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Research Paper

"Destination branding: Improving tourist perception of UK"

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ABSTRACT
Tourism industry is undergoing a considerable extent of research in recent times due to its highrelative influence on the economy of nations. The area is subject to multiple studies done byscholars as well as practitioners. All destinations provide a unique style of experience to everyleisure traveler who has a unique perspective about country that is influenced by destinationbrand image. This study develops a variable interaction model that assist in forming destinationbrand image in context to UK's tourism industry. It also identifies opportunities of furtherimprovementinsaidcontext.

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I. INTRODUCTION

Leisure and hospitality service is one of the fastest growing sectors with a predicted annualgrowth rate of 2.5% till 2018 (Bureau of Labour Statistics, 2009). Historical trend shows acontinuous increase in the tourism industry across the globe except for in 2009, when a 4%decline was noted mainly contributed by Europe that declined by 6%. A regular and structuredgrowth in the tourism demand is the reason why destinations compete with each other to attractthe tourists to their respective countries (Crouch, 2010). As Olins (2003) states that whateverknowledge people get about a certain country, it is the resultant mix of rumours, anecdotes andfolklores which influences tourist's decision making process and intent of purchase and visit adestination for leisure travel. He further notes, that a country's knowledge does not necessarilymean it will be favoured while making a choice of destination and cites United States as anexample.Thismakesthissubject areamorecomplicated.

Currently, UK ranks sixth major tourist destination of the world, ranks seventh for the largesttourist receipts (The Economist; 2008) and tourism is UK's 5th largest industry (VisitBritainwebsite, 2011). With London fetching the highest number of tourists in the world, it has becomea tourism hub (Euromonitor International, 2007). However, it still lags far behind a country likeFrance that shows the strongest positive image influence over the travellers (Woodside &Lysonski, 1989) and has most number of tourist arrivals (The Economist, 2008). Francecurrently tops the list of popular tourist destinations with 79.3 million tourist arrivals in 2008 (TheEconomist, 2008). Figure 1 on next page shows how tourism sector contributes to the economyofUK:

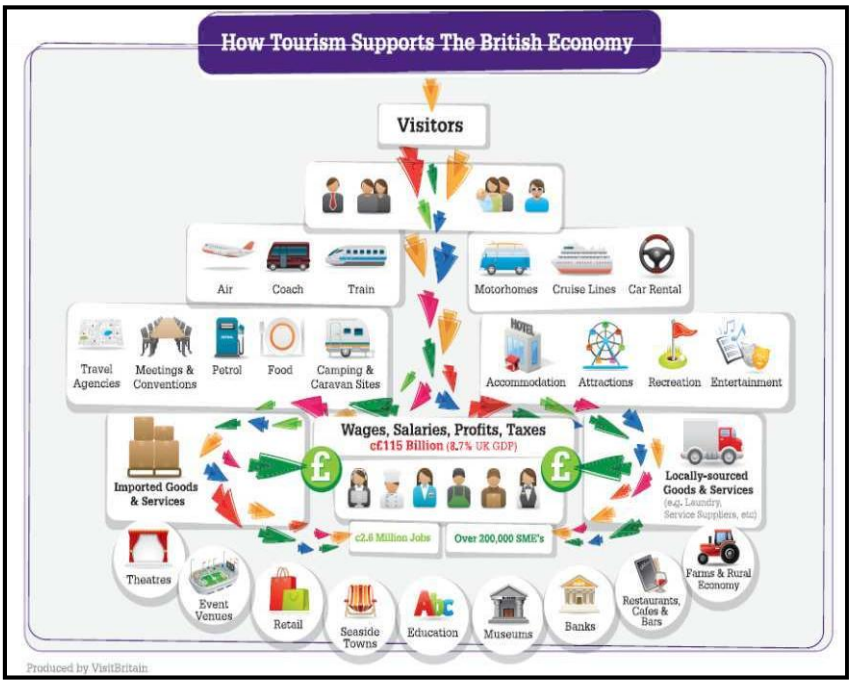


Figure1-ContributionoftourismindustrytoUK'seconomy

Source:VisitBritain,2011

These facts with the review of available literature in the following pages, indicate the importanceof undertaking this research project for the benefit of UK's economy. This dissertation aims touse the Crouch & Ritchie model (1999) to study the factors that affect UK's brand image andthus identifying a custom model for marketing and branding UK in international markets in orderto promotetourism.

1.1 RESEARCHQUESTION

The key deliverable of this dissertation is to address is to develop a variable interaction modelfor UK in context to its tourism industry to identify the nature and extent of interactions withinvariables that determine a destination's competitiveness and to identify the key variableshindering the influencingpowerofbrandUK oncustomers.

1.2 RESEARCHOBJECTIVES

In order to fulfil the key deliverable as indicated above, researcher proposes to achieve thefollowingobjectives:

1. To identify and analyse the role of each variable in determining its position within itsrespective factor under level of influence on decision making, pre purchase perception,post purchase experience of a consumer and to benchmark it against the experiencegained atacompetitive destination.
2. To compare the variable interaction in each factor under different scenario in order toarriveatacomplexrelationship ofconsumerbehaviouraffecting variables.
3. Todevelopagapmodeltoanalysetheopportunitiesof furtherimprovement

1.3 SCOPEANDOUTLINE

This study uses Crouch & Ritchie (2009) model of destination competitiveness in order to finddifferences between interactions of various variables forming a destination image withincustomer's mind. These identified interactions are then observed and analysed and applied todevelop a gap model of customer service delivery and to develop a path interaction model ofvariables within their respective factors in terms of nature and extent. Variables that offer furtheropportunities of improvement in context to UK's tourism context are found to be both on positiveand negative in nature. Some of the negative identified gaps are found to be mix of activities,entertainment, superstructure, hospitality & safety/ security. These variables induce negativeinfluences that result in negative contribution of brand image in customer's mind whilecomparing pre purchase perceptions and delivered experiences. Some of the positive variablesasidentifiedbythestudyarelocation, accessibility andspecialevents.Apositivecontributionby these variables implies that quality of service delivery associated with these variables ishigher than as compared to the consumer perceptions. Furthermore, this study then develops amodel of interaction of all variables in a holistic manner and creates interaction path model ofthese

variableswithintheirassociatedfactors.

This dissertation is divided into five chapters in order to achieve objectives and the final goal.First chapter introduces the background and scope of study. Second chapter critically analysesavailableliteratureinordertounderstandrelatedtopicsandconnectresearchtotheexisting literary framework. Third chapter of findings is associated to presentation of actual raw data incomprehendible format and its analysis highlighting the most important aspects. It also giveshighlight and rationale behind the statistical tests being run by the researcher in order to attainobjective. Fifth chapter relates to discussion and conclusion that connects the analysis of datatoavailableliteratureanddevelopmentandapplicationofvariousmodelsasdiscussedearlier.

II. LITERATUREREVIEW

2.1 INTRODUCTION

Consumer behaviour of a tourist is strongly impacted by destination brands, thus itsmanagement is crucial in order to have a positive impact on decision making process (Taski &Kozak, 2006). A location can be termed as a social organization (Hankinson, 2005) thatconstitutes various related or unrelated industries, trying to achieve a common goal whetherknowingly or unknowingly by way of a bouquet of stakeholder management activities (Boyce &Ville, 2002). This chapter aims to identify and analyse previous literature based on destinationbrand management and related topics. This chapter is divided into seven distinct subchaptersthat are further subdivided into segments. The chapter starts with a review of branding and itsrelation to brand equity. From there, it ventures as an application in tourism industry withdestination branding, its complexities, and implications while considering various frameworksandmodelsthathavebeenderivedinacademicliterature.Itthenevolvesaconnectionbetweendestination brand and destination image. The chapter finally ends with the understanding theimpact ofdestinationimageanddestinationpersonality ontheconsumerbehaviouranddecision making.

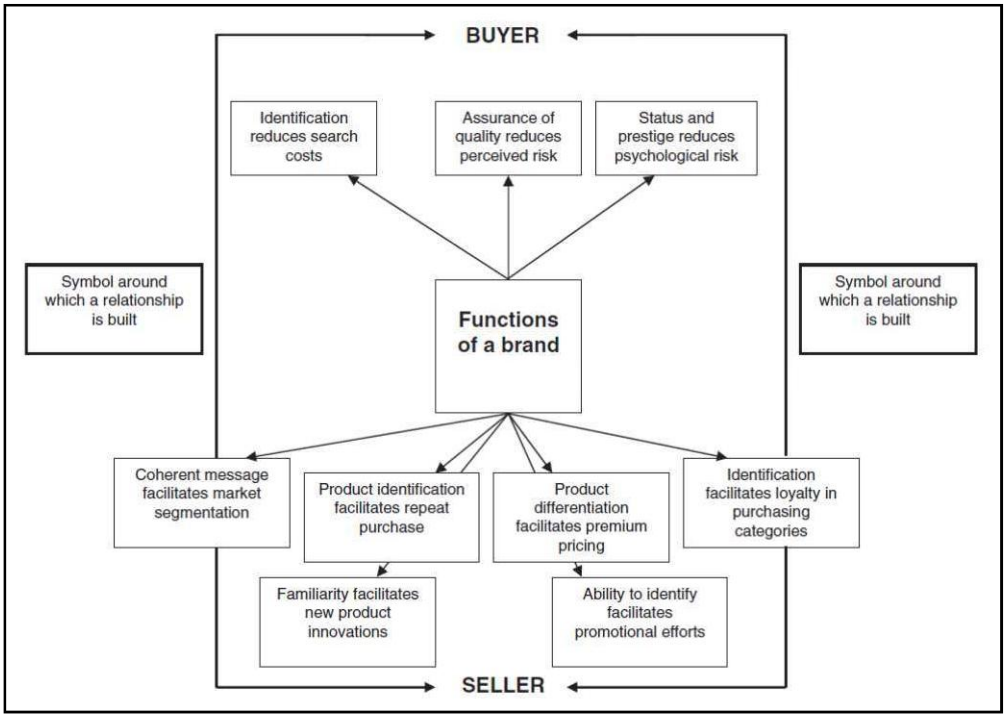
2.2 BRANDS ANDBRANDEQUITY

2.2.1 –Brands andtheirEffects

"A name, term, sign, symbol or design or a combination of all these which is intended to identifythe goods and services of one seller or a seller group and to differentiate them from those ofcompetitors" is defined as a brand (Kotler, 1991. Pp. 442). This belief is further stregthen by theidea that brand is a major asset for any organization and its impact lasts more then its product/services (Kotler, et., al. 2008) and acts as a strategic non imitable asset (Kotler & Keller, 2006).In their works, Hosani, et., al. (2007) cite that for customers, an effective brand reduces risksperception and indicates high trust and satisfaction adssociated to its products, and to theorganization, it implies development and maintenance of a strategic asset that differentiates itsproduct s from that of competitors. Kotler et., al. (2008) is in agreement with this argument byindicating that brands build and manage consumer perception of an organizations products andservicesbyacting asanagentofdevelopmentofstrong emotionsinconsumer'smind.

To support this, there is evidence that knowledge of a brand in a consumer's memory affectshis/ her decision making (Alba, et al. 1991; Keller, 1993, Aaker, 1996). Berthon et al. (1999)presentsfollowingmodeltoshowthefunctionsofa brand,thus usefulnessofmanagingit:

Figure2- Usefulnessofmanaging brand



Source:Berthonetal.(1999)

According to above model, a strong brand, for a customer, 1) reduces identification costs, 2)assures quality & 3) reduces psychological risks. Whereas, for a seller, it helps in 1)Segmenting the market, 2) Repeat purchase, 3) Premium pricing, 4) customer loyalty, 5)Innovation, &, 6) Concentrated promotions. The developed model further strengthens theideology of a brand being the relationship building block between an organization and itscustomers.

2.2.2 –BrandEquityandImagePerception

Brand equity is defined as the added value to a service or product due to the brand nameassociated to it (Farquhar, 1989; Kim, et al. 2008). A strong brand enhances the brand equity ofa particular product/ service (Capon, et al. 2001). Capon, et al. (2001) further states two widelyrecognizedbrandequitymeasures:Organizationalbrandequity&Customerbrandequity.
Organizational brand equity concentrates on financial and organizational variables (Simon &Sullivan,1993),whereas,customerbrandequityconsiderscustomervaluescustomervalues such as emotions, loyalty, perceptions, knowledge and awareness (Keller, 1993; Blackston,1995; Dyson, et al. 1996; Yoo et al. 2000; Yoo & Donthu, 2001; &, Vazquez & Iglesias, 2002).Keller(1993)statesinhisworkthatalthoughanorganizational approachtowardsbrandequityis more precise and logical, it does not assist in measuring the customer's perception of brandvalue as customer brand equity. This leads marketers to concentrate on customer perceptionsbrand value instead of organizational perspective. Similarly, Aaker & Joachimsthaler (2000) &deChernatony(2001), intheirwork, identifyfourdistinctfactorsaffectingcustomerbasedbrandequity measures, which are 1) Brand awareness, 2) perception of quality, 3) brand association,&4)Brandloyalty.Theyare collectivelytermedasbrandvalues.

2.3 –DESTINATIONBRANDING–THEORATICALAPPLICATION

This part of literature aims at understanding the holistic idea of destination branding by using theavailable literature. Destination brand is explained by Morgan, et al. (2002) as a correspondingtangible or intangible aspect of a destination that is visible or can be felt by customers and candifferentiate one destination from another. Despite clarity of this idea, the concept of destinationbrand is associatedtouniquecomplexities

asmentioned below.

2.3.1 –DestinationBrandingComplexities

Experience of a tourist is considered to be highly emotional value and of personal significanceto every individual and relates to significant experience value as against tangible products (Otto& Ritchie, 1996; McIntosh & Ciggs, 2005). A destination can be marketed as a tourism servicein order to increase revenues (Coldwell & Freire, 2004; Travis, 2000) resulting in an increase ofcountry equity (Shrimp, et al. 1993; Kotler & Gartner, 2002). In practical cases, the extent ofdestination branding and has overtaken available academic mainstream literature (Morgan et.,al. 2003; Pike, 2005). This could be the possible outcome of destination brand is a relativelynew concept (Caldwell & Freire, 2004; Pike, 2005). Morgan et al. (2003) further estimates oneof the main reasons of this, perhaps, is the complexity of branding a location relative to itsstakeholder scope andlimited management control. This is further escalated by the fact that inorder to create unique tourism experience, there are various individual organizations fromprivate to public are working on it (Crouch, 2010). Crouch, (2010) further states, thatinvolvement of multiple members creates challenges by the fact that every tourist feels uniquelyof the experiences at a destination (Crouch, 2010). So, any change in one of theseorganizations'value process createsa completelydifferentexperiencefora tourist.

Furthermore, the goals and objectives of these individual players often create a diverse setbecause of their individual responsibilities and conflicting interests (Ritchie & Crouch, 2003). Inproduct or service marketing, an unsatisfactory service leads to customer's dissatisfaction withthe organization, however, as Blain, et al. (2005) notes, in case of a destination, there is acomplex value chain that integrates all the services in a bouquet for a customer leading to acustomer dissatisfaction with the complete destination altogether rather then being dissatisfiedwithoneof theorganizations. Toassistthisargument,thereisevidencethatalthoughcustomers purchase each of the tourism services individually, they perceive complete visitorexperience as a final integrated outcome (Hunt, 1975; Phelps, 1986; Fakeye & Crompton, 1991;Otto&Ritchie,1996;Blainetal.2005).However,Blainetal.(2005)further clarifies thatlevelsof customer satisfaction in each of the functional areas are relative, and may differ from personto person and from one functional area to another. Pike (2005) notes that mere name of adestination does not effectively communicate what destination management organizationsintend to evolve it as in travel market and rarely the name of a location is changed in order tostrengthen the brand of that destination. As per Gold & Ward (1994), a trend of destinationslogans evolved in early 1990's; however, the effectiveness of a destination slogan is short livedand often transient in traveller's perception. The decision making of a tourist industry considersuniqueaspectslikeintangibilityoftheservicesconsumedand theservicesare purchasedbythe savingsofan individualorgroup ofindividuals(Moutinho;1987).

2.3.2 –Roleofdestinationbrandingintourism

A strong brand plays a very important role in tourism industry since it enhances customer's trustон potential intangible purchase (Berry, 2000) & is considered as one of the most critical issuesin service industry (Kim, et al. 2008). Laroche et al.(2001) attributes three dimensions of thisintangibilitythatmakesconsumerdecisionmakingprocessmorecomplexwhilebuyingaservice then as compared to that of a product. These dimensions are physical intangibility,generality and mental intangibility. They define physical intangibility as something that cannot betouched or seen. Generality is defined as customer's inability to describe the service/ product &mental intangibility reflects the physical tangibility but customer's inability to define the product/service. According to the perceived risk model developed by Laroche et al. (2001), physicalintangibility,generalityandmentalintangibilityleadstoperceivedriskwhichisacombinationof

1) Financial risk, 2) Time risk, 3) Performance risk, 4) Social risk, &, 5) Psychological. Anincreaseintheperceiveriskincreasesthenegativeinfluenceonconsumer behaviour.

