C.

Questions 4 through 7:

- (a) "Please tell me the first place that comes to mind for a trip whose primary purpose is [city trip/outdoors trip/touring trip/resort trip]", and
- (b) "What is the next place that comes to mind?";

Questions 11 through 14:

Those respondents who stated they will definitely or probably take a [city trip/outdoors trip/touring trip/resort trip] were asked

- (c) "How likely would you be to make this [city trip/outdoors trip/touring trip/resort trip] to the following places: [name of destination from a list of competitors]: [definitely will/probably will/probably not/definitely will not/don't know/not stated]";

respondents who have stated a strong likelihood of making that type of trip. The respondents are asked to rate the likelihood of travel to that destination on a four point Likert scale. In addition to assessing the strength of attraction of a number of destinations, the results of this question can be compared to those from Questions 4 through 7 to determine if any destinations have been left off the list.

Question 15a: Question 15a asks about intentions to travel to the Province of B.C.

"How interested are you in taking a pleasure trip to [the province of British Columbia/the city of Vancouver/the city of Victoria/Whistler Resort]: [very interested/fairly interested/not very interested/not at all interested/don't know/not stated]".

By adopting three different approaches to measuring destination choice preferences, the questionnaire provides a range of information for analysis thus increasing the reliability of the results. First, Questions 4 through 7 and 11 through 14 segment the respondents by their preferences for various types of trips which B.C. provides.

Second, in Questions 4 through 7, unsolicited ("top-of-mind") awareness is measured. This is vitally important, as Woodside and Sherrell (1977) found that travellers consider an average of 3.38 destinations (plus or minus 2) when choosing where to travel. This figure is lower than Miller's (1956) "magic number seven", and validates the limited number of destinations (two) evoked by the question.

Third, Questions 11 through 14 gives a list of possible destinations (British Columbia and what are believed to be the primary competing destinations in that trip type market) to those respondents who have stated a strong likelihood of making that type of trip. The respondents are asked to rate the likelihood of travel to that destination on a four point Likert scale. In addition to assessing the strength of attraction of a number of destinations, the results of this question can be compared to those from Questions 4 through 7 to determine if any destinations have been left off the list.

Finally, Question 15a asks about intentions to travel to the Province of B.C. in general and the primary destinations of Vancouver, Victoria, and Whistler. The likelihood is rated on a four point Likert scale.

These questions are effective probes of the respondent's travel destination choices. All that is lacking is a blunt "Where do you intend to take your next vacation?" Such a question would have the effect of determining what proportion of the sample has no interest in city, outdoor, touring, or resort vacations. With the growth in the eco-tourism market, particularly to exotic locales such as Belize and Costa Rica, it is felt that the questioning may have missed an important component of the travel market.

The most conclusive measurement of travel intentions, a longitudinal survey to determine if travellers who stated an interest actually travelled to British Columbia, is unfortunately not available in this data set.

The position of British Columbia in a traveler's choice set, as defined by Woodside and Lysonski's (1989) model will be determined using these variables. This model provides a range of four possible positions for the destination:

1. the inept set, those destinations which have been rejected from the traveler's choice set;
2. the inert set, which the traveller holds neither positive nor negative opinion of;
3. the unavailable set, comprised of those destinations which are unknown; and
4. the consideration set, from which the person makes their choice.

Those persons who gave British Columbia, or a destination within B.C. such as Victoria, as a response to one of the unsolicited probes (Questions 4 through 7) clearly have the province in their consideration set. Those respondents who gave either a "very interested" or "fairly interested" response to Question 15a likely also have British Columbia in their consideration set. The province is in the inept set for those who gave a "not at all interested" response.

The intermediate step is more problematic. It could be argued that a response of "not very interested" to Question 15a along with selecting other destinations in Questions 4 through 7 may be motivated by ignorance of B.C. as a destination (thus in the respondent's inert set) or by a mild rejection (but a rejection nonetheless, and therefore placing B.C. in the inept set). The placement of the B.C. in the respondent's choice set may be clarified by the responses to questions 11 through 14. These questions segment the respondents by trip type interest, and then ask how likely they are to take such a trip to B.C. If the response given to question 15a is based on rejection (thus placing B.C. in the inept set), it is anticipated that questions 11 through 14 would also indicate a lack of interest in B.C. However, if interest in B.C. is shown for a specific trip type or to a particular destination within B.C., then some intervening factors are influencing the response to question 15a. The province would therefore be a member of the respondent's inert set.

The "don't know" response to question 15a is similarly ambiguous, indicating that B.C. is either in the inert or unaware choice sets. There does not appear to be a reliable way to differentiate between the two; suffice to say that B.C. does not appear in the respondent's choice set. For the purposes of this research, a "don't know" response to question 15a is assumed to indicate that B.C. is in the respondent's unaware set.

Given some recoding, these variables will effectively measure British Columbia's position in the respondent's travel destination choice set. The only shortcoming is the lack of an explicit question probing the respondent's next destination.

2. Image Of British Columbia Questions

Of the twenty five questions in the image section (Question 15b) of the survey, ten pertained to B.C. as a whole. Of these ten, five are attitude questions, and five are belief questions.

A five point Likert scale is used to indicate the respondent's degree of agreement with a statement about B.C. The points on the scale are strongly agree/moderately agree/neither agree or disagree/moderately disagree/strongly disagree.

a. Attitude Questions

These questions assess the respondent's attitude about a trip to British Columbia. In each case, a value judgement about the travel experience in B.C. is explicitly probed.

Question 15b-c: "British Columbia is a prestigious place to visit."

This question appears designed to determine if B.C. appeals to those tourists who travel to gain social status and respect among their peers based on their behaviour and acquisitions; that is, those who travel to fashionable destinations (see Ryan, 1991, p.26). In the VALS (values and lifestyles)

segmentation, these would be status-oriented consumers; the other two segments are principle-oriented and action-oriented consumers (Peter and Olson, 1990, p.411). In terms of their travel behaviour, we might be tempted to call status-oriented consumers "ego-tourists".

Whether or not there are demographic differences between these different segments of travellers is unknown; such questions will be answered by the proposed analysis of the data.

Question 15b-d: "British Columbia is a particularly romantic destination."

The use of the word "romantic" is problematic. This question has a number of different meanings; the Oxford American Dictionary has the following two which apply here:

1. appealing to the emotions by its imaginative or heroic or picturesque quality.
2. involving a love affair.

b. Belief Questions

It is supposed that the latter definition is what was intended by the authors of the questionnaire, particularly since the respondent's beliefs about the scenic aspects of the province are probed in Question 15b-j: "The scenery in British Columbia is some of the most beautiful in the world."

Question 15b-e: "British Columbia is an ideal destination to relax and get away."

The phrase "and get away" may be redundant. All travel experiences take the traveller away from their familiar surroundings, whether it is a relaxing experience or not.

agreement would be of interest. Further, a more detailed examination of which
 Question 15b-l: "British Columbia would be a very exciting destination."

This question contains a value judgement about a quality of the province. The term "exciting" is, however, nebulous. While some thrill-seekers look for bungee jumping and white water rafting experiences to generate excitement, other persons may feel that walking along the causeway in front of the Empress Hotel to be exciting. It is suspected that the former definition is the one that the authors intended.

Question 15b-q: "British Columbia would be a hassle-free vacation destination."

This question probes the respondent's perceptions of B.C. as a place where a visitor does not experience any discomforts. The term "hassle-free" borders on being slang.

Question 15b-m: "British Columbia has friendly, welcoming people."

b. Belief Questions

Although this question does not have a strong value judgement, the residents of a destination are likely to be an influence on travel decisions. The dual adjectives "friendly" and "welcoming" are ideal complements to each other, neither contradictory nor redundant.

Question 15b-j: "The scenery in British Columbia is some of the most beautiful in the world."

This question does not contain an explicit value judgement about travelling to see the beauty of the province, although it is generally believed that tourists do not travel to aesthetically displeasing locations. A concern with this question is the limited range in the five point Likert scale; more room for different strengths of

agreement would be of interest. Further, a more detailed examination of which scenery is thought to be beautiful might also be of interest; the province's mountains, seascapes, or forests have all been featured in recent tourism promotional materials.

management practices (notably logging and water quality issues) in British Columbia and their impact on tourist travel to the province. This question provides an opportunity to explore the questions arising from this

Question 15b-k: "British Columbia has a distinctly different culture."

concern.

This question contains no value judgement about travelling to experience the province's culture. It could be argued that all places have a "distinct society"; on the other hand, the global village is rendering the world's cultures more and more homogeneous.

agement policies, with an inconclusive result. Asking one

This question would be better as an attitude question. Probing as to whether B.C.'s culture was of interest to the respondent would have yielded a better measure of culture as a travel motivator.

Question 15b-u: "British Columbia has a particularly interesting native Indian

Question 15b-m: "British Columbia has friendly, welcoming people."

Although this question does not have a strong value judgement, the residents of a destination are likely to be an influence on travel decisions. The dual adjectives "friendly" and "welcoming" are ideal complements to each other, neither contradictory nor redundant.

These image (attitude and belief) questions are not as precise a measure of

Question 15b-t: "British Columbia does not place a high value of [sic] protecting its environment."

affective associations as might be hoped for. Many of the questions contain

ambiguous wording (such as "exciting", "romantic", and "prestigious"), which may render precise analysis of those specific questions difficult. The responses to these and natural disasters (Milo and Yoder, 1991; Murphy and Bayley, 1989) result in questions, constructed as Likert scales, will however give an indication of the reduced travel to a destination, there has been no demonstrated link between strength of positive feelings towards B.C. as a destination.

perceptions of reduced environmental quality and travel intentions. As one example, Florida is still a popular vacation destination in spite of the recent violent attacks on tourists. On the other hand, a number of concerns have been expressed about environmental management practices (notably logging and water quality issues) in British Columbia and their impact on tourist travel to the province. This question provides an opportunity to explore the questions arising from this concern.

The question is, however, somewhat vague. An earlier study conducted by researchers at Tourism B.C. asked six questions about perceptions of B.C.'s environmental management policies, with an inconclusive result. Asking one question, isolated from any other contextual questions, is begging for misinterpretation of the results.

Question 15b-u: "British Columbia has a particularly interesting native Indian culture."

This question probes the level of interest the respondent has towards the culture of B.C.'s aboriginal people. It is assumed that those who answer favourably to this question are interested in the cultural aspects of travel destinations.

These image (attitude and belief) questions are not as precise a measure of affective associations as might be hoped for. Many of the questions contain ambiguous wording (such as "exciting", "romantic", and "prestigious"), which may render precise analysis of those specific questions difficult. The responses to these questions, constructed as Likert scales, will however give an indication of the strength of positive feelings towards B.C. as a destination.

Equally important, these questions contain a "don't know" response. By recoding the responses, it is possible to derive a measure of the respondent's level of knowledge about B.C. A new variable was created in the data set (Q15b_dk) which totals the number of responses given to the image statements (as opposed to "don't know" responses). For a detailed explanation, see Appendix 2 "Recoded Variables".

between destination image (the affective associations which are held by the traveller) and travel intentions (in which part of the traveller's choice set the destination lies). If this relationship does indeed exist, a secondary component of the analysis will be to ascertain which image factors are most important in determining travel intentions.

NULL HYPOTHESES

1. There no correlation between the traveller's interest in British Columbia as a destination, and each of the ten "image" statement questions.
2. There are no differences in the responses given to the image statements by those persons interested in B.C. as a destination, and those who are not interested in B.C. as a destination.
3. There are no differences in the responses given to the image statements, the level of knowledge of B.C., the place of residence, and the demographic characteristics of those persons interested in B.C. as a destination and those who are not interested in B.C. as a destination.

Before proceeding with tests of these hypotheses, it is worth examining both the respondent's interest in travel to B.C., and the strength of agreement with the image questions.

Chapter IV Interest In Travel To B.C.

