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DETERMINANTS OF THE COMPONENTS OF A STATE'S TOURIST
IMAGE AND THEIR MARKETING IMPLICATIONS

by
Zafar Uddin

A dissertation submitted in partial fulfillment of
the requirement for the award of the degree of

DOCTOR OF PHILOSOPHY
in
Recreation Resource Management
(Tourism Marketing)

Approved:

Chairman

Major Professor

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Dean of Graduate Studies

UTAH STATE UNIVERSITY
Logan, Utah
1988

DEDICATED TO MY LOVELY FAMILY

YASMEEN

AND

IQBAL

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I wish to express my sincere appreciation and gratitude to the many individuals who have contributed to the successful completion of this dissertation. For their guidance, suggestions and encouragement, I thank my advisory committee: Dr. William C. Gartner (Major Professor), Dr. Richard Schreyer, Dr. Richard F. Fisher (Chairman), Dr. Jim Kennedy, Dr. Leon R. McCarrey and Dr. Dallas Holmes.

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I end these acknowledgements with words of a husband and father's appreciation to wife, Yasmeen, and son, Iqbal, for their affection, patience and support throughout my second doctoral program.

Zafar Uddin

TABLE OF CONTENTS

| | Page |
|---|------|
| ACKNOWLEDGMENTS | iii |
| LIST OF TABLES | viii |
| LIST OF FIGURES | xii |
| ABSTRACT | xiii |
| Chapter | |
| I. INTRODUCTION | 1 |
| THE LOGIC OF FORMING STATE'S TOURIST IMAGE FROM MARKETING PERSPECTIVES | 4 |
| PROBLEM STATEMENT | 6 |
| OBJECTIVES OF THIS RESEARCH | 8 |
| Utah as a Case Study | 9 |
| II. LITERATURE REVIEW | 10 |
| IMAGE AS A COGNITIVE CONCEPT | 10 |
| THE CONCEPT OF IMAGE ROOTED IN PERCEPTION . | 13 |
| CONCEPT OF IMAGE IS ALSO ROOTED IN ATTITUDES | 17 |
| THE ROLE OF IMAGE RESEARCH IN THE BUSINESS WORLD FROM CONSUMER BEHAVIOR PERSPECTIVES . | 20 |
| Product Image | 22 |
| Brand Image | 24 |
| Store Image | 25 |
| Corporate Image | 26 |
| Self Image | 28 |
| IMAGE RESEARCH IN TRAVEL AND TOURISM | 32 |
| THE CONTRIBUTION OF IMAGE RESEARCH IN THE MARKETING OF STATE'S TOURIST ATTRACTIONS. . | 38 |
| PSYCHOGRAPHICS IN IMAGE RESEARCH | 45 |
| III. RESEARCH MODEL | 47 |
| DYNAMICS OF A STATE'S TOURIST IMAGE | 47 |
| VARIABLES FOR STRATIFICATION | 49 |

| | |
|--|----|
| Research Model | 50 |
| Amount of Touring Experience | 52 |
| Age | 53 |
| Social Class | 54 |
| Education | 57 |
| Occupation | 57 |
| Income | 58 |
| Family Size | 58 |
| Geographical Region | 58 |
| Vacation Characteristics | 59 |
| Sources of Tour/Travel Information Used | 60 |
| HYPOTHESIS | 60 |
| Hypothesis 1 | 61 |
| Hypothesis 2 | 62 |
| Hypothesis 3 | 62 |
| Hypothesis 4 | 63 |
| Hypothesis 5 | 63 |
| IV. PROPOSED RESEARCH DESIGN | 65 |
| SAMPLING FRAMEWORK | 65 |
| STUDY AREAS | 66 |
| MAIL QUESTIONNAIRE | 69 |
| Coding (Labeling) | 70 |
| OPERATIONALIZATION OF THE VARIABLES | 72 |
| Independent Variables | 72 |
| Amount of Touring Experience | 72 |
| Demographics | 73 |
| Age | 73 |
| Education | 75 |
| Income | 76 |
| Family Size | 77 |
| Geographical Region | 77 |
| Vacation Characteristics | 78 |
| Type of Tourism Activities Participated in at a Destination. . . | 78 |
| Criteria for Destination Evaluation . | 79 |
| Amount of Time Used in Tour Planning Process | 80 |
| Mode of Tourist Transportation Used to Get to a Destination | 81 |

| | |
|--|-----|
| Sources of Tourist Information | 82 |
| Dependent Variables | 84 |
| DEVELOPMENT OF A SCALE FOR TESTING HYPOTHESES | 91 |
| Overall Image | 91 |
| Components Scales | 92 |
| CRITERIA FOR ACCEPTING/REJECTING HYPOTHESES | 94 |
| V. RESULTS | 95 |
| HYPOTHESIS 1 | 95 |
| HYPOTHESIS 2 | 98 |
| Extreme of Responses | 100 |
| HYPOTHESIS 3 | 106 |
| Extreme of Responses | 108 |
| Extreme of Responses | 112 |
| Extreme of Responses | 115 |
| Extreme of Responses | 118 |
| HYPOTHESIS 4 | 123 |
| Extreme of Responses | 124 |
| Extreme of Responses | 130 |
| Extreme of Responses | 134 |
| HYPOTHESIS 5 | 137 |
| SUMMARY OF RESULTS | 149 |
| VI. DISCUSSION AND MARKETING IMPLICATIONS . . . | 159 |
| DISCUSSION | 159 |
| Amount of Touring Experience with Utah . | 159 |
| Affiliation to a Geographical Region . . | 160 |
| Demographic Profile | 161 |
| Vacation Characteristics | 161 |
| Amount and Source of Tourist Information. | 161 |
| MARKETING IMPLICATIONS | 162 |

| | |
|---|-----|
| Amount of Touring Experience with Utah. . | 163 |
| Affiliation to a Geographical Region . . | 165 |
| Age | 167 |
| Tourist Transportation | 169 |
| VII. CONCLUSIONS AND RECOMMENDATIONS | 172 |
| CONCLUSIONS | 172 |
| Accomplishments of Research Objectives. . | 172 |
| Sensitive Vs. Insensitive Variables to Influence | 173 |
| Why Are Some Independent Variables More Significant Than Others | 174 |
| Major Weaknesses of the Research | 176 |
| Viability of the Research Model | 178 |
| Reliability and Validity Issues | 179 |
| RECOMMENDATIONS | 180 |
| Psychographic Profile | 180 |
| Social Class | 182 |
| CONTRIBUTION OF THIS RESEARCH TO THE MAIN BODY OF KNOWLEDGE | 183 |
| REFERENCES | 184 |
| APPENDICES | 196 |
| APPENDIX A. QUESTIONNAIRE | 197 |
| APPENDIX B. MARKET AREA REGIONAL BREAKDOWN. | 206 |
| APPENDIX C. TOURISM ACTIVITIES PLACED UNDER EACH GROUP | 211 |
| APPENDIX D. RESULTS OF THE ROTATED FACTOR MATRIX FOR SECOND FACTOR ANALYSIS WITH SIX FACTORS SPECIFIED | 213 |
| APPENDIX E. RESULTS OF THE ROTATED FACTOR MATRIX FOR SIX FACTOR ANALYSIS PERFORMED FOR SIX GEOGRAPHIC REGIONS | 215 |
| VITA | 222 |

LIST OF TABLES

| Table | Page |
|---|------|
| 1. THE SIX REGIONS CHOSEN FOR STUDY | 67 |
| 2. SAMPLING RESULTS | 71 |
| 3. FREQUENCY AND PERCENTAGE FOR EXPERIENCED AND INEXPERIENCED RESPONDENTS | 73 |
| 4. FREQUENCY AND PERCENTAGE OF DIFFERENT AGE GROUPS | 74 |
| 5. FREQUENCY AND PERCENTAGE OF DIFFERENT EDUCATION GROUPS | 75 |
| 6. FREQUENCY AND PERCENTAGE OF DIFFERENT INCOME GROUPS | 76 |
| 7. FREQUENCY AND PERCENTAGE OF DIFFERENT FAMILY SIZE GROUPS | 77 |
| 8. FREQUENCY AND PERCENTAGE OF DIFFERENT GEOGRAPHICAL REGIONS | 78 |
| 9. FREQUENCY AND PERCENTAGE OF DIFFERENT ACTIVITY GROUPS | 79 |
| 10. RANKINGS OF DIFFERENT FACTORS OF DESTINATION EVALUATION CRITERIA | 80 |
| 11. FREQUENCY OF PERCENTAGE OF DIFFERENT TOUR PLANNING PROCESS GROUPS | 81 |
| 12. FREQUENCY AND PERCENTAGE OF DIFFERENT TOURIST TRANSPORTATION GROUPS | 82 |
| 13. FREQUENCY AND PERCENTAGE OF DIFFERENT TOURIST INFORMATION GROUPS | 83 |
| 14. RESULTS OF ROTATED FACTOR MATRIX OF COMPOSITE FACTOR ANALYSIS | 86 |
| 15. COMPONENTS OF UTAH'S TOURIST IMAGE AS YIELDED BY COMPOSITE FACTOR ANALYSIS | 88 |
| 16. RESULTS OF RELIABILITY ANALYSIS | 90 |

| Table | Page |
|---|------|
| 17. DESCRIPTIVE STATISTICS FOR ALL THE DEPENDENT VARIABLES | 92 |
| 18. EFFECT OF AMOUNT OF TOURING EXPERIENCE WITH UTAH ON PEOPLE'S PERCEPTIONS | 96 |
| 19. SUMMARY OF TRENDS IN PERCEPTIONS | 97 |
| 20. EFFECT OF REGION OF ORIGIN OF PEOPLE'S PERCEPTIONS | 99 |
| 21. SUMMARY OF SIGNIFICANT RESULTS USING LSD TESTS | 101 |
| 22. COMBINED EFFECTS OF AMOUNT OF TOURING EXPERIENCE WITH UTAH AND REGION OF ORIGIN ON PEOPLE'S PERCEPTIONS | 104 |
| 23. EFFECT OF FAMILY SIZE ON PEOPLE'S PERCEPTIONS | 107 |
| 24. SUMMARY OF SIGNIFICANT RESULTS USING LSD TESTS | 108 |
| 25. EFFECT OF AGE ON PEOPLE'S PERCEPTIONS | 110 |
| 26. SUMMARY OF SIGNIFICANT RESULTS USING LSD TESTS | 111 |
| 27. COMBINED EFFECTS OF FAMILY SIZE AND AGE ON PEOPLE'S PERCEPTIONS | 113 |
| 28. EFFECT OF EDUCATION ON PEOPLE'S PERCEPTIONS | 116 |
| 29. SUMMARY OF SIGNIFICANT RESULTS USING LSD TESTS | 117 |
| 30. EFFECT OF INCOME ON PEOPLE'S PERCEPTIONS | 119 |
| 31. SUMMARY OF SIGNIFICANT RESULTS USING LSD TESTS | 120 |
| 32. COMBINED EFFECTS OF EDUCATION AND INCOME ON PEOPLE'S PERCEPTIONS | 121 |
| 33. EFFECT OF PARTICIPATION IN DIFFERENT TOURISM ACTIVITIES AT A DESTINATION ON PEOPLE'S PERCEPTIONS | 125 |

| Chapter | Page |
|---|------|
| 34. SUMMARY OF SIGNIFICANT RESULTS USING LSD TESTS | 126 |
| 35. PREDICTION EFFECT OF DESTINATION EVALUATION CRITERIA VARIABLES ON PEOPLE'S PERCEPTIONS | 128 |
| 36. EFFECT OF AMOUNT OF TIME USED IN TOUR PLANNING PROCESS ON PEOPLE'S PERCEPTIONS . . | 131 |
| 37. SUMMARY OF SIGNIFICANT RESULTS USING LSD TESTS | 132 |
| 38. EFFECT OF USING A PARTICULAR MODE/COMBINATION OF TOURIST TRANSPORTATION ON PEOPLE'S PERCEPTIONS | 133 |
| 39. SUMMARY OF SIGNIFICANT RESULTS USING LSD TESTS | 135 |
| 40. EFFECT OF USING DIFFERENT NUMBERS OF SOURCES OF TOURIST INFORMATION ON PEOPLE'S PERCEPTIONS | 138 |
| 41. SUMMARY OF SIGNIFICANT RESULTS USING LSD TESTS | 139 |
| 42. EFFECT OF TOTAL INFORMATION ON PEOPLE'S PERCEPTIONS | 141 |
| 43. EFFECT OF USING OR NOT USING FRIEND/ RELATIVE AS A SOURCE OF INFORMATION ON PEOPLE'S PERCEPTIONS | 143 |
| 44. EFFECT OF USING OR NOT USING STATE TRAVEL BUREAU AS A SOURCE OF INFORMATION ON PEOPLE'S PERCEPTIONS | 144 |
| 45. EFFECT OF USING OR NOT USING TRAVEL AGENT AS A SOURCE OF INFORMATION ON PEOPLE'S PERCEPTIONS | 145 |
| 46. EFFECT OF USING OR NOT USING AUTO CLUB AS A SOURCE OF INFORMATION ON PEOPLE'S PERCEPTIONS | 146 |
| 47. EFFECT OF USING OR NOT USING BOOKS/ MAGAZINES AS A SOURCE OF INFORMATION ON PEOPLE'S PERCEPTIONS | 148 |

| Chapter | Page |
|---|------|
| 48. EFFECT OF USING OR NOT USING LOCAL CHAMBER OF COMMERCE/LOCAL TOURISM BUREAU AS A SOURCE OF INFORMATION ON PEOPLE'S PERCEPTIONS | 150 |
| 49. SUMMARY TABLE SHOWING THE LEVELS OF SIGNIFICANCE AS YIELDED BY ANALYSIS OF VARIABLES FOR ALL THE INDEPENDENT VARIABLES | 152 |
| 50. PREDICTION EFFECTS OF ALL THE INDEPENDENT VARIABLES ON PEOPLE'S PERCEPTIONS | 154 |
| 51. RESPONSES OF "MOST IMPRESSIVE" AND "LEAST IMPRESSIVE" ARRANGED ACCORDING TO GEOGRAPHICAL REGION | 166 |
| 52. RESPONSES OF "MOST IMPRESSIVE" AND "LEAST IMPRESSIVE" ARRANGED BY AGE GROUPS | 168 |
| 53. RESPONSES OF "MOST IMPRESSIVE" AND "LEAST IMPRESSIVE" ARRANGED ACCORDING TO TOURIST TRANSPORTATION MODE/COMBINATION | 170 |

LIST OF FIGURES

| Figure | | Page |
|--------|---|------|
| 1. | Present model depicting the formation of a state's tourist image | 51 |
| 2. | Future model depicting the formation of a state's tourist image | 181 |

ABSTRACT

Determinants of the Components of a State's Tourist
Image and Their Marketing Implications

by

Zafar Uddin, Doctor of Philosophy

Utah State University, 1988

Chairman: Dr. Richard F. Fisher

Major Professor: Dr. William C. Gartner

A state's image as perceived by its actual and potential tourists plays a significant role in determining its competitiveness as a tourist destination. A state's image influences a tourist's vacation destination decisions. A tourist's image of a given state is influenced by numerous factors including his amount of touring experience within that state, geographical affiliation, demographic profile, vacation characteristics, and the amount and source of tourist information used.

Utah was used as a case study to test the viability of the proposed research model. A mail questionnaire requested information concerning 1) attributes of Utah's tourist image considered when choosing a vacation destination, 2) amount of Utah touring

experience in Utah, 3) geographical affiliation, 4) demographic profile, 5) characteristics of the vacation and 6) amounts/sources of tourist information used. A sample of 6,000 people was contacted in six geographical regions across the country. A total of 1917 (32%) useable surveys were returned.

This research study to identified the components of Utah's tourist image. The study concluded that touring experience in Utah affects their perceptions of Utah's tourist image. Additionally, the study determined that geographical affiliation does influence perceptions of Utah. Finally, it found that age differences and modes of transportation influence perceptions of Utah.

(236 pages)

CHAPTER I

INTRODUCTION

It is possible that images, as perceived by individuals in the travel market, may have as much to do with an area's tourism development success as the more tangible recreation and tourism resources (John D. Hunt 1975, p. 1).

Tourism is one of the major growth industries in the United States. It is the nation's third largest retail industry, following food and automobiles. It is the second largest private employer in the nation and is one of the top three employers in 39 states. The \$253 billion in domestic and foreign visitor spending generates 6 percent of the Gross National Product. Tourism directly employs 5 million Americans at every skill level and generates more than \$53 billion annually in wages and salaries. Tourism generates more than \$30 billion a year in federal, state and local tax revenues (United States Travel and Tourism Administration 1986).

The overwhelming majority of the 240 million inhabitants of the United States take vacations throughout the year. Realizing the appreciable socioeconomic benefits tourism can bring, every state in the country strives to reap maximum tourism dollars. All 50

states, in an attempt to attract increasing numbers of tourists, endeavor to promote what they perceive to be their most prominent tourism resources. It is estimated that well over \$1 billion was spent by states, cities, the travel trade, tourist resorts, etc. on their marketing programs in the United States in 1986. New York, Illinois, Michigan and Tennessee planned to spend much more than \$10 million each on tourism promotion in 1987 (Washington State 1987).

Apparently, very little correlation exists between the number of tourists attracted by a state and its actual tourism resources. For instance, Colorado possesses only two national parks compared to Utah's five, yet it receives five times more tourism dollars. Its visitors stay five days as compared to one and half days in Utah (Bichert, Oldham and Ryan 1969; Hunt and Brown 1969). Such discrepancies between a state's tourism assets and its popularity among tourists clearly demonstrate that other factors besides tourism promotion contribute to the competitive edge of one state over another. Merely possessing outstanding tourism resources is not sufficient to lure the maximum number of tourists.

A state's image as perceived by its actual and potential tourists plays an important role in determining

its competitiveness as a destination. There is appreciable evidence that a state's image influences a tourist's decision-making process when he/she considers alternative destinations (Hunt 1975). Determining the existing perceptions of tourists about a state may provide valuable insights for tourism marketing strategists, particularly if there are differences. The recognition of existing images can help competing states to identify the factors contributing to the success or failure of their marketing efforts and to take measures to improve their image in their respective markets to enhance their competitive edge.

The interesting issue, and one faced by marketing strategists constantly, is whether marketers' and consumers' perceptions are consistent. Do tourists perceive a state's image the same way as marketers do? Do they use similar or conflicting criteria for evaluating a state's image? What tourists think about a state's image is more important strategically than what a marketer knows about the state. The key to a successful image is convincing tourists to view a state in the manner intended by the state.

THE LOGIC OF FORMING A STATE'S TOURIST IMAGE FROM MARKETING PERSPECTIVES

A tourist's image of a given state is shaped by numerous factors, ranging from demographic and socio-environmental traits to past experiences and psychological factors. For instance, tourist A, seeking an outdoor recreation experience, may find the image of a particular state very impressive and highly satisfying. However, tourist B, desiring a socio-cultural experience, may find the same state's image to be highly unsatisfactory and as a consequence may have a negative image in the context of the altogether different experience sought. Hence, a tourist's evaluation of a particular state can be predicted from his expectations and experiences desired.

People of varied backgrounds may use different information to form their perceptions of a state's image. In marketing, researchers attempt to capture this variation through segmentation of the population, using such stratification variables as psychographics. For instance, an adventurous, experienced and knowledgeable tourist may seek an appreciably different setting

from a novice tourist with nominal experience and knowledge. He consequently may perceive a state's image differently than his less-experienced counterpart.

Adequate and pertinent information about images as perceived by actual and potential tourists may influence tourism marketing decisions. For instance, how do marketers know what aspects of a state's image are important to tourists? What steps can strategists take to promote the favorable image of a state in the minds of differing potential tourists? What elements of segmentation are most useful in capturing a diversity of tourists? These questions underscore the importance of image to a state's marketing efforts.

The concept of tourist image is still in its infancy and needs additional refinement and research to improve its marketing usefulness. Though "image" has been extensively utilized (corporate image, product image, brand image, store image, self-image), to date limited research has been done pertaining to the significance of marketing a state's tourism resources. While many researchers have recognized the significance of understanding the value of a state's image while marketing its products (Mishler 1965; Pool 1965; Gunn

1972; Hunt 1975; Perry, Izraeli and Perry 1976; Goodrich 1978; Crompton 1979; Wee, Hakam and Ong 1985; Gartner 1986b), there has been no study attempting to measure how a state's image is related to the experience sought by tourists. More specifically, scant literature exists suggesting what aspects of a state's image are responded to by tourists.

PROBLEM STATEMENT

The continuing tourism boom, coupled with the aggressiveness of the marketing campaigns launched by many states, has added a new dimension to competitiveness and has resulted in increasing numbers of advertisements in travel and tourism literature and in the mass media. A logical question for marketing researchers and strategists to ask is: "How is the tourist's decision to visit this state linked with the image of the state?" Because of the increasing competitiveness, tourism marketing researchers need ever more accurate information about the diversity of response to image.

Unfortunately, providing the tourism marketer with information about a state's image and detailing techniques for promoting a positive image are

not simple. Part of the problem is that consumer behavior is a complex and dynamic phenomenon. Each tourist possesses a unique set of variables that influence his pattern and style of thinking, evaluating and behaving. These include past touring experiences, perceived needs, lifestyle, personality, aspirations, preferences, knowledge about tourism and outdoor recreation pursuits, amount of education, available leisure time, age, income, family size, profession, advice of peers and willingness to explore for the sake of adventure, etc. Besides understanding the multidimensionality of the decision-making process pertaining to destination selection and overall consumer behavior, a tourism marketing strategist also must be able to predict how a given marketing action will affect his clients' future decision-making processes.

Assuming that while analyzing the pros and cons of states' images, tourists classify tourism environments relative to their leisure pursuits, it is reasonable to draw two general conclusions:

1. People respond to the components of image differently.
2. Different people respond to different components.

These are, as simple as they may appear, the keys to tourism marketing research and market segmentation.

OBJECTIVES OF THIS RESEARCH

Images influence the choice of a state as a destination for tourism pursuits. In spite of pioneering research in image, marketers lack unanimity in identifying the real determinants of a state's tourist image and their strategic implications for tourism marketing.

The objectives of this research are:

1. To identify the underlying dimensions of a state's image as they exist in the minds of existing and tourists.
2. To examine differences in responses to these dimensions based on (i) level of touring experience, and (ii) demographic profile.
3. To investigate the different responses to a state's image by tourists from different geographical regions.
4. To explore the relation between the dimensions of image and the various vacation preference variables of the tourists.
5. To recommend appropriate tourism-marketing strategies.

Utah as a Case Study

Instead of pursuing a generic approach to the research objectives, Utah was chosen as a case study to facilitate thorough analyses of image issues.

CHAPTER II

LITERATURE REVIEW

Image is more complex than a single perception, for brand identification as well as people's perceptions of attributes of various activities or attractions within an area will interact to form a composite state image. (William C. Gartner, 1986b, p. 635)

The literature examined in this study encompasses a range of disciplines from psychology to marketing to tourism. The following four principal lines of research will be discussed:

1. The cognitive process of image formation.
2. The role of image research in the business world from consumer-behavior perspectives.
3. The role of image research in the general travel and tourism arena.
4. The contribution of image research to the marketing of states' tourist attractions.

IMAGE AS A COGNITIVE CONCEPT

Human mental processes and their subsequent physical actions are influenced by cognitions, which are comprised of conceptions, ideas, perceptions, opinions, attitudes, values and beliefs. When lumped together, these can be

termed knowledge. Knowledge, however, is not necessarily a suitable word to adopt. According to Neisser (1976), a better word is "image", because an image is an internalized, conceptualized and personalized understanding of what one knows. In practice, mental imagery includes personal introspection, reports of others' introspection, and objective experimental procedures (Neisser 1976). That is, Neisser uses the word "image," not in the common sense of the image we project to others, but in the more specific sense of the image we have of others.

Instead of being objective, image is generally guided by subjective considerations. Knowledge carries the implication of validity and truth. Image connotes what an individual believes to be true. Image, therefore, is a cognitive concept much like value. However, it is necessary to emphasize that image is what one believes as opposed to what he knows (Neisser 1976).

An image of the world as a total mental configuration consists of cognitive sets or constructs pertaining to what one thinks he knows. Boulding (1956) propounds a theory of human behavior based upon the concept of image. The theory in its simplest form states that behavior is primarily affected by

image. Consumers are assumed to behave in accordance with what they know, what they think they know, and what they think they ought to know. Thus, consumer behavior stems from consumer images. Consumers' images are influenced by the quality and amount of information available to them (Boulding 1956).

Tourists are likely to perceive many images of their destinations and these images in turn influence their behavior, attitudes, values, beliefs and predispositions as consumers. Reynolds (1965, p. 278) states that:

An image is ... the result of a ...complex process. It is the mental construct developed by the consumer on the basis of a few selected impressions among the flood of total impressions. It comes into being through a creative process in which selected impressions are elaborated, embellished and ordered.

Such a conception also applies to tourism. As consumers, tourists develop images of everything with which they come into contact at a destination/resort. These images are the sum of the impressions of encountered objects. However, tourists also employ employ "selected impressions," in that they attend to information that is most closely tied

to their own personal interests. It is not what tourists as consumers know as objective fact, but what they think or "feel" subjectively about a state, its tourism and outdoor recreation resources, its services, the hospitality of its hosts, its sociocultural norms, and its rules and regulations that affects them. Thus a state's image is the tourist's mental picture of how a particular state is perceived. A given image is what tourists as buyers "see" and "feel" when the states or their attractions come to mind as places suited for the pursuit of leisure.

THE CONCEPT OF IMAGE ROOTED IN PERCEPTION

Williams (1982) suggests that human behavior is grounded in need recognition and fulfillment, but perception is the initiator of behavior and the process by which we interpret our surroundings. How people behave depends to a great extent on how they perceive the world around them (Runyon 1977). Hence, an understanding of behavior depends upon an understanding of perception. In colloquial terms, perception is a process through which we make sense of the world. It is a complex process by which people select, organize, and interpret sensory

stimulation into a meaningful picture of the world
(Markin 1974).

The ways in which tourists perceive states' images is highly subjective. With many different factors involved, systematic studies of image formation/perception are complex. The way in which the tourist perceives a state's image plays a large part in his selection of a state as a site for touring. The following discussion is designed to give some insights into the problems of image formation/perception, especially as related to the tourist as consumer.

The paradigm for perceiving, as propounded by Young (1961) expresses this thought in

| | |
|--------------|----------|
| | To see |
| | To hear |
| | To touch |
| To Perceive= | To taste |
| | To smell |
| | To sense |

This paradigm suggests that perception is actually a process, made up of several interrelated activities, which results in the derivation of meaning from experience.

Shibutani (1967) remarks that an image as a perspective constitutes the matrix through which one perceives his environment. Tourists' perceptions as consumers are generally influenced by their moods or frames of mind, their physical abilities to experience sensation, their personalities and motivations, the social and physical context in which they are perceiving things, the social and physical context of the stimuli being perceived, and the physical composition of the stimuli. Thus, consumers' perceptions of products and advertisements are a function of these many factors (Horowitz and Kaye 1975). Often, a consumer's predisposition--the image already formed--contributes significantly to his perceptions.

Successful tourism marketing depends largely on the way consumers perceive product and the marketing stimuli designed to promote the product. A strong and clear state image can increase consumer confidence in its tourist attractions and their predisposition to purchase them.

Robertson (1970) postulates that no two people perceive an object exactly alike because no two people have the same view of the world. An individual's view of the world, or cognitive set, is formed over time and

reflects his psychological characteristics (for instance, his level of intelligence), his psychographic features (his lifestyle and personality) and the nature of his social environment and experience (for instance, whether he was raised in Bangladesh or the United States, in poverty or in wealth). Thus, it is important to understand the individual differences that affect image.