2.3.3 –EvolutionofDestinationBrandingModels

Due to its complexity and the role of many other factors such as a recent news events , familyinfluence, destination advertising, travel mode, travel distance, emotional attachment andperceptions (Stepchenkova & Eales, 2011), the decision influencing factors can be depicted bythefollowingfigure:

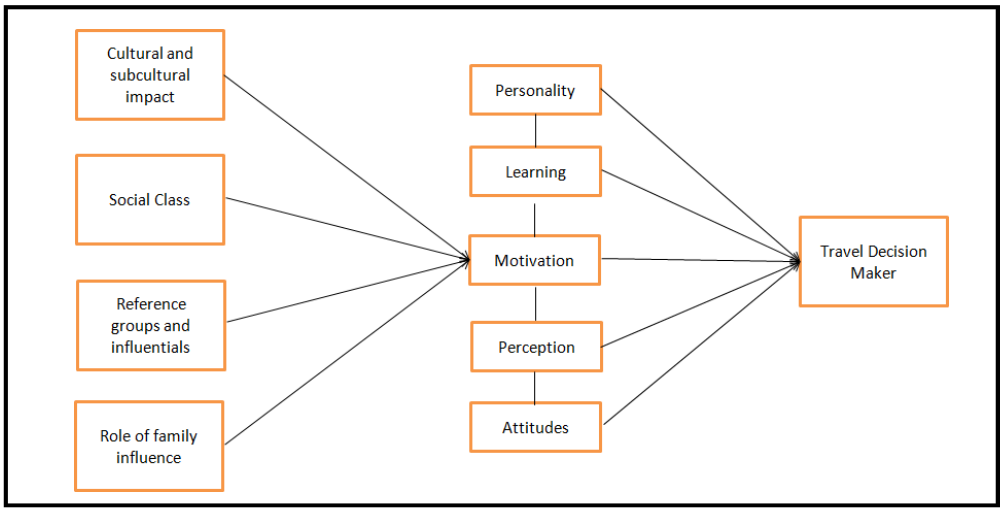


Figure3-Traveldecisioninfluencingfactors

Source:Moutinho,1987

According to the above figure, motivation to decide upon a travel destination comes from fourvariablesviz.1)Cultural&SubculturalImpactofaparticulardestinationonpotentialconsumer, 2) Social class of the consumer as well as the destination, 3) Acquaintances and influentialpeople such as close friends & family members, and, 4) The influence, size and structure ofconsumer's family. This motivation, is then enhanced by 1) Destination Personality, 2) Accessedinformation about destination, 3) Consumer perceptions about potential travel location, and, 4)Consumer attitudes leading to final decision to travel. In case of this figure, Moutinho et al.(1996) & Curry & Moutinho (1992) note that it is often difficult to measure these variablesinvolved in decision making process of tourists and even if they are measured, there is a furthercomplexity to assign the scales of relative importance and weightage in order to arrive on astandardized model. So, based on above figure, they developed a further enhanced andstandardised model called AHP (Analytical Hierarchy Process) as a standardised model asshown below:

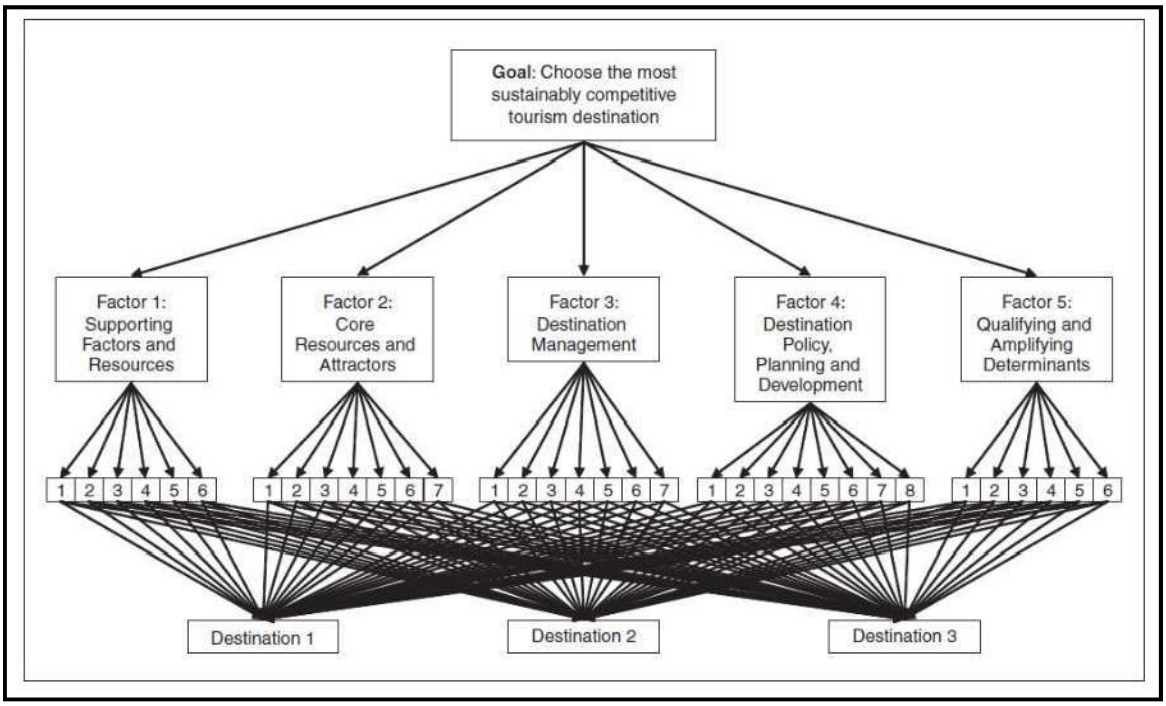


Figure4-AHPDestinationcompetitivenessdecisionmodel

Source:Curry&Moutinho,1992andMoutinho,Rita&Curry,1996

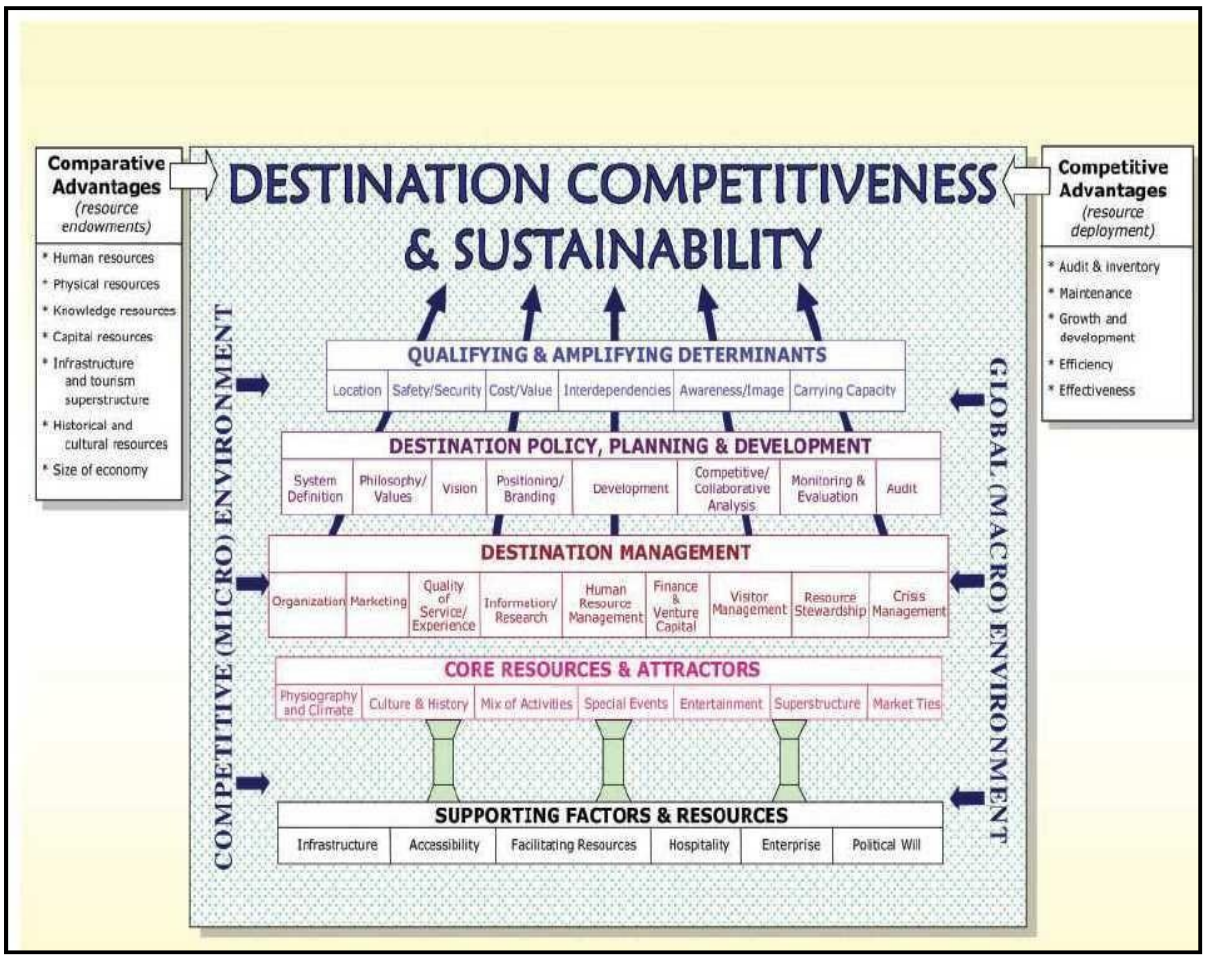
This AHP model, also takes into account the factors within each of the variables. AHP model isbased on the decision tree or decision hierarchy foundation with the apex being the finaloutcome and base being the variable

factors (Curry & Moutinho, 1992; Moutinho, et al. 1996 &Crouch, 2011). In between the variable factors and the final outcome, is a layer of influenceswhich is derived out of a combination of variable factors. It gives the final figure a shape ofdecision making tree that is easy to use and can be adapted to various situations (Crouch,2010). In their model, they identified and considered variable factors as shown in the followingpage:

CORERESOURCES	Specialevents
	Physiography&climate
	Culture&history
	Mixofactivities
	Entertainment
	Superstructure
	Marketties
SUPPORTINGFACTORS ANDRESOURCES	Infrastructure
	Accessibility
	Facilitatingresources
	Hospitality
	Enterprise
	Politicalwill
DESTINATION POLICYPLANNINGAND DEVELOPMENT	Systemdefination
	Philosophy/Values
	Vision
	Positioning/Branding
	Development
	Competitive/Collaborativeanalysis
	Monitoring&evaluation
	Audit
DESTINATIONMANAGEMENT	Organization
	Marketing
	Qualityofservice/experience
	Information/research
	Humanresourcedevelopment
	Finance&venturecapital
	Visitormanagement
	Crisismanagement
	Resourcestewardship
QUALIFYINGANDAMPLIFYINGDETERMINANTS	Location
	Safety&Security
	Cost/value
	Interdependencies
	Awareness/image
	Carryingcapacity

Table1-Factorsandvariables
Source:Curry&Moutinho,1992;Moutinho,et.,al,1996&Crouch,2011

This model was thereupon, further enhanced by Crouch (2011) into Crouch & Ritchieconceptualmodelofdestination competitivenessas shown below:
Figure5-CrouchandRitchieconceptualmodelofdestinationcompetitiveness



Source:Crouch&Ritchie, 1999

The model suggests that in the context of macro and micro environment, Core Resources andAttractions are basis of a destination's brand. Since this factor encompasses a mix of natural(Example: Weather, Culture & History) as well as manmade variables (Example: Events,Activities, Entertainment, Superstructure and Market ties), it may not always be possible toenhance all the variables in order to improve this influencing factor. These core resources aredirectly supported and managed by Supporting factors and resources that can be influenced bya location's internal capability. This creates a basic infrastructure in order to develop andmanage a brand around a location which helps in enhancing the brand by 1) Destinationmanagementactivities,2)Destinationpolicyplanninganddevelopment,and,3)Qualifyingand amplifying determinants. Crouch & Ritchie (1999) destination competitiveness model has beenwidely accepted and there is evidence of it to be the most influential and accurate model everdeveloped in context of tourism (Enright & Newton, 2004; Enright & Newton, 2005). It wasdesigned as a universal model that constitutes all the aspects of developing, managing andenhancingatourismdestinationbrand(Crouch,2011).

2.4 –ESTABLISHING DESTIANTIONIMAGEFROM ADESTIANTIONBRAND

Thereisanongoing debateonthecorrelationbetweendestinationbrandanddestinationimage.Some experts believe both terms imply same meaning (Pritchard & Morgan, 2001), whereasothers believe that destination image evolves out of destination brand (Cai, 2002; Ravinder &Govers, 2003). Cai (2002) further asserts that destination image is the core of a destination'sbrand. Coshall (2002) defines destination image as "individual perceptions of the characteristicsof destination" (Pp. 85). Similar definition is given by by Cai (2002. *b*) as "perceptions about theplace as reflected by the associations held in tourist's memory. Building a brand image amountsto identifying the most relevant associations and strengthening their linkages to the brand" (Pp.723).

However, Kotler & Gertner (2002) note in their works that country's name may develop animage within consumer's minds without any efforts being made by destination managementorganizations. Bramwell & Rawding (1996) define destination image as a mirror of informationaccessedbythepotentialconsumer.However,themostcommonlyuseddefinitionofdestination image was given by Crompton (1979) much earlier who defines it as "the sum ofbeliefs, ideas and impressions that a person has of a destination" (Pp. 18). An exhaustive studyby Taski & Kozak (2006) showed a relationship model between destination brand anddestination imageasshown below:

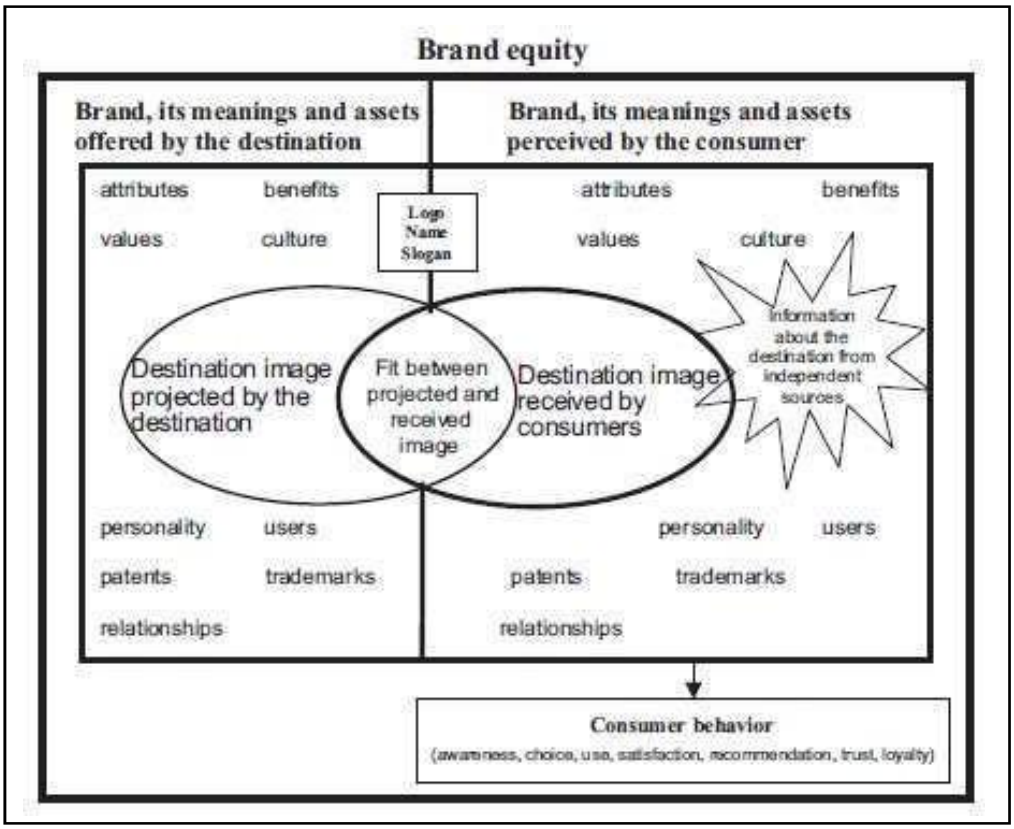


Figure6-Brand&Image -Arelationship model

Source:Taski&Kozak, 2006

Thismodelshowsadestination'scommunicatestoitscustomersinthecontext of1)Attributes,
2) Benefits, 3) Values, 4) Culture, 5) Personality, 6) Patents, 7) Relationships, 8) Users, and, 9)Trademarks via Logo, name and slogan. The customer then interprets the communication in thesame contexts but with an addition of information gained from external sources such as family,relatives and friends and forms his/ her personal opinion (Destination image) which to a certainextent overlaps the actual brand communication of destination. This model proves thatdestination brand and destination image are two distinct factors and it positively evaluates theoriginal theory that destination image (Or destination brand image) is an outcome of destinationbrand.

2.5 –DESTINATIONIMAGE–IMPLICATIONONCONSUMERBEHAVIOUR

It is evident that destination image of a country influences the choice in decision making processof a tourist in order to chose the country for leisure travel (Ashworth & Goodall, 1988; Woodside& Lysonski, 1989; Chon, 1990; Mansfeld, 1992; Cooper, et al. 1993; Milman & Pizam, 1995;Waryszak, 2000; Bigne, et al. 2001). Destination brand image explained as perception aboutlocation in consumer's mind (Moutinho, 1987; Bigne, et al. 2001). A location with a strong andpositive brand image is more likely to be chosen by a tourist as a location to travel (Goodrich,1978; Woodside & Lysonski, 1989; Echtner & Ritchie, 2003). Kotler, et al. (2008) agrees thatbrand image influences the process of alternative evaluation. Over the period of time, variousmodels have been developed by researchers to identify & measure the favourability of buying aparticular brand some of which are expectancy value model, conjunctive model & disjunctivemodel(Kotler, et al. 2008).

Traditional branding concentrated on product enhancement, however, eventual research ofcustomer perspective of brand image resulted in a transition of this traditional viewpoint fromproductdevelopmenttocustomerengagement(Hanlan&Kelly,2004).Withthisnewdimension, consumer started to taking part in creation and management of brand image(Gronroos, 2000; Wood, 2000; Moorthi, 2002). Hanlan & Kelly (2004) suggest that brand imagedevelopment occurs in various stages, each of which transitions into the next stage with thequality, quantity & scope of information being accessed by consumer. Some of this informationbeing percolated by sources such as friends, family, relatives is out of the control of destinationmanagement organizations. So they try to concentrate on more controllable factors and try tomanipulatetheconsumerperceptionsbyimplementingtacticalmarketcommunicationstrategies (Fakeye&Crompton,1991;Gartner,1993&Litvin&Ling,2000).Some confusionhas been found on the relationship between quality of experienced service and customersatisfaction (Hurley & Estelami, 1998, Bigne, et al. 2001). This as per Bigne, et al. (2001) can beattributed to a difference in the service level expectations for every individual. Kotler (1991)attributes this to the gaps in service delivery standards and proposes conceptual model ofcustomer service delivery to be considered for organizations in order to understand the gapsbetweenperceptionsofqualityanddeliveryofproduct/servicequality.Positivedestinationbrand image is known to contribute positively to the experience while customers visit adestination (Berry, 2000; Ballantine & Aitken, 2007, Brodie, 2009). According to Prahalad &Ramaswamy (2004), interaction between the customer perspective and successful brand imageisatwowaycommunication. Accordingtothem,boththesevariantssupplementeachother.

Thus, It is very important to position a particular destination in order to appeal a set of marketsegment which is done by creating an acceptable image for that segment (Echtner & Ritchie,2003).

2.6 –DESTINATIONPERSONALITY

Tourism plays a major role in contribution towards a location's economic growth (Crouch, 2010).Therefore,managingthe brandoftheirrespectivedestinationshasbecomeaveryimportantand crucial activity for destination management organizations (Ahmed and Krohn, 1990; Kozakand Rimmington, 1999; Crouch and Ritchie, 1999; Hassan, 2000; Buhalis, 2000; Dwyer andKim, 2003). They try to attract as many tourists as possible by planning and implementingbranding strategies (Pike & Ryan, 2004; Blain et al. 2005). While doing so, they create adestination's brand image/ identity that eventually leads to formation of brand personality for adestination (Crask & Henry; 1990; Triplett, 1994; Aaker, 1997; Caprara, et al. 2001; Morgan, etal. 2002). Aaker (1997) defines destination brand personality as combination of humanbehaviour, nature and personality that can be associated to a destination's image in aconsumer's mind. He further creates five generic factors to calculate Brand Personality Scale(BPS) which are 1) Excitement, 2) Sincerity, 3) Rugegdness, 4) Competence, and, 5)Sophistication. In a study done by Ekinci & Hosany (2006) it was evident that consumers tend toassociate human traits to a destination depending on their perceptions. Similar study done byMorgan, et al. (2003) presents findings in context to UK's tourism industry. These findingsassociated UK to human traits such as 1) Conservatism, 2) Pleasant, 3) Refined, 4) Civilised, 6)Eccentric, and, 7) Down to earth. As against these, a more recent study done by Ekinci &Hosany (2006) present an existence of just three dimensions to these personality which aresincerity, excitement and conviviality. They further define these dimensions as trustworthy anddependable for sincerity, exciting, daring and original as excitement and friendly, family orientedandcharming asconviviality.ResultsofEkinci&Hosany(2006)supportthefindingsofCaprara,et al.(2001)thatstatesbrandpersonalitycan bedescribed bylessthanfive dimensions.
Hanlan & Kelly (2004) attribute this to limited cognitive ability of consumers. A strong brandpersonality is found to improve brand image (Johnson, et al. 2000 & Phau & Lau, 2000), and toinfluencedecisionmakingof aconsumer(Biel,1993; Fournier,1998,Crockett&Wood,2002).