DATA ANALYSIS Interest

A. Image And Travel Intentions

The objective of this first phase of the analysis is to determine if there is a relationship between destination image (the affective associations which are held by the traveller) and travel intentions (in which part of the traveller's choice set the destination lies). If this relationship does indeed exist, a secondary component of the analysis will be to ascertain which image factors are most important in determining travel intentions.

NULL HYPOTHESES These are listed below in Table 1.

1. There no correlation between the traveller's interest in British Columbia as a destination, and each of the ten "image" statement questions.

2. There are no differences in the responses given to the image statements by those persons interested in B.C. as a destination, and those who are not interested in B.C. as a destination.

3. There are no differences in the responses given to the image statements, the level of knowledge of B.C., the place of residence, and the demographic characteristics of those persons interested in B.C. as a destination and those who are not interested in B.C. as a destination.

Before proceeding with tests of these hypotheses, it is worth examining both the respondent's interest in travel to B.C., and the strength of agreement with the image questions.

TRIP TYPE	QUESTION	NUMBER OF RESPONDENTS
City trip; Vancouver (1st mention)	Q4a	28
City trip; Vancouver (2nd mention)	Q4b	28
City trip; Victoria (1st mention)	Q4b	5
City trip; Victoria (2nd mention)	Q5a	5
Outdoor trip; Canadian Rockies (1st mention)	Q5b	18
Outdoor trip; Canadian Rockies (2nd mention)	Q5b	24
Outdoor trip; British Columbia (1st mention)	Q6a	10
Outdoor trip; British Columbia (2nd mention)	Q6b	37
Touring trip; Canadian Rockies (1st mention)	Q6a	15
Touring trip; Canadian Rockies (2nd mention)	Q6b	10
Touring trip; British Columbia (1st mention)	Q7a	15
Touring trip; British Columbia (2nd mention)	Q7b	10
Resort trip; Whistler (1st mention)	Q7a	15
Resort trip; Whistler (2nd mention)	Q7b	10

1. Interest In Travel To B.C.

a. Unsolicited Interest

Unsolicited awareness of a destination is a good indicator that the destination resides in a respondent's consideration set. This awareness is measured in the data by questions 4a and 4b, 5a and 5b, 6a and 6b, and 7a and 7b. In these questions, the respondents were asked (using question 4a as an example) "Please tell me the first place that comes to mind for a trip whose primary purpose is: a city trip". The respondents first and second mentions were recorded.

A total of 204 of the 2252 respondents gave a British Columbia destination either directly or indirectly when asked to name destinations that came to mind for these specific trip types. These are listed below in Table 1.

TABLE 1
Unsolicited Interest in B.C.

TRIP TYPE AND DESTINATION	QUESTION #	NUMBER OF RESPONDENTS
City trip; Vancouver (1st mention)	Q4a	28
City trip; Vancouver (2nd mention)	Q4b	28
City trip; Victoria (1st mention)	Q4a	19
City trip; Victoria (2nd mention)	Q4b	8
Outdoor trip; Canadian Rockies (1st mention)	Q5a	5
Outdoor trip; Canadian Rockies (2nd mention)	Q5b	6
Outdoor trip; British Columbia (1st mention)	Q5a	18
Outdoor trip; British Columbia (2nd mention)	Q5b	24
Touring trip; Canadian Rockies (1st mention)	Q6a	10
Touring trip; Canadian Rockies (2nd mention)	Q6b	3
Touring trip; British Columbia (1st mention)	Q6a	37
Touring trip; British Columbia (2nd mention)	Q6b	28
Resort trip; Whistler (1st mention)	Q7a	15
Resort trip; Whistler (2nd mention)	Q7b	10

It is evident from this table that British Columbia is not the foremost destination on the minds of American travellers.

INTEREST IN TRAVEL TO B.C.	NUMBER OF RESPONDENTS	% OF SAMPLE
Very interested	638	28.9%
Fairly b. Solicited Interest	767	34.8%
Not very interested	394	17.9%
Not at all interested	157	7.0%

Question 15a1 gives an alternative indication of the level of interest in travel to B.C., based on responses to a four-point Likert type question. The respondents were asked "How interested are you in a pleasure trip to B.C. Would you say you are:

1. Very interested
2. Fairly interested
3. Not very interested
4. Not at all interested."

As with other questions, responses of "Don't know" (coded as "8") and "Not stated" ("9") were not prompted, but recorded if given.

Of the 2252 respondents, 2206 gave an indication of their interest in travelling to B.C. The proportion of respondents in each category is shown below in Table 2.

These discrepancies are hard to reconcile, although answers may lie with a number of causes. First, Miller's research (1956) suggests that humans possess the ability to process information about seven (plus or minus two) choices, perhaps two destinations is not a sufficient number to elicit a comprehensive account of the respondent's choice set. Second, research conducted by Tourism Canada (Dybka, 1987) found that "[f]ewer than one in five U.S. travelers even thinks of Canada as a place to consider for a vacation" (p.3). Third, and perhaps most importantly, the

TABLE 2
Level of Interest in Travel to B.C.

INTEREST IN TRAVEL TO B.C.	NUMBER OF RESPONDENTS	% OF SAMPLE
Very interested	638	28.9%
Fairly interested	767	34.8%
Not very interested	394	17.9%
Not at all interested	407	18.4%

A large portion (63.7%) of the sample expressed some interest in visiting B.C., although the largest component of that group were "fairly interested" rather than "very interested".

A far larger number of respondents expressed an interest in the province as a destination when given the choice explicitly than when unprompted. Twenty-two of the 204 respondents (11%) who cited British Columbia in the unsolicited destination questions expressed that they were either "not very interested" or "not at all interested" in a pleasure trip to B.C. Furthermore, 61.1% of those who did not give British Columbia in the unsolicited destination awareness questions stated that they were either "very interested" or "fairly interested" in a British Columbia pleasure trip.

These discrepancies are hard to reconcile, although answers may lie with a number of causes. First, Miller's research (1956) suggests that humans possess the ability to process information about seven (plus or minus two) choices; perhaps two destinations is not a sufficient number to elicit a comprehensive account of the respondent's choice set. Second, research conducted by Tourism Canada (Dybka, 1987) found that "[f]ewer than one in five U.S. travelers even thinks of Canada as a place to consider for a vacation" (p.3). Third, and perhaps most importantly, the

first set of questions gives the respondent the entire universe of potential destinations as acceptable responses. For example, when asked about city trips, the respondents are free to give any city from one close to their residence to far-flung cities in Europe or Asia. When asked about level of interest in a trip to B.C. however, a more pragmatic mind-set may prevail. If this is indeed the case, when the respondent considers monetary, time, or other constraints, British Columbia becomes a more realistic vacation destination than Europe.

2. Strongest Images Of B.C.

This analysis focuses on the responses to ten image questions, listed below in Table 3. The ten statements were measured using a five point Likert scale, using the following values:

- 1 Strongly agree
- 2 Moderately agree
- 3 Neither agree nor disagree
- 4 Moderately disagree
- 5 Strongly disagree

Responses of "Don't know" (measured as "8") and "Not stated" (recorded as "9") were not prompted, but recorded.

The number of respondents who provided an answer for each image statement also shown in Table 3 in the table as "N". The percentage of "N" who gave the responses of "strongly agree" and "moderately agree" are also given, in the columns "SA %" and "MA %" respectively. The "Rank" is based on the total percentage of respondents who gave either "strongly agree" or "moderately agree" to the image statement.

TABLE 3
Image Statement Results

IMAGE STATEMENT	QUESTION #	N	SA %	MA %	RANK
B.C. is a prestigious place to visit	Q15bc	1912	28.9%	41.6%	8
B.C. is a particularly romantic destination	Q15bd	1793	25.3%	42.1%	9
B.C. is an ideal destination to relax and get away	Q15be	1971	35.9%	47.0%	2
The scenery in B.C. is some of the most beautiful in the world	Q15bj	2050	57.9%	33.0%	1
B.C. has a distinctly different culture	Q15bk	1874	29.9%	42.3%	6
B.C. would be a very exciting vacation destination	Q15bl	2049	36.6%	43.5%	3
B.C. has friendly, welcoming people	Q15bm	1768	33.6%	46.0%	4
B.C. would be a hassle-free vacation destination	Q15bp	1828	23.4%	41.7%	10
B.C. does not place a high value of protecting its environment ¹	Q15bt	1545	49.1%	22.4%	7
B.C. has a particularly interesting native Indian culture	Q15bu	1585	33.9%	41.7%	5

¹ Note that this high score indicates disagreement with a *negative* statement. To make the results comparable to the other image statements, the number of respondents who *disagree* with the statement is given.

A large number of respondents are in agreement with six of the ten image statements. Far and away the strongest level of agreement is for the statement that "The scenery in B.C. is some of the most beautiful in the world". This is not surprising given that the dramatic mountainscapes and seascapes of the province are a recurrent feature of the province's promotional advertising. Furthermore, unpaid media also dwell on sublime landscapes, often in remote parts of the province (Newcott, 1994). Two of the statements, "B.C. is an ideal destination to relax and get away" and "B.C. would be a very exciting vacation destination" both describe the experience of a B.C. vacation, although apparently contradictory. Two statements, "B.C. has friendly, welcoming people" and "B.C. has a particularly interesting native Indian culture" are both aspects of the province's

social attributes. Finally, there was strong disagreement with the statement that "B.C. does not place a high value on protecting its environment". This can be inverted to indicate that the respondents believe that B.C. places a high value on protecting the environment.

It appears there may be a relationship between the number of respondents answering a statement and the percentage of respondents reacting favourably to the statement; that is to say, the fewer number of "Don't Know"s, the greater the number of "Agree"s. However, the calculation of Spearman's coefficient of rank correlation for the two variables reveals that there is *not* a significant relationship between the two at $\alpha = 0.05$.; the calculated r value is only 0.52.

3. Correlating Image Statements With Interest In Travel

The strength of the relationships between the responses to the image statements and the solicited level of interest in travel to B.C. (Q15a1) was measured. The two statistical tests employed were Pearson's R and Somer's D. Somer's D is a similar statistic to Pearson's R, but considers the dependent variable in the relationship, rather than being a symmetrical test of association. Again, in all cases the tests found that statistically significant relationships exist at $\alpha = 0.01$. The strongest correlation values (both Pearson's R and Somer's D) are between the strength of intention to travel to B.C. and the images of B.C. as a relaxing get-away destination, and as an exciting destination. These statements would appear to be contradictory, and the interrelationship between them warrants further analysis.

TABLE 4
Correlation of Image Statement with Interest in Travel to B.C.

IMAGE STATEMENT	Q. #	N	Strength of Relation ¹	Pearson's R	Somer's D ²
B.C. is an ideal destination to relax and get away	Q15be	1941	weak	0.34886	0.33666
B.C. would be a very exciting vacation destination	Q15bl	2015	weak	0.33269	0.31942
B.C. is a particularly romantic destination	Q15bd	1771	weak	0.25114	0.22715
The scenery in B.C. is some of the most beautiful in the world	Q15bj	2017	weak	0.24468	0.26639
B.C. has friendly, welcoming people	Q15bm	1742	weak	0.23120	0.21849
B.C. would be a hassle-free vacation destination	Q15bp	1801	weak	0.22490	0.20756
B.C. is a prestigious place to visit	Q15bc	1886	very weak	0.19713	0.18906
B.C. has a particularly interesting native Indian culture	Q15bu	1561	very weak	0.17747	0.17477
B.C. does not place a high value of protecting its environment ³	Q15bt	1524	very weak (negative)	-0.17745	-0.16997
B.C. has a distinctly different culture	Q15bk	1844	very weak	0.06496	0.07259

¹ Rowntree, 1981, p.163.

² With interest in travel (Q15a1) as the dependent variable.

³ Note that this question is worded in the negative.

In all cases the tests found that statistically significant relationships exist at $\alpha = 0.01$. The strongest correlation values (both Pearson's R and Somer's D) are between the strength of intention to travel to B.C. and the images of B.C. as a relaxing get-away destination, and as an exciting destination. These statements would appear to be contradictory, and the interrelationship between them warrants further analysis.