Krech (1962) remarks that an individual's cognitive map is not a photographic representation of the physical world. It is, rather, a partial, personal construction in which selected objects are perceived in an individual manner. Every perceiver is to some degree a nonrepresentational artist, painting a picture of the world expressing his individual view of reality.

Cohen (1972) emphasizes that people are selective in perceiving those stimuli which are relevant to their experience, wants, goals, and contemporaneous activities and orientations. Cohen (1972, p. 142) further states:

Perception and cognition are truly biased processes. They are biased by all that we have learned and come to expect as a result of living within a particular culture and subculture, by being trained, educated and informed according to the perspectives of the day, and by our unique set of needs, goals, experience, and

expectations. Besides influencing our readiness to perceive various objects and attributes, our biases also reflect the cognitive structures we will use to interpret stimuli.

In summary, images are subjective, selective and complex, and they depend upon information available to the individual. They are formed through internal representations that reflect interpretation of reality and ultimately direct choices of behavior.

CONCEPT OF IMAGE IS ALSO ROOTED IN ATTITUDES

The more positive a consumer's attitude, the more positive a perceptions and the more favorable an image of a product, the more likely it is that those perceptions and that image will influence subsequent behavior. The concept of cognition includes attitudes, perceptions and images in addition to knowledge, beliefs, values, and opinions.

Attitudes refer to consistencies or regulations in an individual's thought, feelings and predispositions to act in a certain manner toward values, objectives or situations. (Markin 1974, p. 265)

Katz (1960) emphasizes that unless we know the psychological need fulfilled by holding an attitude, we

are in a poor position to predict when or how it will change. Since different consumers may hold the same attitude for varying reasons, the motivational base of the attitude is the key to attitude change (Second and Backman 1972).

Consumer and marketing researchers have investigated the relationship between attitudes and purchase intentions, brand-switching, store loyalty, product acceptance and self-concept. Assael and Day (1968) state that attitude affects variance in market share among brands. Jacobsen and Kossoff (1963) see a relationship between a consumer's self-percept (a kind of patterned set of attitudes) and his attitude toward small cars. Roman (1969) researched the implications of consumer attitudes toward objects as opposed to attitudes toward situations. Mullen (1962-63) investigated the relevance of the congruity principle as applied to television commercials.

The use of attitudes as predictors of behavior is well-recognized in consumer and marketing research circles, because of the convincing evidence of the substantial correlation between attitudes and behavior. Crespi (1965) presents evidence that well-designed attitude research has a high predictive value.

Meyers (1967) reports that users of private labels have more favorable attitudes toward such products than nonusers. Lair (1967) states that television commercials affect both expressed attitudes and behavior, and Udel (1965) writes that attitudes toward trading stamps affect trading-stamp usage. Achenbaum (1966) observes that the more favorable the attitude, the higher the incidence of usage and the less favorable the attitude, the lower the incidence of usage.

Some researchers have explored the more theoretical implications of attitude as well as its effect on consumer behavior (Hughes 1971; Day 1970). Others have concentrated their efforts on questions of attitude methodology and measurement (Barclay 1964; Udell 1965; Sheth 1971).

The pioneering work of Rosenberg (1956), Fishbein (1963) and Dulany (1968) inspired researchers such as Andreasen (1965), Nicosia (1966), Howard and Sheth (1969) and Engel, Kollat and Blackwell (1973) to develop models demonstrating the relationships between attitude and a consumer's brand-selection process. These models involve a consumer's experience, motivation, information-processing, intention and information feedback. For example, Fishbein's (1967) model states that a

consumer's (tourist's) attitude toward an object (in our case, relative preference for one state over another) is a function of the number of valued attributes that a consumer perceives the object (state) to have and the significance of those attributes to the consumer (tourist). For example, if a tourist values the tourism attributes of Colorado more than those of Utah, it is more likely that he will choose Colorado over Utah as a vacation destination.

Thus a tourist's choice of a state is largely dependent on the favorableness of his attitude toward it. The more favorable the attitude, the more positive his perceptions of the state's image will be and the greater the likelihood of his choosing the state for his tour or vacation. A state's tourist image is influenced by favorable perceptions and attitudes. The next section will examine how such perceptions, attitudes, and image are used in the business world.

THE ROLE OF IMAGE RESEARCH IN THE BUSINESS WORLD FROM CONSUMER BEHAVIOR PERSPECTIVES

Image research has expanded tremendously during the last three decades. Almost every company has invested, often heavily, in the creation and maintenance of a favorable image. To help corporations generate and

maintain favorable images, Nelson (1962) has proposed the following seven principles

1. People are not "exclusively" rational creatures.
2. People respond to situations in ways that protect their self-images.
3. We need to determine the various images and reference points or anchorages existing in the minds of a particular group or society.
4. If an image appears stable and if reference groups surrounding the individual continue to support the image, both internal and external forces opposing the image will be resisted.
5. If an image is marked by doubt, uncertainty, or insecurity, present a new image which will dispel anxiety or doubt.
6. Place the desired image in the most favorable setting. If at all possible, clothe the new image in the accepted values of the people.
7. An image attracts the attention of large numbers of potential consumers.

Woolf (1956), discussing the role of image in the business world, mentions seven types of images: (i) The Corporate Image, (ii) The Institutional Image, (iii) The

Product Image, (iv) The Brand Image, (v) The Broad-Line Image, (vi) The Diffused Image and (vii) The Consumer-Demand Image. Almost all have applications in the tourism industry.

An indepth analysis of the research done in the business world reveals that the main thrust of interest has been on product, brand, store, company and self-images. Each of these will be briefly examined.

Product Image

A product image is the subjective picture consumers have of the product (Kotler 1980). Most consumers classify products according to their social and psychological attributes (Boyd and Massy 1972). An image may be strong or weak, simple or complex, precise or vague, but an image typically exists. Product images have long been a subject of investigation in motivational research studies. For example, summarizing the image of wool Ernest Dichter (1964) reports the following:

1. Wool is masculine, rugged, protecting, flexible, and sexually attractive.
2. Wool's tough exterior implies a warm, tender life beneath the surface.
3. Wool transforms sheltered people into being capable of meeting the rigors of the great outdoors.

4. Wool is sedate, conservative and cultured.

5. Wool is a symbol of respectable good life.

Some marketing analysts have carried image research further and set up market segments on the basis of attitudes toward a general product attribute. For example Yankelovich (1964) suggests that the best way to segment the watch market is on the basis of clients' attitudes toward watches.

Sometimes consumers develop unfavorable images of product categories that inhibit the success of those products in the market-place. These images may result from an early unfavorable trial of a product or simply from human resistance to change. Unfortunately, unfavorable product images tend to persist. For this reason, marketers should resist the temptation of introducing a new product prematurely, that is, before it has been developed to a level of general acceptance (Schiffman and Kanuk 1978). Sometimes unfavorable product images may be totally unwarranted. For instance, some people claim that decaffeinated coffee is inferior in taste to regular coffee. In blind taste tests, however, consumers have not been able to differentiate between the two (Overholser and Kline 1971). This underscores that it is what people believe, rather than the objective nature of the product, which influences consumer behavior. In the case of the image of a state

such as Utah, the first step toward creating a favorable image may be to change existing negative beliefs about the state.

Brand Image

The concept of brand image was introduced in 1955 by Gardner and Levy and was widely seized upon (Ogilvy 1955) because it aptly summed up the idea that consumers buy brands, not only for their actual attributes and functions, but also because of the meanings connected with the brands (Levy and Glick 1978).

Gardner and Levy (1955) define brand image as the communication of the product stimulus by the product itself or by promotional means resulting in cognition of the brand by the individual consumer. The cultural definition of a product is too broad and generalized to allow a consumer to select a brand. It helps to create the initial set of expectations about the product, which is then qualified by the second variable in product-consumer interaction, the brand image (Britt and Boyd 1968). The brand image, as a source of meaning, helps the consumer to further select and organize his responses to the product and to the stimuli associated with the product. Historically, Mead (1934) suggests an "image" guides one's actions and attitudes toward

an object. Assael (1981) emphasizes that brand images represent the overall perception of the brand and are formed from information about the brand and from past experience. Not only is the development of brand image the basis for early prognostication of success, it constitutes the crux for the entire product-development program (Milton 1969).

The way a brand is perceived in a market is probably more significant to its ultimate marketing success than its actual characteristics, features, and attributes. For instance, researchers have found that most beer drinkers cannot discriminate between beer tastes, but many brand-loyal beer drinkers insist that their brand has a superior taste (Allison and Uhl, 1964). Thus it is clear that the image of the brand prevails, since blind taste tests do not support any other conclusion.

Store Image

Creating the proper store image has become an essential aspect of retailing. Berman and Evans (1983) postulate that a store's image is composed of functional and emotional attributes which are organized into perceptual frameworks by shoppers, and these frameworks determine shoppers' expectations about a store's overall policies and practices.

Marketing researchers have found that store image is composed of responses to:

1. Quality, price and assortment (James, Durand and Dreves 1976);
2. Fashionability, salesmanship, outside attractiveness, and advertising (Marks 1976); and
3. Clientele mix, institutional maturity, merchandise offerings, locational convenience, shopping pleasure, transaction convenience, promotional emphasis, and integrity (Pessemier 1980).

A store may be viewed as progressive or conservative, ethical or unethical, caring or indifferent, economical or high-priced, and so on. A retailer should be concerned with the way his store is viewed and set as an objective the creation of the image that he wants his clientele to have (Berman and Evans 1983).

Corporate Image

Worcester (1978. p. 34) defines corporate image as "the net result of the interaction of all experiences, impressions, beliefs, feelings and knowledge people have about a company." He further states that a strong corporate image influences the predisposition to buy a company's products, speak favorably of it, believe its

statements, apply for a job with it, and the like. A corporation, like a state, may be composed of a diverse range of entities. Nevertheless, people can group this diversity and complexity into an overall, comprehensive image.

Bayton (1959) states that people tend to "humanize" companies, to give them personality characteristics such as "mature," or "liberal," "friendly," or hostile," etc. Corporate image is the sum total of people's perceptions of a company's personality characteristics. The image of a state is a similar aggregate.

Companies spend millions of dollars to improve their images with the public. For instance, oil companies have engaged in heavy advertising to combat negative images resulting from rapidly increasing gasoline prices. Mobile has cited its developmental efforts in solar energy, coal-derived methanol and petroleum exploration to portray a favorable corporate image (Assael 1981).

Spector (1961) suggests that the image of a company influences a consumer's selection or rejection of its products. His research identified basic dimensions such as character, cooperativeness, and success, as well as the perception of a company as withdrawn, dynamic or business-wise as fundamental to corporate image (Spector 1961).

Self Image

Each person has a perceived image of himself/herself which includes traits such as life style, personality, habits, possessions, relationships and ways of behaving. Similar to other perceptions, each individual's self-image is unique, an outcome of his/her background and experience (Schiffman and Kanuk 1978). Smith (1969) emphasizes that self-image is a view of the self in relation to others. We are who we think we are, we are who other people think we are and we are who we really are (James 1890). A self-image is what one is aware of, one's attitudes and feelings, perceptions, and evaluations of himself. Hayakawa (1964) concurs, arguing that the basic purpose of all human activity is the protection, the maintenance and the enhancement of the self-image.

Grubb and Grathwohl (1967) state that consumers' evaluations of themselves as individuals greatly influence their behavior; and thus the more valued the self, the more organized and consistent is a consumer's behavior. This leads to the generalization that much of a consumer's acquisition and use of

goods/services is related to his self-identity. People purchase goods/services to enhance or complement their self-images. At the heart of consumer activity lies the urge to match self-image with the image of a product, brand, store, or company (Markin 1974). Such a generalization could conceivably be extended to state images as well.

Products have symbolic value for the individual, who evaluates them on the basis of their consistency (i.e., congruence) with his picture of himself. The consumer attempts to preserve or enhance his self-image by buying products/services that he believes are congruent with his self-image and avoiding products/services that are not. These strategies have been a main focus of consumer research (Dolich 1969; Hamm and Cundiff 1969; Grubb and Hupp 1968).

Several researchers have attempted to explore the notion that a consumer's ideal self-concept is more relevant to consumption behavior than his actual self-concept. It has been suggested that the difference between the real and the ideal self-image has important consequences for consumer choice behavior. Hamm (1967) and Hamm and Cundiff (1969) report that product perception is significantly influenced by the congruity

between the two self-images, and White (1966) states that subjects with a moderate discrepancy between ideal and real self-images are less dependent upon others in their evaluation of products and are more likely to be innovators. However, there is no real evidence that the distinction between ideal and real self-image is relevant to product choice (Ross 1971).

Studies carried out by Boyd and Levy (1963), Levy (1963), King (1964) and Rogers (1965) show that a consumer's self-image is reflected in his lifestyle, and that a consumer tends to select products that he perceives as congruent with his self-image. Martineau (1957) discusses how a consumer chooses products and stores with images corresponding to his perception of himself. Similar hypotheses are explored by Birdwell (1964), Kernan and Sommers (1967) and Grubb and Grathwohl (1967).

Walters (1978) identifies five components of self-image: (i) the real self, (ii) the ideal self, (iii) the self-image, (iv) the apparent self, and (v) the reference-group image. Landon (1974) believes that the real self is the physical and emotional characteristics of a person, and the other self-concepts are filtered interpretations about that individual.

There is a substantial body of research relating self-image with the image of a product, brand, store or company. These research efforts yield the following observations:

1. Differences in self-image exist between users and non-users of a product category (Grubb 1965),
2. Differences in self-image exist between users of one brand and users of other brands within a product category (Grubb and Hupp 1968; Grubb and Stern 1971),
3. Consumers perceive the images of preferred brands and products to be more congruent with their own self-images than the images of non-preferred brands and products (Dolich 1969),
4. Consumers express their self-images through the purchase of brands and products perceived as projecting images favorable to themselves (Delozier and Tillman 1972),
5. Consumers of a particular brand perceive it differently than non-users do (Birdwell, 1968), and
6. Consumers perceive the characteristics of a non-preferred brand to differ from their self-perceptions (Grubb and Stern 1971).

The marketing implications of this research are strategically significant. Consumer self-images must be considered in the design of products and the development

of promotional material. With consumers segmented on the basis of their self-images, the marketing strategist can select the appropriate market segments and design products and promotional campaigns to suit those self-images. The greater the similarity between the self-images of the members of an audience (that is, the way they perceive themselves) and their images of the message, the greater will be the receptivity of the audience to the message (Britt 1978). The next section will examine how such observations relate to image and tourism.

IMAGE RESEARCH IN TRAVEL AND TOURISM

In tourism marketing, image is everything. When the truth differs from the touring public's perception of a product, it is the public's perception that determines that product's success or failure. Hence it is critical for any entity in the travel and tourism industry to maintain a positive image with the public it is trying to attract.

There have been many times in the history of the tourism industry when image has hurt a hotel, airline, restaurant, travel agency, tourist resort, state/destination or tourism product/service. As reported by news media, for instance, the image of western Europe as an unsafe destination for Americans as a result of

terrorist attacks against American citizens restrained millions from visiting Europe in 1986. In 1979, after an accident involving a DC-10 airplane and the subsequent fear of many travelers about flying on this particular aircraft, airlines not possessing DC-10s promoted the fact. There was a perceived image in travelers' minds of greater safety, when in reality the carriers promoting the absence of the DC-10 from their fleet had safety records virtually identical to those flying the DC-10s. Thus, it is easy to downgrade a product or allow its image to deteriorate, but it is difficult to upgrade a low-image product (Wahab, Crampon and Rothfield 1976).

Airlines, which sell basically identical travel products/services, work to sell the traveling public on their images. Both Eastern and American Airlines have used advertising promotions emphasizing the care that their employees give to their customers. Studies of the traveling public show that there is actually little difference among major carriers in their service levels, but advertisements try to promote these slight image differences as much as possible (Davidoff and Davidoff 1983).

If a hotel has an image as a commercial or convention property it might find that vacation guests do not visit. On the other hand, if a hotel has a reputation as a

vacation hotel for individuals, it will find that business meetings pass it by. It generally takes a great expenditure of both time and promotional funds to change an image. However, some companies have been successful in doing so. Holiday Inns have successfully attracted business and convention visitors, after many years as a family motel (Davidoff and Davidoff 1983).

Many images are neither positive nor negative. The value judgment differs with the attitudes of differing segments of the touring public. What is quaint to one tourist may be simply old to another. What one sees as modern and streamlined may seem, to another, cold and "plastic." To one tourist, a nude beach is exciting, thrilling and modern; to another it is immoral, indecent and decadent. Few places can promote an image that will appeal to all potential tourists. It is necessary for a hotel, airline or tourist destination to decide what clientele it wishes to attract and then to be sure that all of its promotional efforts help foster the image appealing to this market segment (Davidoff and Davidoff 1983).

Tourists' images of a destination can be measured. Selected American tourists differed significantly in their images of retail stores in 12 different countries

(Keown, Jacobs and Worthley 1984). Potential tourists perceived strengths and weaknesses in the projected image of Minnesota as a tourist destination (Rudelius, Pennington and Ross 1971).

The image of a destination attracts the touring public. Therefore, this image must be protected, nourished, and enhanced at all costs (Kent 1984). Negative images, once established, may last for a long time. Hence they should never be allowed to emerge.

Instead of yielding conceptualized models, theories or principles, most of the tourism image studies report perceptions held by tourists toward certain countries, states, regions, cities, resorts, attractions, and tourism organizations/ enterprises, etc. The following are some examples.

Crompton (1979), studying American students, found that images of Mexico as a destination varied for students from different parts of the United States. Students living in more distant areas of the country had more favorable images than students living in areas having close proximity to Mexico. This research shows the need to differentiate between images that make a destination tempting and images actually associated with

factors considered important in the decision-making process employed by tourists. Sometimes these images are not similar.

Images of countries influence not only tourists but also tour operators who recommend itineraries for clients. Unfortunately, the decision of where to travel is based more on images than on problems actually encountered. McLellan and Foushee's (1983) research, encompassing tour operators from the six countries (Canada, Mexico, Japan, the United Kingdom, West Germany and France) which together provide 80 percent of the total foreign tourist arrivals in the United States, discovered that potential tourists to the United States perceive personal safety as a major problem, followed by costs and availability of information to foreign tourists. Emotions, fears and prejudices play an important role in the perceptions foreigners have about the United States, affecting its image as a desirable place to visit (National Tourism Resources Review Commission 1973).

Dutch tourists' opinions and attitudes about Canada are positively determined by that country's natural beauty and its scenery, wildlife, numerous forests and lakes, and by the feelings of pleasure,

safety and security associated with Canada's image. Negative opinions and attitudes of Dutch tourists of Canada have mainly to do with the relatively higher price levels and the lack of both recreational and cultural entertainment. Canada's rather static and conservative image deters younger, more dynamic and adventurous Dutch tourists from a holiday in the country (Canadian Government Office of Tourism 1983).

Gee (1986), while recognizing the contribution of image in marketing to international tourists, remarks that international tourists are more inclined to visit a destination where they believe the hosts to be friendly and courteous, and this can be a good tourism marketing principle. Tourist destinations rely heavily on the use and development of positive images. Visitation can be considerably improved by building a positive image. An objective of tourism marketing and promotion should be to reinforce or build a strong image of the tourist destination (Colton 1987). And the image of the hosts is among the most important part of an overall image.

In spite of cordial relations between two countries the "perceived difficulty of border crossings" can adversely affect the flow of tourists, as has happened

with tourism between the United States and Canada (Smith 1984). Tourists respond to the physical or social environment as well as to the symbolic environment. The next section will examine the contribution of image research in the marketing of a state's tourism products.

THE CONTRIBUTION OF IMAGE RESEARCH IN THE MARKETING OF STATES' TOURIST ATTRACTIONS

A state's tourist image refers to how a state is viewed by tourists. The key to a successful image is having tourists view a state in the manner which it intended. To be successful a state must create a distinctive, clear, and consistent image.

A state's tourist image can be defined as the way in which its attractions are organized and evaluated in the tourist's mind. This image is comprised partly by the state's perceived physical qualities and partly by a number of psychological factors. In the tourist's mind a state is evaluated relative to its competitors based on perceived image. It is extremely difficult to alter this evaluation once it is firmly implanted. Indeed, perceptions about a state's tourism environment are highly personal reactions.

Mayo (1975, p. 14), in recognizing the complexity of the importance of a state's/destination's image, notes:

Tourists generally do not have a great deal of knowledge about any area they have not previously visited. Nevertheless, in their minds they hold images of alternative destination areas. Comparing these images to the image of an "ideal" destination area--whether or not they think one really exists--leads tourists to choose one destination or combination of destinations that promises to provide them with the greatest amount of satisfaction.

Mayo (1975) identifies the image of a destination area as a critical factor in the destination choice process. He further contends that a tourist evaluates all alternative destination area images simultaneously, and the one which is closest to some psychological ideal is selected. This is why image is the crux around which most states' tourism marketing activities revolve. "For potential tourists . . . , the image of vacation sites and social situations is a powerful factor within the decision process" (Fridgen 1984, p. 26).

Images of a tourist destination invariably consist of both positive and negative perceptions. These images, whether factual or not, represent truth to a tourist

choosing a destination. Deciding where to go involves comparing the perceived desirable characteristics of potential sites and considering possible negative attributes that may be encountered. If the outdoor recreation and tourism resources of several states seem equally attractive, the selection of a state will be determined partly on the basis of where negative consequences are least likely to be encountered (McLellan and Foushee 1983). The more favorable the perception, the greater the likelihood of choice from among similar alternatives (Goodrich 1978). The number of alternatives actually considered may, of course, be limited by finances, time, distance, and other constraints (Mayo 1975).

A state's tourist image as perceived by its tourists evolves out of two processes, "Organic" and "Induced" (Gunn 1972). Unsolicited mass media communications coupled with advice extended by peers constitute the "Organic" component of a state's tourist image. Strategic promotion of a state's tourist attractions by its tourism marketing entities form the "Induced" image. In other words, organic processes deeply rooted in the strengths and weaknesses of a state's tourism and outdoor recreation attractions earn mass media recognition,

whereas induced processes owe their existence to the deliberate and intentional promotion endeavors of a state's tourism-marketing strategists. Thus, tourism marketers may identify those components of a state's image that are most significant in the evaluations made by various segments of the potential market and direct their efforts toward inducing a more favorable image based on those components.

The tourist's perceptions are much more important to the marketer than his knowledge of objective reality. A strong and clear state image can influence confidence in its attractions. Images also influence spending patterns, planned length of stay, and planned activity patterns (Mayo and Jarvis 1981; Deale 1983; Knopf 1983).

Image comparability is a key issue. It is necessary to identify how people evaluate states that may be competitors (Haahti 1986).

Sources of information influence perceptions of a destination's image. Phelps (1986), while analyzing the "Holiday Destination Image," observed that the package-holiday product itself is more important than the destination because of the vague information given in brochures. Phelps found that unexpected deviations

between reality and preconceived images have a negligible effect on holiday enjoyment.

For strategic marketing of a state's tourist attractions, the tourism marketers should portray an overall brand image. Research conducted by Gartner (1986a, p. 643) led him to believe that,

Overall brand image is most important to image formation for state promotional agencies and that the effects of temporal fluctuations on perceptual mapping for product positioning/repositioning are unimportant.

The extent to which tourists' perceptions of a destination change after a visit was investigated by Wee, Hakam and Ong (1985). They found that tourists form much more favorable impressions of a place after a visit. Thus, previous experience is an important variable in understanding a state's tourism image.

Images of a state influence both the tourist who is deciding where to visit and the tour operator/travel agent who is making and recommending itineraries for clients. While comparing tourist destinations' images as perceived by tourists with that of travel agents, Perry (1978) found no significant differences in attitudes toward attributes considered important planning a foreign trip. In spite of the minor differences in opinions,

tourists and travel agents were found to have similar images of tourist destinations. The marketing implication of this research is that "travel agents can serve both as a source of information about tourists' perceptions and as a determinant of their perceptions" (Perry 1978, p. 156).

Tourism marketing research studies reveal that ignorance and bias often contribute significantly to the formation of negative images about states' tourism.

People who have visited a state rate its outdoor recreation attractions more impressive and its people more progressive in looks and dress as compared to those who have not been to a state (Hunt 1971, p. 271).

States' images result from a variety of sources, including marketing efforts. Gartner and Hunt (1986) observes that areas without an image base only guess where their product is positioned and in actuality may reposition their product in direct competition with another area. However, information from other sources may either supplement or alter these images. Two examples explain this point: (1) returning tourists carry with them images, formed from their visit, and (2) travel to an area results in a more realistic appraisal of that area's attributes (Gartner 1986a).

Only when positive perceptions outweigh negative images will visitation to a state/destination be

considered. Choice will be based on a myriad of factors after the initial screening. Identification of problems anticipated by potential tourists allow marketing strategists to take countermeasures. That is, promotional materials portraying the positive aspects of tourist-attracting resources can contain messages to help alleviate fears of perceived problems. An initial step in developing such materials is to identify these problems.

Advertising plays a key role in image enhancement (Gartner and Hunt 1986). Positive images can be developed through astute advertising of the unique and diverse tourism attractions of a given destination (Goodrich 1978). While experimenting with perceptual maps constructed by using Smallest Space Analysis, Perry et al. (1976) found that Canada as a destination for Israelis underwent an "Image Change" as a result of advertising. Perry et al. (1976) emphasized that perceptual maps can be used:

1. to describe and present complicated images in a very clear and simple way,
2. to indicate what actions should be taken in order to change a given image,
3. to measure changes of image over time, and
4. as a criterion for segmentation.

PSYCHOGRAPHICS IN IMAGE RESEARCH

William Wells (1975, p. 196) defines psychographic research as "quantitative research intended to place consumers on psychological -- as distinguished from demographic--dimensions." Psychographics, as the name suggests, represents an attempt to "get inside the tourist's head" to find out what he actually thinks, perceives, and believes. The different lifestyle and personality patterns pursued and practiced by demographically similar tourists have tremendous tourism marketing implications because of psychographic differences. Lifestyle and personality are reflected in an individual consumer's activities, interests, and opinions (Wells and Tigert 1971).

Previously tourism marketing researchers have applied various combinations of lifestyle and personality characteristics in order to identify the features of travel and tourism market segments (Wells 1972, Plog 1974, Mayo 1975, Darden et al. 1975-76, Woodside and Pitts 1976, Young et al. 1978, Abbey 1979, Bryant and Morrison 1980, Schul and Crompton 1983). One of the earliest attempts of psychographic-oriented tourism marketing research produced consumer (tourist) groups with names such as the Self-Indulgent Pleasure Seeker, the Active Achiever, the Business Executive, the Blue-

Collar Man, and the Traditional Homebody (Wells 1972). Wells' psychographic classification of tourists reveals that segments of tourists have different needs and values. Each psychographic segment represents a prime market for a special tour package. This leads researchers to believe that each of them will perceive a state's tourist image differently based on their psychographic profiles.

Schul and Crompton (1983) identify six segments of international tourists based on AIO-oriented psychographics namely Cultural Interest, Comfort, Familiarity/Convenience, Activity, Opinion Leadership, and Knowledge-Seeker. Each of these segments represent lifestyle and personality modes, suggesting the development of six distinctive products and promotion strategies for segments of the international tourism market.

CHAPTER III

RESEARCH MODEL

This chapter highlights a theoretical model of how different components of a state's tourist image interact individually and collectively with tourists' background factors. This interaction affects image variation, and contributes to the determination of a state's tourist image. The assumptions and rationale underlying the model also will be discussed. Finally, the specific hypotheses to be tested will be presented.

DYNAMICS OF A STATE'S TOURIST IMAGE

A state's image is the perception tourists have of its environment as a result of their experiences, knowledge, and beliefs. A strong and clear state image can enhance tourists' confidence in its attractions and environment.