2.7 –CONCLUSION

Brands are essential to organizations in order to ensure a superior perception of quality in theservice or product associated to them. Brands are also important in tourism industry since it actsas a social organization thus evolving discussions pertaining to concept of destination brandingwhich offers a unique set of challenges for destination management organizations. Concept ofdestination brand leads to a concept of destination image which is often studied by scholars bydeveloping unique brand strength measurement models. Researcher uses one of the mostwidely accepted models in order to conduct this study that will involve analysis of variables thatconstitutes their internal behaviour and interaction with each other. Destination image then givesrise to destination personality which is understood as human traits associated to a destination orphysicallocation.

III. METHODOLOGY

3.1 INTRODUCTION

This chapter aims at understanding the research philosophy, research design and tactics to beused by researcher during the course of dissertation work. It explains the overall researchdesign as well as the minor intricacies with a supportive justification of acquiring each of thestrategies. This chapter is divided into eight parts and is structured around the research onionas shownbelow:

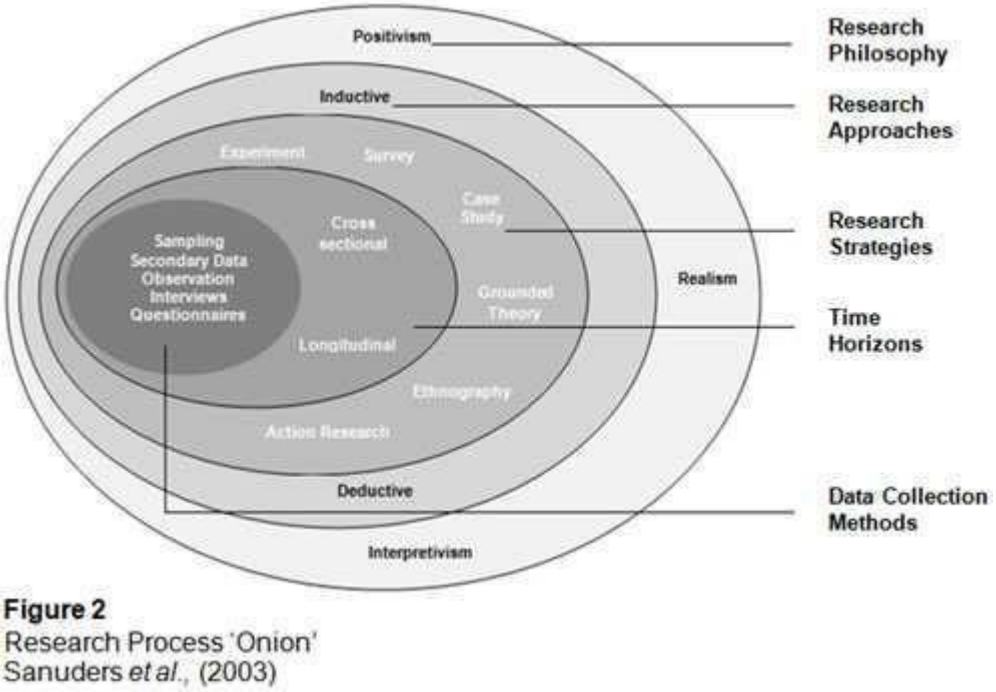


Figure 2
Research Process 'Onion'
Sanuders *et al.*, (2003)

Figure 7-The researchonion

Each of the sections in this chapter deals with the details of above shown research onion fromoutside in.

3.2 RESEARCHPHILOSOPHY

In this dissertation, researcher aims to collect and analyze data as availed from consumers orpotential consumers of tourism services. Researcher treats individual respondents to the surveyas social actors who act in context to the external environment and are affected by the externalenvironment like relatives, accomplices, news, information sources. These are the prospectiveleisure tourists to a certain country or have visited a specific country for leisure. Data thuscollectedisrelatedtotherespondents'personalopinionabout acertaincountry. Saunders,etal (2009) defines this type of research as interpretive philosophy. It further states that it is highlyappropriatein thefield ofmarketingtowhichthisdissertation islinkedto.

3.3 RESEARCHAPPROACH

In order to achieve stated objectives, author aims to use deductive and inductive approach.During the first phase of research, researcher uses variables adapted from Crouch & Ritchie(1999) destination competitiveness model in order to develop the questionnaire to be sent tosample. Usage of existing framework, theory and models in order to conduct a research iscalled deductive approach (Saunder, et, al, 2009).However, researcher also intends to createmodels, and framework based on the analysis of data, which Saunders, et al (2009) states isinductive approach. Creswell (2002) agrees that in practical cases, most of the researchers usedeductive and inductive approach in order to address various issues faced in varioustimeframes.

3.4 RESEARCHSTRATEGY

This research is trying to understand the relationship between various variables that play a rolein affecting a potential tourist's buying behaviour, their perception of UK as a tourismdestination, their actual experience as against their perceptions and the actual experiencegained while visiting a competing destination. It thus, also seeks to identify opportunities offurther improvement on the basis of a gap model that show currently existing gaps. Suchresearch is termed as explanatory studies by Saunders, et al (2009). In order to understand

thisrelationship betweenvariables,researcheraimsto usefollowingstrategy.

3.4.1 –Surveystrategy

Researcher uses survey as a strategy to collect data, for which sample will be the set of tourists.Saunders, et al (2009) notes it to be one of the most common techniques for quantitative datacollection. It further agrees that this technique gives more control and command to theresearcher and reduces the analysis time. Jankowicz (2005) agrees that it is easier to collectand analyse data by using this strategy. However, this technique often leads to complications incontext to interpretation of question by the surveyed population (Robson, 2002; Foddy, 1994). Inorder to overcome this difficulty, researcher uses various techniques as described in thefollowingsections:

1. Validity assessment: This refers to "the ability of questionnaire to measure what aresearcher intends to measure" (Saunders et al, 2002: 372). This assessment wascarried out in three stages, the first stage being content validity that was done duringthe collection and analysis of research in order to ensure complete coverage of datafromresearchquestions.Secondstagerefers toconstructvaliditythatincludedapilot study to refine the questionnaire. Pilot study was conducted on 20 randomrespondents who filled the questionnaire in the presence of researcher who in turnobserved and noted parameters as suggested by Bell (2005) as 1) Time taken tocomplete the response, 2) Instruction clarity, 3) Unclear questions, 4) RespondentUneasiness, 5) Any missed out topics, 6) Layout clarity, and, 7) Taking openfeedback. Questionnaire was then edited on multiple occasions based on informationon these parameters. Questions were formed in close ended or multiple choice toreduce responding and analysis time (Saunders, et al. 2009). Initial design of thequestionnairewasintheformofrankingquestionswhererespondentswere toassign relative rank to each of the 19 variable parameters in the order of importance.However,whileconductingthepilotstudy,itwasnotedthatrespondentswerefeelingit difficult to rank beyond the fifth or sixth variable thus leaving other variablesunaccountable. This was further explained by Cooper & Schindler (2008), who notesthat motivation of respondents is inversely proportional to length of ranking basedquestionnaire. In order to overcome this complexity semantic differential rating scalewas created and used which evidently, reduces respondents difficulty of answeringon ranking format and improves question reliability, thus making it easier forrespondents to understand what researcher is trying to convey them (Gay, et al.1998). Also, the numbers of questions were increased by breaking down variousquestionsthatwere groupedtogetherbecause longerquestionnairesare preferredby respondents over cramped questionnaires (Dillman, 2007). Finally, a coveringletter was added to the questionnaire since to increase the response rate in selfadministered method (Dillman, 2007). During the final stage of validity assessment,called predictive validity stage, correlation statistical analysis was undertaken forreceived responses.

2. Reliability Testing: Questionnaire was deliberately kept self – completion processsince it is believed to improve response reliability (Hurst, 1994). Reliability testingreferstoimprovingquestionnaireinterpretation. Aquestionnaireissaidtobemore reliable if respondents interpret the questions to what researcher wishes tocommunicate (Saunders, et al, 2009). This can be done by measuring the internalconsistency of responses (Mitchell, 1996). Researcher intends to use Chi squaredgoodness – of – fit as statistical tool in order to check and maintain the internalconsistency of responses since as an alternative, inserting "check questions", willincrease the size of questionnaire leading to respondent fatigue (Saunders et, al,2009). Furthermore, It is difficult to persuade the same set of individuals to fill up thequestionnaire twice (Saunders et, al, 2009). Given this drawback, coupled with thelimited timeframe,itis notpossibleto doatestre– testmethod aswell.

3.5 RESEARCHCHOICES

This section aims at understanding the method of data collection and further analysis. Data isacquired from questionnaire in this technique and will be scrutinized by relevant data analysisprocedures. This choice of acquiring data by single technique and analyzing it by relevantquantitative data analysis is known as mono method of research data collection (Saunders, etal,2009).

3.6 TIMEHORIZONS

Due to time constraints of the study period, this research is done as by analyzing data collectedoverasingletimeframe.Thisisexplainedascrosssectionalstudy bySaunders,etal(2009).
Robson (2002) and Easterby – Smith, et al, (2008), in their work, state that survey strategy isnormallyadoptedforcross sectional study.

3.7 DATACOLLECTION

This part of the chapter gives an insight on the techniques and procedures to be used by theresearcher during the course of dissertation. This part deals with the finer details of researchand makesthecore of researchonion.

3.7.1 –CognitiveAccess

According to Saunders, et al, (2009) cognitive access refers to access of precise and accuratedata. It further states that researchers often encounter barriers that restrict direct access torespondersforaresearcherwhich eventuallymayforcethemto selectorchangea representative sample during the course of study. In case of this dissertation, researcher isexpected to encounter the problem of reduced response rate. In order to minimize this issue,researcher plans to send survey questionnaires to his personal acquaintances and contactsrequesting them to get the response from their further acquaintances, which is expected toincrease response rate due to social obligation of individuals (Buchanan, et, al, 2008). The pilotstudy that was conducted, as discussed in the earlier sections of this chapter, voluntaryparticipation, and confidentiality of responses are expected to reduce concerns of language andcomfortlevels ofrespondentsthusgivingresearch studyanethical approach.

3.7.2 –Sampling

In order to meet objectives, researcher uses probability sampling or representative sampling,which, Saunders, et al. (2009) states, is most common sampling method of data collection forsurvey strategy. Sampling frame used in this context is researcher's personal database of all theacquaintances whichleaves scopeofargumentonthebasis ofHenry(1999)who isnotinfavour of probability sampling and argues that views of a sample may not be the same as viewsof an entire population that leads to incorrect results. However, as discussed earlier, in order togain access to complete, fruitful and accurate data, researcher has decided to administer thissampleframe. Completesampleframeaccountsfor570individuals.

In case of tourism, there is evidence that past visit affects the destination image formation inconsumer's perception and is involved in preference intentions (Goodrich, 1978; Scott, et al.1978; Milman & Pizam, 1995). Researcher understands this to be a resultant of differencesbetween consumer's expectations and actual experience gained. In order to measure thedifference between effect of various variables in case of pre purchase perception, post purchaseexperienceandpostpurchasecompetitionexperience,researcherdividessampleframeintotwo distinctsubsets:

- People who never visited United Kingdom – This segment of respondents are the peoplewhohavedevelopedcertainperceptionofUKasatourismdestinationbrandleadingtoa distinct destination image and personality formation. This distinct destinationpersonality as conceived by this set of sample, as discussed in the literature review,impacts their decision making process of finalizing UK as a preferred tourist destinationon theirpossiblefuturejourney.
- People who visited United Kingdom in past – This segment relate to sample set thatvisitedUKasatourist.Ascoveredinliteraturereview,thissegment willhavepast experience to judge various variables that impact destination competitiveness in contextto UK. The analysis of this segment will give us post purchase consumer behaviourtowards UK asadestinationbrand.

Based on the above two findings, a comparison can be done on interaction of various variablesinboththecasestoascertainpossiblediscrepancies.Boththeseinteractionmodelscanthenbe merged together to form a model that ascertains UK's tourism destination brand in consumerperceptionwhileshowinganinteractionbetweenvariousvariablesandfactors.Furthermore,this study then compares UK with its possible competitors on various factors that impactconsumer behaviour during decision making process of buying one of the destinations. This partof the study identifies the variables because of which to a certain extent, consumers may tend tobuy another destination. This further helps in identifying the controllable factors thus impactingmicro environment (Competitive environment) that could assist in improving UK's brand as adestination ofleisuretravel.

Abovementioned methodology of this study helps in development and identification of a holisticdestination brand image model custom built for UK reflecting the consumer feelings. Said datasample sets will include a mix of various nationalities from across the globe. Researcher aims togain an access to them by mailing questionnaires to his own contacts that, in turn, will furthercascade the questionnaires to their acquaintances. Researcher aims to collect at least not lessthan thirty responses from each of the data sets in order to complete the analysis. In this case,external validity is stronger since the research typically looks at the tourist buyer behaviour incontext to UK itself. This phenomenon may not repeat itself for other countries and is specific toUKitself.

As advised by Saunders, et al. (2009) and Stutely (2003), researcher finalises on targetresponse data from at least thirty respondents in each of the two groups in order to maintainreliability of statistical analysis. Due to high expected response rate, researcher estimates 50%of sample to respond with usable response. Researcher then comes up with the exact numberof people that he has to send questionnaires to by the following formula as taken fromSaunders,et al. (2009):
Fromtheaboveequation,samplesizeiscalculatedasmentionedbelow:

Actual sample size required = Minimum sample size x 100 / (response rate percentage)

Actual sample size required = 30 x 100 / (50)

Actual sample size required = 60

This means that questionnaire is to be administered to sixty individuals in each of the group ofrespondents.

Researcher then uses stratified random sampling technique in order to segregate sample frameinto two distinct groups based on whether people have travelled to UK before or not. Thedecision of which group an individual is to be kept is taken on personal judgement and previousconversations (Past interactions). Saunders, et, al (2009) states that this technique aims atstratifiesgivensample, accurately, easytoaccess, and,givesanopportunityforcomparison.

3.7.3 :QuestionnaireDesign

Following excerpts provide a brief on the final questionnaire that was derived after review andenhancement of structure and language in questionnaire based on feedback received from pilotstudy. Following paragraphs detail the importance of including sections in questionnaire, theirimplications andoutcomes.

QuestionnaireforthisstudywasadoptedbasedonvariablesshowninCrouch&Richie modelof destination competitiveness (1999) that considers consumer viewpoint as well as destinationmarketing organization viewpoint. However, as discussed in literature review, this study aims atidentifying the consumer image or perceptions of UK as a leisure destination; it does notapproach destination marketing organizations to be a part of survey. Thus, questionnaire for thisstudy includes all variables as considered in Crouch & Ritchie model of destinationcompetitiveness except the ones that are associated to 1) Destination policy planning anddevelopment, and 2) Destination management factors since these are specifically aimed atdestination marketing organizations to share their perceptions about the internal capability of adestination to promote itself in terms of government support, funding and other related factors(Crouch & Ritchie, 2009). Questionnaires aimed to receive responses for a quantitative analysisand are divided in three distinct segments. Researcher has developed a set of twoquestionnaires,eachofwhich willbesenttorespondentsfromeitherof sampled subsets.

First segment is of seven questions that assist in grouping the responses on the basis of 1)Location,2)Agerange,3)Educationlevel,3)Sizeoftravellingfamily,4)Numberofdecision influencers, and 5) Historical visits to UK. First five questions aim to identify the segment ofconsumers, whereas the next two questions will help in evaluating the difference between thepre purchase and post purchase consumer behaviour. This will help in analysing possibledifferences inthemodelthat researcherisdeveloping.

Second part of the questionnaires is divided into two segments. Response to the first segmentis based on opinion variable and helps in studying consumer preference in terms of finalizing aparticular tourist destination for their leisure travel. The response to second segment consists ofbehavioural as well as attribute variable depending on respondent's current location as well aspast visits to UK. This segment is designed in order to collect data about previous customerexperience while travelling to UK or customer perception (If never travelled to UK). All thequestions are adapted from the variables used by Crouch & Ritchie (1999) model. Acombination of results from these perspectives will assist in development of an interaction pathmodel between all the variables. A comparison will be carried out in order to arrive at possibledifferences between pre purchase and post purchase interaction of these variables giving a twodimensional perspective on consumer behaviour in tourism industry in context to UK as adestination. The path interaction model will then assist in developing a custom model of UK'stourismdestination competitivenessfromconsumerperspective.

Third part of the questionnaire compares consumer perspective on the relative strength ofvariables adapted from Crouch & Ritchie model (1999) of one country that could be possiblecompetition to UK and benchmarks it against UK. The study considers only one additionaldestination in order to be completed under time guidelines,

finite resources and to reduce thequestionnaire length. Expected response to this part of questionnaire, consists of behaviouralvariables andattributevariables dependingonrespondent'scurrentlocationaswellashistoryof travelling to a leisure destination. Gap analysis of this data will identify opportunities of furtherimprovement for UK as a tourism destination. Findings of the gap analysis and from pathinteraction model will be clubbed together and the model will be improved further in context tothe competitiveenvironment.

Respondents of survey that was carried out on sample population that has previous visit historywere asked to rate on 3 distinct contexts on relative grading scale, contexts being 'how muchimpact do given variables have on their decision making process', 'how strong were thesevariablesfeltontheirvisitto UK', and 'howstrong werethesevariableswhen theyvisited anothercountryofchoice'.ForrespondentswhohavenotbeentoUKbefore, all butonecontext were same. In this case, context of 'how strong were these variables felt on their visit toUK' was replaced by 'how strong do they perceive are these variables for UK'. A copy ofquestionnaire is reproduced in Appendix for reference and perusal. Survey form 1 is intended tobe administered to Subset 1 (For the people who have not visited UK before). These peopleform an opinion about a country based on their perception which is an outcome of informationthey have gathered intentionally or unintentionally. Survey form 2 will be administered to peoplewho have been to UK as a tourist in the past and have formed an opinion based on their actualexperience.

3.7.4 :Coveringletter

Covering letter to questionnaire is drafted to improve response rate as discussed earlier. Itconcentrates upon 1) Introduction of researcher, 2) Brief to the topic, 3) Usefulness andnecessity of response, 4) Instructions, and, closing instructions. This standard covering letterwas made the part of e mail which is to be sent to the sample set with questionnaire as anattachment.AcopyofcoveringletterisreproducedinAppendix1forreferenceandperusal.

3.8 DATAANALYSIS

The data acquired from given questionnaire will be in the form of relative position/ ranking of allvariables. Saunders, et al, (2009) describes it as Ranked data or Ordinal Data; However,Blumberg, et al. (2009) argues it to be Numerical data since it can be analyzed with usualnumerical techniques. The collected data will then be fed into data matrix and will be analysedin SPSS and Microsoft excel. It will then be analysed by re – ranking all variables andcomparing it with actual research used by Crouch & Ritchie in order to arrive at their model ofdestination competitiveness. The variations will then be noted and interaction path will beidentified for all variables specifically for UK. This interaction path model will then be convertedto a framework that is specifically applied to UK to analyse and identify its competitiveness incontext of tourism. Thereupon, two groups of responses will be studied individually in order toidentify the pre purchase and post purchase behaviour and any discrepancies arising out of thiswill be incorporated into previous framework. A further analysis of data from response toquestion 10 will help in development of gap model to identify opportunities of furtherimprovement by benchmarking UK's current positioning perception to that of other knowncountries.