As noted earlier, the intention to travel to B.C. is most strongly correlated with the "B.C. is a romantic destination", "B.C. is a relaxing destination" and

Again, there also appears to be a relationship between "N" and the number of respondents in agreement with the question. The Spearman's coefficient of rank correlation was calculated to be $r = 0.55$, again indicating that there is not a significant relationship between the two at $\alpha = 0.05$. Although this crude measure does not reveal a significant relationship, further analysis of this question is justified. It is hypothesized that a lack of knowledge about the destination may be related to a lack of interest in the destination (as a person is unlikely to travel to a destination that is totally unknown).

4. Correlation Between Image Statements

In social research, it is rare to find a variable that is unrelated to a great many others. Due to the similarity of the questions being asked in this survey, there is likely to be correlation between the individual image statements, as each individual respondent will tend to answer all the questions in a similar manner. A respondent who is favourable to British Columbia will tend to give a favourable response to all the image statements. Table 5 tabulates the correlations between the image statements.

There are no exceedingly high correlation values, indicating that multicollinearity is not a problem, as high levels of correlation between independent variables can generate unreliable estimates of coefficients. The image statements are therefore not redundant; they are measuring different aspects of destination image.

As noted earlier, the intention to travel to B.C. is most strongly correlated with the "B.C. is a romantic destination", "B.C. is a relaxing destination" and

TABLE 5: IMAGE STATEMENT CORRELATION

-- Correlation Coefficients --

	Q15BC	Q15BD	Q15BE	Q15BJ	Q15BK	Q15BL	Q15BM	Q15BP	Q15BT	Q15BU
Q15BC	1.0000 (1912) P= .									
Q15BD	.4467 (1700) P= .000	1.0000 (1793) P= .								
Q15BE	.3535 (1818) P= .000	.4113 (1735) P= .000	1.0000 (1971) P= .							
Q15BJ	.2150 (1833) P= .000	.2681 (1738) P= .000	.3492 (1890) P= .000	1.0000 (2050) P= .						
Q15BK	.2471 (1709) P= .000	.1933 (1629) P= .000	.1817 (1755) P= .000	.1712 (1806) P= .000	1.0000 (1874) P= .					
Q15BL	.4013 (1849) P= .000	.4021 (1747) P= .000	.4391 (1905) P= .000	.3396 (1961) P= .000	.2792 (1808) P= .000	1.0000 (2049) P= .				
Q15BM	.2799 (1642) P= .000	.2640 (1574) P= .000	.3551 (1689) P= .000	.3396 (1717) P= .000	.1495 (1630) P= .000	.3359 (1723) P= .000	1.0000 (1768) P= .			
Q15BP	.2627 (1692) P= .000	.2570 (1611) P= .000	.3523 (1738) P= .000	.2495 (1762) P= .000	.1188 (1675) P= .000	.3065 (1781) P= .000	.3541 (1625) P= .000	1.0000 (1828) P= .		
Q15BT	-.0471 (1434) P= .075	-.1021 (1370) P= .000	-.1483 (1473) P= .000	-.1935 (1501) P= .000	-.0389 (1420) P= .143	-.1075 (1495) P= .000	-.1587 (1373) P= .000	-.0760 (1396) P= .005	1.0000 (1545) P= .	
Q15BU	.2160 (1480) P= .000	.2155 (1424) P= .000	.2795 (1518) P= .000	.3018 (1534) P= .000	.1735 (1462) P= .000	.2266 (1538) P= .000	.2773 (1410) P= .000	.2055 (1443) P= .000	-.1379 (1282) P= .000	1.0000 (1585) P= .

(Coefficient / (Cases) / 2-tailed Significance)

.. is printed if a coefficient cannot be computed

"B.C. is an exciting destination" image statements. A means of accounting for the interrelationship between these variables is required. Such a technique will give a more accurate measure of the strength of the relationship between the image statements and the respondent's intention to travel to B.C.

One such method is a multivariate correlation analysis. It was found that there is a statistically significant relationship (at $\alpha = 0.001$) between image statements as a group of independent variables and interest in travel (Q15a1) as the dependent variable. The r^2 value of this relationship was .202, indicating that the image statements account for just over 20% of the variance in interest in travel.

This form of analysis does not reveal which of the ten image statements are most important in determining the respondent's interest in travel to B.C. One such analysis technique which accomplishes this is a discriminant analysis.

B. Discriminant Analysis

Discriminant analysis is a statistical technique which bases an analysis of independent variables, distinguishes among mutually exclusive groups. It identifies the variables that best differentiate the groups (as the independent classification variable), based on their responses to the image statements.

This technique can be applied to the problem of distinguishing those Americans who are travelers who are interested in travel to B.C. from those who are not. A stepwise discriminant analysis adds the independent variables (in this case, the image statements) one at a time into the model, starting with the

"B.C. is an exciting destination" image statements. A means of accounting for the interrelationship between these variables is required. Such a technique will give a more accurate measure of the strength of the relationship between the image statements and the respondent's intention to travel to B.C.

One such method is a multivariate correlation analysis. It was found that there is a statistically significant relationship (at $\alpha = 0.001$) between the image statements as a group of independent variables and interest in travel (Q15a1) as the dependent variable. The r^2 value of this relationship was measured at 0.202, indicating that the image statements account for just over 20% of the variance in interest in travel.

This form of analysis does not reveal which of the ten image statements are most important in determining the respondent's level of interest in travel to B.C. One such analysis technique which accomplishes this is a discriminant analysis.

B. Discriminant Analysis

Discriminant analysis is a statistical technique which, based on any number of independent variables, distinguishes among mutually exclusive groups. It also identifies the variables which are important in distinguishing among the groups. This technique can be applied to the problem of distinguishing those American travellers who have an interest in travelling to B.C. from those who do not (as the dependent classification variable), based on their responses to the image statements.

A stepwise discriminant analysis adds the independent variables (in this case, the image statements) one at a time into the model, starting with the

individual variable which has the highest association measure with the discriminating variable. (In this case, the statistical measure used is Wilks' lambda.) The remaining variables are added based on declining values of the association measure, until the addition of one more variable does not lead to a significant improvement in the model. After the addition of a new variable, the stepwise process also checks the variables previously added into the model to ensure that they remain a significant part of the model as other variables are added. Thus extraneous variables are not included in the model. This exclusion applies to those variables which individually might be strongly associated with the dependent variable. These variables appear at first glance to be of great importance, but the high level of correlation with the other independent variables renders them superfluous to the model.

1. Unsolicited Interest In B.C.

When asked to name two places which came to mind as city trip, outdoors trip, touring trip, and resort trip destinations (Questions 4a and 4b through 7a and 7b), 204 of the 2252 respondents gave a British Columbia destination either directly or indirectly (for instance citing Victoria as a city trip destination).

A discriminant analysis was undertaken to determine if it is possible to separate these respondents from those who did not give B.C. as a destination based on their responses to the ten image questions.

The analysis selected three of the image statements for the model: Q15be (B.C. is an ideal destination to relax and get away), Q15bd (B.C. is a particularly romantic destination), and Q15bm (B.C. has friendly, welcoming people). The model was found to be statistically significant at $\alpha = 0.001$. Group 0 is defined as

those who did not cite British Columbia when unprompted; Group 1 as those who did give B.C. The standardized canonical discriminant function equation is as follows, each coefficient indicating the relative strength of the variable in differentiating the two groups:

$$D = 0.39(Q15bd) + 0.48(Q15be) + 0.36(Q15bm).$$

The statistics for the model are shown below in Table 6.

TABLE 6
Discriminant Analysis Results

STATISTIC	VALUE
Sample size	2252
Valid cases	2207
Eigenvalue	0.0367
Canonical correlation	0.1881
Wilks' lambda	0.9646
Chi-square	79.356
degrees of freedom	3
significance	0.0000

The statistics in Table 6 indicate that although the model is statistically significant, it is very weak. This is shown in an extremely low eigenvalue (0.0367), a low canonical correlation value (a measure of the total variance attributable to the differences among the two groups) and high Wilks' lambda (the proportion of the total variance *not* explained by the differences among the two groups). Furthermore, only 51.6% of the cases were correctly grouped given the predicted location given the responses to the image questions. Indeed, more than half (51.3%) of those who showed no top-of-mind (unsolicited) interest in B.C. were incorrectly placed; only a high proportion (80.8%) of correctly predicted respondents among those who gave B.C. as a destination saved the overall

outcome from being *worse* than chance. (When confronted with two choices, and with a large sample, it is hoped that 50% of the responses are correct.)

This poor result is readily explained. Those respondents who gave B.C. as an unsolicited destination choice had generally favourable images of the province, and are a fairly homogeneous group. This statement is borne out by the low variances around the means of the scores of the image statements. Those respondents who did not cite B.C. are a far more heterogeneous with substantially larger variances around the mean.

This poor result leads logically to adopting a broader, and less explicit, measure of interest in B.C. as a destination. This will cast the net wider, and (it is hoped) capture a greater range of diversity in the respondents.

2. Solicited Interest In B.C.

The questionnaire, along with the measure of unsolicited interest in B.C. used above, contains a good measure of solicited interest in B.C. in Question 15a. This question asks "How interested are you in taking a pleasure trip to the Province of British Columbia?" Responses are measured on a four-point Likert scale: very interested, fairly interested, not very interested, and not at all interested.

For this analysis, the responses were recoded into a new variable, Q15A1X. Those who gave either "very interested" or "fairly interested" responses to Q15A1 were grouped together with the value of 1, and those who gave "not very interested" and "not at all interested" were given the value of 2 in the new variable (see Appendix 2, "Recoded Variables" for more details). The discriminant

analysis used this new variable to group the respondents into two groups, and assesses the differences in the responses given to the image statements by members of each group.

What resulted from the stepwise discriminant analysis was a statistically significant model at $\alpha = 0.001$ which included five of the ten image statements, listed in Table 7 in order of importance in the model. The statistics from the stepwise discriminant analysis follow in Table 8.

STATISTIC	VALUE
Sample size	2252
Canonical correlation	0.3733
Chi-square	323.618
degrees of freedom	5
significance	0.0000

TABLE 7
Discriminant Analysis: Image Statements in the Model

IMAGE STATEMENT	QUESTION #	WILKS' LAMBDA
B.C. would be a very exciting vacation destination	Q15bl	0.89745
B.C. is an ideal destination to relax and get away	Q15be	0.87110
The scenery in B.C. is some of the most beautiful in the world	Q15bj	0.86659
B.C. has friendly, welcoming people	Q15bm	0.86384
B.C. does not place a high value of protecting its environment	Q15bt	0.86065

Another way of assessing the strength of the model is to look at the classification results. This table compares the actual group membership with the membership as predicted by the model. The results are shown in Table 9.

TABLE 8
Discriminant Analysis Results

STATISTIC	VALUE
Sample size	2252
Valid cases	2212
Eigenvalue	0.1619
Canonical correlation	0.3733
Wilks' lambda	0.8607
Chi-square	323.618
degrees of freedom	5
significance	0.0000

Although 70.3% of the cases were predicted accurately ($(1121 + 401) / 2166 * 100$), nearly one-third of the cases were predicted to fall in the wrong category. In

The groups were defined as Group 1 being those respondents who were either "very interested" or "fairly interested" in a B.C. vacation and Group 2 as those who were "not very interested" or "not at all interested". The equation based on the standardized canonical discriminant function coefficients is as follows:

$$D = 0.44(Q15be) + 0.20(Q15bj) + 0.49(Q15bl) + 0.21(Q15bm) - 0.17(Q15bt)$$

Both the eigenvalue and the Wilks' lambda score indicate that the model is only partially effective in differentiating between the two groups. (A higher eigenvalue, and a lower Wilks' lambda indicate a stronger model.) The canonical correlation value indicates that the model explains 0.139 ($= 0.3733^2$) of the variance in the level of interest in travel between the two groups.

