Chapter twenty-six
Cross-cultural Behaviour Research In Tourism: a Case Study on Destination Image

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Abstract

Focused on cross-cultural research in tourism, this study aims to emphasize the significance of exploring cross-cultural differences in consumer behaviour and, in particular, destination image. In order to achieve this objective, first of all a theoretical framework is developed to introduce a research agenda on cross-cultural consumer behaviour in tourism. From a practical perspective, a case study is carried out based on tourism databases and two ad hoc studies conducted by the Valencian Tourist Board (Spain) at its tourism information offices. ANOVA and factor correspondence analysis are considered as the main techniques to analyse the differences of destination image attributes taking into account the tourists' country of residence. Finally, conclusions and managerial implications are discussed.

Introduction

According to the World Tourism Organization (WTO), tourism has emerged as one of the most relevant sectors on a world level, as it is the major source of wealth in a number of countries (WTO, 1997). Statistics provided by the WTO emphasize the economic significance of tourism at the global level (WTO, 2003). From an international perspective, the most popular destinations in the world in the year 2000 were France, followed by Spain, the

USA, Italy and China. Looking at these figures, the need for cross-cultural research in countries like Spain can be appreciated, where international tourist arrivals have been experiencing an increasing growth rate and, at the same time, from a practical perspective, studies dealing with cultural characteristics are scarce.

From an academic viewpoint, conducting cross-cultural studies in tourism has both its supporters and its critics. On the one hand, proponents such as Pizam (1999) show that this type of research can be justified, as a great

deal of evidence suggests that nationality influences tourist behaviour. Others, e.g. Plog (1990), have pointed to a dearth of research related to the cultural differences and similarities of tourists, and have suggested that the rapid globalization of the tourist phenomenon and its international nature warrants a better understanding of the global tourist. Critics, on the other hand, such as Dann (1993) and Peabody (1985) highlight the limitations of using nationality and country of residence as segmentation variables in tourism research. They both suggest that tourism is now well and truly a global phenomenon and generating and destination societies are no longer culturally uniform.

Despite the criticisms, it is clear from a literature review that cross-cultural research in tourism is receiving increasing attention from academics. An examination of tourism literature shows an increasing interest in cross-cultural research (Hudson and Ritchie, 2001). Specifically, one of the purposes for doing cross-cultural research is to explore other cultures, learn about them and to test cultural differences in tourism marketing contexts. Additionally, it is well known that, based upon products offered, one particular destination may attract customers from different nationalities. The investigation of potential cross-cultural differences and similarities between various consumer groups representing different cultures in tourism visiting a particular destination is important for destination management to learn the profile of its customers, their values, preferences and behaviour, and to implement effective positioning and market segmentation strategies (Sussmann and Rashcovsky, 1997; Reisinger and Turner, 1998; Pizam, 1999).

The identification of the image perceived by the tourist is fundamental in determining a destination's competitiveness (Britton, 1979; Mayo and Jarvis, 1981; Mathieson and Wall, 1982; Ahmed, 1991; Andreu *et al.*, 2000). Efforts to understand the factors driving tourists to visit or that are influencing their image perceptions of a particular destination and how likely it is to be different from those of others visiting other destinations could help destination management in setting marketing strategies (Reisinger, 1997). Depending upon

the empirical findings, destination management would either promote attributes that best match tourist motivations, or concentrate on a different market where tourist motivations and destination resources match each other.

All these arguments justify the need for research in destination image from a cross-cultural view. Particularly, the objectives of this research are as follows: (i) to review the concept of destination image as well as to highlight cross-cultural research studies in tourism based on indirect and direct studies; (ii) to analyse a case study based on international and national databases regarding European travellers in a leading tourism destination in Spain and, in particular, in one specific form of tourism – sun and beach tourism – in which Spain specializes. In order to achieve these objectives, first of all a theoretical framework is developed to introduce a research agenda on cross-cultural consumer behaviour in tourism. Second, a case study is undertaken from an essential analysis, based on relevant data of the European Travel Monitor, Frontur (IET, 2003) as well as 'tourist-info surveys' provided by the Valencian Tourism Board (VTB).

Conceptual Background

Tourist destinations are accepted as being a key component of national or international tourism activities. Each destination offers a variety of products and services to attract tourists. However, each visitor also has the opportunity and freedom to choose from a set of destinations (Crompton, 1992). Research findings indicate that different factors may have an influence on destination choice, or the attractiveness of one particular destination (Mayo and Jarvis, 1981; Sirakaya *et al.*, 1996). For instance, each visitor may have different motivations, preferences and image perceptions for different destinations. Most studies of destination choice and tourist behaviour have been related to investigating the relationship between the image of destination and tourist preferences for the place as a tourist destination as well as dis/satisfaction with the destination. At this stage, Morrison (1989) presents two criteria, objective and subjective, that help tourists to decide

which one meets their own criteria best. The former includes prices, locations, physical characteristics of facilities or destinations and so on, whereas the image of the destination is considered as subjective criterion. Both objective and subjective criteria are significant attributes in forming a destination image.

It is important to bear in mind that studies of image and attitude are different concepts, despite the fact that both are largely used in the field of marketing. Two people may have the same images of a place, but may hold different attitudes towards it, e.g. warm weather (Kotler *et al.*, 1996). The place can be perceived to be warm (image), but one may not like warm weather or travel to a place that is warm (attitude). A number of image studies have been carried out to explore positive and negative perspectives of destinations on several attributes (Pearce, 1982; McLellan and Fousher, 1983; Richardson and Crompton, 1988; Embacher and Buttle, 1989; Echter and Ritchie, 1991). Such research indicates that destination images influence tourist behaviour (Hunt, 1975; Pearce, 1982).