3.9 CONCLUSION

Considering research onion as the basis of methodology, researcher uses interpretive researchphilosophy with a combination of deductive as well as inductive approach to address theobjective of this study. Researcher uses survey as data collection strategy under mono methodto collect cross sectional data across the time horizon. Survey questionnaires are sent to 120respondents and 60 usable responses are received which are then converted to two unrelateddistinctdatasetstoconduct analysisusingstatisticaltoolssuchasSPSSandMicrosoft Excel.

IV. FINDINGS

4.1 Introduction

This chapter aims at understanding the received data and present it to the readers in acomprehendible format. This chapter also introduces various statistical analyses tools in orderto arrive at the rationale of using them. The key concerns are highlighted after every set ofobservation assisting readerto comprehendandinterpretthedata.

This chapter is divided in three parts. First part aims at understanding the layout of the chapterand general information. Second part covers summary reports of statistical analysisadministered by researcher. Third part of this chapter offers the conclusion of main pointsdiscussed.

4.2 Researchfindings

4.2.1 –Generalobservations

As discussed in methodology, in order to achieve required sample size, data was administeredto 60 participants who have been to UK on an occasion before and 60 participants who nevervisited UK before. The response rate achieved was as per expectations. A total of 63 responseswere received out of which 30 constituted respondents who have never visited UK before and33 have had a history of previous visit. In order to maintain uniformity of both samples, all theresponses from earlier group and 30 random responses latter set were arranged in data matrixas shown earlier. Data thus obtained, includes a cross section of countries, age groups, familysize and education levels. Table below shows the configuration of all these factors, thus provinghomogeneityofsample:

SUBSET1-SAMPLETHATHASVISITED UK		***SUBSET2-SAMPLETHATHASNEVERVISITEDUK***	
Numberofcountriescovered	**26**	**Numberofcountriescovered**	**23**
AgeRange(Years)	**Numberofrespondents**	**AgeRange(Years)**	**Numberofrespondents**
20-29	8	20-29	6
30-39	8	30-39	12
40-49	8	40-49	11
50ormore	6	50ormore	1
Educationlevel	**Numberofrespondents**	**Educationlevel**	**Numberofrespondents**
Diplomaholders	7	Diplomaholders	4
Undergraduatedegree	6	Undergraduatedegree	9
Postgraduatedegree	10	Postgraduatedegree	8
Ph.D.orabove	7	Ph.D.orabove	9
Travellingfamilysize	**Numberofrespondents**	**Travellingfamilysize**	**Numberofrespondents**
1to3	11	1to3	13
3to5	11	3to5	14
5to7	6	5to7	3
7ormore	2	7ormore	0
Number oftravel decisioninfluencers	**Numberofrespondents**	**Numberoftraveldecisioninfluencers**	**Numberofrespondents**
1to3	22	1to3	24
3to5	8	3to5	6
5to7	0	5to7	0
7ormore	0	7ormore	0
Durationofvisit(Days)	**Number ofrespondents**	**Statisticalvalues**	
1to5	9	Mean	7.27DAYS
5to10	17	Median	7DAYS
10ormore	4	StandardDeviation	2.92

Table2-Tableshowinggeneralstatisticsofdataset

As observed from above table, average duration of a tourist's visit to UK is 7 (7.27) days andmedian duration is 7 days. The standard deviation for a tourist's visit to UK is low at 3 (2.92)days.

When the respondents were asked to mention a country of preference where they have been toas atouristandwouldwish togothereagain,followingresponseswere obtained:

Country	Frequency
France	12
USA	10
Italy	7
Australia	4
India	4
Singapore	3
China	2
Germany	2
NZealand	2
SAfrica	2
Spain	2
Switzerland	2
HongKong	1
Hungary	1
Malaysia	1
Mexico	1
Morocco	1
Russia	1
Thailand	1
Turkey	1

Table3-Tableshowingthefrequencyofmostpreferreddestinationofrespondents

As observed from above, respondents preferred just 20 countries as a possible destinationwheretheywouldprefertotravelagain.
HighestnumberwasnotedinthecaseofFrancewhichrecorded12suchresponses.

4.2.2 –Descriptivestatistics

In order to undertake a holistic analysis of responses, researcher generates followingdescriptive statistics table and re arranges the responses in order for them to be comparedclearly. Following table shows descriptive statistics for 1) Relative measure of impact ofvariables on the decision making process of a tourist's choice of travel destination, 2) Relativeexperience measure of variables when a tourist visits a country other than UK, 3) Relativeexperience measure of variables when a tourist visits UK, and, 4) Relative perception measurewhen a tourist thinks of UK as a possible tourist destination of choice. Relative grading is doneon a scale of 1 to 5 (5 being strongest impacting variable and 1 being the most insignificant ofallthevariables):

	DescriptiveStatistics–Impact ofvariablesondecisionmaking		**DescriptiveStatistics–Relative rankingofvariablesincase ofalternatecountry ofchoice**		**DescriptiveStatistics–OverallrankingofUK'srelativestrength ofeachvariable**		**DescriptiveStatistics–Relativegradingofperceptionsabout UKoneach variable**	
Variable	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation
Safety/Security	4.53	0.7	4.23	1.125	4.57	0.568	4.73	0.583
Cultureandhistory	4.5	0.792	4.22	1.106	4.5	0.731	4.53	0.571
Mixofactivities	4.5	0.748	4.5	0.676	3.07	1.081	3.57	1.165

Physiographyandclimate	4.47	0.833	4.32	0.93	3	1.05	2.9	1.094
Infrastructure	4.32	0.93	4.27	1.071	4.27	0.828	4.53	0.629
Awareness/Image	4.28	0.958	4.52	0.77	4.13	0.776	3.87	0.86
Accessibility	3.85	1.219	4.27	0.821	4.27	0.828	3.57	1.165
Facilitatingresources	3.8	1.102	4.57	0.698	4.57	0.728	4.4	0.814
Entertainment	3.73	0.954	4.4	0.764	3.6	1.037	3.97	1.098
Cost/Value	3.67	1.145	3.87	1.268	3.6	1.221	3.23	1.331
Carryingcapacity	3.58	1.03	4.1	0.986	4.57	0.626	4.73	0.521
Hospitality	3.52	1.172	4.45	0.723	3.8	0.847	4.47	0.776
Superstructure	3.38	1.18	4.62	0.666	3.8	0.925	4.23	0.679
Interdependence	3.28	1.277	3.98	1.467	4.5	0.731	4.5	0.731
Politicalwill	3.22	1.106	4.28	0.739	4.27	0.828	4.17	0.791
Marketties	2.73	1.191	2.53	1.334	3.23	1.194	2.87	1.106
Enterprise	2.53	1.228	3.62	1.091	3.97	1.129	3.97	0.85
Location	2.43	1.184	3.48	1.127	3.2	1.349	2.67	0.922
Specialevents	2.4	1.061	2.83	1.076	3.57	1.104	3.07	1.202

Table4-Descriptive statisticsofrawdata

Following observations could be made from above set of descriptive statistics under each of thegiven cases:

- **Relative measure of impact of variables on the decision making process of atourist's choice of travel destination** – In terms of relative ranking, it is observed thatrespondents feel that safety and security is the most important factor (Mean=4.53) thatimpacts their choice of a leisure destination during decision making process. It is furtherevident by the least Std. Deviation (0.700) in response pattern of given sample. Leastimportant variable is observed to be special events (Mean = 2.40) for the given set ofpeople. Highest Std. Deviation (= 1.277) is noted to be associated with'interdependencies' variable which may prove that there is a widely varying opinion ofpeople in given data set regarding the mentioned variable (Since this indicates a higherspread ofdataacrossmeanvalue).

- **Relativeexperiencemeasureof variableswhenatouristvisitsacountryotherthan UK** – As against the previous observation, second set of response notes that whensurvey respondents visited an alternative country instead of UK, 'superstructure' variablewas strongest with highest mean score (= 4.62). Safety and security trailed down with amean of 4.23. This may possibly imply that although data set considered safety andsecurity to be of highest importance while considering a destination for their leisuretravel, they may eventually overlook that aspect in relation to other variables. Variable'Superstructure' is also observed to have the lowest spread of data across the mean(Std. Dev. = 0.666) that shows most of the respondents may eventually tend to take afinal decision based on superstructure of destination while placing down safety andsecurity aspects. Highest standard deviation (= 1.462) is observed to be associated withvariable 'Interdependence' showing a large spread of data across mean and thus mayimplyawidevarietyofopinions.

- **Relative experience measure of variables when a tourist visits UK** – Third set ofdata shows that tourists who have been to UK in the past and experienced all thevariables personally, they feel that country's facilitating resources and safety/ securityappear as strongest (Mean = 5.47) with lowest Std. Deviation (= 0.568) suggestinglowest spread of data across mean thus inferring narrowest opinion set of sample. This,when compared with implications of first set of responses it can be noted that thoughpeople perceive safety/ security to be the most important aspects of leisure traveldestination choice and they feel UK to be highly secure thus in favour. However, whenmaking final choice, as inferred from second data set, this aspect is under weighed.Physiography & climate (Mean = 3.00) tends to be weakest of all the given variables inthis case. Highest Std. deviation (= 1.349) is attained by location variable that could be aresultofwide respondentspread acrosstheglobe.

- **Relative perception measure when a tourist thinks of UK as a possible touristdestination of choice** – Fourth set of data as described in the table shows the relativegrading of each variables when people make a perception of UK as a tourist destination.Respondents in this set have not been to UK before and are guided by their perceptionsinstead of experience. Respondents perceive Safety/ Security and Carrying capacity tobe the strongest variables (Mean = 4.73). It is observed that relative rank of this variableissameas

inthecaseofexperience thatatouristgains while visitingUKand the influence on decision making process of a potential tourist. Market ties variable isobserved to be of least significance (Mean = 2.87) in this group. Highest spread ofopinion is found to be Cost/ Value (Std. dev=1.331). This could possibly reflecthomogeneityof datasetin contexttorespondent'srelative purchasingpower.

4.2.3 –Chi– Squaredgoodness – of–fittest

After descriptive analysis, researcher proceeds towards identification and analysis of preferencetowards relative grade of individual variables in all the cases. In order to do this, researcher hasto investigate data skewness (Presence of outliers) in raw data so as to administer suitable test.For this purpose, chi – squared goodness – of – fit test is being administered to data in order toshow asymmetric probability distribution or the skewness of variables under each case. Datavalues of variables have been graded based on significance level of particular variable. Forexample, a variable that is most important under the given circumstance (Rated as 5 as aresponse of questionnaire) has been labelled as bearing 'Strongest significance' and variablethat is of least importance under given circumstance (Rated as 1 as a response ofquestionnaire) has been labelled as bearing 'Least significant'. Exac. Sig. shows the exact pvalue (2 tailed) in the forthcoming tables and significance column is reflective of statisticalsignificanceof given variableunderparticulargiven case.

1) A chi – square goodness – of – fit test to analyse interaction of variables when they influencepotential tourist's decision making process in order to finalize a destination, gives followingresults:

	SUBSET 1(BEEN TO UK BEFORE)							SUBSET 2(NOT BEEN TO UK BEFORE)						
Extent of impact (Significance) Variable	Least significant	Slightly significant	Moderately significant	Strong significance	Strongest significance	Exac. Sig.	Significance	Least significant	Slightly significant	Moderately significant	Strong significance	Strongest significance	Exac. Sig.	Significance
Physiography & climate	0	1	5	5	19	0.000	Significant	0	1	2	7	20	0.000	Significant
Culture & History	0	0	4	6	20	0.001	Significant	0	1	4	5	20	0.000	Significant
Mix of activities	0	1	3	8	18	0.000	Significant	0	0	3	7	20	0.000	Significant
Special events	7	6	13	3	1	0.007	Significant	8	9	10	2	1	0.020	Significant
Entertainment	2	2	9	15	2	0.000	Significant	0	1	7	12	10	0.027	Significant
Market ties	7	11	6	5	1	0.069	Not significant	3	6	11	6	4	0.186	Not significant
Superstructure	1	3	9	10	7	0.039	Significant	4	5	8	9	4	0.494	Not significant
Infrastructure	0	0	4	9	17	0.014	Significant	0	4	3	6	17	0.001	Significant
Accessibility	0	3	6	8	13	0.072	Not significant	3	3	7	5	12	0.054	Not significant
Facilitating resources	0	2	6	10	12	0.052	Not significant	2	4	7	10	7	0.186	Not significant
Hospitality	0	3	11	6	10	0.165	Not significant	2	7	9	5	7	0.326	Not significant
Enterprise	8	9	5	5	3	0.432	Not significant	6	8	13	0	3	0.072	Not significant
Political will	1	8	6	11	4	0.046	Significant	3	4	12	8	3	0.037	Significant
Location	11	9	7	2	1	0.012	Significant	5	7	11	4	3	0.159	Not significant
Safety/ security	0	0	3	7	20	0.000	Significant	0	0	4	7	19	0.002	Significant
Cost/ value	1	3	9	8	9	0.054	Not significant	2	2	10	7	9	0.046	Significant
Interdependencies	4	5	8	6	7	0.838	Not significant	3	3	11	7	6	0.127	Not significant
Carrying capacity	1	3	10	8	8	0.046	Significant	0	4	12	8	6	0.207	Not significant
Awareness/ image	0	1	3	8	18	0.000	Significant	1	2	3	10	14	0.000	Significant

Table 5 - Chi square goodness of fit comparison of extent of variable impact on decision makingin subset 1&2

Calculations and detailed workings of above are available in Appendix 4. Above table showshigh measures of skewness (Presence of outliers) in case of market ties, accessibility,facilitating resources, hospitality, enterprise, cost/ value and interdependencies in subset 1. Italso shows a high occurrence of outliers in case of market ties, superstructure, accessibility,facilitating resources, hospitality, enterprise, location, interdependencies and carrying capacityin subset 2.A comparative studyofbothcasesreveals:

- Respondents,whohavenotexperiencedUKasatourist,haveaskewedopinionaboutthestrengthofsuperstructurebeinganinfluentialvariableindecisionmakingprocess.

- Respondents who have visited UK, have a more robust opinion of location being aninfluential factor in decision making process of a tourism destination finalization ascomparedtothat ofrespondentsinsubset 2.

- Respondents in subset 1 have a skewed opinion of cost/ value being an influentialvariable in decisionmaking processofatourist.

- Respondents in subset 1 have a more robust opinion of the influence of carryingcapacityofdestination playingapartindecisionmaking of atourist.

2) A chi – square goodness – of – fit test to compare and analyse statistical deviation ininteraction of variables between people perception about UK as a possible tourist destinationandtheactualexperiencegained whilevisitingUKasatouristgivesfollowingresults:

	SUBSET 1(BEEN TO UK BEFORE)							SUBSET 2(NOT BEEN TO UK BEFORE)						
Extent of impact (Significance) Variable	Least significant	Slightly significant	Moderately significant	Strong significance	Strongest significance	Exac. Sig.	Significance	Least significant	Slightly significant	Moderately significant	Strong significance	Strongest significance	Exac. Sig.	Significance
Physiography & climate	2	7	13	5	3	0.012	Significant	3	7	13	4	3	0.017	Significant
Culture & History	0	1	1	10	18	0.000	Significant	0	0	1	12	17	0.001	Significant
Mix of activities	2	7	11	7	3	0.069	Not significant	0	7	8	6	9	0.927	Not significant
Special events	1	4	9	9	7	0.090	Not significant	4	4	12	6	4	0.090	Not significant
Entertainment	1	3	9	11	6	0.022	Significant	0	4	6	7	13	0.117	Not significant
Market ties	1	9	8	6	6	0.186	Not significant	3	8	12	4	3	0.037	Significant
Superstructure	0	2	10	10	8	0.125	Not significant	0	0	4	15	11	0.048	Significant
Infrastructure	0	0	7	8	15	0.185	Not significant	0	0	2	10	18	0.001	Significant
Accessibility	0	1	4	11	14	0.002	Significant	1	5	8	8	8	0.186	Not significant
Facilitating resources	0	1	1	8	20	0.000	Significant	0	1	3	9	17	0.000	Significant
Hospitality	0	1	11	11	7	0.028	Significant	0	1	2	9	18	0.000	Significant
Enterprise	1	1	10	4	14	0.000	Significant	0	1	8	12	9	0.036	Significant
Political will	0	1	4	11	14	0.002	Significant	0	0	7	11	12	0.594	Not significant
Location	4	5	9	5	7	0.646	Not significant	2	12	11	4	1	0.002	Significant
Safety/ security	0	0	1	11	18	0.001	Significant	0	0	2	4	24	0.000	Significant
Cost/ value	2	3	9	7	9	0.127	Not significant	4	5	7	8	6	0.838	Not significant
Interdependencies	0	0	4	7	19	0.002	Significant	0	1	1	10	18	0.000	Significant
Carrying capacity	0	0	2	9	19	0.001	Significant	0	0	1	6	23	0.000	Significant
Awareness/ image	0	0	7	12	11	0.165	Not significant	0	2	7	14	7	0.021	Significant

Table 6 - Chi square goodness of fit comparison between tourist perception and touristexperience ofUK

Calculationsanddetailedworkingsfortheseresultsareshowninappendix4.Thetablegivesstatistical proof of data skewness in responses from sample that has experienced thesevariables while visiting UK in mix of activities, special events, market ties, superstructure,infrastructure, location, cost/ value and awareness/ image. It also shows that mix of activities,special events, entertainment, and accessibility, political will and cost/ value variable areshowing a presence of outliers in case of sample that has not been to UK and thus carries aperception of UK as a tourist destination brand. A relative comparison of both data sets isobserved toshowfollowingfacts:

- Sample that has not been to UK has a skewed opinion of UK's strength in terms ofentertainmentvariable.

- Opinion of sample that has been to UK, is distinctively widespread (Presence of outliers)intermsof UK's strengthinmarketties,superstructureandinfrastructurevariables.

- Subset2hasawiderangeof opinionon accessibility'srelativestrengthincontexttoUK.

- Respondents of subset 1 give robust data on the strength of political ties between theircountryofresidenceandUK.

- Data gathered from responders in subset 1 shows skewness in their response towardslocation being a strong or weak factor that might point towards responders being fromvarious locations withvaryingdistanceoftravel.

- Data gathered from subset 1 indicate an asynchronous result towards awareness/ imagebeingarelativelystrongorweakfactorincontexttoUK.

3) A chi – square goodness – of – fit test to compare and analyse statistical deviation ininteractionofvariablesbetweenanalternatetouristdestinationandUKgivesfollowing results:

	SUBSET 1 (RELATIVE GRADING OF VARIABLES IN ALTERNATE COUNTRY OF CHOICE)							SUBSET 1 (RELATIVE GRADING OF UK)						
Extent of impact (Significance) Variable	Least significant	Slightly significant	Moderately significant	Strong significance	Strongest significance	Exac. Sig.	Significance	Least significant	Slightly significant	Moderately significant	Strong significance	Strongest significance	Exac. Sig.	Significance
Physiography & climate	0	1	5	6	18	0.000	Significant	0	1	5	5	19	0.000	Significant
Culture & History	0	4	3	4	19	0.000	Significant	0	0	4	6	20	0.001	Significant
Mix of activities	0	0	2	9	19	0.001	Significant	0	1	3	8	18	0.000	Significant
Special events	1	11	9	5	4	0.031	Significant	7	6	13	3	1	0.007	Significant
Entertainment	0	0	4	10	16	0.033	Significant	2	2	9	15	2	0.000	Significant
Market ties	10	2	8	7	3	0.113	Not significant	7	11	6	5	1	0.069	Not significant
Superstructure	0	0	1	10	19	0.000	Significant	1	3	9	10	7	0.039	Significant
Infrastructure	1	3	6	5	15	0.001	Significant	0	0	4	9	17	0.014	Significant
Accessibility	0	1	6	10	13	0.013	Significant	0	3	6	8	13	0.072	Not significant
Facilitating resources	0	0	4	7	19	0.002	Significant	0	2	6	10	12	0.052	Not significant
Hospitality	0	0	5	10	15	0.093	Not significant	0	3	11	6	10	0.165	Not significant
Enterprise	3	3	6	8	10	0.186	Not significant	8	9	5	5	3	0.432	Not significant
Political will	0	0	7	12	11	0.594	Not significant	1	8	6	11	4	0.046	Significant
Location	1	6	8	7	8	0.248	Not significant	11	9	7	2	1	0.012	Significant
Safety/ security	1	4	6	4	15	0.001	Significant	0	0	3	7	20	0.000	Significant
Cost/ value	1	2	7	4	16	0.000	Significant	1	3	9	8	9	0.054	Not significant
Interdependencies	4	2	5	5	14	0.007	Significant	4	5	8	6	7	0.838	Not significant
Carrying capacity	0	3	5	10	12	0.072	Not significant	1	3	10	8	8	0.051	Not significant
Awareness/ image	0	1	3	7	19	0.000	Significant	0	1	3	8	18	0.000	Significant

Table7-Chisquaregoodnessoffitcomparisonbetweenextentofvariableimpactwhilevisiting UKtothat ofalternatecountry

Calculations and detailed workings for these results are shown in appendix 4. Above tableshowsinconsistentresponsesofdatarelatingtomarketties,hospitality,enterprise,politicalwill,location and carrying capacity in for the alternate country chosen. It has also shown to haveinconsistent responses relating to market ties, accessibility, hospitality, enterprise, cost/ value,interdependencies and carrying capacity for UK. A comparison in both the cases revealsfollowingcomparativeobservation:

- Data concerned with accessibility and facilitating resources have generated skewed andunrelated responses when respondents in subset 1 were asked to rate these factors onrelative scale.

- Response on political will and location were found to have presence of high outlierswhen administered in context to alternate country of choice which implies, these factorscarried awidevarietyofopinion.

- Cost/ value & interdependencies were found to reflect a robust opinion of respondents incontexttoalternatecountryofchoice.

4.2.3 –Non parametrictests

There is a mix of opinion on dependability of non-parametric tests. On one hand there are worksof Siegel & Castellan (1988) recommend non – parametric tests, while on other, more recentworks of Howell (2007) question their dependability. However, researcher uses the advice ofKinnier & Gray (2008) that suggests the use of non-parametric test in case of data sets deviantscores. In this research, from previous section, most of the data as gathered is found to behighly skewed which can lead to misleading results of t – tests (Kinnier & Gray, 2008). Due tothis, researcher uses non – parametric tests instead of t – tests to measure statisticalsignificance of variables in this case. These tests will be helpful in ranking/ grading all thevariables underdifferentcases.

4.2.3.1 –Mann–Whitneytests

This non – parametric test is an equivalent of T – Test for unrelated variables for skewed datashowing presence of wide outliers (Kinnear & Gray, 2008). This test shows the relative rankingof unrelated variables under distinct circumstances. As against claims that Man – Whitney testcan produce misleading results, researcher uses it because of large data sample which restrictsthis test to provide misleading results (Kinnier & Gray, 2008). Response to question number 8(Column B) in survey was collected from two distinct set of respondents based on perception ofstrength of 19 variables from UK and actual experience of these variables when visiting UK asleisuretraveller.Inordertodeterminetherelationshipbetweenvariablereactionsbetween

perception and experience, Mann – Whitney test was run to determine mean of ranks of scorein each ofthetwo groupsandfollowingrelative rankingswereobserved:

Variables	Relative meanrankof actualexperience	Relative meanrank ofperception	Relative meanrank ofperception- Relative meanrank of actualexperience
Physiography&climate	31.28	29.72	-1.56
Culture&history	30.75	30.25	-0.50
Mixofactivities	27.10	33.90	6.80
Specialevents	34.00	27.00	-7.00
Entertainment	27.45	33.55	6.10
Marketties	32.88	28.12	-4.76
Superstructure	26.53	34.47	7.94
Infrastructure	28.10	32.90	4.80
Accessibility	35.68	25.32	-10.36
Facilitatingresources	32.20	28.80	-3.40
Hospitality	23.90	37.10	13.20
Enterprise	31.08	29.92	-1.16
Politicalwill	31.75	29.25	-2.50
Location	34.20	26.80	-7.40
Safety/security	27.80	33.20	5.40
Cost/value	32.80	28.20	-4.60
Interdependence	30.63	30.37	-0.26
Carryingcapacity	28.45	32.55	4.10
Awareness/ image	32.90	28.10	-4.80

Table8-MannWhitneytestresultscomparingtravellerperceptiontothatof travellerexperience

Detailedcalculationand workingofeachofthesefindingsisshowninappendix3.Ingiventable, negative as well as positive deviations were observed between perceptions andexperience. Highest negative deviations were observed in the case of 'Accessibility' and highestpositivedeviationswereobservedincaseof'Hospitality'.Outputofabovetablewillbeutilizedinthedevelopment ofgapmodelandbrandstrengthmodelindiscussionandconclusionchapter.

4.2.3.2 –Friedmantest

As an alternative to T – test for related samples, non-parametric tests offer various alternativesin the form of Wilkoxon, Sign, Mc. Nemar and Friedman (Kinnear & Gray, 2008). In this part ofdissertation, researcher uses Friedman three or more related sample test because it offers adistinctive feature of comparing and ranking the mean of score of multiple related variables(Howit& Cramer, 2008).

Response to question number 8 (Column A) and question 10 is analysed in order to calculatethemeans of ranksofscore ineachof the casesas shownbelow:

Variables	Meanrankoflevelof influence indecisionmaking	Mean rank ofexperienced variableinfluenceinalternate country	Alternate countrymean rank - Meanrankofinfluence level
Physiography&Climate	13.8	11.1	-2.75
Culture&History	13.8	10.9	-2.96
Mixofactivities	13.8	11.6	-2.14

Specialevents	5.26	4.81	-0.45
Entertainment	9.98	11.4	1.39
Marketties	6.45	4.24	-2.21
Superstructure	8.65	12.5	3.81
Infrastructure	13	11	-1.98
Accessibility	11	10.7	-0.31
Facilitatingresources	10.5	12.3	1.82
Hospitality	9.4	11.5	2.06
Enterprise	5.68	7.81	2.13
Politicalwill	7.95	10.6	2.63
Location	5.53	7.18	1.65
Safety/security	14	11	-3.01
Cost/value	10.3	9.19	-1.08
Interdependence	8.46	10.3	1.85
Carryingcapacity	9.52	9.95	0.43
Awareness/image	13	12.2	-0.89

Table 9 - A comparative study of level of variable influence on decision making and level ofvariable influence experienced in alternatecountry

Detailed calculation and working of each of these findings is shown in appendix 7. Above tableshows deviations between mean ranks of score of variables in case of experience gained atalternate country of choice and the influence of these variables over the decision makingprocess of a potential tourist. As compared to results of previous table, deviations in this caseare relatively small. Highest level of deviation positive deviation (=3.81) is observed to havebeen associated to 'Superstructure' and the least degree of deviation (= -3.01) is observed to beassociated to 'Safety/ security'. Result of this table will be utilized in the chapter of discussionandconclusiontodrawtheattentiontowardsgapmodelandthedevelopmentof brandstrength.

4.2.3.3 –Identificationandanalysisofvariableinteractionwithincorrespondingfactors

In this part of findings, researcher aims to identify the interactive relationship between variablesinside their corresponding factors under different circumstances. This could be attained byidentifying relative ranking of mean of the score of variables. In order to achieve this, researcherruns Friedmann test of related variables individually to 12 distinct cases, the results of which areshown infollowingtable:

Variables	**Meanrankofextent ofinfluence onthe decisionmakingproce ss ofpotentialtourist**	**Meanrankofextent ofimpact oncustomerpercept ionwhileconsiderin gUK as apotentialtouristde stination**	**Mean rank ofextent of impacton actualexperiencerecie ved whilevisitingUK**	**Mean rank ofextentofimpacton actualexperiencerecieved whilevisitingcompetin gcountry**
CORERESOURCESANDATTRACTORS				
Physiography&climate	5.33	2.78	3.12	4.63
Culture&history	5.3	5.67	5.72	4.51
Mixofactivities	5.28	3.9	3.08	4.86
Specialevents	2.23	3.03	4.17	2.35
Entertainment	3.91	4.77	4.03	4.64
Marketties	2.56	2.82	3.4	2.02
Superstructure	3.39	5.03	4.48	4.99
SUPPORTINGFACTORSANDRESOURCES				
Infrastructure	4.63	3.98	3.63	3.68
Accessibility	3.95	2.58	3.67	3.52
Facilitatingresources	3.81	3.9	4.22	4.07

Hospitality	3.46	4	2.68	3.79
Politicalwill	2.2	3.1	3.12	2.44
Enterprise	2.95	3.44	3.68	3.5
QUALIFYINGANDAMPLIFYINGDETERMINANTS				
Location	2.1	1.78	2.3	2.68
Safety/security	5.74	4.67	4.21	3.73
Cost/value	2.54	2.5	2.87	3.29
Interdependencies	2.92	4.23	4.05	3.56
Carryingcapacity	3.28	4.72	4.25	3.56
Awareness/image	4.42	3.1	3.32	4.18

Table 10 - Results of friedman test showing the interaction of variables within associated factorundervariousscenarios

Above table shows a summary of results obtained. Original working and actual results of 12distinct Friedmann analysis used for preperation of this table can be referred from Appendix 8.Mean ranks as shown in this table pertain to the mean of the score of variables within its owncorresponding factor under different circumstances. If sorted in the order of increasing ordecreasing values, these scores are observed to have been interacting positively or negativelywithineachother inthesilosof their correspondingfactorundereachcircumstance.Theoutput of this table will be used in discussion chapter to analyse these interactions and in theconclusion chapterto develop thevariable interactionmodels.

4.3□CONCLUSION

Data collected by researcher is found to be homogenous across the segments of market andFrance is considered to be most frequently mentioned destination that respondents would wishto visit again. Descriptive analysis shows the variations in the relative movement and interactionbetween various variables. However, it does not give a statistical proof of these interactions. Inorder to understand this interaction, ranking based tests were approached and chi squaregoodnessoffittest wasundertakentoidentifythe mosteffective rankbased tests.
Consequently, Mann – Whitney test and Friedman test were administered to unrelated andrelated data respectively to judge the interaction between models and arrive at a statistical proofofmovement.

V. OBSERVATIONS

5.1 –INTRODUCTION

This chapter is divided into four parts. First part is aimed at understanding the structure andbasic approach of this chapter. Second part of this chapter presents observations derived fromprevious chapter. Third part of the chapter is dedicated to discuss the limitations of this work.Fourthpart givesfuturescope of furtherresearchin subject area.

This chapter highlights the findings and analyses them in detail. It deciphers the findingsindicated in the previous chapter and build data into substantially comprehendible format to beused in order to arrive at the final deliverable of this research project. Researcher uses simpleanalytical tools available in excel in order to comprehend the information shown in previouschapterin additiontorelatethe observations toalreadyavailableliterature.

5.2 –MODELDEVELOPMENT

In this dissertation, researcher gained access to homogeneous sample characteristics ofrespondent populations. As shown in table 2, researcher collected data from 26 countries insubset 1 and from 23 countries in subset 2. Respondents from both the datasets are of varyingage, education level and varying size of family as shown in the pie charts in appendix 8. Asshown in table 3, maximum numbers of respondents consider France to be an ideal destinationof leisure tourist destination that they would wish to visit again in future. This observation isfurther strengthened by the facts published by The Economist (2008), that showed France to bemost dominant tourist destination across the globe (Receiving 79.3 million tourist arrivals in2008).

5.2.1 – Identification and analysis of gaps created in customer service delivery and itsimplicationson destination managementorganizations andmanagers

Over the period of time, researchers have argued consumer behaviour is affected by situationaland behavioural

variables (Belk, 1975; Mittal, et al. 2008). There is evidence showing positiveemotions towards consumption of service associated to positive perception and it may changewhen consumer's perceptions are high or low then as compared to the actual quality of servicesprovidedbythevendor(Dube&Menon,2000).Incaseoftourism, itisknownthatexperienceof a tourist is considered to be of high emotional value and of personal significance to everyindividual and relates to significant experience value as against tangible products (Otto &Ritchie,1996;McIntosh&Ciggs,2005).Thompson,etal(2005),verifiesthatanexperiencethatofhighemotionalvalue isrelativelymorevulnerabletoperceptualandexperientialdeviations.

These deviations as suggested by Kotler, et al. (2009) create gaps in service delivery of anorganization to its customers. Study undertaken by researcher supplements this viewpoint andshows a relative variation in the interaction of various variables that constitute the effectivenessof destination competitiveness. As per findings of this research, referring to table 8 followinginter–variable relationshipsarenoted:

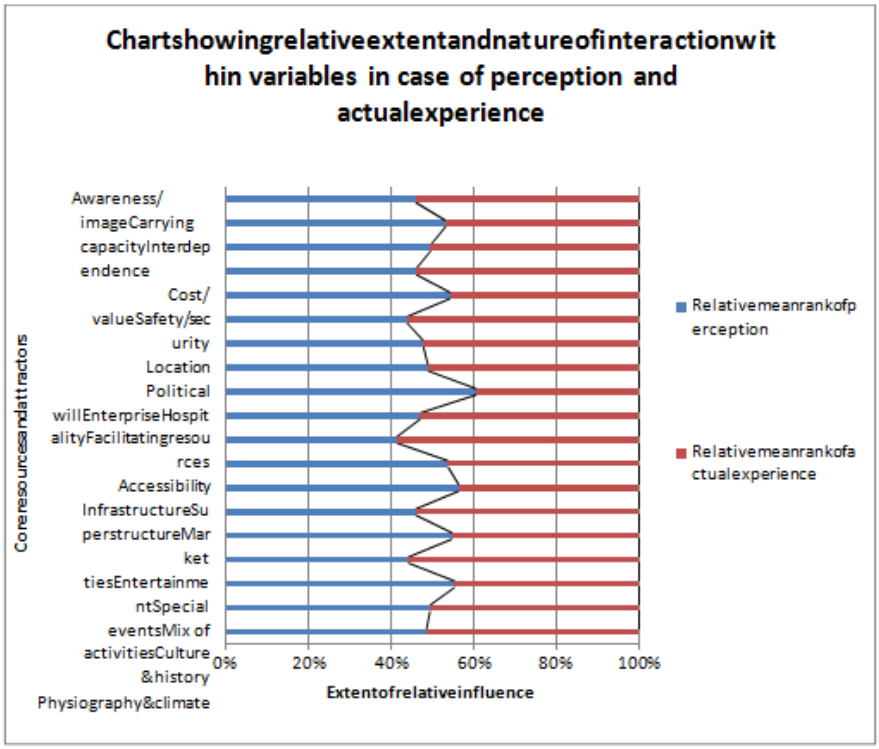


Figure8-Chartdescribingtheextentandnatureofinteractionofvariablesincaseofcustomerperception andactualexperience

Red line in the middle of the 'Actual experience' bar and 'relative perception' bar shows theextent and nature of interaction of variables in case of perception and actual experience. Fromabove graph, following information can be inferred about variables where extent of interaction isrelatively higher leading to a creation of gap in service delivery process (Resulting because ofdifferences between customerperception andactualexperience):

Variables	**Relative meanrank of variablesexperienced whilevisitingUK**	**Relative meanrank of variablewhen UK isperceived astourismdestination**	**Relativemeanrank of actualexperience – Relativemeanrank ofperception**
Mixofactivities	27.10	33.90	-6.80
Specialevents	34.00	27.00	7.00
Entertainment	27.45	33.55	-6.10
Superstructure	26.53	34.47	-7.94
Accessibility	35.68	25.32	10.36
Hospitality	23.90	37.10	-13.20
Location	34.20	26.80	7.40

Safety/security	27.80	33.20	-5.40

Table 11 - A comparison between the mean ranks of variables associated with perception tothatofactualexperiencewhilevisitingUK

Difference between actual experience and perception shows negative and positive gaps incustomerservice deliverywhich can bedepictedin belowgraph:

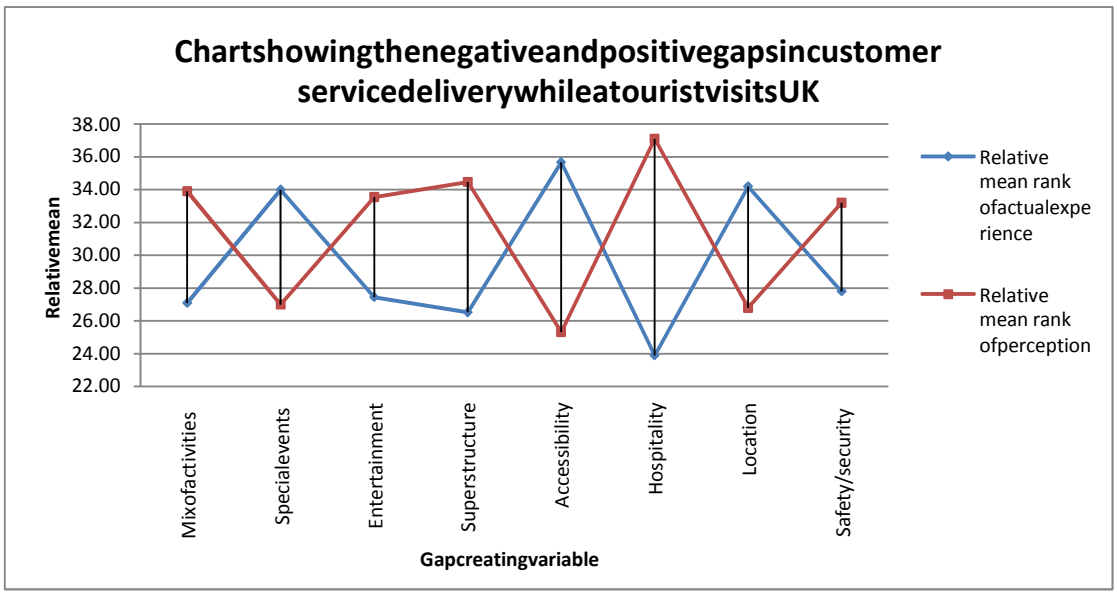


Figure9-Depictionofservice deliverygapsexperiencedbytouristsarrivinginUK

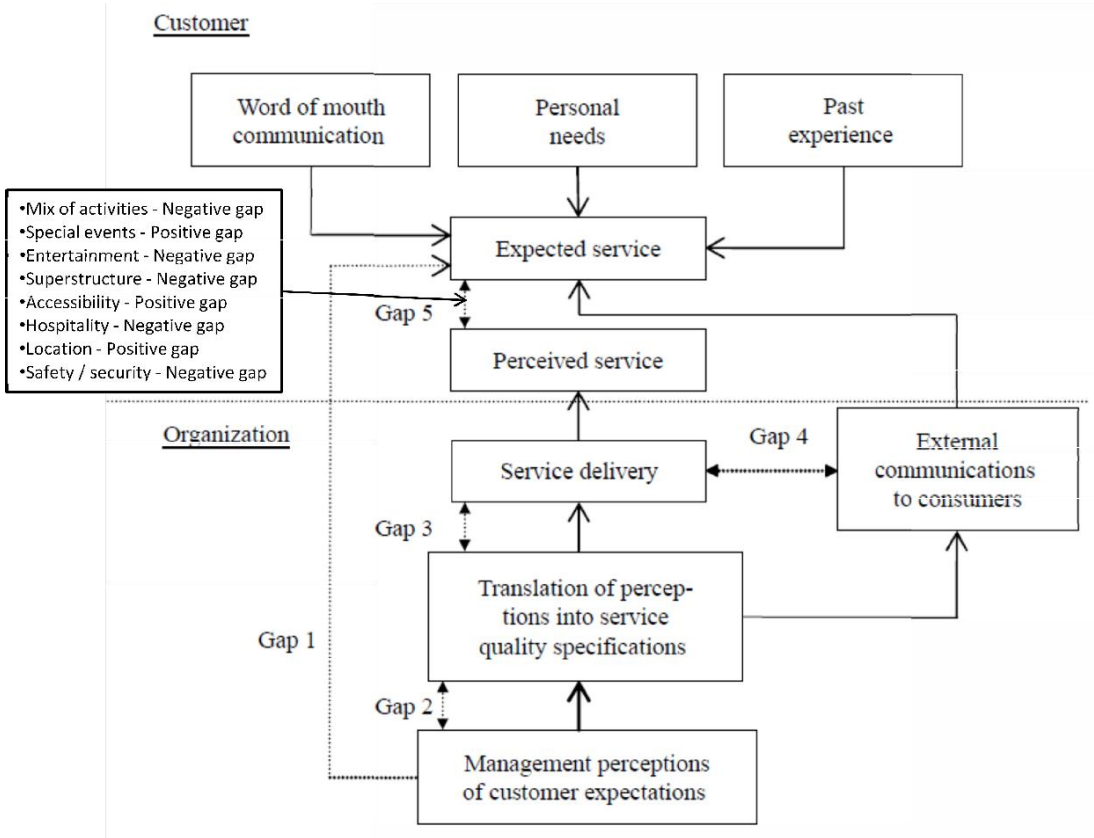
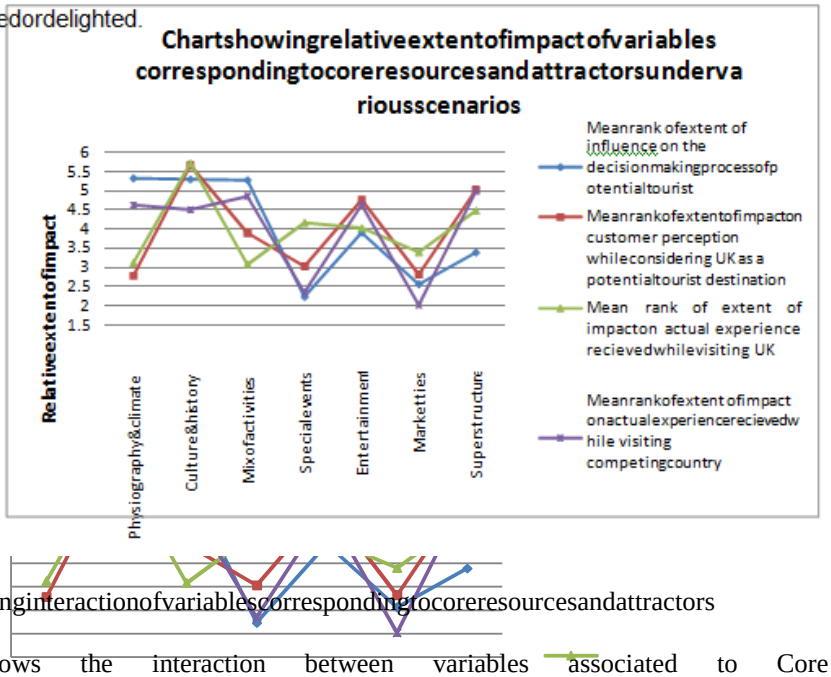


Figure10–Conceptualmodelincorporatingvariablesobservedasgapsinservicedelivery

the brand image and brand positioning of UK as a destination in context to tourism. Byimproving on given aspects, UK's destination management organizations can witness a growthintermsofrevenuefromtourismsectorsinceimprovementindestinationimagewillatractmore tourists to the country (Ashworth & Goodall, 1988; Fakeye & Crompton, 1991; Mansfeld, 1992;Bigne,et al.2001).

5.2.2 – Building a model showing the interaction extent and nature within various circumstancesand its implications ondestinationmanagementorganizations and managers

Crouch & Ritchie (2009) destination competitiveness model shows relationship between factorsbut does not explain the nature and extent of interaction between the variables that correspondto each factor. Researcher has established relationship and extent of interaction betweenvariables from table 10 or previous chapter to infer following set of graphs. These graphs showa comparison of statistical mean of the score of each of the given variables associated to theirrespective factors in context to UK as a destination of tourist interest. As observed from these,variables tend to react positively or negatively amongst each other depending on the scenario.In most of the cases, variables tend to move in the same direction on the graph, however, insome cases, (Like in the relationship shown by special events variable in context to actualexperience to that of other three cases), variables may tend to move in the opposite directionsignifyingasituation underwhichcustomercanbe dissatisfiedordelighted.



11Figure-Chartshowinginteractionofvariablescorrespondingtocoreresourcesandattractors

Above graph shows the interaction between variables associated to Core resources andattractors.Itisobservedtoshowlittleharmonyacrossthescenariosandrelativelyhigher

deviations are clearly visible in physiography & culture, mix of activities, special events andsuperstructure.

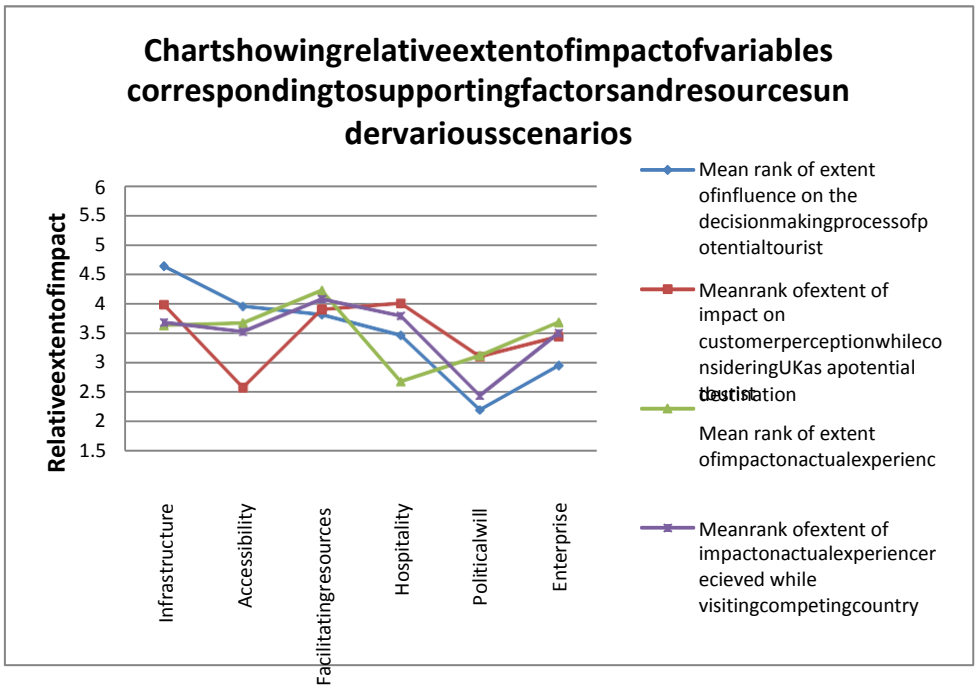


Figure12-Chartshowinginteractionofvariablescorrespondingtosupportingfactorsandresources

Above graph shows interaction within variables associated to supporting factors and resources.Relatively higher extents of deviations are observed within Infrastructure, Accessibility,Hospitality,andpoliticalwill.

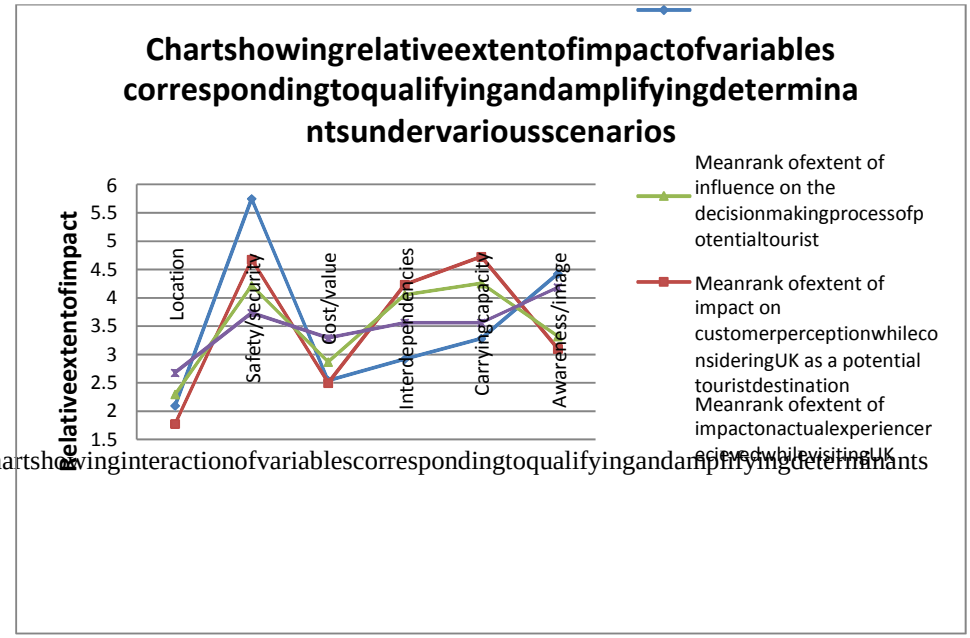


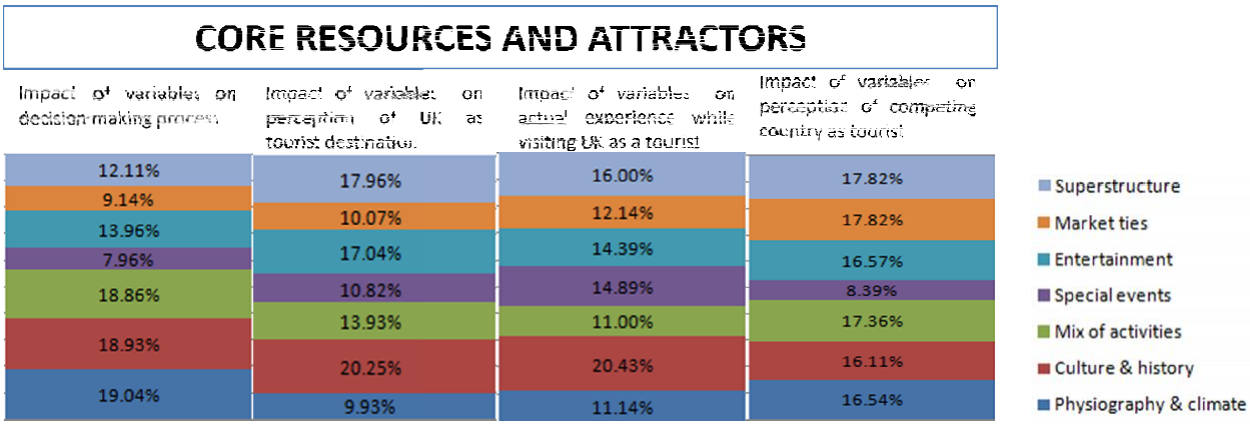
Figure13-Chartshowinginteractionofvariablescorrespondingtoqualifyingandamplifyingdeterminants

Above graph shows interaction of variables within qualifying and amplifying determinants.Relatively higher extents of deviations are observed within Safety/ security, Interdependencies,Carryingcapacity,and awareness.

5.2.3 –Modelrepresentationanddevelopment

Graphical representations as shown in the previous section, can be incorporated in theirrespectivefactorsasshown below:

Figure14-Adepictionofvariableintensitiesincoreresourcesandattractors



Above diagram shows the positive and negative interactions between various variables acrossthe scenarios and extent of interaction within their own scenario. Major observations about coreresources and attractors from above figure lead to following practical implications in context toUK's toursim industry:

- Physiography & climate, Culture and history and mix of activities are the most influentialvariables for a customer's decision making process. These customers percieve UK to behigh on culture & history attracting them towards UK; However, UK also offers a highperception towards superstructure and entertainment variables which play a relativelylesser influence on customer's decision making process. When the customer finally visitsUK as a leisure traveller, his/ her experiences are almost similar to his/ her perceptionsexcept geography and climate and mix of activities. However, if a competitive destinationis considered, it is observed to have been offering a wider range of mix of activities andmarket ties and superstructure. Additionally, competing destination offers a relativelylower range of cultural & history, and special events. Deviation of observations fromcompetingdestination,whencomparedtotheinfluenceofthesevariablesondecision

making process of a potential customer shows that customers 'feel' that some variablesare important to their process of decision making; However, final judgement they make,tends to overlook some of these important aspects in lieau of some relativelyunimportant aspects. As a result of this observation, destination managementorganizations may consider adapting to some of the possible aspects og competingdestinations and reduce stressing on some of the relatively unimportant aspects in ordertofurtherenhanceUK'sbrandpositioning.

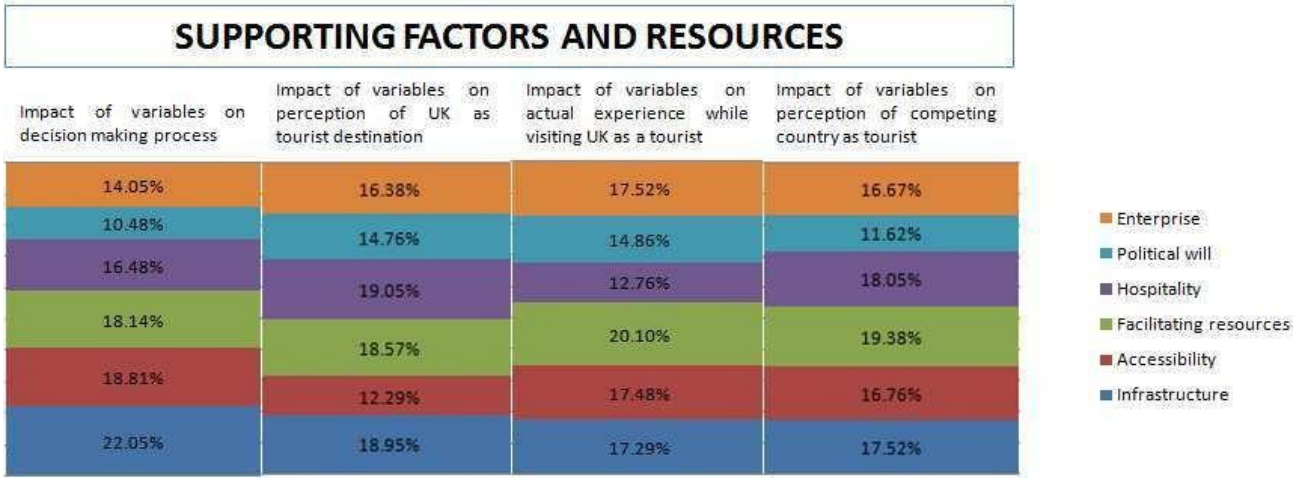


Figure15-Adepictionof variableintensitiesinsupportingfactorsandresources

Above diagram shows the positive and negative interactions between various variables acrossthe scenarios and extent of interaction within their own scenario. Major observations aboutsupporting factors and resources from above figure lead to following practical implications incontexttoUK'stoursimindustry:

- Infrastructure, acessibility and facilitating resources are found to be most influentialvariables during customer's decision making process. These customers hold aperception of UK to have relatively strong infrastructure, facilitating resources, hospitalityservice levels, and, enterprise. However, when tourists actually visit UK, they realize itseasy to gain accessibility and find facilitating resources even more stronger then whatthey initially percieved. This may have an implication on destination managementorganizations for them to concentrate more towards variables like accessibility issuesthat people think may prove to be hindrance when visiting UK. This may involve makingpeople aware of easy tourist visa systems and ease of accessibility. This observation isrelativelysimilar tothatof competingcountryaswell. Intermsof supportingfactors,UK

and its competitors maintain similar service levels except quality of hospitality thatcomes up as an opportunity of further improvement for UK authorities. Consumers feelthat infrastructure is the most influential of all the variables that constitute decisionmaking process in context to toursim. However, when they actually visit a destination, itoftenplays a role ofrelativelyless importanceinlieau ofotherfactors.

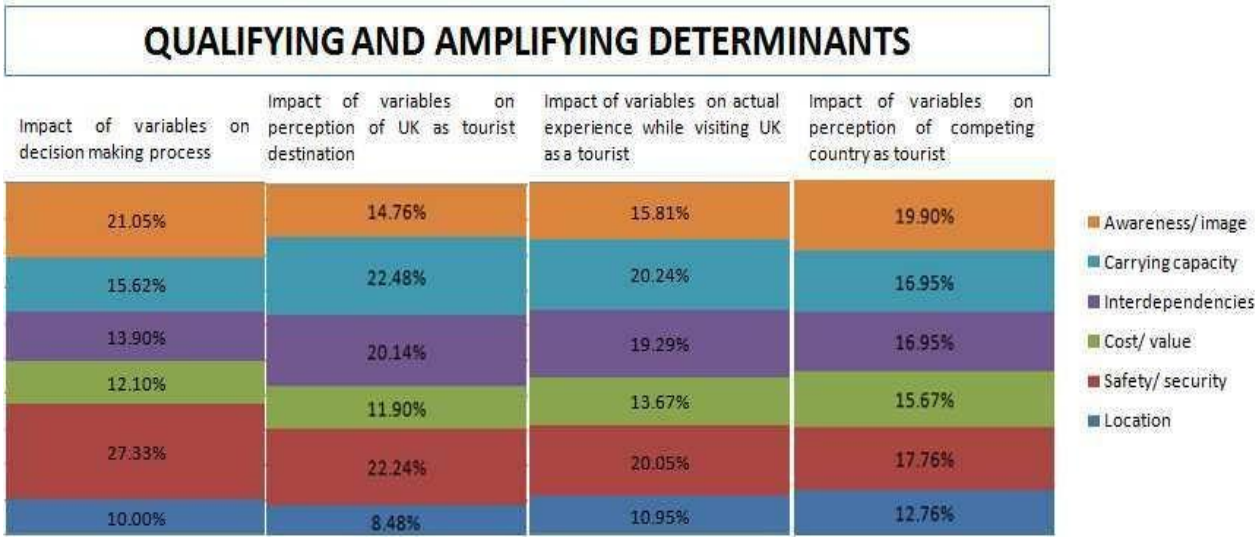


Figure16-Adepictionofvariableintensitiesinqualifying andamplifyingdeterminants

Above representation of variables corresponding to their respective factors gives an insight intothe extent of interaction of variables within their scenario and with respect to other variablesresponding within their corresponding scenarios in context to UK's tourism industry. Followingpracticalimplicationscanbe inferredfromabovefigure:

- Safety and security is considered to be the most significant factor in decision makingprocessinordertofinalizeofatouristdestination;however,it isplayeddownbyothervariables when final decision is taken. Tourist feel that awareness about the specificcountry is one of the important aspect that they consider in order to evaluate a futuretouristdestination,theirperceptionandactualexperienceincontexttoUKisverylow.This may imply stronger marketing communications strategy to be adopted by UKdestinationmanagement organizations.