Another way of assessing the strength of the model is to look at the classification results. This table compares the actual group membership with the membership as predicted by the model. The results are shown in Table 9.

1. Additional Variables In The Model

TABLE 9
Classification Results

ACTUAL GROUP	NO. OF CASES	PREDICTED GROUP	
		GROUP 1	GROUP 2
1 (interested)	1385	1121 80.9%	264 19.1%
2 (not interested)	781	380 48.7%	401 51.3%

Although 70.3% of the cases were predicted accurately ($(1121 + 401) / 2166 * 100$), nearly one-third of the cases were predicted to fall in the *wrong* category. In a two category classification system such as this, 50% is pure chance (as is the case of a coin toss), so there is only an 20.3% improvement in prediction as a result of the model.

C. A More Comprehensive Model

It is often possible to explain more of the variation in a dependent variable by adding other independent variables. Thus far, this analysis has only examined the responses given to the image statements. By adding more variables into a discriminant analysis model, it may be possible to explain more of the differences between the respondents who have an interest in B.C. as a destination, and those who do not.

1. Additional Variables In The Model

A stepwise discriminant analysis was run, using the ten image statements used in the previous step. In addition, a number of other variables were incorporated into the analysis. These variables are listed in Table 10 below.

TABLE 10
Comprehensive Discriminant Analysis: Additional Variables in the Model

IMAGE STATEMENT	QUESTION #
Level of knowledge of B.C. ¹	Q15b dk
Metropolitan area	metro2
Number of visits to B.C. in past three years	Q16a
"Have you seen any recent advertising about travelling to or vacationing in the Province of British Columbia?"	Q17a
Age of respondent	Q20a
Number of children under 14 years of age in household	Q20b
Marital status	Q20c
If married or living together: are both partners employed outside the home?	Q20d
Household income	Q21
Level of education achieved	Q22a

¹ The number of responses given to the image statement questions (as opposed to "don't know" responses); for a detailed explanation, see Appendix 2, "Recoded Variables".

2. Comprehensive Discriminant Analysis Results

As was the case with the first discriminant analysis, the variable Q15A1X was used to classify the level of interest in B.C. as a pleasure trip destination.

The stepwise discriminant analysis produced a model (statistically significant at $\alpha = 0.001$) which included ten variables, listed in Table 11 in order of importance in the model. The statistics from the stepwise discriminant analysis follow in Table 12.

TABLE 11
Comprehensive Discriminant Analysis: Variables in the Model

IMAGE STATEMENT	QUESTION #	WILKS' LAMBDA
B.C. would be a very exciting vacation destination	Q15bl	0.90766
Metropolitan area	metro2	0.87222
B.C. is an ideal destination to relax and get away	Q15be	0.85622
Level of education	Q22a	0.84689
The scenery in B.C. is some of the most beautiful in the world	Q15bj	0.84302
Level of knowledge of B.C.	Q15b_dk	0.83787
B.C. has friendly, welcoming people	Q15bm	0.83072
B.C. is a prestigious place to visit	Q15bc	0.82626
B.C. has a particularly interesting native Indian culture	Q15bu	0.82061
B.C. would be a hassle-free vacation destination	Q15bp	0.81758

TABLE 12
Comprehensive Discriminant Analysis Results

STATISTIC	VALUE
Sample size	2252
Valid cases	1464
Eigenvalue	0.2231
Canonical correlation	0.4271
Wilks' lambda	0.8176
Chi-square	293.451
degrees of freedom	10
significance	0.0000

Again the groups were defined as Group 1 being those respondents who were either "very interested" or "fairly interested" in a B.C. vacation and Group 2 as those who were "not very interested" or "not at all interested". The equation based on the standardized canonical discriminant function coefficients is as follows:

$$D = 0.95(Q15b_dk) + 0.24(Q15bc) + 0.40(Q15be) + 0.27(Q15bj) + 0.47(Q15bl) + 0.30(Q15bm) + 0.18(Q15bp) + 0.25(Q15bu) - 0.49(\text{metro2}) - 0.28(Q22a)$$

Each of the function coefficients indicates the relative strength of the image statement variable in differentiating between the two groups. The eigenvalue, canonical correlation, and Wilks' lambda scores indicate that the model is somewhat more effective in differentiating between the two groups than the previous model.

Only three of the demographic characteristics added into this analysis were found to be significant: the metropolitan area where the respondent resides, the level of education of the respondent, and the respondent's level of knowledge of B.C. (as measured by the number of responses they gave to the image statements).

The classification results table, Table 13, also shows that the new model explains more of the difference between the two groups. The analysis also shows

TABLE 13
Comprehensive Discriminant Analysis Classification Results

ACTUAL GROUP	NO. OF CASES	PREDICTED GROUP	
		GROUP 1	GROUP 2
1 (interested)	1390	992 71.4%	398 28.6%
2 (not interested)	782	260 33.2%	522 66.9%

D. Cluster Analysis: All Respondents

Although 69.7% of the cases were predicted accurately ($(992 + 522) / 2172 * 100$), this is a marginally lower success rate than the previous model (where 70.3% of the cases were predicted accurately).

This new model, with a greater number of significant variables and a wider range of variables, does not represent a great improvement in predictive ability over the model which consisted of image statements alone. Indeed, four of the five image statements found to be significant in the first model reappear here: "B.C. would be a very exciting destination", "B.C. is an ideal destination to relax and get away", "The scenery in B.C. is some of the most beautiful in the world", and "B.C. has friendly, welcoming people". Only three of the demographic characteristics added into this analysis were found to be significant: the metropolitan area where the respondent resides, the level of education of the respondent, and the respondent's level of knowledge of B.C. (as measured by the number of responses they gave to the image statements).

This analysis shows that the closer the respondent lives to B.C., the more interested they are in B.C. as a pleasure trip destination. The analysis also shows that the respondent's knowledge of B.C. is an important factor in placing the province in the active choice set. These two variables are, for those persons interested in B.C. as a destination, exclusive of each other. Thus of two respondents interested in a pleasure trip to B.C., it is possible that a person living in Seattle may have answered fewer of the image statements than a person from San Francisco.

D. Cluster Analysis: All Respondents

The discriminant analysis models defined above separate the sample into two groups, based on whether or not they have an interest in B.C. as a destination. In the comprehensive model using the solicited level of interest, a group of ten variables, seven of them image statements, were found to be significant predictors of membership in either group. A cluster analysis takes a different approach. This technique groups the sample in such a way that minimizes the differences between the members of the various clusters, and maximizes the differences between the clusters, on a defined group of variables.

1. Cluster Analysis Results

It was decided to cluster the sample into three clusters based on the ten variables defined in the second, more comprehensive discriminant analysis. Note that the variable measuring the level of interest in B.C. as a travel destination is not part of the cluster analysis; the intent is to group the respondents by those

image statements of B.C. and demographic characteristics that were determined to be significant in the discriminant analysis.

The cluster centres shown in Table 14 give an indication of the profound

differences between the three clusters. Cluster 3 can easily be described as those

respondents who possess a very poor knowledge of British Columbia. On average,

IMAGE STATEMENT	QUESTION	CLUSTER CENTRES (MEAN VALUES)		
		CLUSTER 1	CLUSTER 2	CLUSTER 3
B.C. would be a very exciting vacation destination	Q15bl	2.08	1.99	5.60
Metropolitan area	metro2	3.95	4.26	2.85
B.C. is an ideal destination to relax and get away	Q15be	2.47	1.94	6.27
Level of education	Q22a	3.92	4.02	3.78
The scenery in B.C. is some of the most beautiful in the world	Q15bj	1.82	1.63	5.04
Level of knowledge of B.C.	Q15b dk	7.48	9.50	2.86
B.C. has friendly, welcoming people	Q15bm	3.26	2.37	7.25
B.C. is a prestigious place to visit	Q15bc	2.80	2.37	6.46
B.C. has a particularly interesting native Indian culture	Q15bu	7.90	1.94	6.60
B.C. would be a hassle-free vacation destination	Q15bp	3.38	2.62	7.21

Cluster 2 is the opposite of Cluster 3. The respondents in this cluster have a far better knowledge of B.C., answering an average of 9.5 of the ten image statements. Furthermore, their responses to the image statements are far more favourable, ranging as high as 1.63 on Q15bj ("The scenery in B.C. is some of the most beautiful in the world"). These respondents live, on average, closer to B.C. than the other two clusters, although not a great deal closer than the members of Cluster 1.

Cluster 1 falls somewhere between the extremes of Clusters 2 and 3. Their level of knowledge is quite high (providing a response to 7.48 image statements),

2. Characterizing The Clusters

The cluster centres shown in Table 14 give an indication of the profound differences between the three clusters. Cluster 3 can easily be described as those respondents who possess a very poor knowledge of British Columbia. On average, they gave an answer to only 2.86 of the ten image questions (as shown by variable Q15b_dk). This is further borne out by the remarkably low scores recorded for the individual image questions, ranging from 5.04 when asked about B.C.'s scenery, to 7.21 when asked if B.C. would be a hassle free destination. Given that the Likert scale used to measure the image question has five points (from "strongly agree" recorded as a one through "strongly disagree" recorded as a five), this seems impossible until it is recalled that the "don't know" responses were coded as eight. Thus a preponderance of "don't know" responses will take the mean score off the five point scale. The respondents who were placed in Cluster 3 live further away than the members of the other clusters. The mean value for the metropolitan area variable is 2.85; the mean of the entire sample is approximately 4 (as the values increase, the distance to B.C. decreases).

Cluster 2 is the opposite of Cluster 3. The respondents in this cluster have a far better knowledge of B.C., answering an average of 9.5 of the ten image statements. Furthermore, their responses to the image statements are far more favourable, ranging as high as 1.63 on Q15bj ("The scenery in B.C. is some of the most beautiful in the world"). These respondents live, on average, closer to B.C. than the other two clusters, although not a great deal closer than the members of Cluster 1.

Cluster 1 falls somewhere between the extremes of Clusters 2 and 3. Their level of knowledge is quite high (providing a response to 7.48 image statements),

and they live nearly as close as the members of Cluster 2. Their responses to the image statements are, in a number of cases, quite similar (although less flattering) to those provided by the members of Cluster 2. These similar statement responses include Q15bl (B.C. would be a very exciting destination), Q15bj (The scenery in B.C. is some of the most beautiful in the world), and Q15bc (B.C. is a prestigious place to visit). It is on the other image statement responses that Cluster 1 differs markedly from Cluster 2. They are far less convinced that B.C. has friendly, welcoming people (Q15bm), and that B.C. would be a hassle-free destination (Q15bp). Most significantly, the two clusters differ on the responses given to Q15bu: B.C. has a particularly interesting native Indian culture. Where Cluster 2 respondents agreed strongly to this statement (with a mean response of 1.94), the Cluster 1 respondents apparently lack knowledge of B.C.'s native culture, generating a mean response value of 7.90 -- very close to a perfect score of "don't know".

As shown below in Table 15, Cluster 2 is by far the largest of the three clusters defined in the analysis. The 1484 respondents placed into this cluster is slightly higher than the 1390 who fall in the "interested in B.C." category in the previous discriminant analysis. This difference reflects the fact that some respondents in Cluster 2 may have a similarly positive image of B.C., but different levels of interest in the province as a travel destination. Further, it is conceivable that those persons with an intention to travel to B.C. may have a somewhat less flattering image of the province, placing them in Cluster 1.

	CLUSTER 1	CLUSTER 2	CLUSTER 3
INTEREST VERY	37.8%	30.7%	24.7%
FAIRLY INTERESTED	19.0%	15.1%	29.5%
NOT AT ALL INTERESTED	16.0%	15.0%	38.2%

TABLE 15
Cluster Size

	CLUSTER 1	CLUSTER 2	CLUSTER 3
CLUSTER SIZE	428	1484	306

3. Level Of Interest In B.C. As Pleasure Trip Destination

The discriminant analysis model was based on a simplified measure of the respondent's interest in B.C. Originally, the level of interest in the province as a pleasure trip destination was more precisely measured on a four point scale. The question whether the three clusters differ on their interest in B.C. as a destination can be answered through a chi-square test. The cross tabulation table used for the test is shown as Table 16.