Image problems may arise in the tourism market over safety, cost, product differentiation, attitude of residents, sociocultural norms and laws, etc. Images will be either positive or negative depending on the perceiver and his attitudes. No one image will

appeal to an entire tourism market. For instance, young and elderly people differ in their perceptions of a state. High- and average-income tourists differ in their perceptions. Highly educated and average-educated people differ in their perceptions of a state's tourist image.

This research attempts to identify those elements of diversity among potential tourism markets that may be most helpful in identifying market segments, and to ascertain elements of a state's image most closely tied to those segments. Such an analysis, if it succeeds in identifying relationships between aspects of a state's tourist image and the variables which contribute to diversity, could have important tourism-marketing implications. Consideration will be given to the amount of touring experience of those who have lived in the state, those who have visited the state and those who have never been to the state. This information would enable marketing strategists to understand their clientele from the perspective of demographic and touring experience. This better understanding would allow marketers to ameliorate negative tourist images and increase the likelihood of tourists choosing the state as a destination.

Further, this study will examine the dimensions of image to which different individuals respond. Research conducted by Hunt (1975), and Gartner, Verbyla and Winterbottom (1983), shows that the six most important constituents of an image of the Intermountain West are:

1. outdoor recreation attractions.
2. outdoor recreation activities.
3. cultural amenities.
4. climate.
5. host population characteristics, and
6. liquor laws.

Factor analysis on responses to image-based questions developed by Hunt (1971) and Gartner et al. (1983) will be undertaken to see if these dimensions are treated by the touring public as conceptually distinct.

VARIABLES FOR STRATIFICATION

Persons with varying demographic (background) characteristics respond differently to a state's tourist image and its various components. The variables chosen to measure this are: (1) amount of past touring experience within a given state, (2) demographic profile,

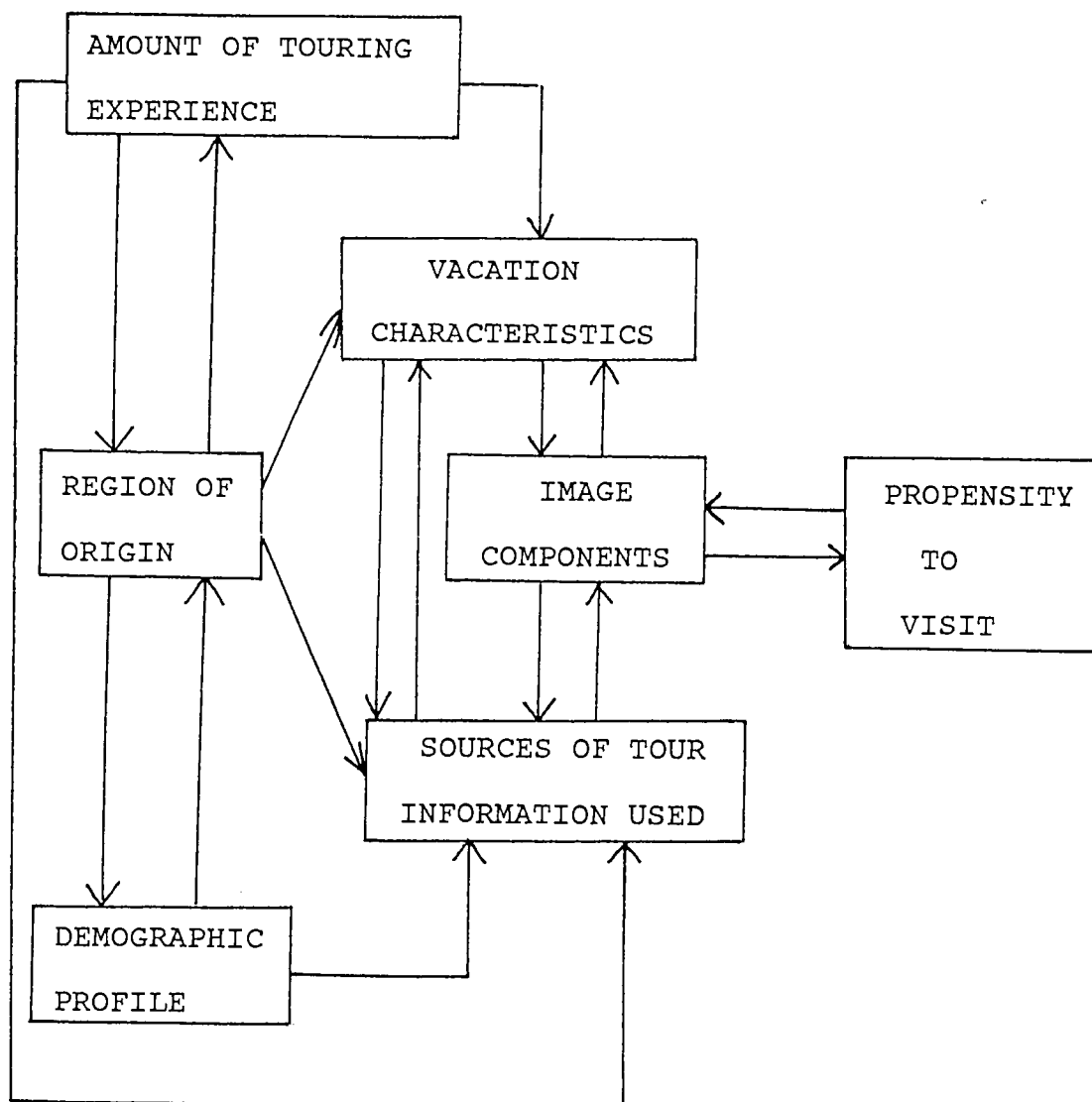
(3) region of origin, (4) vacation characteristics and (5) sources/amount of tourist information used by an individual tourist. Figure 1 presents a model of the relationship of these variables to a state's tourist image.

Research Model

The research model links the constituents of a state's tourist image with relevant background factors in an attempt to explain differences in perceptions of that image. The following background factors were selected for examination.

FIGURE 1

Present model depicting the formation of a state's
tourist image



Amount of Touring Experience

First, amount of previous touring experience within a given state will be examined for its relationship with image. Schreyer, Lime and Williams (1984) found that river floaters with varying "Experience Use History" differ significantly in their outdoor recreation behaviors. People with a history of greater experience use are expected to perceive the availability of more specific rewards (Schreyer 1982), while novices usually respond to more generalized images promoted by marketers (Schreyer, Lime and Williams 1984). The research further led them to believe that

the extent of previous participation in recreational pursuits can serve as an indicator of the amount and type of information a person draws on to make decisions concerning leisure behavior. (Schreyer, Lime and Williams 1984, p. 34)

Assuming that the principle of "Experience Use History" (EUH) is applicable to other tourist activities, it would be expected that tourists who have been to a state would, by virtue of their experience, perceive a state's tourist image differently than those who have never been to the state. Moreover, tourists varying in

amounts of touring experience also are presumed to vary in the amount and type of information they gather to make their vacation decisions. Those having higher touring experience would acquire different types of information, both in nature and amount, than less-experienced tourists.

Age

People varying in age are presumed to perceive a state's tourist image differently because of their differences in maturity, knowledge, style of thinking, attitude, preference, and need. The age of tourists is expected to influence their perceptions and consequent consumption behavior in many ways. Though there might be many age subcultures across the life-cycle, the three age groups that have been studied most often are youth, young adult, and elderly (Williams 1982). Logically, they differ from each other in product attitudes, purchasing power, media consumption, and purchase influence in the family. For example, elderly people have fewer obligations and greater discretionary time and appreciable disposable income. They are a sizable market for leisure and travel (Lazer 1985).

Changes do occur as consumers advance in age. Identifying and responding to those changes is imperative for strategic marketing programs. For example, as

consumers grow older, they gradually lose some of their sense of smell. The food industry is responding to these changes by offering amplified flavors in food (Hall 1985).

Anderson and Langmeyer (1982) found that with respect to lifestyles, the profiles of the younger-than-50 tourists/travelers and the 50-and-older tourists/travelers differ clearly in a number of important dimensions. For example, the younger-than-50 group engages in more physical activity when on vacation and uses vacation to escape from the routine of everyday life more frequently than the 50-and-older. The 50-and-older group was found to be more likely to go along with what others want to do on vacations than the younger-than-50 group.

Social Class

Social class refers to a consumer's position on a social scale based on occupation and education and to a lesser degree on house-type, dwelling area, and income. The most frequently used categorization in the consumer and marketing research is the Social Class Classification Scales developed by Warner, Mecker and Eells (1960) and Coleman (1983).

Demographic variables by themselves are indicators of an individual's consumer behavior. However, his social class, which is the direct outcome of his demographic profile, is a better reflector of an individual's perception, attitudes, image and subsequent consumer behavior. Each social class has distinctive norms, values, family roles and patterns of purchasing behavior; and, as a result, persons from different social classes are presumed to demonstrate marked variations in their perceptions of a state's tourist image. For example, membership in a particular social class determines an individual's use of leisure time. Numerous research studies have found that upper-and lower-class members differ significantly in the ways in which they pursue leisure activities. Upper-class tourists prefer tennis, ice-skating, bridge, the theater, concerts and football; whereas lower-class consumers prefer fishing, baseball, bowling, pool and billiards, and drive-in movies (Bishop and Ikeda 1970; Colton 1972; Clarke 1956). People belonging to the working class pursue vacations quite differently than people belonging to middle or upper classes. For instance, members of the working class often stay in town and prefer a lake or resort for tourism pursuits. They undertake longer trips only to visit relatives. On the other hand, members of the

middle and upper classes prefer vacations aimed at discovering new places and having new experiences (Coleman 1983).

Some researchers have found that upper-class leisure activities may be a compensation for a more sedentary existence to the extent that they involve active movement (Bishop and Ikeda 1970). Tourists belonging to the lower classes do not need the same level of activity since they are in more physically vigorous occupations.

Consequently, it is presumed that social class influences a tourist's perceptions and attitudes and his behavior as a consumer. Thus social class can serve as a good frame of reference for the values and purchasing patterns of individual tourists. And it can provide us with relevant insights into tourists' perceptions about a state's tourist image.

It is, however, difficult to analyze the differences in perceptions of a state's tourist image by social class because of the limited information available. Hence, the most useful procedure would be to analyze the determinants of social class (demographic variables) as indirect indicators to identify peoples' differences in perceptions pertaining to a state's tourist image.

Education

The amount of education acquired by an individual is a determinant of social class. Education influences both the amount and the type of information sought.

"Education influences media habits like television viewing and magazine readership. It also influences time activities, living quarters, and tastes in fashion" (Runyon and Stewart 1987, p. 75). Though education and income are not perfectly related, they are strongly associated because more education normally yields higher income. Those with advanced degrees likely perceive a state's tourist image differently than those who have only acquired an undergraduate degree or those who have only attended high school.

Occupation

The occupation pursued by an individual shapes his lifestyle and personality considerably because it is the most important determinant of social class. Therefore, those occupying high-level administrative/executive positions perceive a state's tourist image differently than middle-level professionals, because of their affiliations with different social classes. It is,

however, not possible to analyze perceptions across this variable because of the ambiguity in the data.

Income

The amount of money an individual earns is also an important determinant of his standard of living. Consequently, people varying in annual earnings are presumed to differ significantly in their perceptions of a state's tourist image.

Family Size

Family life cycle influences an individual's perceptions considerably because of, among other factors, the participation or non-participation of children in the decision-making process (Cox 1975). Hence, those having large families with grown children differ significantly from singles, families without children, and families with small children in their perceptions of a state's tourist image.

Geographical Region

The geographical region in which a consumer lives influences perceptions and resultant consumer behavior. There are regional differences in taste preferences,

value systems, norms, attitudes, states of mind, and sub-cultures. Proximity to a tourist area also plays a significant role in a tourist profile.

Differences based on geographical affiliations have been found by numerous consumer and marketing researchers. For example, tourists hailing from diverse geographical regions were found to vary in their realization of benefits from touring experiences. Focusing on Hawaii and studying tourists hailing from different geographical regions, Woodside and Jacobs (1985) found that Canadian visitors most often reported rest and relaxation as the major benefit realized from their Hawaiian visit, while mainland Americans cited cultural experiences, and Japanese visitors listed family togetherness as one of the major benefits realized.

Scott, Schewe and Frederick (1978) found that those living closer to Massachusetts saw the state somewhat differently than those living more than 200 miles away.

Vacation Characteristics

Tourists, because of their different psychographic and demographic profiles, use different criteria for destination evaluation, and participate in different

tourism activities. Some devote a short time while others devote considerable time to the tour-planning process. Tourists use different modes of transportation to get to their destinations. Based on these differences in vacation characteristics, tourists differ significantly in their perceptions of a state's tourist image, both in terms of perceived favorableness and in terms of information to which they respond.

Sources of Tour/Travel Information Used

Tourists obtain information from different sources, depending on their varying tastes, preferences and priorities. Some trust only friends and relatives, travel agents and auto clubs, while others refer to state travel bureaus, local chambers of commerce and tourism bureaus. Some obtain tourist information from books and magazines. Tourists obtaining information from different sources may vary significantly in their perceptions of a state's tourist image.

HYPOTHESES

This study examines the discriminations that people who differ in amount of experience within a given state,

in demographic profile, region of origin, vacation characteristics, and sources of tour information make in forming images of a state. random; rather there exists some orderly pattern of a state's tourist image correlating with variations in amount of experience, demographics, region of origin, vacation characteristics and sources of tour information used. These will be examined during the course of this research.

Hypothesis 1

Tourists are presumed to perceive a state's tourist image differently by virtue of the amount of touring experience they have within a state. For instance, a tourist who has never visited a particular state may have a negative image of the state. Hence, the first hypothesis is:

People who differ in amount of touring experience in a given state will differ significantly in their perceptions of the

- (a) overall image of the state, and
- (b) different components of a state's image.

Hypothesis 2

Distance between a geographical region and a state, and the geographical needs, aspirations, trends, subcultures and motivations of a region are presumed to influence peoples' perceptions about their destinations. Therefore, the second hypothesis is:

People residing in different geographical regions will differ significantly in their perceptions of the

- (a) overall image of a state, and
- (b) different components of a state's tourist image.

Hypothesis 3

Studies in psychology, marketing and tourism have shown differences in the behavioral patterns of consumers based on four important demographic factors: age, education, income, and family size. These factors are assumed to be indirect indicators of tourists' lifestyles. Hence, tourists are presumed to differ significantly in their perceptions of a state's tourist image because of their different demographic characteristics.

Hypothesis 4

Tourists, while designing their vacations, seek different pursuits at their destinations. They use different evaluation criteria for destination selection, devote different amounts of time to tour planning, and get to their destinations by different modes of transportations. Thus, the hypothesis to be tested is:

People will differ significantly in their perceptions of a state's tourist image based on the following vacation characteristics:

- (a) tourism activities participated in at a destination,
- (b) destination evaluation criteria,
- (c) amount of time used in tour planning process, and
- (d) mode of tourist transportation used.

Hypothesis 5

Tourists use different sources for information pertaining to their destinations. The last hypothesis to be examined is:

People employing different amounts/sources of tourist information will differ significantly in their perceptions of the overall tourist image of a state and its different components.

CHAPTER IV

PROPOSED RESEARCH DESIGN

This chapter provides an overview of the research design and sampling format employed for data collection. First, it discusses the overall sampling framework. This includes a consideration of questionnaire development and administration and an explanation of the study population and sampling procedure. Second, it presents a description of the manner in which the independent and dependent variables operate.

SAMPLING FRAMEWORK

The major data source for this study was a survey by Gartner et al. (1983) in connection with the state of Utah's image study. A mail-survey research instrument was preferred over others because of the desired sampling size and the constraints of time, travel, and cost. The research instrument was designed to accomplish the following basic objectives:

1. to identify components of Utah's image that tourists may consider important in their destination-selection process,
2. to generate information categorizing tourists according to their levels of touring experience,

3. to determine regional differences in people's perceptions of Utah's tourist image,
4. to identify demographic factors playing a significant role in perceptions of Utah's tourist image, and
5. to identify other vacation characteristics important in developing perceptions of Utah's tourist image.

The questionnaire was designed to reach a broad range of potential tourists across the country. To maximize diversity, this study surveyed people in almost every state, because it was felt that diversity and variety would allow for a comprehensive examination of the image issues to be investigated.

STUDY AREAS

Six thousand surveys were sent to a random sample of households in six arbitrarily determined regions of the United States (as shown in Table 1). These regions were delineated based on input received from the contracting agency, the Utah Travel Council.

Once the regions were established, a sampling frame using population as a base was utilized. Because the survey was based on market area and population and

because of the need to assure randomness, some states were not surveyed.

TABLE 1
THE SIX REGIONS CHOSEN FOR STUDY

| | |
|------------|---|
| Region # 1 | California. |
| Region # 2 | Washington, Oregon (Northwest). |
| Region # 3 | Arizona, Colorado, Idaho, Montana, Nevada, New Mexico (Intermountain West). |
| Region # 4 | Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, and Wisconsin (Midwest). |
| Region # 5 | Connecticut, Delaware, Washington D.C., Kentucky, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Vermont, West Virginia (East). |
| Region # 6 | Alabama, Arkansas, Florida, Georgia, Louisiana, North Carolina, Oklahoma, South Carolina, Tennessee, and Texas (South). |

Source: Utah's Tourist Image Study by Gartner et al. 1983, Institute of Outdoor Recreation and Tourism, Utah State University.

The states excluded from the survey were Wyoming, Rhode Island, Virginia, Mississippi, Alaska, Hawaii, and obviously, Utah.

The Commercial Atlas and Marketing Guide, published by Rand-McNally in 1980, was used to identify market areas ranked according to maximum population. The largest market area had a maximum population of 15 million, whereas the smallest had a maximum population of 50,000. Ideally, the exact population of each market area would be used in the formula, but since this was unknown, the maximum market area population was used to determine the number of surveys to be distributed. The formula was

$$\frac{\text{Market Area Population} \times 1,000}{\text{Population of Region}}$$

Market areas for each region were randomly selected, entered into the formula and the number of surveys to be sent to each market area computed. This procedure allowed for market areas with larger populations to receive more surveys than those with small populations. The random selection of market areas was repeated until 1,000 surveys had been mailed to the region. This process yielded 144 tourism markets to which a total of 6,000

surveys were mailed. A breakdown of each market area receiving surveys is given in Appendix B.

Three thousand surveys were mailed on the 10th of November, 1982, followed by three reminders. Another 3,000 surveys were mailed on the 25th of February, 1983, followed by three reminders. A total of 1,917 (32.0%) useable surveys were returned. An additional 1,322 (22.0%) were non-deliverable and 2,759 (46.0%) were unaccounted for. The breakdown for each sampling period and for the total study is shown in Table 2.

MAIL QUESTIONNAIRE

The only instrument utilized for data collection in this study was the questionnaire which was eight pages long and required 30-40 minutes to complete. Accompanying the questionnaire were a cover letter providing general instructions and a postpaid return envelope. The complete questionnaire is contained in Appendix A.

The questionnaire was divided into four parts. The first part, containing six questions, was designed to elicit information about the basic attributes of a state's tourist image. The second part, with four questions, sought specific information about Utah. The third part, of seven questions, was designed to obtain

information pertaining to touring patterns, preferences, tastes and attitudes. The last part, having five questions, sought information about the demographic profiles of the respondents.

Coding (Labeling)

The survey asked respondents to rate the impressiveness of various attractions and activities available within four states in the Intermountain West (Utah, Colorado, Wyoming and Montana). On a five-point scale, one designated very impressed and five very unimpressed National Parks, State Parks, National Forests, Sightseeing, Historical Sites, Skiing, Boating, Hunting, Fishing, Camping, Cities, Culture, Shopping, Museum, Symphony, Nightlife, Shows, and Night Clubs. Other ratings included: (1) one for very warm and five for very cold (for Winter Temperature); (2) one for very cool and five for very hot (for Summer Temperature); (3) one for very liberal and five for very restrictive (for Liquor Laws); and (4) one for very receptive and five for very unreceptive (for responses regarding the receptiveness of local residents to visitors).

Because Utah was chosen as the case study, the statistical analyses in this report were restricted to

TABLE 2
SAMPLING RESULTS

First 3,000 sent out on the 10th of November, 1982

| | | |
|------------------------|------------|--------|
| (a) Returned (useable) | 1,004----- | 33.5% |
| (b) Non-deliverable | 664----- | 22.1% |
| (c) Unaccounted | 1,332----- | 44.4% |
| ----- | | |
| Total | 3,000----- | 100.0% |
| ----- | | |

Second 3,000 sent out on the 25th of February, 1983

| | | |
|------------------------|------------|--------|
| (a) Returned (useable) | 913----- | 30.4% |
| (b) Non-deliverable | 660----- | 22.0% |
| (c) Unaccounted | 1,427----- | 47.6% |
| ----- | | |
| Total | 3,000----- | 100.0% |
| ----- | | |

Total of Both Mailings

| | | |
|------------------------|------------|--------|
| (a) Returned (useable) | 1,917----- | 32.0% |
| (b) Non-deliverable | 1,324----- | 22.0% |
| (c) Unaccounted | 2,759----- | 46.0% |
| ----- | | |
| Grand Total | 6,000----- | 100.0% |
| ----- | | |

the data on Utah and excluded the other three states, Wyoming, Montana and Colorado.

OPERATIONALIZATION OF THE VARIABLES

Independent Variables

Independent variables were developed to analyze factors contributing to the formation of Utah's tourist image. It was felt that they would give some indication of the background factors influencing perceptions of Utah's tourist image and would, therefore, affect destination choices.

Amount of Touring Experience

This variable was created using answers to question two in section one of the questionnaire (see Appendix A). It concerns the amount of touring experience of two general groups -- those who had visited Utah and those who had not visited Utah. Amount of touring experience in Utah was scaled based on the breakdown of the two groups as shown in Table 3.

TABLE 3
FREQUENCY AND PERCENTAGE OF EXPERIENCED AND
INEXPERIENCED RESPONDENTS

| | Frequency | Percentage |
|--|-----------|------------|
| Group # 1 (Experienced): Those who have visited Utah. | 923 | 51.80 |
| Group # 2 (Inexperienced): Those who have not visited Utah. | 859 | 48.20 |
| | ----- | ----- |
| Total: | 1782 | 100.00 |
| | ----- | ----- |

Demographics

Examination of demographic variables should indicate if differences in age, education, income, and family size affect cognitive structure and influence perceptions of Utah's tourist image.

Age. Age was scaled based on the breakdown in Table 4.

TABLE 4
FREQUENCY AND PERCENTAGE OF
DIFFERENT AGE GROUPS

| Group | Frequency | Percentage |
|-----------------------|-----------|------------|
| 1. 15 to 20 years old | 2 | 0.11 |
| 2. 21 to 30 years old | 304 | 17.11 |
| 3. 31 to 45 years old | 627 | 35.28 |
| 4. 46 to 55 years old | 311 | 17.50 |
| 5. 56 to 64 years old | 262 | 14.74 |
| 6. 65 and older | 271 | 15.26 |
| | ----- | |
| Total | 1784 | 100.00 |
| | ----- | |

Education. Education was scaled based on the breakdown in Table 5.

TABLE 5
FREQUENCY AND PERCENTAGE OF
DIFFERENT EDUCATION GROUPS

| Group | Frequency | Percentage |
|------------------------------------|-----------|------------|
| 1. 0--7 years education | 12 | 0.69 |
| 2. 8 years education | 38 | 2.19 |
| 3. 9--11 years education | 70 | 4.04 |
| 4. High School education | 347 | 20.01 |
| 5. Business or Technical School | 166 | 9.57 |
| 6. 1--3 years college | 386 | 22.26 |
| 7. Completed college | 373 | 21.51 |
| 8. Graduate School. | 342 | 19.73 |
| | ----- | ----- |
| Total | 1734 | 100.00 |
| | ----- | ----- |

Income. Income was scaled based on the breakdown in Table 6.

TABLE 6
FREQUENCY AND PERCENTAGE OF
DIFFERENT INCOME GROUPS

| Group | Frequency | Percentage |
|-------------------------|-----------|------------|
| 1. Less than \$10,000 | 126 | 7.27 |
| 2. \$10,000 -- \$19,999 | 287 | 16.55 |
| 3. \$20,000 -- \$24,999 | 253 | 14.59 |
| 4. \$25,000 -- \$29,999 | 233 | 13.44 |
| 5. \$30,000 -- \$39,999 | 365 | 21.05 |
| 6. \$40,000 -- \$49,999 | 188 | 10.84 |
| 7. \$50,000 -- \$74,999 | 216 | 12.46 |
| 8. \$75,000 or greater | 66 | 3.80 |
| | ----- | ----- |
| Total | 1734 | 100.00 |
| | ----- | ----- |

Family size. Family size was scaled based on the breakdown in Table 7.

TABLE 7
FREQUENCY AND PERCENTAGE OF
DIFFERENT FAMILY SIZE GROUPS

| Group | Frequency | Percentage |
|--------------------------------|-----------|------------|
| 1: One member in family | 257 | 14.46 |
| 2: 2 -- 3 members in family | 983 | 55.32 |
| 3: 4 -- 5 members in family | 471 | 26.51 |
| 4: 6 or more members in family | 66 | 3.71 |
| | ----- | ----- |
| Total | 1777 | 100.00 |
| | ----- | ----- |

Geographical Region

Based on the distribution of 6,000 questionnaires among six arbitrarily determined geographical regions, this variable was created to ascertain whether people from different regions vary in their perceptions of Utah's tourist image.

The regions used for scaling purposes are shown in Table 8.

TABLE 8
FREQUENCY AND PERCENTAGE OF
DIFFERENT GEOGRAPHICAL REGIONS

| | Frequency | Percentage |
|----------------------------------|-----------|------------|
| First Region--California | 306 | 17.7 |
| Second Region--Northwest | 370 | 20.76 |
| Third Region--Intermountain West | 325 | 18.24 |
| Fourth Region--Midwest | 283 | 15.88 |
| Fifth Region--East | 295 | 16.55 |
| Sixth Region--South | 203 | 11.40 |
| Total | 1782 | 100.00 |

Vacation Characteristics

Four of the seven questions in the third section of the questionnaire were used to determine attitudes toward different vacation characteristics. The resulting variables indicate the role of these vacation characteristics in the perception of Utah's tourist image. They are as follows.

Type of tourism activities participated in at a destination. Respondents mentioned 99 different types of tourism activities that they participate in while on vacation. For scaling purposes, six broadly related

groups were created. They are displayed in Table 9. Specific activities in each group are presented in Appendix C.

TABLE 9
FREQUENCY AND PERCENTAGE OF
DIFFERENT ACTIVITY GROUPS

| Groups | Frequency | Percentage |
|---|-----------|------------|
| 1. Sightseeing | 144 | 7.93 |
| 2. Outdoor Recreation Activities | 775 | 42.68 |
| 3. Cultural and Nightlife Activities | 417 | 22.96 |
| 4. Games/Sports | 123 | 6.77 |
| 5. Family Reunion | 183 | 10.08 |
| 6. Play (unstructured) | 174 | 9.58 |
| Total | 1816 | 100.00 |

Criteria for destination evaluation. While revealing their preferences for destination -evaluation criteria, respondents based their evaluations on the five factors of individual preferences given in the questionnaire. These five factors and their levels of importance, used for scaling purposes, are given in Table 10.

TABLE 10
RANKINGS OF DIFFERENT FACTORS OF
DESTINATION EVALUATION CRITERIA

| Factors | Ranking |
|--|---------|
| 1. Travel/trip cost | 1st |
| 2. Travel time or distance to destination | 2nd |
| 3. Concern over present condition of automobile | 3rd |
| 4. Availability of accommodation | 4th |
| 5. Availability of fuel | 5th |

Amount of time used in tour-planning process. As a part of the total decision-making process, people devote different amounts of time to tour planning. This ranges from a minimum of less than a month to a maximum of more than a year. For scaling purposes the breakdown of time devoted to tour-planning process is displayed in Table 11.