Emphasizing the importance that images have upon the tourist, Hunt (1975) argues that the images, beliefs and perceptions that people have about a destination can influence the growth of a tourist area as much as, or even more than, tangible resources. Image studies play a key role in the marketing and promotion of destinations, particularly for those who have never been to the destination before (Baloglu and McCleary, 1999). Therefore, research on consumer behaviour and destination marketing could possibly be conducted first of all in order to understand the areas where the destination is suffering in terms of its image; and methods can be developed to construct a positive image and to suggest how to use this positive image to make people feel that the destination has its own distinctive quality. Although it is claimed that image perceptions of destinations may not always reflect the reality, unfortunately, they could affect the destination choice of potential tourists when deciding where to take a vacation (Goodrich, 1978).

Previous studies have highlighted the variations in the travel characteristics and behaviour of tourists from different countries. In an effort to classify the methods used when carrying out cross-cultural research, Pizam and his colleagues categorize two types of studies: indirect and direct studies. The first, 'the indirect method', refers to how 'outsiders', such as local residents, tour guides or entrepreneurs see tourists or, in other words, how they perceive differences in the behaviour of tourists across various nationalities. The other, 'the direct method', aims at exploring whether any differences exist in the behaviour, values or satisfaction levels of tourists representing different nationalities, and therefore reflects tourists' opinions about themselves or their experiences. In general, researchers have previously employed both methods; these are summarized in Tables 26.1 and 26.2.

On the one hand, a review of indirect studies supports the proposition that national cultures have a moderating effect on tourist behaviour, although the research is based on subjective perceptions. On the other hand, other research is developed by means of direct methods of cross-cultural comparison research. This type of research explores the similarities and differences between multiple groups in relation to several vacation travel patterns, tourist satisfaction, tourist motivation and image perceptions of the selected destinations.

Overall, direct studies have tended to focus on information sources used by travellers, destination choice, tourist expectations and benefits received. The resulting data from all these studies reveal cultural differences that provide theoretical support for expanded research in the area of cross-cultural behaviour in tourism. Reviewing direct studies, there is a lack of empirical studies regarding destination image. As the case study developed in this research focuses on destination image, one of the purposes of this research is to contribute in this issue.

Case Study: European Travellers to the Comunidad Valenciana (Spain)

The case study is centred on the analysis of tourists in one particular region of Spain. As mentioned before, Spain stands out as one of the major tourist receiving countries (51.7

Table 26.1. Indirect studies.

Researchers	Countries involved	Variables of the study	Sample	Main contribution
Pizam and Jeong (1996)	Korea, Japan and USA	20 behavioural characteristics of Japanese, American and Korean tourists	86 Korean tour-guides	Perceptions of Korean tour-guides of tourists from three nationalities
Pizam and Telisman-Kosuta (1996)	Bulgaria, Hungary, Poland, Spain, UK, USA, Yugoslavia	A variety of travel characteristics	Seven samples of residents in each country	Opinions and impressions of host communities
Pizam and Reichel (1996)	Japanese, French, Italian, US tourists in The Netherlands	20 behavioural characteristics	63 Dutch tour guides	Cross-cultural tourist behaviour based on subjective perceptions
Reisinger and Turner (1997)	Australia and Japan	National culture dimensions, holiday experiences	250 Australian tourism providers	Cultural factors influencing Japanese holiday experiences in Australia

Table 26.2. Direct studies.

Researchers	Countries involved	Variables of the study/datasets	Sample	Main contribution
Sussmann and Rashcovsky (1997)	French and English Canadians	Vacation travel patterns	189 passengers travelling by bus, train and plane	Cross-cultural of leisure travel dimensions
Reisinger and Turner (1997)	Australia and Japan	National culture dimensions, holiday experiences	618 Asian tourists visiting Australia	Cultural factors influencing Japanese holiday experiences in Australia
You *et al.* (2000)	Japanese and UK long-haul pleasure travellers	Pleasure Travel Market Survey for Japan (1995) and for UK (1996)	1200 (Japan) and 1208 (UK)	Cross-cultural study on push and pull factors
Crotts and Erdmann (2000)	Japan, UK, Germany, France, Brazil and Taiwan	In-flight surveys of overseas tourists to the USA (1996, 1997, 1998)	80,000 tourists to the USA	National culture on consumer evaluations
Hudson and Ritchie (2001)	Canada, USA and UK skiers	Environmentally friendly ski destination, WTP, socio-demographics	111 Canadians, 116 Americans, 105 British skiers	Identification of customers who are WTP more for an E-F product

million people in 2002), which allows the country to maintain its quota on a world level, in spite of emerging markets (IET, 2003; WTO, 2003). Among the principal countries sending tourists to Spain, the UK and German markets stand out in first place (47.7%). Behind them, although at a considerable distance, is France with 11.9% and then, with comparatively lower figures, The Netherlands, Italy, Belgium and Portugal (IET, 2003).