TABLE 16
Level of Interest in B.C. as a Travel Destination By Cluster

LEVEL OF INTEREST	% OF RESPONDENTS IN CLUSTER		
	CLUSTER 1	CLUSTER 2	CLUSTER 3
VERY INTERESTED	27.4%	33.8%	7.6%
FAIRLY INTERESTED	37.6%	36.1%	24.7%
NOT VERY INTERESTED	19.0%	15.1%	29.5%
NOT AT ALL INTERESTED	16.0%	15.0%	38.2%

A chi-square test of this table returns a value of 177.0, significant at $\alpha = 0.001$. There is therefore a statistically significant difference in the categories of interest by the three clusters.

The phenomenon of tourism has grown substantially since World War Two. Cluster 2 has the greatest interest in a pleasure trip to B.C. Cluster 1 has a slightly lower level of interest. Cluster 3 has the lowest level of interest in a pleasure trip to B.C. This is not at all surprising given the lack of knowledge of the province, as shown in the number of responses to the image statements. What is puzzling is that only 18 of 306 respondents in the cluster did not answer Q15a1, and those who did managed to generate a score below 3 (slightly on the "fairly interested" side of "not very interested").

In summary, Cluster 2 has not only a higher level of interest in British Columbia as a pleasure travel destination, but its members also have a more positive image and a higher level of knowledge of the province. Cluster 1 members do not share the same favourable image of B.C., but has a level of interest nearly as strong as that of Cluster 2. Cluster 3 has the least in common with the others. The members of this cluster have a low level of interest, a poor image of B.C., and a very low level of knowledge of the province.

This thesis has adopted the assumptions of the Fishbein model in a tourism context, with the primary objective of exploring the relation between the image a traveller has about British Columbia and their intention to travel there. A secondary objective was to explore the relationship between demographic characteristics and interest in B.C. as a destination, on the supposition that these may also be related.

The data used in this study were originally collected by Tourism British Columbia in 1992. The aims of the original study were to determine awareness of

Chapter V

SUMMARY AND CONCLUSION

The phenomenon of tourism has grown substantially since World War Two. Once confined exclusively to the upper class, leisure travel is now enjoyed by many people around the world (Murphy, 1985, p.3). Social scientists have begun to explore the nature of tourism, from its economic, environmental, and social impacts through to the psychological and sociological constitution of the travellers themselves. This research has been applied by those seeking to manage the impacts of tourism effectively, and by those promoting tourism as a contributor to economic growth. Geographers have much to contribute to this body of research, applying their unique perspective of space and place to their analysis. To date, this contribution has been rather limited (Mitchell and Murphy, 1991).

Geographers have explored the relationships between environmental perceptions (or cognition) and spatial behaviour in a variety of settings. The widely used model of Fishbein, with its definition of attitude as "a learned predisposition to respond to any object in a consistently favorable or unfavorable way" (Fishbein, 1967, p.64) underlies most of the research into spatial behaviour. This thesis has adopted the assumptions of the Fishbein model in a tourism context, with the primary objective of exploring the relation between the image a traveller has about British Columbia and their intention to travel there. A secondary objective was to explore the relationship between demographic characteristics and interest in B.C. as a destination, on the supposition that these may also be related.

The data used in this study were originally collected by Tourism British Columbia in 1992. The aims of the original study were to determine awareness of

British Columbia's travel advertising and to measure the level of interest in B.C. as a pleasure travel destination. In addition to questions related explicitly to pleasure travel, the survey questionnaire probed a number of demographic characteristics. A total of 2252 American residents, from seven different cities, were surveyed via telephone.

This research has used as its conceptual framework the Woodside and Lysonski (1989) model of traveller destination choice. The accurate placement of the destination into the four choice set categories defined in the model is difficult however, given the structure of the questions that were asked. This difficulty arises from the use of secondary data for research. When the questions cannot be tailored to meet explicit definitions of a theoretical model, proxy measures have to be applied. These can be, as is the case here, only partially satisfactory in meeting the objectives of research subsequent to the original project.

These problems again arise in the use of the image statements in the questionnaire as measures of affective associations (as defined by Woodside and Lysonski), or the more precisely defined "facilitators" and "inhibitors" defined by Crompton and Um (1990; 1992). The greater range of image statements available for analysis, and the less precise definition of what constitutes an affective association, make the available data a good proxy.

A number of statistical analysis measures were applied to the data, including correlation analysis, discriminant analysis, and cluster analysis. These analytical tools met the general objectives of the research.

2. a higher level of education, and
3. a higher level of knowledge.

A. Summary Of Results

Although this analysis does not develop a new explanatory model, its empirical findings show that certain generalizations about travel intentions are possible. First, a limited number of the image statements are independently associated with a higher level of interest in British Columbia as a pleasure travel destination. The same image statements reappear as important components of all phases of this analysis, including the discriminant analyses and cluster analysis. These are:

- | | |
|--|-------|
| BC is an ideal destination to relax and get away | Q15be |
| The scenery in BC is some of the most beautiful in the world | Q15bj |
| BC would be a very exciting vacation destination | Q15bl |
| BC has friendly, welcoming people | Q15bm |

To a lesser extent, two other image statements appear to be of importance:

- | | |
|---|-------|
| BC would be a hassle-free vacation destination | Q15bp |
| BC has a particularly interesting native Indian culture | Q15bu |

Secondly, three demographic characteristics of the respondents were also found to be associated with a higher level of interest in BC as a destination. These are

1. the respondent's proximity to BC (those who live closer are more likely to be interested),
2. a higher level of education, and
3. a higher level of knowledge.

Although these three appear to be closely related, they were found to have some level of independence. That is to say, a highly educated respondent who knows little about the specifics of BC may have a high level of interest in the province, as may a knowledgeable but lesser educated respondent.

From these lists it is apparent that two of the image statements are in direct contradiction with each other: BC is seen as being both exciting *and* relaxing. The relationship between these two image statements needs to be explored in more detail. There is some correlation between the two statements, with an r value of 0.4391. This value considers the sample as a whole; it is conceivable that there will be a different result if only those respondents with an interest in BC are considered.

B. Implications For Theory

This research establishes that links between attitudes and behaviour, as given in the Ajzen - Fishbein model, may exist in a tourism setting. Because the data measure the respondent's interest *in* travel rather than intention *to* travel, or actual travel behaviour, it cannot be said that these links are present. However, given that there is an association between attitudes towards the destination and interest in travel to that destination, further research into this topic is certainly warranted.

This research confirms the premise of the Woodside and Lyonski model that affective associations play a role in determining a destination's position in the choice set categories. This research finds however that not all affective associations are related in this way. In the case of American travellers and their interest in British Columbia, the associations of the province with relaxation,

excitement, beautiful scenery, and friendly people are important in placing the province in the respondent's choice set. Whether or not British Columbia actually possesses such attributes is not entirely relevant in stimulating travel interest. In the words of Boulding, "there are no such things as facts ... There are only messages filtered through a changeable value system. Behaviour depends on this image" (1956, p.6).

C. Implications For Destination Marketing Organizations

Destination marketing organizations (DMOs) are interested in the links between a destination's image and traveller intentions. This is quite simply because DMOs use advertising to influence travel, on the assumption that changing the image, or affective association, that a traveller holds will increase their likelihood of visiting the destination.

This research points to a limited set of images as influencing the amount of interest a destination holds for a traveller. Although travellers may hold a unique set of attitudes for each destination in their consideration set, the attitudes associated with interest in travel to British Columbia are oriented towards a change of pace from their usual routine. That British Columbia is seen as an exciting destination by some travellers and as a relaxing destination by others indicates that the province should be promoting itself as a place where things can be done, be they exciting or relaxing activities.

Furthermore, the social environment of the destination is important. A positive image of the people that a traveller will encounter plays a key role in increasing the level of interest in that destination. Further, the cultural attributes of the people of the region visited must also be of interest to the traveller.

These results run counter to much of the content of British Columbia's long running "Super, Natural" advertising campaign. The images in the campaign have historically favoured sublime scenery: forests, mountains, and seascapes. Although these images have been critiqued as examples of how nature has been commodified (Wilson, 1992, p.12), they are for the most part accurate depictions of the province's natural environment. However, these advertising images have a paucity of people doing things, even images of urban settings such as Vancouver. A contrast with the approach taken by other media is provided by a recent *National Geographic* article (Newcott, 1994) which prominently shows visitors to one of the most remote parts of the province engaged in various activities.

The analysis also found that when controlling for the other variables, advertising recall is not an important factor in determining the traveller's level of interest in British Columbia. This poses a conundrum to destination marketing organizations: does advertising have no influence whatsoever, or do the images projected in a marketing campaign get assimilated and transmuted into positive images such as that of British Columbia as a "very exciting vacation destination"?

D. Further Research Needs

This thesis found that a limited number of image statements about a destination are associated with interest in travel to that destination. It remains unknown whether travellers in other places hold the same image of British Columbia. As a corollary, it is not known what attitudes are held by the members of the sample towards other destinations, particularly those in their consideration set. That is to say, it is not known whether B.C. has a similar image as its chief competitors in the travel marketplace. If Tourism British Columbia hopes to tailor

its marketing campaign specifically to each of the province's major tourist sources, these questions will need to be answered.

The analysis of this thesis found a substantial difference between the number of respondents who cited British Columbia as a destination when unsolicited (204 of 2252 respondents) and those who professed an interest in travel to British Columbia when solicited (1405 of 2252). Further complicating this relationship is that fact that roughly one in ten of those who gave B.C. as a destination when unsolicited did not have an interest in visiting the province. It may be possible that the fact that only two destination choices were provided for in the unsolicited portion of the questionnaire did not allow some travellers with an interest in the province a chance to mention it, although this seems insufficient to account for the degree of difference.

Although this research demonstrates that affective associations influence the position of a destination in the traveller's choice set, a fundamental question that remains unanswered is "How are affective associations acquired?" Destination marketing organizations operate on the assumption that their advertising is a key factor which has an impact on the decision making of potential travellers, and a body of research in the field of consumer behaviour has explored the influence of advertising. Researchers have not paid the same amount of attention to other sources of knowledge: magazine articles, news stories, geography lessons at school, word of mouth, and folklore. These other sources may in fact have greater influence over a traveller's attitudes, as they come without the explicit bias inherent in advertising. This research into other information sources is particularly important, given the lack of significance ascribed to advertising recall in the study results.

also pe There appears to be no research that assesses whether a change in affective association leads to a change in choice set position of a destination. Answers to this question can only be obtained through a longitudinal study, where exposure to advertising and other sources of information which may modify the subject's affective associations is carefully monitored.

Finally, this thesis did not examine the relationship between the image statement questions which measure the respondent's attitudes towards B.C. as a vacation destination, and those which measure beliefs. The use of a canonical correlation analysis would measure the strength of the correlation between the belief statements as a group, and the attitude statements as a group.

All of these unexplored topics ultimately find their roots back in the Ajzen - Fishbein model, and the assumption that attitudes are the best predictors of behaviour. Other research has found that these links exist in women's occupational orientation, family planning, consumer, and voting behaviours; see for instance the essays collected by Ajzen and Fishbein (1980). This thesis does not attempt to challenge that theory; indeed, the results indicate that there is a relationship between attitudes and action. However, it does not provide evidence that those with the most favourable attitudes towards travel to B.C. will definitely travel there, only that they are most inclined to do so.

In summary, more research is required into the links between attitudes and action. Ideally, any future research should be conducted as a longitudinal study. This will allow for monitoring any changes in attitudes a respondent may experience over time, and link those changes to actual behaviour, rather than just intentions to behave in a certain manner. It would also allow for the identification of those factors which contributed to the change in behaviour. Such a study would

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also permit the assessment of the role that "situational variables" (Woodside and Lysonski, 1989) play in determining behaviour.