TABLE 11
FREQUENCY AND PERCENTAGE OF
DIFFERENT TOUR PLANNING PROCESS GROUPS

| Group | Frequency | Percentage |
|-------------------------|-----------|------------|
| 1. Less than one month | 207 | 11.66 |
| 2. 1--6 months | 1003 | 56.51 |
| 3. 6 months to one year | 469 | 26.42 |
| 4. More than a year | 96 | 5.41 |
| Total | 1775 | 100.00 |

' Mode of tourist transportation used to get to a destination. People make use of different modes of transportation to get to a destination. They may even use a mix of modes, such as commercial airplane and automobile rental. An analysis of the most frequently mentioned modes of transportation utilized (including multiple modes) was conducted. Four groups emerged and are used for scaling purposes (Table 12).

TABLE 12
FREQUENCY AND PERCENTAGE OF DIFFERENT
TOURIST TRANSPORTATION GROUPS

| Group | Frequency | Percentage |
|---|-----------|------------|
| 1. Private Auto | 872 | 48.02 |
| 2. Commercial plane | 529 | 29.13 |
| 3. Private auto and commercial plane combination | 246 | 13.55 |
| 4. Commercial plane and rental vehicle combination | 169 | 9.30 |
| | ----- | |
| Total | 1816 | 100.00 |
| | ----- | |

Sources of Tourist Information

This variable was developed in response to question number five in section three of the questionnaire. It correlates the relationship between the sources people used to obtain tourist information and their perceptions of Utah's tourist image.

People make use of different sources of information-- friends, relatives, state travel bureaus, travel agents, auto clubs, books, magazines, local chambers of

commerce and local tourism bureaus -- in order to gather information about destinations. Consequently, the four groups displayed in Table 13 were created for scaling purposes.

TABLE 13
FREQUENCY AND PERCENTAGE OF
DIFFERENT INFORMATION GROUPS

| Group | Frequency | Percentage |
|------------------|-----------|------------|
| 1. One Source | 590 | 32.49 |
| 2. Two Sources | 794 | 43.72 |
| 3. Three Sources | 336 | 18.50 |
| 4. Four Sources | 96 | 5.29 |
| <hr/> | | |
| Total | 1816 | 100.00 |
| <hr/> | | |

Six information sources specifically mentioned in the questionnaire were friends/relatives, state travel bureaus, travel agents, auto clubs, books/magazines and local chambers of commerce/tourism bureaus. T-tests were performed on all of these sources to identify their influences on perception.

Dependent Variables

The basic framework used for identifying dependent variables was developed by Hunt (1971; 1975) and Gartner et al. (1983). It divides a state's tourist-image attributes into the following six categories:

- (1) Outdoor Recreation Attractions,
- (2) Outdoor Recreation Activities,
- (3) Cultural Amenities,
- (4) Climate,
- (5) Host-Population Characteristics, and
- (6) Liquor Laws.

In order to identify and explore the dependent variables of Utah's tourist image, a factor analysis was performed on the 22 attributes of Utah's tourist image contained in the questionnaire (see p. 70).

Factor analysis was used to examine patterns in the data. This was done to rearrange or reduce them to a smaller set of factors/components. These may be taken as source variables, which account for the observed interrelationships in the data. Moreover, factor-analysis output was used to test the stated hypotheses for the number of significant factors and factor loadings. This led to the construction of indices (component scaling) to be used in later analyses.

The only method of factor analysis used was Principal Components Analysis (PC). It uses Varimax Rotation (Kaiser Normalization) with an eigenvalue of 1.00. Factors with eigenvalues greater than one emerged (Table 14).

TABLE 14
RESULTS OF ROTATED FACTOR MATRIX
OF COMPOSITE FACTOR ANALYSIS

| Variables | Factor 1 | Factor 2 | Factor 3 | Factor 4 | Factor 5 |
|-----------|----------|----------|----------|----------|----------|
| RECEPTUT | .31 | -.04 | .37 | .20 | .35 |
| WTEMPUT | .06 | .10 | -.11 | -.02 | .47 |
| STEMPOT | .09 | -.10 | -.04 | -.02 | -.55 |
| LIQURUT | .05 | .10 | .32 | -.64 | -.21 |
| UTNTPARK | .83 | .20 | .05 | -.04 | -.12 |
| UTSTPARK | .81 | .19 | .04 | .10 | -.13 |
| UTCITIES | .42 | .02 | .50 | .17 | .26 |
| UTNATFOR | .76 | .27 | .01 | .11 | .05 |
| UTHISTOR | .69 | .11 | .29 | .11 | .13 |
| UTCAMP | .48 | .56 | .07 | .03 | .05 |
| UTSIGHT | .55 | .35 | .31 | .01 | .12 |
| UTCULTUR | .20 | .13 | .56 | .35 | .27 |
| UTSKIING | .26 | .56 | .24 | -.17 | .04 |
| UTNIGHT | .12 | .25 | .15 | .71 | .20 |
| UTBOAT | .14 | .74 | .10 | .23 | .09 |
| UTHUNT | .18 | .85 | .02 | .10 | .11 |
| UTFISH | .20 | .87 | .03 | .09 | .08 |
| UTSHOP | .07 | .15 | .57 | .26 | -.33 |
| UTSHOWS | .07 | .09 | .45 | .65 | -.29 |
| UTNCLUBS | .05 | .08 | .18 | .79 | -.17 |
| UTMUSEUM | .15 | .09 | .73 | .14 | -.04 |
| UTSYMPH | .01 | .07 | .75 | .06 | -.09 |

To test the reliability of the factors, a parallel factor analysis based on Principal Components Analysis (with six factors specified) was performed on the 22 variables. The results are presented in Appendix D. The only variable with any significant loading in the sixth factor was Summer Temperature (.89996). In order to further ensure the reliability of the scales, factor analyses for all six geographical regions were performed. The results are given in Appendix E. The outcome of the analysis was almost the same as yielded by the composite factor analysis shown in Table 14, which demonstrates the reliability of the scales. Hence, the composite factor analysis was used for further scaling and testing of hypotheses.

To interpret the meaning of the factors, variables with loadings of .40 or above were considered. Receptiveness, which had a factor loading of .37, was also included. Four factors and three individual independent items emerged (Table 15).

TABLE 15
COMPONENTS OF UTAH'S TOURIST IMAGE AS
YIELDED BY COMPOSITE FACTOR ANALYSIS

| Factor 1 (PARKS) | Factor 2 (ACTIVITY) | Factor 3 (CULTURE) | Factor 4 (NIGHTLIFE) |
|---------------------|------------------------|-----------------------|-------------------------|
| UTNTPARK .83 | UTFISH .87 | UTSYMPH .75 | UTNCLUBS .79 |
| UTSTPARK .81 | UTHUNT .85 | UTMUSEUM.73 | UTNIGHT .71 |
| UTNATFOR .76 | UTBOAT .74 | UTSHOP .57 | UTSHOWS .65 |
| UTHISTOR .69 | UTSKIING.56 | UTCULTUR.56 | |
| UTSIGHT .55 | UTCAMP .56 | UTCITIES.50 | |
| | | RECEPTUT.37 | |

THREE INDEPENDENT ITEMS:

1. LIQURUT
 2. STEMPUT
 3. WTEMPUT
-

The common characteristic for the five variables of the first factor (National Parks, State Parks, National Forests, Historical Sites and Sightseeing) is that they are natural resources and are generally used for outdoor recreation by tourists. These natural resources are less developed areas, represent open-space perspective and are generally untouched by commercial development. The first factor is named PARKS.

The chief feature of all five variables of the second factor (Fishing, Hunting, Boating, Skiing, and Camping) is that they are outdoor recreation activities widely engaged in by tourists. Therefore, the second factor is named ACTIVITY.

The main characteristic in all six variables of the third factor, (Symphony, Museum, Shopping, Cultural Sites, Cities and Receptiveness of Hosts) is that they are culture-oriented attractions/activities. The third factor is named CULTURE.

The commonality in the three variables of the fourth factor, (Night Clubs, Nightlife, and Shows) is that they are nightlife-oriented. Consequently, the fourth factor is named NIGHTLIFE.

In order to further test the cohesiveness of the identified factors, a reliability analysis was performed. It was used to check how accurate the estimate of the true score is in a population of factors to be measured. This helped to identify the variation over an indefinitely large number of independent, repeated, trial-and-error measurements. The results of the analysis are given in Table 16.

TABLE 16
RESULTS OF RELIABILITY ANALYSIS

| FACTORS | ALPHA | INTER-ITEM CORRELATION MEAN |
|--------------|-------|--------------------------------|
| 1. PARKS | .85 | .52 |
| 2. ACTIVITY | .83 | .50 |
| 3. CULTURE | .72 | .30 |
| 4. NIGHTLIFE | .75 | .50 |

The criterion chosen for alpha was .70; with the inter-item correlation mean it was .50. The only exception made was for the inter-item correlation mean for Culture, which was .30. It was weak, but was retained because of its alpha of .72.

If all variation in observed scores is due to errors in measurement, the reliability coefficient will be zero. If there is no error of measurement, the reliability coefficient will be one. The internal consistency of the four identified factors is evident in their moderately high alphas and moderate inter-item correlation means. This suggests that these factors are reliable and provide reasonable ground for further analysis. Coefficient alpha as exposed by the reliability

analysis, is the maximum likelihood estimate of the reliability coefficient if the parallel model is assumed to be true. In essence, if the observations of each item were divided by the standard deviation of the item, alpha would have the value calculated by the subprogram as standardized-item alpha.

DEVELOPMENT OF A SCALE FOR TESTING HYPOTHESES

Based on the output yielded by the factor analysis, which had been successfully tested for reliability, the following scales were developed.

Overall Image

Average-scale was designed to test the differences in perception of the overall tourist image of Utah. It contained the 22 variables/attributes of Utah's tourist image outlined earlier. A response to at least 17 of the variables counted toward AVGSCALE. Descriptive statistics for Average-Scale are presented in Table 17.

TABLE 17
DESCRIPTIVE STATISTICS FOR ALL THE
DEPENDENT VARIABLES

| Dependent Variable | Mean | Standard Deviation | Variance | N |
|-----------------------|-------|-----------------------|----------|------|
| RECEPTUT | 3.105 | 1.928 | 3.716 | 1922 |
| WTEMPUT | 2.478 | 1.721 | 2.960 | 1726 |
| STEMPUT | 3.135 | 1.894 | 3.589 | 1895 |
| LIQURUT | 3.168 | 2.253 | 5.078 | 1922 |
| UTNTPARK | 2.072 | 1.397 | 1.951 | 1564 |
| UTSTPARK | 2.403 | 1.463 | 2.140 | 1564 |
| UTCITIES | 2.511 | 1.376 | 1.894 | 1564 |
| UTNATFOR | 2.499 | 1.507 | 2.272 | 1564 |
| UTHISTOR | 2.410 | 1.404 | 1.971 | 1564 |
| UTCAMP | 2.198 | 1.369 | 1.875 | 1922 |
| UTSIGHT | 1.969 | 1.221 | 1.491 | 1922 |
| UTCULTUR | 2.607 | 1.446 | 2.092 | 1921 |
| UTSKIING | 2.249 | 1.465 | 2.146 | 1922 |
| UTNIGHT | 3.397 | 1.425 | 2.031 | 1566 |
| UTBOAT | 2.926 | 1.455 | 2.116 | 1922 |
| UTHUNT | 2.927 | 1.513 | 2.288 | 1922 |
| UTFISH | 2.821 | 1.461 | 2.134 | 1920 |
| UTSHOP | 2.735 | 1.363 | 1.858 | 1922 |
| UTSHOWS | 3.225 | 1.459 | 2.127 | 1922 |
| UTNCLUBS | 3.581 | 1.481 | 2.195 | 1922 |
| UTMUSEUM | 2.457 | 1.470 | 2.162 | 1921 |
| UTSYMPH | 3.092 | 1.520 | 2.310 | 1915 |

Components Scales

For in depth analysis, Average-Scale was further broken-down into four constituent components. The first component--AVERAGE-PARK, and labeled AVGPARK--had five

variables, National Parks, State Parks, National Forests, Sightseeing, and Historical Sites. A respondent had to reply to 4 of the 5 to be counted toward AVGPARK.

The second component--AVERAGE-ACTIVITY, labeled AVGACT--had five variables, Skiing, Boating, Hunting, Fishing, and Camping. A respondent had to respond to 4 of the 5 to be counted toward AVGACT.

The third component--AVERAGE-CULTURE, labeled AVGCUL--had six variables, Cities, Culture, Shopping, Museum, Symphony, and Receptiveness of Residents to Tourists. A respondent had to acknowledge 5 of the 6 to be counted toward AVGCUL.

The fourth component--AVERAGE-NIGHTLIFE, labeled AVGNIT--had three variables, Nightlife, Shows, and Night Clubs. A respondent had to responded to all three to be counted toward AVGNIT.

Winter Temperature of Utah (WTEMPUT), Summer Temperature of Utah (STEMPUT) and Liquor Laws of Utah (LIQURUT) were recognized and treated as independent items for purposes of scaling and hypotheses testing. Because of its inverse relationship with other variables in factor #4, as reflected by its factor loading (-.64) and because of its peculiarity to the state of Utah, Liquor Laws was treated as an independent

item to explore its impact on perceptions of Utah's tourist image.

CRITERIA FOR ACCEPTING/REJECTING HYPOTHESES

There is no unanimity among social scientists regarding standardized criteria used for accepting/rejecting hypotheses. For instance, some researchers choose half, whereas others use two-thirds of the components for retention of a hypothesis. For this study, if two-thirds of the constituents of a hypothesis support the outcome it is retained, otherwise it is rejected.

CHAPTER V

RESULTS

This chapter presents the results from the analyses of collected data. Results are presented separately for each hypothesis. Means and levels of significance as yielded by analysis of variance tests are given in each table. This is true for all the hypotheses tested, unless otherwise stated.

HYPOTHESIS 1

People who differ in the amount of touring experience in Utah will differ significantly in their perceptions of the

- (a) overall tourist image of Utah, and
- (b) different components of Utah's tourist image.

The results in Table 18 indicate that perceptions about the overall tourist image of Utah of those who have visited Utah and those who have not are statistically different from each other at the .0001 level of significance.

The perceptions about of Parks, Culture, Nightlife and Liquor Laws of the two groups are statistically different from each other at the .0001 level of significance. The perceptions about Summer

TABLE 18
EFFECT OF AMOUNT OF TOURING EXPERIENCE
WITH UTAH ON PEOPLE'S PERCEPTIONS

| | Overall Image | Parks | Activity | Culture | Night Life | Winter Temp | Summer Temp | Liquor Laws |
|-------------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Visitors | 2.43 ¹ | 2.00 ¹ | 2.35 ¹ | 2.50 ¹ | 3.37 ¹ | 3.90 ² | 3.56 ³ | 3.96 ⁴ |
| Non- Visitors | 2.52 | 2.19 | 2.38 | 2.65 | 3.25 | 3.92 | 3.46 | 3.65 |
| Level of Signi- ficance | .0000 | 0000 | 3371 | .0000 | .0001 | .5101 | .0065 | .0000 |

¹ 1 Very Impressive, 5: Very Unimpressive. (Overall Image, Parks, Activity, Culture and Nightlife).

² 1 Very Warm, 5: Very Cold (Winter Temperature).

³ 1 Very Cool, 5: Very Hot (Summer Temperature).

⁴ 1 Very Liberal, 5: Very Restrictive (Liquor Laws).

Temperature of the two groups are statistically different from each other at the .05 level of significance.

The perceptions of the two groups (visitors and non-visitors) about Activity and Winter Temperature are not significantly different from each other.

As shown by Table 19, those who have visited Utah perceive the overall image of Utah as more impressive than do those who have not visited Utah.

TABLE 19
SUMMARY OF TRENDS IN PERCEPTIONS

| Most Impressed Group | Least Impressed Group |
|---|---------------------------|
| OVERALL IMAGE---VISITORS | NON-VISITORS |
| PARKS---VISITORS | NON-VISITORS |
| ACTIVITY---NSS | NSS |
| CULTURE---VISITORS | NON-VISITORS |
| NIGHTLIFE--- NON-VISITORS | VISITORS |
| WINTER TEMPERATURE---(WARM) NSS | (COLD) NSS |
| SUMMER TEMPERATURE---(COLD) NON-VISITORS | (WARM) VISITORS |
| LIQUOR LAWS---(LIBERAL) NON-VISITORS | (RESTRICTIVE) VISITORS |

NSS: Not Statistically Significant

Parks and Culture are perceived as more impressive by those people who have visited Utah than by those who

have not. On the other hand, the perceptions about Nightlife and Liquor Laws of those who have not visited Utah are better (with respect to Liquor Laws, perceptions were liberal) than for those who have visited Utah. Summer Temperature is more impressive (cool) to those who have not visited Utah than to those who have.

The results of these tests meet the criteria (as specified in the research design) for accepting a hypothesis. Hence Hypothesis #1 is supported, indicating that amount of touring experience in Utah does play a significant role in influencing perceptions of the overall tourist image of the state and its components.

HYPOTHESIS 2

People residing in different geographical regions will differ significantly in their perceptions of the

- (a) overall tourist image of Utah, and
- (b) different components of Utah's tourist image.

Results shown in Table 20 indicate that people residing in different geographical regions differ in their perceptions of the overall tourist image of Utah. There is a statistical difference at the .0001 level of significance.

TABLE 20
THE EFFECT OF REGION OF ORIGIN
ON PEOPLE'S PERCEPTIONS

| Region | Overall Image | Parks | Activity | Culture | Night Life | Winter Temp | Summer Temp | Liquor Laws |
|-------------------------------|------------------|-------|----------|---------|---------------|----------------|----------------|----------------|
| 1. | 2.42 | 1.98 | 2.21 | 2.59 | 3.42 | 4.10 | 3.51 | 4.08 |
| 2. | 2.53 | 2.23 | 2.56 | 2.55 | 3.34 | 3.89 | 3.82 | 3.87 |
| 3. | 2.40 | 2.01 | 2.25 | 2.48 | 3.29 | 3.82 | 3.37 | 3.98 |
| 4. | 2.47 | 2.06 | 2.43 | 2.52 | 3.20 | 3.74 | 3.47 | 3.55 |
| 5. | 2.56 | 2.17 | 2.39 | 2.70 | 3.38 | 3.88 | 3.47 | 3.69 |
| 6. | 2.45 | 2.04 | 2.31 | 2.60 | 3.22 | 4.11 | 3.31 | 3.56 |
| Level of Signi- ficance | .0000 | .0000 | .0000 | .0000 | .0002 | .0000 | .0000 | .0000 |

Region # 1. California.
Region # 2. Northwest.
Region # 3. Intermountain West.
Region # 4. Midwest.
Region # 5. East.
Region # 6. South.

People residing in different geographical regions differ in their perceptions for each image component (with the exception of Nightlife) at the .0001 level of significance. For the Nightlife component, there is a statistical difference at the .0002 level of significance.

When sample sizes are the same, significant differences among the various regions can be found by a measure called the Least Significant Difference (LSD). LSD results examining the comparative trends for perceptions of people residing in different geographical regions are summarized in Table 21.

LSD results proved most useful in determining the extremes of responses to the survey. Those extremes are recorded here as a way of examining the validity of each hypothesis and as a prelude to applying the results to the practical business of Utah's tourism industry. The extremes are the most and least impressed responses yielded by the tabulation.

Extremes of Responses

With respect to the results shown in Table 21, people of region #3 (Intermountain West) found Utah to be most impressive, whereas people

TABLE 21
SUMMARY OF SIGNIFICANT RESULTS USING LSD TESTS

| Most Impressed Region | VS. | Least Impressed Region |
|--------------------------|-----|---------------------------|
| OVERALL IMAGE--- | | |
| Region # 3 | | Regions # 1, 2, 4, 5, 6. |
| PARKS--- | | |
| Region # 1 | | Regions # 2, 3, 4, 5, 6. |
| ACTIVITY--- | | |
| Region # 1 | | Regions # 3, 4, 5, 6. |
| Regions # 1, 3, 4, 5, 6 | | Region # 2. |
| CULTURE--- | | |
| Region # 3 | | Regions # 1, 6. |
| Regions # 1, 2, 3, 4, 6. | | Region # 5. |
| NIGHTLIFE--- | | |
| Region # 4 | | Regions # 1, 2, 3, 5, 6. |
| WINTER TEMP---(WARM) | | (COOL) |
| Region # 4 | | Regions # 1, 2, 3, 5. |
| Regions # 2, 3, 4, 5. | | Region # 6. |
| SUMMER TEMP---(COOL) | | (HOT) |
| Region # 6 | | Regions # 1, 3, 4, 5. |
| Regions # 1, 3, 4, 5, 6. | | Region # 2. |
| LIQUOR LAWS---(LIBERAL) | | (RESTRICTIVE) |
| Region # 4 | | Regions # 2, 3, 5, 6. |
| Regions # 2, 4, 5, 6. | | Region # 1. |

from region #5 (East) were least impressed.

For the image of Parks, the people of region #1 (California) were most impressed, whereas people of region #2 (Northwest) were least impressed. For the image of Activity, the people of region #1 (California) were most impressed, whereas the people of to region # 2 (Northwest) were least impressed. For the image of Culture, the people of region #3 (Intermountain West) were most impressed, whereas the people of region #5 (East) were least impressed. For the image of Nightlife, the people of region #4 (Midwest) were most impressed, whereas the people of region #1 (California) were least impressed.

For the image of Winter Temperature, the people of region #4 (Midwest) were most impressed (warm), whereas the people of region #6 (South) were least impressed (cool). For the image of Summer Temperature, the people of region #6 (South) were most impressed (cool), whereas the people of region #2 (Northwest) were least impressed (hot). For the image of Liquor Laws, the people of region #4 (Midwest) were most

impressed (liberal), whereas people of region #1 (California) were least impressed (restrictive).

It is likely that previous visitation and region of residence are related; persons having lived closer to Utah are more likely to have visited it. Thus, a two-way analysis of variance was performed on the two variables. Results are shown in Table 22.

The results indicate that there is no statistical coincidence between amount of touring experience with Utah and geographic affiliation. The exception is in the category of Summer Temperature, which has a significant two-way interaction effect at the .05 level. With the exception of Summer Temperature, the amount of touring experience in Utah and geographical affiliation do not act together to influence perceptions. They can mutually relate without having any significant interaction effect, as the presence of region of origin variable has impacted the variance explained by the amount of touring experience with Utah with respect to

TABLE 22

COMBINED EFFECTS OF AMOUNT OF TOURING EXPERIENCE WITH
UTAH AND REGION OF ORIGIN ON PEOPLE'S PERCEPTIONS

| Source of Variation | Overall Image | Parks | Activity | Culture | Night Life | Winter Temp | Summer Temp | Liquor Laws |
|---------------------------|------------------|-------|----------|---------|---------------|----------------|----------------|----------------|
| Main Effects | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| Experience | .000 | .000 | .569 | .000 | .001 | .333 | .126 | .000 |
| Region | .000 | .000 | .000 | .001 | .000 | .000 | .000 | .000 |
| 2-way inter- actions | .169 | .101 | .267 | .465 | .500 | .213 | .048 | .550 |
| Eta Experience | .11 | .16 | .02 | .14 | .09 | .02 | .06 | .17 |
| Eta Region | .14 | .15 | .19 | .13 | .12 | .19 | .22 | .23 |

Summer Temperature, which changed from significant (.0065) to insignificant (.126).

Etas ranging from .02 to .17 for amount of touring experience in Utah show that the means of measurement are not much different and the variances within the categories are large. Therefore, the means of measurement do not explain the amount of touring experience in Utah. On the other hand, etas for geographical affiliation range from .12 to .23, which shows that the means are different and the variances within the categories of geographical affiliation moderate. Of all the variables examined, two, Summer Temperature (.22) and Liquor Laws (.23), demonstrate wide variances between their means.

The results of these tests meet the criteria for accepting a hypothesis.

Affiliation with a geographical region does play a significant role in influencing the perceptions of the overall tourist image of Utah and that image's components.

HYPOTHESIS 3

People with contrasting demographic profiles will differ significantly in their perceptions of Utah's tourist image based on the following factors:

- (a) Family Size
- (b) Age
- (c) Education
- (d) Income

Results in Table 23 indicate that for the overall tourist image of Utah, family size significantly influences perceptions. It is noted at the .05 level of significance.

Among the components of Utah's tourist image, only Culture, Nightlife and Summer Temperature are statistically significant at the .05, .005 and .05 levels, respectively, whereas Parks, Activity, Winter Temperature, and Liquor Laws do not show any statistical significance.

LSD results and extremes of responses are shown only for those variables found statistically significant (Table 24).

TABLE 23
EFFECT OF FAMILY SIZE ON PEOPLE'S PERCEPTIONS

| Group | Overall Image | Parks | Activity | Culture | Night Life | Winter Temp | Summer Temp | Liquor Laws |
|-------------------------------|------------------|-------|----------|---------|---------------|----------------|----------------|----------------|
| 1. | 2.50 | 2.07 | 2.40 | 2.64 | 3.39 | 3.89 | 3.54 | 3.86 |
| 2. | 2.46 | 2.07 | 2.36 | 2.54 | 3.32 | 3.93 | 3.47 | 3.82 |
| 3. | 2.50 | 2.15 | 2.39 | 2.61 | 3.32 | 3.89 | 3.59 | 3.77 |
| 4. | 2.37 | 2.00 | 2.22 | 2.52 | 3.05 | 3.85 | 3.56 | 3.75 |
| Level of Signi- ficance | .039 | .078 | .158 | .023 | .005 | .480 | .025 | .533 |

Group # 1. One member in family.
 Group # 2. 2 -- 3 members in family.
 Group # 3. 4 -- 5 members in family.
 Group # 4. 6 or more members in family.

TABLE 24
SUMMARY OF SIGNIFICANT RESULTS USING LSD TESTS

| Most Impressed Group | VS | Least Impressed Group |
|--|----|--------------------------|
| OVERALL IMAGE--- Group # 4 | | Groups # 1 and # 3 |
| PARKS--- NSS | | NSS |
| ACTIVITY---NSS | | NSS |
| CULTURE--- Group # 2 | | Groups # 1 and # 3 |
| NIGHTLIFE--- Group # 4 | | Groups # 1, 2, 3. |
| WINTER TEMPERATURE---(WARM) NSS | | (COOL) NSS |
| SUMMER TEMPERATURE---(COOL) Group # 2 | | (WARM) Group # 3 |
| LIQUOR LAWS---(LIBERAL) NSS | | (RESTRICTIVE) NSS |

Extremes of Responses

With respect to the results shown in Table 24, people from group #4 (having 6 or more members in a family) were most impressed, whereas people from group #1 (having one member in a family) and group # 3 (having 4--

5 members in a family) were least impressed. For the image of Culture, group #4 (having 6 or more members in a family) was most impressed, whereas group #1 (having one member in a family) was least impressive perceptions. For the image of Nightlife, the group # 4 (having 6 or more members in a family) was most impressed, whereas group #1 (having one member in a family) was least impressed. For the image of Summer Temperature, group #2 (having 2--3 members in a family) was most impressed (cool), whereas group #3 (having 4--5 members in a family) was least impressed (hot).

In the analysis for this hypothesis, group #1 was not used because there were only two people in it, and it will not be considered in any further analyses.

Results in Table 25 indicate that perceptions of people of six different age groups about the overall tourist image of Utah are statistically different from each other at the .0001 level of significance.