In respect to destinations preferred by foreign tourists, traditionally the Balearic and the Canary Islands stand out as being the most important, and also the Mediterranean coastline: Catalonia, Andalusia, and the Valencia Community (known in Spain as the Comunidad Valenciana). The last two have shown particularly important increases in recent years (IET, 2003), a fact that ratifies the leadership that continues to be maintained by Spain in the typology of sun and beaches, in which the country specializes (www.comunidadvalenciana.com). In respect to the destinations just mentioned, the Comunidad Valenciana deserves particular emphasis here, having received nearly 5 million foreign tourists (approximately 10% of the total number of tourists to Spain). Generally speaking, the principal outbound markets that come to this community are approximately representative of those visiting all of Spain, taken as a whole. Having justified the importance of conducting cross-cultural research in this area, the specific objectives of the case study are twofold: one is to analyse the profile of foreign tourists who visit the Comunidad Valenciana, and the other would be to analyse the perceived image that tourists have of this region, taking into consideration a representative sampling of the different nationalities that visit the tourist destination under investigation.

In order to achieve the above-mentioned objectives, the case study is carried out based on tourism databases and ad hoc studies conducted by the Valencian Tourist Board (VTB). One of the secondary sources of information used is the European Travel Monitor (ETM) database, the objective of which is to provide comparable data on European travel behaviour. The ETM is a continuous survey measuring all overnight trips made by the adult inhabitants of up to 33 European countries – irrespective of the reason for the trip. For this purpose, Europeans are representatively interviewed about trips they have undertaken during the last few months in more than 150 waves per year. This totals to approximately 400,000 interviews per year. The results obtained from these polls representative of the population are extrapolated for the total population (aged 15 years and above) of each country. Designed as a basic tool for marketing decisions in tourism,

the objective of the European Travel Monitor is to provide comparable data on European travel behaviour, as well as on the development of travel patterns on a pan-European basic. Therefore, the ETM has been continuously recording all trips abroad taken by Europeans with at least one overnight stay, including holiday trips, business trips, visits to friends and/or relatives and other private trips. Interviews are carried out by telephone usually from a central location using a CATI system (computer-aided telephone interviewing). All data relate to trips, not to people. If one person makes three trips, these are counted three times in the total volume.

Profiles of European travellers

Concerning the first objective, the profile of tourists to the Comunidad Valenciana is shown in Table 26.3. Specifically, based on the ETM, data gathered for five key tourism markets is shown (Germany, The Netherlands, Belgium, France and the UK) regarding their visits to the Comunidad Valenciana and the following variables: purpose of trip, type of holiday, accommodation, mode of transport, organization, travel spending, length of stay, travel season, degree of holiday satisfaction and intention to repeat. As far as trip purpose is concerned, it stands out that the majority of the tourists come for holidays, and mainly the type of holiday is sun and beach, and most of them take trips lasting 4 or more nights. In general they are very satisfied with their holidays and the intention to repeat is high.

Apart from the ETM market research, the data for the case study was gathered from two main and complementary sources. First of all, the statistical study entitled 'over-the-border tourist movements' (FRONTUR) carried out by the Spanish Institute for Tourism Studies based on interviews conducted at frontiers (IET, 2003). Second, the 1999 and 2000 'Survey of Visitors to the Comunidad Valenciana' was undertaken. Annually, the VTB surveys more than 1000 overseas tourists in Tourism Information Offices (Tourist-Info) during the summer, with self-administered questionnaires consisting of the following variables: introductory variables

Table 26.3. European travel to the Comunidad Valenciana: a comparison of key outbound countries.

Variables	Belgian	British	French	German	Netherlands
Volume of trips[a]	288,000	1,300,000	613,000	781,000	238,000
Trip purpose					
Holidays	100%	69%	61%	72%	98%
Business	–	13%	24%	–	1%
Other	–	18%	15%	28%	1%
Type of holiday					
Sun and beach	92%	60%	66%	100%	66%
Touring	8%	9%	7%	–	5%
City holiday	–	15%	–	–	–
Private occasion	–	–	27%	–	–
Sporting	–	–	–	–	9%
Others	–	16%	–	–	20%
Accommodation					
Hotel	16%	47%	36%	5%	15%
Other paid for	58%	35%	53%	61%	54%
Private	18%	14%	11%	34%	32%
Others	7%	4%	–	–	–
Mode of transport					
Plane	42%	85%	35%	35%	52%
Car	58%	6%	61%	42%	22%
Others	–	9%	4%	23%	26%
Organization					
Package	11%	39%	5%	–	38%
Other pre-booking	64%	60%	63%	55%	42%
No pre-booking	25%	1%	32%	45%	20%
Travel spending[b]	€787	€1,124	€1,009	€1,153	€905
Length of stay[c]					
Short trips	0%	18%	34%	7%	10%
Longer trips	100%	82%	66%	93%	90%
Travel season					
Summer	51%	68%	50%	95%	58%
Winter	49%	32%	50%	5%	42%
Holiday satisfaction					
Yes, very nice	90%	NA	100%	100%	96%
So so	10%	NA	–	–	4%
No, not really	0%	NA	–	–	1%
Intention to repeat					
Yes	79%	NA	94%	53%	66%
Maybe	13%	NA	6%	12%	31%
Rather not	8%	NA	0%	35%	2%

[a]Trips to Valencia with at least one overnight stay.
[b]Average expenditure per trip (and person). These costs included all expenses, means transport, accommodation, food and other expenses.
[c]Short trips (1–3 nights) and longer trips (4+ nights).
Source: European Travel Monitor (2000).