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CMR# 3889

B.C. AWARENESS
TRACKING STUDY
Spring 1992 — Wave 1

February 14, 1992

QUEST APPROVED
[Signature]

FINAL QUESTIONNAIRE

VALIDATION:

Supervisor: _____
Date: _____

RESP	CARD	CELL
1 2 3 4	5 7	8
		2

	(11)
New York	1
Chicago (Wave 1 and 3 only)	2
San Francisco	
Oakland	3
Los Angeles	4
Dallas	5
Phoenix	6
Seattle	7

INTERVIEWING TIME:

Start: _____
Finish: _____

ROTATION	(12)
1	
2	
3	
4	

WEEK INTERVIEWED:

	(13)
February 12-16	1
February 17-23	2
February 24-29	3

Appendix 1

Questionnaire

NAME: _____
DATE OF INTERVIEW: _____

Hello, I'm _____ from _____ an independent market research company. We are conducting a major survey on vacation travel and your household has been selected to be part of the research. The interview will only last a few minutes and you can be assured the results will be reported as statistics only.

1. a) I'd like to talk to you about pleasure trips. By pleasure trip, I mean a trip that was not made solely for business or personal reasons, such as weddings, or doctor's appointments and the like.

To begin, have you, or anyone else in your household, 21 years of age or over taken a pleasure trip within the past twelve (12) months in which they travelled at least 100 miles one way.

Yes ... 1 ---> CONTINUE
No ... 2 -----> TERMINATE

- b) Was at least one night spent in commercial accommodation or was commercial transportation taken?

Yes ... 1 ---> CONTINUE
No ... 2 -----> TERMINATE AND TALLY

2. Is your household income above \$25,000/year or below \$25,000/year?

Above \$25,000/year ... 1 ---> CONTINUE
Below \$25,000/year ... 2 -----> TERMINATE AND TALLY

3. To obtain a random sample for this survey, could we please talk to the person in your household who took a pleasure trip of that type, and whose birthday comes soonest after: March 1st/June 1st/September 1st/December 1st [RANDOMLY CHOOSE START DATE]?

(14)
Respondent ... 1 ---> CONTINUE
Other ... 2 -----> SKIP NOTE

CANADA MARKET RESEARCH LTD., 1235 BAY ST, STE 300, TORONTO M5R 3K4 TEL 964-9222

CMR# 3869

**B.C. AWARENESS
TRACKING STUDY
Spring 1992 — Wave 1**

February 14, 1992

QUEST. APPROVED
[Redacted]

FINAL QUESTIONNAIRE

VALIDATION:
Supervisor: _____
Date: _____

RESP	CARD	CELL
1 2 3 4	6 7	9
		2

- (11)
- New York 1
- Chicago (Wave 1
and 3 only) 2
- San Francisco/
Oakland 3
- Los Angeles 4
- Dallas 5
- Portland 6
- Seattle 7

INTERVIEWING TIME:
Start: _____
Finish: _____

- (12)
- ROTATION 1
- 2
- 3
- 4

WEEK INTERVIEWED:
(13)
February 12-16 1
February 17-23 2
February 24-29 3

INTERVIEWER'S NAME: _____

DATE OF INTERVIEW: _____

Hello, I'm _____ from _____, an independent market research company. We are conducting a major survey on vacation travel and your household has been selected to be part of the research. The interview will only last a few minutes and you can be assured the results will be reported as statistics only.

1. a) I'd like to talk to you about pleasure trips. By pleasure trip, I mean a trip that was not made solely for business or personal reasons, such as weddings, or doctor's appointments and the like.

To begin, have you, or anyone else in your household, 21 years of age or over taken a pleasure trip within the past twelve (12) months in which they travelled at least 100 miles one way.

- Yes . . . 1 ----> CONTINUE
- No . . . 2 -----> TERMINATE

- b) Was at least one night spent in commercial accommodation or, was commercial transportation taken?

- Yes . . . 1 ----> CONTINUE
- No . . . 2 -----> TERMINATE AND TALLY

2. Is your household income above \$25,000/year or below \$25,000/year?

- Above \$25,000/year . . . 1 ----> CONTINUE
- Below \$25,000/year . . . 2 -----> TERMINATE AND TALLY

3. To obtain a random sample for this survey, could we please talk to the person in your household who took a pleasure trip of that type, and whose birthday comes soonest after; March 1st/June 1st/September 1st/December 1st [RANDOMLY CHOOSE START DATE]?

- (16)
- Respondent . . . 1 ----> CONTINUE
- Other . . . 2 -----> SKIP NOTE

SKIP NOTE:

- ASK TO SPEAK TO THAT PERSON
- REINTRODUCE SURVEY TOP OF PAGE ONE
- CONTINUE

ROTATION 1

RECORD SEX OF RESPONDENT (17)

Male ... 1 } WATCH
 Female ... 2 } QUOTA (50/50)

COL 18-80, 201-209 BLANK

STATE TO ALL RESPONDENTS:

In the following questions, I will be referring to "pleasure trips". By pleasure trip I mean a trip that is not made solely for business or personal reasons and where at least one night is spent in commercial accommodation or, where commercial transportation is taken.

Now thinking about pleasure trips, I'd like to ask you a few questions about different types of pleasure trips that you might consider taking yourself. Simply ask if you want me to explain what is meant by the type of trip I am going to be asking about.

	(G48)	(G49)
	01	01
Calgary	02	02
Edmonton	03	03
Quebec City	05	05
Toronto	06	06
Vancouver	07	07
Victoria	08	08
Other Canadian (SPECIFY)	09	09
United States (General)	10	10
Boston	11	11
Chicago	12	12
Denver	13	13
Las Vegas	14	14
Los Angeles	15	15
Miami	16	16
New Orleans	17	17
New York	18	18
Portland	19	19
Reno	20	20
San Diego	21	21
San Francisco	22	22
Santa Fe	23	23
Seattle	24	24
Washington DC	25	25
Other USA (SPECIFY)	26	26
Mexico	27	27
Europe (General)	28	28
Amsterdam	29	29
London	30	30
Paris	31	31
Rome	32	32
Other Europe (SPECIFY)	33	33
Asia	34	34
Hong Kong	35	35
Singapore	36	36
Sydney	37	37
Tokyo	38	38
Other Asia (SPECIFY)	39	39
All other areas	40	40
Nonemo others	41	41
Don't know	42	42
Not stated	43	43

ROTATION 1

- 4a. Please tell me the first place that comes to mind for a trip whose primary purpose is:

A City Trip. That is, a trip to a city where you stay in commercial accommodation and where you may shop, visit museums, dine, attend plays or concerts, or just stroll around and enjoy the city. DO NOT READ LIST. FOR INTERVIEWER CLARIFICATION. [PROBE FOR COUNTRY/USA STATE OR CANADIAN PROVINCE IF NECESSARY] [DO NOT PROBE CANADIAN LOCATIONS].

- 4b. What is the next place that comes to mind?

	(Q4a) First Mention	(Q4b) Second Mention
	(210-211)	(212-213)
Canada (General)	01	01
Calgary	02	02
Montreal	03	03
Ottawa	04	04
Quebec City	05	05
Toronto	06	06
Vancouver	07	07
Victoria	08	08
Other Canadian _____ (SPECIFY)	09	09
United States (General)	10	10
Boston	11	11
Chicago	12	12
Denver	13	13
Las Vegas	14	14
Los Angeles	15	15
Miami	16	16
New Orleans	17	17
New York	18	18
Portland	19	19
Reno	20	20
San Diego	21	21
San Francisco	22	22
Santa Fe	23	23
Seattle	24	24
Washington DC	25	25
Other USA _____ (SPECIFY)	26	26
Mexico	27	27
Europe (General)	28	28
Amsterdam	29	29
London	30	30
Paris	31	31
Rome	32	32
Other Europe _____ (SPECIFY)	33	33
Asia	34	34
Hong Kong	35	35
Singapore	36	36
Sydney	37	37
Tokyo	38	38
Other Asia _____ (SPECIFY)	39	39
All other areas	97	97
None/no others	98	98
Don't know	99	99
Not stated	96	96

ROTATION 1

5a. Please tell me the first place that comes to mind for a trip whose primary purpose is ...

An Outdoors Trip. That is, a trip in a natural area where you may engage in activities such as camping, hunting, fishing, hiking or where you can observe nature. DO NOT READ LIST. FOR INTERVIEWER CLARIFICATION. [PROBE FOR COUNTRY/USA STATE OR CANADIAN PROVINCE IF NECESSARY] [DO NOT PROBE CANADIAN LOCATIONS].

5b. What is the next place that comes to mind?

	(Q5a) First Mention	(Q5b) Second Mention
	(310-311)	(312-313)
United States (General)	01	01
Alaska	02	02
Arizona	03	03
California	04	04
Colorado	05	05
Idaho	06	06
Nevada	07	07
Oregon	08	08
Utah	09	09
Washington	10	10
USA (Other) _____ (SPECIFY)	11	11
Mexico	12	12
Europe	13	13
Canada (General)	14	14
Atlantic Provinces (Include Nova Scotia, New Brunswick, Prince Edward Island, Newfoundland)	15	15
Quebec	16	16
Ontario	17	17
Manitoba	18	18
Saskatchewan	19	19
Alberta	20	20
Canadian Rockies	21	21
British Columbia	22	22
Yukon/Arctic (Includes Northwest Territories)	23	23
All other areas	97	97
None/no others	98	98
Don't know	99	99
Not stated	96	96

ROTATION 1

6a. Please tell me the first place that comes to mind for a trip whose primary purpose is ...

A Touring Trip. That is, a trip by car, tour bus or train through areas of scenic beauty, culture or general interest, staying in a number of different locations.

DO NOT READ LIST. FOR INTERVIEWER CLARIFICATION. [PROBE FOR COUNTRY/USA STATE OR CANADIAN PROVINCE IF NECESSARY].

6b. What is the next place that comes to mind?

	(Q6a) First Mention	(Q6b) Second Mention
United States (General)	(410-411)	(412-413)
United States (General)	01	01
Alaska	02	02
Arizona	03	03
California	04	04
Colorado	05	05
Idaho	06	06
Nevada	07	07
Oregon	08	08
Utah	09	09
Washington	10	10
USA (Other) _____ (SPECIFY)	11	11
Mexico	12	12
Europe	13	13
Canada (General)	14	14
Atlantic Provinces (Include Nova Scotia, New Brunswick, Prince Edward Island, Newfoundland)	15	15
Quebec	16	16
Ontario	17	17
Manitoba	18	18
USA (Other) _____ (SPECIFY)	19	19
Saskatchewan	20	20
Alberta	21	21
Canadian Rockies	22	22
British Columbia	23	23
Yukon/Arctic (Includes Northwest Territories)	23	23
USA (Other) _____ (SPECIFY)	23	23
All other areas	97	97
None/no others	98	98
Don't know	99	99
Not stated	96	96

ROTATION 1

7a. Please tell me the first place that comes to mind for a trip whose primary purpose is ...

A Resort Trip. That is, a trip where you rest and relax by staying in commercial accommodation with good food and with indoor and outdoor activities, such as swimming, beach activities, golfing, tennis or horseback riding in the summer and skiing in the winter. DO NOT READ LIST. FOR INTERVIEWER CLARIFICATION. [PROBE FOR COUNTRY/USA STATE OR CANADIAN PROVINCE IF NECESSARY].

7b. What is the next place that comes to mind?