Perceptions, of people belonging to the six different age groups, about Parks, Culture, and Summer Temperature are found statistically different from each other at the

TABLE 25
EFFECT OF AGE ON PEOPLE'S PERCEPTIONS

| Group | Overall Image | Parks | Activity | Culture | Night Life | Winter Temp | Summer Temp | Liquor Laws |
|-------------------------------|------------------|-------|----------|---------|---------------|----------------|----------------|----------------|
| 1. | 2.36 | 2.00 | 2.00 | 2.94 | 3.11 | 3.50 | 4.00 | 3.00 |
| 2. | 2.54 | 2.18 | 2.38 | 2.73 | 3.35 | 3.87 | 3.68 | 3.83 |
| 3. | 2.52 | 2.16 | 2.36 | 2.67 | 3.38 | 3.90 | 3.59 | 3.84 |
| 4. | 2.47 | 2.08 | 2.35 | 2.55 | 3.33 | 3.99 | 3.48 | 3.78 |
| 5. | 2.42 | 2.02 | 2.38 | 2.42 | 3.23 | 3.92 | 3.37 | 3.77 |
| 6. | 2.37 | 1.91 | 2.38 | 2.34 | 3.20 | 3.90 | 3.35 | 3.75 |
| Level of Signi- ficance | .0000 | .0000 | .869 | .0000 | .0041 | .2901 | .0000 | .4909 |

Group # 1. 15 to 20 years old.
 Group # 2. 21 to 30 years old.
 Group # 3. 31 to 45 years old.
 Group # 4. 46 to 55 years old.
 Group # 5. 56 to 64 years old.
 Group # 6. 65 and older.

.0001 level of significance, whereas Nightlife is statistically different at the .004 level of significance. On the other hand, Activity, Winter Temperature and Liquor Laws do not register any statistically significant differences. Extremes of responses are shown in Table 26.

TABLE 26
SUMMARY OF SIGNIFICANT RESULTS USING LSD TESTS

| Most Impressed Group | VS. | Least Impressed Group |
|-----------------------------|-----|--------------------------|
| OVERALL IMAGE--- | | |
| Group # 6 | | Groups # 2, 3, 4. |
| PARKS--- | | |
| Group # 6 | | Groups # 2, 3, 4, 5. |
| Group # 5 | | Groups # 2, 3. |
| Group # 4 | | Group # 2. |
| ACTIVITY---NSS | | NSS |
| CULTURE--- | | |
| Group # 6 | | Groups # 2, 3, 4. |
| Group # 5 | | Groups # 2, 3, 4. |
| Group # 4 | | Groups # 2, 3. |
| NIGHTLIFE--- | | |
| Group # 6 | | Groups # 2, 3, 4. |
| Group # 5 | | Groups # 2, 3. |
| WINTER TEMPERATURE---(WARM) | | (COOL) |
| NSS | | NSS |
| SUMMER TEMPERATURE---(COOL) | | (WARM) |
| Group # 6 | | Groups # 2, 3, 4. |
| Group # 5 | | Groups # 2, 3. |
| Groups # 4 | | Groups # 2, 3. |
| LIQUOR LAWS---(LIBERAL) | | (RESTRICTIVE) |
| NSS | | NSS |

Extremes of Responses

With respect to the results shown in Table 26, for the overall tourist image of Utah, group #6 (65 years old and older) was most impressed, whereas group #2 (21--30 years old) was least impressed. For the image of Parks, group #6 (65 years old and older) was most impressed, whereas group #2 (21--30 years old) was least impressed. For the image of Culture, group #6 (65 years old and older) was most impressed, whereas group #2 (21--30 years old) was least impressed. For the images of Nightlife, Summer Temperature and Liquor Laws, the age groups differed from each other at a statistically significant level, but people of all age groups had negative perceptions.

In order to get a clearer picture of the mutual influence of the variables, a two-way analysis of variance was performed on age and family size. The results are shown in Table 27.

TABLE 27
COMBINED EFFECTS OF FAMILY SIZE AND AGE
ON PEOPLE'S PERCEPTIONS

| Source of Variation | Overall Image | Parks | Activity | Culture | Night Life | Winter Temp | Summer Temp | Liquor Laws |
|---------------------|---------------|-------|----------|---------|------------|-------------|-------------|-------------|
| Main Effects | .000 | .000 | .512 | .000 | .000 | .285 | .000 | .343 |
| Family Size | .038 | .294 | .151 | .036 | .000 | .337 | .610 | .217 |
| Age | .000 | .000 | .846 | .000 | .000 | .260 | .000 | .264 |
| 2-way interactions | .453 | .004 | .468 | .855 | .077 | .577 | .025 | .001 |
| Eta Family Size | .07 | .06 | .05 | .07 | .09 | .04 | .07 | .04 |
| Eta Age | .15 | .15 | .03 | .26 | .10 | .06 | .16 | .05 |

Results in Table 27 indicate that family size and age have few statistically significant two-way effects for the overall tourist image of Utah and its different components. The exceptions--Parks, Summer Temperature and Liquor Laws--have two-way interaction effects at the .05, .05 and .001 levels of significance, respectively. This implies that family size and age don't interact with each other in influencing perceptions. Other mutual influences were noted. As a result of the interaction effect, age influences the variance explained by family size pertaining to Summer Temperature, which changed from significant (.025) to insignificant (.610).

As demonstrated by weak etas (ranging from .04 to .09 for family size and .03 to .26 for age), the means are not much different and the variances within the variables are large. These weak etas show the poor explanatory power of both family size and age. The only exception is for the eta having the value of .26 for Culture within the Age variable.

The most significant phenomenon observed is that as people advance in age, their response to Culture becomes more positive; (the youngest group was least impressed and the oldest group was most impressed). In short, Utah's marketing strategy can be modified to promote its cultural advantages to attract older tourists.

Results in Table 28 indicate that perceptions of people belonging to eight different education groups of the overall tourist image of Utah are statistically different at the .05 level of significance.

Among the components of Utah's tourist image, only Activity and Nightlife show statistical differences at the .05 and .0001 levels of significance, respectively; whereas Parks, Culture, Winter Temperature, Summer Temperature and Liquor Laws do not show statistically significant differences. Extremes of responses are shown in Table 29.

Extremes of Responses

With respect to the results shown in Table 29, for the overall tourist image of Utah, group #1 (having 0--7 years education) was most impressed, whereas group #2 (having 8 years education) was least impressed. For the image of Activity, group #1

TABLE 28
EFFECT OF EDUCATION ON PEOPLE'S PERCEPTIONS

| Group | Overall Image | Parks | Activity | Culture | Night Life | Winter Temp | Summer Temp | Liquor Laws |
|-------------------------------|------------------|-------|----------|---------|---------------|----------------|----------------|----------------|
| 1. | 2.30 | 2.14 | 2.26 | 2.32 | 2.73 | 3.90 | 3.50 | 4.00 |
| 2. | 3.05 | 2.58 | 3.09 | 3.07 | 3.78 | 3.97 | 3.85 | 4.33 |
| 3. | 2.98 | 2.42 | 3.02 | 2.94 | 3.66 | 4.54 | 3.82 | 4.66 |
| 4. | 2.68 | 2.26 | 2.57 | 2.73 | 3.33 | 4.07 | 3.80 | 4.33 |
| 5. | 2.73 | 2.26 | 2.67 | 2.81 | 3.40 | 4.18 | 3.71 | 4.23 |
| 6. | 2.71 | 2.29 | 2.55 | 2.81 | 3.53 | 4.15 | 3.71 | 4.38 |
| 7. | 2.68 | 2.24 | 2.53 | 2.74 | 3.68 | 4.03 | 3.58 | 4.53 |
| 8. | 2.68 | 2.27 | 2.52 | 2.74 | 3.65 | 4.10 | 3.66 | 4.48 |
| Level of Signi- ficance | .0178 | .7130 | .0153 | .1298 | .0001 | .0799 | .4219 | .5654 |

| | | | |
|------------|-------------------------------|------------|---------------------|
| Group # 1. | 0--7 years education. | Group # 6. | 1--3 years college. |
| Group # 8. | years education. | Group # 7. | Completed college. |
| Group # 3. | 9--11 years education | Group # 8. | Graduate School. |
| Group # 4. | High School education. | | |
| Group # 5. | Business or Technical School. | | |

TABLE 29
SUMMARY OF SIGNIFICANT RESULTS USING LSD TESTS

| Most Impressed Group | VS. | Least Impressed Group |
|----------------------------|-----|--------------------------|
| OVERALL IMAGE--- | | |
| Groups # 1, 4, 5, 6, 7, 8. | | Group # 2,3. |
| PARKS---NSS | | NSS |
| ACTIVITY--- | | |
| Groups # 4, 6, 7, 8. | | Groups # 2, 3. |
| CULTURE---NSS | | NSS |
| NIGHTLIFE--- | | |
| Groups # 1,4 | | Groups # 2, 3, 6, 7, 8. |
| Group # 5 | | Groups # 7, 8. |
| WINTER TEMP---(WARM) | | (COOL) |
| NSS | | NSS |
| SUMMER TEMP---(COOL) | | (WARM) |
| NSS | | NSS |
| LIQUOR LAWS---(LIBERAL) | | (RESTRICTIVE) |
| NSS | | NSS |

(having 0--7 years education) was most impressed, whereas group #2 (having 8 years education) was least impressed. For the image of Nightlife, group #1 (having 0--7 years education) was most impressed, whereas group #2 (having 8 years education) was least impressed.

Results in Table 30 indicate that perceptions of people belonging to eight different income groups--both about the overall tourist image of Utah and its different components (with the exception of Activity, Nightlife and Summer Temperature)--are not significantly different from each other. On the other hand Activity, Nightlife and Summer Temperature show significant differences at the .008 .005 and .0001 levels, respectively. Extremes of responses are shown in Table 31.

Extremes of Responses

With respect to the results shown in Table 31 for the image of Activity, group #8 (earning \$75,000 or more) was most impressed, whereas group #1 (earning less than \$10,000) was least impressed. For the image of Nightlife, group #3 (earning \$20,000--\$24,999) was most impressed, whereas group # 8 (earning \$75,000 or greater) was least impressed. For the image of Summer Temperature, group #8 (earning \$75,000 or greater) was most impressed (cool), whereas group #1 (earning less than \$10,000) was least impressed (hot).

In order to get a clearer picture of the mutual influence of variables, a two-way analysis of

TABLE 30
EFFECT OF INCOME ON PEOPLE'S PERCEPTIONS

| Group | Overall Image | Parks | Activity | Culture | Night Life | Winter Temp | Summer Temp | Liquor Laws |
|-------------------------------|------------------|-------|----------|---------|---------------|----------------|----------------|----------------|
| 1. | 2.96 | 2.46 | 2.97 | 2.94 | 3.68 | 4.29 | 4.33 | 4.03 |
| 2. | 2.73 | 2.24 | 2.66 | 2.79 | 3.49 | 4.14 | 3.92 | 4.31 |
| 3. | 2.70 | 2.37 | 2.65 | 2.67 | 3.36 | 4.11 | 4.15 | 4.28 |
| 4. | 2.65 | 2.19 | 2.62 | 2.71 | 3.44 | 4.10 | 3.88 | 4.07 |
| 5. | 2.65 | 2.22 | 2.51 | 2.71 | 3.54 | 4.10 | 3.74 | 4.33 |
| 6. | 2.71 | 2.32 | 2.58 | 2.75 | 3.55 | 4.23 | 3.64 | 4.42 |
| 7. | 2.69 | 2.27 | 2.50 | 2.80 | 3.71 | 4.06 | 3.58 | 4.38 |
| 8. | 2.73 | 2.31 | 2.44 | 2.81 | 3.90 | 4.09 | 3.49 | 4.49 |
| Level of Signi- ficance | .0748 | .4482 | .0075 | .1298 | .0046 | .7805 | .0000 | .2872 |

| | | | |
|------------|----------------------|------------|----------------------|
| Group # 1. | Less than \$10,000 | Group # 5. | \$30,000 -- \$39,999 |
| Group # 2. | \$10,000 -- \$19,999 | Group # 6. | \$40,000 -- \$49,999 |
| Group # 3. | \$20,000 -- \$24,999 | Group # 7. | \$50,000 -- \$74,999 |
| Group # 4. | \$25,000 -- \$29,999 | Group # 8. | \$75,000 or greater |

TABLE 31
SUMMARY OF SIGNIFICANT RESULTS USING LSD TESTS

| Most Impressed Group | versus | Least Impressed Group |
|-------------------------------|--------|--------------------------|
| OVERALL IMAGE---NSS | | NSS |
| PARKS---NSS | | NSS |
| ACTIVITY--- | | |
| Groups # 2, 3, 4, 5, 6, 7, 8. | | Group # 1 |
| CULTURE---NSS | | NSS |
| NIGHTLIFE--- | | |
| Group # 3 | | Group # 1 |
| Groups # 2, 3, 4. | | Group # 7 |
| Groups # 2, 3, 4, 5, 6. | | Group # 8 |
| WINTER TEMP---(WARM) | | (COOL) |
| NSS | | NSS |
| SUMMER TEMP---(COOL) | | (WARM) |
| Group # 7 | | Group # 4 |
| Groups # 7, 8. | | Group # 2 |
| Groups # 4, 5, 6, 7, 8. | | Group # 3 |
| Groups # 2, 4, 5, 6, 7, 8. | | Group # 1 |
| LIQUOR LAWS---(LIBERAL) | | (RESTRICTIVE) |
| NSS | | NSS |

variance was performed on education and income. The results are shown in Table 32.

TABLE 32
COMBINED EFFECTS OF EDUCATION AND INCOME
ON PEOPLE'S PERCEPTIONS

| Source of Variation | Overall Image | Parks | Activity | Culture | Night Life | Winter Temp | Summer Temp | Liquor Laws |
|---------------------|---------------|-------|----------|---------|------------|-------------|-------------|-------------|
| Main Effects | .009 | .178 | .485 | .003 | .000 | .092 | .223 | .000 |
| Education | .013 | .217 | .700 | .002 | .000 | .048 | .417 | .000 |
| Income | .295 | .354 | .211 | .477 | .001 | .699 | .071 | .216 |
| 2-way interactions | .539 | .720 | .367 | .484 | .199 | .310 | .091 | .998 |
| Eta Education | .11 | .08 | .05 | .12 | .27 | .10 | .05 | .17 |
| Eta Income | .08 | .07 | .07 | .08 | .19 | .06 | .08 | .10 |

Results in Table 32 indicate that education and income do not have any statistically significant two-way effect on either the overall tourist image of Utah or its different components. The presence of one variable does affect the amount of variance explained by another variable; however, in terms of education's relationship with income, the variance explained by education with respect to Activity changed the level of significance from significant (.0153) to insignificant (.700). For Culture it changed from insignificant (.1298) to significant (.002). For Winter Temperature it changed from insignificant (.0799) to significant (.048) and for Liquor Laws it changed from insignificant (.5654) to significant (.0001). The presence of the education variable has also influenced the variance explained by income pertaining to Activity, which changed from significant (.0075) to insignificant (.211), and for Summer Temperature, which changed from significant (.0001) to insignificant (.071). In general it appears that more variance is explained by education than income. That is why the education variable maintains its variance when the income variable is controlled.

As indicated by weak etas (ranging from .05 to .27 for education and from .06 to .19 for income), the means are not much different, while the variances within the categories of the independent

variables examined are large. These weak etas are a poor indication for the education and income variables. The only exception was noted for the eta value of .29 for Nightlife within the education variable. This shows that education is moderately useful in explaining responses to Nightlife. It implies that different education groups have demonstrated wide variations among their means with respect to Nightlife. This provides a basis for modification of the current strategy for marketing Utah's Nightlife.

Results of the above tests do not meet the criteria for accepting a hypothesis. Hence, hypothesis #3 is rejected, indicating that there is insufficient evidence that demographic variables (family size, age, education and income) play a statistically significant role in influencing peoples' perceptions.

HYPOTHESIS 4

People will differ significantly in their perceptions of Utah's tourist image based on the following vacation characteristics:

- (a) tourism activities participated in at a destination,
- (b) destination evaluation criteria,
- (c) amount of time used in tour planning process, and
- (d) mode of tourist transportation used.

Results in Table 33 indicate that, with the exception of those responding specifically to the category of Activity, the perceptions of people participating in different tourism activities at a destination were not significantly different from each other.

Results in Table 33 further indicate that those perceptions were, with regard to Activity, statistically different from each other at the .05 level of significance.

Extremes of Responses

With respect to the results shown in Table 34, the people pursuing activity #2 (outdoor recreation activities) were most impressed by Utah's image as a place for such activity, whereas the people pursuing activity #5 (family reunion) were least impressed by that image.

TABLE 33
EFFECT OF PARTICIPATION IN DIFFERENT TOURISM
ACTIVITIES AT A DESTINATION ON PEOPLE'S
PERCEPTIONS

| Activity Group | Overall Image | Parks | Activity | Culture | Night Life | Winter Temp | Summer Temp | Liquor Laws |
|-----------------------|---------------|-------|----------|---------|------------|-------------|-------------|-------------|
| 1. | 2.46 | 2.08 | 2.35 | 2.56 | 3.25 | 3.91 | 3.45 | 3.72 |
| 2. | 2.45 | 2.05 | 2.31 | 2.58 | 3.28 | 3.91 | 3.54 | 3.80 |
| 3. | 2.49 | 2.11 | 2.40 | 2.57 | 3.35 | 3.94 | 3.47 | 3.78 |
| 4. | 2.50 | 2.15 | 2.41 | 2.55 | 3.41 | 3.97 | 3.44 | 3.90 |
| 5. | 2.50 | 2.17 | 2.46 | 2.50 | 3.27 | 3.81 | 3.56 | 3.82 |
| 6. | 2.52 | 2.13 | 2.43 | 2.63 | 3.39 | 3.95 | 3.56 | 3.86 |
| Level of Significance | .219 | .114 | .017 | .329 | .095 | .254 | .239 | .610 |
| Eta | .06 | .07 | .09 | .06 | .07 | .06 | .06 | .05 |

Activity Group # 1. Sightseeing.
 Activity Group # 2. Outdoor Recreation Activities.
 Activity Group # 3. Cultural and Nightlife Activities.
 Activity Group # 4. Games/Sports.
 Activity Group # 5. Family Reunion.
 Activity Group # 6. Play (unstructured).

TABLE 34
SUMMARY OF SIGNIFICANT RESULTS USING LSD TESTS

| Most Impressed Group | VS. | Least Impressed Group |
|--------------------------------|-----|--------------------------|
| OVERALL IMAGE---NSS | | NSS |
| PARKS---NSS | | NSS |
| ACTIVITY--- Group # 2 | | Groups # 3, 5, 6. |
| CULTURE---NSS | | NSS |
| NIGHTLIFE---NSS | | NSS |
| WINTER TEMP---(WARM) NSS | | (COOL) NSS |
| SUMMER TEMP---(COOL) NSS | | (WARM) NSS |
| LIQUOR LAWS---(LIBERAL) NSS | | (RESTRICTIVE) NSS |

Weak etas (ranging from .05 to .09) signify that for the means of the different activities, groups are not much different and the variances within the categories of the income variable are large. Hence, these weak etas support the contention that people do not differ in their perceptions based on the tourism activity in which they participate.

The predictive ability of all the destination-evaluation criteria variables, travel/trip cost, travel time or distance to a destination, concern over condition of automobile, availability of accommodations and fuel--was assessed by regressing them with the overall tourist image of Utah and with its different components. Results of the multiple regression analysis (Forward method) are presented in Table 35. It does evaluate the ability to predict the connection between response to the overall tourist image of Utah and its different components (dependent variables) and the destination-evaluation criteria variables (independent variables). The main focus of the analysis is the evaluation and measurement of overall dependence of a variable on another set of variables.

As the results in Table 35 indicate, the coefficient of determination (R square) and the standardized regression coefficients (Beta) for all of the variables are very low. Out of five variables tested only cost, fuel, and accommodation demonstrated a statistically significant relationship with the overall tourist image of Utah at the .05 level. This implies that travel/trip cost, fuel availability, and availability of accommodation are directly related with the overall tourist image of Utah. Therefore, higher travel/trip costs, problems in fuel availability and problems in

TABLE 35
 PREDICTION EFFECTS OF DESTINATION EVALUATION
 CRITERIA VARIABLES ON PEOPLE'S PERCEPTIONS

| | | | |
|--------------------|----------|----------|---------------|
| OVERALL IMAGE | | | |
| Variables | R square | Beta | Level of Sig. |
| Cost | .0035 | -.059533 | .0129 |
| Fuel | .0019 | .064467 | .0082 |
| Accommodation | .0028 | -.060259 | .0135 |
| Multiple R square | .0096 | | |
| PARKS | | | |
| Cost | .0053 | -.073031 | .0020 |
| ACTIVITY | | | |
| Cost | .0029 | -.053825 | .0225 |
| CULTURE | | | |
| Nothing | | | |
| NIGHTLIFE | | | |
| Fuel | .0244 | .156297 | .0000 |
| WINTER TEMPERATURE | | | |
| Nothing | | | |
| SUMMER TEMPERATURE | | | |
| Auto Condition | .00296 | -.054361 | .0214 |
| LIQUOR LAWS | | | |
| Fuel | .00574 | .075772 | .0021 |

availability of accommodation lower perceptions of the overall tourist image of Utah.

On the other hand, of the five variables only cost of travel/trip demonstrated a .05 level of significance for Parks and Activity. This implies that higher costs of travel/trip are negatively related to perceptions with respect to the image of Parks and Activity. No variable demonstrated a statistical significance for Culture. Only fuel availability demonstrated a statistically significant relationship for Nightlife and that at the .0001 level. So, non-availability of fuel is negatively related to perceptions of Nightlife. No variable demonstrated a statistically significant relationship for Winter Temperature. Only auto condition demonstrated a .05 level of significance relationship for Summer Temperature. This signifies that bad auto condition is negatively related to perceptions of Summer Temperature. Only fuel availability showed a significant relationship for Liquor Laws at the .05 level. This implies that the non-availability of fuel is negatively related with the image of Liquor Laws.

In order to examine the influence of amount of time used in the tour-planning process on perceptions of the overall tourist image of

Utah and its different components, an analysis of variance was performed. The results are presented in Table 36.

Results in Table 36 indicate that perceptions of people using different amounts of time in the tour-planning process differed statistically only on Nightlife, Summer Temperature and Liquor Laws at the .05, .05 and .001 levels of significance, respectively. The rest of them did not show statistically significant differences.

Extremes of Responses

With respect to the results shown in Table 37 ,the people from group #4 (spending more than a year) were most impressed with Utah's Nightlife, whereas the people from group #2 (spending 1--6 months) were least impressed. For the image of Summer Temperature, group #1 (spending less than one month) was most impressed(cool), whereas group #4 (spending more than a year) was least impressed (hot). For the image of Liquor Laws, group #4 (spending more than a year) was most impressed (liberal), whereas group #2 (spending 1--6 months) was least impressed (restrictive).

TABLE 36
EFFECT OF AMOUNT OF TIME USED IN TOUR PLANNING
PROCESS ON PEOPLE'S PERCEPTIONS

| Group | Overall Image | Parks | Activity | Culture | Night Life | Winter Temp | Summer Temp | Liquor Laws |
|-------------------------------|------------------|-------|----------|---------|---------------|----------------|----------------|----------------|
| 1. | 2.47 | 2.01 | 2.32 | 2.63 | 3.26 | 3.90 | 3.45 | 3.77 |
| 2. | 2.48 | 2.10 | 2.36 | 2.57 | 3.36 | 3.89 | 3.49 | 3.88 |
| 3. | 2.47 | 2.10 | 2.38 | 2.55 | 3.29 | 3.95 | 3.55 | 3.73 |
| 4. | 2.45 | 2.05 | 2.41 | 2.55 | 3.18 | 4.01 | 3.71 | 3.53 |
| Level of Signi- ficance | .866 | .223 | .661 | .282 | .016 | .141 | .012 | .000 |
| Eta | .02 | .05 | .03 | .05 | .08 | .06 | .08 | .11 |

Group # 1. Less than one month.
Group # 2. 1--6 months.
Group # 3. 6 months to one year.
Group # 4. More than a year.

TABLE 37
SUMMARY OF SIGNIFICANT RESULTS USING LSD TESTS

| Most Impressed Group | versus | Least Impressed Group |
|--|--------|---|
| OVERALL IMAGE---NSS | | NSS |
| PARKS---NSS | | NSS |
| ACTIVITY---NSS | | NSS |
| CULTURE---NSS | | NSS |
| NIGHTLIFE--- Groups # 1, 4. | | Group # 2. |
| WINTER TEMP---(WARM) NSS | | (COOL) NSS |
| SUMMER TEMP---(COOL) Groups # 1, 2. | | (WARM) Group # 4. |
| LIQUOR LAWS---(LIBERAL) Group # 4 Groups # 3, 4. | | (RESTRICTIVE) Group # 1. Group # 2. |

As revealed by weak etas (ranging from .02 to .11), the level of variability explained by the amount of time used in the tour-planning process is so slight that it would be difficult to suggest any changes in Utah's tourism marketing strategy.

TABLE 38
EFFECT OF USING A PARTICULAR MODE/COMBINATION OF
TOURIST TRANSPORTATION ON PEOPLE'S PERCEPTIONS

| Group | Overall Image | Parks | Activity | Culture | Night Life | Winter Temp | Summer Temp | Liquor Laws |
|-------------------------------|------------------|-------|----------|---------|---------------|----------------|----------------|----------------|
| 1. | 2.48 | 2.10 | 2.37 | 2.59 | 3.28 | 3.87 | 3.52 | 3.75 |
| 2. | 2.49 | 2.10 | 2.39 | 2.57 | 3.38 | 3.95 | 3.51 | 3.89 |
| 3. | 2.49 | 2.13 | 2.37 | 2.57 | 3.45 | 3.96 | 3.50 | 3.96 |
| 4. | 2.38 | 1.96 | 2.26 | 2.46 | 3.12 | 3.92 | 3.45 | 3.55 |
| Level of Signi- ficance | .016 | .034 | .150 | .044 | .000 | .116 | .687 | .000 |
| Eta | .08 | .07 | .05 | .07 | .13 | .06 | .03 | .13 |

Group # 1. Private automobile.
 Group # 2. Commercial plane.
 Group # 3. Private auto and commercial plane combination.
 Group # 4. Commercial plane and rental vehicle combination.

Results in Table 38 indicate that perceptions of people who use different modes/combinations of transportation differed statistically regarding Utah's overall tourist image, at the .05 level of significance.

Results in Table 38 also indicate that perceptions, of people using different modes/combinations of transportation, about Parks, Culture, Nightlife, and Liquor Laws were statistically different from each other at the .05, .05, and .0001 levels of significance, respectively.

Results in Table 38 further indicate that perceptions, of people using different modes/combinations of transportation, regarding Activity, Winter Temperature and Summer Temperature were not significantly different from each other.

Extremes of Responses

With respect to the results shown in Table 39, for the overall tourist image of Utah, the people from group #4 (commercial plane and rental vehicle combination) were the most impressed, whereas the people from group #2 (commercial plane) and group #3 (private auto and commercial plane combination) were least impressed. For the image of Parks, group #4 (commercial plane and rental vehicle combination) was most impressed,

TABLE 39
SUMMARY OF SIGNIFICANT RESULTS USING LSD TESTS

| Most Impressed Group | VS. | Least Impressed Group |
|-------------------------|-----|--------------------------|
| OVERALL IMAGE--- | | |
| Group # 4 | | Groups # 1, 2, 3. |
| PARKS--- | | |
| Group # 4 | | Groups # 1, 2, 3. |
| ACTIVITY---NSS | | NSS |
| CULTURE--- | | |
| Group # 4 | | Groups # 1, 2, 3. |
| NIGHTLIFE--- | | |
| Group # 4 | | Groups # 1, 2, 3. |
| Group # 1 | | Groups # 2, 3. |
| WINTER TEMP---(WARM) | | (COOL) |
| NSS | | NSS |
| SUMMER TEMP---(COOL) | | (WARM) |
| NSS | | NSS |
| LIQUOR LAWS---(LIBERAL) | | (RESTRICTIVE) |
| Group # 4 | | Groups # 1, 2, 3. |
| Group # 1 | | Groups # 2, 3. |

whereas group #3 (private auto and commercial plane combination) was least impressed. For the image of Culture, group #4 (commercial plane and rental

vehicle combination) was most impressed, whereas group #1 (private auto) was least impressed. For the image of Nightlife, group #4 (commercial plane and rental vehicle combination) was most impressed, whereas group #3 (private auto and commercial plane combination) was least impressed. For the image of Liquor Laws, group #4 (commercial plane and rental vehicle combination) was most impressed (liberal), whereas group #3 (private auto and commercial plane combination) was least impressed (restrictive).