(i.e. first time of the visit); variables related to the tourist behaviour (i.e. mode of organizing the holiday, through travel agent, on their own, etc.), accommodation used, and means of transport used; future behaviour intentions (i.e. intention to repeat); sociodemographic variables (age, gender, place of residence, educational level) and the perceived destination image based on 19 attributes (parking space, promenades, rest areas,

green zones, recreational and sports areas, accommodation, restaurants, bars/cafés, shops/stores, cultural and leisure offering, safety, traffic flow, tourist signs, cleanliness and conservation, rubbish removal, beach cleanliness and conservation, state of the roads, ease of access to primary tourist sites, and absence of noise). A five-point scale ranging from 'very low' (1) to 'very high' (5) was used to evaluate how tourists perceive each destination attribute.

Based on the research conducted by the VTB in tourist-information offices during 1999 and 2000, the samples of both studies are: (i) with regard to the year 1999, the total sample is 2879. Of these, 556 are Spanish, 469 British, 322 German, 814 French and 633 from the rest of the world. (ii) With reference to the year 2000, the total sample is 2511. Of these, 510 are Spanish, 421 are British, 336 are German, 664 are French and 580 from the rest of the world. The distribution of the sampling in reference to the socio-demographic variables is very similar for the years analysed, as well as in relation to the different countries-of-residence of tourists visiting the Comunidad Valenciana. Specifically, the variable gender is distributed quite equally in the sampling analysed, but with a slightly higher percentage of males over females in all cases, except for the French, in the year 1999. Regarding age, the most important volume of visitors is concentrated in the interval 25–44 years, followed very closely by tourists in the 45–65 years age group. The level of studies also shows a distribution by age, as well as by country, which is very homogeneous: predominantly university studies, followed by secondary studies. Finally, although this is not a socio-demographic variable, it is important to know whether this was the first time the travellers had visited the Comunidad Valenciana, given that this aspect could possibly determine in the perception of the destination. In this case, for the year 1999, higher percentages were observed in tourists from the UK, Germany and the rest of the world, who were visiting the Comunidad for the first time, when compared to Spanish and French tourists. For the year 2000, this figure was only higher than the percentage of Spanish tourists, who had already visited the area,

when compared to the rest of the tourists, irregardless of the country-of-residence. Even so, in all cases the percentages were in the area of 50%.

The authors recognize that there are certain limitations to the methodology which must be stated. From a theoretical point of view, the analysis and measurement of tourist destination image through profiling destination attribute is the approach that is most frequently applied. However, an important limitation of this approach is the heterogeneity of the attributes used, rendering comparisons between the different destinations difficult (Ruiz *et al.*, 1999). In terms of this specific study, a pilot study would have allowed for the identification of those areas that could have been investigated in greater depth.

Tourist destination image: cross-cultural study

With reference to the second objective of the case study, this research focuses on the differences among tourists regarding the image of the Comunidad Valenciana. As can be concluded based on the research overview, few cross-cultural studies have been carried out on how people from varying cultural backgrounds differ in their perceived destination image. The present case study is based on the analysis of destination image that different tourists perceived of the Comunidad Valenciana. Specifically, the differences of destination image depending on the tourists' country-of-residence (Spain, UK, France, Germany, and the rest of the world) are analysed. Therefore, a direct method is used. With regard to the analysis of destination image from a cross-cultural point of view, it was conducted using multivariate techniques: analysis of variance (ANOVA) for each of the destination attributes, and factor correspondence analysis.

ANOVA of the destination attributes

First of all, an ANOVA for each of the destination attributes of the study was carried out in order to investigate the influence of country-of-residence on the perceived destination

image. As shown in Tables 26.4 and 26.5, for the years 1999 and 2000 respectively, significant differences are highlighted (*F*-value). Furthermore, by means of a post hoc analysis, it was possible to determine whether the country-of-residence affected the evaluation of destination attributes. Regarding both VTB databases, it became evident that the country-of-residence is related to the perception of the Comunidad Valenciana as a tourist destination. In other words, the perceived image of this tourist destination is not homogeneous; rather, it is possible to identify differences on the basis of the country. For instance, based on the 1999 database (Table 26.4), French tourists who visited the Comunidad Valenciana (FR, *n* = 814) evaluated significantly lower (*P* <0.05) the follow-ing attributes in comparison to British tourists (UK, *n* = 469): parking space, rest, cleanliness and conservation, rubbish removal, beach cleanliness and conservation, and absence of noise.

Regarding the 2000 database (Table 26.5), Spanish tourists who visit the Comunidad Valenciana (SP, *n* = 510) evaluated most of the attributes lower than the other segments. Specifically, differences were found in comparison to British (UK), German (GE) and the rest of the world (RW) regarding parking space (SP<GE, SP<RW, SP<UK), recreational and sports (SP<GE, SP<UK, SP<RW), accommodation (SP<UK, SP<GE, SP<RW), as well as restaurants, bars/cafés and shops/stores (SP<RW, SP<GE, SP<UK).

Table 26.4. Analysis of variance (ANOVA) by country-of-residence (year 1999).