5.2.4 –Limitationsofthestudy

As advised in works of Couch (2011), this study involves depicting relative importance ofvariables and their interaction within respective factors in addition to development of integratedmodel;itis still limitedinseveral aspectsinthisfieldofresearch. Study conductedbyresearcher aims to look at consumer perspective of UK as tourist destination; However, it doesnot consider internal resource capability. As stated by Crouch & Ritchie (2009), a holistic modelof destination competitiveness cannot be developed unless a destinations internal resourcecapability is known. Another, limitation of this research is data gathered from respondents whichis fairly subjective in nature and does not provide a precise and measurable quantity to anyvariable. This limitation, however, is offset by reliability and practicality of context (Surowiecki,2004). Macro and micro economic perspective to business could not be studied. Also, a missinglinkonformationofequationwithinvariablesandaffirmative correspondingmodel isobservedto be missing due to complexities arising out of 19 independent variables due to limited timerestriction.

5.2.5 – Scopeof futureresearch

This dissertation opens new research areas of study in future that could offer a challenging butinformative opportunities. A study could be undertaken on linking variables by clusters ofgeometric equation and depiction on geometric pattern that eventually could give rise todevelopment of a comprehensive model based that could include consumer perspective,destination's internal resource management perspectiveand micro and macro economicfactors that act as key drivers of business. The study could be made more reliable byadministering questionnaire to respondents from all the countries instead of restricting to 23countriesasdonebyresearcher.

CHAPTER6: CONCLUSION

Though limited in various aspects, this study provides an in depth knowledge of UK's currentpositioning in tourism market. It involved analysing the survey questionnaire data statistically &achieving theobjectiveofformationofconceptualgapmodelandvariableinteractiondepiction.

Following are some of the important practical implications that were observed in thisdissertation:

6.1 :Conceptualmodelofcustomer servicedeliverygaps

Negative service delivery gaps are identified in mix of activities, entertainment, superstructure,hospitality & Safety/ security. These negative gaps pull down customer satisfaction since theactual experience of service is lower than that of perceived/ expected level of service. Thiscould imply that destination management organizations can now concentrate towards morecomprehensive marketingcommunications

Another aspect of conceptual model revealed positive deviations between perception andexperience in variables such as special events, accessibility and location. These variables areinfluencing and increasing customer satisfaction due to experience that is of higher standardthen ascomparedtotheperceptionofvisitors.

6.2 :Variableinteractionmodel

Variable interaction model gives us considerable insights in order to understand the extent andnature of interaction of variables under various scenarios. Implications arising out of thesemodels have been discussed in detail in observations chapter and they offer a comprehensiveinsight to destination management organizations in order to understand the avenues that couldbe concentrated more upon. These modelled depictions show impact of image formationvariables in consumer's mind on various stages that include pre purchase and post purchaseimageformationandtheirdifferences.

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AppendixI

Copyofcover letter

DearSir/Madam,

Allow me to introduce myself as a student pursuing his MBA program from University of Leedscurrently doing a project work on the importance of management of a destination brand. Mystudy aims to look at the current perception of people from your nation towards United Kingdomas destination for leisure travel. This study will assist in improving the image of United Kingdomas a tourist destination in our region with your kind support and assistance in the form of tenminutesofyourtime.
Attached file carries a copy of questionnaire for this purpose, the response to which will be avaluable input from your end towards this study and will help me in achieving the objectives ofthis study. Please note, it is compulsory to answer all the questions. The response to thequestionnaire will be used as a part of data set to arrive at a conclusion and informationprovided will be treated as strictly confidential. On completion, I request you to please mail theresponsestoshobhit.kulshreshtha@gmail.com.
Thank you for your time and assistance.Bestregards,
ShobhitKulshreshtha

Thecopyoffinalquestionnaire isreproducedbelowforreference andperusal:

SURVEYFORM–Subset1(Respondentswhohave not beentoUK)

* *Youcanitalicize/ bold/highlight yourresponsestoeachquestionbasedonyourconvenience.*

* *Please note, it is important to respond to all the questions except question 7 where it dependson theresponsetoquestion 6.*

1.Currentlocation(Country):

2.AgeRange:20– 29/30– 39/40 –49/50 orabove

3. Educationlevel:HighSchool/Diploma/Undergraduate/Postgraduate/Ph.D.orabove

4. FamilySize (Leisuretravellers):1to 3/3to5/5to7/ More then 7

5. Numberofadults inthefamily:1 to3/ 3to 5/5to7/More then7

6. HaveyouvisitedUnitedKingdomonanyoccasion?Yes/No

7. Ifyes,pleasetellhowlongwastheapproximatedurationofyourvisit?

8. Please rate on a relative scale of 1 to 5 (1 being lowest and 5 being highest) in columnA, the extent to which the mentioned factors influence your decision while finalizing aleisure travel. In column B (1 being lowest and 5 being highest), please evaluate therelative level ofthesevariablesUK:

Variables	**Column A – Levelofinfluence**					**Column B – Yourperceptionfor UK**				
1.1Geographicalfeatures&Climatic conditions	1	2	3	4	5	1	2	3	4	5
1.2Culture&History	1	2	3	4	5	1	2	3	4	5
1.3Bouquetofavailableactivities,Example: AmixofWaterrafting, Trekking,Sightseeing,etc.	1	2	3	4	5	1	2	3	4	5
1.4Specialevents(Example:Olympics, Air showsetc)	1	2	3	4	5	1	2	3	4	5
1.5Entertainmentfacilities	1	2	3	4	5	1	2	3	4	5
1.6Relatives,friendsandfamilysettled inthedestinationofchoice	1	2	3	4	5	1	2	3	4	5
1.7QualityofAccommodation, TransportationandFoodservices	1	2	3	4	5	1	2	3	4	5
2.1Infrastructuresuchasqualityof Public facilities, Potable water,Sanitationandlegalsystems	1	2	3	4	5	1	2	3	4	5
2.2Accessibilityfactorssuch asEntry	1	2	3	4	5	1	2	3	4	5

visa,permit,airporthub,andairline route;Socialconcernssuchascurfews,riots.										
2.3Knowledgeandinformationabout thedestination–Availabilityandaccess	1	2	3	4	5	1	2	3	4	5
2.4 Hospitality qualities such as staffCourteousness,employeepoliteness& humantouch	1	2	3	4	5	1	2	3	4	5
2.5 Government relationship with atouristdestination(Politicalally,annual grantsdonor)	1	2	3	4	5	1	2	3	4	5
2.6Easyaccesstotourismpromotion agencies (Example: Travel agencies,eventmanagers)	1	2	3	4	5	1	2	3	4	5
3.1Physicaldistancefrom yourpoint of origin	1	2	3	4	5	1	2	3	4	5
3.2 Safety&Security	1	2	3	4	5	1	2	3	4	5
3.3ExpectedCosts/Expenses	1	2	3	4	5	1	2	3	4	5
3.4Alocationbeingofferedasa package of various destinations(Example:Europetour,AsiaTour,etc)	1	2	3	4	5	1	2	3	4	5
3.5Seasonalityoftouristdestination (Clearlymarkedidealvisit times)	1	2	3	4	5	1	2	3	4	5
3.6Awareness/Image	1	2	3	4	5	1	2	3	4	5

9. Consider one country that you know about (In context of being an ideal tourismdestination)andmentionitsname: .

10. Please draw a relative comparative rating of UK's current perceived/ experienced status(Identified in question 8), against its competitors (Identified in question 9) on thefollowing parameters. The rating is to be given on a scale of 1 to 5 (1 being the lowestand 5beingthehighest):

Indices	Current

	performance				
1.1Geographicalfeatures&Climatic conditions	1	2	3	4	5
1.2Culture&History	1	2	3	4	5
1.3Bouquetofavailableactivities,Example: AmixofWaterrafting, Trekking,Sightseeing,etc.	1	2	3	4	5
1.4Specialevents(Example:Olympics, Airshows, etc)	1	2	3	4	5
1.5Entertainmentfacilities	1	2	3	4	5
1.6Relatives,friendsandfamilysettled inthedestinationofchoice	1	2	3	4	5
1.7QualityofAccommodation, TransportationandFoodservices	1	2	3	4	5
2.1 Infrastructure such as quality ofPublicfacilities,Accessroutes,Potable water,Sanitationandlegalsystems	1	2	3	4	5
2.2 Accessibility factors such as Entryvisa, permit, airport hub, and airlineroute;Socialconcernssuchascurfews, riots.	1	2	3	4	5
2.3Knowledgeandinformationabout thedestination–Availabilityandaccess	1	2	3	4	5
2.4 Hospitality qualities such as staffCourteousness,employeepoliteness& humantouch	1	2	3	4	5
2.5Governmentrelationshipswithwithatourist destination(Politicalally, annualgrantsdonor)	1	2	3	4	5
2.6Easyaccesstotourismpromotion agencies (Example: Travel agencies,eventmanagers)	1	2	3	4	5
3.1Physicaldistancefrom yourpoint of	1	2	3	4	5

origin					
3.2 Safety&Security	1	2	3	4	5
3.3ExpectedCosts/Expenses	1	2	3	4	5
3.4Alocationbeingofferedasa package of various destinations(Example:Europetour,AsiaTour,etc)	1	2	3	4	5
3.5Seasonalityoftouristdestination (Clearlymarkedidealvisit times)	1	2	3	4	5
3.6Awareness/Image	1	2	3	4	5

SURVEYFORM–Subset2(Respondentswhohavebeen toUK)

* *Youcanitalicize/ bold/highlight yourresponsestoeachquestionbasedonyourconvenience.*

* *Please note, it is important to respond to all the questions except question 7 where it dependson theresponsetoquestion 6.*

1.Currentlocation(Country):

2.AgeRange:20– 29/30– 39/40 –49/50 orabove

3. Educationlevel:HighSchool/Diploma/Undergraduate/Postgraduate/Ph.D.orabove

4. FamilySize (Leisuretravellers):1to 3/3to5/5to7/ More then 7

5. Numberofadults inthefamily:1 to3/ 3to 5/5to7/More then7

6. HaveyouvisitedUnitedKingdomonanyoccasion?Yes/No

7. Ifyes,pleasetellhowlongwastheapproximatedurationofyourvisit?

8. Please rate on a relative scale of 1 to 5 (1 being lowest and 5 being highest) in columnA, the extent to which the mentioned factors influence your decision while finalizing aleisure travel. In column B (1 being lowest and 5 being highest), please evaluate thereltiveextenttowhichthesevariablesyouexperiencedwhilevisiting UKasatourist:

Statement	**ColumnA– Level ofinfluence**					**ColumnB– Experiencedlevelin UK**				
1.1Geographicalfeatures&Climatic conditions	1	2	3	4	5	1	2	3	4	5
1.2Culture&History	1	2	3	4	5	1	2	3	4	5
1.3Bouquetofavailableactivities, Example: A mix of Water rafting,Trekking,Sightseeing,etc.	1	2	3	4	5	1	2	3	4	5
1.4Specialevents(Example:Olympics, Air showsetc)	1	2	3	4	5	1	2	3	4	5
1.5Entertainmentfacilities	1	2	3	4	5	1	2	3	4	5
1.6Relatives,friendsandfamilysettled inthedestinationofchoice	1	2	3	4	5	1	2	3	4	5
1.7QualityofAccommodation, TransportationandFoodservices	1	2	3	4	5	1	2	3	4	5
2.1 Infrastructure such as quality ofPublicfacilities, Potablewater, Sanitationandlegalsystems	1	2	3	4	5	1	2	3	4	5
2.2 Accessibility factors such as Entryvisa, permit, airport hub, and airlineroute;Socialconcernssuchascurfews, riots.	1	2	3	4	5	1	2	3	4	5
2.3Knowledgeandinformationabout thedestination–Availabilityandaccess	1	2	3	4	5	1	2	3	4	5
2.4 Hospitality qualities such as staffCourteousness,employeepoliteness& humantouch	1	2	3	4	5	1	2	3	4	5
2.5Governmentrelationshipwitha touristdestination(Politicalally,annualgrantsdonor)	1	2	3	4	5	1	2	3	4	5
2.6Easyaccesstotourismpromotion agencies(Example:Travelagencies,	1	2	3	4	5	1	2	3	4	5

eventmanagers)										
3.1Physicaldistancefrom yourpoint of origin	1	2	3	4	5	1	2	3	4	5
3.2 Safety&Security	1	2	3	4	5	1	2	3	4	5
3.3ExpectedCosts/Expenses	1	2	3	4	5	1	2	3	4	5
3.4 A location being offered as apackageofvariousdestinations (Example:Europetour,AsiaTour,etc)	1	2	3	4	5	1	2	3	4	5
3.5Seasonalityoftouristdestination (Clearlymarkedidealvisit times)	1	2	3	4	5	1	2	3	4	5
3.6Awareness/Image	1	2	3	4	5	1	2	3	4	5

9. Consider one country that you know about (In context of being an ideal tourismdestination)andmentionitsname: .

10. Please draw a relative comparative rating of UK's current perceived/ experienced status(Identified in question 8), against its competitors (Identified in question 9) on thefollowing parameters. The rating is to be given on a scale of 1 to 5 (1 being the lowestand 5beingthehighest):

Indices	**Current performance**				
1.1Geographicalfeatures&Climatic conditions	1	2	3	4	5
1.2Culture&History	1	2	3	4	5
1.3Bouquetofavailableactivities,Example: AmixofWaterrafting, Trekking,Sightseeing,etc.	1	2	3	4	5
1.4Specialevents(Example:Olympics, Airshows, etc)	1	2	3	4	5
1.5Entertainmentfacilities	1	2	3	4	5
1.6Relatives,friendsandfamilysettled inthedestinationofchoice	1	2	3	4	5
1.7QualityofAccommodation,	1	2	3	4	5

TransportationandFoodservices					
2.1 Infrastructure such as quality ofPublicfacilities,Accessroutes,Potable water,Sanitationandlegalsystems	1	2	3	4	5
2.2 Accessibility factors such as Entryvisa, permit, airport hub, and airlineroute;Socialconcernssuchascurfews, riots.	1	2	3	4	5
2.3Knowledgeandinformationabout thedestination–Availabilityandaccess	1	2	3	4	5
2.4Hospitalityqualitiessuchasstaff Courteousness, employee politeness &humantouch	1	2	3	4	5
2.5Governmentrelationshipswithwith atouristdestination(Politicalally,annualgrantsdonor)	1	2	3	4	5
2.6Easyaccesstotourismpromotion agencies (Example: Travel agencies,eventmanagers)	1	2	3	4	5
3.1Physicaldistancefrom yourpoint of origin	1	2	3	4	5
3.2 Safety&Security	1	2	3	4	5
3.3ExpectedCosts/Expenses	1	2	3	4	5
3.4 A location being offered as apackageofvariousdestinations (Example:Europetour,AsiaTour,etc)	1	2	3	4	5
3.5Seasonalityoftouristdestination (Clearlymarkedidealvisit times)	1	2	3	4	5
3.6Awareness/Image	1	2	3	4	5

Appendix 3Mann-WhitneyTestRanks

SubsetName		N	Mean Rank	Sumof Ranks
Physiography& Climate	Subset1(BeentoUK before)	30	31.28	938.50
	Subset 2(Never been toUKbefore)	30	29.72	891.50
	Total	60		
Culture&History	Subset1(BeentoUK before)	30	30.75	922.50
	Subset 2(Never been toUKbefore)	30	30.25	907.50
	Total	60		
Mixofactivities	Subset1(BeentoUK before)	30	27.10	813.00
	Subset 2(Never been toUKbefore)	30	33.90	1017.00
	Total	60		
Specialevents	Subset1(BeentoUK before)	30	34.00	1020.00
	Subset 2(Never been toUKbefore)	30	27.00	810.00
	Total	60		
Entertainment	Subset1(BeentoUK before)	30	27.45	823.50
	Subset 2(Never been toUKbefore)	30	33.55	1006.50
	Total	60		
Marketties	Subset1(BeentoUK before)	30	32.88	986.50

Subset 2(Never been toUKbefore)		30	28.12	843.50
Total		60		
Superstructure	Subset1(BeentoUK before)	30	26.53	796.00
	Subset 2(Never been toUKbefore)	30	34.47	1034.00
	Total	60		
Infrastructure	Subset1(BeentoUK before)	30	28.10	843.00
	Subset 2(Never been toUKbefore)	30	32.90	987.00
	Total	60		
Accessibility	Subset1(BeentoUK before)	30	35.68	1070.50
	Subset 2(Never been toUKbefore)	30	25.32	759.50
	Total	60		
FacilitatingresourcesSubset1(BeentoUK before)		30	32.20	966.00
Subset 2(Never been toUKbefore)		30	28.80	864.00
Total		60		
Hospitality	Subset1(BeentoUK before)	30	23.90	717.00
	Subset 2(Never been toUKbefore)	30	37.10	1113.00
	Total	60		
Enterprise	Subset1(BeentoUK before)	30	31.08	932.50
	Subset 2(Never been toUKbefore)	30	29.92	897.50

Total		60		
Politicalwill	Subset1(BeentoUK before)	30	31.75	952.50
	Subset 2(Never been toUKbefore)	30	29.25	877.50
	Total	60		
Location	Subset1(BeentoUK before)	30	34.20	1026.00
	Subset 2(Never been toUKbefore)	30	26.80	804.00
	Total	60		
Safety/ security	Subset1(BeentoUK before)	30	27.80	834.00
	Subset 2(Never been toUKbefore)	30	33.20	996.00
	Total	60		
Cost/value	Subset1(BeentoUK before)	30	32.80	984.00
	Subset 2(Never been toUKbefore)	30	28.20	846.00
	Total	60		
Interdependence	Subset1(BeentoUK before)	30	30.63	919.00
	Subset 2(Never been toUKbefore)	30	30.37	911.00
	Total	60		
Carryingcapacity	Subset1(BeentoUK before)	30	28.45	853.50
	Subset 2(Never been toUKbefore)	30	32.55	976.50
	Total	60		

Awareness/image	Subset1(BeentoUK before)	30	32.90	987.00
	Subset 2(Never been toUKbefore)	30	28.10	843.00
	Total	60		

TestStatistics[a]

	Physiography&Climate	Culture& History	Mixof activities	Special events
Mann-WhitneyU	426.500	442.500	348.000	345.000
WilcoxonW	891.500	907.500	813.000	810.000
Z	-.366	-.128	-1.557	-1.607
Asymp. Sig.(2-tailed)	.714	.898	.119	.108
Exact Sig.(2-tailed)	.725	.962	.122	.111
Exact Sig.(1-tailed)	.363	.481	.061	.055
PointProbability	.008	.050	.003	.002

TestStatistics[a]

	Entertainment	Marketties	Superstructure	Infrastructure	Accessibility
Mann-WhitneyU	358.500	378.500	331.000	378.000	294.500
WilcoxonW	823.500	843.500	796.000	843.000	759.500
Z	-1.407	-1.095	-1.872	-1.188	-2.410
Asymp. Sig.(2-tailed)	.159	.274	.061	.235	.016
Exact Sig.(2-tailed)	.162	.277	.063	.230	.016
Exact Sig.(1-tailed)	.081	.138	.032	.115	.008

PointProbability	.001	.002	.002	.014	.001

TestStatistics[a]

	Facilitating resources	Hospitality	Enterprise	Political will	Location
Mann-WhitneyU	399.000	252.000	432.500	412.500	339.000
WilcoxonW	864.000	717.000	897.500	877.500	804.000
Z	-.875	-3.119	-.273	-.597	-1.698
Asymp. Sig.(2-tailed)	.382	.002	.785	.551	.089
Exact Sig.(2-tailed)	.421	.002	.780	.566	.091
Exact Sig.(1-tailed)	.210	.001	.390	.283	.046
PointProbability	.026	.000	.002	.019	.002

TestStatistics[a]

	Safety/ security	Cost/ value	Interdependence	Carrying capacity	Awareness/ image
Mann-WhitneyU	369.000	381.000	446.000	388.500	378.000
WilcoxonW	834.000	846.000	911.000	853.500	843.000
Z	-1.495	-1.048	-.069	-1.135	-1.135
Asymp. Sig.(2-tailed)	.135	.294	.945	.256	.256
Exact Sig.(2-tailed)	.155	.302	.942	.320	.256
Exact Sig.(1-tailed)	.078	.151	.471	.160	.128
PointProbability	.012	.004	.015	.057	.009

a.GroupingVariable:SubsetName

Appendix4

A chi – square goodness – of – fit test run on raw data for variables in context to extentofimpactoninfluencing thedecisionmaker'sopinionabouta destination:

Subset 1

Test Statistics

	Physiography & climate	Culture and history	Mix of activities	Special events	Entertainment	Market ties	Superstructure	Infrastructure	Accessibility	Facilitating resources	Hospitality	Enterprise	Political will	Location	Safety/ security	Cost/ value	Interdependencies	Carrying capacity	Awareness/ image
Chi-Square	24.933[a]	15.200[b]	23.067[a]	14.000[c]	23.000[c]	8.667[c]	10.000[c]	8.600[b]	7.067[a]	7.867[a]	5.467[a]	4.000[c]	9.667[c]	12.667[c]	15.800[b]	9.333[c]	1.667[c]	9.667[c]	23.067[a]
df	3	2	3	4	4	4	4	2	3	3	3	4	4	4	2	4	4	4	3
Asymp. Sig.	.000	.001	.000	.007	.000	.070	.040	.014	.070	.049	.141	.406	.046	.013	.000	.053	.797	.046	.000
Exact Sig.	.000	.001	.000	.007	.000	.069	.039	.014	.072	.052	.165	.432	.046	.012	.000	.054	.838	.046	.000
Point Probability	.000	.000	.000	.001	.000	.004	.002	.004	.013	.009	.039	.039	.007	.002	.000	.008	.081	.007	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 7.5.
b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 10.0.
c. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 6.0.

Subset 2

Test Statistics

	Physiography & climate	Culture and history	Mix of activities	Special events	Entertainment	Market ties	Superstructure	Infrastructure	Accessibility	Facilitating resources	Hospitality	Enterprise	Political will	Location	Safety/ security	Cost/ value	Interdependencies	Carrying capacity	Awareness/ image
Chi-Square	30.533[a]	28.933[a]	15.600[b]	11.667[c]	9.200[a]	6.333[c]	3.667[c]	16.667[a]	9.333[c]	6.333[c]	4.667[c]	7.067[a]	10.333[c]	6.667[c]	12.600[b]	9.667[c]	7.333[c]	4.667[a]	21.667[c]
df	3	3	2	4	3	4	4	3	4	4	4	3	4	4	2	4	4	3	4
Asymp. Sig.	.000	.000	.000	.020	.027	.176	.453	.001	.053	.176	.323	.070	.035	.155	.002	.046	.119	.198	.000
Exact Sig.	.000	.000	.000	.020	.027	.186	.494	.001	.054	.186	.326	.072	.037	.159	.002	.046	.127	.207	.000
Point Probability	.000	.000	.000	.003	.006	.027	.062	.000	.008	.027	.019	.013	.005	.020	.001	.007	.014	.029	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 7.5.
b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 10.0.
c. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 6.0.

Chi – square goodness – of – fit test, when run on the raw data to check for deviationsbetweenperceptionandtheactualexperienceofUK'sleisuretravel:

Subset1

Test Statistics

	Physiography & climate	Culture and history	Mix of activities	Special events	Entertainment	Market ties	Superstructure	Infrastructure	Accessibility	Facilitating resources	Hospitality	Enterprise	Political will	Location	Safety/ security	Cost/ value	Interdependencies	Carrying capacity	Awareness/ image
Chi-Square	12.667[a]	26.800[b]	8.667[a]	8.000[a]	11.333[a]	6.333[a]	5.733[b]	3.800[c]	14.533[b]	32.133[b]	8.933[b]	22.333[a]	14.533[b]	2.667[a]	14.600[c]	7.333[a]	12.600[c]	14.600[c]	1.400[c]
df	4	3	4	4	4	4	3	2	3	3	3	4	3	4	2	4	2	2	2
Asymp. Sig.	.013	.000	.070	.092	.023	.176	.125	.150	.002	.000	.030	.000	.002	.615	.001	.119	.002	.001	.497
Exact Sig.	.012	.000	.069	.090	.022	.186	.125	.185	.002	.000	.028	.000	.002	.646	.001	.127	.002	.001	.594
Point Probability	.002	.000	.004	.006	.002	.027	.009	.051	.000	.000	.002	.000	.000	.063	.000	.014	.001	.000	.165

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 6.0.
b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 7.5.
c. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 10.0.

Subset2

Test Statistics

	Physiography & climate	Culture and history	Mix of activities	Special events	Entertainment	Market ties	Superstructure	Infrastructure	Accessibility	Facilitating resources	Hospitality	Enterprise	Political will	Location	Safety/ security	Cost/ value	Interdependencies	Carrying capacity	Awareness/ image
Chi-Square	12.000[a]	13.400[b]	.667[c]	8.000[a]	6.000[c]	10.333[a]	6.200[b]	12.800[b]	6.333[a]	20.667[c]	24.667[c]	8.667[c]	1.400[b]	17.667[a]	29.600[b]	1.667[a]	26.800[c]	26.600[b]	9.733[c]
df	4	2	3	4	3	4	2	2	4	3	3	3	2	4	2	4	3	2	3
Asymp. Sig.	.017	.001	.881	.092	.112	.035	.045	.002	.176	.000	.000	.034	.497	.001	.000	.797	.000	.000	.021
Exact Sig.	.017	.001	.927	.090	.117	.037	.048	.001	.186	.000	.000	.036	.594	.002	.000	.838	.000	.000	.021
Point Probability	.002	.000	.104	.006	.022	.005	.015	.000	.027	.000	.000	.007	.165	.000	.000	.081	.000	.000	.002

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 6.0.
b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 10.0.
c. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 7.5.

Chi – square goodness – of – fit test, was run on the raw data, to check for deviations inrelative comparison between the traveller's experience in UK and an alternative countryofchoice:

Relativegradingofalternatecountryofchoice:

Test Statistics

	Physiography & climate	Culture and history	Mix of activities	Special events	Entertainment	Market ties	Superstructure	Infrastructure	Accessibility	Facilitating resources	Hospitality	Enterprise	Political will	Location	Safety/ security	Cost/ value	Interdependencies	Carrying capacity	Awareness/ image
Chi-Square	21.467[a]	23.600[a]	14.600[b]	10.667[c]	7.200[b]	7.667[c]	16.200[b]	19.333[c]	10.800[a]	12.600[b]	5.000[b]	6.333[c]	1.400[b]	5.667[c]	19.000[c]	24.333[c]	14.333[c]	7.067[a]	26.000[a]
df	3	3	2	4	2	4	2	4	3	2	2	4	2	4	4	4	4	3	3
Asymp. Sig.	.000	.000	.001	.031	.027	.105	.000	.001	.013	.002	.082	.176	.497	.225	.001	.000	.006	.070	.000
Exact Sig.	.000	.000	.001	.031	.033	.113	.000	.001	.013	.002	.093	.186	.594	.248	.001	.000	.007	.072	.000
Point Probability	.000	.000	.000	.005	.004	.023	.000	.000	.003	.001	.014	.027	.165	.045	.000	.000	.001	.013	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 7.5.
b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 10.0.
c. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 6.0.

Relativegradingofvariablesincontextof UK:

Test Statistics

	Physiography & climate	Culture and history	Mix of activities	Special events	Entertainment	Market ties	Superstructure	Infrastructure	Accessibility	Facilitating resources	Hospitality	Enterprise	Political will	Location	Safety/ security	Cost/ value	Interdependencies	Carrying capacity	Awareness/ image
Chi-Square	24.933[a]	15.200[b]	23.067[a]	14.000[c]	23.000[c]	8.667[c]	10.000[c]	8.800[b]	7.067[a]	7.867[a]	5.467[a]	4.000[c]	9.667[c]	12.667[c]	15.800[b]	9.333[c]	1.667[c]	9.667[c]	23.067[a]
df	3	2	3	4	4	4	4	2	3	3	3	4	4	4	2	4	4	4	3
Asymp. Sig.	.000	.001	.000	.007	.000	.070	.040	.014	.070	.049	.141	.406	.046	.013	.000	.053	.797	.046	.000
Exact Sig.	.000	.001	.000	.007	.000	.069	.039	.014	.072	.052	.165	.432	.046	.012	.000	.054	.838	.046	.000
Point Probability	.000	.000	.000	.001	.000	.004	.002	.004	.013	.009	.039	.039	.007	.002	.000	.008	.081	.007	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 7.5.
b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 10.0.
c. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 6.0.

Appendix5
Mann –WhitneyU Tests

CORE RESOURCES AND ATTRACTORS

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Relative score is the same across categories of Family.	Independent-Samples Mann-Whitney U Test	.749	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

SUPPORTING FACTORS AND RESOURCES

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Relative score is the same across categories of Family.	Independent-Samples Mann-Whitney U Test	.337	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

QUALIFYING AND AMPLIFYING RESOURCES

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Relative score is the same across categories of Family.	Independent-Samples Mann-Whitney U Test	.262	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Appendix 6Wilkoxonsignedranktests:

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The median of differences between Level of impact on decision making and Experienced variable level of UK equals 0.	Related-Samples Wilcoxon Signed Rank Test	.459	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The median of differences between Level of impact on decision making and Experienced variable level of alternate country equals 0.	Related-Samples Wilcoxon Signed Rank Test	.004	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The median of differences between Experienced variable level of UK and Experienced variable level of alternate country equals 0.	Related-Samples Wilcoxon Signed Rank Test	.005	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The median of differences between Level of impact on decision making and Perception of relative scale of UK equals 0.	Related-Samples Wilcoxon Signed Rank Test	.331	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The median of differences between Experienced variable level of alternate country and Perception of relative scale of UK equals 0.	Related-Samples Wilcoxon Signed Rank Test	.005	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Appendix 7Friedmantests

1. Levelofinfluenceofvariablesondecisionmaking process

Ranks

	Mean Rank
Physiography& Climate	13.83
Culture&History	13.84
Mixofactivities	13.78
Specialevents	5.26
Entertainment	9.98
Marketties	6.45
Superstructure	8.65
Infrastructure	12.96
Accessibility	10.99
Facilitatingresources	10.47
Hospitality	9.40
Enterprise	5.68
Politicalwill	7.95
Location	5.53
Safety/ security	13.96
Cost/value	10.27
Interdependence	8.46
Carryingcapacity	9.52
Awareness/image	13.04

TestStatistics[a,b]

N	60
Chi-Square	339.610
Df	18

Asymp. Sig.	.000

2. Level of influence of variables experienced at competing destiantionRanks

	Mean Rank
Physiography& Climate	11.08
Culture&History	10.88
Mixofactivities	11.64
Specialevents	4.81
Entertainment	11.37
Marketties	4.24
Superstructure	12.46
Infrastructure	10.98
Accessibility	10.68
Facilitatingresources	12.29
Hospitality	11.46
Enterprise	7.81
Politicalwill	10.58
Location	7.18
Safety/ security	10.95
Cost/value	9.19
Interdependence	10.31
Carryingcapacity	9.95
Awareness/image	12.15

TestStatistics[a,b]

N	60
Chi-Square	238.625
Df	18

Asymp. Sig.	.000

Appendix8

1. Relativeextentofinfluenceofvariablesondecisionmakingprocessofacustomerincontextto coreresourcesandattractors

Ranks

	Mean Rank
Physiography& Climate	5.33
Culture&History	5.30
Mixofactivities	5.28
Specialevents	2.23
Entertainment	3.91
Marketties	2.56
Superstructure	3.39

TestStatistics[a,b]

N	60
Chi-Square	160.945
Df	6
Asymp. Sig.	.000

2. Relativeextentofinfluenceofvariablesondecisionmakingprocessofacustomerincontextto supportingfactorsandresources

Ranks

	Mean Rank
Infrastructure	4.63
Accessibility	3.95

Facilitating resources	3.81
Hospitality	3.46
Politicalwill	2.20
Enterprise	2.95

TestStatistics[a,b]

N	60
Chi-Square	73.611
Df	5
Asymp. Sig.	.000

3. Relativeextentofinfluenceofvariablesondecisionmakingprocessofacustomerincontexttoqualifyingandamplifyingdeterminants

Ranks

	Mean Rank
Location	2.10
Safety/ security	4.74
Cost/value	3.54
Interdependencies	2.92
Carrying capacity	3.28
Awareness/ image	4.42

TestStatistics[a,b]

N	60
Chi-Square	94.567
Df	5

Asymp. Sig.	.000

4. Relative extent of influence of variables on customer perception while considering UK as apotentialtouristdestinationin context tocoreresourcesandattractors

Ranks

	Mean Rank
Physiography& Climate	2.78
Culture&History	5.67
Mixofactivities	3.90
Specialevents	3.03
Entertainment	4.77
Marketties	2.82
Superstructure	5.03

TestStatistics[a,b]

N	30
Chi-Square	59.859
Df	6
Asymp. Sig.	.000

5. Relative extent of influence of variables on customer perception while considering UK as apotentialtouristdestinationin contexttosupportingfactorsandresources

Ranks

	Mean Rank
Infrastructure	3.98
Accessibility	2.58
Facilitating resources	3.90

Hospitality	4.00
Politicalwill	3.10
Enterprise	3.43

TestStatistics[a,b]

N	30
Chi-Square	17.809
df	5
Asymp. Sig.	.003

6. Relative extent of influence of variables on customer perception while considering UK as apotentialtouristdestination in contexttoqualifyingand amplifyingdeterminants

Ranks

	Mean Rank
Location	1.78
Safety/ security	4.67
Cost/value	2.50
Interdependencies	4.23
Carrying capacity	4.72
Awareness/ image	3.10

TestStatistics[a,b]

N	30
Chi-Square	75.448
df	5
Asymp. Sig.	.000

7. Relativeextentofinfluenceofvariablesonactualexperiencegainedbycustomerswhilevisiting UK in context tocoreresources andattractors

Ranks

	Mean Rank
Physiography& Climate	3.12
Culture&History	5.72
Mixofactivities	3.08
Specialevents	4.17
Entertainment	4.03
Marketties	3.40
Superstructure	4.48

TestStatistics[a,b]

N	30
Chi-Square	39.473
df	6
Asymp. Sig.	.000

8. Relativeextentofinfluenceofvariablesonactualexperiencegainedbycustomerswhilevisiting UK in context tosupporting factorsandresources

Ranks

	Mean Rank
Infrastructure	3.63
Accessibility	3.67
Facilitating resources	4.22
Hospitality	2.68
Politicalwill	3.12
Enterprise	3.68

TestStatistics[a,b]

N	30
Chi-Square	17.856
df	5
Asymp. Sig.	.003

9. Relativeextentofinfluenceofvariablesonactualexperiencegainedbycustomerswhilevisiting UKin context toqualifyingandamplifying determinants

Ranks

	Mean Rank
Location	2.30
Safety/ security	4.22
Cost/value	2.87
Interdependencies	4.05
Carrying capacity	4.25
Awareness/ image	3.32

TestStatistics[a,b]

N	30
Chi-Square	35.971
df	5
Asymp. Sig.	.000

10. Relativeextentofinfluenceofvariablesonactualexperiencegainedbycustomerswhilevisitingcompeting countryin contexttocoreresources andattractors

Ranks

	Mean Rank
Physiography& Climate	4.63
Culture&History	4.51
Mixofactivities	4.86
Specialevents	2.35
Entertainment	4.64
Marketties	2.02
Superstructure	4.99

TestStatistics[a,b]

N	60
Chi-Square	147.393
Df	6
Asymp. Sig.	.000

11. Relativeextentofinfluenceofvariablesonactualexperiencegainedbycustomerswhilevisitingcompeting countryincontexttosupportingfactorsandresources

Ranks

	Mean Rank
Infrastructure	3.68
Accessibility	3.52
Facilitating resources	4.07
Hospitality	3.79
Politicalwill	2.45
Enterprise	3.50

TestStatistics[a,b]

N	60
Chi-Square	38.014
Df	5
Asymp. Sig.	.000

12. Relativeextentofinfluenceofvariablesonactualexperiencegainedbycustomerswhilevisitingcompeting countryin contexttoqualifying andamplifying factors

Ranks

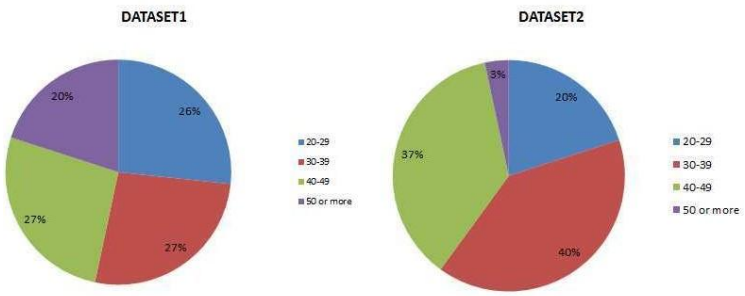
	Mean Rank
Location	2.68
Safety/ security	3.73
Cost/value	3.29
Interdependencies	3.56
Carrying capacity	3.56
Awareness/ image	4.18

TestStatistics[a,b]

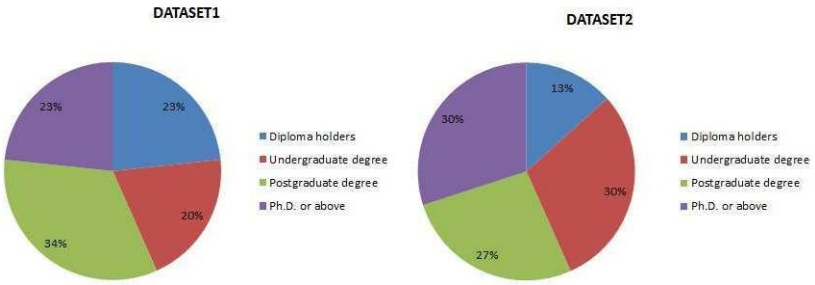
N	60
Chi-Square	29.572
df	5
Asymp. Sig.	.000

Appendix8

CHARTS SHOWING THE SPREAD OF AGE RANGE ACROSS RESPONDENTS



CHARTS SHOWING THE SPREAD EDUCATION LEVEL ACROSS RESPONDENTS



CHARTS SHOWING THE SPREAD OF TRAVEL DECISION INFLUENCERS