		Q7a First Mention	Q7b Second Mention
		(510-511)	(512-513)
United States (General)		01	01
California:	Mammoth	02	02
	Squaw Valley	03	03
	Other California	04	04
Colorado:	Aspen Mountain	05	05
	Breckenridge	06	06
	Beaver Creek	07	07
	Copper Mountain	08	08
	Steamboat	09	09
	Snowmass	10	10
	Vail	11	11
	Other Colorado	12	12
Idaho:	Sun Valley	13	13
	Other Idaho	14	14
New Mexico:	Taos	15	15
	Other New Mexico	16	16
Utah:	Deer Valley	17	17
	Park City	18	18
	Other Utah	19	19
Vermont:	Killington	20	20
	Stowe	21	21
	Other Vermont	22	22
Wyoming:	Jackson Hole	23	23
	Other Wyoming	24	24
Hawaii		25	25
Florida		26	26
USA (Other) _____	(SPECIFY)	27	27
Canada (General)		28	29
Alberta:	Banff/Lake Louise	29	29
B.C.:	Whistler	30	30
Quebec:	Mount Ste. Anne	31	31
	Mount Tremblant	32	32
Canada (Other) _____	(SPECIFY)	33	33
Europe		34	34
Mexico		35	35
Caribbean		36	36
All other areas:	Club Med (General)	95	95
	All others	97	97
None/no others		98	98
Don't know		99	99
Not stated		96	96

Canada Market Research (CMR#3869)

8a. **ALL RESPONDENTS**

For which destination or place, if any, have you seen or heard any recent advertising related to travel or vacations? (DO NOT READ LIST. RECORD FIRST MENTION UNDER FIRST COLUMN AND ALL OTHERS UNDER SECOND COLUMN.)

8b. Which other advertising for travel or vacation destinations do you recall? [RECORD ALL OTHER MENTIONS UNDER SECOND COLUMN.]

	10a) First Mention	10b) Other Mentions
	(810-811)	(812-835)
CANADA (General)	01	01
Alberta	02	02
Atlantic Provinces	03	03
British Columbia	04	04
Calgary	05	05
Canadian Rockies	06	06
Manitoba	07	07
Montreal	08	08
Ontario	09	09
New Brunswick	10	10
Newfoundland	11	11
Nova Scotia	12	12
(P.E.I.) Prince Edward Island	13	13
Quebec	14	14
Saskatchewan	15	15
Toronto	16	16
Vancouver	17	17
Victoria	18	18
Whistler Report	19	19
*** Yukon/Northwest Territories	20	17
All Other Areas (SPECIFY)	21	18
U.S.A. (General)	31	31
Alaska	32	32
Arizona	33	33
California	34	34
Colorado	35	35
Florida	36	36
Georgia	37	37
Hawaii	38	38
Kentucky	39	39
Michigan	40	40
*** New England	41	41
New York (State)	42	42
New York (City)	43	43
Nevada	44	44
Oregon	45	45
Pennsylvania	46	46
Tennessee	47	47
Virginia	48	48
Washington State	49	49
Wisconsin	50	50
All Other Areas (SPECIFY)	51	51
Mexico	61	61
Caribbean (including Bahamas, Bermuda, Jamaica, Puerto Rico)	62	62
Europe	63	63
Australia/New Zealand	64	64
South America	65	65
All Other Areas	97	97
None/No Others	98	98
Don't Know/Not Stated	99	99
Not stated	96	96

* ALBERTA — INCLUDES ALL MENTIONS OF BANFF, LAKE LOUISE.

*** YUKON/NORTHWEST TERRITORIES — INCLUDES: ARCTIC, NORTHERN CANADA.

*** NEW ENGLAND — INCLUDES: MASSACHUSETTS, NEW HAMPSHIRE, VERMONT, RHODE ISLAND, MAINE, CONNECTICUT.

Canada Market Research (CMR#3869)

Canada Market Research (CMR#3869)

10a. ALL RESPONDENTS

9a. ALL RESPONDENTS

For which city destinations, if any, have you seen or heard any recent advertising related to travel or vacations? (DO NOT READ LIST. RECORD FIRST MENTION UNDER FIRST COLUMN AND ALL OTHERS UNDER SECOND COLUMN.)

10b. ALL RESPONDENTS

9b. Which other advertising for city travel or vacation destinations do you recall? [RECORD ALL OTHER MENTIONS UNDER SECOND COLUMN.]

	(Q9a) First Mention	(Q9b) Second Mention
United States (General)		
California: Mammoth	(710-711)	(712-713)
Canada (General) Squaw Valley	01	01
Calgary California	02	02
Colorado: Montreal Mountain	03	03
Ottawa	04	04
Quebec City	05	05
Toronto Mountain	06	06
Vancouver	07	07
Victoria	08	08
Other Canadian _____ (SPECIFY)	09	09
United States (General)	10	10
Boston	11	11
Chicago	12	12
Denver	13	13
Las Vegas	14	14
Los Angeles	15	15
Miami	16	16
New Orleans	17	17
New York	18	18
Portland	19	19
Reno	20	20
San Diego	21	21
San Francisco	22	22
Santa Fe	23	23
Seattle	24	24
Washington DC (SPECIFY)	25	25
Other USA _____ (SPECIFY)	26	26
Mexico	27	27
Europe (General)	28	28
Amsterdam	29	29
London	30	30
Paris (SPECIFY)	31	31
Rome	32	32
Other Europe _____ (SPECIFY)	33	33
Asia	34	34
Hong Kong	35	35
Singapore	36	36
Sydney	37	37
Tokyo	38	38
Other Asia _____ (SPECIFY)	39	39
All other areas	97	97
None/no others	98	98
Don't know	99	99
Not stated	96	96

Canada Market Research (CMR#3869)

10a. **ALL RESPONDENTS**

For which resort destinations, if any, have you seen or heard any recent advertising related to travel or vacations? (DO NOT READ LIST. RECORD FIRST MENTION UNDER FIRST COLUMN AND ALL OTHERS UNDER SECOND COLUMN.)

10b. Which other advertising for resort vacation destinations do you recall? (RECORD ALL OTHER MENTIONS UNDER SECOND COLUMN.)

		Q7a First Mention	Q7b Second Mention
		10-511)	12-513)
United States (General)	None	01	01
California:	Mammoth	02	02
	Squaw Valley	03	03
	Other California	04	04
Colorado:	Aspen Mountain	05	05
	Breckenridge	06	06
	Beaver Creek	07	07
	Copper Mountain	08	08
	Steamboat	09	09
	Snowmass	10	10
	Vail	11	11
	Other Colorado	12	12
Idaho:	Sun Valley	13	13
	Other Idaho	14	14
New Mexico:	Taos	15	15
	Other New Mexico	16	16
Utah:	Deer Valley	17	17
	Park City	18	18
	Other Utah	19	19
Vermont:	Killington	20	20
	Stowe	21	21
	Other Vermont	22	22
Wyoming:	Jackson Hole	23	23
	Other Wyoming	24	24
Hawaii		25	25
Florida		26	26
USA (Other) _____	(SPECIFY)	27	27
Canada (General)		28	29
Alberta:	Banff/Lake Louise	29	29
B.C.:	Whistler	30	30
Quebec:	Mount Ste. Anne	31	31
	Mount Tremblant	32	32
Canada (Other) _____	(SPECIFY)	33	33
Europe		34	34
Mexico		35	35
Caribbean		36	36
All other areas:	Club Med (General)	96	96
	All others	97	97
None/no others		98	98
Don't know		99	99
Not stated		96	96

ROTATION 1

11a. Now, thinking of pleasure trips, how many city trips have you taken in the last 12 months?

(910-911) # Trips

None . . . 98

Don't know . . . 99

Not stated . . . 97

11b. What do you think is the likelihood of you making a city trip for pleasure in the next 12 months? Would you say you ...

(912)

Definitely will ... 1 } ----> ASK Q11c

Probably will ... 2 } ----> ASK Q11c

Probably will not ... 3 } -----> GO TO Q12a

Definitely will not ... 4 } -----> GO TO Q12a

Don't know ... X 8 } -----> GO TO Q12a

Not stated ... Y 9 } -----> GO TO Q12a

11c. ALL LIKELY TO MAKE A CITY TRIP

How likely would you be to make this city trip in the following places? [CHECK CITY OF RESPONDENT]

NOTE: DO NOT ASK ABOUT CITY IF INTERVIEW IS IN THAT CITY. SPECIFICALLY: SEATTLE, SAN FRANCISCO AND LOS ANGELES.

READ CITY NAME THEN LIKELIHOOD SCALE. START AT X'D CITY.

ROTATE		Definitely Will	Probably Will	Probably Will Not	Definitely Will Not	DO NOT READ (RECORD ONLY) Don't Know	Not Stated	
	Las Vegas, Nevada	1	2	3	4	8	9	(913) —
	Los Angeles, California	1	2	3	4	8	9	(914) 1104
ONLY ASK IN L.A., SAN FRANCISCO & SEATTLE	San Diego, California	1	2	3	4	8	9	(915) 11-3-
	San Francisco, California	1	2	3	4	8	9	(916) 1102
	Seattle, Washington	1	2	3	4	8	9	(917) 1107
	Vancouver, British Columbia	1	2	3	4	8	9	(918) —
	Victoria, British Columbia	1	2	3	4	8	9	(919) —

ROTATION 1

12a. How many **outdoor trips** have you taken in the last 12 months?

(1010-1011)
Trips

None .. 98
Don't know .. 99
Not stated .. 97

12b. What do you think is the likelihood of you making an **outdoor trip for pleasure** in the next 12 months?
Would you say you ...

(1012)
Definitely will ... 1 }
Probably will ... 2 } ----> ASK Q12c

Probably will not ... 3 }
Definitely will not ... 4 }

Don't know ... 5 } -----> GO TO Q13a
Not stated ... 9 }

12c. **ALL LIKELY TO MAKE AN OUTDOORS TRIP**

How likely would you be to make this **outdoors trip** in the following places?

READ STATE/PROVINCE NAME THEN LIKELIHOOD SCALE. START AT X'D STATE/PROVINCE.

ROTATE		Definitely Will	Probably Will	Probably Will Not	Definitely Will Not	DO NOT READ (RECORD ONLY) Don't Know	Not Stated	
1	Alberta	1	2	3	4	8	9	(1013)
2	Alaska	1	2	3	4	8	9	(1014)
3	British Columbia	1	2	3	4	8	9	(1015)
4	California	1	2	3	4	8	9	(1016)
5	Washington State	1	2	3	4	8	9	(1017)
6	Oregon	1	2	3	4	8	9	(1018)

ROTATION 1

13a. How many touring trips have you taken in the last 12 months?

(1110-1111)

Trips

None .. 98
 Don't know .. 99
 Not stated .. 97

14b. What do you think is the likelihood of you making a resort trip for pleasure in the next 12 months?

13b. What do you think is the likelihood of you making a touring trip for pleasure in the next 12 months? Would you say you ...

(11212)

Definitely will ... 1 } ---> ASK Q14c
 Probably will ... 2 } ---> ASK Q13c
 Probably will not ... 3 } ---> GO TO Q15
 Definitely will not ... 4 } ---> GO TO Q14a
 Don't know ... 8 }
 Not stated ... 9 }

14c. ALL LIKELY TO MAKE A RESORT TRIP

13c. ALL LIKELY TO MAKE A TOURING TRIP

How likely would you be to make this touring trip in the following places?

READ STATE OR PROVINCE NAME THEN LIKELIHOOD SCALE. START AT X'D STATE OR PROVINCE.

ROTATE	State/Province	Definitely Will	Probably Will	Probably Will Not	Definitely Will Not	DO NOT READ (RECORD ONLY) Don't Know	Not Stated	
1	Alberta	1	2	3	4	8	9	(1113)
2	Alaska	1	2	3	4	8	9	(1114)
3	British Columbia	1	2	3	4	8	9	(1115)
4	California	1	2	3	4	8	9	(1116)
5	Washington State	1	2	3	4	8	9	(1117)
6	Oregon	1	2	3	4	8	9	(1118)

ROTATION 1

14a. How many **resort trips** have you taken in the last 12 months?

Very interested (1210-1211) # Trips
 Fairly interested
 Not very interested
 Not at all interested
 None .. 98
 Don't know .. 99
 Not sure .. 97

14b. What do you think is the likelihood of you making a **resort trip for pleasure** in the next 12 months? Would you say you ...