Destination attributes	SP, *n* = 556	UK, *n* = 469	FR, *n* = 814	GE, *n* = 322	RW, *n* = 718	*F* [a]		Post hoc test [b]
Parking space	3.49	3.89	3.58	3.64	3.75	8.16	**	SP<RW, SP<UK, FR<UK
Promenades	4.18	4.33	4.23	3.95	4.29	9.54	**	GE<SP, GE<FR, GE<RW, GE<UK
Rest	3.96	4.05	3.76	3.97	4.07	9.25	**	FR<SP, FR<UK, FR<RW
Green zones	3.65	3.94	3.77	3.67	3.92	7.28	**	SP<RW, SP<UK, GE<RW, GE<UK
Recreational and sports	3.93	4.01	3.99	3.96	4.14	3.79	**	SP<RW
Accommodation	4.34	4.53	4.48	4.45	4.44	3.84	**	SP<FR, SP<UK
Restaurants	4.37	4.56	4.48	4.49	4.48	4.56	**	SP<UK
Bars/cafés	4.42	4.61	4.56	4.53	4.56	6.01	**	SP<FR, SP<RW, SP<UK
Shops/stores	4.24	4.30	4.33	4.29	4.38	2.25		
Cultural and leisure line-up	4.10	4.17	4.20	4.10	4.22	1.81		
Safety	4.33	4.39	4.43	4.38	4.47	2.53	*	Non-SD
Traffic flow	3.62	3.77	3.65	3.54	3.69	2.06		
Cleanliness and conservation	4.00	4.14	3.84	3.84	4.12	11.98	**	FR<RW, FR<UK, GE<RW, GE<UK
Rubbish removal	4.15	4.24	4.05	4.13	4.22	3.97	**	FR<RW, FR<UK
Tourist signs	4.14	4.15	4.00	3.98	4.12	3.40	**	Non-SD
Beach cleanliness and conservation	4.29	4.47	4.31	4.37	4.44	4.95	**	SP<RW, SP<UK, FR<UK
State of the roads	4.01	4.10	4.24	4.13	4.29	9.67	**	SP<FR, SP<RW, UK<RW
Ease of access to primary tourist sites	4.19	4.25	4.18	4.21	4.33	3.75	**	FR<RW
Absence of noise	3.47	3.72	3.44	3.71	3.68	7.16	**	FR<RW, FR<GE, FR<UK, SP<UK

[a]* *P* <0.05; **<0.01.
[b]Significant differences (SD) in the post hoc test (Scheffé): SP (Spain), UK (United Kingdom), FR (France), GE (Germany), RW (rest of the world).

Table 26.5. Analysis of variance (ANOVA) by country-of-residence (year 2000).

Destination attributes	SP, $n = 510$	UK, $n = 421$	FR, $n = 664$	GE, $n = 336$	RW, $n = 580$	F^a		Post hoc test[b]
Parking space	3.27	3.80	3.49	3.61	3.79	15.26	**	SP<GE, SP<RW, SP<UK, FR<RW, FR<UK
Pedestrian roads	4.17	4.25	4.19	3.97	4.36	9.91	**	GE<FR, GE<UK, GE<RW, SP<RW, FR<RW
Rest	3.93	3.99	3.88	3.96	4.24	10.93	**	FR<RW, SP<RW, GE<RW, UK<RW
Green zones	3.57	3.71	3.77	3.68	4.00	10.11	**	SP<RW, GE<RW, UK<RW, FR<RW
Recreational and sports	3.73	4.03	3.93	3.97	4.06	7.82	**	SP<FR, SP<GE, SP<UK, SP<RW
Accommodation	4.21	4.41	4.38	4.43	4.45	6.36	**	SP<FR, SP<UK, SP<GE, SP<RW
Restaurants	4.31	4.58	4.47	4.51	4.47	7.32	**	SP<RW, SP<FR, SP<GE, SP<UK
Bars/cafés	4.35	4.62	4.47	4.53	4.52	8.41	**	SP<RW, SP<GE, SP<UK, FR<UK
Shops/stores	4.20	4.45	4.29	4.42	4.39	7.94	**	SP<RW, SP<GE, SP<UK, FR<UK
Cultural and leisure line-up	4.02	4.29	4.18	4.20	4.21	5.03	**	SP<RW, SP<UK
Safety	4.25	4.20	4.24	4.19	4.25	0.37		
Traffic flow	3.47	3.75	3.60	3.58	3.85	9.36	**	SP<UK, SP<RW, GE<RW, FR<RW
Cleanliness and conservation	3.89	4.05	3.91	4.01	4.09	4.25	**	SP<RW, FR<RW
Rubbish removal	3.98	4.09	3.99	3.97	4.15	2.64	*	Non-SD
Tourist signs	4.01	4.12	3.93	3.89	4.19	6.88	**	GE<RW, FR<RW
Beach cleanliness and conservation	4.26	4.39	4.24	4.20	4.39	4.25	**	Non-SD
State of the roads	3.91	4.07	4.33	4.02	4.23	17.75	**	SP<RW, SP<FR, GE<RW, GE<FR, UK<RW
Ease of access to primary tourist sites	4.07	4.32	4.23	4.14	4.32	7.64	**	SP<RW, SP<UK
Absence of noise	3.42	3.70	3.52	3.59	3.76	6.40	**	SP<UK, SP<RW, FR<RW

[a]* $P<0.05$; **<0.01.
[b]Significant differences (SD) in the post hoc test (Scheffé): SP (Spain), UK (United Kingdom), FR (France), GE (Germany), RW (rest of the world).

Factor correspondence analysis

Secondly, a factor correspondence analysis was carried out on the data for the 19 destination attributes and five countries-of-residence, using the Data Theory Scaling System Group (DTSS), available with SPSS 11.0 for windows. Findings are presented separately based on the 1999 and 2000 VTB databases, as explained below.

In reference to the 1999 VTB database, two factors emerged that were able to account for the majority of the variance (71%) – the first factor accounts for 39% of the variance, and the second for 32%. In order to understand the dimensions, it is important to analyse to what extent the different points (attributes and countries) contribute to the inertia of each dimension. Firstly, with regard to attrib-

utes, it is noticed that, on the one hand, rest (0.14) and cleanliness and conservation (0.16), and in the opposite area, the state of the roads (0.18) contribute to the inertia (explained variance) of the dimension 1. Secondly, promenades (0.35) and absence of noise (0.28) in the reverse side contribute to the inertia of the second dimension. Regarding the countries, the UK (0.35) and France (0.61) on the opposite side, contribute to dimension 1. Concerning the second dimension, Spain (0.17) and Germany (0.75) contribute to the inertia of this dimension.

With reference to the 2000 VTB database, two factors emerged that were able to account for the majority of the variance (70%) – the first factor accounts for 40% of the variance, and the second for 30%. Analogously, in order to understand the dimensions, we analysed to what extent the different points (attributes and countries) contribute to the inertia of each dimension. Firstly, with regard to attributes, we were able to note that parking space (0.38), and in the opposite area, both promenades (0.15) and safety (0.15) contribute rather high to the

inertia (explained variance) of dimension 1. Secondly, green zones (0.11) and restaurants (0.12) – in the reverse side – contribute to the inertia of dimension 2. In relation to the countries, Spain (0.58), as well as the UK (0.16) and Germany (0.20) on the opposite side, contribute to dimension 1. Regarding the second dimension, Germany (0.23) and, on the reversal, the rest of the world (0.68) contribute to the inertia of this dimension.

Correspondence analysis results can be portrayed in perceptual maps. Going further in the analysis, to interpret their axes, it is advisable to analyse the contribution (CTR) of dimensions to the inertia of each row (attributes) and column (countries) points (Bigné and Vila, 1999). Therefore, we analysed which points (attributes and countries) are better explained by the first and second dimension. With this objective, the higher values left–right for dimension 1 (horizontal axis), and the higher values top–bottom for dimension 2 (vertical axis) were selected. These figures are shown in Tables 26.6 and 26.7, and represent the percentage of variation of attribute and country points explained for each dimension.

Table 26.6. Contribution of dimensions to the inertia of each attribute point.

Destination attributes	1999		2000	
	Dimension 1	Dimension 2	Dimension 1	Dimension 2
Parking space	*0.35*	0.08	*0.85*	0.13
Promenades	0.00	*0.95*	*0.62*	0.24
Rest	*0.61*	0.08	0.07	*0.45*
Green zones	0.07	0.13	0.00	*0.45*
Recreational and sports	0.27	0.00	*0.86*	0.03
Accommodation	*0.34*	0.14	0.09	*0.59*
Restaurants	0.20	*0.32*	0.09	0.89
Bars/cafés	*0.46*	0.18	0.11	*0.79*
Shops/stores	*0.84*	0.03	0.22	*0.59*
Cultural and leisure line-up	*0.90*	0.07	0.17	*0.77*
Safety	*0.88*	0.02	*0.70*	0.26
Traffic flow	0.02	*0.70*	0.21	*0.76*
Cleanliness and conservation	*0.66*	*0.29*	0.01	0.09
Rubbish removal	*0.45*	0.01	*0.74*	0.02
Tourist signs	0.11	*0.33*	0.35	*0.29*
Beach cleanliness and conservation	0.18	*0.75*	*0.54*	0.00
State of the roads	*0.75*	0.02	0.05	0.01
Ease of access to primary tourist sites	0.06	0.05	0.01	0.00
Absence of noise	0.27	*0.72*	*0.65*	*0.29*

Table 26.7. Contribution of dimensions to the inertia of each country point.

Destination attributes	1999		2000	
	Dimension 1	Dimension 2	Dimension 1	Dimension 2
Spain	0.04	*0.31*	*0.82*	0.01
UK	*0.63*	0.02	*0.46*	0.00
France	*0.85*	0.07	0.08	0.11
Germany	0.01	*0.96*	*0.44*	*0.38*
Rest of the world	0.07	0.03	0.01	*0.93*

Looking at Table 26.6, for the year 1999, the first dimension, or horizontal axis, explains in the negative side attributes such as parking space (CTR = 35%), rest (CTR = 61%), cleanliness and conservation (CTR = 66%), as well as rubbish removal (CTR = 45%). On the positive side, it explains attributes such as recreational and sports (CTR = 27%), accommodation (CTR = 34%), restaurants (CTR = 20%), bars/cafés (CTR = 46%), shops/stores (CTR = 84%), cultural and leisure line-up (CTR = 90%), safety (CTR = 88%), and state of the roads (CTR = 75%). The second dimension, or vertical axis, explains in its negative side attributes such as restaurants (CTR = 32%), beach cleanliness and conservation (CTR = 75%) and absence of noise (CTR = 72%). On the positive area, it explains attributes such as promenades (CTR = 95%), traffic flow (CTR = 70%), cleanliness and conservation (CTR = 29%) and tourist signs (CTR = 33%).

The first dimension, or horizontal axis, explains in the negative side countries (see Table 26.7) such as the UK (CTR = 63%) and, on the positive part, France (CTR = 85%). The second dimension, or vertical axis, explains in its negative side, Germany (CTR = 96%) and on the positive area, Spain (CTR = 31%). The 1999 perceptual map obtained based on the two dimensions is shown in Fig. 26.1. The attribute-based perceptual map shows the relative proximities of both countries and attributes in a joint space.

Regarding the year 2000 (Table 26.6), the first dimension, or horizontal axis, explains in the negative side attributes such as parking space (CTR = 85%), recreational and sports (CTR = 86%), as well as absence of noise (CTR = 65%). On the positive side, it explains

attributes such as promenades (CTR = 62%), safety (CTR = 70%), rubbish removal (CTR = 74%), beach cleanliness and conservation (CTR = 54%) and tourist signs (CTR = 35%). The second dimension, or vertical axis, explains, in its negative side, attributes such as rest (CTR = 45%), green zones (CTR = 45%), traffic flow (CTR = 75%) and tourist signs (CTR = 29%). On the positive area, it explains accommodation (CTR = 59%), restaurants (CTR = 89%), bars/cafés (CTR = 79%), shops/stores (CTR = 59%), cultural and leisure line-up (CTR = 77%).

The first dimension, or horizontal axis, explains in the negative side countries (see Table 26.7) such as the UK (CTR = 46%) and Germany (CTR = 44%). On the positive side, it explains countries such as Spain (CTR = 82%). The second dimension, or vertical axis, explains in its negative side, the rest of the world (CTR = 93%) and on the positive area, it explains countries such as Germany (CTR = 38%). The 2000 perceptual map obtained based on the above-mentioned dimensions is portrayed in Fig. 26.2.

After having obtained the perceptual map, it is possible to interpret the correspondence analysis results, which are consistent with previous ANOVA findings. First of all, it is possible to analyse the relative similarity or dissimilarity of countries and the associated attributes. Low distance indicates high similarity, and high distance has an opposite interpretation.

Regarding the year 1999 (Fig. 26.1), the first dimension on the horizontal axis compares the destinations of the UK and France. With respect to the attributes, parking space, cleanliness and conservation, rubbish removal, beach cleanliness and conservation,
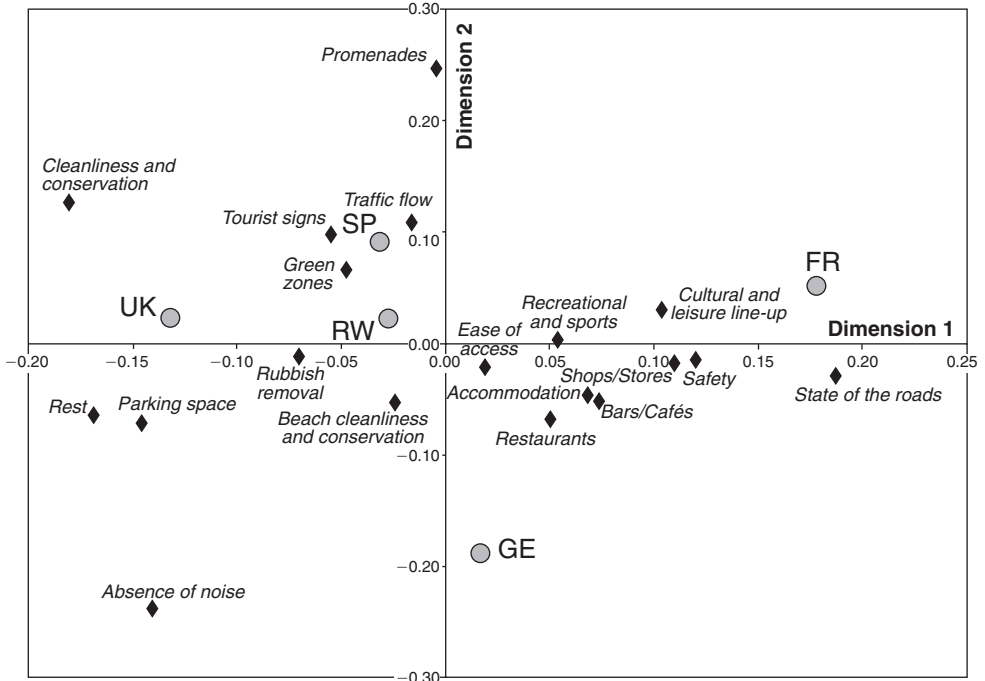
Fig. 26.1. Perceptual mapping with correspondence analysis (year 1999).
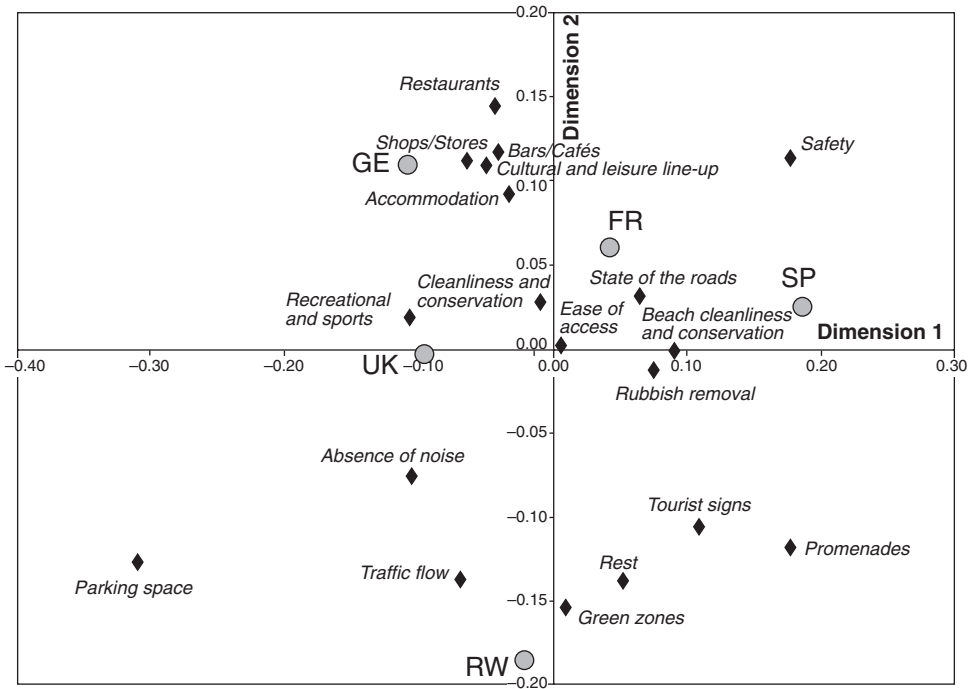

Fig. 26.2. Perceptual mapping with correspondence analysis (year 2000).

and absence of noise, these are situated far from the position of France, compared to the UK position where these attributes stand out. This finding can be also appreciated in the mean values and significant differences that were obtained in the ANOVA (Table 26.4). Concerning these attributes, the relative proximity of those attributes to the UK support the higher evaluation of the UK sample in comparison to the French sample. With reference to dimension 2, Germany and Spain show differences in the evaluation of promenades. This destination attribute has a low distance with Spain and, in contrast, a high distance with Germany. From the ANOVA, the significant difference between both countries regarding promenades (GE<SP, P<0.01) is highlighted.

In the 2000 perceptual mapping, as can be seen from Fig. 26.2, the first dimension on the horizontal axis compares the destinations of Spain with Germany and the UK. With respect to the attributes, it is important to mention the clear proximity with which four attributes (restaurants, shops/stores, bars/cafés, accommodation) are perceived, indicating their similarity in the image as perceived by the tourists. Specifically, Germans and British perceived those attributes as being higher, in comparison with the Spanish sample. Based on the ANOVA post hoc analysis, UK and Germany show significant differences with Spain (SP<UK, SP<GE). Regarding the second dimension, the high distance between the rest of the world and Germany is noted. In respect to the attributes, the perceptual maps show the relative similarity of the rest of the world and the following attributes: rest, green zones, traffic flow and tourist signs. Consistently, in the post hoc analysis, a higher perception of the rest of the world sample (GE<RW) regarding rest, green zones, traffic flow and tourist signs is corroborated.

Conclusions

This chapter presents a case study about destination image from a cross-cultural perspective. Initially, as far as the first objective is concerned, and based on secondary sources such as the ETM, the profile of foreign tourists who visit the Comunidad Valenciana is mainly for sun and beach holidays. Holiday satisfaction is very high and the intention to repeat, although also quite high, varies according to nationalities. Next, as far as the second objective referring to the perceived image, the following principal findings can be mentioned.

The perception of tourists regarding a specific tourist destination (i.e. Comunidad Valenciana) is not homogeneous. Based on ANOVA and perceptual mapping with correspondence analysis, this research reveals significant differences in the destination image attributes. Figures 26.1 and 26.2 synthesize the position of different countries, which can be interpreted according to the relative similarity or dissimilarity of countries and the associated attributes. From a managerial perspective, the potential of exploring the tourism destination image taking into consideration the different generating markets is an important issue that needs to be dealt with.

Despite their relative simplicity, perceptual maps are powerful strategic tools in that they allow managers to absorb a tremendous amount of data in a visual format (Luckett *et al.*, 1999). Although perceptual mapping is an extremely powerful heuristic, it does have a number of limitations. Perceptual maps are not dynamic. They represent a static view of a competitive marketplace at a particular point in time and do not provide data regarding how these countries or brands achieve their current positions (Luckett *et al.*, 1999). Another limitation is that the correspondence analysis solution is conditioned on the set of attributes included (Hair *et al.*, 1995). It assumes that all attributes are appropriate for how consumers from different countries evaluated destination image, and that the same dimensionality applies to each country-of-residence. In short, the advantages of the joint plot of attributes and countries-of-residence must always be weighed against the inherent interdependencies that exist and the potentially biasing effects of a single inappropriate attribute or country. However, the method provides a powerful tool for gaining managerial insight into cross-cultural destination image, i.e. the relative position of countries and the attributes associated with those positions.

This study has gone some way towards identifying the position of different tourists on the basis of their country-of-residence, regarding their perceived image of a destination. Because this study was limited to a particular destination that mainly receives European travellers, it is not possible to generalize its findings to other worldwide tourism destinations. Therefore, the authors propose to extend further research in new destinations and generating tourism markets outside the European frontiers in order to advance the understanding of cross-cultural tourist behaviour.

Apart from these practical findings, the authors would like to point out the challenges of following this line of research. Tourist destinations attract tourists from different cultures and countries; it is not reasonable to take into consideration only one specific group of customers. A comparative analysis between groups is required in order to better demonstrate the importance of an understanding of the variables underlying these national differences. There is one question that still remains here: does this appear to exist as a result of cultural differences or national differences? Or does each country or nation represent a unique culture that distinguishes it from others? Do cultures need to be identified with nations? Or can various cultures be distinguished within each nation? Could there even be similarities between regions of different nationalities? This area of tourism research is very new and requires much attention for exploration in the future.

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