As demonstrated by weak η^2 s (ranging from .03 to .13), the means are not much different and the variances within the categories of the tourist transportation variable are large. Thus the level of variability explained by tourist transportation is slight.

Results of all significance tests do not meet the criteria for accepting a hypothesis. Hence, Hypothesis #4 is rejected; there is insufficient evidence that vacation characteristic influence, people's perceptions of the overall tourist image of Utah and its different components.

HYPOTHESIS 5

People employing different amounts and sources of tourist information will differ significantly in their perceptions of the overall tourist image of Utah and its components.

Results in Table 40 indicate that perceptions of people using different numbers of tourist information sources differed in response to the overall tourist image of Utah and to Parks at the .05 level of significance.

Results in Table 40 further indicate that--for Activity, Culture, Nightlife, Winter Temperature, Summer Temperature and Liquor Laws--perceptions of people using different numbers of tourist information sources are not significantly different from each other.

With respect to the results shown in Table 41, for the overall tourist image of Utah, the people from group #4 (four sources of tourist information) was most impressed, whereas the people from group #1 (one source of tourist information) and group #2 (two sources of tourist information) were least impressed. For the image of Parks, the people from group #4 (four sources of tourist information) was

TABLE 40
EFFECT OF USING DIFFERENT NUMBERS OF SOURCES OF
TOURIST INFORMATION ON PEOPLE'S PERCEPTIONS

| Group | Overall Image | Parks | Activity | Culture | Night Life | Winter Temp | Summer Temp | Liquor Laws |
|-------------------------------|------------------|-------|----------|---------|---------------|----------------|----------------|----------------|
| 1. | 2.49 | 2.13 | 2.38 | 2.59 | 3.31 | 3.93 | 3.51 | 3.82 |
| 2. | 2.49 | 2.11 | 2.38 | 2.58 | 3.32 | 3.90 | 3.52 | 3.80 |
| 3. | 2.44 | 2.00 | 2.33 | 2.54 | 3.29 | 3.90 | 3.50 | 3.74 |
| 4. | 2.39 | 1.98 | 2.28 | 2.45 | 3.42 | 3.98 | 3.53 | 3.90 |
| Level of Signi- ficance | .032 | .003 | .323 | .062 | .447 | .691 | .971 | .392 |
| Eta | .07 | .09 | .04 | .06 | .04 | .03 | .01 | .04 |

Group # 1. One Source.
Group # 2. Two Sources.
Geoup # 3. Three Sources.
Group # 4. Four Sources.

TABLE 41
SUMMARY OF SIGNIFICANT RESULTS USING LSD TESTS

| Most Impressed Group | VS. | Least Impressed Group |
|-------------------------|-----|--------------------------|
| OVERALL IMAGE--- | | |
| Group # 4 | | Groups # 1, 2. |
| PARKS--- | | |
| Group # 4 | | Group # 1. |
| Group # 3 | | Groups # 1, 2. |
| ACTIVITY---NSS | | NSS |
| CULTURE---NSS | | NSS |
| NIGHTLIFE---NSS | | NSS |
| WINTER TEMP---(WARM) | | (COOL) |
| NSS | | NSS |
| SUMMER TEMP---(COOL) | | (WARM) |
| NSS | | NSS |
| LIQUOR LAWS---(LIBERAL) | | (RESTRICTIVE) |
| NSS | | NSS |

most impressed, whereas group #1 (one source of tourist information) was least impressed.

As shown by weak etas (ranging from .01 to .09), the tourist information variable is a poor measure of

responses to Utah's tourist image. The level of variability explained by the tourist information variable is so slight that it would be difficult to recommend any modification in Utah's tourism marketing program based on tourist information.

As Analysis of Variance does not indicate a linear relationship, a Pearson Correlation was performed. The purpose was to examine the linear relationship between total information and the overall tourist image of Utah and its components. Its results, presented in Table 42, show the goodness of fit of the linear regression and its measures of association. This, in turn, indicates the strength of the linear relationship between (1) the overall tourist image of Utah and its different components (dependent variables) and (2) the amount of information used in trip planning (independent variable).

Results in Table 42 indicate that no correlation was observed between the use of total information and the response to the Utah's tourist image at a statistically significant level. Exceptions were noted for Overall Image, Parks and Culture, correlations for which were of a very weak inverse nature. The inverse relationship implies that the more information sources used, the lower the image.

TABLE 42
EFFECT OF TOTAL INFORMATION
ON PEOPLE'S PERCEPTIONS

| | Overall Image | Parks | Activity | Culture | Night Life | Winter Temp | Summer Temp | Liquor Laws |
|-------------------------------|------------------|--------|----------|---------|---------------|----------------|----------------|----------------|
| Pearson Cor- relation- | .0626 | -.0792 | -.0377 | -.0544 | .0134 | -.0002 | -.0002 | -.0087 |
| Level of Signi- ficance | .008 | .001 | .106 | .020 | .572 | .994 | .992 | .721 |
| N | 1816 | 1840 | 1841 | 1828 | 1786 | 1833 | 1837 | 1688 |

T-tests were performed on two groups with respect to source of tourist information used. The first group consisted of those who had used one source of information, and the second was made up of those who did not use that source. Results of the T-tests are presented in Tables 43 to 48, which compare sample means by calculating "student's t" and testing the significance of the difference between the means of two groups.

Results in Table 43 indicate no significant difference.

Results in Table 44 indicate that, with the exception of Culture and Winter Temperature, Utah's tourist image was viewed similarly by those who used the state travel bureau and those who did not. The differences in perceptions of Culture and Winter Temperature were statistically different at the .05 and .006 levels of significance, respectively. Both Culture and Winter Temperature were perceived as more impressive by those who used a state travel bureau as compared to those who did not.

Results in Table 45 indicate that perceptions of those using and those not using a travel agent were not different from each other.

TABLE 43
EFFECT OF USING OR NOT USING FRIEND/RELATIVE AS A
SOURCE OF INFORMATION OF PEOPLE'S PERCEPTIONS

| | FRIEND/RELATIVE | | | |
|--------------------|-----------------|------|---------|---------------|
| | N | Mean | T Value | Level of Sig. |
| OVERALL IMAGE | | | | |
| yes--used | 1080 | 2.47 | -.69 | .491 |
| no--did not use | 736 | 2.48 | | |
| PARKS | | | | |
| yes--used | 1090 | 2.10 | .50 | .616 |
| no--did not use | 750 | 2.08 | | |
| ACTIVITY | | | | |
| yes--used | 1092 | 2.36 | -.62 | .537 |
| no--did not use | 749 | 2.38 | | |
| CULTURE | | | | |
| yes--used | 1093 | 2.56 | -.50 | .619 |
| no--did not use | 735 | 2.58 | | |
| NIGHTLIFE | | | | |
| yes--used | 1068 | 3.31 | -.63 | .531 |
| no--did not use | 718 | 3.33 | | |
| WINTER TEMPERATURE | | | | |
| yes--used | 1084 | 3.92 | .38 | .703 |
| no--did not use | 749 | 3.91 | | |
| SUMMER TEMPERATURE | | | | |
| yes--used | 1083 | 3.54 | 1.92 | .055 |
| no--did not use | 754 | 3.47 | | |
| LIQUOR LAWS | | | | |
| yes--used | 1006 | 3.83 | 1.45 | .147 |
| no--did not use | 682 | 3.77 | | |

TABLE 44
EFFECT OF USING OR NOT USING STATE TRAVEL BUREAU AS A
SOURCE OF INFORMATION ON PEOPLE'S PERCEPTIONS

| | STATE TRAVEL BUREAU | | | |
|--------------------|---------------------|------|---------|---------------|
| | N | Mean | T Value | Level of Sig. |
| OVERALL IMAGE | | | | |
| yes--used | 283 | 2.45 | -.92 | .357 |
| no--did not use | 1533 | 2.48 | | |
| PARKS | | | | |
| yes--used | 290 | 2.03 | -1.74 | .082 |
| no--did not use | 1550 | 2.10 | | |
| ACTIVITY | | | | |
| yes--used | 287 | 2.39 | .77 | .443 |
| no--did not use | 1554 | 2.36 | | |
| CULTURE | | | | |
| yes--used | 286 | 2.51 | -2.01 | .044 |
| no--did not use | 1542 | 2.58 | | |
| NIGHTLIFE | | | | |
| yes--used | 279 | 3.27 | -1.12 | .263 |
| no--did not use | 1507 | 3.32 | | |
| WINTER TEMPERATURE | | | | |
| yes--used | 290 | 3.81 | -2.75 | .006 |
| no--did not use | 1543 | 3.93 | | |
| SUMMER TEMPERATURE | | | | |
| yes--used | 289 | 3.50 | -.34 | .736 |
| no--did not use | 1548 | 3.51 | | |
| LIQUOR LAWS | | | | |
| yes--used | 258 | 3.74 | -1.32 | .187 |
| no--did not use | 1430 | 3.82 | | |

TABLE 45
EFFECT OF USING OR NOT USING TRAVEL AGENT AS A
SOURCE OF INFORMATION OF PEOPLE'S PERCEPTIONS

| | TRAVEL AGENT | | | |
|--------------------|--------------|------|---------|---------------|
| | N | Mean | T Value | Level of Sig. |
| OVERALL IMAGE | | | | |
| yes--used | 447 | 2.47 | -.09 | .929 |
| no--did not use | 1369 | 2.48 | | |
| PARKS | | | | |
| yes--used | 451 | 2.09 | .00 | .997 |
| no--did not use | 1389 | 2.09 | | |
| ACTIVITY | | | | |
| yes--used | 448 | 2.38 | .60 | .548 |
| no--did not use | 1393 | 2.36 | | |
| CULTURE | | | | |
| yes--used | 453 | 2.55 | -1.12 | .265 |
| no--did not use | 1375 | 2.58 | | |
| NIGHTLIFE | | | | |
| yes--used | 445 | 3.34 | .99 | .324 |
| no--did not use | 1341 | 3.30 | | |
| WINTER TEMPERATURE | | | | |
| yes--used | 450 | 3.93 | .54 | .586 |
| no--did not use | 1383 | 3.91 | | |
| SUMMER TEMPERATURE | | | | |
| yes--used | 451 | 3.52 | .16 | .870 |
| no--did not use | 1386 | 3.51 | | |
| LIQUOR LAWS | | | | |
| yes--used | 411 | 3.84 | .89 | .375 |
| no--did not use | 1277 | 3.79 | | |

TABLE 46
EFFECT OF USING OR NOT USING AUTO CLUB AS A
SOURCE OF INFORMATION ON PEOPLE'S PERCEPTIONS

| | AUTO CLUB | | | |
|--------------------|-----------|------|---------|---------------|
| | N | Mean | T Value | Level of Sig. |
| OVERALL IMAGE | | | | |
| yes--used | 536 | 2.43 | -3.05 | .002 |
| no--did not use | 1280 | 2.49 | | |
| PARKS | | | | |
| yes--used | 548 | 2.01 | -3.48 | .001 |
| no--did not use | 1292 | 2.12 | | |
| ACTIVITY | | | | |
| yes--used | 540 | 2.34 | -1.11 | .268 |
| no--did not use | 1301 | 2.38 | | |
| CULTURE | | | | |
| yes--used | 542 | 2.51 | -3.30 | .001 |
| no--did not use | 1286 | 2.60 | | |
| NIGHTLIFE | | | | |
| yes--used | 524 | 3.27 | -1.58 | .114 |
| no--did not use | 1262 | 3.33 | | |
| WINTER TEMPERATURE | | | | |
| yes--used | 549 | 3.95 | 1.68 | .092 |
| no--did not use | 1284 | 3.90 | | |
| SUMMER TEMPERATURE | | | | |
| yes--used | 549 | 3.44 | -2.84 | .005 |
| no--did not use | 1288 | 3.54 | | |
| LIQUOR LAWS | | | | |
| yes--used | 496 | 3.80 | -.03 | .979 |
| no--did not use | 1192 | 3.80 | | |

Results in Table 46 indicate that perceptions of those using an auto club as a source of information differed from those who did not at the .05 level of significance. The overall image was ranked as more impressive by those people who used an auto club. The results further indicate that perceptions of those using and those not using an auto club as a source of information about Parks, Culture, and Summer Temperature were different from each other at .001, .001 and .05 levels of significance, respectively. Parks, Culture and Summer Temperature were perceived as more impressive by those who used an auto club.

Results in Table 46 further indicate that perceptions of those using and those not using an auto club as a source of information about Activity, Nightlife, Winter Temperature, and Liquor Laws were not different from each other.

Results in Table 47 indicate that perceptions of those using and those not using books/magazines as a source of information were for the most part not significantly different from each other. Nightlife and Summer Temperature were statistically different at the .05 level of significance. Both Nightlife and Summer Temperature

TABLE 47
EFFECT OF USING OR NOT USING BOOKS/MAGAZINES AS A
SOURCE OF INFORMATION ON PEOPLE'S PERCEPTIONS

| | BOOKS/MAGAZINES | | | |
|--------------------|-----------------|------|---------|---------------|
| | N | Mean | T Value | Level of Sig. |
| OVERALL IMAGE | | | | |
| yes--used | 735 | 2.47 | -.17 | .863 |
| no--did not use | 1081 | 2.48 | | |
| PARKS | | | | |
| yes--used | 741 | 2.06 | -1.81 | .071 |
| no--did not use | 1099 | 2.11 | | |
| ACTIVITY | | | | |
| yes--used | 749 | 2.33 | -1.89 | .059 |
| no--did not use | 1092 | 2.39 | | |
| CULTURE | | | | |
| yes--used | 747 | 2.60 | 1.84 | .066 |
| no--did not use | 1081 | 2.55 | | |
| NIGHTLIFE | | | | |
| yes--used | 729 | 3.37 | 2.76 | .006 |
| no--did not use | 1057 | 3.28 | | |
| WINTER TEMPERATURE | | | | |
| yes--used | 734 | 3.94 | 1.15 | .252 |
| no--did not use | 1099 | 3.90 | | |
| SUMMER TEMPERATURE | | | | |
| yes--used | 735 | 3.55 | 2.00 | .046 |
| no--did not use | 1102 | 3.48 | | |
| LIQUOR LAWS | | | | |
| yes--used | 681 | 3.80 | -.06 | .953 |
| no--did not use | 1007 | 3.80 | | |

were perceived as more impressive by those who did not use books/magazines as compared to those who used them.

Results in Table 48 indicate that perceptions of people using and those not using a local chamber of commerce/tourism bureau as a source of information, were not different from each other.

To summarize, the number of tourist-information sources is statistically significant for the overall tourist image of Utah and Parks. Total tourist information is statistically significant for the overall tourist image of Utah, Parks, and Culture. A state travel bureau is significant for Culture and Winter Temperature. Auto clubs have been found significant for Overall Image, Parks, Culture and Summer Temperature. Finally books/magazines is significant for Nightlife and Summer Temperature.

The results of these tests, however, do not meet the criteria for accepting a hypothesis. Therefore, hypothesis #5 is rejected.

SUMMARY OF RESULTS

For an overview of the influence of the independent variables on the dependent variables examined, the results of all statistical analyses performed are presented in condensed form in

TABLE 48
EFFECT OF USING OR NOT USING LOCAL CHAMBER OF
COMMERCE/LOCAL TOURISM BUREAU AS A SOURCE OF
INFORMATION ON PEOPLE'S PERCEPTIONS

| LOCAL CHAMBER OF COMMERCE/LOCAL TOURISM BUREAU | | | | |
|--|------|------|---------|---------------|
| | N | Mean | T Value | Level of Sig. |
| OVERALL IMAGE | | | | |
| yes--used | 400 | 2.48 | .35 | .728 |
| no--did not use | 1416 | 2.47 | | |
| PARKS | | | | |
| yes--used | 409 | 2.09 | -.10 | .917 |
| no--did not use | 1431 | 2.09 | | |
| ACTIVITY | | | | |
| yes--used | 407 | 2.37 | .17 | .863 |
| no--did not use | 1434 | 2.36 | | |
| CULTURE | | | | |
| yes--used | 413 | 2.57 | -.13 | .893 |
| no--did not use | 1415 | 2.57 | | |
| NIGHTLIFE | | | | |
| yes--used | 400 | 3.34 | .87 | .385 |
| no--did not use | 1386 | 3.31 | | |
| WINTER TEMPERATURE | | | | |
| yes--used | 404 | 3.86 | -1.68 | .093 |
| no--did not use | 1429 | 3.93 | | |
| SUMMER TEMPERATURE | | | | |
| yes--used | 408 | 3.51 | -.14 | .892 |
| no--did not use | 1429 | 3.51 | | |
| LIQUOR LAWS | | | | |
| yes--used | 376 | 3.76 | -1.20 | .232 |
| no--did not use | 1312 | 3.82 | | |

Table 49, which shows the levels of statistical significance.

Results displayed in Table 49 indicate that of the ten independent variables, two--amount of touring experience in Utah, and affiliation with a geographical region--are most likely to influence perceptions about Utah. This held true with few exceptions both for the overall tourist image of Utah and for its components. Age and Tourist Transportation also show statistical significance, but their degree of influence is not as great.

Hypotheses dealing with Family Size, Income, Education (demographic variables), Tourism Activity, Destination-Evaluation Criteria, Amount of Time Used in the Tour-Planning Process (vacation characteristics) and Amount/Source of Tourist Information were rejected because two-thirds of the constituents of an independent variable do not support the hypotheses. Obviously some of these variables have statistically significant relationships with some of the components of Utah's tourist image, but their total influence is less than two thirds of the total.

TABLE 49
SUMMARY TABLE SHOWING THE LEVELS OF SIGNIFICANCE AS
YIELDED BY ANALYSES OF VARIANCES FOR
ALL THE INDEPENDENT VARIABLES

| Inde- pendent Variables | Overall Image | Parks | Activity | Culture | Night Life | Winter Temp | Summer Temp | Liquor Laws |
|----------------------------------|------------------|-------|----------|---------|---------------|----------------|----------------|----------------|
| Amount of Touring Experience | \$ | \$ | NSS | \$ | \$ | NSS | * | \$ |
| Geographical Region | \$ | \$ | \$ | \$ | # | \$ | \$ | \$ |
| Family Size | * | NSS | NSS | * | \$ | NSS | * | NSS |
| Age | \$ | \$ | NSS | \$ | \$ | NSS | \$ | NSS |
| Education | * | NSS | * | NSS | \$ | NSS | NSS | NSS |
| Income | NSS | NSS | * | NSS | * | NSS | \$ | NSS |
| Activity | NSS | NSS | * | NSS | NSS | NSS | NSS | NSS |
| Time Used in Planning Process | NSS | NSS | NSS | NSS | * | NSS | * | \$ |
| Trans- portation | * | * | NSS | * | \$ | NSS | NSS | \$ |
| Infor- mation | * | * | NSS | NSS | NSS | NSS | NSS | NSS |

* = .05 level of significance

+ = .01 level of significance

= .001 level of significance

\$ = .0001 level of significance

NSS = Not Statistically Significant.

The predictive ability of the independent variables was assessed by regressing them, both with the overall tourist image of Utah and with its components. The goal was to gain an overview of the influence of the variables. Results of the multiple regression analysis (using only Forward method)--are presented in Table 50. These results demonstrate the equation's prediction accuracy.

As the results shown in Table 50 indicate, the resulting coefficients of determination (R squares) and standardized regression coefficients (Betas) for all of the variables are very low. Of all the independent variables tested only age (.0001), activity #1 "sightseeing" (.0008), region #1 "California" (.0001), region #4 "Midwest" (.0001), accommodation (.0053), and fuel availability (.0146), region #3 "Intermountain West" (.0285) and education (.0451) demonstrated statistically significant relationships with the overall tourist image of Utah.

Only age (.0001), region #1 "California" (.0001), activity #1 "sightseeing" (.0002), region #4 "Midwest" (.0072), accommodation availability (.0094) and information group #2 "two sources" (.0155) demonstrated statistically significant relationships with Parks. Only

TABLE 50
PREDICTION EFFECTS OF ALL THE INDEPENDENT
VARIABLES ON PEOPLE'S PERCEPTIONS

OVERALL IMAGE

| Variables | R square | Beta | Level of Sign. |
|-------------------------------|----------|----------|----------------|
| Age | .0195 | -.140308 | .0000 |
| Activity 1 (Sightseeing) | .0043 | -.080728 | .0008 |
| Region 1 (California) | .0062 | .122656 | .0000 |
| Region 4 (Midwest) | .0065 | .099570 | .0001 |
| Accommodation | .0027 | -.068624 | .0053 |
| Fuel | .0033 | .060443 | .0146 |
| Region 3 (Intermountain West) | .0000 | .055500 | .0285 |
| Education | .0071 | .049090 | .0451 |
| Multiple R square | .0539 | | |

PARKS:

| | | | |
|--------------------------------|-------|----------|-------|
| Age | .0225 | -.160144 | .0000 |
| Region 1 (California) | .0148 | .140746 | .0000 |
| Activity 1 (Sightseeing) | .0046 | -.088947 | .0002 |
| Region 4 (Midwest) | .0023 | .065267 | .0072 |
| Accommodation | .0022 | -.061540 | .0094 |
| Information 2 (Two sources) | .0046 | -.057174 | .0155 |
| Multiple R square | .0571 | | |

TABLE 50 (Continued)

ACTIVITY

| | | | |
|-------------------------------|-------|----------|-------|
| Region 1 (California) | .0201 | .180063 | .0000 |
| Activity 1 (Sightseeing) | .0070 | -.084210 | .0004 |
| Region 3 (Intermountain West) | .0014 | .093692 | .0002 |
| Region 4 (Midwest) | .0003 | .075475 | .0028 |
| Multiple R square | .0375 | | |

CULTURE

| | | | |
|----------------------|-------|----------|-------|
| Age | .0633 | -.244413 | .0000 |
| Region 4 (Midwest) | .0104 | .072073 | .0026 |
| Region 2 (Northwest) | .0071 | -.060078 | .0117 |
| Fuel | .0028 | .047984 | .0397 |
| Multiple R square | .0764 | | |

NIGHTLIFE

| | | | |
|-------------------------------|-------|----------|-------|
| Education | .0658 | .189161 | .0000 |
| Fuel | .0282 | .138304 | .0000 |
| Income | .0269 | .093364 | .0003 |
| Region 5 (East) | .0030 | -.071793 | .0023 |
| Family Size | .0040 | -.071558 | .0039 |
| Age | .0059 | -.059149 | .0152 |
| Accommodation | .0023 | -.059920 | .0136 |
| Region 3 (Intermountain West) | .0038 | -.048548 | .0400 |
| Multiple R square | .1059 | | |

TABLE 50 (Continued)

WINTER TEMPERATURE

| | | | |
|-------------------------------|-------|----------|-------|
| Region 3 (Intermountain West) | .0142 | -.208135 | .0000 |
| Region 2 (Northwest) | .0041 | -.165077 | .0000 |
| Region 4 (Midwest) | .0008 | -.135595 | .0000 |
| Region 1 (California) | .0003 | -.132960 | .0000 |
| Activity 4 (Games/Sports) | .0037 | -.053607 | .0248 |
| Multiple R square | .0449 | | |

SUMMER TEMPERATURE

| | | | |
|-----------------------|-------|----------|-------|
| Region 1 (California) | .0409 | .168125 | .0000 |
| Age | .0228 | -.152533 | .0000 |
| Region 5 (East) | .0094 | -.076900 | .0017 |
| Region 2 (Northwest) | .0078 | -.056043 | .0240 |
| Income | .0029 | -.048865 | .0389 |
| Multiple R square | .0721 | | |

LIQUOR LAWS

| | | | |
|--|-------|----------|-------|
| Education | .0268 | .145781 | .0000 |
| Region 3 (Intermountain West) | .0144 | -.189631 | .0000 |
| Region 5 (East) | .0097 | -.177018 | .0000 |
| Region 4 (Midwest) | .0033 | -.157277 | .0000 |
| Transportation 3 (private auto and commercial plane combination) | .0085 | -.088062 | .0004 |
| Region 1 (California) | .0005 | -.079860 | .0033 |
| Fuel | .0067 | .050785 | .0390 |
| Multiple R square | .0837 | | |

region #1 "California" (.0001), activity #1 "sightseeing" (.0004), region #3 "Intermountain West" (.0002) and region #4 "Midwest" (.0028) demonstrated statistically significant relationships with Activity. Only age (.0001), region #4 "Midwest" (.0026), region #2 "Northwest" (.0117) and fuel availability (.0397) demonstrated statistically significant relationships with Culture. Only education (.0001), fuel availability (.0001), income (.0003), region #5 "East" (.0023), family size (.0039), age (.0152), accommodation availability (.0136) and region #3 "Intermountain West" (.0400) demonstrated statistically significant relationships with Nightlife.

Region #3 "Intermountain West" (.0001), region #2 "Northwest" (.0001), region #4 "Midwest" (.0001), region #1 "California" (.0001) and activity #4 (games/sports) (.0248) demonstrated statistically significant relationships with Winter Temperature. Region #1 "California" (.0001), age (.0001), region #5 "East" (.0017), region #2 "Northwest" (.0240) and income (.0389) demonstrated statistically significant relationships with Summer Temperature. Education (.0001), region #3 "Intermountain West" (.0001), region #5 "East" (.0001), region #4 "Midwest" (.0001), transportation group #3 "private auto and commercial

plane combination" (.0004), region #1 "California" (.0033) and fuel availability (.0390) demonstrated statistically significant relationships with Liquor Laws.

CHAPTER VI

DISCUSSION AND MARKETING IMPLICATIONS

DISCUSSION

The main purpose of this chapter is to present the results in a summarized form and organize them into cohesive sets of findings. The meanings and significance of the findings will be discussed and the marketing implications of statistically significant variables will be presented.

Of major concern are the effects of the independent variables on the overall tourist image of Utah and its different components. Therefore, results are organized under headings representing each independent variable.

Amount of Touring Experience with Utah

A positive relationship was noted between amount of touring experience IN Utah and Utah's tourist image; the more experience the better were the perceptions about the overall tourist image of Utah and the images of its Parks and Culture. An inverse relationship was noted between amount of touring experience and images of

Nightlife, Summer Temperature, and Liquor Laws; the more touring experience with Utah, the lower were the perceptions of people about the images of Nightlife, Summer Temperature, and Liquor Laws.

The amount of touring experience apparently had no effect on respondents' perceptions of the images of (i) tourism activity participated in at a destination, and (ii) winter temperature.

Affiliation to a Geographical Region

People belonging to different geographical regions differed from one another to a statistically significant level about the overall tourist image of Utah and all of its components.

Geographical affiliation and amount of touring experience did not combine to affect anything except perception of Summer Temperature. They do mutually relate, as the presence of the variable impacts the variance explained by the amount of touring experience in Utah with respect to Summer Temperature, which changed from significant (.0065) to insignificant (.126).

Demographic Profile

The effect of demographic variables varies. Age is as statistically significant, but income is not. Education and family size show statistical significance, but not as high as age.

This suggests that among all the demographic variables, age appears to be an important influence on people's perceptions. Age was found to influence the overall tourist image of Utah and the images of Parks, Culture, Nightlife, and Summer Temperature.

Vacation Characteristics

With the exception of tourist transportation, none of the vacation characteristics (tourism activity participated in at a destination, destination evaluation criteria, amount of time used in the tour-planning process) emerge as relevant to a marketing strategy. This suggests that there is insufficient evidence that vacation characteristics (with the exception of tourist transportation) play a significant role in influencing peoples' perceptions about Utah's tourist image.

Amount and Source of Tourist Information

Some of the constituents of this variable are statistically significantly as they relate to some of the

components of Utah's tourist image, but the hypothesis dealing with amounts/sources of tourist information was rejected because its total influence was less than two-thirds of the constituents of the variable. This suggests that some of its constituents influence perceptions of some of the components of Utah's tourist image. However, this variable as a whole is an inadequate measure of perceptions of Utah's tourist image.

MARKETING IMPLICATIONS

To be candid, this research study was exploratory in nature. It aimed at breaking new ground and searching for new research directions and dimensions rather than at developing either tourism-marketing tools or a theory of a state's tourist image. Though some of the information yielded may be used in tourism-marketing decision making, the users of the information must be aware that the research study was not designed with such objectives in mind.

However, some of the independent variables -- such as amount of touring experience with Utah, affiliation with a geographical region, age, and tourist transportation -- do significantly influence peoples' perceptions of Utah's tourist image. Hence, they have tourism-marketing implications.

Amount of Touring
Experience With Utah

Those people who have visited Utah perceive its overall tourist image and the images of its Parks and Culture as more impressive than those who have not visited the state. This indicates that a visit to Utah improves perceptions about its overall tourist image and the images of its Parks and Culture. Perhaps the quality/diversity of Utah's tourism products, Parks, and Culture are better/greater than tourists had expected. Utah should capitalize on these strengths to make its tourism product strategy more competitive and stronger.

On the other hand, a visit to Utah results in less impressed responses to some variables. Those who have visited Utah perceive the images of its Nightlife, Summer Temperature and Liquor Laws as less impressive than those who have never visited Utah. This could mean that the quality of Utah's Nightlife, Summer Temperature, and Liquor Laws is poorer than the tourists had expected and/or what Utah's tourism promotion campaigns had led them to expect. There are two tourism-marketing implications. First, Utah should improve the quality of

its Nightlife and Liquor Laws to match them with the expectations of the visiting tourists. However, the likelihood of this happening is very slim because of its clash with Utah's socio-cultural values. Second, it should make its tourism-promotion campaigns more realistic. They should be commensurate with the strengths and weaknesses of its Nightlife and Liquor Laws.

Another phenomenon of the images of Nightlife; Summer Temperature, and Liquor Laws is that the perceptions of both visitors and non-visitors tend towards the negative which implies that whether people visit Utah or not, they remain unimpressed. Because of these negative images, differential marketing is not suggested. Instead, Utah should capitalize upon the strengths of its positive images.

Affiliation to a
Geographical Region

As depicted in Table 51, certain general trends in perceptions emerge which could help in improving existing marketing programs of Utah. For example, people hailing from region #3 (Intermountain West) were most impressed by the overall image of Utah and its Culture. Hence, while promoting Utah's tourism in region #3, its overall image and Culture should be limelighted. Similarly, people from region #1 (California) were most impressed by Utah's Parks and Activity. Hence while promoting Utah in region #1, the variety and diversity of Parks and Activity should be emphasized more strategically.

Though people living in all six geographical regions differ from each other with respect to the images of Nightlife, Winter and Summer Temperatures, and Liquor Laws at the .0001 level of significance, their perceptions for these four categories are negative. Differential marketing is not suggested. Instead, Utah should capitalize upon the strengths of its positive images.

TABLE 51
RESPONSES OF "MOST IMPRESSIVE" AND "LEAST IMPRESSIVE"
ARRANGED ACCORDING TO GEOGRAPHICAL REGION

MOST IMPRESSIVE:

Region # 3 (Intermountain West) for Overall Image and Culture.

Region # 1 (California) for Parks and Activity.

Region # 4 (Midwest) for Nightlife, Winter Temp and Liquor Laws.

Region # 6 (South) for Summer Temp.

LEAST IMPRESSIVE:

Region # 5 (East) for Overall Image and Culture.

Region # 2 (Northwest) for Parks, Activity and Summer Temperature.

Region # 1 (California) for Nightlife and Liquor Laws.

Region # 6 (South) for Winter Temperature.

Sometimes a comparison may occur between the tourism resources of a destination state and its tourism market(s). For instance, when Californians compared Utah's Nightlife and Liquor Laws with their own, they found Utah's Nightlife and Liquor laws far inferior. As a result, Californians were least impressed by these categories.

One of the most significant of the tourism-marketing implications of this study is that one strategy is not sufficient for all geographical regions. Hence, Utah's tourism-marketing strategists should formulate separate strategies for each region.

Age

Though hypothesis #3 was rejected, Age as an individual variable is statistically significant. Age seems to shape perceptions of Utah's tourist image. Hence, it is presumed that differences in age might have implications for Utah's tourism-marketing strategy.

As shown by Table 52, a very important correlation emerged between age and the images of Culture and Summer Temperature. As people advance in age, their images about Culture and Summer Temperature improve. It appears that age has a very real effect on image formation with respect to Culture and Summer Temperature. Old age

appears to lead to a better image, while youth is associated with a worse image.

TABLE 52
RESPONSES OF "MOST IMPRESSIVE" AND "LEAST IMPRESSIVE"
ARRANGED BY AGE GROUPS

MOST IMPRESSIVE:

Group # 6 (65 years old and older) about Overall Image, Parks, Culture, Nightlife, Summer Temperature and Liquor Laws.

LEAST IMPRESSIVE:

Group # 2 (21 to 30 years old) about Overall Image, Parks, Culture and Summer Temperature.

Group # 3 (31 to 45 years old) about Nightlife and Liquor Laws.

If Utah modifies its promotional strategy, the age segment consisting of people 65-years old and older offers enormous potential. It could easily serve as the prime market segment for Utah's Culture-oriented and Summer-Temperature-based tourism products.

Tourist Transportation

Though hypothesis #4 (examining the influence of vacation characteristics on perceptions) was rejected, transportation as an individual variable influences perceptions of Utah's tourist image. Therefore, it is presumed that use of different modes/combinations of transportation might have strategic marketing implications for issues associated with Utah's image.

As shown by Table 53, the commercial plane and rental vehicle combination has an influence on image formation. Results show that for the overall tourist image of Utah and the images of its Parks, Culture, Nightlife and Liquor Laws, the use of commercial plane together with a rental vehicle leads to a better image. People making use of group #3 (private auto and commercial plane combination) were least impressed with the overall tourist image of Utah and the images of its Parks, Nightlife and Liquor Laws. People using group #2 (commercial plane) were least impressed with the overall tourist image of Utah. People using group #1 (private automobile) were least impressed with Utah's Cultural image.

People make use of different modes/combinations of transportation because of different motivations. It is likely that those who choose the

TABLE 53
RESPONSES OF "MOST IMPRESSIVE" AND "LEAST IMPRESSIVE"
ARRANGED ACCORDING TO TOURIST TRANSPORTATION
MODE/COMBINATION

MOST IMPRESSIVE:

Group # 4 (commercial plane and rental vehicle combination) about Overall Image, Parks, Culture, Nightlife, and Liquor Laws.

LEAST IMPRESSIVE:

Group # 3 (private auto and commercial plane combination) about Overall Image, Parks, Nightlife, and Liquor Laws.

Group # 2 (commercial plane) about Overall Image.

Group # 1 (private automobile) about Culture.

"commercial plane and rental vehicle combination" are business tourists, whereas vacation tourists may prefer "private auto and commercial plane combination." This could signify that Utah's tourist image is more impressive to business travellers rather than vacation travellers. Thus, business people could be a market segmentation for Utah.

Usually marketers do not make distinctions among modes/combinations of transportation. Hence, this study is constrained to offer any marketing implication in this context.

CHAPTER VII

CONCLUSIONS AND RECOMMENDATIONS

This chapter attempts to draw some conclusions about the adequacy and usefulness of the model, the data, and the research methodology. Moreover, recommendations aimed at refining and improving the research model are also presented.

CONCLUSIONS

Accomplishment of Research Objectives

- (1) This research study identifies components of Utah's tourist image.
- (2) It segregates tourists into two levels of touring experience, who have not. Perceptions in each group were found to be significantly different from those in the other.
- (3) This study identifies regional differences in perceptions, signifying that geographical affiliation does influence perceptions about Utah's tourist image.

(4) This study concludes that demographic profile is not a determinant of perceptions, but age does influence perceptions about Utah's tourist image.

(5) Finally, this study determines that though some vacation characteristics and certain amounts/sources of tourist information do influence some of the components of Utah's tourist image, their total influence was not significant.

Thus, among the independent variables examined only four--amount of touring experience in Utah, affiliation to a geographical region, age, and tourist transportation--demonstrate their influence on perceptions of the overall tourist image of Utah and its components. As a result, these variables may be most useful in developing tourism-marketing strategies. Hypotheses relating to family size, education, income, tourism activity, amount/source of tourist information, amount of time used in tour-planning process, and destination-evaluation-criteria variables were rejected.

Sensitive Vs. Insensitive Variables to Influence

The overall tourist image of Utah is the most sensitive to influencing factors. To a statistically significant level, it is influenced by every

independent variable examined except income, activity, and amount of time used in the tour-planning process.

The components emerging as the most sensitive to influence are Nightlife and Culture. Nightlife is influenced by every independent variable examined except activity and source/amount of information. Culture is influenced by every independent variable examined except education, income, activity, amount of time used in tour-planning process, and source/amount of tourist information.

Why Are Some Independent Variables More Significant Than Others

The causes of behavior were not explored by this research. Hence, it is really difficult to say with confidence why some independent variables -- such as amount of touring experience in Utah, affiliation to a geographical region, age, and tourist transportation -- are more significant. It is equally difficult to say why other variables, such as vacation characteristics (with the exception of tourist transportation), demographic characteristics (with the exception of age), and sources/amount of tourist information, are not. Therefore, the only comment by the researcher is

that a visit to a state makes people more knowledgeable about the strengths and weaknesses of its tourism products. Similarly, people living in different geographical regions are influenced by the subcultures of their own regions and the relative proximity of their regions to Utah. All of these obviously have an impact on people's perceptions of Utah's tourist image.

Conversely, vacation characteristics (with the exception of tourist transportation), demographic variables (with the exception of age), and sources/amount of tourist information (with some exceptions) examined do not influence perceptions of Utah's tourist image. One reason for this phenomenon could be that, examined individually some of these independent variables do not have much effect. However, when examined collectively, they might yield different results. For instance, a high-school dropout truck driver in his 50s, married with five grownup children and working with General Foods Inc. for the last 25 years, may be drawing an annual salary of \$40,000; whereas a single man in his late 20s, holding a MBA degree and working with the same company (General Foods Inc.) for the last two and half years, might be drawing an annual salary of \$30,000. Though the truck driver is earning more than the young executive, they

would have different lifestyles and personalities. The individual demographic variables do not show these two people as different in their perceptions.

Instead, the variables' collective influence is more important in determining consumption behavior. Here the question arises: Will the social classes and psychographic characteristics of these two employees of General Foods Inc. (who differ in age, education, family size, income and occupation) be the same? The answer obviously is negative. There is every likelihood that the lifestyle of the young executive would reflect his educational background, job, and social status and not merely his salary. Hence if the same demographic variables, instead of being examined separately, are examined collectively on a pretested social-class scale, their influence on perceptions about Utah's tourist image might be more successfully tabulated. The same principle applies to vacation characteristics and amount/sources of tourist information.

Major Weaknesses of the Research

As the response rate for this study amounted to only 32%, the 68% non-response rate might have an adverse impact on the results of the study. The probability that a 32% sample does not accurately represent the population

cannot be ruled out. No follow-up for non-response bias was carried out, so it is impossible to determine its extent.

With regard to the weak R-squares and low betas, yielded by the Composite Regression Analysis of the statistically significant variables, it is worth mentioning that recommendations may be valid but they need to be tested further before more confident statements may be made.

Another limitation of this study is that it relied heavily on the demographic profiles of people and ignored the psychographic aspects completely. As has been shown in earlier research studies, two people sharing similar demographic profiles may differ psychographically (Wells and Tigert, 1971). Consequently, this research was handicapped in exploring psychographic influences on perceptions of. Examples of some lifestyle-oriented statements that might have added a psychographic-based dimension to this research are: (i) When I visit a state I look for adventure, (ii) the best states are those that have a lot of nightlife, and (iii) I prefer states that have a large variety and diversity of outdoor recreation activities and sightseeing, etc.

Another limitation study was the absence of a social-class variable. Social-class-scales, such as those developed by Warner et al. (1960) and Coleman (1983), might have helped in identifying dimensions of demographics influencing perceptions of Utah's tourist image.

In the questionnaire people were asked for their occupations. The responses to this question did not lead to a meaningful employment-classification variable. For instance, both skilled and unskilled employees, working for the Federal/State/County Government(s) but having many differences, indicated public service as their occupation. Because of the confusion generated by such answers, this important demographic variable was excluded completely from the analysis.

Also, the number of affirmative responses to the question "Have you ever lived in Utah?" was so low that it could not be analyzed.

Viability of the Research Model

The model of this research reflects desirable components appropriate for Utah's tourist image. Of course, this research model does not expose a standardized list of a state's tourist image attributes/components suitable for every state, because

it is virtually impossible for a model to be both comprehensive and precise. The fact is that the components of a state's tourist image are based on what tourism products a state is offering to its clientele. If the researcher was doing similar research for the state of California, then the components of the tourist image would be different from Utah's. California, for example, offers vast and varied attractions such as Disneyland, Seaworld, Hollywood, 1984 Olympic Village, recreation-based Pacific beaches, and socio-cultural diversity, which Utah does not. When determining the components of a tourist image for California, components such as Liquor Laws, Summer Temperature and Winter Temperature could be eliminated and replaced by other relevant categories reflecting that state's diversity.

Reliability and Validity Issues

The internal reliability of the factors constituting scales as identified by Factor Analysis was supported by their moderately high alphas and moderate inter-item correlation means. This implies that the factors constituting Utah's tourist image are reliable. Indirect reliability of the analyses performed was supported by the factor analyses performed for the six geographical regions. All of them revealed almost the

same factors as identified by the Composite Factor Analysis used to develop the scales.

Face validity of the analyses performed is supported by the "least impressed" responses of Californians to Utah's Nightlife and Liquor Laws. Californians are presumed to have outstanding Nightlife and liberal Liquor Laws. Hence, their perceptions about Utah's poor Nightlife and restrictive Liquor Laws are bound to be "least impressed," suggesting the face validity of the analyses performed.

RECOMMENDATIONS

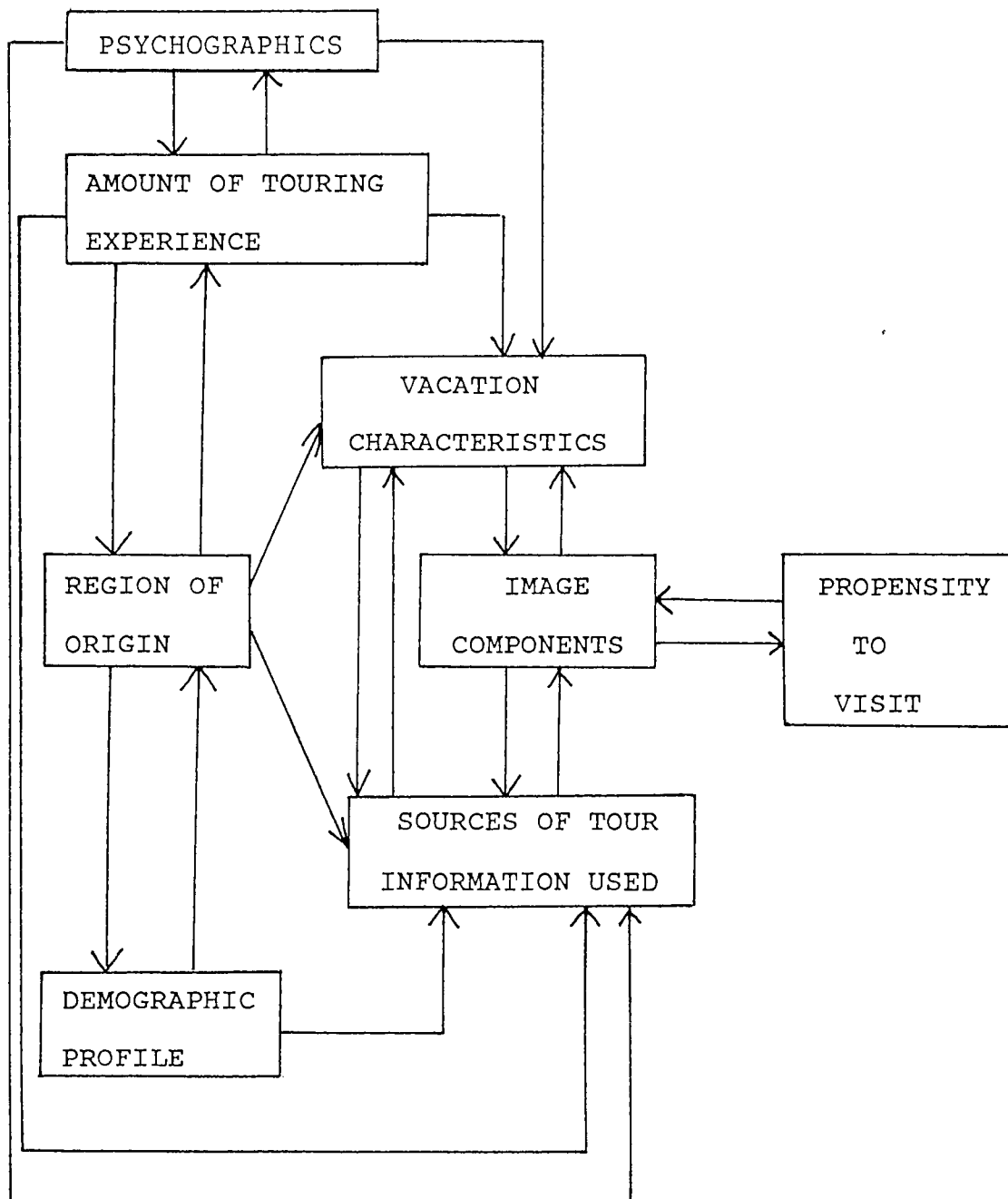
The retention of two of the five hypotheses suggests that both the research model and research design are in need of major improvements. An expanded model, as given in Figure 2, is proposed to incorporate concepts not covered in the model tested. There are two major classes of variables to be included. Each is discussed below.

Psychographic Profile

Future research models should be psychographic instead of demographic. Two people with very similar demographic profiles sometimes have different psychographic profiles (Wells and Tigert, 1971). Therefore, travel and tourism-oriented

FIGURE 2

Future model depicting the formation of a state's tourist image



psychographic profiles would be more effective than demographic profiles for identifying differences in perceptions.

Psychographics are widely used in marketing, but no effort has been directed toward exploring the utility of psychographics for differentiating perceptions of tourists of a state's image. Future tourism-image studies could be improved by using psychographic-measurement techniques.

Social Class

Social class should also be incorporated in a future research model, because it is based on a comprehensive set of demographic variables and offers alternative means of differentiating tourist image. Social class is widely used in marketing for segmentation purposes. Thus, differences in perceptions about tourist image across a social-class scale might yield more useful information. This information would be more suitable for formulating appropriate tourism-marketing strategies than that provided by ordinary demographics.

More focused research holds the potential for providing useful information to tourism-marketing strategists. It would provide an idea of what type of information would be useful to tourists who have

different psychographic profiles and belong to different social classes.

CONTRIBUTIONS OF THIS RESEARCH TO THE
MAIN BODY OF KNOWLEDGE

By identifying components of Utah's tourist image, this research study has described the components of a state's tourist image.

Other contributions of this research are that people differing in amount of touring experience in Utah differ in their perceptions of Utah's tourist image. This could be true for any state. Finally, the findings indicate that differences in age and in the use of different modes/combinations of transportation impact perceptions of Utah's tourist image.

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APPENDICES

APPENDIX A. QUESTIONNAIRE

Our first section deals with your past experiences or impressions of four states--Colorado, Utah, Wyoming, and Montana. Please check the space which applies.

1. Have you ever lived (resided) in any of the following states?

| | | | | | |
|----------|--------|-------|---------|--------|-------|
| Colorado | Yes() | No() | Montana | Yes() | No() |
| Utah | Yes() | No() | Wyoming | Yes() | No() |

2. Have you ever traveled (vacation, business, visiting friends or relatives, etc.,) in any of the following states?

| | | | | | |
|----------|--------|-------|---------|--------|-------|
| Colorado | Yes() | No() | Montana | Yes() | No() |
| Utah | Yes() | No() | Wyoming | Yes() | No() |

3. Below is a list of social and climatic characteristics. Please indicate what you think the population or climate of each state is most like. There are no right or wrong answers. Just check the space which expresses your opinion.

Population Distribution

| | <u>Very Urban</u> | <u>Urban</u> | <u>1/2 Urban & 1/2 Rural</u> | <u>Rural</u> | <u>Very Rural</u> |
|----------|-------------------|--------------|----------------------------------|--------------|-------------------|
| Colorado | [] | [] | [] | [] | [] |
| Montana | [] | [] | [] | [] | [] |
| Utah | [] | [] | [] | [] | [] |
| Wyoming | [] | [] | [] | [] | [] |

Receptiveness of Local Residents to Vacation Visitors

| | <u>Very Receptive</u> | <u>Receptive</u> | <u>Some Receptive Some Not Receptive</u> | <u>Unreceptive</u> | <u>Very Unreceptive</u> |
|----------|-----------------------|------------------|--|--------------------|-------------------------|
| Colorado | [] | [] | [] | [] | [] |
| Montana | [] | [] | [] | [] | [] |
| Utah | [] | [] | [] | [] | [] |
| Wyoming | [] | [] | [] | [] | [] |

Winter Temperatures

| | <u>Very Cold</u> | <u>Cold</u> | <u>Moderate</u> | <u>Warm</u> | <u>Very Warm</u> |
|----------|------------------|-------------|-----------------|-------------|------------------|
| Colorado | [] | [] | [] | [] | [] |
| Montana | [] | [] | [] | [] | [] |
| Utah | [] | [] | [] | [] | [] |
| Wyoming | [] | [] | [] | [] | [] |

Summer Temperatures

| | <u>Very Hot</u> | <u>Hot</u> | <u>Moderate</u> | <u>Cool</u> | <u>Very Cool</u> |
|----------|-----------------|------------|-----------------|-------------|------------------|
| Colorado | [] | [] | [] | [] | [] |
| Montana | [] | [] | [] | [] | [] |
| Utah | [] | [] | [] | [] | [] |
| Wyoming | [] | [] | [] | [] | [] |

Liquor Laws

| | <u>Very Restrictive</u> | <u>Restrictive</u> | <u>Average</u> | <u>Liberal</u> | <u>Very Liberal</u> |
|----------|-------------------------|--------------------|----------------|----------------|---------------------|
| Colorado | [] | [] | [] | [] | [] |
| Montana | [] | [] | [] | [] | [] |
| Utah | [] | [] | [] | [] | [] |
| Wyoming | [] | [] | [] | [] | [] |

4. Whether or not you have ever visited any of the four states, please indicate your impression of the following attractions in each of the states.

Colorado

| | <u>Very Impressive</u> | <u>Im-pressive</u> | <u>No Im-pression</u> | <u>Unim-pressive</u> | <u>Very Unim-pressive</u> |
|------------------|------------------------|--------------------|-----------------------|----------------------|---------------------------|
| National Parks | [] | [] | [] | [] | [] |
| State Parks | [] | [] | [] | [] | [] |
| Cities | [] | [] | [] | [] | [] |
| National Forests | [] | [] | [] | [] | [] |
| Historical Areas | [] | [] | [] | [] | [] |

Montana

| | <u>Very Impressive</u> | <u>Im- pressive</u> | <u>No Im- pression</u> | <u>Unim- pressive</u> | <u>Very Unim- pressive</u> |
|------------------|----------------------------|-------------------------|----------------------------|---------------------------|--------------------------------|
| National Parks | [] | [] | [] | [] | [] |
| State Parks | [] | [] | [] | [] | [] |
| Cities | [] | [] | [] | [] | [] |
| National Forests | [] | [] | [] | [] | [] |
| Historical Areas | [] | [] | [] | [] | [] |

Utah

| | <u>Very Impressive</u> | <u>Im- pressive</u> | <u>No Im- pression</u> | <u>Unim- pressive</u> | <u>Very Unim- pressive</u> |
|------------------|----------------------------|-------------------------|----------------------------|---------------------------|--------------------------------|
| National Parks | [] | [] | [] | [] | [] |
| State Parks | [] | [] | [] | [] | [] |
| Cities | [] | [] | [] | [] | [] |
| National Forests | [] | [] | [] | [] | [] |
| Historical Areas | [] | [] | [] | [] | [] |

Wyoming

| | <u>Very Impressive</u> | <u>Im- pressive</u> | <u>No Im- pression</u> | <u>Unim- pressive</u> | <u>Very Unim- pressive</u> |
|------------------|----------------------------|-------------------------|----------------------------|---------------------------|--------------------------------|
| National Parks | [] | [] | [] | [] | [] |
| State Parks | [] | [] | [] | [] | [] |
| Cities | [] | [] | [] | [] | [] |
| National Forests | [] | [] | [] | [] | [] |
| Historical Areas | [] | [] | [] | [] | [] |

5. Whether or not you have ever visited any of the four states, please indicate your impression of the following recreational activities in each of the states.

Colorado

| | <u>Very</u> <u>Impressive</u> | <u>Im-</u> <u>pressive</u> | <u>No Im-</u> <u>pression</u> | <u>Unim-</u> <u>pressive</u> | <u>Very Unim-</u> <u>pressive</u> |
|-----------------|----------------------------------|-------------------------------|----------------------------------|---------------------------------|--------------------------------------|
| Camping | [] | [] | [] | [] | [] |
| Sightseeing | [] | [] | [] | [] | [] |
| Cultural | | | | | |
| entertainment | [] | [] | [] | [] | [] |
| Skiing (winter) | [] | [] | [] | [] | [] |
| Nightlife | [] | [] | [] | [] | [] |
| Boating | [] | [] | [] | [] | [] |
| Hunting | [] | [] | [] | [] | [] |
| Fishing | [] | [] | [] | [] | [] |

Montana

| | <u>Very</u> <u>Impressive</u> | <u>Im-</u> <u>pressive</u> | <u>No Im-</u> <u>pression</u> | <u>Unim-</u> <u>pressive</u> | <u>Very Unim-</u> <u>pressive</u> |
|-----------------|----------------------------------|-------------------------------|----------------------------------|---------------------------------|--------------------------------------|
| Camping | [] | [] | [] | [] | [] |
| Sightseeing | [] | [] | [] | [] | [] |
| Cultural | | | | | |
| entertainment | [] | [] | [] | [] | [] |
| Skiing (winter) | [] | [] | [] | [] | [] |
| Nightlife | [] | [] | [] | [] | [] |
| Boating | [] | [] | [] | [] | [] |
| Hunting | [] | [] | [] | [] | [] |
| Fishing | [] | [] | [] | [] | [] |

Utah

| | <u>Very</u> <u>Impressive</u> | <u>Im-</u> <u>pressive</u> | <u>No Im-</u> <u>pression</u> | <u>Unim-</u> <u>pressive</u> | <u>Very Unim-</u> <u>pressive</u> |
|-----------------|----------------------------------|-------------------------------|----------------------------------|---------------------------------|--------------------------------------|
| Camping | [] | [] | [] | [] | [] |
| Sightseeing | [] | [] | [] | [] | [] |
| Cultural | | | | | |
| entertainment | [] | [] | [] | [] | [] |
| Skiing (winter) | [] | [] | [] | [] | [] |
| Nightlife | [] | [] | [] | [] | [] |
| Boating | [] | [] | [] | [] | [] |
| Hunting | [] | [] | [] | [] | [] |
| Fishing | [] | [] | [] | [] | [] |

Wyoming

| | <u>Very</u> <u>Impressive</u> | <u>Im-</u> <u>pressive</u> | <u>No Im-</u> <u>pression</u> | <u>Unim-</u> <u>pressive</u> | <u>Very Unim-</u> <u>pressive</u> |
|-----------------|----------------------------------|-------------------------------|----------------------------------|---------------------------------|--------------------------------------|
| Camping | [] | [] | [] | [] | [] |
| Sightseeing | [] | [] | [] | [] | [] |
| Cultural | | | | | |
| entertainment | [] | [] | [] | [] | [] |
| Skiing (winter) | [] | [] | [] | [] | [] |
| Nightlife | [] | [] | [] | [] | [] |
| Boating | [] | [] | [] | [] | [] |
| Hunting | [] | [] | [] | [] | [] |
| Fishing | [] | [] | [] | [] | [] |

6. Please number the four states 1 through 4 in the order of preference you would have if you had the opportunity to visit them for a vacation. Place a number 1 opposite the state you would most like to visit, a number 2 opposite your second preference, a number 3 opposite your third preference, and a number 4 opposite the state you would least like to visit.

Colorado ☐Montana ☐Utah ☐Wyoming ☐

Our second section deals with questions that are specific to Utah. Please remember there are no right or wrong answers. Just check the one which expresses your opinion.

1. Without looking at a map, please put an "X" in the state which you think is Utah



2. In general, what do Utah residents look like: (check only one)



3. How many people do you think live in Utah?

_____ Less than 500,000

_____ 1,500,000-1,999,999

_____ 500,000-999,999

_____ 2,000,000-2,499,999

_____ 1,000,000-1,499,999

_____ 2,500,000-2,999,999

_____ over 3,000,000

4. Whether or not you have been to Utah, please rate the quality and quantity of cultural amenities present in the state.

| | <u>Very High</u> | <u>High</u> | <u>Average</u> | <u>Low</u> | <u>Very Low</u> |
|-----------------------------|------------------|-------------|----------------|------------|-----------------|
| Shopping | [] | [] | [] | [] | [] |
| Shows | [] | [] | [] | [] | [] |
| Nightclubs | [] | [] | [] | [] | [] |
| Museums/Historical Archives | [] | [] | [] | [] | [] |
| Symphony/Ballet/Opera | [] | [] | [] | [] | [] |

Our third section deals with decisions you make concerning your vacation trips. Please answer as accurately as possible.

1. Please list the origin (city, state) and destination (city or area, state) or your last two major (longer than 6 days) vacation trips.

Origin

Destination

- a. _____
- b. _____

2. Please list the origin (city, state) and destination (city or area, state) of the next two trips you plan to take.

Origin

Destination

- a. _____
- b. _____

3. How long before your major trips do you begin to plan for them?

_____ Less than one month _____ 6 months-1 year

_____ 1 month-6 months _____ more than one year

4. What is your principal mode of transportation use on your vacation trips?

_____ Private auto _____ Private Airplane/Rental Vehicle Comb.

_____ Private Airplane _____ Commercial Airplane/Rental Vehicle Comb.

_____ Commercial Airplane _____ Motor Coach/Tour Bus

_____ Rental Vehicle _____ Recreational Vehicle (Motorhome, etc.)

_____ other (please specify) _____

Finally, in our last section, there are a few background questions we would like to ask. It is important to keep in mind that these questions are asked for statistical purposes only. Your privacy is assured. There is no way of knowing the identity of the person answering these questions.

1. What is the age of the head of the household? _____ Age
2. What is the highest year of formal education completed by the head of your household? Please check only one.

| | |
|-------------------------------------|---|
| <input type="checkbox"/> 0-7 years | <input type="checkbox"/> Business or technical school |
| <input type="checkbox"/> 8 years | <input type="checkbox"/> 1-3+ years of college |
| <input type="checkbox"/> 9-11 years | <input type="checkbox"/> Completed college |
| <input type="checkbox"/> 12 years | <input type="checkbox"/> Graduate School |
3. What is the occupation of the head of the household? _____
4. What is the size of your family (include only yourself and all family members currently residing with you)? _____
5. What is the approximate total family income, before taxes, for your household in 1982?

| | |
|--------------------------|---------------------|
| _____ Less than \$10,000 | _____ 30,000-39,999 |
| _____ 10,000-19,999 | _____ 40,000-49,999 |
| _____ 20,000-24,999 | _____ 50,000-74,999 |
| _____ 25,000-29,000 | _____ over 75,000 |

AWARD CARD

NAME _____

STREET _____

CITY AND STATE _____

PHONE (area code) _____

APPENDIX B. MARKET AREA REGIONAL BREAKDOWN

Market Area
Regional Breakdown

REGION 1

CALIFORNIA

Antioch - Pittsburg
Bakersfield
Fresno
Los Angeles
Sacramento
San Bernadino
San Diego
San Francisco
Santa Barbara
Ventura - Oxnard

REGION 2 - OREGON, WASHINGTON

OREGON

Corvallis
Eugene
Medford
Salem

WASHINGTON

Bremerton
Bellingham
Longview
Seattle
Spokane
Yakima

REGION 3 - ARIZONA, COLORADO, IDAHO, MONTANA, NEVADA, NEW MEXICOARIZONA

Phoenix

NEVADA

Las Vegas

Reno

COLORADO

Boulder

Colorado Springs

Grand Junction

Pueblo

NEW MEXICO

Albuquerque

Clovis

Las Cruces

Roswell

Santa Fe

IDAHO

Idaho Falls

Pocatello

MONTANA

Billings

Butte

Great Falls

Missoula

REGION 4 - ILLINOIS, INDIANA, IOWA, KANSAS, MICHIGAN, MINNESOTA, MISSOURI
NEBRASKA, NORTH DAKOTA, SOUTH DAKOTA, WISCONSINILLINOIS

Champaign

Chicago

Decatur

Peoria

MICHIGAN

Detroit

Flint

Kalamazoo

Lansing

Port Huron

WISCONSIN

Appleton

Fond du Lac

Green Bay

Kenosha

Madison

Milwaukee

INDIANA

Fort Wayne

Muncie

South Bend

MINNESOTA

Minneapolis

St. Paul

IOWA

Davenport

Cedar Rapids

Des Moines

Waterloo

MISSOURI

Jefferson City

Kansas City

St. Louis

NEBRASKA

Lincoln

Omaha

KANSAS

Topeka

Wichita

NORTH DAKOTA

Bismark

Fargo

Minot

SOUTH DAKOTA

Rapid City

Sioux Falls

REGION 5 - CONNECTICUT, DELAWARE, D.C., KENTUCKY, MAINE, MARYLAND,
MASSACHUSETTS, NEW HAMPSHIRE, NEW JERSEY, NEW YORK, OHIO,
PENNSYLVANIA, VERMONT, WEST VIRGINIA

CONNECTICUT

New Haven
 New London

DELAWARE

Dover

DISTRICT OF COLUMBIA

Washington D.C.

KENTUCKY

Lexington
 Louisville

MAINE

Bangor
 Lewiston
 Portland

VERMONT

Burlinton
 Montpelier

MARYLAND

Baltimore

MASSACHUSETTS

Worcester

NEW HAMPSHIRE

Manchester
 Portsmouth
 Nashua

NEW JERSEY

Atlantic City

WEST VIRGINIA

Wheeling

NEW YORK

Albany
 Buffalo
 Ithaca
 New York City
 Syracuse

OHIO

Cincinnati
 Columbus
 Toledo
 Zanesville

PENNSYLVANIA

Allentown
 Erie
 Harrisburg
 Hazelton
 Philadelphia
 Scranton

REGION 6-ALABAMA, ARKANSAS, FLORIDA, GEORGIA, LOUISIANA, NORTH, CAROLINA,
OKLAHOMA, SOUTH CAROLINA, TENNESSEE, TEXAS

ALABAMA

Birmingham
Huntsville
Mobile
Montgomery

ARKANSAS

Fort Smith
Little Rock

FLORIDA

Jacksonville
Miami
Orlando
Sarasota
Tampa

GEORGIA

Atlanta
Columbus
Macon

LOUISIANA

Baton Rouge
New Orleans
Shreveport

NORTH CAROLINA

Charlotte
Durham
Greensboro
Kaleigh
Winston - Salem

OKLAHOMA

Oklahoma City
Tulsa

SOUTH CAROLINA

Columbia
Greenville

TENNESSEE

Knoxville
Memphis
Nashville

TEXAS

Amarillo
Beaumont
Dallas - Fort Worth
El Paso
Laredo

APPENDIX C. TOURISM ACTIVITIES PLACED
UNDER EACH GROUP

GROUP # 1 SIGHTSEEING INCLUDES THE FOLLOWING ACTIVITY
(JUST SIGHTSEEING.)

GROUP # 2 OUTDOOR RECREATION ACTIVITIES INCLUDE THE
FOLLOWING ACTIVITIES: (ARCHERY, BICYCLING, BIRDWATCHING,
POWER BOATING, SAILING, CAMPING, CANOEING, CAVEING,
MOUNTAIN CLIMBING, DUNE BUGGYING, FISHING,
FLYING, FOURWHEELING, HANG GLIDING, HIKING, HORSE RIDING,
HUNTING, MOTORCYCLING, NATURE STUDY, OUTDOOR GAMES,
PHOTOGRAPHY, PICNICKING, RELAXING, RIVER RUNNING, ROCK
HOUNDING, SCUBA DIVING, CROSS COUNTRY SKIING, DOWNHILL
SKIING, WATER SKIING, SNOWMOBILING, SUNBATHING, AND
SWIMMING).

GROUP # 3 CULTURE AND NIGHTLIFE ACTIVITIES INCLUDE
THE FOLLOWING ACTIVITIES (CONCERTS, DINING, DANCING,
GENEOLOGY, MOVIES, MUSEUMS, MUSIC, DANCING, AND
SHOPPING.)

GROUP # 4 GAMES/SPORTS INCLUDE THE FOLLOWING
ACTIVITIES (BASEBALL, BASKETBALL, BOWLING,
EXERCISING, GOLFING, JOGGING, RACQUETBALL, SOCCER,
SOFTBALL AND TENNIS.)

GROUP # 5 FAMILY REUNION INCLUDE THE FOLLOWING
ACTIVITY (JUST FAMILY REUNION.)

GROUP # 6 PLAY UNSTRUCTURED INCLUDE THE FOLLOWING
ACTIVITY (JUST PLAY UNSTRUCTURED.)

APPENDIX D. RESULTS OF THE ROTATED FACTOR MATRIX
FOR SECOND FACTOR ANALYSIS WITH SIX
FACTORS SPECIFIED

| | FACTOR 1 | FACTOR 2 | FACTOR 3 | FACTOR 4 | FACTOR 5 | FACTOR 6 |
|----------|-------------|-------------|-------------|-------------|-------------|-------------|
| RECEPTUT | .29267 | -.02362 | .35886 | .20038 | .29199 | -.22504 |
| WTEMPUT | -.01457 | .14337 | -.09325 | -.01398 | .77686 | .13475 |
| STEMPUT | .03494 | -.10265 | .01922 | -.01077 | .11197 | .89996 |
| LIQURUT | -.04494 | .08932 | .32572 | -.63850 | -.15042 | .14982 |
| UTNTPARK | .83664 | .18891 | .05662 | -.03637 | -.08553 | .06977 |
| UTSTPARK | .81411 | .18057 | .04242 | .10316 | -.07294 | .10141 |
| UTCITIES | .40287 | .03691 | .49417 | .17074 | .25479 | -.14173 |
| UTNATFOR | .76536 | .27005 | .01412 | .10669 | .02057 | -.05406 |
| UTHISTOR | .67682 | .11494 | .29318 | .11608 | .17887 | -.02488 |
| UTCAMP | .48516 | .55461 | .06964 | .02916 | -.01091 | -.07222 |
| UTSIGHT | .55400 | .35492 | .31129 | .01068 | .07908 | -.09524 |
| UTCULTUR | .18232 | .14395 | .55405 | .34706 | .22955 | -.16577 |
| UTSKIING | .25118 | .56352 | .24191 | -.16983 | .06672 | .03418 |
| UTNIGHT | .10811 | .25758 | .14720 | .70643 | .17979 | -.09850 |
| UTBOAT | .14133 | .74152 | .10660 | .23011 | .07384 | -.01083 |
| UTHUNT | .17777 | .85629 | .01566 | .09639 | .05550 | -.04742 |
| UTFISH | .20123 | .87313 | .03091 | .08781 | .01088 | -.05182 |
| UTSHOP | .07820 | .13651 | .57926 | .25969 | -.26291 | .17828 |
| UTSHOWS | .07649 | .07950 | .45617 | .65475 | -.24624 | .14261 |
| UTNCLUBS | .05682 | .06983 | .17930 | .79536 | -.13538 | .09419 |
| UTMUSEUM | .14957 | .08569 | .73496 | -.13348 | -.00665 | .02433 |
| UTSYMPH | .01241 | .06364 | .74632 | .06190 | -.09544 | .00781 |

APPENDIX E. RESULTS OF THE ROTATED FACTOR
MATRIX FOR SIX FACTOR ANALYSIS PERFORMED
FOR SIX GEOGRAPHIC REGIONS

Region 1 - California

| | FACTOR 1 | FACTOR 2 | FACTOR 3 | FACTOR 4 | FACTOR 5 | FACTOR 6 |
|----------|-------------|-------------|-------------|-------------|-------------|-------------|
| RECEPTUT | .22143 | -.00534 | .52586 | .14473 | -.20213 | .12014 |
| WTEMPUT | .08445 | .13484 | -.01961 | -.05845 | .11626 | .86571 |
| STEMPUT | .01722 | -.14525 | .03114 | .13123 | .77318 | .22894 |
| LIQURUT | .00197 | .11540 | .11751 | -.48020 | .49773 | -.20799 |
| UTNTPARK | .84342 | .15855 | .13168 | -.00189 | .06869 | -.04588 |
| UTSTPARK | .82007 | .14037 | .10961 | .17130 | .07065 | .10287 |
| UTCITIES | .31916 | .03769 | .59354 | .27917 | -.04551 | .14484 |
| UTNATFOR | .74082 | .26148 | .09904 | .19505 | -.15291 | .10944 |
| UTHISTOR | .53794 | .12260 | .55837 | .06230 | -.04335 | .15658 |
| UTCAMP | .51312 | .54424 | .14154 | .15103 | -.04064 | -.00622 |
| UTSIGHT | .58726 | .34653 | .38462 | .06635 | -.03443 | -.05518 |
| UTCULTUR | .10522 | .18935 | .66298 | .38073 | .03815 | .15017 |
| UTSKIING | .44774 | .42579 | .07783 | -.04093 | .24560 | -.07945 |
| UTNIGHT | .02034 | .25352 | .37410 | .56705 | -.26542 | .21564 |
| UTBOAT | .13675 | .77234 | .16006 | .21735 | .00302 | .18419 |
| UTHUNT | .20699 | .85710 | .05748 | .05973 | -.03271 | .02102 |
| UTFISH | .25272 | .85778 | .07470 | .01560 | -.08718 | .01443 |
| UTSHOP | .18627 | .18299 | .19143 | .61767 | .27511 | -.15652 |
| UTSHOWS | .08764 | .09250 | .21646 | .81391 | .10111 | -.03461 |
| UTNCLUBS | .10979 | .02140 | .09241 | .76185 | -.06563 | -.04054 |
| UTMUSEUM | .11037 | .10838 | .72921 | -.05535 | .14449 | -.26463 |
| UTSYMPH | -.02523 | .10300 | .68850 | .15838 | .28400 | -.22030 |

Region 2 - Northwest

| | FACTOR 1 | FACTOR 2 | FACTOR 3 | FACTOR 4 | FACTOR 5 | FACTOR 6 |
|----------|-------------|-------------|-------------|-------------|-------------|-------------|
| RECEPTUT | .26392 | .35460 | -.13825 | .12908 | .15935 | .45940 |
| WTEMPUT | -.05043 | -.10890 | .22694 | -.02209 | -.21272 | .78555 |
| STEMPUT | .01846 | .03169 | -.11204 | .04801 | -.76707 | .16010 |
| LIQURUT | -.05797 | .25557 | .10370 | -.61629 | .01905 | -.17368 |
| UTNTPARK | .78831 | .02182 | .24202 | -.08750 | -.04920 | .00553 |
| UTSTPARK | .83730 | .08150 | .11400 | .07710 | -.13995 | -.05907 |
| UTCITIES | .32327 | .58670 | -.04876 | .13442 | .10186 | .11637 |
| UTNATFOR | .75644 | .04557 | .18211 | .07493 | .06940 | -.02777 |
| UTHISTOR | .63795 | .30354 | .12326 | .04835 | .14144 | .17980 |
| UTCAMP | .45120 | .05558 | .47505 | .07428 | .26483 | .14867 |
| UTSIGHT | .40639 | .38150 | .33602 | .00555 | .37804 | .21732 |
| UTCULTUR | .12364 | .54089 | .09761 | .33421 | .42583 | .19662 |
| UTSKIING | .23331 | .12116 | .61811 | -.31035 | .07559 | -.04899 |
| UTNIGHT | -.04827 | .05849 | .15666 | .76325 | .21731 | .15144 |
| UTBOAT | .04837 | .18279 | .63476 | .30108 | -.01449 | .04519 |
| UTHUNT | .19926 | .09534 | .80302 | .10609 | .08754 | .08560 |
| UTFISH | .23027 | .14222 | .84258 | .10641 | .02729 | .03072 |
| UTSHOP | .10126 | .68798 | .16091 | .04423 | -.24169 | -.01338 |
| UTSHOWS | .13682 | .41276 | .19087 | .66784 | -.13418 | -.14371 |
| UTNCLUBS | .04901 | .13568 | .09293 | .81188 | -.09475 | -.17242 |
| UTMUSEUM | .06851 | .72287 | .15037 | -.14615 | .03124 | .04110 |
| UTSYMPH | -.05548 | .72411 | .20911 | .08704 | .08072 | -.18609 |

Region 3 - Intermountain West

| | FACTOR 1 | FACTOR 2 | FACTOR 3 | FACTOR 4 | FACTOR 5 |
|----------|-------------|-------------|-------------|-------------|-------------|
| RECEPTUT | .37494 | .00570 | .29703 | .17544 | .40009 |
| WTEMPUT | -.12781 | .07496 | -.06968 | .10604 | .70096 |
| STEMPUT | -.10223 | -.13168 | .07307 | .08218 | -.51507 |
| LIQURUT | -.05413 | .15489 | .26647 | -.68405 | -.16955 |
| UTNTPARK | .81382 | .14656 | .01637 | -.02543 | -.15093 |
| UTSTPARK | .74129 | .14722 | .14844 | .03562 | .05555 |
| UTCITIES | .39841 | .14159 | .45631 | .11420 | .37524 |
| UTNATFOR | .70686 | .28105 | .00940 | .03592 | .14814 |
| UTHISTOR | .71299 | .10740 | .21503 | .14429 | .16741 |
| UTCAMP | .47223 | .61406 | -.00401 | -.01891 | -.08611 |
| UTSIGHT | .67761 | .27952 | .14748 | .05926 | -.05603 |
| UTCULTUR | .20625 | .25208 | .51887 | .32336 | -.00770 |
| UTSKIING | .17058 | .51847 | .41036 | -.19680 | -.11586 |
| UTNIGHT | .09230 | .30549 | .21293 | .70428 | -.01663 |
| UTBOAT | .20718 | .73055 | .05225 | .18473 | .12406 |
| UTHUNT | .18283 | .82695 | .11103 | .04386 | .20218 |
| UTFISH | .20233 | .83850 | .05456 | .05621 | .17805 |
| UTSHOP | .02733 | .05620 | .69990 | .15261 | -.11985 |
| UTSHOWS | .07945 | .05375 | .61057 | .55098 | -.15602 |
| UTNCLUBS | .03861 | .03495 | .30611 | .76892 | -.02060 |
| UTMUSEUM | .19578 | .09051 | .66791 | -.14513 | .15905 |
| UTSYMPH | .05537 | -.00390 | .74188 | .08071 | -.05773 |

Region 4 - Midwest

| | FACTOR 1 | FACTOR 2 | FACTOR 3 | FACTOR 4 | FACTOR 5 | FACTOR 6 |
|----------|-------------|-------------|-------------|-------------|-------------|-------------|
| RECEPTUT | -.04685 | .23293 | .11571 | .64030 | -.06975 | -.17842 |
| WTEMPUT | .17368 | .15940 | -.01774 | -.11804 | -.10395 | -.51474 |
| STEMPUT | .00917 | .07864 | .02784 | -.13834 | -.04517 | .84442 |
| LIQURUT | -.01228 | -.03388 | -.10663 | .03526 | .73482 | .08156 |
| UTNTPARK | .16557 | .88036 | .09291 | .07668 | .03177 | -.07483 |
| UTSTPARK | .19738 | .82133 | .11574 | .08614 | -.09187 | -.05027 |
| UTCITIES | .10968 | .36573 | .10073 | .63029 | .21338 | .05078 |
| UTNATFOR | .37157 | .72958 | .08763 | .16968 | -.04226 | -.16499 |
| UTHISTOR | .28595 | .62566 | .07934 | .33136 | .15512 | .10997 |
| UTCAMP | .60036 | .49579 | .07320 | -.00370 | .06050 | -.03007 |
| UTSIGHT | .47079 | .49769 | .02169 | .26622 | .16766 | .17961 |
| UTCULTUR | .29269 | -.01654 | .25456 | .72055 | .20844 | .10594 |
| UTSKIING | .65385 | .20613 | -.01369 | .23089 | .13209 | -.20541 |
| UTNIGHT | .47526 | .03173 | .31535 | .50342 | -.40158 | .10465 |
| UTBOAT | .75411 | .10999 | .10057 | .22150 | -.07149 | .07707 |
| UTHUNT | .85589 | .26001 | .01746 | -.03936 | -.04631 | -.13355 |
| UTFISH | .86350 | .24718 | .03216 | -.02233 | -.01817 | -.08138 |
| UTSHOP | .02237 | .08823 | .72443 | .12148 | .10505 | .06746 |
| UTSHOWS | -.03346 | .09462 | .84549 | .14365 | -.14157 | .05476 |
| UTNCLUBS | .16055 | .03966 | .71183 | .09765 | -.44980 | .03243 |
| UTMUSEUM | .07903 | .15638 | .37054 | .26715 | .59214 | -.00553 |
| UTSYMPH | .08778 | .10098 | .65840 | .08525 | .37156 | -.15164 |

Region 5 - Northeast

| | FACTOR 1 | FACTOR 2 | FACTOR 3 | FACTOR 4 | FACTOR 5 | FACTOR 6 |
|----------|-------------|-------------|-------------|-------------|-------------|-------------|
| RECEPTUT | .19649 | -.03578 | .33216 | .27203 | .39743 | -.16618 |
| WTEMPUT | -.10007 | -.04325 | -.21436 | -.12426 | .67186 | -.29787 |
| STEMPUT | .13510 | .02006 | -.01899 | -.00073 | -.07087 | .70407 |
| LIQURUT | -.09229 | -.02307 | -.42443 | .41704 | -.13137 | .38088 |
| UTNTPARK | .84828 | .09050 | .02989 | .04963 | .10219 | .20989 |
| UTSTPARK | .83061 | .10220 | .12462 | -.02408 | .02809 | .23275 |
| UTCITIES | .50835 | .10984 | .17960 | .36716 | -.09477 | -.30394 |
| UTNATFOR | .81584 | .20075 | .04365 | -.00505 | .08088 | -.00729 |
| UTHISTOR | .75074 | .08303 | .16852 | .20553 | -.03227 | -.25052 |
| UTCAMP | .32693 | .51061 | .04297 | .06184 | .48366 | .23248 |
| UTSIGHT | .50900 | .28009 | .17859 | .25207 | .34593 | .15348 |
| UTCULTUR | .32048 | .09803 | .52624 | .16196 | .11662 | -.28997 |
| UTSKIING | .25268 | .44608 | .08677 | .08086 | .50517 | .26236 |
| UTNIGHT | .25084 | .28579 | .66228 | -.09384 | .01469 | -.24430 |
| UTBOAT | .15231 | .79980 | .20111 | .01727 | .03434 | -.06756 |
| UTHUNT | .10706 | .89001 | -.00365 | .00653 | .03451 | .00982 |
| UTFISH | .10583 | .92557 | .05455 | .04775 | -.02018 | -.01849 |
| UTSHOP | .04616 | .02761 | .55897 | .36827 | -.05150 | .19565 |
| UTSHOWS | .06000 | .04033 | .81434 | .24755 | -.09886 | .05829 |
| UTNCLUBS | .01703 | .04512 | .84386 | .01555 | .01366 | .02591 |
| UTMUSEUM | .21673 | .09541 | .07809 | .77631 | -.09204 | -.05291 |
| UTSYMPH | .01834 | -.02429 | .27546 | .72407 | .22007 | .04381 |

Region 6 - South

| | FACTOR 1 | FACTOR 2 | FACTOR 3 | FACTOR 4 | FACTOR 5 | FACTOR 6 |
|----------|-------------|-------------|-------------|-------------|-------------|-------------|
| RECEPUT | .28820 | .10862 | .22686 | .16436 | .41263 | -.21744 |
| WTEMPUT | .02839 | -.11162 | -.11446 | -.02319 | .80573 | .00915 |
| STEMPUT | .17316 | -.15470 | -.06401 | -.07464 | -.09516 | .70528 |
| LIQURUT | .11634 | -.15174 | .54765 | -.44406 | -.18325 | .08445 |
| UTNTPARK | .86222 | .06221 | .04423 | .06233 | .13411 | .02757 |
| UTSTPARK | .80337 | .14021 | -.01810 | .18308 | -.00951 | .09333 |
| UTCITIES | .23845 | .19655 | .49824 | .13209 | .43108 | .23667 |
| UTNATFOR | .71042 | .18849 | .08376 | .02638 | .17897 | .16919 |
| UTHISTOR | .58457 | .17892 | .22252 | .16479 | .12627 | .42219 |
| UTCAMP | .71911 | .23885 | .05274 | .04775 | -.08365 | -.07800 |
| UTSIGHT | .55858 | .30674 | .20441 | -.08419 | .25929 | -.21050 |
| UTCULTUR | .09554 | .34820 | .50181 | .24774 | .02857 | .19340 |
| UTSKIING | .26512 | .47479 | .21100 | -.14202 | .49325 | -.09454 |
| UTNIGHT | .06027 | .40295 | -.01356 | .64034 | .22171 | .26571 |
| UTBOAT | .17283 | .77752 | .04642 | .27705 | .04664 | .05828 |
| UTHUNT | .22741 | .86652 | -.04254 | .09083 | -.02302 | -.15083 |
| UTFISH | .30646 | .86183 | -.06464 | .06520 | -.02427 | -.12185 |
| UTSHOP | .23185 | .09421 | .44026 | .35878 | -.04765 | -.49492 |
| UTSHOWS | .10194 | .07848 | .28170 | .71965 | -.17124 | -.27594 |
| UTNCLUBS | .15333 | .05468 | .02905 | .84831 | .00153 | -.05459 |
| UTNUSEUM | .15820 | -.00739 | .76524 | .02906 | .04975 | -.07151 |
| UTSYMPH | -.12574 | -.10439 | .75048 | .09496 | .03550 | -.24174 |

VITA

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Doctor of Philosophy

Dissertation: Determinants of the Components of a State's
Tourist Image and Their Marketing Implications

Field of Specialization: Tourism Marketing

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