	Interested	Interested	Interested	Interested	Not interested	Not stated	
1 The Province of British Columbia	1	2	3	4	5	6	(1211)
							(1212)
			Definitely will ... 1	Probably will ... 2	} ----> ASK Q14c		
4 The City of Vancouver	1	2	3	4	5	6	(1312)
5 The City of Victoria	1	2	3	4	5	6	(1313)
4 Whistler Resort	1	2	3	4	5	6	(1314)
			Probably will not ... 3	Definitely will not ... 4	} -----> GO TO Q15		
			Don't know ... 8	Not stated ... 9	}		

14c. ALL LIKELY TO MAKE A RESORT TRIP

How likely would you be to make this **resort trip** in the following places?

READ RESORT NAME THEN LIKELIHOOD SCALE. START AT X'D RESORT.

ROTATE		Definitely Will	Probably Will	Probably Will Not	Definitely Will Not	DO NOT READ (RECORD ONLY) Don't Know	NS	
1	Aspen, Colorado	1	2	3	4	X	9	(1213)
2	Banff-Lake Louise, Alberta	1	2	3	4	X	9	(1214)
3	Hawaii	1	2	3	4	X	9	(1215)
4	Vail, Colorado	1	2	3	4	X	9	(1216)
5	Whistler, British Columbia	1	2	3	4	X	9	(1217)

Canada Market Research (CMR#3869)

ROTATE		Strongly Agree	Moderately Agree	Neither Agree nor Disagree	Moderately Disagree	Strongly Disagree	DK	NS	
7	a) Vancouver has a unique blend of city and outdoor activities	1	2	3	4	5	8	9	(1410)
13	b) Victoria is a world class city with world class attractions	1	2	3	4	5	8	9	(1411)
14	c) British Columbia is a prestigious place to visit	1	2	3	4	5	8	9	(1412)
25	d) British Columbia is a particularly romantic destination	1	2	3	4	5	8	9	(1413)
31	e) British Columbia is an ideal destination to relax and get away	1	2	3	4	5	8	9	(1414)
72	f) Whistler is a world-class ski resort	1	2	3	4	5	8	9	(1415)
43	g) Victoria is easily accessible from Vancouver or Seattle	1	2	3	4	5	8	9	(1416)
79	h) Vancouver is a particularly good place to go for a 2 or 3 night getaway	1	2	3	4	5	8	9	(1417)
55	i) Whistler Resort offers the best downhill skiing in North America	1	2	3	4	5	8	9	(1418)
61	j) The scenery in British Columbia is some of the most beautiful in the world	1	2	3	4	5	8	9	(1419)
67	k) British Columbia has a distinctly different culture	1	2	3	4	5	8	9	(1420)
73	l) British Columbia would be a very exciting vacation destination	1	2	3	4	5	8	9	(1421)
79	m) British Columbia has friendly, welcoming people	1	2	3	4	5	8	9	(1422)
55	n) Vancouver is a crisp, clean and beautiful place	1	2	3	4	5	8	9	(1423)
91	o) There are lots of interesting things to do in Victoria	1	2	3	4	5	8	9	(1424)
97	p) British Columbia would be a hassle-free vacation destination	1	2	3	4	5	8	9	(1425)
103	q) Vancouver offers good value for your travel dollar	1	2	3	4	5	8	9	(1426)
109	r) Victoria has a particularly British flavour	1	2	3	4	5	8	9	(1427)
115	s) Whistler Resort is one of the most charming and romantic resorts in North America	1	2	3	4	5	8	9	(1428)
121	t) British Columbia does not place a high value of protecting its environment	1	2	3	4	5	8	9	(1429)
127	u) British Columbia has a particularly interesting native Indian culture	1	2	3	4	5	8	9	(1430)
133	v) Vancouver has some of the best hotels in North America	1	2	3	4	5	8	9	(1431)
139	w) Whistler Resort is a particularly attractive destination for a summer vacation	1	2	3	4	5	8	9	(1432)
145	x) Victoria is a unique, year-round place to visit	1	2	3	4	5	8	9	(1433)

Canada Market Research (CMR#3869)

16. How many times, if any, in the past three (3) years have you visited ...

- A British Columbia . . . # _____ /3 years (1510-1511)
- B City of Vancouver . . . # _____ /3 years (1512-1513)
- C City of Victoria . . . # _____ /3 years (1514-1515)
- D Whistler Resort Area # _____ /3 years (1516-1517)

(Total 1640:43)

17. Have you seen any recent advertising about travelling to or vacationing ... (READ LIST)?

	Yes	No	DK	NS	
A The Province of British Columbia	1	2	8	9	(1520)
B The City of Vancouver	1	2	8	9	(1521)
C The City of Victoria	1	2	8	9	(1522)
D Whistler Resort	1	2	8	9	(1523)

ASK Q18a

GO TO Q19a

18a. ALL SEE ADVERTISING AT 17.
ASK FOR EACH DESTINATION SEEN.

Where did you see or hear this advertising for [ASK FOR EACH DESTINATION AT Q17] Was it on/in ...
READ LIST FROM TICK START.

LOCATION	ROTATE	Yes	No	DK	NS	
18a) The Province of British Columbia	() Television	1	2	8	9	(1525)
	() Radio	1	2	8	9	(1526)
	() Newspapers	1	2	8	9	(1527)
	() Magazines	1	2	8	9	(1528)

LOCATION	ROTATE	Yes	No	DK	NS	
18a) City of Vancouver	() Television	1	2	8	9	(1529)
	() Radio	1	2	8	9	(1530)
	() Newspapers	1	2	8	9	(1531)
	() Magazines	1	2	8	9	(1532)

LOCATION	ROTATE	Yes	No	DK	NS	
18a) City of Victoria	() Television	1	2	8	9	(1533)
	() Radio	1	2	8	9	(1534)
	() Newspapers	1	2	8	9	(1535)
	() Magazines	1	2	8	9	(1536)

LOCATION	ROTATE	Yes	No	DK	NS	
18av) Whistler Resort	() Television	1	2	8	9	(1537)
	() Radio	1	2	8	9	(1538)
	() Newspapers	1	2	8	9	(1539)
	() Magazines	1	2	8	9	(1540)

20c. Which of the following best describes your present marital status? Are you ... (READ LIST)

Canada Market Research (CMR#3869)

Married or living together with someone ... (1514) ASK Q20c (1541-1549 BLANK)

18b. **STILL THOSE SEEING ADVERTISING AT Q17. ASK FOR EACH DESTINATION SEEN.**
Do you recall seeing the 1-800 number in association with the advertising for ... [READ DESTINATIONS WHERE ADVERTISING WAS SEEN]

	Yes Saw 1-800	No Did Not See	DK	NS	
The Province of British Columbia	1	2	8	9	(1550)
City of Vancouver	1	2	8	9	(1551)
City of Victoria	1	2	8	9	(1552)
Whistler Resort	1	2	8	9	(1553)

21. **ALL RESPONDENTS** Some categories include your total household income before taxes this year from all sources in your household?

So that we can use your responses, we would like to ask you some questions that would be used for statistical purposes only.

19a. Have you used a 1-800 number to obtain travel information on any destinations in the past 12 months?

(1610)
 Yes ... 1
 No ... 2
 DK ... 8
 NS ... 9

19b. Have you taken a vacation to any destination in the past 12 months which included a multi-day organized tour?

(1611)
 Yes ... 1
 No ... 2

22a. What is the highest level of schooling that you have obtained?
 Less than high school ... DK ... 8
 Completed high school ... NS ... 9

20a. Which of these age categories do you belong to? (1612)

21-24 ... 1
 25-29 ... 2
 30-34 ... 3
 35-39 ... 4
 40-44 ... 5
 45-49 ... 6
 50-54 ... 7
 55-59 ... 8
 60-64 ... 9
 65+ ... 0

INTERVIEWER: _____
 DATE: _____
 DK ... X = - (Ascii)
 NS ... Y = 8 (Ascii)

20b. How many children under 14 years of age are living in your household?

CODED BY: _____ # _____ (1613)

CODING EDITED BY: _____
 None ... 0
 (DK/NS/Refused) ... X = - (Ascii)

THANK YOU VERY MUCH FOR YOUR COOPERATION.

20c. Which of the following best describes your present marital status? Are you ... (READ LIST)

- (1614)
- Married or living together with someone ... 1 ----> ASK Q20d
 - Separated/divorced/widowed ... 2 }
 - Never married ... 3 } -----> GO TO Q21
 - Refused ... 8 }
 - DK/NS ... 9 }

20d. **ALL MARRIED OR LIVING TOGETHER**

And are both you and your partner employed outside the home?

- (1615)
- Yes ... 1
 - No ... 2
 - DK ... 8
 - NS ... 9

21. Which of these income categories includes your total household income before taxes this year from all members of your household?

- (1616)
- \$25,000 to \$29,999 ... 1
 - \$30,000 to \$34,999 ... 2
 - \$35,000 to \$39,999 ... 3
 - \$40,000 to \$44,999 ... 4
 - \$45,000 to \$49,999 ... 5
 - \$50,000 to \$54,999 ... 6
 - \$55,000 to \$59,999 ... 7
 - \$60,000 to \$64,999 ... 8
 - \$65,000 and over ... 9

DK ... X = - (ASCII)
 NS ... Y = 8 (ASCII)
 Refused ... 0

22a. What is the highest level of schooling that you have obtained?

- (1617)
- Less than high school ... 1
 - Completed high school ... 2
 - Post secondary technical ... 3
 - Started college/university ... 4
 - Completed college/university ... 5

DK ... 8
 NS ... 9
 Refused ... 0

22b. And finally, would you please tell me your zip code number?

_____ (1621-1630)

Confirm Respondent's Phone #

INTERVIEWER: _____

Phone #: () _____

DATE: _____

EDITED BY: _____

CODED BY: _____

CODING EDITED BY: _____

THANK YOU VERY MUCH FOR YOUR COOPERATION.

Recoded Variables

1. Q15a1x

Purpose: to divide the sample into two groups, based on the response given to question Q15a1.

The respondents who expressed interest in B.C. as a vacation destination, regardless of the strength of that interest, fall into one group. Those respondents with no interest in B.C. comprise the second group.

Q15a1x = 1 if Q15a1 = 1 or 2

Q15a1x = 2 if Q15a1 = 3 or 4

2. Q15b_dk

Purpose: to provide a measure of the level of knowledge the respondent has of British Columbia.

Appendix 2

This is accomplished by calculating the total number of image statements that the respondent provided.

Recoded Variables

Q15bx,2 = 0 if Q15bx, = 8

Q15bx,2 = 1 if Q15bx, <= 5

Q15b_dk = $\sum_i (Q15bx,2)$

Recoded Variables

1. Q15a1x

Surname: Monkman

Given names: Martin Hugh

Place Purpose: to divide the sample into two groups, based on the response given to question Q15a1.

The respondents who expressed interest in B.C. as a vacation destination, regardless of the strength of that interest, fall into one group. Those respondents with no interest in B.C. comprise the second group.

University of Victoria

1990 to 1994

Q15a1x = 1 if Q15a1 = 1 or 2

1979 to 1983

Q15a1x = 2 if Q15a1 = 3 or 4

Degrees Awarded:

2. Sc. Q15b_dk

University of Victoria

1983

Purpose: to provide a measure of the level of knowledge the respondent has of British Columbia.

This is accomplished by calculating the total number of image statements that the respondent provided answers to.

$Q15bx_{i,2} = 0$ if $Q15bx_i = 8$

$Q15bx_{i,2} = 1$ if $Q15bx_i \leq 5$

$Q15b_dk = \sum_i (Q15bx_{i,2})$

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Title of Thesis: AN ANALYSIS OF THE RELATIONSHIPS BETWEEN THE
IMAGE OF BRITISH COLUMBIA AND THE TRAVEL
INTEREST OF AMERICAN TOURISTS

Author:

