

**University of Strathclyde
Department of Marketing**

**The Gradation of Destination Loyalty:
A Discussion on Destination Loyalty with
The Integration of Theories of
Place Attachment and Existential Authenticity**

by
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Abstract

Tourism destination market is competitive due to the increase of the number of world-wide international arrivals and more holiday destination players. Maintaining repeated tourist numbers is as important as attracting potential first-timers. Previous research has suggested that the majority of the destination loyalty research follows the framework of general brand loyalty theories. These studies tend to be positivist employing quantitative research designs. Moreover, they focus on causal analyses amongst image, satisfaction and revisit intention, which perceive loyalty as an ultimate goal. However, the current study identifies that the conceptual definition of loyalty conflicts with the constructs of loyalty. Additionally, the study aims to explain the dynamic rotation of actual revisits and place endearment by integrating theories of place attachment, existential authenticity and development of destination loyalty.

The current study employs interpretivism as research philosophy and interpretive as paradigm. It obtained data from focus groups and semi-structured interviews under the exploratory-purposed research design. The data is then analysed by means of the thematic analysis technique. Focus groups serve as the preliminary study; they allow examination of destination loyalty from real practices. Interviews generate information to fulfil the research aims by explaining the formation and development of destination loyalty with the integration of the theories of place attachment and existential authenticity.

The current results indicate that intention is hardly actuality and tourists are behaviourally loyal to multiple holiday destinations. Destination features fulfil tourists' physiological needs and bring satisfaction and excitement. However, they do not deepen tourists' attachment to the holiday destination. They are longer residence experience, local involvement, and memory which make tourists feel the destination like home to them. They are taken in as members of the local community. In addition, travel experiences are self-learning process and tourists dialogue with themselves during their journeys and then they were promoted knowledgably and spiritually. Tourists gain sense of belongingness and self-actualisation from holiday experiences.

This study suggests that destination loyalty is a dynamic process rather than a terminal status of behavioural consumption. With the integration of self-realisation, destination loyalty can be seen to be more than habitual and occasional revisits and fulfilments and satisfaction of physiological needs. This study unhooks the causal analyses on attributes; instead, it proposes a new perspective of explaining the development and enhancement of destination loyalty. The results can be beneficial for destination management and marketing research. Maintaining and branding are just the initial process. A tourist destination must utilise its characteristics to create more irreplaceable experiences for tourists, which enable tourists to build up profound emotional associations with the place.

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Chapter 1
Introduction

Chapter 1

Introduction

1.0 Introduction

The objective of this chapter is to provide an introduction to the thesis as a whole. Firstly, the rationale of the study is presented briefly to explain why the subject interests the researcher. Then, the theme of the research is introduced to present the research aim, objectives, and questions. It is followed by the introduction to the research strategies used in this study. It employs a combination of both literature and data analyses of two cases of fieldwork. After this, the main position of this study is elucidated. The literature review is a result of positivist and quantitative research whereas this study adopts interpretivism as the research paradigm with the view to giving destination loyalty meanings. Last, but not least, each chapter of this thesis is outlined.

1.1 The Rationale of the Study

The market of tourism destinations is getting more and more competitive. Based on the forecast of UNWTO (United Nations World Tourism Organization), the number of world-wide international arrivals will reach 1.6 billion by 2020 (UNWTO, 2011). The receipts of worldwide international tourism in 2010 are estimated to have reached over US\$ 900 billion (UNWTO, 2011). Furthermore, more holiday destination players join in the huge tourism market each year (UNWTO, 2009).

Branding, obviously, becomes a measure for tourism destinations to differentiate themselves from other competitors (Olins, 2005). Brand equity refers to the collective value of a brand and Keller's customer-based brand equity model becomes the mainstream measurement of brand equity. Loyalty is seen as the essence of brand equity and as the ultimate representation that customers response to the brand (Aaker, 1991 and Keller, 2008). The importance of loyalty in marketing and branding literature is never underestimated. The conceptual definition of loyalty which is defined by Jacoby and Olson and cited by Jacoby and Chestnut (1978) is the most widely-recognised one. Based on the definition, a true loyal customer must be both behaviourally and attitudinally loyal towards the brand.

The concepts of brand, branding, and brand equity have been widely researched since 1970's. However, it was not until the beginning of the Millennium has the concept of branding been applied to the tourism destination context (Morgan, Pritchard, and Pride, 2005). A recurring process of destination branding model is conceptualised by Cai (2002), which is mainly built upon destination image building and maintaining as well as destination marketing mix. Studies on destination branding are chiefly case studies done by destination management and marketing practitioners. Based on Keller's customer-based brand equity model and Gartner's components of destination image, Konecnik and Gartner (2007) propose a brand equity model for holiday destinations, which is revised by Boo, Busser, and Baloglu (2008). As far as destination loyalty research is concerned, the research patterns are very similar to brand loyalty research in the context of retailing products and services. Thus, loyalty is seen as a terminal status; studies are done to examine the relationship amongst revisit motivation, destination image, satisfaction, perceived value, and

loyalty (Huang and Chiu, 2006, Chi and Qu, 2008, Yoon and Uysal, 2005, Chen and Tsai, 2007, Castro, Armario and Ruiz, 2007, Lee, Yoon and Lee, 2007, Gallarza and Saura, 2006, Alcaniz, Garcia, and Blas, 2009, Hutchinson, Lai, and Wang, 2009).

The literature review so far indicates the domination of quantitative research, the dilemma of constructs of destination loyalty, and the high weight at attribute-based research survey. Revisit intention is used as the construct of behavioural loyalty whereas preference and word-of-mouth are for attitudinal loyalty. It neglects the influence from practical situations. Research on holiday destination choice-sets proves that practical restraints are major factors of holiday destination selection (Hong, Lee, Lee, and Jang, 2009 and Decrop, 2010). If so, it is problematic to use revisit intention as loyalty construct since intention is rarely actuality.

Moreover, word-of-mouth comes from the research on trust-commitment theory; a committed customer is believed to advocate for the brand (Pritchard, Havitz, and Howard, 1999). In the literature of destination loyalty, advocacy is used as the construct of attitudinal loyalty. However, the literature also indicates that the presentations of loyalty may vary from an industry to another. A holiday destination is a complex compound of tourism facilities, services, and products (Buhalis, 2000 and Pike, 2005). Therefore, this study argues whether recommendation can be fully applicable in the tourism holiday context.

Furthermore, multi-attribute theory established by Fishbein (1963 and 1967) commands the marketing research. It believes that individuals form their attitude towards the product or the brand by evaluating the attributes of that product or brand.

In other words, it believes that a tourist chooses to revisit a destination mainly based on their evaluation of the destination attributes. Tourist also forms their emotional bonds towards the destination based on its features. Thus, this study argues that the domination of attribute-based survey and quantitative research set up the predicament for destination loyalty research. There is limited advance; new destination attributes are applied into the same research model to see how significantly they contribute to intention of revisit and advocacy. There seems to be little input and output available.

1.2 Research Theme

The scope of international tourism arrivals and economic growth, the literature review on concepts of destination branding, destination image, and destination loyalty all serve as the rationale for this study. The study identifies that loyalty is seen as a final goal that a brand wants to reach. The prerequisite makes loyalty an end of a route, which restricts the entry points of destination loyalty. Besides, the research on destinations is built upon theories of brand loyalty.

Destination loyalty is rarely examined solely. Pritchard and Howard (1997) and Oppermann (1997 and 2000) are pioneers kicking off destination loyalty research. Pritchard and Howard (1997) propose a typology of loyal tourists on the basis of Day's measure of loyalty whereas Oppermann (1999) updates the typology of tourist loyalty by only focusing on the number of tourists' revisits. Further, Oppermann (2000) tries to predict revisit behaviour on the loyalty typology he previously proposed. However, there is very little research on attitudinal loyalty in tourism

destination context. Thus, the researcher thinks it necessary to conduct a preliminary research in order to construct a definition of destination from tourists' point of view. That is, the researcher invites tourists to share their opinions on their actual revisits and feelings towards holiday destinations with the view to identifying the gap between theories and real practices.

The preliminary study reflects that revisit intention is a problematic construct of behavioural loyalty. Also, it suggests that there is no exclusivity attaching to destination loyalty. People are behaviourally loyal to multiple destinations. That is to say, there is a gap between the literature of destination loyalty and tourists' real practices.

Moreover, the findings of the preliminary study suggest that tourists feel reserved to recommend and struggle to describe their feelings to destinations. That makes the researcher interested in probing the formation and development of destination loyalty by employing a different perspective and a qualitative research design. It calls for refinement of research questions and new inputs of literature review to move the study forward. The study of destination loyalty and its formation and development became the theme of the study. In order to fulfil the scarcity of attitudinal loyalty in the context of tourism destinations, place attachment and existential authenticity are integrated into the discussion of destination loyalty.

Both place attachment and existential authenticity are theories from different disciplines other than marketing and tourism. Place attachment originates from environmental psychology. Place attachment refers to the emotional bond which an

individual holds towards a particular place. From this emotional bond, the individual is able to maintain the sense of closeness to the specific place (Hidalgo and Hernández, 2001). Existential authenticity originates from philosophy and psychology. Wang (1999) introduces the concept of existential authenticity in the context of tourism and emphasises that the seeking for authenticity in tourism experiences is the process of self realisation of tourists themselves. Thus, both of these serve as perspectives to examine the process of enhancement of attitudinal loyalty in the holiday destination context. As far as the relationship between tourists and destinations, place attachment may possibly explain how attachment forms and develops through residential experiences. In addition, travel experiences do not merely fulfil tourists' physiological needs; they are also supposed to fulfil their needs for self-actualisation (Gartner, 1996). However, the literature lacks discussion and examination.

With new inputs of literature review, the focus of this study is modified and the research aim, objectives and questions are refined as follows.

The research aim is to investigate tourists' perceptions of both behavioural and attitudinal loyalty in the holiday destination context.

The research objectives are:

- a. to understand the dynamic interactions between visit realisation and emotional bonding.
- b. To integrate place attachment and existential authenticity into the examination of destination loyalty development

- c. To examine how tourists fulfil their needs for self-actualisation through travel experiences and how this links with the development of destination loyalty

Apart from overall objectives, there are research questions to look into in detail.

The research questions include:

- a. What will be the behavioural loyalty typology if actual revisit patterns are analysed and examined rather than revisit intention?
- b. What are the aspects which make tourists feel connected with the destination apart from satisfaction and trust triggered by destination attributes?
- c. What are the consequences of destination loyalty apart from feeling reluctant to switch to another destination and word-of-mouth?
- d. To what extent do tourists identify with the holiday destination setting?

1.3 Strategies Used to Conduct This Research

The strategy used to conduct this research is a combination of both literature review and two fieldworks. The fieldworks refer to a preliminary study and major step of data collection. Between the fieldworks, there are new inputs of literature review.

A comprehensive literature review and analysis is carried out before a preliminary study. It initiates into theories and studies on destination branding and brand equity for holiday destinations. Then, the study narrows down its interest to brand loyalty. The study identifies that research on destination loyalty is reproduction of research on brand loyalty. It neglects that holiday destination is a complex compound if it is

seen as a brand. Thus, a preliminary study is conducted in order to better understand the gap between theories and real practices.

The preliminary study adopts focus groups as its data collection strategy. It recruits Glasgow City residents who have the habit of regular vacation-taking in a destination outside the UK for more than one week in the previous five years. Four focus groups classified by participants' age range are successfully held. The collected data not only answers the researcher's questions but also brings food for thought. The preliminary study suggests that there is gap between the literature of destination loyalty and tourists' actual revisit patterns and emotional bond with holiday destinations. Apart from satisfaction gained from tourism service consumption, there is still little known with relation to attitudinal loyalty. The study moves forward to add in new literature review and to refine the research focus, design, and questions.

Theories of place attachment and existential authenticity are added in the literature review of this study. Place attachment originally examines the relationship between people and their residential environment whereas existential authenticity explains that tourists seek for self-actualisation through travel experiences. They allow the researcher to break through the boundaries of attribute-based survey. They are anticipated to explain the development of destination loyalty with new insights, particularly on the discussion of attitudinal aspects.

With new inputs of literature review and refinement of research questions, the major fieldwork takes place. The methodology used is qualitative and semi-structured

interviews are chosen as the data collection technique. Elderly Scottish citizens, aged over 50, who have regular holidays, are recruited. Regular holidays refer that they must have already taken at least three overseas holidays in the past five years. The major field work took place from September 2009 to December 2009. Interviews are taped and transcribed. Research diary and fieldwork note are written during the data collection period. All data is analysed with thematic analysis technique. A framework of the findings is drawn up and named as gradation of destination loyalty. Then, the findings are reported and discussed with reference to the literature.

1.4 Main Position of the Study

The adoption of methodology and integration of theories from different disciplines means the study stands in a very different position from the prior literature. The literature is a result of positivist and quantitative research. The domination of destination-attribute-based survey makes an invisible boundary. Destination loyalty is examined and explained on the bases of destination features. Even though trust-commitment theory is employed to explain the formation and development of attitudinal loyalty, it is still built upon destination characteristics. Cross-sectional research design treats loyalty as a terminal status; it is defined as a goal to reach not a process to develop along with.

On the other hand, this study adopts interpretivism as its research paradigm; the nature of qualitative research allows the study to give destination loyalty meanings. The integration of place attachment and existential authenticity allow the study to

explain destination loyalty without the limitation of destination attributes. It primarily examines tourists' emotional bonding to the place from the local involvement and their fulfilment of self-actualisation through travel experiences. Travelling is a process of learning for tourists themselves. There is an inner me taking place during their journeys.

Attributes bring excitement and satisfaction to the tourists. However, these are replaceable when tourists continue travelling to new destinations. Local involvement brings attachment; socialisation and long-lasting memories make them connected with the destination. Besides, travelling does not only bring enjoyment and relaxation to them but also the joy of self-realisation. Reflexivity is not self-development to tourists only; rumination makes them more sophisticated and critical in their anticipation of future travel experiences. It again suggests that tourists are getting experienced and it reminds the destination management and marketing practitioners to get ready for the competition.

1.5 The Outline of the Study

The study consists of 10 chapters and the outline is presented as the below shows:

Chapter 2 defines and presents the theories of destination branding, destination image, and destination loyalty along with discussion of previous research on these topics. This study examines destination loyalty from the standpoint of destination brand and branding. Therefore, the concept of seeing destinations as brands is introduced. It moves to present and discuss literature on destination image since

image is suggested to be the most influential elements amongst all components of brand equity for holiday destinations and significantly contributes to destination loyalty in literature. Furthermore, this chapter continues to present and discuss literature on destination loyalty. The literature chiefly examines the relationship amongst image, satisfaction, and loyalty. Also, attribute-based research design is still the mainstream. The study argues that destination loyalty research is reproduction of loyalty research in the retailing context and the domination of attribute-based survey make loyalty research situated in a predicament. Therefore, it calls for a preliminary study to understand the essence of destination loyalty from tourists' perspective and interpretation.

Chapter 3 is the newly-added literature on choice-sets, travel experiences, place attachment and existential authenticity. As it is stated in the previous section, a preliminary study is conducted. Then refinement of research focus and inputs of literature are called for. Studies on choice-sets are introduced. The prior research uses behavioural intention as loyalty construct, which is identified in the preliminary study as a problematic assumption. A holiday destination is a complex compound of all tourism-related services, facilities, and products. Travel experiences are the way tourists become consumers of the destination brand. Place attachment and existential authenticity allow the study to seek new insights to explain the development of attitudinal loyalty in a longer time span.

Chapter 4 introduces the methodology the study adopts. The introduction of research philosophy is presented from the perspectives of ontology and epistemology. The study adopts interpretive as its research paradigm and inductive process as its

research approach. The definition of qualitative research is presented and the measures of quality control of qualitative research are presented. Since reflexivity plays an important role in qualitative research, 'self' of the researcher is presented in this chapter. The applied methods of data collection and data analysis are introduced. Between each introduction of methodological measures, the real practices in the fieldworks of this study are presented too.

Chapter 5 presents the findings of the preliminary study. Characteristics of the focus group participants are illustrated. The preliminary study allows the researcher to better understand the gap between theories of brand and destination loyalty and the real practices. The study identifies that intention is rarely actuality. The usage of behavioural intention as the construct of loyalty in the prior literature does not reflect what is really happening in the social world. Participants hold reserved attitudes towards recommendation and they are also struggling to describe how they feel to holiday destinations. Learning from the fieldwork is presented, from which the research calls for new inputs of literature and refinement of research focus.

Chapter 6 introduces the findings of the major fieldwork, interviews. Characteristics of the interviewees are presented. A framework of destination loyalty gradation is introduced, which serves as the framework of the findings. The study concludes that there are three stages of destination loyalty gradation; initial stage, incubation stage, and stage of self-reflection and future plans. Findings of these three stages are presented in this chapter. The study reconfirms that destination features bring excitement and satisfaction to the tourists. However, it argues that excitement and satisfaction gained from attributes are replaceable. Place

attachment built upon local involvement is the reason why tourists have significant and strong association with the holiday destination. Also, self-actualisation is obtained through travel experiences. Tourists are getting experienced spiritually and materially.

Chapter 7 discusses the findings of this study with the existing literature. It also elaborates upon the issues raised through the findings. The reconfirmation of previous literature and the new insights are both presented and discussed. Also, additional findings, which are beyond the research focus, are also presented.

Chapter 8 concludes the study. The findings of this study are concluded to support its research objectives and questions. Research limitations and contributions are discussed. The further research application and direction are also presented. The implementation is proposed too. Eventually, the researcher gives her reflection to the research journey.

Chapter 2

From Destinations as Brands to Destination Loyalty

Chapter 2

From Destinations as Brands to Destination Loyalty

2.0 Introduction

This chapter aims at presenting the origin of this study as well as discussing the theoretical background upon which the study builds. It examines destination loyalty from the standpoint of destination brand and branding. Therefore, the concept of seeing destinations as brands is introduced, which is followed by introduction to models of destination branding and destination brand equity. Then, a set of practitioners' destination branding papers is presented and discussed.

The chapter moves to present and discuss literature on destination image since image is suggested to be the most influential element amongst all components of brand equity for holiday destinations and significantly contributes to destination loyalty. Research on destination image is then reviewed. Then, this study suggests that purposefully-selected attributes and attribute-based survey may restrict what is really studied, which also triggers the study to consider the adoption of a different research design.

Furthermore, this chapter presents and discusses literature on destination loyalty. Introduction of loyalty from its conceptual and operational definitions and its components are presented, which follows models explaining the relationship between behavioural loyalty and attitudinal loyalty. However, this study points out there is a lack of discussion on attitudinal loyalty in literature and that trust-commitment

theory is adopted to explain how and what may motivate tourists to have revisit intention and advocacy. “Satisfaction contributes to loyalty” has been taken for granted; thus, the relationship between these two dimensions is discussed. Additionally, destination loyalty research is reproduction of brand loyalty research; however, whether it is fully applicable is the question. This study points out uncertainties and calls for a preliminary study to understand the essence of destination loyalty from a tourist’s perspective and interpretation.

2.1 Destination as a Brand

In the early 70’s, a brand was thought as a synonym for the packaging of products. With the passage of time, the concept of a brand transforms from identifiable packaging features to a set of conceptual and imagery associations. From then on, brands can be applicable to any objects or even individuals. Also, the core issue switches from how to build up brands to the pursuit of brand value, or namely brand equity (Clifton, 2002).

Although destination marketing in the academic literature has been popular for several decades, it was not until the beginning of the Millennium that the concept of branding was applied to the tourism destination context (Morgan, Pritchard, and Pride, 2005). The phenomenon of studying branding in the context of holiday destination is a reflection of tourism market reality. It is forecast that by 2020, the number of world-wide international arrivals will reach 1.6 billion (UNWTO, 2011). Moreover, more holiday destination players join in the huge tourism market each year (UNWTO, 2009). Branding, obviously, becomes a way in which destinations

can differentiate themselves from other competitors (Olins, 2005).

The following sections will briefly cover the theoretical background of brand, branding, and brand equity for holiday destinations, from which the thought flow of this study originates and goes further.

2.1.1 What is a Destination?

Basically, destinations are places to which people travel. Kotler, Bowen, and Makens (2006, P. 726) define that “destinations are places with some form of actual or perceived boundary, such as the physical boundary or even market-created boundaries.” Thus, the scales of destinations vary hugely. Destinations can mean towns, cities, regions, or countries or even tourist attractions. When a destination refers to a piece of land set up by geographical boundary, it tends to be administrative and territorial. It does not convey what the destination may offer to the tourists. In other words, the word, ‘destination,’ is neutral. It must be clarified that destination in this study refers to places where tourists travel to for holidays. Territorially, ‘nation’ is the geographical boundary adopted in this study too.

Buhalis (2000) suggests an empirical framework to explain how literature defines destinations, which is shown in the table 2.1 below. Thus, the definition of destinations tends to be tourism product- and service-oriented and Buhalis (2000) proposes that “a destination can be regarded as a combination of all products, services and ultimately experiences provided locally” (P.98).

Table 2.1: Six As framework for the analysis of tourism destinations

A ttentions	Natural, man-made, artificial, purpose built, heritage, special events
A ccessibility	Entire transportation system comprising of routes, terminals, and vehicles
A menities	Accommodation and catering facilities, retailing, other tourists services
A vailable packages	Pre-arranged packages by intermediaries ad principals
A ctivities	All activities available at the destination and what consumers will do during their visit
A ncillary services	Services used by tourists such as banks, telecommunications, post, newsagents, hospitals, etc.

Source: Buhalis (2000, P. 98)

That is to say, a destination must have its territorial boundary no matter whether the boundary is visible or perceptible. Within the territory, there are resources for tourists to enjoy, infrastructure to maintain the needs of transportation and accommodation and activities and services to enrich tourists' holiday experience. The boundary of a destination is flexible to fit each research subject as long as it sustains tourists' needs during holidays. However, "destinations" in this study refer to the scale of countries or nations and they also indicate the tourism products, services and experiences they can offer to tourists.

2.1.2 Destination Brand

Brands generally refer to names, logos, symbols, trademarks as well as features and characteristics based on which consumers can easily identify them amongst all their competitors (Aaker, 1991, Keller, 2003, de Chernatony and McDonald, 2003, UNWTO, 2009, and American marketing Association, 2011). When it comes to the definition of destination brand, the definition suggested by Ritchie and Ritchie (1998) and which tends to highlight the travel experiences tourists enjoy within the

destinations is thought to be a holistic one. Ritchie and Ritchie (1998) define that a destination is a name, symbol, logo, word or other graphic that both identifies and differentiates the destination. Furthermore, it conveys the promise of a memorable travel experience that is uniquely associated with the destination. It also serves to consolidate and reinforce the recollection of pleasant memories of destination experiences (Ritchie and Ritchie, 1998). Thus, a destination can be branded by means of marketing campaigns and brand process. That is to say, a destination must highlight its characteristics. Secondly, a destination must build a set of perceptions with which tourists can easily associate in order to distinguish that particular destination from others. Thirdly, a destination must establish emotional bonding linkage with tourists (UNWTO, 2009). Simply, a destination is thought as a brand and the concept of branding is then applied to the destination.

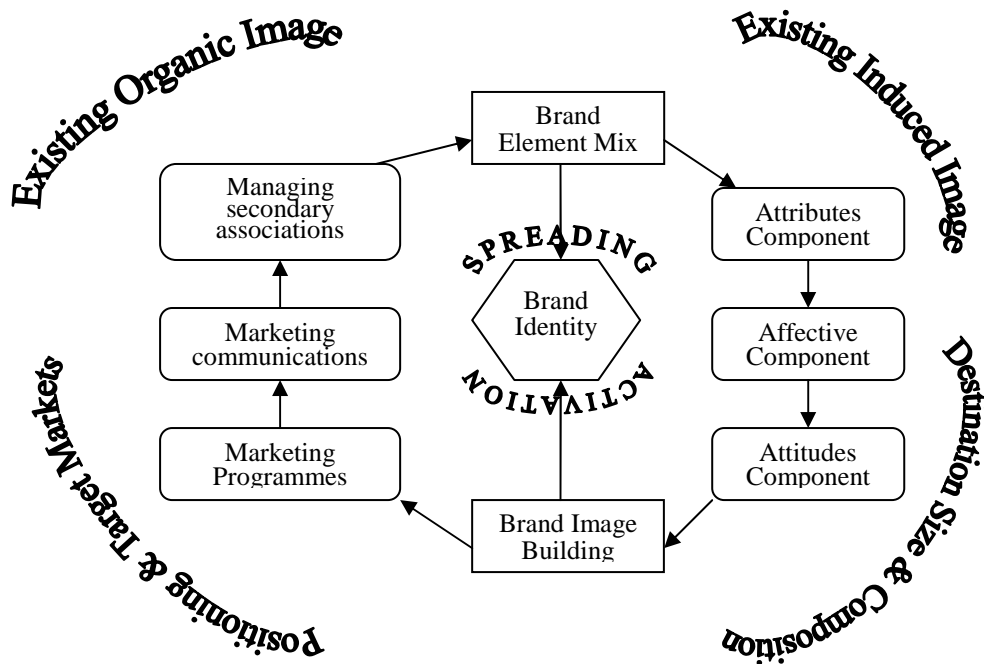
2.1.3 Destination Branding

Based on the general definition of a brand, branding is seen as strategy of product positioning. By means of branding, the product of the brand sells to its targeted market (Keller, 2003). Branding is also the means a brand communicates with its customers by presenting its attributes, creating its advantages, demonstrating its benefits and realising its ideals (Kapferer, 2010). Riezebos, Kist and Kootstra (2003) simplify the definition and state that branding is the process of giving meaning to the brand.

Based on the general concepts and Gartner's and Gunn's image components, both of which will be presented later this chapter, Cai (2002) proposes the model of destination branding. The model suggests that branding a destination starts at

selecting a set of local characteristics. By means of marketing mix, the formation and development of tourists' functional, affective, and attitudinal associations towards the destination is then established (Cai, 2002). The model is presented in the figure 2.1 below, which is followed by a brief explanation.

Figure 2.1: Cai's Destination Branding Model



Source: Cai, 2002, P. 725

Briefly, Cai's (2002) destination branding model is conceptualised particularly on the bases of destination image building and maintaining as well as destination marketing mix. Basically, Cai (2002) suggests that destination branding is a recursive process. It starts from the brand element mix, which is a set of selected attributes, and moves forward to the three components of image formation founded by Gartner (1996). With the assistance of branding campaigns to locate its branding position by means of marketing mix, the markets respond to the destination brand by visitations and then the cycle continues. At the same time, the brand element mix, including

slogans or logos, and the establishment of destination image contribute to form the essence of the destination, namely the brand identity (Cai, 2002). Further, the destination image and the formation of destination image will be presented, from which the model of Cai's destination branding will be more comprehensive. Image is thought as a vital dimension of the branding process and brand equity. The importance of image is repeated and this study devotes the next chapter to image. Also, Cai's (2002) destination branding model can be seen as branding application in the tourism context. That is to say, the fundamental branding concepts presented previously in this chapter are the conceptual foundations of the destination branding model.

Based on Cai's (2002) model, image of a destination plays a vital role in the whole process of destination branding. Destination image is what the branding process is all about. Besides, destination branding is perceived to be marketer-centred, which means the model of destination branding serves as an illustration of what a destination marketing marketer or organisation must do to consolidate the destination on its competitive tourism market.

Meanwhile, Hankinson (2004) points out that there are four benefits in branding a destination; he proposes that destinations as brands can serve as communicator, perceptual entities, value enhancer, as well as relationships. Communicator echoes to the definition of a brand proposed by the American Marketing Association, which becomes an obvious and distinctive feature for the destination to be differential. Conceptual entities refer to the perceptions tourists hold towards the destination's attributes. Value enhancer is associated with the concept of brand equity, brand

identity, and brand quality. It simply means that tourists recognise the destination as a brand and all the quality and characteristics it represents. Thus, tourists will think more highly of the destination than the others. Relationships, however, refers to the entire stakeholders of the destination brand who have to work together to convey the same branding theme. That is to say, all products and services provided within the destination are thought to be a brand entity (Hankinson, 2004). These four functions, at the same time, briefly explain the actions a destination has to take to become a destination and advantaged gained. In other words, destination branding promotes the destination awareness and recognition in such a competitive tourism market (Olins, 2005).

The keen competitiveness in the tourism market is the practical situation which makes destinations adopt branding theories to differentiate themselves from competitors. In addition, the theories of brand and branding are foundations on which the theories of destination brands and destination branding are based. The problem really lies in the extent to which brand and branding theories are applicable to destination brand and destination branding. However, the literature does not seem to ponder the issue.

2.1.4 Brand Equity for Destinations

Branding continues to promote the value of the brand by enhancing its popularity and boosting its sales. Brand value is what a brand wants to promote and branding is the process by which it reaches this goal. Sometimes brand equity and brand value are used interchangeably. They are seen as the outcome of all marketing efforts which have been made to brand a product or a service (Keller, 2008). The literature

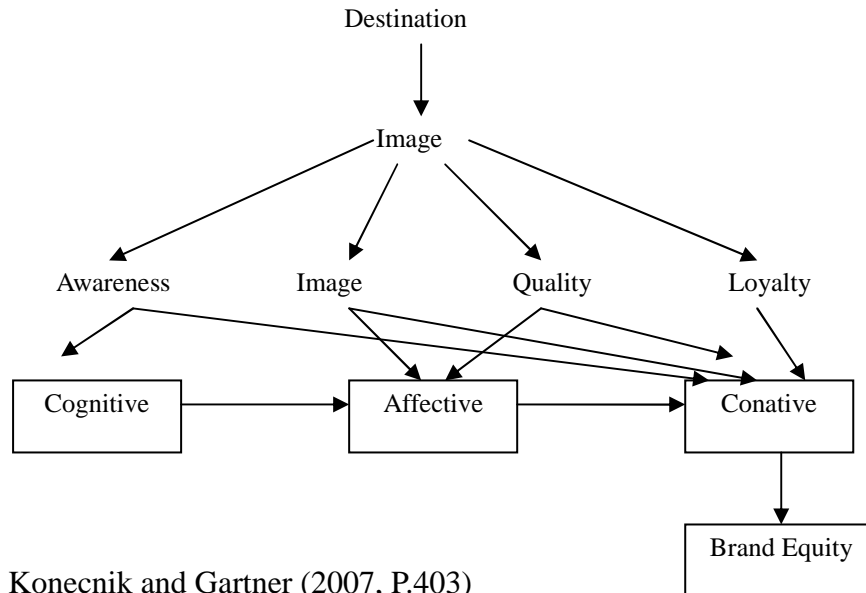
indicates that there are three major perspectives defining brand equity; they are the value-added model proposed by Aaker (1991), the financial perspectives suggested by de Chernatony and McDonald (2003), Elliott and Percy (2007), and Kapferer (2010), and the customer-based brand equity model proposed by Keller (2003). Aaker's (1991) and Keller's (2008) models of brand equity are two of the most widely-recognised definitions and explanations. What Aaker (1991) makes much of is the value of the brand. The value refers to monetary matters as well as intangible emotional associations. Also, the brand brings value to both consumers and the brand owners. At the same time, Keller (2008) places emphasis on the relationship building between the brand and the consumers. It takes customer's evaluation of the brand as the brand equity. So far, the concept of brand and brand equity is no longer what the brand presents. Instead, the concept of brand and brand equity becomes how the brand is perceived by the customers.

The consumer-centred perspective of brand equity proposed by Keller (2008) is applied to the destination context; two customer-based brand equity models for destinations are proposed by Konecnik and Gartner (2007) and Boo, Busser and Baloglu (2008). Generally, the dimensions of brand equity for destinations are highly similar to those dimensions of brand equity for retailing products, which is presented and discussed in the previous section. The divergence between these two destination brand equity models lies in the domination and significance of image during travel experience consumption. These two models are presented and explained in the following paragraphs.

Based on Keller's customer-based brand equity model and Gartner's proposal of

image components, Konecnik and Gartner (2007) generate a customer-based brand equity for destinations, which is shown in the figure 2.2 below.

Figure 2.2: Customer-based Brand Equity for Destinations



Source: Konecnik and Gartner (2007, P.403)

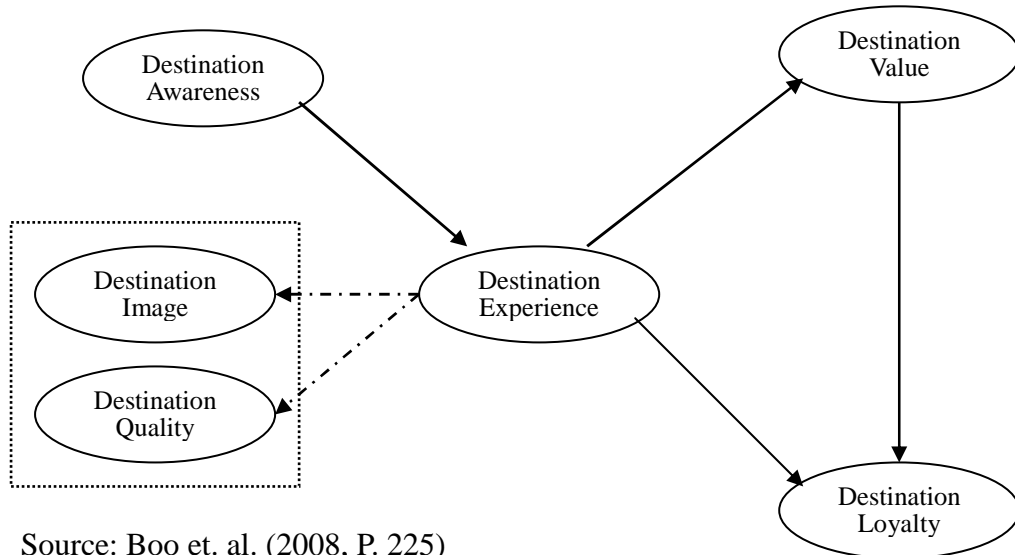
In general, the destination brand equity model proposed by Konecnik and Gartner (2007) emphasises the significance of three destination image components during the accumulation of brand equity. Firstly, a core image of a destination is presented which indicates all tourism products, services and experiences provided by the destination. As soon as the destination is known, the core image is then assessed through four dimensions; awareness, image of post visitation, quality, and loyalty. Awareness impacts the cognitive component of the destination image whereas image and quality influence the affective component. As long as loyalty, in both behavioural and attitudinal perspectives, is realised, all four dimensions impact conative component. Then, the brand equity for a destination is generated (Konecnik and Gartner, 2007).

This destination brand equity model, once again, confirms that image is the most important element in destination branding and brand equity. Image importantly impacts the perceptions tourists hold toward the destination before the visitation, during holiday experiences, as well as post visitation. However, the model seems to indicate that conative image is the identical twin of destination brand equity. The logic is simple. Conative image refers to the accumulation of all interrelationships amongst brand equity dimensions and cognitive and affective image components, which means the same set of overall matrix as destination brand equity stands for. Thus, what is the difference between conative image and destination brand equity in this model? Besides, the domination of image within the destination brand equity defocuses what is actually measured; should it be brand equity of the destination or the three components of the destination image? The question is actually narrowed down; that is, what is really measured, the brand equity of the destination brand or the overall image of the destination in this model? Further, if loyalty is the ultimate goal of brand equity as defined by Keller (2008), to what extent is loyalty significant in this model of destination brand equity? It brings confusion. Based on Aaker's (1991) and Keller's (2008) proposals, brand loyalty is the essence of a brand; it is not only a dimension of brand equity but also the achievement. From the perspective of customer-based brand equity, loyalty is the overall representative of brand equity. Here, Konecnik and Gartner (2007) suggest that conative image is brand equity. The definitions are different academically; however, they seem to refer to the same set of measures practically.

On the other hand, Boo, et. al. (2008) adopt Konecnik and Gartner's customer-based brand equity for destinations and propose a revised model of destination brand equity

after multiple application and validation, which is shown in the figure 2.3 below.

Figure 2.3 : Boo, Busser, and Baloglu (2008) adopt Konecnik 's Customer-based Brand Equity for Destinations



Source: Boo et. al. (2008, P. 225)

Originally, five dimensions of brand equality for destinations are proposed; they are destination awareness, destination image, destination quality, destination value, and destination loyalty (Boo, Busser, and Baloglu, 2008). With the high correlation between destination image and destination quality, these two dimensions are combined and renamed destination experience (Boo, et. al., 2008). The modification of combining destination image and destination quality echoes Berry's (2002) theory academically that experience is the way a service brand is consumed. In practice, a destination provides all tourism-related services and products like Buhalis (2000) suggests. Quality becomes the outcomes of consumption. It explains the logic that destination experience is used to represent the combination of destination image and destination quality in Boo's et. al. (2008) research.

Unlike Konecnik and Gartner's model for destination brand equity which highlights that brand equity is the accumulation of all interrelationships amongst brand equity dimensions and image components, Boo's et. al. model emphasises the examination of interrelationships amongst brand equity dimensions only. No matter which approach is taken, the measurement outcomes of these two models present tourists' evaluation on how well the destination brand performs in the dimensions of awareness, image, and quality, how much they appreciate their travel experience and perceived value, and how strongly they are loyal to the destination. With these results, destination marketing organisations can easily get the clue of how well they communicate with the tourists through the branding process. To sum up, the models of destination brand equity serve as measurement and evaluation tool for destination marketers.

2.1.5 Research on Destination Branding

It is believed that branding is what a marketer should be good at, which also indicates that literature on destination branding is chiefly management-centred and descriptive since the focus is largely the measures of destination branding taken by practitioners. The literature on destination branding can be divided into two main streams; one is the practitioners' paper and the other is the academic papers on in-depth examination of each element of brand equity. The former stream is case studies mainly presented by destination marketing practitioners to illustrate and present the practical application of the branding process to destinations, which is presented in the table 2.2 below. The latter branch comprises studies on each dimension of brand equity in the context of tourism destinations to build up knowledge and intelligence academically. Research on destination image is

considerable in both breadth and depth; however, the ultimate goal is destination loyalty. This study firstly discusses the literature on practitioners' papers in the following sections while the discussion on academic papers on elements of brand equity, particularly research on destination image and destination loyalty, will be presented later in this chapter when they are discussed.

Table 2.2: Practicians' Paper on Destination Branding

Authors	Subjects
Chang and Yeoh (1999)	Branding Singapore
Crockett and Wood (1999)	Branding western Australia
Hall (1999)	Destination branding in central and eastern Europe
Riege and Perry (2000)	Branding Australia and New Zealand to Germany and UK tourists
Curtis (2001)	Branding a state
Hankinson (2001)	Local branding (British cities)
Honkanen (2001)	Cultural tourism in Finland
Dore and Crouch (2002)	National tourism organisations and their publicity programmes
Hall (2002)	Brand development (re-imagining former Yugoslavia)
Morgan, Pritchard and Pride (2002)	Brand Wales (homecoming tourism)
Russo and van der Borg (2002)	Cultural tourism in European cities
Morgan, Pritchard and Piggott (2003)	Stakeholder study (New Zealand)
Vernon, Essex, Pinder and Curry (2003)	The comprehension of sustainable tourism amongst small-sized tourism business
Hall (2003)	Branding Britain
Foley and Fahy (2004)	Branding Ireland (with imagery associations)
Konecnik (2004)	Evaluating branding Slovenia with its image perceptions)

(table 2.2 continues)

Authors	Subjects
Kozak (2004)	Benchmarking in destination branding (conceptual paper)
Brown, Chalip, Jago, and Mules (2005)	Branding Australia with events
Gilmore (2005)	Branding Shanghai
Ooi (2005)	Branding Singapore
Pant (2005)	Branding/Marketing Armenia
Piggott, Morgan and Pritchard (2005)	Branding New Zealand
Pride (2005)	Branding Wales (golf tourism)
Ryan and Zahra (2005)	Political difficulties in branding New Zealand
Skinner (2005)	Difficulties in integrating marketing (Wales as an example)
Smith (2005)	Branding Philadelphia
Slater (2005)	Branding Louisiana
Florek and conejo (2006)	Branding developing countries
Jansen-Verbeke, Vandenbroucke, and Tielen (2005)	Branding on Brussels
Maitland (2006)	Tourism strategies in Cambridge
Xie (2006)	Branding a museum (heritage tourism)
Henderson (2007)	Branding Singapore

As shown in the table 2.2 above, this category of practitioners' paper and case studies mainly provides the application of the branding process from the viewpoint of destination planning, marketing, and management. Those papers, at the same time, provide practitioners' perspectives on branding a destination and present the practical situations and difficulties they encounter when branding destinations. Therefore, the listed papers can be classified according to the subjects they examine. Some make a straightforward presentation of how a place is branded; however, the scales of the studied destinations vary from case to case. Some illustrate how activities, such as sports or events, or attractions, such as cultural heritage, serve as

characteristics to brand the destinations, and still some case studies perceive image building and management as destination branding.

Even though “a brand is more than an image,” (Tasci and Kozak, 2006, P. 31) the boundary between the concept of a brand and that of an image is extremely subtle (Cai, 2002). In fact, Tasci and Kozak’s (2006) findings do show that there is confusion between brand and image in tourism destination context amongst destination marketing practitioners. Nevertheless, it is also comprehended that building image is only a process of branding a destination (Cai, 2002). The truth is the academic research on destination image dominates tourism research in the context of holiday destinations, which will be discussed in the next chapter. Again, case studies and practitioners’ papers do provide the practical branding application as a holistic standpoint. It is necessary to examine academic papers on studying dimensions of brand equity, particularly image, to have a clear comprehension on how and why destination marketers choose their branding strategies. In summary, research on destination branding is chiefly management-centred. They are mainly case studies presented by practitioners. Besides, branding a destination is highly related to building up the image of the place. The boundary between branding a destination and establishing the destination image seem to be mixed up in the literature.

2.2 Destination Image, its Components and Measurement

As discussed previously, destination image is suggested as a significant influential element amongst all components of brand equity for holiday destinations by both

Konecnik and Gartner (2007) and Boo, et. al. (2008). In addition, Cai's (2002) model of destination branding proposes that a destination is branded based on its image building and maintaining. Literature review also indicates that the causal relationship between destination and intention to revisit is studied (Chen and Tsai, 2007 and Bigné, Sánchez and Sánchez, 2001). Thus, a brief introduction and discussion on destination image and their themed research is presented in the following sections.

2.2.1 Destination Image

Generally, image of a brand refers to the perceptions consumers hold towards the brand; it conveys all the brand associations which consumers hold in their minds, in terms of both intangibility and tangibility. Brand image is the way a brand can characterise itself to the consumers on the basis of the functionalities and psychological and social indications (Keller, 2003).

“Image,” the term refers to diverse definitions in different disciplines; some take it as a version of tangible expression and some think it more intangible, which is related to feelings, beliefs, or associations and still others believe that image has something to do with consumer behaviours (Jenkins, 1999). However, when it comes to the definition of destination image, it refers to “the sum of beliefs, ideas and impressions that a person has of a destination” (Crompton, 1979). Academics though tend to have their own definitions; a selection of destination image definitions is then presented in the table 2.3 shown below.

Table 2.3: Selection of Destination Image Definitions

Researcher	Definition
Hunt (1975)	Perceptions held by potential visitors about an area.
Lawson and Baud-Bovy (1976)	An expression of knowledge, impressions, prejudice, imaginations and emotional thoughts an individual has of a specific place.
Crompton (1979)	Sum of beliefs, ideas and impressions that a person has of a destination.
Echtner and Ritchie (1991)	Place image is comprised of the ideas or conceptions held individually or collectively of the destination under investigation. Image may comprise both cognitive and evaluative components.
Gartner (1993)	A complex combination of various products and associated attributes.
Kotler (1994)	Net result of a person's belief, ideas, feelings, expectations and impressions about a place or an object.
Jenkins (1999)	The expression of all objective knowledge, impressions, prejudice, imaginations, and emotional thoughts an individual or group might have of a particular place.
Baloglu and McLeary (1999)	An attitudinal construct consisting of an individual's mental representations of knowledge, feelings and global impression about an object or destination.
Prebensen (2007)	Individuals' views or images of a particular place or a specific product are unique, constructed from their own memories, associations and imagination of that place or product.

Although there is no agreement on destination image definition, all the definitions are generally very similar. That is, destination image is individuals' impression of a place on the bases of their knowledge and attitude.

2.2.2 Components and Measurement of Destination Image

Since destination image is what an individual knows and perceives a destination and it varies from person to person, it requires some means of projecting the collective

perceptions of a destination in order to fulfil the needs of marketing purposes. Thus, measurement of destination image is called for. However, before measurement of destination image is introduced, the theoretical comprehension of the components of a destination image must be presented.

Gartner's (1996) and Gunn's (1988) models of destination image components are most-cited in destination image research as well as serving as the foundations of Cai's (2002) destination branding model.

Gartner (1996) suggests that destination image is composed of three components, cognitive image, affective image, and conative image, and he believes that these three components are also hierarchically interrelated. Firstly, cognitive image refers to the image built upon attribute evaluation of a place, which facilitates destination awareness. Affective image comprises motives or feelings held towards the place; during this stage, tourists start to consider whether or not to visit the destination. Then, conative image refers to the overall image of a place resulting from the interactions of cognitive image and affective image; during this process the decision to visit is made (Gartner, 1996). That is to say, a person's image of a place is changeable over time.

Based on Bruner's three-phase process of image formation, Gunn (1988) proposes that destination image has two levels. The three-phase process of image formation can be seen as a course of action of expectancy-actuality confirmation. In other words, image is confirmed or infirmed from travel experience (Gunn, 1988). Gunn (1988) simplifies Bruner's image formation model and suggests that what image

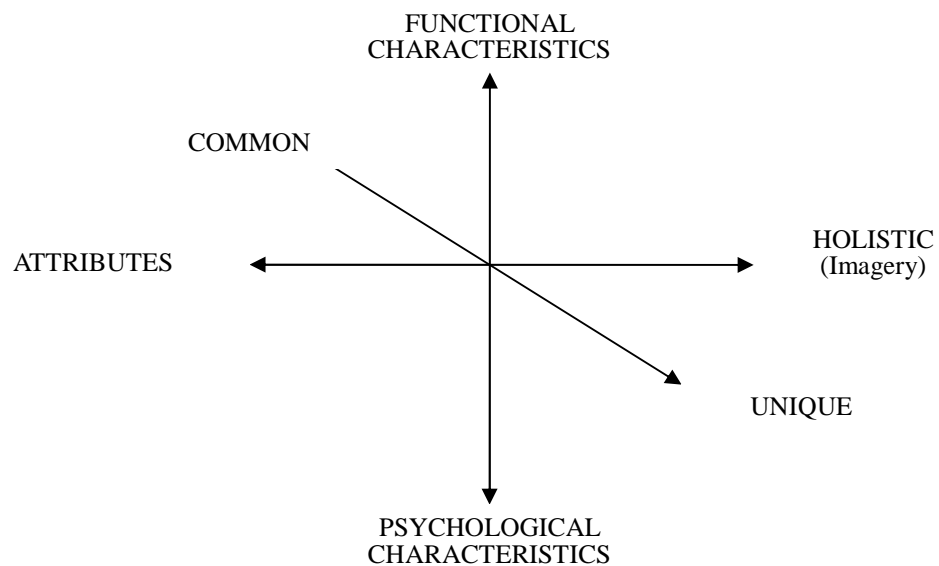
individuals hold to a destination is either organic image or induced image. Organic image refers to the perceptions tourists hold at very beginning, which is purely genuine. Organic image, then, becomes induced image after tourists receive and actively collect information related to the destination and again after tourists personally visit the destination (Gunn, 1988).

Jenkins (1999) takes Gunn's theory a step further by adding up "modified-induced image" as one of the components and redefines induced image. Jenkins (1999) redefines that "induced image" is the image which slightly changes after more tourism-related information is collected as well as visitation to the destination is realised. With more participation taking place in tourists' revisitation, the induced image alters again and becomes "modified-induced image" (Jenkins, 1999). It can be seen that Jenkins (1999) combines Gunn (1988) and Bruner's three-phase process of image formation adopted by Gunn (1988) to be her interpretation and conceptualises that destination image held by tourists is dynamic.

Gartner's (1996) and Gunn's (1988) models lay emphasis on how destination image is formed and then motivates the tourists to visit the destination whereas Jenkins's (1999) proposal stresses that image of the destination is continually modified due to more inputs from information collection, breadth of knowledge, and actual visit and even re-visit. That is to say, destination image does not stand still. It is dynamic and changing as new inputs generate. Even though destination image is conceptualised to be dynamic, still measurement is required, from which marketers can more easily assess whether the marketing mix has reached its aim.

As it is stated in the previous section, destination image is not fixed after it is formed. On the contrary, image changes with tourists' travel experiences. In fact, Baloglu and McCleary (1999) do point out that most research on destination image merely focuses on its static structure and very few papers try to draw a longitudinal study on how it may form and alter. It raises the issue that destination image must be supervised by destination marketers in order to have a better management and maintenance of what it should be. Since destination must be monitored, it requires some means of measurement. The most frequently-adopted measurement is the model proposed by Echtner and Ritchie (1993). The model of destination image components, which is shown in the figure 2.4 below, consists of three continuums. Although it is named "components of destination image," it is the model that opens the gate of destination image measurement with structured methods (Jenkins, 1999).

Figure 2.4: Echtner and Ritchie's Components of Destination Image



Source: Echtner and Ritchie, 1993, P. 4

Firstly, each destination has its attribute-based characteristics as well as holistic

features. The attributes are features like climate or tourism facilities whereas the holistic component has to do with imagery, the mental picture or impression of the destination. Secondly, the functional-psychological continuum refers to the features that tourists can easily observe or measure as well as those that are intangible. Last, but not least, the common-unique continuum is very similar to points of parity and points of differences which Keller (2003) defines. Common component means features that allow tourists to make comparison with other destinations, such as price levels or infrastructure, while unique component refers to characteristics which can be seen or enjoyed only in that particular destination, such as special events or special auras (Echtner and Ritchie, 1993).

Whenever a destination image calls for measurement, the researchers can list up attributes of the destination based on Echtner and Ritchie's (1993) model. The structured instruments, such as Likert and semantic differential scales, are designed to be rated by subjects (Jenkins, 1999). By employing statistical analyses, a collective perceived image towards the destination is then provided. Even though it is believed that attribute-based measurement of destination image may not fully project the holistic aspects of destination image, it is still the most widely-recognised and frequently-used assessment of destination image. Nevertheless, multi-attribute scaling is chiefly employed in the measurement of many aspects, including destination image. Even though it has been criticised for rating destination image with a set of selected attributes, the simplicity of administering the research and the convenience of coding and analysing the data systematically and statistically are the merits. Moreover, the definition of destination image refers to how "an individual" perceives a destination whereas measurement of destination

image is the sum of image perceptions from a group of tourists. That is to say, the individualisation is sacrificed when destination image is seen for marketing and branding purposes. However, it is an expedient compromise. Firstly, the measured features must be controllable by destination marketers. Secondly, a commonly-agreed image is what the measurement seeks.

It can then be concluded that Echtner and Ritchie's (1993) model is conceptualised based on multi-attribute theory proposed by Fishbein (1963 and 1967). The multi-attribute model has been widely applied in almost every aspect of marketing research to explain why consumers choose this product rather than another. Generally, multi-attribute theory believes that individuals form their attitude to the product or the brand by evaluating the attributes, namely features, which that product or the brand provides (Fishbein, 1963 and 1967).

Since a brand may provide dozens of features, the individuals only select some of them, which they think can bring them benefits, when evaluating the brand. The selection of attributes for evaluation is individual-specific; it is because every consumer calls for different needs and when doing the evaluation, they focus only on attributes which trigger their interest. Thus, the evaluation of attributes differs from person to person (Fishbein, 1963 and 1967). The overall result comes from the composite of each selected attribute perceived benefit evaluation, which is, again, weighted by the importance of these attributes to individuals. Eventually, the product or brand is then picked because the self-perceived benefits ideally match what they ask for (Fishbein, 1963 and 1967, Scott, Schewl, and Frederick, 1978, Wilkie and Pessemier, 1973 and Saleh and Ryan, 1992)

Nevertheless, multi-attribute theory is interpreted differently when it is employed by destination marketers to measure how destinations are perceived by tourists. In that circumstance, attributes are chosen by the researchers; each research lists features which are representative for the studied destination. That is to say, the selected attributes are in a large number. Echtner and Ritchie (1993), Kim (1998), Gallarza et. al. (2002), and Hankinson (2004 and 2005) all summarise and classify the attributes of tourist destinations used in previous destination image research in their own ways. It is suggested that the wording or description of image attributes may differ from one destination to another owing to unique physical and cultural tourism resources and targeted tourist segments. Additionally, the principle is simple; the chosen attributes are nothing more than features which are believed to be most distinctive and appealing to potential tourists.

That is why the multi-attribute model is so widely used in so many industries since it elucidates how evaluation of selection is made by consumers. It is used to explain satisfaction of services (Parasuraman, Zeithaml, and Berry, 1985) and can also be adopted to explain how destination image is perceived (Scott et. al., 1978).

Once again, the establishment and formation of destination image is explained with the standpoint of multi-attribute theory, which also makes it clear how attribute-based approach drives the literature. Firstly, destination marketers choose a set of features which they believe most representative of the destination and then attempt to create an image of the destination by presenting these features. Next, the image is projected by means of information delivered to the potential tourists. Potential tourists receive those specific messages, which catch their eye and match

their needs and anticipation from the destination. Then the destination image is formed. It is highly possible that the projected image and the perceived image are slightly different and the duty of destination marketers is to narrow the gap between these two types of image as closely as possible. The measurement which assists marketers to comprehend tourists' perceived image is surely the multi-attribute model as how it works has been explained in the previous paragraphs.

The multi-attribute model has been employed widely. It is able to expound how tourists perceive the image of the destination and to what extent they are triggered to have behavioural intention in terms of the favourability and the strength of that kind (Riezebos et. al., 2003). However, it may not be able to project the whole picture of what the destination means to the tourists since only features selected first by the marketers or the academics are presented to the tourists to ask for their evaluation. In addition, the favourability can only be presented in two extremes, negative or positive, which does not provide much inside understanding of how tourists think of and what feelings they hold towards the destinations. However, the downside of the multi-attribute model is compromised; it is still a better way to know tourists' perception and evaluation of the destination.

2.2.3 Research on Destination Image

From then on, research on destination image can be roughly divided into five types; image formation, image assessment, image comparison, influential factors, and relationship amongst image, satisfaction, perceived quality, perceived value and revisit intention. The first type of research concentrates on the formation of destination image. The academics, generally speaking, propose their conceptual

model of image formation based on literature and evaluate how the image of sole destination is formed, particularly with the inputs of tourists' personal background and external factors, such as information sources or prior experience (Baloglu and McCleary, 1999, Hanlan and Kelly, 2005, Beerli and Martín, 2004). Furthermore, image assessment research refers to image evaluation; it is destination image measurement survey. This type of research has two study subjects, the practitioners of tourism-related industries and the targeted tourists. The former aims at identifying distinct features of a destination that are recognised by tourism operators, travel agents, and experts. Thus, these features can serve as competitiveness for destination marketing purpose (Konecnik, 2004 and Baloglu and Mangalolu, 2001). The latter purports to know how the destination is perceived by the tourists (Choi, Chan, and Wu, 1999, Nickerson and Moisey, 1999, Watkins, Hassanien and Dale, 2006, Kim, 1998).

Additionally, image comparison research can be classified in four sub-categories. The image comparison can be done on how the same market perceives the images of a set of competing destinations (Baloglu and Mangalolu, 2001). Comparisons can be done on how tourists with different nationalities perceive the same destination (Rittichainuwat, Qu, and Brown, 2001, Obenour, Lengfelder and Groves, 2005, Ibrahim and Gill, 2005, and Litvin and Ling, 2001). Perceived image can be compared and contrasted amongst potential, first-time, repeat visitors (Chaudhary, 2000, Fakeye and Crompton, 1991) or between visitors and non-visitors (Hsu, Wolfe and Kang, 2004).

The fourth type of image research examines the factors influencing the formation of destination image, such as image projected by brochures, photos, or motion pictures, information released in brochures and websites, the changes on weather and natural environment, and the heterogeneity of tourists (Molina and Esteban, 2006, Gartner, 1986, Tasci, Gartner and Cavusgil, 2007, Castro, Armario and Ruiz, 2007, and MacKay and Fesenmaier, 1997, Choi, Lehto, and Morrison, 2007, Govers, Go, and Kumar, 2007, and Kim and Richardson, 2003). Moreover, there are studies examining the relationship amongst dimensions of destination image, perceived value, perceived quality, satisfaction, and revisit intention (Chen and Tsai, 2007 and Bigné, Sánchez and Sánchez, 2001).

Generally, these studies are generated from multi-attribute theory and reproduced from the image measurement theory. The attributes used in each study are different; however, the concept and the theoretical base are the same.

The great deal of research on destination image has been done. However, there are several shortcomings. Firstly, image is dynamic while the research can only present its static image researched at a specific point in time. That is to say, the results can merely explain how the destination is perceived collectively either before or after visitation; the holistic and dynamic destination image is restricted in the research (Gallarza et. al, 2002). Moreover, measurement of destination image is generally done with the view to destination image management and tourism policy making. Thus, the selections of attributes studied in the research tend to be manageable and controllable features of the destination. In other words, there is little intangibility of the destination examined and evaluated. Even if there is, these psychological and

abstract attributes are satisfaction and service quality; both features can be managed. There is a lack of examination of intangible characteristics, such as atmosphere or what feelings the destination evokes. Additionally, research on destination image is behaviour-oriented, which stress the cognitive process (Selby, 2004). What matters most to the researchers is what attributes motivate tourists to take actions. It seems to be the common research objective for marketing-based research; after all, consumption counts. From that perspective, attributes are motives for tourists' visitation. Simply, it neglects other factors which may impact tourists' revisit decision and realisation. Besides, there are three components of destination image, namely cognitive, affective, and conative image. The image studies claim that what they examine is conative image whereas they actually request tourists to evaluate a destination based on features representing cognitive image. In that case, what image is really studied?

2.3 Brand Loyalty and Destination Loyalty

The importance of loyalty in marketing and branding literature is never underestimated. Aaker (1991) highlights that loyalty is the essence of the brand equity; on the other hand, Keller (2008) believes that loyalty is the ultimate assurance that customers respond to the brand. In the following sections, definition of loyalty, the components of loyalty, its measurement, the relationship between loyalty and satisfaction, and research on destination loyalty are presented and discussed.

2.3.1 Definition of Loyalty

Loyalty is never defined clearly with specific and precise wording. For a long time,

research on loyalty has been conducted without a proper conceptual definition whereas operational definition hardly measures or predicts loyalty correctly (Jacoby and Chestnut, 1978). Loyalty is defined by actions of patronage which a loyalty consumer is likely to demonstrate whereas the psychological meaning of loyalty is scarce (Oliver, 1999).

Though it is difficult to give loyalty an accurate definition to describe its phenomenon in a conceptual way, Jacoby and Chestnut (1978) still cite a conceptual definition proposed in early 70's by Jacoby and Olson and make use of this "set of 6 necessary and collectively sufficient conditions" as the definition of loyalty. The six conditions are:

- 1. the biased (i.e., non-random)*
- 2. behavioural response (i.e., purchase)*
- 3. expressed over time*
- 4. by some decision-making unit*
- 5. with respect to one or more alternative brands out of a set of such brands, and*
- 6. a function of psychological (decision-making, evaluation) processes (P. 80-81).*

That is to say, true loyalty must consist of both behaviours of repurchase as well as attitudinal recognition of that particular brand. Besides, both behavioural and attitudinal presentations must be examined over time with the existence of competing players. A true loyal customer must be both behaviourally and attitudinally loyal towards the brand, which is also widely recognised and used by more and more academics (Bodet, 2008).

Even though the "conceptual definitions are abstractions" (Jacoby and Chestnut, 1978, p. 70), the significance of loyalty still drives the research to move further and

there is great deal of literature discussing, its components, its levels or typology, its measurement and its application into varied industries.

2.3.2 Components of Loyalty

Based on the conceptual and operational definition of loyalty, loyalty consists of repetition of purchase, namely behavioural loyalty, and affective bonding, namely attitudinal loyalty. Both aspects are put together to be composite loyalty (Jacoby and Chestnut, 1978). Behavioural loyalty is far more straightforward since it is observable and easy to judge whereas attitudinal loyalty is abstract and more complicated to identify.

Behavioural Loyalty

Behavioural loyalty means the realisation of repeated purchases, the increase amount of the purchase to the brand, and its share of the purchase to that brand in the same category product (Keller, 2008). In fact, these definitions are thought to be the measurement of brand loyalty too (Jacoby and Chestnut, 1978, Aaker, 1991, and Oliver, 1999). Thus, it leads to a bottleneck. That is, the measure of purchase pattern becomes both the measurement of behavioural loyalty as well as its indicator (Jacoby and Chestnut, 1978). Nevertheless, repeated purchase and frequency of patronage are still two of the three most frequently-used constructs of loyalty (Hepworth and Mateus, 1994, Chen and Gursoy, 2001 and Clark, and Maher, 2007). It must be made clear that behavioural intention replaces actuality of purchase serving as the construct of behavioural loyalty in literature, which will be further discussed later.

Attitudinal Loyalty

Loyalty is the attachment customers must hold to the brand (Aaker, 1991). Keller (2008) also highlights that habitual repurchase is not sufficient for being named as resonance; it calls for strong attachment. So do Dick and Basu (1994); they also comment that repeat patronage is not sufficient to explain the development of brand loyalty. The sense of special feeling particular to the brand is the prerequisite of loyalty (Keller, 2008).

Jacoby and Chestnut (1978) list several operational definitions of attitudinal loyalty. The truth is that many of them do not make any difference to the definition of behavioural loyalty. The definition still concentrates on examining the proportion of choosing a particular brand. The reason is simple; it is because attitudinal loyalty is thought to be present in repurchasing behaviours. It is assumed that liking and preference allow a particular brand to survive during each key process of purchase decision-making (Dick and Basu, 1994, Oliver, 1999 and Knox and Walker, 2001).

Some of the indices of attitudinal loyalty Jacoby and Chestnut (1978) list are brand preference, brand name loyalty, number or proportion of brands in the acceptance region and in the rejection. All of them refer to consumers responding to the brand name when asked a situational question. Even, “intent-to-purchase” is also listed to be one of the indices measuring attitudinal loyalty (Jacoby and Chestnut, 1978). In fact, repurchase intention is one of the most widely and commonly used instruments of loyalty indication (Chen and Gursoy, 2001). The confusion of whether it represents behavioural loyalty or attitudinal loyalty does not seem to matter that much in the literature since the proper theoretical definition of loyalty has been scant

from the very beginning. Moreover, there may be better measures to identify whether a customer is attitudinally loyal to a brand, such as trust-commitment theory borrowed from social psychology literature. As a matter of fact, satisfaction, preference, trust, commitment and even word-of-mouth are widely used to serve as the constructs or indicators of attitudinal loyalty on literature (Aaker, 1991, Keller, 2008, Jacoby and Chestnut, Clark and Maher, 2007, Morgan and Hunt, 1994, Knox and Walker, 2001, Sui and Baloglu, 2008, Johnson, Herrmann, and Huber, 2006).

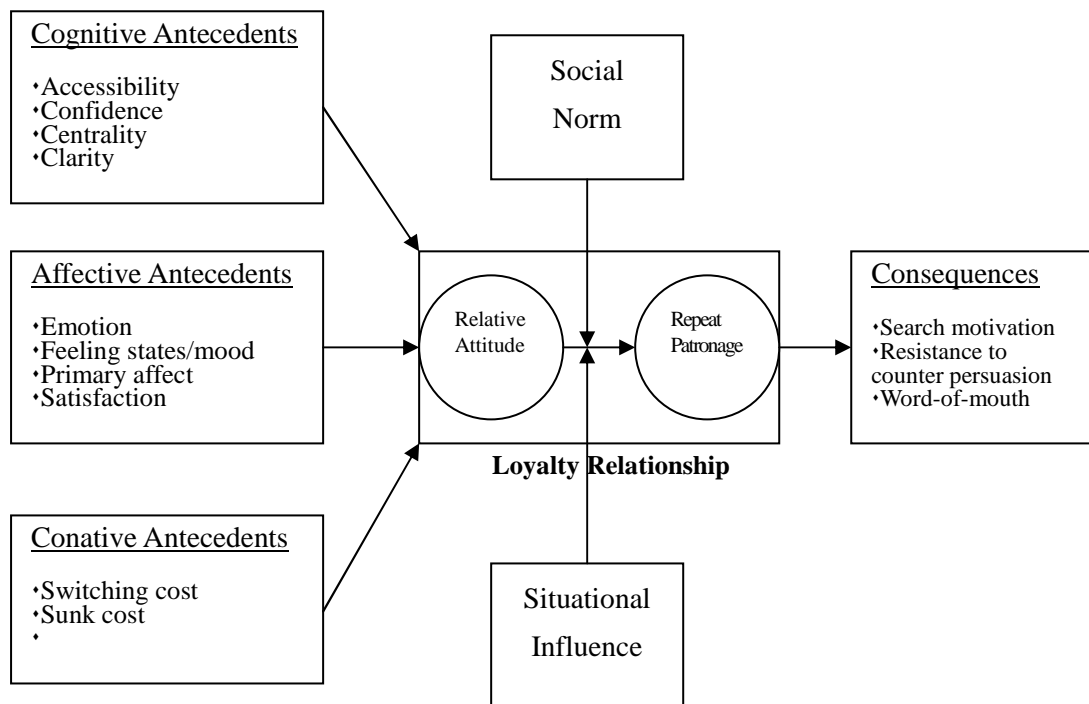
To sum up, the definition, indicator, and constructs of both behavioural loyalty and attitudinal loyalty have not changed in the past decades even though it is obvious that the conceptual definition is vague and the operational definition is confused and sometimes cannot fully explain what loyalty really is, particularly attitudinal loyalty.

2.3.3 The Relationship between Attitudinal Loyalty and Behavioural Loyalty

Academics believe that attitudinal loyalty is antecedent to behavioural loyalty. These models proposed by Dick and Basu (1994), Aaker (1991) and Oliver (1999) do not only explain the relationship between attitudinal and behavioural loyalty components but also illustrate the formation of loyalty.

The framework of customer loyalty proposed by Dick and Basu (1994), shown in the figure 2.5 below, serves as the best illustration to explain the difficulty of clear definition as well as the explanation of how brand loyalty develops.

Figure 2.5: The Framework of Customer Loyalty



Source: Dick and Basu (1994, P. 100)

In this framework of customer loyalty, Dick and Basu (1994) name the attitudinal device within loyalty relationship as “relative attitude” instead of “attitude.” It is because attitude is thought to merely explain a person’s affection or feelings to an object whereas attitude within the loyalty concept is an appraisal function, from which comparison amongst alternative offerings has been made with three kinds of antecedents. In the circumstances, relative attitude is a better indicator of repeated purchases (Dick and Basu, 1994). Still, relative attitude and repeat patronage are together seen as an entity of loyalty.

Aaker (1991) and Oliver (1997) both propose their model of loyalty levels with phases. Figure 2.6 is the loyalty pyramid proposed by Aaker (1991) and table 2.4 is

the four-stage loyalty model suggested by Oliver (1997 and 1999).

Figure 2.6 : The Loyalty Pyramid



Source: Aaker (1991, P. 40)

Table 2.4: Loyalty Phases with Corresponding Vulnerabilities

Stage	Identifying Marker	Vulnerabilities
Cognitive	Loyalty to information, such as price, features, and so forth	Actual or imagined better competitive features or price through communication (e.g., advertising) and vicarious or personal experience. Deterioration in brand features or price. Variety seeking and voluntary trial.
Affective	Loyalty to a liking: “I buy it because I like it.”	Cognitively induced dissatisfaction. Enhanced liking for competitive brands, perhaps conveyed through imagery and association. Variety seeking and voluntary trial. Deteriorating performance.

(table 2.4 continues)

Stage	Identifying Marker	Vulnerabilities
Conative	Loyalty to an intention: "I'm committed to buying it."	Persuasive counterargumentative competitive messages. Induced trial (e.g., coupons, sampling, point-of-purchase promotions). Deteriorating performance.
Action	Loyalty to action inertia, coupled with the overcoming of obstacles.	Induced unavailability (e.g., stocklifts – purchasing the entire inventory of a competitor's product from a merchant). Increased obstacles generally. Deteriorating performance.

Source: Oliver, 1999, P. 36

The similarity of these two models lies on emphasising that both attitudinal loyalty and behavioural loyalty must be taken into account when examining loyalty. The difference is that the former model stresses that attitudinal loyalty is gradually built upon multiple consumptions whereas the latter model advocates that a sense of affection is antecedent to realisation of repurchases.

In addition, the four-staged loyalty model proposed by Oliver (1997 and 1999) once again illustrates that attitudinal loyalty cannot be solely defined without considering behavioural presentation. Alternatively, it should be stated the other way round that each behavioural presentation has been backed up with attitudinal considerations. If behavioural loyalty contains the implication of attitudinal loyalty, should it be necessary to distinguish one from the other? Even if it makes sense that situational questions are asked in order to measure attitudinal loyalty, is there an alternative measurement which will be less complex?

However, if loyalty must be expressed over time (Jacoby and Olson, 1970) and if loyalty is highly linked with use experience (Aaker, 1991), the relationship and interaction between attitudinal loyalty and behavioural loyalty should be dynamic or in a cyclical formation. It means that both dimensions positively impact each other conceptually. That is to say, when customers are attracted to a brand, they will take actions to obtain the brand. Once the individuals are satisfied with the consumption, they want to have more. The more consumption experiences they have, the more the affective bond is built and secured. The argument here is that both models of loyalty level partially explain the loyalty phenomenon.

2.3.4 Measurement of Attitudinal Loyalty

Unlike measurement of behavioural loyalty, measurement of attitudinal loyalty takes an indirect approach. Repetition of purchase or quantity of patronage is observable and measurable whereas what consumers feel about a brand is comparatively abstract. As it is stated above, the commonly-used constructs of attitudinal loyalty are preference and willingness of recommendation, which are also the instruments in loyalty research to identify and scale attitudinal loyalty. Apart from that, what might be possible components of attitudinal loyalty is scant of further examination and discussion. In addition, it is relationship marketing, another marketing research stream, which studies how consumers build up affection bonding to the brand from the application of trust-commitment theory.

Pritchard et al. (1999) clearly advocate that commitment is used solely to measure consumers' attachment to a brand in cognitive terms, which is very different from the concept of attitudinal loyalty in which behavioural presentation is collaborated.

Pritchard et al. (1999), therefore, attempt to explain that commitment is one of the attitudes loyal customers hold to a brand by presenting the commitment-loyalty link model. In their research, commitment is defined to be “resistance to change.” Informational process, identification process, and volitional process are three mechanisms which consumers use to deal with their perceptions of the brand, to create the symbolic meanings represented by the brand, and to form their will on purchase selection (Pritchard et al., 1999). As soon as these confirmations are processed after consumption, they positively impact the development of resistance to change; meanwhile, resistance to change leads to loyalty. Resistance to change becomes the mediator and the hyperlink between the rational brand selection and loyalty with commitment (Pritchard et al., 1999).

It is the rationale why resistance to change becomes the definition of commitment. Resistance is also one of the consequences of brand loyalty in Dick and Basu’s (1994) loyalty formation model presented above. Resistance and switching to another brand indicate two sides of one action in the literature. The wording might be different but they refer to commitment. It seems that attitudinal loyalty is so intangible that it needs behavioural presentations to indicate its existence. The researcher wonders whether this equation also makes sense in the context of tourism destinations.

Morgan and Hunt (1994) also built up the commitment-trust model on the basis of social-psychological interpersonal relationship with a view to explaining how consumers’ trust and commitment to brands take shape. Their study confirms that trust leads to relationship commitment. Bendapudi and Berry (1997) and Fullerton

(2003) succeed the research on commitment. Bendapudi and Berry (1997) suggest that there are two kinds of relationship maintenance, constraint-based perspective and dedication-based perspective. Constraint-based relationship maintenance is built upon the basis of dependence on the subject while dedication-based relationship maintenance is mainly constructed from trust in the subject. Therefore, Bendapudi and Berry (1997) propose that these two relationship maintenance systems function slightly differently. Constraint-based relationship maintenance is more like a mechanism which upholds the relationship commitment whereas dedication-based relationship maintenance uplifts the relationship commitment (Bendapudi and Berry, 1997). Similarly, Fullerton (2003) proposes that there are two dimensions of commitment, affective commitment and continuance commitment. Affective commitment describes feelings of attachment and identification and continuance commitment refers to dependence and entrapment (Fullerton, 2003). Again, these two devices lead to behavioural intentions which are seen as behavioural presentations of loyalty. The cycle continues; whenever attitudinal bond is examined, behavioural presentations serve as indicators. After all, emotions are intangible and it is believed that there is affection back-up behind each behaviour.

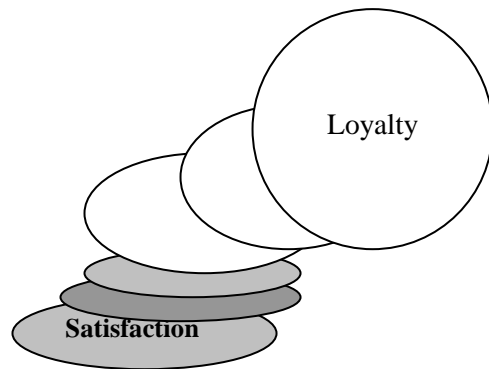
As it can be seen above it takes time for consumers to build trust and commitment to the brand and, therefore, Kumar and Shah (2004) advocate that consumers' attitudinal loyalty is cultivatable. It vividly describes that it takes time and efforts to develop attitudinal loyalty. Additionally, it points out that loyalty should be assessed over time rather than in a snapshot-like evaluation. The reality is that the majority of loyalty research reflects the 'status quo' rather the 'becoming' of being loyal. It explains the reason why loyalty is seen as an ultimate goal to reach.

2.3.5 Satisfaction and Loyalty

When it comes to loyalty, of a particular attitudinal perspective, satisfaction and commitment are thought constructs and yet used interchangeably as if they were synonymous (Dick and Basu, 1994, Pritchard, Havitz, and Howard, 1999 and Oliver, 1999). Satisfaction is defined to be a pleasurable sense of fulfilment which originates from the fulfilment of consumers' needs, goals, or anticipations (Oliver, 1999) whereas commitment is thought as a long-lasting sense of attachment to a brand (Pritchard et al, 1999). Then, here comes a question: are these three concepts referring to the same thing or are they distinct from one another?

There is a great deal of literature suggesting that satisfaction and loyalty are highly related (Keh and Lee, 2006, Russell-Bennett, McColl-Kennedy and Coote, 2007, Bodet, 2008, Arbore and Busacca, 2009, Lai, Griffin and Babin, 2009, and Torres and Tribo, 2010). Oliver (1999) presents and explains his analysis on how significantly these two are linked together and to what extent satisfaction may influence loyalty by using a metaphor. Oliver (1999) compares satisfaction to the seed of loyalty and it takes social environment factors and consumers' self determination to develop varied levels of loyalty, which is shown in the figure 2.7 below.

Figure 2.7: Oliver's (1999) View on Relationship between Satisfaction and Loyalty



Source: Oliver (1999, P. 34)

With this metaphor, Oliver (1999) confirms the significant relationship between satisfaction and loyalty but also points out that satisfaction cannot be seen as a guarantee of loyalty. Therefore, it is questionable to take satisfaction as either a measurement or an indicator of attitudinal loyalty. Nevertheless, this study must highlight that a great deal of literature examines the relationship between satisfaction and loyalty and proposes that satisfaction leads to loyalty. It seems Oliver's (1999) advocacy in some way contradicts the literature. Alternatively, it might be seen that the satisfaction-loyalty relationship varies from one industry to another. The satisfaction-loyalty relationship is not yet a law which can be applied to every sector.

2.3.6 Research on Destination Loyalty

The research dimensions applied to destination loyalty are very similar to those conducted in the context of retail or service brands. Mainly, the research studies those factors contributing to revisit intention (Chen and Gursoy, 2001, Rittichaiuwat, Qu and Leong, 2003, Sparks, 2007, Jang and Feng, 2007, Um, Chou, and Ro, 2006, Alegre and Cladera, 2006, and Bosnjak, Sirag, Hellriegel and Maurer, 2010) and the relationship amongst motivation, destination image,

satisfaction, perceived value, and loyalty, chiefly with revisit intention as the construct (Huang and Chiu, 2006, Chi and Qu, 2008, Yoon and Uysal, 2005, Chen and Tsai, 2007, Castro, Armario and Ruiz, 2007, Lee, Yoon and Lee, 2007, Gallarza and Saura, 2006, Alcaniz, Garcia, and Blas, 2009, Hutchinson, Lai, and Wang, 2009). Amongst the destination loyalty literature, studies on revisit intention dominate whereas little research discusses tourists' attitudinal perspectives (Alexandris and Meligdis, 2006, Clark and Maher, 2007, Lee and Back, 2008, and Yuksel, Yuksel and Bilim, 2010). The economic contribution from frequent visitors matters more than the development or enhancement of their attachment to the destination even though loyalty is supposed to mean emotional bonds between tourist and destinations. That is the point at which this study starts. It aims to put the missing piece of the jigsaw back to see the whole picture of destination loyalty. Still the researcher bears in mind that behavioural presentations serve as indicators of attitudinal loyalty. However, the study argues to what extent theory of brand loyalty can be applied to the context of holiday destinations.

On the evidence of loyalty literature, scholars started to study destination loyalty in late 90's and early in the new Millennium. Pritchard and Howard (1997) and Oppermann (1997 and 2000) are thought to be the pioneers in applying the concept of loyalty to tourism destination literature even though the term "revisit" or "repeat visitation" have been used on destination image research. From then on, more and more research studies adopt a research framework of loyalty to examine factors contributing to revisit intention as well as the relationship amongst dimensions of destination brand equity.

Firstly, Pritchard and Howard (1997) try to classify different types of loyal tourists on the basis of Day's measure of loyalty. Pritchard and Howard (1997) take advantage of the matrix of service loyalty that is generated from loyal attitude and repeated behaviour to classify the studied subjects into four types of loyal tourists and then compare and contrast how they are different from one loyalty type to another on involvement, satisfaction and perceived difference in service quality. It confirmed that attitudes distinguish true loyalty, which means that subjects who are categorised into true loyalty group are those who are more highly involved, more satisfied, and perceived the service difference (Pritchard and Howard, 1997). After that, Oppermann (1999) updates the typology of tourist loyalty by only focusing on the number of tourists' revisits. Then, Oppermann (1999) generates 7 types of tourist loyalty typology, which ranges from non-purchasers who never visit the destination to very loyal tourists who are frequent visitors. Further, Oppermann (2000) tries to predict revisit behaviour on the loyalty typology he previously proposed. The originality of research on destination loyalty seemingly paused without a breakthrough since then; the reproduction of brand loyalty research in the context of destination loyalty starts to increase from then on.

In pointing out factors leading to revisit intention, the literature has proved that destination attributes, such as different cultural experience, safety, and convenient transportation, does contribute to tourists' revisit intention (Chen and Gursoy, 2001 and Quintal, Lee, and Soutar, 2009). Undoubtedly, satisfaction has become the indicator of repeated visitation (Jang and Feng, 2007 and Alegre and Cladera, 2006). However, it must be borne in mind that studies also prove that satisfied tourists do not always choose to go back to the same holiday destination and there is still the

factor of “seeking for novelty” preventing revisitation from taking place. Here, results on satisfaction and revisit intention contradict. In addition, perceived attractiveness as well as self-congruity both positively impact the intention of revisit (Castro, Armario, and Ruiz, 2007, Um, Chou and Ro, 2006, Alcaniz, Garcia and Blas, 2009, Bosnjak, Sirag, Hellriegel and Maurer, 2010). Apart from that, a large number of studies also work on the examination of interrelationship amongst dimensions. Here are some of the compositions: the study amongst image, satisfaction, and loyalty (Chi and Qu, 2008), the study amongst motivation, satisfaction and loyalty (Yoon and Uysal, 2005), image, the study amongst perceived quality, perceived value, and revisit intention (Chen, and Tsai, 2007), the studies amongst value, satisfaction and either word-of-mouth (Lee, Yoon, and Lee, 2007), or revisit intention (Gallarza and Saura, 2006), or to both of these behavioural intention (Hutchinson, Lai, and Wang, 2009), satisfaction, trust, and loyalty (Huang and Chiu, 2006), and study amongst image, motivation, satisfaction, travel inhibitors and revisit intention (Rittichaiuwat, Qu, and Leong, 2003). That is to say, brand loyalty research designs are adopted in the context of holiday destinations. The research on destination loyalty is a reproduction of general brand loyalty research. Whether it is the best fit is never a consideration.

On the other hand, there is very little research on attitudinal loyalty. Generally, value, satisfaction, perceived quality trust, and commitment are validated and proved to contribute to attitudinal loyalty (Lee, Yoon, and Lee, 2007, Clark and Maher, 2007, and Alexandris and Meligdis, 2006). However, the constructs of attitudinal loyalty vary from one study to another. Lee, Yoon and Lee (2007) use “word-of-mouth” as the construct of attitudinal loyalty even though some scholars think of

recommendation as “behavioural intention” (Hutchinson, Lai and Wang, 2009). As far as Clark and Maher (2007) are concerned, they use self-evaluation and intention statements as the construct of attitudinal loyalty, such as “I am a loyal customer.” or “If I had to do it again, I would choose this resort again.” Alexandris and Meligdis (2006), however, employ place attachment theory and use place identity and place dependence as constructs of attitudinal loyalty. The literature reflects the troublesome situation of research on attitudinal loyalty; that is, there is a lack of proper definition of attitudinal loyalty and a scarcity of commonly-recognised constructs of attitudinal loyalty.

However, there are some other problems underlying research on destination loyalty and some studies even contradict the concept of loyalty itself. Firstly, loyalty must be expressed over time (Jacoby and Olson, 1970). However, the cross-sectional research design can only explain subjects’ evaluation at the research defined time. Thus, the findings lack explanation of the formation and development of attitudinal loyalty. Additionally, loyalty must go through the decision-making process, indicating competition with a set of alternatives (Jacoby and Olson, 1970). Again, the research designs are set solely to a destination. It remains to be seen whether subjects would tick revisit intention to the studied destination if there were alternatives to choose from. Furthermore, revisit intention is widely used to serve as the construct of behavioural loyalty. The problem is that intention does not guarantee the actual realisation of revisitation.

When it comes to measurement of attitudinal loyalty, word-of-mouth, or namely recommendation, is the most commonly used construct. The assumption comes

from the literature suggesting that loyal customers tend to spread positive comments. If so, should word-of-mouth be a construct of behavioural loyalty or of attitudinal loyalty? Then, it links to another confusion; that is, what exactly are the constructs of attitudinal loyalty? Based on the literature, satisfaction and trust are both proved to have a positive relationship with loyalty. If they are indicators of loyalty, should they be also thought to be emotional bonds to the destination? Loyalty research has been popular for decades. The same set of loyalty definitions and constructs are adopted in various industries and are applied in the context of tourism destinations. What puzzles the researcher is that the scarcity of proper definition of loyalty and the constructs of loyalty is recognised, yet research on loyalty still prospers without further clarification and modification. Also, behavioural intentions are used as both constructs of behavioural loyalty and attitudinal loyalty. Intentions are not actuality, which is a compromise in a cross-sectional research design.

The literature does give to the researcher a valuable theoretical foundation of brand loyalty; however, the researcher wonders whether it is fully applicable in the context of holiday destinations. There is a great quantity of research on destination loyalty based on brand loyalty theories and research designs. However, the domination of survey research designs and causal analysis research reminds the researcher of taking a step back and thinking out of the box. Thus, the study calls for a preliminary study before it moves forward and decides its research focus.

2.4 Chapter Conclusion

This chapter starts with the definition of destination brand and models of destination

branding and destination brand equity in order to examine destination loyalty from the perspective of destination branding. It covers the bases of destination image literature since the literature indicates that image is a significant elements contributing hugely to destination loyalty. Then, literature on destination loyalty is presented and discussed. Conceptual definition as well as psychological meaning is scarce in defining loyalty. Apart from that, there is a lack of explanation on attitudinal loyalty; thus, trust-commitment theory used in the relationship marketing field is adopted to support the scarcity. Yet, a contradiction in the relationship of satisfaction and loyalty in the literature is pointed out; satisfaction is still widely recognised as an indicator of loyalty. Behavioural presentations are used as indicators and constructs of attitudinal loyalty. Furthermore, research on destination loyalty adopts the research models of brand loyalty. Invisible theoretical boundaries are set up as soon as the research application is selected. The study calls for a preliminary study in order to understanding destination loyalty from tourists' perspective before a focused research theme is produced.

Chapter 3

Choice-sets, Travel Experiences, Place Attachment, and

Existential Authenticity

Chapter 3

Choice-sets, Travel Experiences, Place Attachment, and Existential Authenticity

3.0 Introduction

The objective of this chapter is to present a complementary literature review. It supplies this study with topics and issues which the literature review on destination loyalty lacks. The complementary literature review not only clarifies the research theme and focus but also facilitates the discussion of this study, which takes place later in this thesis.

The literature on brand loyalty and destination loyalty show that the concept of decision-making is assumed rather than integrated in the research design. The preliminary study also indicates the same, which will be presented in the findings chapter. Choice-sets are another research stream of consumer behaviour in marketing literature. The conceptual definition of loyalty acknowledges a psychological decision-making process whereas this is lacking in real research practices. The study argues that choice-sets must be taken into consideration when destination loyalty is discussed; otherwise, the results may not reflect the reality.

Moreover, a holiday destination is a complex compound (Buhalis, 2000). If it is seen as a brand, the nature of its service orientation makes it categorised as a service brand. Berry (2000) also highlights that experience is the way a service brand is

delivered and enjoyed. Thus, travel experiences must be also put in the discussion of destination loyalty; after all, travel experiences are what the tourists consume.

Most important of all, the domination of attribute-based survey and quantitative research design concentrate on the extent to which destination attributes fulfil tourists' physiological needs. It neglects that tourists also need a sense of belongingness and self-actualisation. Place attachment and existential authenticity may supplement the missing parts.

Additionally, the study identifies that attribute-based survey and trust-commitment theory restrict the discussion of attitudinal loyalty. These advocate that emotional bond originates from the enjoyment of destination attributes. Thus, excitement and satisfaction are expected ultimate attitudinal responses. The study tries another angle to comprehend emotional bonding towards holiday destinations based on place attachment and existential authenticity. As a result, the research focus is clarified. Updated research aim, objectives and research questions are presented.

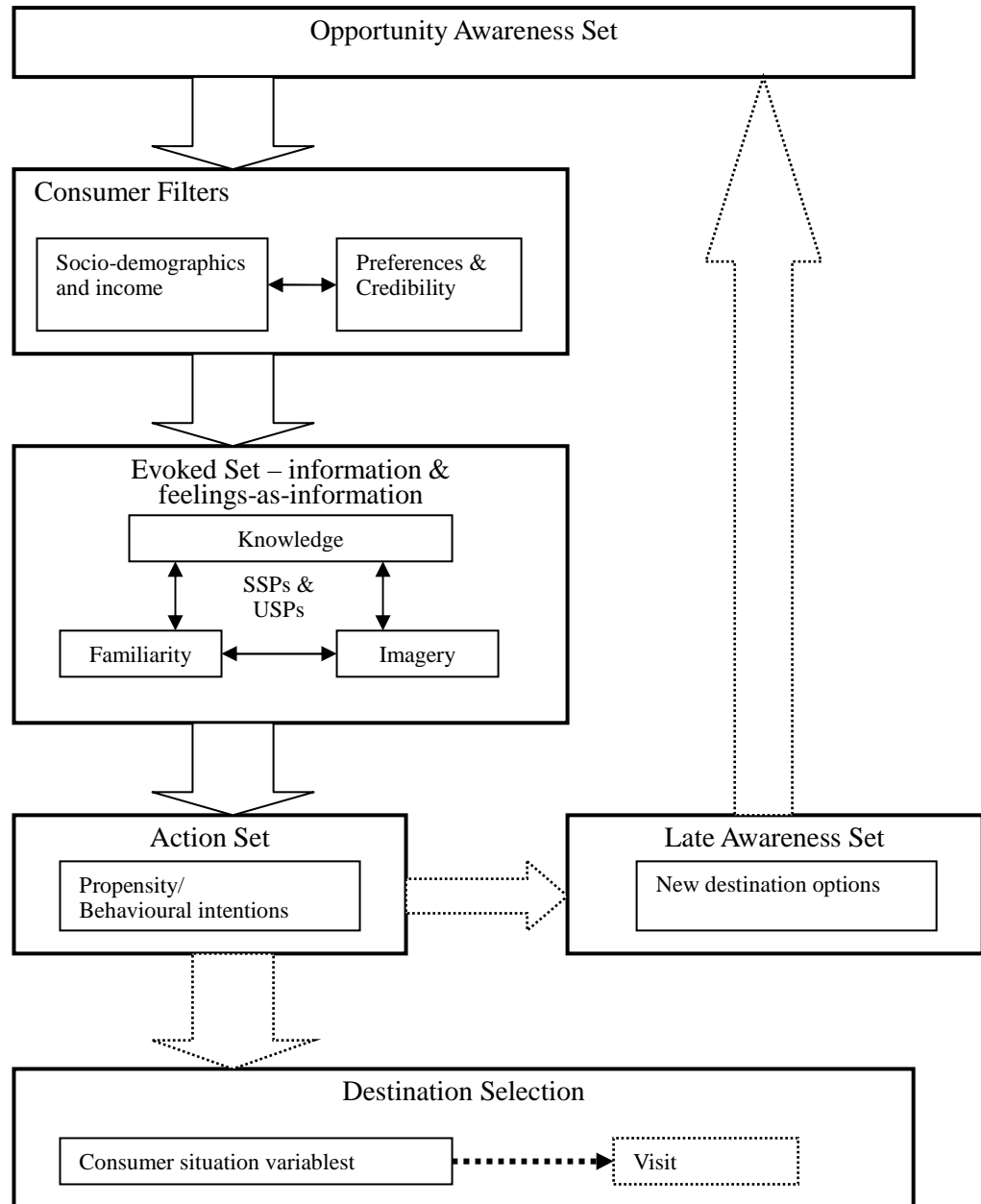
3.1 Choice-sets

As it is stated in the proposed conceptual definition in the previous chapter, loyalty is not a random behaviour and each repeated purchase is a decision made through a psychological process (Jacoby and Chestnut, 1978). That is to say, it is assumed that the decision-making process has "taken its part" in the repurchase consideration. However, loyalty and choice-sets are two streams completely in consumer behaviour research. Loyalty is not choice-sets in literature. Still, its definition embraces the

concept of the decision-making processes. After all, it is still assumed that the behaviour of repeat patronage has gone through the determinative measures. However, the reality is that research on loyalty uses revisit intention as the instrument of behavioural loyalty without taking the probability of revisitation realisation in the real situation into account. It might be assuming too much to replace what it should be with what it is thought to be. Intention is hardly actuality before it is executed. Therefore, this study intends to take a more conscientious step and employ the concept of choice-sets when discussing tourists' loyalty in both behavioural and attitudinal perspectives.

Prentice (2006), firstly, adopts the traditional choice-sets model to explain tourists' decision-making processes in the context of holiday destinations as shown in the figure 3.1 below. Prentice's (2006) research does not aim to answer how a revisited destination is selected through the choice-sets. However, the choice-sets model attempts to explain what processes tourists have to go through before the final destination is chosen. The stage of evoked set is thought to be the most crucial phase, during which gathered information is processed with the tourists' perception of and familiarity with the list of alternative destinations. Those destinations which are cognised become "visitation-intentioned" destinations. Still, they have to fulfil tourists' personal and situational considerations to become the final choice of holiday destination (Prentice, 2006).

Figure: 3.1: Integrated Choice-sets Model for Holiday Destination Choice



Source: Prentice, 2006, P. 1157

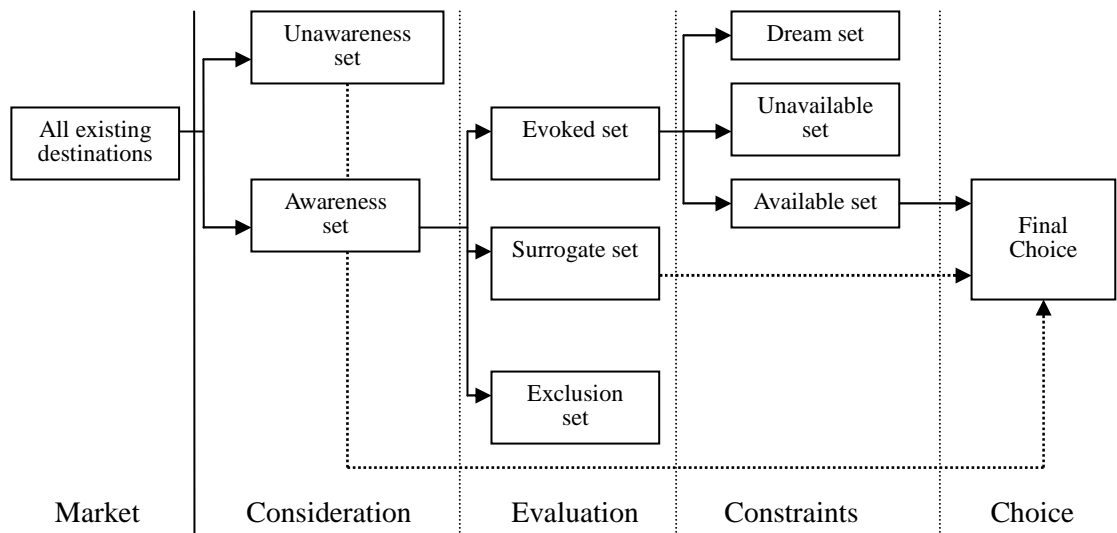
The choice-sets model suggests that behavioural intention is still some way from actual visitation. It also indicates that the instrument of revisit intention might be unable to represent behavioural loyalty truthfully.

Hong, Lee, Lee and Jang (2009) also examine how tourists select a holiday destination from the viewpoint of the decision-making processes; however, they purposefully want to examine whether there is difference between first-time visitors and repeat visitors on selecting the destination. Moreover, they examine to what extent novelty seeking, travel partner and external variables, such as considerations as finance, time availability, and health, will impact the selection of holiday destinations.

Importantly, Hong et. al. (2009) assert in their findings that there is no significant difference found in the decision making processes of first-time visitors and returned visitors. Secondly, novelty seeking only impacts the early stage of decision-making process. That is to say, tourists who tend to be novelty seekers will exclude visited destinations in their early decision-making stage. If the visited destinations survive early-stage elimination, novelty seeking does not play any vital role in the later stages of decision-making processes. However, travel partner and constraints are thought to be more influential on tourists' final stage of destination selection (Hong et. al., 2009). Even though their findings cannot directly prove how much weight satisfaction impacts the final decision, the findings suggest that dissatisfaction from prior travel experience rules out the destination in the early choice set. Meanwhile, familiarity makes repeaters choose the visited destination in the final stage (Hong et. al. 2009). Once again, the study makes manifest that a revisited destination has to go through careful and strict decision-making processes to become the final selection.

Prentice (2006) and Hong et. al. (2009) both present cross-sectional research designs. The former presents a conceptual model before using data to validate it whereas the latter focuses on relationships amongst specific variables to comprehend how these factors impact first-timers and repeaters to make their holiday selection. Decrop (2010), however, adopts a longitudinal qualitative research design to trace how subjects make their final decision on holiday destination by means of multiple interviews throughout an entire year. Then he induces the formation of destination choice-sets shown below in the figure 3.2.

Figure 3.2: The Formation of Destination Choice-sets



Source: Decrop, 2010, P. 108

Decrop (2010) also proposes that evoked set is the most vital stage of all. He claims that tourists only have up to 4 alternative destinations in the evoked set.

Involvement and decision timing are thought to be factors impacting the number of alternative destinations in the evoked set. That is to say, if tourists make more

efforts on information collection, the list of alternative destinations tends to be longer. However, if tourists tend to finalise their holiday plan earlier, the evoked set is usually smaller (Decrop, 2010). Still, constraints are the most influential factors which drive the final decision. Interestingly, Decrop (2010) finds out that “opportunity,” such as invitation or a special holiday offer, sometimes make tourists choose a completely different destination which is not even listed on potential choice-sets. The formation of destination choice-sets reflects the practical situations vividly; after all, human beings are not mechanical, besides, unexpected incidents happen.

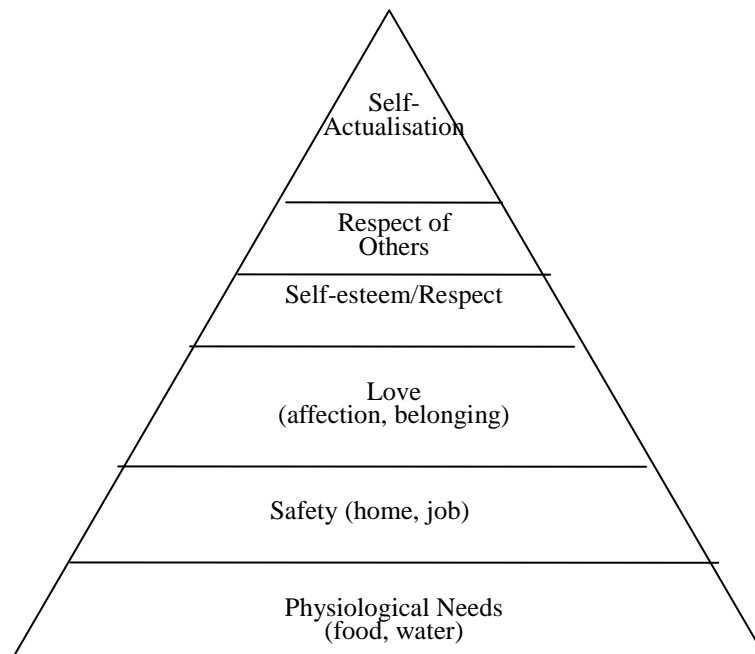
In summary, choice-sets focus on the decision-making process, from which practical situations are considered. However, loyalty adopts behavioural intention as its construct. By doing so, it ignores the interference from the practical situation and surroundings even though loyalty incorporates a decision-making process into its conceptual definition. What is defined and what is constructed conflicts in loyalty research. This study does not aim to examine destination loyalty from the perspective of choice-sets. However, the study argues that choice-sets must be taken into consideration. In other words, loyalty research must be aware that behavioural intention is hardly actuality; the literature has proved that practical restraints impact hugely on destination selection.

3.2 The Role of “Experience”

Initially, “experience” is elucidated from the perspective of consumption motives. It explains that a person has needs to fulfil, which motivate them to consume. In

the context of tourism research, Gartner (1996) adopts Maslow's model of needs, which is presented in the figure 3.3 below, to explain tourists' needs during their travel experience. Gartner (1996) believes that tourists have to fulfil various needs during their visitation. He further suggests that the motivation, the partner they travel with, and even the attractions they visit in a single trip are all fulfilment of different levels of needs. Owing to its complexity, it is truly difficult for academics to fully explain what needs and motives have been fulfilled and expressed throughout a trip (Gartner, 1996).

Figure 3.3: Maslow's Hierarchy of Needs



Source: Gartner, 1996, P. 309

Similarly, Prentice (1996) proposes that travel experience has to be seen as “a flow of real experience” which is made of both various emotions and motions. That is to say, there is a series of events linking with one another from the moment individuals arrive at a place until they depart. During the stay, they visit attractions, dine at

restaurants, stay overnight in a hotel, and interact with locals, all of which are parts of their “travel experience” and various actions and emotions are involved too. Thus, academics argue that whether tourists experience should be single-dimensional or multi-dimensional (Quan and Wang, 2004). As it is so, each part of the travel experience can also be seen and examined as one single experience.

On the other hand, academics hold different opinions on travel experience research. Some think that travel experience is neglected (Prentice, 1996 and Selby, 2004) and some believe that travel experience is very popular in tourism research (Quan and Wang, 2004 and Uriely, 2004). It really depends on how and from what perspective travel experience research is defined. In a macro view, travel experiences are what tourists do during an entire visitation; research may examine involvement or participation during the visitation. However, in a micro view, travel experience is a single dimension which may impact, for example, the perceived image of the destination. The truth is that research on destination image can be done ante or post visitation but never “during” the visitation since it’s a state of “being.”

Nevertheless, Quan and Wang (2004) think that research on travel experience can be divided into two types; the marketing and management perspective and the social science perspective. One of the examples of travel experience studied from the perspective of marketing and management perspective is visitor satisfaction (Selby, 2004). Travel experience studied from the perspective of social sciences, however, focuses on the phenomenon, such as how travel experience may or may not be different from everyday life and the subjective role of tourists on holidays (Uriely, 2004).

On the other hand, travel experiences are how a destination presents and reinforces what it claims to offer to the tourists. The experiences must be distinguishing and memorable; thus, a profound impression then can be formed. As a matter of fact, it has become a trend that every destination is emphasising the provision of distinct experiences to tourists in their marketing mix (Yeoman, Durie, McMahon-Beattie and Palmer, 2005). It does make sense because not only is the number of tourists worldwide increasing but also they are becoming increasingly experienced (King, 2002). In the past, it was seemingly sufficient for destination marketers to highlight their uniqueness to be characteristic. Nowadays, destinations are getting increasingly homogeneous owing to internationalisation. Therefore, it becomes a priority to make their destinations distinct from the others (King, 2002). Since destination brands are all about travel experiences, each destination not only has to maintain their own uniqueness but also to develop greater distinctiveness and utilise this to create idiosyncratic experiences for tourists (Richards and Wilson, 2006). King (2002) even stresses that the success of a destination depends upon not its promotion but the experiences it can offer to the tourists.

Unlike products of retail brands, what destinations provide are attractions, activities, and services which tourists experience during their visitation. Alternatively, all those can be compared to products offered by the destination brands and the only way for tourists to consume them is to visit destinations. As a matter of fact, the importance of experience has been emphasised by service brands. Thus, literature gives prominence to the study of frontline employee training because it is believed that service delivery enhances consumers' affection towards the service brands (Mangold and Miles, 2007, Miles and Mangold, 2005). The brand equity wheel of

service sectors proposed by Berry (2000), which is presented in the previous chapter, is the best demonstration. However, the complexity of a destination, in terms of the provision of diverse activities and services, may explain the lack of literature on travel experience even though it is presumed that experience does significantly impact the perceived image (Govers and Go, 2009). Yet, it might be seen from another perspective that owing to the complexity, it takes various approaches to examine travel experience; for example, the perceived value, perceived quality or visitation satisfaction can all be considered as assessment of travel experience. It really depends what is defined to be travel experience.

However, the researcher suspects that evaluation of destination attributes makes this confusion happen. Destination attributes are features selected to project destination image. They are used to measure destination image. Satisfaction, perceived value and quality are evaluated on the same basis. Travel experiences and tourism consumption are used interchangeably. Travel experiences refer to the enjoyment of destination features. Satisfaction leads to loyalty, when revisit is anticipated. It is like a closed circuit and attributes are bridges linking one to another.

Travel experience, tourists experience and leisure experience are used interchangeably. Generally speaking, they all refer to activities, encounters, and involvement in which tourists participate in the leisure and recreation setting. Moscardo (2009) maps out a set of travel experience definition from literature, which is shown in the table 3.1 below.

Table 3.1: Definitions of Tourist and/or Leisure Experiences

Source	Definition
Otto and Ritchie (1996: 166)	An experience is “the subjective mental state felt by participants during a service encounter.”
Li (2000: 865)	“Tourism experience is a multi-functional leisure activity, involving either entertainment, or learning, or both, for an individual.”
Vitterso, Vorkinn, Vistad, and Vaagland (2000: 434)	“Experience is the result of a process of assimilating the world into a structure of cognitive ‘maps’ or schemas.”
Smith (2003: 233)	An experience is “any sensation or knowledge acquisition resulting from a person’s participation in...activities.”
Bigne and Andreu (2004: 692)	An experience can be seen as “events that engage individuals in a personal way.”
Den Breejen (2007: 1418)	“An experience is a complex concept with many dimensions, influenced by situational and personal variables, and composed of many characteristics.”

Source: Moscardo, 2009, P. 100

Moscardo (2009) concludes that experience is a subjective mental state where tourists construct meaning with the determinations of physical setting, social interactions, expectations, and information provision. That is to say, experience is the process of participation and involvement in activities and social encounters within a physical environmental boundary, and from which an individual obtains both sensational and intellectual inputs. Surely, experiences in the context of tourism destinations refer to the activities, interactions, and involvement in any kind of aspect tourists take part in during their stay at the destination. Thus, travel experience is defined in a broad way in this study.

3.3 From Attribute Orientation to Self-actualisation

As the literature review stands, research on both destination image and destination loyalty is primarily built upon attribute-based scaling research design, from which tourists are required to rate a set of selected features. Usually, those attributes are tangible characteristics selected to represent the contents of the destination. Additionally, scaling measurement could only tell tourists' favourability from either negative or positive extreme, namely like and dislike the destination and being willing or reluctant to recommend the destination. It might not provide scope of how tourists feel about the destination and the emotional responses expect feeling of satisfaction. In other words, attribute-based research is designed to understand to what extent tourists think their travel experience at the destination fulfils their fundamental needs as located on the bottom of Maslow's pyramid of needs. That is, the needs located on the higher positions of the pyramid, such as love, self-esteem, respect of others and self-actualisation, have been left out of the discussion. Therefore, this study aims to integrate the concept of authenticity and place attachment to the discussion of destination loyalty and to see how these two dimensions may bring inputs to the development of destination loyalty in both the behavioural and the attitudinal aspects.

3.3.1 Authenticity

There is no commonly-shared definition of what authenticity is in literature (Walker and Lea, 1998 and Steiner and Reisinger, 2006). Some academics try to explain authenticity from psychology (Walker and Lea, 1998) and some do so from philosophy (Steiner and Reisinger, 2006) and still some tend to define it from the sociological and anthropological point of view (Hughes, 1999). Therefore, in the

first place the study tries to understand the argument and criticism on authenticity in tourism from various perspectives. Then its significance on both consumers' behaviour and destination marketing practice is presented in order to link with the research question of the study; that is, what kind of role authenticity might play in the formation and development processes of destination loyalty?

Before new perspectives and definitions of authenticity in tourism practices were brought in tourism literature, there were many negative comments on how authenticity is manipulated in the tourism setting. "Fake authenticity" or "inauthenticity" and commoditisation have been criticised furiously until the focus of the discussion switched to tourists' self-realisation.

The discussion on authenticity in tourism practices started with animadversion. Fakeness and commercialisation are two aspects which have been reproached. MacCannell (1973) named it "staged authenticity" to describe tourism industries creating a make-believe authentic setting to cater for tourists' need for authenticity during visitation. It seemingly implies that tourists are superficial and that the cultural tourism setting is artificial. However, the problem is not who should take the blame; after all, it is a "superlie" which is created and accepted by both sides (MacCannell, 1973).

Additionally, commodification has been hugely criticised. Commoditisation originates from the concept that authenticity is seen to be obtainable cultural products (Cohen, 1988). However, commoditisation is not supposed to be always heinous. Commoditisation can be seen as presentable culture in which both tourists

and locals add in their comprehension (Cohen, 1988). However, Cohen (1988) also points out that compared to the entirety of host culture, what tourists pay attention to and get involved in is still only skin-deep. It raises the issue that authenticity which tourists seek during their tourism experiences is different from that discussed by academics (Cohen, 1988).

Since authenticity is what tourists seek in their tourism experiences, it is worth probing how tourists perceive authenticity. Walker and Lea (1999) conclude in their two-staged research that tourists can not clearly define the concept of “authenticity.” Nevertheless, they still induce four factors on which bases, tourists can distinguish authenticity. They are culture to which tourists are exposed, the number of tourists going on holiday together, the level of independence they can have on holidays, and the conformity to their perceived stereotype of the country (Walker and Lea, 1999). If that’s the case, the definition, the persuasion, and the confirmation of authenticity are built upon tourists’ fundamental knowledge and image of the host culture. Thus, authenticity is not what tourists “obtain” but what tourists “feel” during the tourism experience.

Wang (1999) introduces the concept of existential authenticity in the context of tourism and emphasises that t seeking for authenticity in tourism experiences is the process of self realisation of tourists themselves. It intends to distinguish existential authenticity from object-oriented authenticity, which has been critically commented on for decades. Moreover, it tries to interpret tourism experiences from a macro point of view rather than merely concentrate on the consumption of toured objects or products (Wang, 1999). Tourists seek and consume more than commoditisation and

cultural products during their tourism experience. They are also likely to seek recreation, relaxation, entertainment, and inter-personal relationships during holidays. After all, on holidays “what tourists seek are their own authentic selves and intersubjective authenticity” (Wang, 1999, p. 365-366).

From the standpoint of existential authenticity, Steiner and Reisinger (2006) add in Heidegger’s philosophical perspectives and propose that existential authenticity in tourism literature is still defined differently from that of Heidegger’s. If Heidegger’s concept is adopted in tourism experiences, it indicates that tourists are their own masters. They actively gather knowledge and information related to their interests. They interpret all that they see and do in their own way, and they uniquely perceive every encounter (Steiner and Reisinger, 2006). As a result, they suggest to tourism marketers a principle on how to apply a Heideggerian perspective in tourism experiences. Steiner and Reisinger (2006) advocate what tourism marketers should focus on is not quality and satisfaction but how to make tourists feel their experiences special and different. To sum up, authenticity in tourism is more than objects which tourists can obtain. There are the intangible elements from which tourists can affect or feel.

That is to say, academics tend to put aside the endless disagreement on the concept of authenticity and no longer comprehend tourism experiences solely from the viewpoint of object-based authenticity. Instead, experience-based authenticity is adopted to interpret what tourists want from holidays (Reisinger and Steiner, 2006).

As a matter of fact, the arguments on definition of authenticity and criticism of object

authenticity do not prevent tourism practitioners from promoting their “authenticity” to tourists. To them, host culture is the way they are unique and differential from others, so they highlight what they perceive as one of their competitive strengths in the tourism market (Hughes, 1995, Halewood and Hannam, 2001, Taylor, 2001, McIntosh, 2004, Belhassen and Caton, 2006 and Yeoman, Brass and McMahan-Beattie, 2007). Local culture is not at the heart of criticism; presenting and staging something unreal which causes negative comments. The problem is not the culture itself but its genuineness of presentation though it might be an argument whether tourists are easily fooled.

In these studies, the two routes to acquire authenticity are again verified: the obtainment of touristic products and the affection gained through tourism experiences. However, little is examined on how tourists obtain and experience authenticity on holidays until McIntosh (2004) places an exploratory study on tourists experiencing Maori culture and proposes five manners which tourists may use to fulfil their needs of authentic experiences on holidays. They are named as gazing, lifestyle, authenticity, personal interaction and informal learning (McIntosh, 2004). These five manners are classified based on the level of involvement in which tourists take part and the attitude which tourists hold. Gazing and lifestyle are at one remove; tourists are observers. That is to say, they only “see” or “watch” how Maori people do things differently. Authenticity refers to tourists who do not like to acquire cultural experiences in a designed environment. In other words, they perceive performance in the cultural village as “fake” and they avoid touristic experiences, including not buying art crafts which are not originally made by Maori. Personal interaction indicates that tourists gain their authentic experience through

conversation with Maori people. During the conversation, they feel that they are taught and “authenticity” is delivered to them. Informal learning highlights their access to Maori culture in a spontaneous setting rather than a made or make-believe or pre-designed environment (McIntosh, 2004). Furthermore, McIntosh (2004) comments that the authentic experiences which tourists obtain in a spontaneous setting still do not seem to trigger tourists’ affective reactions based on her findings. She continues commenting that what has been experienced is still shallow as well as questioning whether spiritual aspects of Maori culture can be fully appreciated (McIntosh, 2004). It is a given that culture is supposed to be profound. The problem is who or which indicator can measure whether the involvement of local culture is in-depth or shallow. Alternatively, is cultural involvement measurable?

The significance of interaction with local people bringing a sense of authenticity to tourists has also been proved in Prentice, Witt, and Wydenbach’s (1994) study. In that study, they see experience of touring as participation in the tourism setting. Their findings also suggest that talking to and interacting with locals makes tourists perceive that they are involved in local authenticity (Prentice et al., 1994). Most important of all, they propose that affective reactions take time. Prentice et al. (1994) conclude that endearment is a process which cannot be easily achieved by a welcoming atmosphere or taking part in cultural activities.

Another study done earlier on domestic tourists visiting British cultural heritage sites proposes a similar perspective. It points out that tourists will choose their authentic experience based on their comprehension and need of “authenticity” and that those experiences will be laden with emotional reactions (McIntosh and Prentice, 1999).

That is to say, tourists define and decide what authenticity is rather than accept what is offered to them. Moreover, by adding new meaning into their authentic experiences, they are creating and experiencing authenticity at the same time (McIntosh and Prentice, 1999).

To sum up, authenticity in the context of tourism experiences has been transformed from being object-oriented and commoditisation to being tourist-centred and experience-oriented. The former focuses on the consumption of touristic products and services whereas the latter concentrates on tourists' self-realisation during tourism experiences. Wang (2007) proposes there should be customized authenticity which both satisfies what tourists want and what the host culture is willing to present without purposefully staging. No matter which term is used, it has been a tendency that tourists' emotional impacts from tourism experiences are what tourism practitioners are now working on. Even though the studies bring extremely varied results on the linkage between authenticity and affective reactions, it signals the need for further research. Moreover, the provision of authenticity makes the tourists passive receivers. Now the perspective of existential authenticity defines that tourists decide what authenticity means to them and take action to acquire and define authenticity through travel experiences.

3.3.2 Place Attachment

It is thought to be human nature that people tend to build up affective bonds with particular ones (Thomson and Park, 2005). It originates from Bowlby's definition of attachment given in 80's, which explained attachment from the point of view of the parent-infant relationship. Gradually, this human beings' natural instinct is

extended in its meanings and used to explain people's ownership. That is to say, people can also hold emotional attachment for objects (Ball, Tasaki, 1992, Thomson, MacInnis and Park, 2005, Park, MacInnis, Priester, Eisingerich and Iacobucci, 2010, Grisaffe and Nguyen, 2010, and Tsai, 2011). From then on, researchers have been working on applying the theory of attachment to all sorts of objects (Thomson et al., 2005). Apart from that, researchers also focus on the studies on the relationship amongst satisfaction, attachment, and loyalty (Garbarino and Johnson, 1999 and Tsai, 2011) as well as the study of the antecedents of emotional attachment to brands (Grisaffe and Nguyen, 2010).

On the other hand, studies on emotional attachment branch into two streams. One develops on the status of possession explaining how individuals build up attachment towards objects and one develops on the constructs of attachment as well as its measurement (Ball, and Tasaki, 1992 and Tsai, 2011). It is proposed that the intensity of emotional attachment varies during different stages of "ownership cycle" (Ball and Tasaki, 1992). A five-staged ownership cycle is introduced in the study; they are preacquisition, early ownership, mature ownership, predisposal and postdisposal stages. Ball and Tasaki's (1992) study also suggest that "Attachment rises slightly from early to mature ownership, then declines as the consumer begins to think about disposing the object and finally does" (p. 166). On the other hand, Thomson et al. (2005) develop 10 emotional items which are subordinate to three emotional factors in order to measure consumers' brand attachment. Meanwhile, eleven brand attachment dimensions are also proposed by Albert, Merunka, and Valette-Florence (2008) by adopting projective image research techniques in a French cultural setting to both describe consumers' attachment to a brand and what

relationship they have with the brand they are attached to. To sum up, the studies on attachment so far have been developed on the examination of how consumers maintain their affection towards objects through the foundation of interpersonal relationship.

Place attachment

Place attachment refers to the emotional bond which an individual holds towards a particular place and upon which that individual is able to maintain the sense of closeness (Hidalgo and Hernández, 2001). However, both Hidalgo and Hernández's (2001) and Twigger-Ross and Uzzell's (1996) studies point out that the affection attachment between people and places is actually built upon socialisation existing in that particular geographical space. That is to say, social activities have to be considered inclusively when attachment to a place is discussed.

Initially, research on place attachment has been closely studying on affection bond held by residents towards their dwellings (Hwang, Lee and Lhen, 2005 and Gross and Brown, 2005). Particularly within the studies on resident-dwelling relationship, sense of place and place identity are studied. Hay (1998) even points out in his study that sense of place and place attachment are different and that sense of place can be developed upon residential experiences. In the same case study conducted in Pakeha Peninsula, Hay (1998) also concludes that tourists, whose residential period is both short and temporary, hold a "superficial sense of place" whereas residents with Maori background hold a profound sense of place with the cultural background they carry on. Additionally, Hay (1998) comments that tourists' feelings for the Peninsula add upto the appreciation of its natural environment and amenities but

when it comes to their affection bonds to the Peninsula , they “were either weak or absent” (p. 9). However, it must be noted here that in Hay’s study, tourists’ average length of stay was one day and the average frequency of visitation to that particular geographical area is once or twice per year. It is questionable what type of sense of place a regular revisiting tourist with longer accommodation duration may vary from Hay’s result. Also, the study on tourists’ sense of place upon their frequent revisitation and longer dwelling duration is scarce. Nevertheless, place attachment has something to do with length of residential experience is the conclusion (Hay, 1998). Furthermore, socialisation facilitates the enhancement of place attachment (Hernández, 2001) and Twigger-Ross and Uzzell, 1996) Most important of all, the theories originate from environmental psychology. Integrating theories of different disciplines to examine tourists’ attachment to holiday destinations is worth consideration.

Place and Identity

On the other hand, Twigger-Ross and Uzzell (1996) study the relationship between people’s identity and the place and point out that place identification and place identity are two ways people tie themselves with the physical space they live within. The former deals with the relationship between people themselves with the environment they live in and the latter refers to, again, people’s socialisation with the physical world. Based on Breakwell’s identity process model, Twigger-Ross and Uzzell (1996) examine how residents develop their identity through these four processes, self-esteem, self-efficacy, distinctiveness, and continuity. Again, this study is examined in a residential setting. Whether revisiting tourists could possibly develop their place identity by applying the place and identity process model remains

a question.

Nevertheless, place identity has been defined differently in the context of recreation and tourism studies. The term, “place identity” is adopted from environmental psychology; it describes an individual’s relationship with the physical environment individuals is in and how the geographical setting makes that individual being themselves (Lee, 2001). Owing to the recreation activities in the context of leisure and tourism research, place attachment is divided into place dependence and place identity. Place dependence is defined as tourists’ assessment on the functionality of the place while place identity refers to tourists’ emotional association with the place (Hwang et al., 2005).

However, Manzo’s (2005) study may shed light on people’s emotional relationship to places, which are defined to be any places or setting rather than just the concept of dwelling. The findings slightly reshape and enrich the assumption and comprehension on the relationship between people and places. Firstly, residence is not the only place which people feel significant and meaningful. Secondly, the feeling range to places reveals ambivalence across a broad spectrum. Thirdly, places, apart from residence, which are meaningful for people are places which facilitate their self-identify, associate with memory, and trigger their senses of safety, threat, and belonging. To sum up, it is “experience-in-place” which creates ‘meanings’ and with those meanings places can be meaningful and significant for people (Manzo, 2005). From this study’s findings, it is worth associating the concept of ‘experience’ in the context of tourism activities to see how it may significantly impact tourists’ attachment to their holiday destinations.

In summary, this study argues that place attachment may be a new angle to examine destination loyalty formation and development. Place dependence and concept of 'experience-in-place' fits with the destination loyalty literature, which advocates that destination features motivate tourists' revisits. Also, the emphasis on attachment between people and the physical environment may bring new sights to the discussion of destination loyalty.

Tourism and Identity

There are quite a few identity studies on tourism; they mainly examine how national identity is formed and maintained in heritage tourism setting. Park (2010) claims that people's affection to nations cannot be taught and forced; besides, national belonging is innately given; nationalities are given with birth. However, Pretes (2003) believes that presentation of national heritage can facilitate the construct of commonly-shared national identity amongst tourists, which is the result of the association and enhancement of tourists' national history, memory, and sense of belonging (Pretes, 2003 and Park, 2010). Additionally, national identity is also studied in the context of recreation setting. Lau, Lam and Leung (2010) present their findings on how mega events impact Chinese teenagers' national identity and suggest that nationality identity is highly related to people's birth places and residence.

Fridgen (1984) combines the theories of environmental psychology and tourist behaviour and proposes a conceptual framework explaining how and in what way tourists are changing in the processes of tourism activities psychologically and behaviourally. It can be thought to be a conceptualisation work on how people

engage in dialogue with their recreational destinations. Meanwhile, Desforges (2000) presents his exploratory study on long-haul tourism takers and proposes that by means of travelling, people start a journey of re-constructing self-identity, which, in another way, is thought to be self-reflection proposed by tourism experiences.

Lau et al.'s (2010) studied subjects are teenagers in Hong Kong, Taiwan, and China. They see them as domestic tourists, which is arguable. If the controversial sovereign rights are put aside, studied subjects who have very similar cultural background still demonstrate that there is a bottom line on place identity. Branding is about identifying. Through marketing mix consumers identify the brand and believe that the brand can represent them, which is the concept of branding in literature. The term, 'identity, in literature refers to varied subjects, such as place identity, place identification, nationality identity, and self-identity. However, these referred identities all take places during travel experiences. In summary, place identity refers to people's socialisation with the physical world whereas place identification means relationship between people themselves with the environment in which they live (Twigger-Ross and Uzzell, 1996). Nationality identity is innately given; it has something to do with birth place and residence place (Park 2010 and Lau et. al., 2010). Self-identity are tourists' inner self during tourism consumption (Fridgen, 1984 and Desforges, 2000). Moreover, self-identity deals with memory and triggers people's senses of safety, threat, and belonging (Manzo, 2005). With the literature as foundation, the study aims to examine tourists' self-identity in the formation and development of destination loyalty, from which new insights are anticipated.

3.4 Shaping the Research

This section aims to elaborate the research aim, objectives, and questions of this study. It starts with the summary of the literature review on destination brand equity, destination image, and destination loyalty. The neglected issues are presented. Then, the complementary literature review on choice-sets, travel experiences, place attachment, and existential authenticity is integrated in order to lead to presentation of research aim, objectives, and questions.

It is widely recognised that image plays a vital role in the process of branding, including taking holiday destinations as brands. Customer-based brand equity models for destination proposed by Konecnik and Gartner (2007) and Boo, Busser, and Baloglu, (2008) also suggest that destination image is the most important dimension impacting the establishment of destination brand and its brand equity.

In order to build up destination image, destination marketers must select a set of representative features of the destination and then repeatedly project the image to the potential tourists since it is believed that tourists choose the destination on the basis of attribute comparison, namely multi-attribute theory. Also, the projection of selected destination images is to ensure that tourists gain destination awareness; thus, they can put the destination into their initial choice-set.

It takes time for tourists to form their perceived destination image; also, the maintenance of image is thought to be a process of attitude bonding. That is to say, building up image is more than presenting characteristics of the destination to the

tourist; it is also the means to inspire affective responses. At the same time, image may be changing all the time. Gunn's (1988) and Gartner's (1996) image formation and components of destination image explain how the message of destination image is processed in tourists' minds theoretically. That is, it is advocated that perceived image will alter after the actual visit.

On the other hand, Echtner and Ritchie's (1993) model of destination components has been used by destination marketers and image researchers to measure the perceived destination image held by tourists and the favourability and the strength of that kind. The results are then useful for marketing purposes and tourism policy making. However, this widely and chiefly used measurement of destination does not provide much scope of what kind of attitude and feelings tourists hold to the destination. Favourability can only refer to like and dislike rather than any emotional bonding the destination image tries to inspire in tourists. Moreover, tourists are invited to rate to what extent the selected destination features match their expectancy and perceived destination image. By doing so, evaluated attributes are limited to those features which destination managers and marketers can control and supervise. Furthermore, the image research is thought to be behaviourism oriented. That is to say, the purpose of the image research is to see which attributes motivate tourists' visit and revisit. The numbers of tourist arrivals and visits matter even though destination image management seeks to secure tourists affective bonding too. The practical situation is that there is so much less known on attitude and feelings tourists hold towards the destination apart from satisfaction, liking or preference; how can the measurement of destination image do anything about it?

Research on destination image chiefly employs the multi-attribute theory by Fishbein (1963 and 1967). As a matter of fact, the attribute-based scaling measurement is applied to many research topics, such as the service quality and satisfaction evaluation. Multi-attribute theory is adopted to explain why a consumer would rather choose this product than another one. It is because the features of all alternatives of products are compared on the basis of functionality when a customer selects the suitable one. Each attribute is evaluated with consideration of personal usage and preference and again is weighted in rank of the importance. Thus, multi-attribute theory is thought to be a rationality of why a product is chosen.

Speaking of research on loyalty, it has long been without clear definition. In the first place, scholars could not provide a conceptual definition at the outset of the research. The most frequently cited conceptual definition is the one suggested by Jacoby and Olson in 1970. It defined that loyalty is a long-term non-random behaviour; each purchase and repetition of purchase is the outcome of psychological decision-making. It is commonly agreed that true loyalty consists of behavioural loyalty and attitudinal loyalty. That is to say, a loyal customer must continually purchase the same product/brand; at the same time, that customer must have emotional connection with the product/brand.

It is this operational definition which is adopted by the researchers. In the context of behavioural loyalty, frequent purchases, repeated purchases, increase of the volume of consumption are all defined to be indicators whereas feeling reluctant to switch to alternatives, feeling a sense of belongingness to the brand, and emotional bonds between the customer and the brand are defined to be attitudinal loyalty. However, the reality in destination loyalty literature is that behavioural intention and

word-of-mouth are used as loyalty instruments. Consequently, actuality of repeated visits and emotional bonding to the destination are left behind.

When it comes to emotional bonding, scholars adopt social psychology interpersonal relationship theory, trust-commitment theory, to explain how a brand can build up relationship with the tourist by promoting their trust and commitment to the destination with, again, a set of selected controllable factors. Advocacy, namely word-or-mouth, is proved to be one of the behavioural outcomes when consumers are committed to the destination. Feeling reluctant to switch to alternative brands is also another outcome of commitment. This is why word-of-mouth is used as an instrument of attitudinal loyalty in the traditional loyalty research.

The problem still lies at the foundation of the research design; that is, the loyalty research is predominantly attribute-based. It is thought that when a set of attributes achieve consumers' anticipation and satisfaction, there will be behavioural intention and willingness of recommendation. Destination loyalty research adopts the same framework as the traditional brand loyalty research. Therefore, it still cannot escape from the evaluation of attributes.

Furthermore, decision-making process is assumed. When a questionnaire asks for tourists' revisit intention to a specific destination, it does not take external influential factors into consideration. The majority of destination loyalty studies are done right after the visit and they require tourists to rate selected attributes and revisit intention without considering the involvement of choice-sets. It is questionable whether the intention of revisit is equal to actuality of revisit and to what extent revisit intention

can replace ‘behavioural loyalty.’ It is a challenge of the accuracy of the result. Nevertheless, it has long been employed in destination loyalty. Behavioural intention serving as a construct of behavioural loyalty is a compromise when a survey-based and cross-sectional research design is employed.

Additionally, tourism literature chiefly focuses in the study on revisit intention and there is a lack of study as to how tourists build their attitudinal loyalty to the destination. Yes, it is known that some attributes, such as safety or accessibility, contributes to tourists’ preference for or trust in the destination. However, there is less consideration of tourists’ attachment to the destination. In this circumstance, this study attempts to integrate place attachment into the discussion of destination loyalty, particularly to the discussion on attitudinal loyalty, to see how attachment to the destination may enhance owing to frequent revisits in a longer time span.

In the tourism research, place attachment is divided into place dependence and place identity. The former still focuses on how the functionality of the destination may promote tourists’ attachment to the destination whereas the latter explores how tourists involve themselves in the destination during their visit. Place identity can be categorised to be place identification and place identity. Place identification refers to how tourists get used to the physical environment while place identity concentrates on tourists’ socialisation.

Place dependence will be taken into account; however, the study will focus more on the role that place identity has in the process of attitudinal loyalty establishment and enhancement. After all, emotional bonding is more than the fulfilment and

satisfaction of functionality. In travel experience, there are many interpersonal interactions, which should be taken into account. Meanwhile, this study also wonders how place identity could help explain tourists fulfil their needs of love in Maslow's model during their travel experience.

In addition, a destination brand highly stresses the importance of experience since experience is the entirety of what a destination provides to tourists. However, the complexity of travel experience often restricts its progress in research. For example, scholars argue what is included in a travel experience. In a macro view, travel experiences are what tourists do during the entire visitation. This study adopts this definition. Gartner (1996) quotes Maslow's pyramid of people's needs and states that a trip can fulfil various tourists' needs. However, the lower level of needs, referring to destination's functions, dominate the tourism research on both image and loyalty aspects. There is a lack of examination and discussion on how tourists fulfil their social identification, sense of belongingness, and self-actualisation during their travel experience.

At the same time, it reflects the argument on authenticity in tourism research. On leisure and tourism literature, authenticity is mainly divided into two kinds; staged authenticity and existential authenticity. Staged authenticity is thought to take care of cultural inputs that tourists require to have during holidays. Thus, cultural setting is "created" to cater for the need. It is hugely criticised by scholars. On the other hand, existential authenticity advocates that authenticity is what tourists already know and anticipate and gain from their experiences during holidays. More than commoditisation and cultural products are looked for by tourists. They also seek

recreation, relaxation, entertainment, and even inter-personal relationship ties during holidays. With this definition, this study aims at examining how existential authenticity may facilitate the development of tourists' attitudinal loyalty to the destination.

The literature has already provided loyalty typology on the bases of the behavioural and the attitudinal loyalty rating tourists reveal in the questionnaire. However, the study would like to find out the revisit patterns based on actual revisit history and to see what the factors motivating them to return are.

Speaking of attitudinal loyalty, the literature has employed trust-commitment theory to explain the behavioural outcomes of a committed customer. This study wonders how a highly attitudinal loyal tourist will react to the destination. Moreover, both image and loyalty literature point out that emotional bonding is hierarchical. If so, will people like less a destination which they only visit once than a destination to which they regularly return? In other words, this study suspects how trust-commitment theory explains tourists' attitudinal loyalty to a destination apart from making recommendations.

Loyalty takes time and in fact, loyalty is conceptualised to be dynamically changing all the time. However, the loyalty research is mainly done with cross-sectional research design. Besides, when a respondent is required to rate the extent of revisit intention, the accuracy is questionable since intention is hardly actuality. Thus, this study will study destination loyalty based on actual revisit history by interviewing experienced tourists.

That is to say, the frameworks of formation of customer loyalty proposed by Dick and Basu (1994), pyramid of brand loyalty suggested by Aaker (1991) and loyalty phases advocated by Oliver (1999) and the researched functional attributes as well as destination image are taken into account, all of which serving as the foundation stone.

The three frameworks proposed by Dick and Basu (1994), Aaker (1991), and Oliver (1999) conceptualise that there is a time line, along which behavioural realisation and attitude alters rotate. The time line refers to a longer time-span discussed in the study to see a bigger picture of destination loyalty. Behavioural realisation refers to first visit and revisits. It is conceptualised that attitudes and feelings towards the destination alters owing to revisits. Satisfaction and fulfilment of attributes are taken into account within travel experience; however, this study emphasises more on how place attachment is enhanced owing to socialisation and self-actualisation and the formation and enhancement of destination loyalty from tourists' perspectives.

Thus, the research aim is to investigate tourists' perceptions of both behavioural and attitudinal loyalty in the holiday destination context.

The research objectives are:

- a. to understand the dynamic interactions between visit realisation and emotional bonding.
- b. To integrate place attachment and existential authenticity into the examination of destination loyalty development
- c. To examine how tourists fulfil their needs for self-actualisation through travel experiences and how this links with the development of destination loyalty

Apart from overall objectives, there are research questions to look into in detail.

The research questions include:

- a. What will be the behavioural loyalty typology if actual revisit patterns are analysed and examined rather than revisit intention?
- b. What are the aspects which make tourists feel connected with the destination apart from satisfaction and trust triggered by destination attributes?
- c. What are the consequences of destination loyalty apart from feeling reluctant to switch to another destination and word-of-mouth?
- d. To what extent do tourists identify with the holiday destination setting?

Chapter 4
Methodology

Chapter 4

Methodology

4.0 Introduction

This chapter presents the principles from the research philosophy to the research methods and data collection techniques which the study applies to fulfil the practical research operation. This study employs interpretivism as research philosophy and interpretive as paradigm to carry out the exploratory-purposed research design by using focus groups and interviews as data collection strategies. The data is then analysed by means of thematic analysis technique. The goal of this chapter is to present both the procedure for conducting qualitative research and the practical challenges and difficulties the researcher has encountered.

4.1 Research Philosophy and Research Paradigm

The research philosophy is the foundation upon which a study is built. Within this discipline, research strategies and methods must be employed during the execution of the research. Therefore, the research philosophy primarily frames the viewpoints and research implementation while indicating how the researchers comprehend the research question (Saunders, Lewis, and Thornhill, 2009). An easier way to clarify which research philosophical position a study takes is to examine its ontology and epistemology, both of which work collaboratively. As soon as a research position is secured, methodology naturally follows. Methodology means the routes on which knowledge and understanding are established (Veal, 2011).

Ontology represents how researchers perceive the world and assumes the way in which it works whereas epistemology refers to researchers' viewpoint and stress which is placed on the studies. Generally, ontology and epistemology are assumptions that a researcher brings with them to the research and they are displayed in two extreme positions, subjectivist assumptions and objectivist assumptions (Rossman and Rallis, 2003). The table 4.1 shown below briefly illustrates assumptions of general social science at both ends of the researcher positions.

Table 4.1: Assumptions of Social Science Researcher

Subjectivist Assumptions		Objectivist Assumptions
Contextual dependency “Working understandings”	↔	Generalising tendency “universal verities” or laws
Getting close to the participants	↔	Systematic protocol and technique
Focus on understanding subjective experience		Focus on testing hypotheses
Comparative logic	↔	Logic of probabilities
Case study designs		Experimental designs
Researcher as “instrument”		Reliable instrumentation
Interpretive analysis of data		Statistical analysis of data
Data in the form of words	↔	Data in the form of numbers

Source: Rossman and Rallis, 2003, P. 39

Based on the definitions of research ontology, epistemology, axiology and data collection techniques, the study employed interpretivism as its research philosophy because the study aimed at understanding how tourists formulate both their attitudinal and behavioural loyalty towards holiday destinations over time. Interpretivism, firstly, believes that the world in which human beings take part is very different from the world of natural science. That is to say, the social world where human beings live is too complicated to be defined by theories or laws

(Bryman and Bell, 2003 and Saunders, et al, 2009). Interpretivism emphasises understanding of human's behaviour in social actions with a set of meanings the researcher personally owns (Saunders, et al, 2009). In other words, "interpretive research typically tries to understand the social world as it is from the perspective of individual experience; hence an interest in subjective worldviews" (Rossman and Rallis, 2003, P. 46). That is to say, each human being is different from one another and each individual has a role to play in the stage of social world. Every individual plays their own role in the way they interpret what and how to act. So does the researcher in this study; she is one of the social actors and plays the role to be with her own interpretation. However, when interpretivism researchers walk into the research field, they make sense the subjects' behaviours with their own set of meanings (Saunders, et al, 2009, Veal, 2011, and Rossman and Rallis, 2003). Furthermore, Saunders et. al. (2009) also advocate that it is crucial for interpretivism researchers to employ empathetic stance. It means researchers with interpretivist philosophy have to understand the research subjects' world from their viewpoints after entering their social world. However, empathetic stance might have something to do with reflexivity, which will be discussed later in the section of qualitative research and researcher's self-awareness.

Additionally, paradigm, in the context of social science research, is thought to be an examination placed on social phenomena. From the examination, comprehension and explanations of the particular social phenomena are then obtained. (Saunders, et al., 2009). Burrell and Morgan (1982) suggest a paradigm can be chosen from the research viewpoint, either objectivist or subjectivist, as well as from the function and purpose of research, either regulatory or radical. Saunders et al (2009) and

Rossman and Rallis (2003) both develop a matrix of research paradigms which can be applied to social science and business and management researches, which is shown below in figure 4.1. Some of the wording is different; however, they refer to the same set of concepts.

Figure 4.1 Four Paradigms for the Analysis of Social Theory

	Radical change		
Subjectivist	Radical Humanist/ Critical Humanism	Radical structuralist/ Critical Realism	Objectivist
	Interpretive/ Interpretivism	Functionalist /Positivism	
	Regulation / Status Quo		

Source: Saunders et al, 2009, p. 120 and Rossman and Rallis, 2003, P. 45

The four paradigms convey three major purposes. Firstly, the paradigms facilitate the clarification of assumptions originating from how the nature of science and society is viewed by the researchers. Secondly, they indicate the variation of research approaches. Thirdly, they navigate the researchers to the destination of their research goal by taking suitable research procedures (Saunders et al, 2009). In the setting of social sciences, research identifies the issues between individuals and society and make efforts to provide recommendations. It is suggested that studies employing the interpretivism paradigm attempt to solve the problem that individuals are trapped by their own viewpoint and situations in the structure of the society by providing a new perspective for them to think over and adjust their own principles of behaviours (Burrell and Morgan, 1982, Bryman and Bell, 2003, and Saunders et al.,

2009).

Speaking of the research paradigm of this research, the study focused on the explanation of tourists' interpretations on their own destination loyalty in terms of behavioural and attitudinal dimensions. It aimed at presenting destination loyalty in a new perspective and comprehension; particularly the research attempted to integrate perspectives of place attachment and existential authenticity with the explanation of destination loyalty. Thus, it leads to the conclusion that study adopted the research paradigm of interpretive.

4.2 Research Approach

The adoption of research approach is connected with the theory of the research. Generally speaking, the theories of research refer to deduction and induction. The former emphasises the validation of theories while the latter stresses the establishment of theories (Bryman and Bell, 2003, and Saunders et al, 2009). Therefore, the use of varied research approach leads to distinguishing research processes and steps.

The selection of approach lies on the nature of the research topic and the emphasis of the research (Saunders et al, 2009). In brief, if literature has already provided sufficient theoretical foundation to generate a conceptual model, the researcher then can validate the theory by testing hypotheses, from which a deductive research approach naturally formulates. However, if a research topic is based on little literature, an inductive approach can then be taken in order to build up theoretical themes based on collected data (Bryman and Bell, 2003, and Saunders et al, 2009).

Besides, deductive approach tends to adopt a sequential research process, in which a research follows another orderly sequence, whereas inductive approach is usually recursive (Veal, 2011). A recursive approach means that the research steps may not always take place in sequence. It indicates that the inputs of further literature and modification of research questions may also be employed in the middle of the research process before the final research analysis is delivered.

As it is stated in literature review chapters previously, the majority of research on brand loyalty and destination loyalty had chiefly adopted the deductive approach, whose research aim is to validate causal relationship amongst variables. Besides, the factors used in the structured questionnaire are manageable and controllable features since they are selected from the perspectives of destination management and marketing. That is to say, the literature has explained very well how and to what extent the functionality of the destination can trigger and develop revisit intention and destination preference. However, revisit intention is hardly actuality of revisitation. Besides, satisfaction and fulfilment of holiday needs are very initial and fundamental affective responses, which tourists, assumably, hold for all visited holiday destinations as long as the experiences are generally good. Thus, the literature leaves an unexplained area as to, excluding destination functionality, what else motivates tourists to revisit and how place attachment may enhance over time, owing to local involvement. With the view to having a better understanding of what is actually happening in the context, this research adopted an inductive approach.

Apart from the impacts from research philosophy, paradigm, and theory, there are

other factors influencing the research design and its practice, such as values and practical considerations. Values mean personal beliefs a researcher may bring to the study. Values are assumption generated from a researcher's prior knowledge or personal life experiences, or even attitudes a researcher holds on judgement, which might place bias upon the study (Bryman and Bell, 2003). Even though it is believed that a research must be value-free, it is now more widely taken into account that values and bias are recognised to be inevitable during research processes; however, they are not uncontrollably dictating and dominating what the research is supposed to be. Rather, values arising from the researchers' life background are acknowledged to affect the subsequent findings (Bryman and Bell, 2003). In other words, researchers themselves are aware of influences of bias and assumptions originating from their life experiences and bring them under control during the research processes. Meanwhile, they are prepared as well to notify the readers of the influences, which may potentially exist and impact on the presented findings. Again, it has something to do with reflexivity and it will be discussed later in the section of qualitative research and researcher's self-awareness.

On the other hand, practical considerations refer to practical issues researchers encounter during the execution of the studies; they may impact on the research design or selection of research methods and strategies (Bryman and Bell, 2003).

Table 4.2 shown below provides a summary how the study fits the categories and definition of research philosophy, paradigm, and approach. Based on the nature of the research, it is categorised to be qualitative research, whose definition and ways of achieving its quality are presented in the next section.

Table 4.2 Selection of Research Philosophy, Paradigm and Approach of the Study

	Selection	Definition	Reasons
Ontology	Subjectivism	Understanding the meanings that individuals attach to social phenomena	examination on tourists' perception and actions to holiday destinations
Epistemology	Interpretivism	Understanding differences between humans in our role as social actors and interpreting what is researched	Explanation on tourists behavioural and attitudinal loyalty to holiday destinations
Axiology/Value	Value bound	Researchers' value in the research choice	A mid-aged Taiwanese researcher studies on elderly Scottish overseas holiday takers
Paradigm	Interpretive	Understanding and explaining the research subjects and situations in the research field	Explanation on how elderly Scottish form and develop their loyalty to overseas holiday destinations
Approach/Theory	Inductive/ qualitative	gaining an understanding of the meanings humans attach to events and collection of qualitative data	The study is carried out in a specific context with a smaller size of sampling
Practical considerations	Practical issues	Situations, problems, restraints researchers encounter during research execution	Time limitation, research budget, Selection of research sampling, Cultural differences

4.3 Qualitative Research and its Quality Control

This section presents what distinguishes qualitative research from quantitative research. Then the way to enhance the research quality through authenticity and trustworthiness are discussed.

4.3.1 The definition of qualitative research

Denscombe (2005) proposes that qualitative research takes notice of patterns of behaviours as well as the meanings and the way people comprehend things. Additionally, Wilson (2006) defines qualitative research with a holistic viewpoint by stating

“Qualitative research can be defined as research that is undertaken using an unstructured research approach with a small number of carefully selected individuals to produce non-quantifiable insights into behaviour, motivations and attitudes.” (P. 105)

That is to say, qualitative research aims at exploring perspective on issues by collecting opinions from a smaller sampling size with a list of less structured but more flexible questions. Besides, the sampling individuals must be carefully recruited; they may not be representatives of the whole society but their points of view must be indicative of a certain group of people. Additionally, the collected data is not something quantifiable for statistical or measurable facts; however, it is analysed to present profound insights into topics with regard to how and why people behave and feel in some circumstances. The table 4.3 presented below points out how different qualitative research is from quantitative research.

Table 4.3: The Differences between Qualitative and Quantitative Research

	Qualitative	Quantitative
Main focus	Meaning	Measurement
Aim	Exploration, understanding and description of participants' experiences and life world, Generation of theory from data	Search for causal explanations Testing hypotheses, prediction, Control
Approach	Initially broadly focused, Process oriented, Context-bound, mostly natural settings, Getting close to the data	Narrow focus Outcome oriented Context free, often in laboratory settings
Sampling	Participants, informants, Sampling units such as place, time, concepts, Purposive and theoretical sampling Flexible sampling that can develop during the research	Respondents, participants Randomised sampling Sample frame fixed before the research starts
Data Collection	In-depth non standardised interviews, Participant observation/fieldwork Documents, diaries, photographs, videos	Questionnaire, standardised interviews Tightly structured observation Documents, experiments Randomised controlled trials
Analysis	Thematic or constant comparative analysis, latent content analysis Ethnographic, exhaustive Description narrative analysis etc.	Statistical analysis
Outcome	A story, ethnography, a theory	Measurable and testable results
Relationships	Direct involvement of researcher Research relationship close	Limited involvement of researcher with participant Researcher relationship distant
Quality/Rigour	Trustworthiness, authenticity Typicality and transferability Validity	Internal/external validity, reliability Generalisability

Source: Daymon and Holloway, 2011, P. 13

Generally speaking, qualitative research adopts a more flexible and less structured approach than quantitative research. Its major focus is to generate meanings of the studied phenomenon or course of events with the view to understanding what is going on in the research social world and life experiences of the subjects. Thus, the relationship between the researcher and the field is generally close. Besides, the techniques of sampling and data collection are more flexible and less standardised in order to generate more natural and rich information and data. Most important of all, the outcome of qualitative research may be in forms of a story, ethnography, or a theory, from which meanings are presented. Besides, the quality control of qualitative research differs from that of quantitative research, which will be discussed in more details in the following paragraphs.

4.3.2 Research Quality

Flick (2007) insists that qualitative research pay close attention to the quality of the research itself. He goes on to say that the quality does not stop at the stage of planning and designing the research; however, “quality is produced in the making of the research” (P. 64). In other words, the quality control of the qualitative research must be paramount from the beginning of the research to the end. During the research process, the key person is the researchers themselves. It leads to two divisions. Firstly the qualitative research is highly related to personal and interpersonal skills of which the researchers are capable (Decrop, 2004). After all, it is the researchers themselves who have to maintain the credibility of the qualitative research. On the other hand, Rossman and Rallis (2003) claim that research is about learning. Qualitative research is about how a researcher obtains knowledge in social settings, which is absolutely interactive and interpretive (Rossman and Rallis,

2003). It is also indicated that this process of learning is shaped by cultural, historical and political contexts (Rossman and Rallis, 2003).

Speaking of the quality of research, it depends on its reliability, validity and generalisability. Reliability lays stress on the appropriateness of how data is collected and analysed with proper techniques and on whether above-mentioned these result in consistency of findings to answer the research question (Bryman and Bell, 2003, and Saunders et al, 2009). Validity refers to whether the findings are truly represented in the way they are supposed to be. That is to say, validity indicates to what extent the findings are presented accurately by the researcher (Moisander and Valtonen, 2006). Generalisability means the applicability of the research findings in other research settings (Saunders et al, 2009).

However, it is argued that these three dimensions make more sense in quantitative research. When it comes to the reliability and validity of qualitative research, academics suggest that **authenticity** and **trustworthiness** are alternative insights into the examination of the quality of qualitative research (Daymon and Holloway, 2002 and 2011 and Veal, 2011). **Authenticity**, basically, means qualitative research must take advantage of proper research strategies to look for and identify the right subjects to study on and to present their opinions comprehensibly to the participants and group alike (Daymon and Holloway, 2002). Daymon and Holloway (2011) continue explaining that authenticity is required particularly in participatory research, such as action research, since its research aim is to unite researchers and members of an organisation with the view to finding out tactics of social changes.

On the other hand, Daymon and Holloway (2002 and 2011) and Decrop (2004) comment that credibility, transferability, dependability and confirmability are strategies to improve trustworthiness of qualitative research. **Credibility** refers that the researchers are capable of selecting the best-fit research method by comparing a variety of research methods and collecting feedback from the informants (Daymon and Holloway, 2002 and 2011, Flick, 2007, and Decrop, 2004). Also, Decrop (2004) suggests that researchers should spend some time studying the research setting, which is believed to provide contextual information for further data analysis and interpretation. In order to enhance the credibility, Wilson (2006) and Jennings (2005) both recommend researchers to develop rapport with informants when interview is chosen to be the data collection strategy. In other words, the more the researchers understand the research setting and subjects they attempt to study, the more comprehensive data they can generate from the research field, which surely enhances the credibility of the research.

Meanwhile, **transferability** means that the researchers provide sufficient information about the characteristics of the research setting and recruit the appropriate subjects with thick descriptions, which other researchers may assess and take as reference to other research settings (Daymon and Holloway, 2002 and 2011 and Decrop, 2004). Thick description is usually the means that researchers uses to provide the detailed description of how the findings are generated from the specific research setting (Decrop, 2004 and Veal, 2011). Transferability, theoretically, is similar to the concept of generalisability in the form of theory-based research (Daymon and Holloway, 2002).

Furthermore, **dependability** refers to the provision of evidence in order to support the findings of the research (Decrop, 2004). Daymon and Holloway (2002 and 2011) suggest that researchers must be able to demonstrate the consistency and accuracy of how the studies are undertaken. Thus, other researchers can appraise how accurate the analysis and decision-making are made (Daymon and Holloway, 2002 and 2011). In other words, qualitative research is criticised for its lack of generalisability. Thus, what qualitative research should highlight is the existence of the findings in a specific research setting, which is why dependability matters in qualitative research.

Last, but not least, trustworthiness of qualitative research can be enhanced by means of **confirmability**. Confirmability is judged from whether the findings and research conclusions fulfil the research aim (Daymon and Holloway, 2002 and 2011 and Flick, 2007). However, qualitative research is interpretive. Thus, the reflexive journal researchers keep can provide information for the readers to understand how they maintain their self-awareness all the way through the making of the research (Decrop, 2004). From that, again, the readers may easily realise to what situations the researchers face and what decisions are made as well as details of the process of analysis and interpretation (Decrop, 2004, Veal, 2011 and Flick, 2007).

4.3.3 Reflexivity

The role of “self” is thought to be a disadvantage of qualitative research. However, qualitative research is interpretive (Rossman and Rallis, 2003). Interpretation has something to do with the “self” of researchers (Denscombe, 2005). Also, qualitative research is far more liberal-minded on the issue of the role of “self”

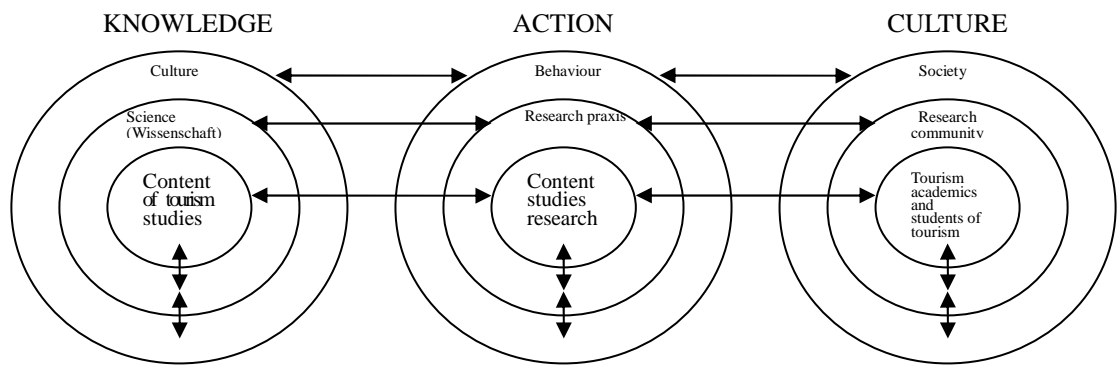
playing in the research process than quantitative research. That is to say, researchers' role of "self," including their own identity, background, and even beliefs, may significantly impact the way in which research questions are formed and qualitative data is collected, analysed, and interpreted (Denscombe, 2005).

Different scholars hold varied attitudes towards the role which the researchers' "self" is playing in the making of the research. Some suggest to restrict and get aware of the role of "self" during the research process and some claim that it is inevitable for the "self" to play an active role in a research (Denscombe, 2005 and Goodson and Phillimore, 2004). Owing to being aware of the role of "self," self-awareness is used for the same indication whereas reflexivity is a more neutral synonym. Similarly, reflectivity means that the background of researchers shape the way they comprehend the research setting as well as how the studied subjects perceive them (Rossman and Rallis, 2003). Moreover, it is said that reflexivity is dealing with the role of the researchers' personal experiences and knowledge in the research (Daymon and Holloway, 2011).

Hall (2004) explains what reflexivity is from a more complicated philosophical viewpoint. The figure 4.2 shown below indicates the complexity of the context of tourism research. Basically, the academic tourism knowledge consists of three major bodies, knowledge, action, and culture. Within each major body, there are elements that stimulate and balance the system and make them the way they are now. When researchers conduct a study, they inevitably have to face the acting and reacting forces amongst these three research contexts; compromise and balance is then generated, which Hall (2004) entitled "rules of the academic game."

Nevertheless, the researcher sees it from an optimistic viewpoint that reflexivity makes a research unique.

Figure 4.2: The Context of Academic Tourism Knowledge, Action, and Culture

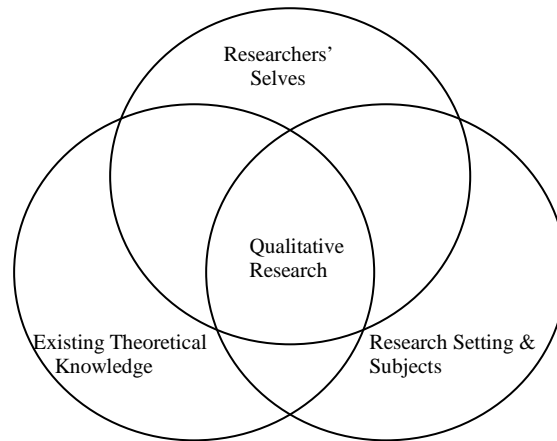


Source: Hall, 2004, P. 141

In short, it is about how researchers make use of existing knowledge with life experiences to comprehend the research setting and then to generate research questions, to collect data, and interpret the findings. Interpretatively, a qualitative research is the overlapped focus amongst the existing theoretical knowledge, the physical research setting and studied subjects, and the researchers themselves, which is shown in the figure 4.3 below (next page). Reflexivity deals with how the role of the researchers' "selves" involves and shapes the making of the qualitative research.

Rossmann and Rallis (2003) comment that "Reflexivity is an interactive and cyclical phenomenon" (P. 50). That is to say, when researchers ask informants what they think of an issue, it is actually asking for the informants' personal comprehension on what they are doing in their own interpreted world. Thus, the researchers, once again, have to make sense of what the situation is on the bases of what is replied with their own comprehension impacted by their life-long experience and background.

Figure 4.3: Three Elements of Qualitative Research



That is the reason why reflexivity matters in qualitative research since interpretation is made on the foundation of how the research setting and data is understood from the researchers' personal life experiences and knowledge. Furthermore, tourism as a social science research, the inscription of the researchers' role in the process of the study is prominent (Causevic and Lynch, 2011 and Lynch, 2005).

4.4 “Self” of the Researcher

It is inevitable that the researcher's “self” plays a vital role in the making of this qualitative study; therefore, it is necessary to introduce who the researcher is before data is analysed and findings are presented. Also, in these paragraphs of self reflection, the subject will transform from the third person to the first person since it is thought more genuine and natural to make the presentation in this style.

Looking back and further all the way along my research road, my personal biography and the role I take influenced the research. They do not only impacted the sense I made of the setting but also it helped to shape my research questions. The

following paragraphs are an epitome of “who I am,” from which I will lead you to get to know the research theme of this study from my interpretation of the world.

I was born and grew up in Taiwan, whose formal name is the Republic of China, which is seldom known or recognised worldwide and is often mixed up with the People’s Republic of China. Owing to the confusing name and a series of historical events, self-identity of the Taiwanese people is always a problem. In fact, studies have shown that Taiwanese people do have problems of self-identity (Election Study Centre, National Chengchi University, Taiwan).

Consequently, I was attracted in the research question to what extent the tourists can possibly attitudinally identify their links with their motherland and with their holiday destinations, particularly the frequently-visited ones.

In addition, the tourism market of Taiwan where I live is also very different from that of the UK where I am now studying and doing the research. Between 1945 and 1979, the freedom of tourism was restricted, which meant that people of Taiwan could not travel to overseas countries freely until 1979. The eighties was a golden era in Taiwan. Gradually, the restrictions became less and less tight. The numbers of outbound tourists have been increasing. Based on the annual statistics released by Tourism Bureau of Taiwan, the number of outbound tourists reached 9,415,074 in 2010. (The population of Taiwan is about 23 millions.) Mostly, Taiwanese people still travel with tours. However, more and more young people choose to arrange their trips themselves. The holiday destinations are chiefly Asian countries, particularly Japan. Northern American countries follow and surely the USA is the

major destination for Taiwanese tourists. There are no statistics which can prove whether Taiwanese tourists tend to travel to different destinations each time or not. However, that is more like an assumption that the travel patterns are very different from what I am used to (Taiwan) and what I am studying in (the UK). Also, the “maturity” of the tourism market, in terms of destination choices, the variety of tourism packages, and prosperity of tourism industries of these two places are distinctive from each other. Research is learning (Rossman and Rallis, 2003). I did have to learn the research setting from ground zero and had to put myself into the comprehension of what it is going on when interviewing my informants and analysing the data.

As for my personal life and experience; I have to say that I am very lucky. I was born in a well-to-do family. My father was an entrepreneur; he had his glorious history when the economy of Taiwan was rocketing. He was one of the Taiwanese businessmen adventuring to the massive world to do trading during the era of Taiwanese ‘economy miracle.’ Interestingly, my mother enjoys travelling for fun. She was one of the very first groups of tourists right after the Taiwanese people were allowed to go overseas for tourism purposes and she was able to pay multiple visits to Japan, the USA and Canada while tourism was still seen as a luxurious activity. I guess I inherit the spirit of adventurousness from both my parents. Also, I am very lucky that my parents never stop me from exploring the world. In fact, they always support me and encourage me to see the world with my own eyes rather than just from the written materials. Being able to visit foreign countries was something to be proud of or something to show off. I was the first one amongst my elementary schoolmates to have that kind of privilege. When the concept of summer camp or

summer school was first introduced to Taiwan, again, I was the very first pupil to be able to have that kind of experience. Undoubtedly, I was one of the pioneers and advocators of the concept of backpacking since it is still now very new ideology in Taiwan.

I guess it is very difficult for a western to understand the society I grew up. As islanders, Taiwanese people are supposed to be adventurous and hungry for exploring the outside world. The colonial background and imposed restrictions by martial law had made the adventurousness of Taiwanese people sleep. However, it is awakening and I am always in the vanguard of new trends.

Nevertheless, I am still an infant when locating myself in the research setting and in front of my subjects. Firstly, the UK is a far more mature tourism market than that of Taiwan and secondly my informants are far more experienced on travelling than I am. Luckily, my previous experiences of travelling and summer schooling allow me to comprehend what my interviewees refer to managing their holidays, feeling about various destinations, and even working or living overseas. Rapport is a useful technique to do qualitative research; with my personal experiences, I could easily build up shared experiences and had interactive “conversation” with my subjects rather than simply question-and-answer style of dull interviews. Also, my personal experiences led me to be more interested in how tourists may feel attached to a place more than from satisfaction and fulfilment of needs gained from the functionality of the holiday destinations. More specifically, I was more interested and attracted to find out more how and what self-development may impact tourists’ attachment to destinations during the making of this study.

In addition to my life experience and cultural background, the encounters during the research journey might also impact the way I perceive the research project and the research setting. I consider myself to be confident of and find it more comfortable to do a qualitative research whereas I was led to be a positivist. The change of supervision which happened before I entered the fieldwork allowed me to think and to do my research in the paradigm of interpretivism. However, the struggle between these research positions occasionally confused me along the research journey. From the perspective of reflexivity, I, as the researcher of this study, had to not only deal with the differences of cultural background between the researcher and the studied setting but also the research paradigms between positivism and interpretivism.

Therefore, the three elements of this qualitative research are three independent circles, illustrated in the figure 4.4 below, and I, as the researcher, linked these three elements together to produce this research, shown in the figure 4.5.

Figure 4.4: Three Elements of this Research

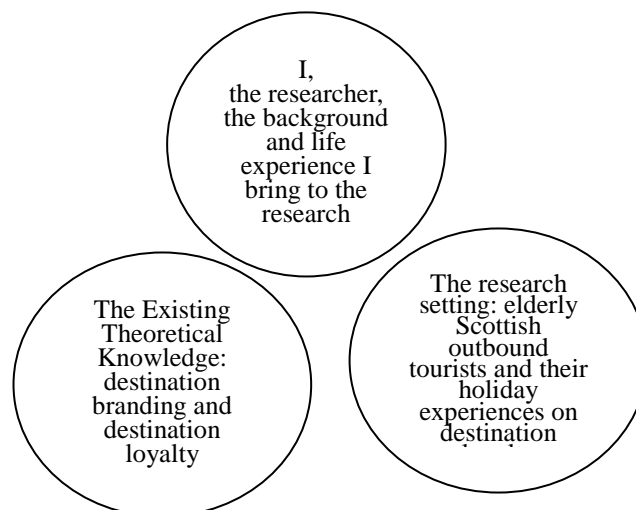
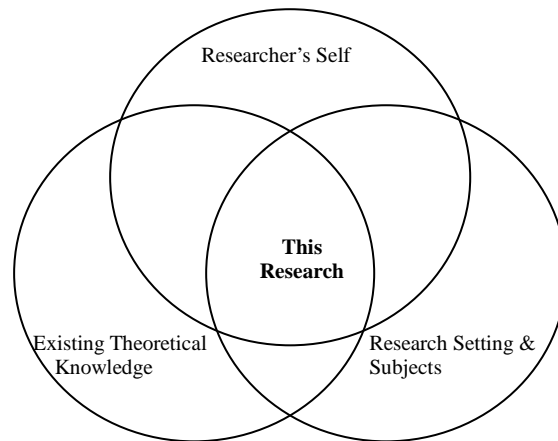


Figure 4.5: The Production of this Research



The first circle is the “self” of me in the research. Inevitably, there are life experiences and background which I brought to the research. The second circle is the existing theoretical knowledge on destination branding and destination loyalty. There are comprehension and interpretation that I generated from the literature review and the research focus and interest to which I was attracted. The third circle is the research setting and subjects I encountered in the fieldwork. Again, “self” impacted the way I perceived the research setting and the subjects and also my subjects perceived me with their own background during the conversations and then data was produced to be further analysed and interpreted.

4.5 Applied Methods and Data Collection

Since this study aims at explaining tourists’ behavioural destination loyalty from their actual revisits and attitudinal destination loyalty from local involvement and enhancement of place attachment, which is little probed, it is planned to be exploratory study. Exploratory studies aim at finding out “what is happening; to seek new insights; to ask questions and to assess phenomena in a new light”

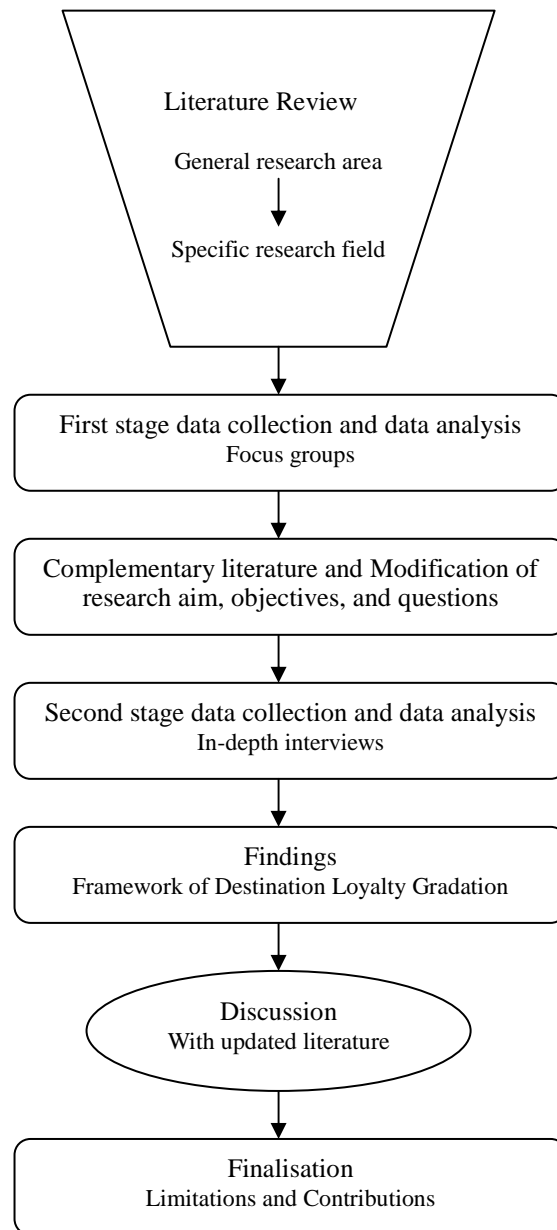
(Saunders et al, 2009: 139 quote Rabson, 2002:59). An exploratory study is designed when the researcher wants to have a clear picture of an issue (Cooper and Schindler, 2008). Saunders et al (2009) point out that there are three key measures of conducting exploratory research; they are “a search of the literature, interviewing experts in that subject, and conducting focus group interviews” (P. 140). Also, a characteristic of exploratory studies is that the focus of research is usually broader at the beginning of the research and it is getting narrower and more specific during the progresses (Saunders et al, 2009).

The figure 4.6 illustrates the research design of the study and the brief explanation of the research design follows.

As it is stated in the previous literature review chapters, there is a great quantity of research in the field of brand loyalty in various industries, including the tourism and hospitality context and a substantial amount number of significant loyalty research conducted in the context of holiday destinations. There are still uncovered issues that in the previous literature lack examination and discussion. One of the arguments this study claims is that quantitative research approach dominates the field of destination loyalty. Owing to the nature of deductive and quantitative research, previous literature focus on the validation of relationships between or amongst variables rather than provide a close-up look at how tourists form and develop their loyalty to holiday destinations in terms of actual revisit and attitudinal engagement over time. Besides, survey-based research relies on structured questionnaire requiring ‘ticks’ on limited and controlled choices while interview-based research provides more flexibility to invite the respondents to have their say in completed

statement of what they think of in mind.

Figure 4.6: Research Design of this Study



This study bears in mind that destination characteristics and tangible features do contribute to both behavioural and attitudinal loyalty on the bases of literature review. However, one single destination solely considered in survey-based research design

lacks for decision-making process, which the definition of loyalty requires. Besides, behavioural intention, namely revisit intention, serving as survey instrument representing behavioural destination loyalty, is scanty of actuality. Revisit intention is still distant from actual revisits. Further, it is questionable to what extent preference and willingness of recommendation serving as instruments of attitudinal destination loyalty accurately explain respondents' attachment to the studied destination. It is true on literature that commitment leads to advocacy. However, that commitment is built upon destination functionality. The literature has not yet explained what respondents want to recommend in mind, the tourism resources and facilities of the destination or their holiday experience. Moreover, as a brand, a destination is a complex compound of various tourism activities and services. After all, advocacy becomes a concept without explicit content. Again, a solely-evaluated destination is short of definite opponents or competing destinations to compare with; thus, what does preference refer to? Also, attitudinal loyalty is affection bonding, which is believed to be a status of "being." A cross-sectional questionnaire research design collected right after the closure of a holiday experience does not fully illustrate the phases of destination endearment. Additionally, what also triggers and enhances destination loyalty except for destination functionality, which has been well-researched?

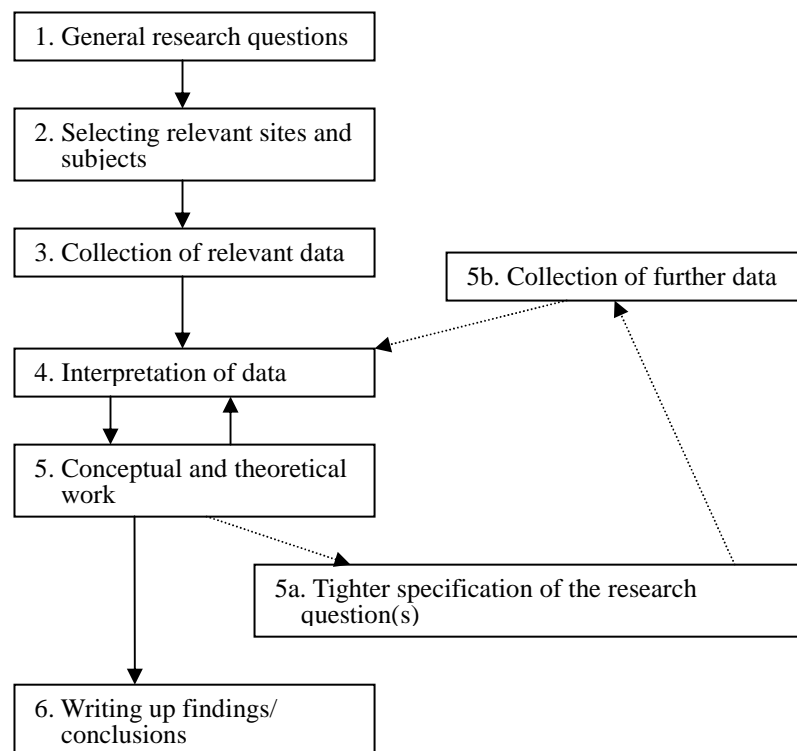
With these understanding and considerations, the study generated two stages of data collection. Firstly, focus groups were held in order to have a clear picture on what tourists perceive about their repeated visits to the same holiday destinations and their attitude and feelings to those places. Afterwards, interviews were called to generate a conceptual framework to explain the formation and development of destination

loyalty overtime, particularly with the inputs of existential authenticity and place attachment from local involvement. The following sections will present more details on the design of focus groups and interviews.

4.5.1 Qualitative Research Methods

Qualitative research methods highly emphasise the data collection and analysis of words. In other words, qualitative research methods do not stress the development and design of measures of concepts. Rather, it concentrates on the comprehension of the concepts themselves (Bryman and Bell, 2003).

Figure 4.7 Outline of Qualitative Research Steps



Source: Bryman and Bell, 2003, p. 283

The figure 4.7 above is the outline of research steps which qualitative research has to

go through whereas table 4.4 shown below illustrates how the study was designed in accordance with the outline of qualitative research steps.

Table 4.4 Outline of this Study Taking Qualitative Research Steps

	Research Steps	Research Design
1	General research questions	Broader literature review on branding and brand equity and its dimensions
2	Selecting relevant sites and subjects	Literature review on specific area: loyalty and loyalty in the context of holiday destinations
3	Collection of relevant data	First stage data collection: focus groups
4	Interpretation of data	Data analysis of both stages of data collection
5	Conceptual and theoretical work	Results of the focus groups and conceptual framework as findings of the interviews
5a	Tighter specification of the research questions	Preparation for interviews; consideration and selection specific research focus and data collection technique
5b	Collection of further data	Second stage data collection: interviews
6	Writing up findings/ conclusions	Presentation of findings

The research interest of this study originated from seeing a holiday destination as a brand and the application of branding theories into holiday destination. However, branding covers a variety of aspects and it is the whole course of actions of marketing a place to be a holiday destination. Amongst all dimensions of brand equity, loyalty is thought to be the ultimate goal marketers want to achieve. There is quantity of well-researched brand loyalty literature and initially research on

destination loyalty is built upon research patterns, models and design of which brand loyalty of other industries have taken use even though a holiday destination is a complex compound consisting of tourism resources, facilities, activities, and all kinds of tourism services. Therefore, the first stage of data collection adopted focus groups with the view to getting to know the research setting and field from a general look and understanding of how tourists themselves perceive their actual revisits to the same holiday destinations as well as how they feel connected with the frequently-revisited destinations with theoretical comprehension of brand loyalty. Focus groups also served as “testing-the-waters” for the researcher not only to narrow down the specific research questions but also to decide which group of subjects to study further. The findings generated from focus group require modification of research questions and more specific research focus on explanation of attitudinal loyalty. In addition, difficulty encountered and experience learnt during focus groups call for better data collection technique. With updated literature and further consideration and preparation, interviews were selected to be the data collection technique for the second stage. The following sections are presentation of theories and implication procedures on both focus group and interview, which are followed by practical application and research experiences gained in the making of this study.

4.5.2 Focus Group and its Practical Execution

Focus groups are group discussion held within six to ten participants to have sufficient opinion expression, feelings or experiences sharing and idea exchange on a designated topic (Cooper and Schindler, 2008) The purpose of conducting focus groups is to probe what people think about the specific issue and why they think so

(Bryman and Bell, 2003).

Unlike one-on-one interview, which is done on the basis of interviewees answering to a set of questions, focus groups characterise themselves as opinion-exchange discussion by encouraging participants to probe into more details from one another with regard to the focused and discussed topic. The exchange of opinion involves in agreement, discussion on argument, and modification of viewpoint (Cooper and Schindler, 2008, Bryman and Bell, 2003, Bloor, Frankland, Thomas, and Robson, 2001, and Morgan, 1998).

In such group discussion setting, it facilitates the “elicitation of a wide variety of different views in relation to a particular issue” (Bryman and Bell, 2003: 369). Therefore, focus groups are used in exploratory studies to generate rich qualitative data for the purposes of clarification of research question and further research design (Bryman and Bell, 2003).

The four stages focus groups must go through are planning, recruiting, moderating and analysing and reporting (Morgan, 1998a). Planning covers almost all the issues which the other three following stages must face and solve and here is a list of principles which must be considered during the stage of planning:

- to clearly understand the purpose of the study
- to decide key issues, focused topic and main problems the study has to cover
- to determine who the participants are and time and location to hold focus groups
- to decide whether to hire a professional moderator or not
- to design the questions in the interview guide

- to think over the data analysis plan

(Morgan, 1998a, Morgan, 1998b, Litosseliti, 2003 and Bloor, et al., 2001)

In relation to participant recruitment, the first puzzle comes from the selection of participant composition between homogeneity and heterogeneity. Both compositions have their strength and weakness. Generally, participants with similar background, such as age range, education or profession, may also hold similar opinion due to life experiences. On one hand, it helps the unfamiliar participants quickly and easily catch up with one another, which surely is beneficial for the implementation of discussion. On the other hand, it possibly narrows the breadth of discussion owing to similar perspectives (Morgan, 1998b, and Bloor, et al. 2001). Nevertheless, heterogeneous participants are likely to hold various opinions. It possibly leads to a situation in which participants disagree with one another and it ends up a scanty of sufficient in-depth discussion. Then, the major research questions are no longer focused. Alternatively, it leads to another situation in which participants with different opinions hesitate or feel uncomfortable to disagree with someone whom they just meet for the very first time. It kills the focus groups too (Morgan, 1998b, and Bloor et al., 2001).

The researcher decided to hold focus groups with recruitment of homogenous participants with result of the consideration that homogeneity on demographic characteristics facilitates compatibility in focus group conversations. Besides, this study required at least four focus groups; opinions from different age ranges were still gathered. Another practical reason was the difficulty of agreement on meeting-up time. For example, students felt comfortable to take part in focus

groups during lunch time whereas employed profession were motivated to contribute if focus groups could take place in early evening during weekdays or late afternoon during weekend. In those circumstances, participants of focus groups were recruited but they were grouped based on age ranges.

Morgan (1998b) suggests that generally a research project requires from three to five focus groups and it demands at least from six to ten participants in a single focus group. The frequently-used sampling strategies are random sampling, referrals, intercepts, and open solicitation (Morgan, 1998b).

The major recruitment strategy was open solicitation while the assistant strategy was referrals or snow-balling technique. Population for sampling was Glasgow residents who have the habit of regular vacation-taking in a destination outside the UK for more than one week in the previous five years. Five years was set up due to previous behavioural loyalty research done by Opperman (1999 and 2000). The four groups were university students, retired people, professionals in their twenties and thirties, and professionals in their forties and fifties. At the beginning, the recruitment strategy of open solicitation was used. Posters and leaflets of participant recruitment with researcher's contact details were posted and delivered to residential halls in the area of postal code "G1" and a Glasgow-based Internet tourism forum to target non-student participants. Then, sampling strategy of snow-balling was used to invite participants to introduce potential participants who also fit in the recruitment category and requirement. On the other hand, posters of student participant recruitment were posted on the bulletin boards located in the major teaching buildings and the main library of University of Strathclyde.

Things did not go very well at the very beginning. Initially, the researcher tried to recruit employed professionals on campus, including teaching, research and administration faculties. It totally failed due to very low attendance rate. Potential participants made contact to show their contribution interest but they did not show up at the end. Even though “focus groups” were still held, the researcher could only take them as practices for personal conducting skill drills since the number of participants for each focus group was less than 6, which is the minimum requirement.

Thus, the researcher modified her sampling strategies; she started to post and deliver recruitment leaflets online and to residential halls in the area of postal code “G1.” Postal code “G1” is where the university and the researcher are based; besides, the residents tend to be young professionals based on the researchers’ observation. Flyers delivered to postal code “G1” area was the first try. If there were only few responders, leaflets would be distributed to a wider territorial area. As for the online forum, the researcher gained the webmaster’s permission to post the recruitment notice on tourism-themed discussion forum. Users of that particular online themed forum are frequent travellers and they are characterised to be open-minded to share their travelling experiences to the public based on the discussion threads they post. It is assumed that if they are willing to post opinion and experiences online, they might be also happy to talk up their travelling stories in focus groups. The recruitment run much smoother than before; soon the number of potential participants reached the minimum requirement.

However, the researcher still distributed recruitment flyers to people who just walked out of office buildings in financial district downtown Glasgow City during off-work

period just in case. It turned out to be a failed strategy; none of the actual participants was recruited by this manner. Still, the researcher saw it as valuable learning experience no matter whatever the result turned out to be. As a young researcher with very limited accessibility, it was worth trying.

Eventually, four focus groups allocated based on participants' age were held. Age with current occupation was chosen to be the homogeneity condition because people in the same age range generally have more similar life experiences. Roughly, participants were university students, employed professionals, and retired elderly. Ideally, it was planned to conduct two groups of employed profession; one was composed of young profession who are aged forty and less and the other was composed of experienced profession who are aged forty and above. Eventually, one profession focus group took place in early evening of weekdays and the other one was held on weekend to suit participants' preference on time arrangement.

The sampling area was restricted to Glasgow City residents and students of Strathclyde University owing to practical research condition and budget limitation. It goes without saying that compensations on transportation and time contribution must be paid to participants. Costs would rise if participant recruitment were open to a bigger territory. Surely, the researcher would not turn down potential participants if they were motivated to contribute but live in the outskirts of Glasgow City. However, equal incentives were given to each participant, which indicates that no transportation compensation was paid. Besides, venue rental was another expense; the most reasonable and economic way was to borrow a conference room from the researcher's department. They were practical reasons and considerations

why Glasgow-based participants were recruited.

It is suggested, particularly for focus groups taken as academic research, that they are conducted by professional moderators; one of the concerns is that a professional facilitator can communicate and moderate the focus group discussion in ways with which the researchers or academics are not familiar (Bloor et al., 2008). With budget limitation, professional moderators are not always hired. However, there are ground rules for the researcher to learn as the moderator of focus groups. Moderators must understand that they are the one who facilitates the discussion and interaction amongst participants not the one who controls the discussion flow within focus groups (Bloor et al., 2008). After all, participants' opinion and discussion are what the focus groups aim at generating. A moderator presides at the focus groups and makes sure that group discussions fully cover the focused research question; however, a moderator can not lead or direct the opinion orientation. Moreover, a moderator has to make sure that participants equally share their opinion. If one participant dominates the discussion flow, it needs moderator's skill to shift the opinion sharing to other participants. Similarly, if participants are left behind in the group discussion, it is the moderator's duty to ensure their voice is heard too.

Owing to research budget limitation, the researcher had to moderate focus groups rather than hired a professional moderator. As a young researcher with no prior experience of conducting focus groups, it was very crucial for the researcher to obtain more in-depth knowledge of how to facilitate focus groups. The following paragraphs are principles of moderating focus groups the researcher must gain and get familiar with before she enters the fieldwork. Mostly they are techniques of

moderating focus groups suggested by Greenbaum (1998) and Krueger (1998a). In parallel to the guidance, the practical situation of the focus groups in this study is presented.

Greenbaum (1998) points out seven characteristics focus group moderators must have, which are summarised in the table 4.5 shown below.

Table 4.5: Characteristics focus Group Must Have

Characteristics	Description
Superior listening ability	Not miss comments; avoid misunderstanding
Excellent short-term auditory memory	Remember a particular comment and integrate the information for later discussion
Well-organised	Group the same or similar issues and discussion for both discussion and presentation
Quick learner	Associate participants' information with discussed topics to facilitate the discussion
High energy level	Make participants stay engaged during discussion
Being personable	Develop an instant rapport with participants
Well-above-average intelligence	Be flexible and handle varied situations during discussion

Source: Greenbaum (1998)

On the other hand, Krueger (1998a) suggests that there are constraints which moderators may encounter when conducting focus groups and which moderators

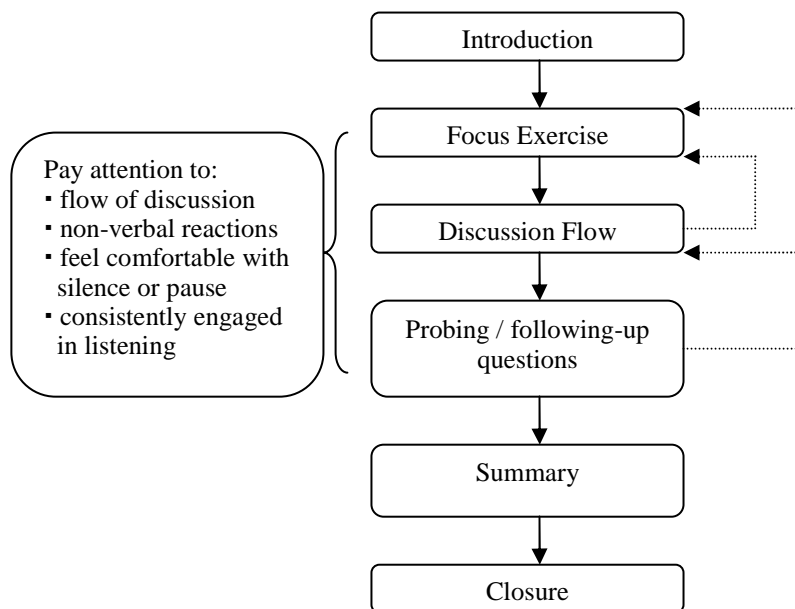
must be aware of too. The longer focus groups last, the less participants stay concentrated on the discussion, which refers back to what is just stated in the previous paragraph; moderators have to let participants remain attentive as soon as they notice participants' involvement and engagement is faltering. Apart from time and attention constraints, clarity constraint is another problem moderators may face. Moderators have to make open-ended questions focused and clear to the participants. Moreover, cultural constraints and language constraints are issues moderators may confront (Krueger, 1998a).

Practically speaking, the moderator of this study came from an oriental cultural background whereas participants were Scottish, or Glaswegians, more specifically. Therefore, cultural differences were presented. It was not only how these two bodies perceived focus groups in which style they were supposed to be handled but also how the moderator could become familiar with and could make sense of the content participants discuss in focus groups. Language constraints, in this study, refer to two situations; how the researcher transformed the academic terms into everyday language and the English competency of the researcher and the participants. Apparently, academic terms in which the study was set are different from what participants perceive and use in daily life. The moderator must be able to communicate well in language participants could comprehend and feel comfortable with to reveal their information. For example, "behavioural loyalty" and "attitudinal loyalty" are used on academic bases. When moderating the focus group, the moderator simply referred them to "revisit", "go back to the same place for holiday regularly," "feel special to the destination," or "feel connected with the destination." Also, the researcher had to master English proficiency since English

is a foreign language to her. Right before the group discussion officially started, the moderator introduced herself and the purpose of the study. At the end of self-introduction, the moderator always reminded the participants that she is not a native English speaker. She pardoned in advance for clarification from participants if needed during the group discussion; meanwhile, she encouraged the participants to let her know if questions were not addressed clearly. Luckily, participants were all friendly, helpful, and thoughtful across all focus groups. The language barriers, particular the barriers of English proficiency, were minimised.

Krueger (1998b) suggests procedures and guidelines with which focus groups can be held. The figure 4.8 shown below is the flowchart of focus group implementation, which is adopted from Bloor et al. (2001), Krueger (1998b) and Greenbaum (1998) and which illustrates the stages focus groups may go through.

Figure 4.8: The Flowchart of Focus Group Implementation



Generated from Bloor et al. (2001), Krueger (1998b) and Greenbaum (1998)

Once moderators introduce the purpose of the study, focus groups soon take place (Bloor et al, 2001, Krueger, 1998b, and Greenbaum, 1998). Focus exercise refers to facilitators asking questions with the intention to ensure that groups' discussion and interaction is on the focused topic (Bloor et al., 2001). Then participants take part in the flow of discussion while the moderators are consistently engaged in listening and also notice non-verbal communications or actions which participants may have (Bloor et al, 2001, Krueger, 1998b, and Greenbaum, 1998). If necessary, probing questions are asked by moderators with the view to generating more details from the conversations (Bloor et al, 2001). Silence and pauses may not be always embarrassing; moderators should feel comfortable with these silent moments (Krueger, 1998b, and Greenbaum, 1998). After a series of focus exercises, flow of discussion, and probing questioning, the focus groups are coming to the end when moderators have to summarise main points of discussion and finalise the focus groups (Krueger, 1998b).

The execution of focus groups

This study took the flowchart of focus group implementation illustrated in the figure 4.8 above as moderation guidance. Focus groups started with a reception, which helped to screen out participants who were not qualified to the sampling requirements. During the reception, participants might socially interact with each other and at the same time, a structured questionnaire was distributed to fill in. There were two parts of the questionnaire; one was demographic information and the other was empty space for participants to quickly recall their holiday experiences in the past five years. The latter part might help to engage in group discussion.

Apart from the questionnaire distributed to the participants, a discussion plan was also prepared beforehand by the researcher, which is put in the appendix 2. The list of discussion questions were developed based on the literature review on destination image and loyalty. Since focus groups served as a preliminary study for this research, the listed discussion questions aimed at finding out any gaps between the literature and real practices. The discussion questions were designed in three parts, the warm-up questions, the main questions, and the probing questions. Self-introduction served as a warm-up question. Questions with regard to repeated trips paid to the same destination and feelings about all visited destinations are main questions. Questions with regard to consumer behaviours, such as whether they patronised a particular travel agent at all times, were probing questions, which were designed to distinguish destination loyalty from loyalty to other subjects. Table 4.6 presented below illustrates how the focus group discussion plan develops to cover the gaps in the literature of destination loyalty, which is previously discussed in section 2.3.6.

Table 4.6: Notions of Discussion Plan and Potential Literature Gaps

Research Objectives	Discussion Questions	Notions	Literature Gaps
To identify real practices of behavioural loyalty in the context of holiday destinations	Recent 5-year travel experiences	To know exact revisit realisations	Revisit intention used as construct of behavioural loyalty
	Revisits paid to one or multiple destinations	To know exact revisit realisation patterns	Solo destination is studied; lack a whole picture of revisit realisations to all destinations

(table 4.6 continues)

Research Objectives	Discussion Questions	Notions	Literature Gaps
To exclude pull factors resulting from destination tangible attributes	Attractions/purposes of revisit realisations	To know what triggers revisit realisations; to identify uncovered factors contributing to revisits	Attribute-based survey; assuming tourism resources motivates revisits
To explore what other feelings/emotions tourists hold toward destinations except from satisfaction	Feeling about destinations	To see how tourists may feel different or similar to one-visit and multiple-visit destinations	Solo destination is studied; lacks comparison and contrast amongst destinations; satisfaction serves as emotional response
To ensure loyalty to holiday destinations	Trip planning	To clarify loyalty to destinations or to service providers and other tourism related services	Interference is not studied previously
To identify uncovered and unexpected issues	Activities done during holidays	To know what tourists do on holidays	Attribute-based studies assume certain activity involvement but does not provide insights

As soon as the number of participants reached the minimum requirement of a focus group, from six to ten, the registrations of participants were closed. Focus groups were ready to start. All focus groups were audio-recorded and participants were informed to get their understanding and permission before focus groups formally started. During the stage of introduction, the researcher not only introduced herself and mentioned language barriers as previously stated but also introduced how focus groups work to encourage participants to gain confidence in case they had never taken part in focus group discussions before.

Then, the focus groups officially started with participants' self-introduction. Generally, they let all the participants know who they were (or by which name they wanted to be addressed) and their travel experiences in the past five years. During this stage, the moderator took note and memorises specific travel patterns of each participant. For example, if participants stated that they had visited Spain every year, then the moderator might start to invite them to talk about the motivation or attraction which made them do so. Alternatively, if a participant claimed that they never returned to places they had been to, the moderator might try to discover if they was interested in visiting destinations which provide similar attractions or activities. Alternatively, it might be a false claim that they did return to the same country for holiday but tended to visit different regions. Apart from that, it helped the moderator know her participants better and she might invite specific participants to share their experiences if during the group discussion she found them less involved or she wanted to move from one question to another. Probing or follow-up questions were asked in order to understand more details with regard to their revisit history and experiences.

When the conversations were getting less interactive, the moderator sensed it was time to move on to how participants felt towards holiday destinations and whether they felt connected with one particular destination. The moderator did encounter some difficulty here. Firstly, participants found "feel" or "feelings" were abstract and generally, the immediate response to this question was "joyful," "happy," "satisfied," or "feel relaxed." However, participants started to find out that they felt the same way about almost every destinations and it was very difficult to give instant

feedback as to how they developed a deeper attachment to a specific destination. Even though the guidance of focus group moderation says that a silent moment is not always embarrassing and moderators must feel comfortable about it, the truth in this study was that the silent moment froze the discussion flow. It taught the researcher two lessons. Firstly, it might be helpful if the moderator had encouraged the participants to bring some memorable photos or souvenirs with them to the focus groups. By doing so, it might facilitate participants to feel affection with holiday destinations during focus groups as well as warm up participants' memories before their attendance to the focus groups. Secondly, the moderator had to consider a better way to address the research questions, such as choosing different words to replace "feel" or "feelings" and integrating questions related to attitudinal loyalty with those of habitual revisits.

The experiences gained in the first focus group moderation helped the researcher to run group discussion more smoothly later. It still took a silent moment for participants to develop more explicit statements on why a specific destination had more significance to them. Still, questions with regard to emotional bonding to holiday destinations bothered a minority of participants. It must be born in mind that participants barely know each other: feelings, attachment, and affection bonding might be perceived to be aspects of inner life, which, generally speaking, people feel uneasy about revealing readily to acquaintances.

The data of focus groups are collection of "unique interactions of moderator and group" (Litosseliti, 2003). Litosselite (2003) points out three major tasks for researchers to do in order to analyse the data of focus groups. Firstly, researchers

have to read through the transcript to get general impressions on what has been discussed in the focus groups. Secondly, researchers have to find out distinguishing opinions and topics which are related to the prior-set research questions as well as identify new issues which are proposed or mentioned during group discussion. Thirdly, data must be classified and coded. Litosselite (2003) also suggests that tones and non-verbal communication are the main points to be considered during data analysis even they are not able to be shown in plain transcription.

Furthermore, the purposes of analysing the data of focus groups are to check whether the research objectives are achieved, to see what the findings have confirmed and what the findings may argue with prior knowledge or literature, and, most importantly, to identify new ideas which emerge (Litosseliti, 2003). However, what has to be borne in mind is that inference, generalization, and making statements are not the purposes focus groups set out to achieve. On the contrary, understanding a course of actions, setting up a range of these and providing insights explaining how a situation is perceived by the population are what focus groups are for (Litosseliti, 2003 quoted from Krueer, 1994).

4.5.3 Interviews and its Practical Execution

Interviews are thought to be the most commonly used technique of data collection in qualitative research (Bryman and Bell, 2003). Interviews are meaningful discussions which take place between two people or more (Saunders et al., 2009). By means of interviews, “valid and reliable data” which is relevant to research questions and objectives are then collected (Saunders, et al, 2009). Apart from that, interviews are also used to formulate research questions and objectives if these are

not clear and clarified yet (Bryman and Bell, 2003). Interviews consist of various types; the selection of types of interviews in research is determined by the research purpose and research strategy (Saunders et al., 2009). Berg (2004) categorises interviews on the bases of the structure and flexibility and suggests another typology of interviews which is shown below in table 4.7.

Table 4.7: Structures and Formality of Interviews

Most standardised Less flexible		Less standardised More flexible
<p>Standardised Interviews</p> <ul style="list-style-type: none"> ▪ Most formally structured ▪ No deviations from question order ▪ Wording of each question asked exactly as written ▪ No adjusting of level of language ▪ No clarifications or answering of questions about the interview ▪ No additional questions may be added ▪ Similar in format to a pencil-and-paper survey 	<p>Semi-standardised Interviews</p> <ul style="list-style-type: none"> ▪ More or less structured ▪ Questions may be reordered during the interview ▪ Wording of questions flexible ▪ Level of language may be adjusted. ▪ Interviewer may answer questions and make clarifications ▪ Interviewer may add or delete probes to interview between subsequent subjects. 	<p>Unstandardised Interviews</p> <ul style="list-style-type: none"> ▪ Completely unstructured ▪ No set order to any questions ▪ No set wording to any questions ▪ Level of language may be adjusted. ▪ Interviewer may answer questions and make clarifications ▪ Interviewer may add or delete questions between interviews

Adopted from: Berg, 2004, P. 79

From table 4.7, it is noted that the boundary between survey and interviews is subtle (Horn, 2010). The traditional demarcation between survey and interviews is based on attitude towards sampling size and the flexibility of the questions. Surveys or questionnaire surveys usually take a proportion out of the entire studied population to

whom the standardised and structured questionnaires are distributed. The size of survey sample is decided on the basis of statistical inference, in which population value, standard errors and confidence intervals are taken into account (Veal, 2011 and Saunders et. al., 2009). However, the sampling for interviews tends to be goal-oriented, which means interviews are looking for cases which can best provide answers to research questions (Flick, 2007). Moreover, interviews emphasise the social interaction between the researcher and the interviewees; the researchers are gaining their knowledge regarding the research questions all the way through interviewing too (Jennings, 2005 and Flick, 2007). The questionnaire of the survey takes place in a specific range of purpose-made questions with focuses. That is to say, the researchers take an administrative position in the questionnaire. On the other hand, interviews require more flexibility and emphasise more the researchers' interview skills (Horn, 2010). There is no rule or statistical ratio which interviews can follow to deal with its issue of sampling size. However, the widely-recognised golden principle of collecting qualitative data is to collect data continually until "data saturation is reached" (Saunders et. al., 2009, P. 235).

Sampling techniques for qualitative research design

Sampling means to identify subjects who can represent the target population to provide information and knowledge of research questions in a logical way (Bryman and Bell, 2003). Unlike quantitative research mostly adopting probability sampling technique, which is thought to be more mathematical and systematic, qualitative research tends to take use of non-probability sampling strategies (Saunders et al., 2009 and Berg, 2004). Berg (2004) points out four sampling techniques which are

commonly used in the context of qualitative research; they are convenience sampling, purposive sampling, snowballing sampling and quota sampling.

Qualitative research, particularly social science studies, tends to select convenience sampling as its sampling strategy (Bryman and Bell, 2003). Convenience sampling is also named as accidental or availability sampling (Berg, 2004). As the name suggests, this technique prioritises convenience to obtain the subjects to be interviewed (Saunders et al., 2009). Subjects, who are willing to take part in the study voluntarily, are also thought to be convenience samples (Sommer and Sommer, 2002).

However, convenience sampling applied in this study is not to “take what you can get” (Sommer and Sommer, 2002). There are still set-up qualifications employed to obtain a group of interviewees who are able to provide potential information and knowledge to answer the research questions of this study. From that perspective, the sampling technique applied in this study also adopts the concept of purposive sampling. It is because “a purposive sample targets the individuals thought to be most central to the research question” (Sommer and Sommer, 2002).

Another technique used is snowballing sampling. Snowballing sampling is to invite other people to recommend qualified potential individuals to take part in the research project (Bryman and Bell, 2003). It is usually used when subjects representing the desired population are difficult to recruit (Saunders et al., 2009).

In this study, the researcher obtained convenience samples to conduct the interviews

at the beginning and then asked those interviewees to introduce potential cases who are qualified to the sampling requirements as well as willing to contribute to take part in the study. Still, more snowballing went on when more data was required. Recruitment was always a big issue for this study. With very limited accessibility, the researcher had to try possibilities.

The sample size is thought to be difficult to handle, since how big the sample size should be is ambiguous in the context of qualitative research (Saunders et al., 2009). Sample size depends on research questions and objectives (Saunders et al., 2009). Meanwhile, generalisation and credibility must be taken into account when sample size is decided (Saunders et al., 2009). However, validity of research has more to do with data collection and data analysis skills (Saunders et al., 2009). Academics seldom suggest a number or a sample size a researcher should work on. Nevertheless, it is commonly mentioned that qualitative data must be continually collected until it reaches the status of “*data saturation*” (Saunders et al., 2009, P. 235). If a number must be quoted, Saunders et al. (2009) suggest that interviews between 25 and 30 are anticipated when it comes to a qualitative research.

Following the recruitment qualification, the population of interviews this study targeted on are Greater Glasgow residents who have been able to take overseas holidays once every year on average in the past five years. However, the second stage of data collection concentrated on the elder population aged 50 and over. Based on the literature, elder people are believed to be more loyal; focus groups also provided some food for thought on selection of targeted study population. Amongst four focus groups, the retired participants tended to be more willing to share their

thoughts and particularly have more holiday experiences too. Since the study aimed at finding out the formation pattern of destination loyalty, individuals who have longer holiday-taking history were certainly the ones to be interviewed.

As it is previously explained, the study started its sampling by means of convenience samples and purposive samples with specific recruitment requirement. It started with huge assistance from a key person who works for a Glasgow-based charity organisation. He himself was a subject in the study population and surely he had some contacts who might also qualify. With his help, the researcher had the first several interviews taking place successfully. From then on, snowballing sampling technique was also applied in order to seek more suitable subjects that the research required.

However, the researcher cannot emphasise the difficulty of recruitment too much. Before assistance from the key gentleman, the researcher also tried to contact the university-based social club. The potential members of the social club are employed and retired teaching staff of the various faculties. The researcher successfully gained access; however, access was denied after recruitment preparation was ready. The researcher also requested help from alumni office and was politely declined. The researcher saw these as valuable research learning experiences. It was always worth trying since the researcher had very limited accessibility. The key gentleman's assistance was compared to a good rain after a long drought. It opened a door for the researcher; she then could pave the way to interviewee recruitment.

Previously in the section of research quality of qualitative research, it is mentioned that credibility is one of the four dimensions to improve the trustworthiness of qualitative research. Moreover, building up rapport with interviewees is thought to be one of the techniques to enhance credibility. The sampling techniques this study adopted are a means to enhance the credibility of the research too. The logic is simple; firstly, the researcher knows the key person, Mr. X, personally, which means the researcher clearly knows that Mr. X is one of the targets whom she could generate information to answer the research questions of the study. At the same time, Mr. X is an engineering PhD. Even though he is not an expert on social science or marketing and management research, he is learned in general research methods. Before Mr. X offered his assistance in interviewee recruiting, the researcher had an appointment to present the research design and exchanged ideas with him. Therefore, the contacts, which Mr. X gave the researcher, had been screened once to see if their holiday experiences fell into the category the researcher targeted. Besides that, the researcher was introduced to those potential interviewees by Mr. X which indicates the fundamental rapport was built. Similarly, when the researcher employed snow-balling technique to seek more interview opportunities, those, who offered help, had been already interviewed. Thus, they clearly knew to whom the researcher was eager to speak. Again, the fundamental trust between new cases and the researcher had been there before interviews started. Rapport needs to be enhanced during the interviews; it has something to do with interpersonal and interview skills as it is suggested in books and presented in previous paragraphs.

Interviews are continually conducted until “*data saturation*” is reached (Saunders et al., 2009, P. 235). Within three months, a total of 33 interviews were held. The

majority of the interviews were one-on-one interview. Sometimes couples presented; therefore, in some interviews, both of them provided their stories with regard to holiday-taking experiences.

Interview Conducting Techniques

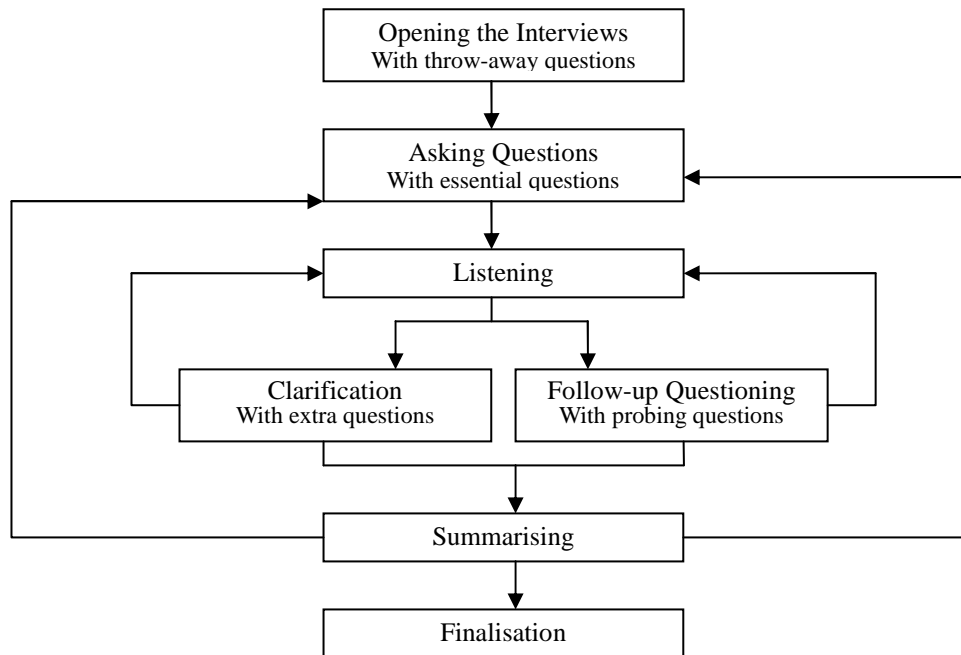
Rossmann and Rallis (2003) comment that interviews lead the researcher to get into the informants' world, by doing which the respondents "verbally relate what is in their mind" (P.180). Veal (2011) suggests that interviews can be defined based on their length, depth and structure. An interview usually takes from thirty minutes up to several hours to generate sufficient information (Veal, 2011). Interviews require participants to talk up on focused issues; during the progress of interviews, supplementary or follow-up questions are asked for explanation or clarification (Jennings, 2005 and Rossmann and Rallis, 2003). Most important of all, interviews are less structured and more conversational. Veal (2011) stresses that interviews call for interactions between two parties, from which two-way conversation and exchange of views can be obtained.

With comprehension of typology of interviews and their different formality, the study then decided to adopt face-to-face interviews with a semi-structured questionnaire (Saunders et al. 2009 and Berg, 2004). Semi-structured interviews allow researchers to conduct interviews with focused themes and questions which originally the study plans to target. Usually, a flexible interview agenda or interview guide is prepared to make sure that researchers can collect data answering to focused research themes from all respondents (Jennings, 2005 and Daymon and Holloway, 2011). At the same time, there is flexibility from which researchers may

make adjustment on asked questions in accordance with what and how well the interviews are going (Berg, 2004 and Daymon and Holloway, 2011). The adjustment on asked questions includes both adding-up and deleting questions if needed. Besides, the order of discussion may vary depending on the practical situation in each interview (Jennings, 2005). However, the principle is to ensure that interviews still tie up with research questions (Berg, 2004). In other words, there is a set of questions designed and prepared before the occurrences of interviews and all those questions are tightly linked with the research questions which the study originally set up to find out. All interviewees are going to be asked with the same set of questions, namely “interview agenda,” “interview schedule,” or “interview guide” (Jennings, 2005, Saunders et al. 2009, Berg, 2004 and Daymon and Holloway, 2011). However, semi-structured interviews allow wording or language level amendment according to what exactly happens on the spot of interviews (Saunders et al., 2009, Berg, 2004 and Jennings, 2005). A figure illustrating the processes of conducting a semi-structured interview is shown below, generated from the guidance proposed by Saunders et al. (2009) and Berg (2004). The types of questions asked in the semi-structured interviews are also explained.

The processes of an interview must be taken into consideration when the interview schedule is designed. It helps the researchers put questions in a proper order and facilitate the generation of information which is sought (Berg, 2004). The questions asked in an interview can be categorised by purposes and the specific information they ask for (Bryman and Bell, 2004 and Berg, 2004).

Figure 4.9: Processes of Conducting Semi-structured Interviews



Generated from Saunders et al., 2009 and Berg, 2004

The interview may start with “*throw-away questions*,” which are questions related to interviewees’ personal background or demographic facts, from which researchers can build up a relationship with the interviewee with understanding and trust; both of which facilitates the undergoing of interviews (Berg, 2004). Similarly, Daymon and Holloway (2011) suggest that “grand tour” questions can be firstly introduced; they generally ask for an overview.

“*Essential questions*” are questions which are highly relevant to the core of research questions. They are asked to collect very specific information to answer the research questions (Berg, 2004). However, it may still require “*extra questions*” in some cases. Extra questions are thought to be identical to essential questions but they are slightly different from those in the terms of wording, choice of words, or

level of language. They are asked to obtain the reliability of responses which interviewees previously made as well as clarification if needed (Berg, 2004). Similarly, Daymon and Holloway (2011) propose that “*mini tour*” questions are questions to obtain informants’ perspectives on a more specific focus or issue. At the same time, contrast questions or questions in relation to respondents’ experience, behaviour, opinion, values, feelings, or knowledge may be employed if necessary. Contrast questions are questions to invite interviewees to explain their different attitudes or perceptions by means of comparison (Daymon and Holloway, 2011).

“*Probing questions*” aim to generate more detailed information from what the interviewees previously said in order to obtain a complete statement (Berg, 2004). At the same time, probing questions help to reduce ambiguity (Daymon and Holloway, 2011). Jennings (2005) suggests that probes in interviews help the researcher not only to clarify what is said but also to better understand the meanings of certain terms the interviewees refer to. Elaboration, clarifications, further meanings, or reasons as to why an action is taken can be obtained through probing questions (Daymon and Holloway, 2011, Rossman and Rallis, 2003, Jennings, 2005, and Berg, 2004). To sum up, follow-up questions help the researcher to elicit more detailed description, statement, or information in order to disclose the deeper meanings from the respondents.

Bryman and Bell (2003), however, claim that there is difference between a follow-up question and a probing question. They think both of them are purposefully asked to get more information and more details from interviewees’ stories but the difference lies in the way interviewers raise these during conversations. Follow-up questions

may not be always a question; it could be a gesture or simple reply which encourages the interviewees to carry on what they are saying whereas probing questions are addressed with direct questioning sentences (Bryman and Bell, 2003). Also, Bryman and Bell (2003) introduce “*interpreting questions*,” which serve the purposes of both interpretation and clarification. Also, silence may be necessary, which gives interviewees space to get fully prepared on their answers (Bryman and Bell, 2003).

Daymon and Holloway (2011) recommend that non-verbal prompts are important in interviews too. They suggest that eye contact or leaning forward to the interviewees are gestures for the researchers to show that they are fully engaged in what is said. They are basic feedback indicating that the researchers are listening carefully during the interview (Rossman and Rallis, 2003).

When the interview comes to the end, the researchers have to summarise what is just discussed, which also serves as a test on interviewers’ comprehension and interpretation of the interview content (Saunders et al., 2009 and Berg, 2004). Additionally, a round-off question like this, “Is there anything else you’d like to tell me?” is highly recommended by scholars (Daymon and Holloway, 2011).

Interviewing is not all about asking questions; instead, listening is what hugely matters. Jennings (2005) proposes that there are three kinds of “listening” researchers must be good at when conducting interviews. Active listening indicates that interviewers pay full attention to respondents. Interacting and giving feedback are ways of showing that interviewers are fully engaging with the conversation

(Jennings, 2005 and Rossman and Rallis, 2003). Interpretive listening refers to probes and important requests for clarification (Jennings, 2005). Furthermore, process listening means researchers take charge of interview time management; they are confident of managing the timing. They clearly know to what extent the interview guide is completed and evaluate the necessity of follow-up questions during the interview (Jennings, 2005).

Following the design of questions, researchers also have to consider the wording and level of language used in each question. The principle is that all questions must have a good structure and word choice so that the language is clear to the interviewees (Bryman and Bell, 2003). However, it goes with in accordance with the chart of structures and formality of interviews suggested by Berg (2004) and shown in the previous paragraphs; during semi-structured interviews, the order of questions and wording and language level are adjustable.

The interviewers' task does not end with the closure of interviews. While still fresh in the memory, interviewers must quickly jot down how the interviews go and what feelings interviewers hold towards the interviewees (Bryman and Bell, 2003). This type of data is thought to be analytical aids. It helps the researchers to recall what exactly happened during the interviews and assists the researchers to interpret the data of the interviews too (Saunders et al., 2009).

With the purpose of facilitating data analysis, it is necessary to audio-record interviews (Saunders et al., 2009, Bryman and Bell, 2003, and Berg, 2004). With audio-recording, the researchers can fully put their attention to conducting the

interviews; in which case, they can be attentive to listening to interviewees' stories as well as asking sensible questions to generate valuable information (Saunders et al., 2009, Bryman and Bell, 2003). Besides, audio-records allow researchers to repeatedly listen to the tapes when analysing them (Saunders et al., 2009). Furthermore, there might be direct quotes needed in the stage of findings presentation, for which audio-records definitely help (Saunders et al., 2009). What is important is that interviewers must get permission from interviewees to tape-record the conversations (Saunders et al., 2009, Bryman and Bell, 2003, and Berg, 2004).

Application of Interviews

With the comprehension of the techniques of how to conduct interviews, the research went on the second stage of data collection. The researcher presents how she did the interviews based on the procedures of conducting semi-structured interviews presented above in the following paragraphs. Firstly, the researcher shares how she drafts the interview schedule to tie them up with research questions. Next, the researcher shares her experiences of interview executions as reflection to the methodological and theoretical knowledge.

The design of interview schedule

The interview schedule was sent to all potential interviewees by email when the researcher was contacting with to ask for interview availability and arranging interview time. Therefore, the researcher introduced herself for the very first time on the cover page of the interview schedule; meanwhile, the research objectives were

introduced. Then three parts of interview schedule followed the self-introduction; they dealt with respondents' perception on their behavioural loyalty, attitudinal loyalty, and how they feel think feelings towards the destinations may alter over time. The fourth part required the informants' demographic information; particularly, the researcher asked for their permission to contact them further if necessary.

The table 4.8 presents the questions listed on the interview schedule based on the classification of its typology and purposes suggested by scholars and presented in the previous section.

Table 4.8: Questions Listed on Interview Schedule and its Typology and Purposes

Question Types and Purposes	Questions on Interview Schedule
Throw-away questions	Part 4 on the interview schedule; demographic facts
Essential questions (grand tour questions)	Major questions tightly linked with research questions: <ul style="list-style-type: none"> ■ Where you have been to in the recent five years for holidays? ■ What makes you or attracts you to go back? ■ Any other destinations you frequently or regularly revisited but no longer go back? ■ Amongst all those countries you have visited, which one you feel special to? ■ Why do you feel this destination is special to you? ■ Would you please describe your feelings towards this destination? ■ How do you feel about Scotland in the aspect of being a resident and a national? ■ What do you think the holidays taking overseas influence your daily life at home? ■ How would you describe your feelings to the destination over time?

(table 4.8 continues)

Extra questions (mini tour questions)	Questions to know more details <ul style="list-style-type: none">▪ Places (countries) where you only visit once and places (countries) where you returned?▪ Have you also visited the destination beyond the recent five years?▪ What are the types of destinations you particularly like and prefer to revisit?▪ What make you feel associated with the destination?▪ How have your feelings to the destination evolved?
Probing questions (follow-up questions)	<ul style="list-style-type: none">▪ Why did you choose to revisit the same destination(s)? What are the purposes of these trips to the same destination(s)?▪ How do you plan your journey since you regularly return the same destination(s)?▪ Have you ever visited or had the habit revisiting other destinations which are very similar to this one before?▪ Are there significant events or reasons that lead you to feel connected with the destination? (Would you share with me the significant events or reasons that make you feel connected with the destination?)▪ How does being a Scottish or British make you feel when on holidays overseas?▪ Do you adopt some lifestyle from the destinations and apply them to daily life at home? (Language? Cuisine? History or culture learning?)▪ Do you think the feeling to the destination increase/enhance every time you return?
Round-off questions	<ul style="list-style-type: none">▪ Is there anything else you want to share with me?

The first part of the interview schedule was designed to answer research questions regarding the behavioural loyalty typology and the factors truly motivating them to

return apart from destination features and functionality. Therefore, the essential questions were designed to know about respondents' holiday experiences. It firstly invited the informants to talk about their recent five-year experiences and then started to build upon where they chose to return and where they didn't. The extra questions were designed to know more about their travel experiences or patterns; for example, did respondents tend to travel to similar destinations. Furthermore, probing questions tried to invite the respondents to tell the researcher more their habitual revisits. By doing so, the researcher could exclude motivation generated from destination functionality and see through the practical motivations encouraging respondents to return.

By the same token, the second part of the interview schedule was designed to answer research questions regarding attitudinal loyalty, or namely affective bonding, respondents hold towards holiday destinations. Therefore, the essential questions were asked to obtain general ideas how interviewees felt about the destinations they had visited and which particular destination they felt special to. Also, the extra questions and probing questions aimed at finding out any significant events or occasions which lead them to feel so. The wording of questions might slightly differ from one respondent to another. It was because for some of the interviewees, the destination which they felt special or connected with was not the one which they constantly returned for holidays; instead, it might be the one which they only had visited once so far. Thus, the wording would be modified in order not to lead the interviewees' flow of thought. Moreover, one of the research questions asked how participants sense their self-identity when they were on holidays. Therefore, the essential questions would go like this, "How do you feel about Scotland in the aspect

of being a resident and a national?” Meanwhile, probing questions tended to take a close-up picture and the question might go like this, “How does being Scottish or British make you feel when on holiday overseas?” In addition, the research suspected that place endearment is a status of “being,” it indicates that the affection towards a holiday destination does not pause or freeze just because tourists come back home from holidays. Thus, the research tried to see how it might enhance or alter between revisits. Essential questions, such as “What do you think the holidays taking overseas influence your daily life at home?” and probing questions, such as “Do you adopt some lifestyle from the destinations and apply them to daily life at home?” were put into the interview schedule to seek the behavioural presentation which respondents might have indicating that they were fond of the culture, language, or lifestyle of the holiday destinations.

The third part of the interview schedule invited the respondents to comment themselves on how their attachment to the holiday destinations have evolved over time. The essential question would be addressed like “How would you describe your feelings to the destination over time?” whereas the probing question went like “do you think the feeling to the destination increase/enhance every time you return?” Additionally, the researcher might ask for occasions or memorable experiences that strongly enhance the affection bonding depending on how well the interview went.

Practical execution of interviews

Even though the interview schedule required respondents to provide their demographic facts, it was very necessary for the researcher to build up rapport with

the informants before the interviews officially started. In most cases, the interviews took place at participants' places. Apart from formal and social introduction to each other, there was some small talk in the first five to ten minutes. Topics might start with general questions about the researcher's life in Scotland as an international student or interviewees' recent holiday trips. The researcher sometimes actively started the conversation by witnessing a painting or photo hung on the wall or travel guide books placed on the sofa table or even plants or pets the hosts or hostess have. This small talk might directly link to the research; or it might just help two parties quickly to know each other in a casual way. Before the interviews officially took place, the researcher, once again, asked for permission to take the audio-recording. Apart from that, the researcher sensed that knowledge of geography or language proficiency was likely to impact the "smooth" flow of the interview. Thus, if needed, pauses or clarification might be required during the interview.

Then it moved forward to the main content of the interviews; firstly, the research started with essential questions. Extra questions or probing questions were employed based on how well the interactions have gone. What the researcher learnt from the practical execution of interviews was that interviews are conversational. The atmosphere got tense if the researcher cited questions from the interview schedule rather than naturally gave feedback in a conversational way. As an inexperienced researcher, the researcher felt so nervous particularly in the first two or three interviews. Luckily, the interviewees were very considerate and some of them also had a research background. They were not only informants for this study but also tutors to the researcher to make her more familiar with conducting interviews. Soon after, the researcher learnt to do interviews with conversations but not one-way

communication.

Most important of all, the researcher learnt to have good command of the interview schedule rather than to be controlled by the order of the questions. It means that the researcher asked the essential, extra, or probing questions naturally based on what was said and the on-spot interactions with the interviewees. As soon as the researcher set herself free from the constraint on the order of listed-up questions, she would not cite questions from the printed interview schedule and the interviews went naturally and smoothly.

Previously, it mentioned that reflexivity significantly influences qualitative research. In the terms of personal life experience and background, it did in some way shape how the researcher perceives the study. Firstly, the researcher is getting to know better and more about the research setting. Secondly, the researcher likes this study even more than she did before. As a traveller, the researcher always wonders whether travel experiences merely bring fulfilment and satisfaction to the tourists by means of enjoyment of tourism activities and services. If it is not so, why does literature hugely emphasise that part and ignore the deeper exploration of spiritual self development or actualisation. The fieldwork had physically assured the researcher that she was not unusual. The truth is out there awaiting new insight and interpretation.

Also, the travel experiences of the researcher helped her to quickly get engaged with what the respondents shared with her. For example, one of the respondents mentioned that she enjoyed strolling along the farmer's market in Italy and buying

fresh products, which made herself feel more involved in the holiday destination and that kind of joy was greater than when visiting local historical attraction. The researcher recognised her way of thinking right away. Similarly, when respondents talked about how frustrated they were when they found themselves lost or facing service failures during holidays, yet those negative incidents did not impact their overall happiness; the researcher fully comprehended. It was not because the researcher agreed or disagreed with the respondent's statement; it was because the researcher had experienced this herself. The researcher felt what was shared in the interviews. The interviews were no longer just fieldwork for a research project; mutual understanding took place too.

Additionally, the researcher witnesses how strongly the self-identity was rooted in respondents' life and thought. As a person who once wandered from identity and identification, the researcher was deeply touched by the way the respondents perceive themselves. Through interviews, the researcher was fond of her study even more. The study was no longer just a pursuit of a research degree; it gave the researcher both sweet fruit of knowledge acquirement and self development.

What the researcher wants to emphasise is that there is still self-awareness employed in the study. After all, the researcher must avoid leading the respondents to answer what is presumed, which is the most important principle a qualitative researcher must bear in mind. The researcher just wants to point out that reflexivity facilitates the implementation of interviews; it helped the researcher get engaged with what as said in order to give appropriate feedback, both orally and non-verbally.

When the interviews come to the end, the researcher adopted the recommendation on the round-off question. In most cases, the interviews naturally closed. In some cases, the respondents wanted to know more about the study; at the same time, the researcher would ask for suggestions particularly on language proficiency, such as word choice or inquiring techniques. In other cases, the respondents might bring up some post comments or new information with regard to previously-discussed questions. If the researcher had stopped the audio-recording, the researcher would immediately take notes on the fieldwork note or research diary, which was data other than spoken information obtained in the interviews. Additionally, in some cases the interviewees would ask the researcher what she personally thought of her revisit behaviours as well as attachment to places. These kinds of questions came from two angles. Firstly, the researcher came from a different cultural background they probably were not familiar with and the respondents were curious about the general situations in Taiwan. Secondly, they wanted the researcher to share experiences and opinions too. This encounter was a typical example for interviews are social interaction; similar interviewing experience is shared by Jordan and Gibson (2005), too.

4.6 Data management and Data analysis and its Practical Execution

A statement made by Tesch (1990) does not sound rosy particularly to someone who is on her way to do the data analysis. However, it does provide a definition from which the researcher starts her journey of data analysis. Tesch's (1990) statement goes like this:

“The notion of qualitative analysis is fluid and defies definition. It is applied to a wide variety of principles and procedures. The only agreement we would find among qualitative researchers is that analysis is the process of making sense of narrative data” (p. 4).

Saunders et al. (2009) also believe that there is no standardised procedure to explain how data analysis actually works. Nevertheless, Saunders et al. (2009) still propose types of processes by which researchers can group data:

- *summarising (condensation) of meanings;*
- *categorisation (grouping) of meanings;*
- *structuring (ordering) of meanings using narrative (P. 490).*

Meanwhile, Saunders et al. (2009) also believe that a single study may adopt one or combine two or even more of them to successfully conduct the task of data analysis.

On the other hand, Berg (2004) suggests that there are a few approaches available for researchers to analyse the qualitative data, amongst which three approaches are highlighted and they are interpretative approach, social anthropological approach and collaborative social research approach. Interpretative approach means that researchers transform the studies on social actions and human activities into text. From the collection of written text, symbols and meanings are sorted out for interpretation with theoretical orientation (Berg, 2004). That is to say, qualitative data is built upon the meanings expressed by written text. The processes of data analysis are to conceptualise the qualitative data by sorting out the raw data with classification and categories (Saunders et al., 2009). It does not only reduce and condense the great deal of raw data into framework but also tries to explain and understand the meanings conveyed by social actions and activities, particularly to

discover the undefined meanings (Berg, 2004). Thus, Tesch (1990) describes that qualitative data analysis is somehow seen to be constant intellectual interactions between the researchers and the data.

What the researcher comprehends is that data analysis is a mental process of understanding meanings and grouping ideas, which has to be concretised and displayed by means of visual techniques and presentations methods.

Data analysis is the process of making sense of the data (Jordan and Gibson, 2004). Academics define their starting point of data analysis differently. Some suggest that it goes in parallel with literature review when particularly a ground-theory research design is adopted (Jordan and Gibson, 2004). Rossman and Rallis (2003) claim that analysis starts right after a research begins, which includes the formation of knowledge background and is named “conceptualisation stage.” Still, some academics believe that data collection should be executed sometime at the initial stage of fieldwork, during which a list of general codes can be generated and then to be applied to the entirety (Daymon and Holloway 2011 and Veal, 2011).

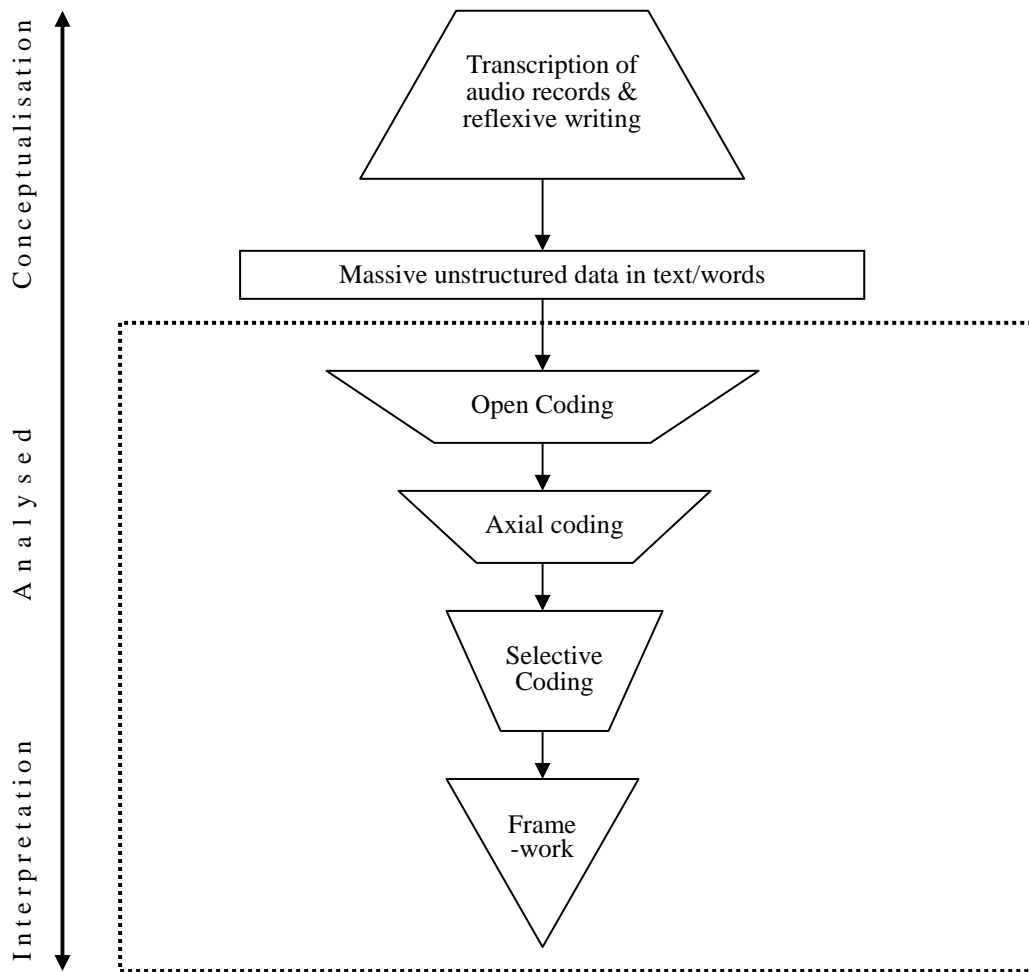
Jordan and Gibson (2004) comment that constant comparison of the data must start during the early stage of data collection in order to work all the way through towards theoretical saturation. Nevertheless, the route of data analysis is the course of how a researcher interprets the study data. Theoretically, the study adopts Rossman and Rallis’ (2003) advocacy since a conceptual model generated from literature review is brought to the fieldwork and then facilitates the progress of data analysis. However, practically, data management and data analysis in this section refers to how

information gathered in the fieldworks, in both focus groups and interviews, is treated as data and the ways the data is analysed and then interpreted.

Data management begins with transcribing conversations in interviews, which audio recorded within compact digital files, into bulky text. This study employs thematic analysis technique to analyse the data. As it is suggested by Boyatzis (1998), “thematic analysis enables scholars to use a wide variety of types of information in a systematic manner that increases their accuracy or sensitivity in understanding and interpreting observations about people, events, situations, and organisations” (p.5). Continually, these codes are classified into categories and even subcategories based on the concepts they represent. Ultimately, conceptualisation takes place to link and integrate those categories and subcategories with timeline in order to explain a phenomenon which originally expressed with spoken language (Saunders et al., 2009, Berg, 2004, Tesch, 1990, Strauss and Corbin, 1998). The figure 4.10 listed below (next page) illustrates the process of the data analysis applied in the study.

With the requirement of interpretation approach, the audio records of both focus groups and interviews in this study were firstly transcribed to be presented with text or words. They were treated as raw data. Additionally, reflexive writings, such as fieldwork note and research diary, were also raw data for further purpose of analysis. Reflexive writing is quite essential data during the data analysis in the context of social science research, which helps to build up the trustworthiness of the research

Figure 4.10: The Process of Data Analysis



Adopted from: Saunders et al., 2009, Berg, 2004, Tesch, 1990, Charmaz, 2007, Rossman and Rallis, 2003, Jordan and Gibson, 2005, and Daymon and Holloway, 2011

(Jordan and Gibson, 2004). Rossman and Rallis (2003) also suggest that researchers must deconstruct speech contexts, such as gestures, tones, exchanges of terms, or repetitions, in order to truly realise what it means. The researcher took it into account and fully transcribed them into text, including pauses, laughter, or stressed words. Fieldwork notes were written right after an interview, in which the researcher noted down the respondents' body language and facial expression changes.

It also served as the general written records of how well the interviews flowed. Meanwhile, a research diary kept track of how the researcher personally reflected on the research questions, the research setting, and the subjects, which is a learning curve. All of those are data for this study.

As soon as such the raw data is produced with transcripts in text, it soon gets into the status of “being analysed.” Firstly, it is necessary to build up a bank of codes for the purpose of data analysis (Miles and Huberman, 1994). Coding is thought to be the initial step in which most qualitative data is analysed; besides, coding can be initially done by summarising a long sentence with a short phrase (Berg, 2004 and Daymon and Holloway, 2011). Miles and Huberman (1994) even simplify and stated that “coding is analysis” (P. 56). Codes are short-formed tags or labels which are shown in the terms of words, phrases, or sentences to represent or summarise a longer and wordy piece of text (Miles and Huberman, 1994 and Berg, 2004). Daymon and Holloway (2011) suggest that coding starts with comparing data with the set of original codes to see if new data fit in; if it does, data is then labelled with the same codes. Saunders et al. (2009), similarly, define that the purpose of coding is to classifying the data based on the meanings it conveys. By means of coding, a great deal of data then can be reduced and sorted out into proper categories (Sommer and Sommer, 2002 and Daymon and Holloway, 2011).

Open coding can be applied into various ways. Line-by-line coding is the manner selected by the study. Line-by-line coding is to tag each line of transcripts with codes (Charmaz, 2007). During the process of opening coding, similar or identical events are given the same codes. The more data is sorted out, the more concepts

can then be grouped together; gradually, similar concepts are grouped to be categories (Strauss and Corbin, 1998 and Daymon and Holloway, 2011). In other words, categories are concepts and those concepts represent phenomena (Strauss and Corbin, 1998).

When more and more data is analysed, the researchers may come across some concepts actually refer to the established categories; however, they are shown with “broader” or “more abstract” in meanings (Strauss and Corbin, 1998). In such cases, those concepts are classified to be sub-categories.

Sub-categories, generally speaking, occur during the stage of axial coding; sub-categories usually provide information with regard to when, where, how or even why an event or a phenomenon takes place (Strauss and Corbin, 1998). The term of “axial” refers to linking categories and sub-categories in order to meaningfully represent a single activity (Strauss and Corbin, 1998 and Charmaz, 2007).

Consequently, selective coding helps to link all categories together and sort out the central categories. The central categories are the themes of the research (Strauss and Corbin, 1998). With integration taking place, the storyline is getting clearer (Strauss and Corbin, 1998).

Apart from dealing with data during the data analysis process, Rossman and Rallis (2003) suggest that researchers have to frequently refer the analysed data to the literature review. However, they also remind the researchers to be open-minded to new insights. As data analysis progresses, the researchers are able to locate the

linkages amongst categories and themes, which gradually formulate patterns (Daymon and Holloway, 2011). As the patterns are compatible through all data, the researchers then can relate the findings and existing literature together and then to ascribe meaning to the data, which is also named as data interpretation (Daymon and Holloway, 2011).

Interpretation is the most vital stage of data analysis, from which the researchers explain what the data means to the readers (Daymon and Holloway, 2011 and Rossman and Rallis, 2003). Patton (2002) defines interpretation as “attaching significance to what was found, making sense of findings, offering explanations, drawing conclusions, extrapolating lessons, making inferences, considering meanings and otherwise imposing order” (P. 480). Interpretation allows the researchers to tell a story describing the studied phenomenon. In order to build up the story, the researchers have to deal with participants’ understanding, commonsense understanding, and theoretical understanding (Rossman and Rallis, 2003). Firstly, the researchers “give voice” to each respondent (Jordan and Gibson, 2005). The narratives, referring to accounts of experiences gathered from fieldwork, are constructed by means of analytical procedures to be a structure applying to all different cases (Saunders et. al., 2009). Then, a richly-detailed story which conveys meanings of the studied phenomenon is integrated and synthesised on the bases of thematic analyses (Rossman and Rallis, 2003).

Practical execution of data analysis

It then can be said that data analysis is the processes of conceptualising a story

presented by a framework which represents course of actions a study aims at examining, comprehending, or explaining. The following paragraphs illustrate step by step how the data of focus group and interview transcription as well as reflexive writings are analysed and interpreted.

Coding process of focus group transcripts

The study started its open coding process when a great messy raw data was produced with transcripts in text. Firstly, long sentences or paragraphs were deconstructed to be phrases or simplified sentences. The researcher adopted the manual coding route; thus, the transcripts of each interview are printed out in hard copies and the researcher “summarising segments of data” on the margin (Miles and Huberman, 1994). The table 4.9 below is the illustration of how the researcher does the very initial step of line-by-line data analysis by cutting longer messages into brief text.

Table 4.9: Summarising Long Paragraphs in Short Forms

Lines	Codes	Content	Margin Note
440	Conductor	So, let’s build upon this question. Since you mentioned about experiencing different culture, when you travel overseas, do you try to find or avoid British people in the destinations?	What do participants think of experiencing “cultures” during holidays?
	A3	I will certainly avoid going into an English pub in Canary Island.	Avoid British in popular destinations
445	A2	Try to (avoid) ...tourists’ trap, really	Negative attitude towards experiencing ‘British’ culture during holidays
	A8	Yes (avoid)	
	A7	I think if you have no problem on	Language matters

460		languages. It's fun to go where locals are. For example, when I travelled in south America, I can go around and speak to people around me and it's great. (Note: A7 had been teaching in South American country and according to him, his Spanish is very fluent.)	Seek for local experiences Speak Spanish fluently
465	A9	We had a superb experience in (not clear) and because we had a friend there and because of her with the language, we'd be able to in part of the wedding and we were taken to the place the relatives stay and we wondered around the towns and villages; it was an amazing experience but we wouldn't have had it where it not for her. She was the key to these.	Local friends showed them around; Amazing experiences due to local friend Attitude: no local friend = no such experiences
470	A2	Yes, I am thinking of the holidays where we go and we have someone we know staying there and we were not like tourists living there and some holidays I know that you can actually stay with locals ...	Attitude: local friends = not outsiders = not tourists Purposefully arrange holiday to stay with locals

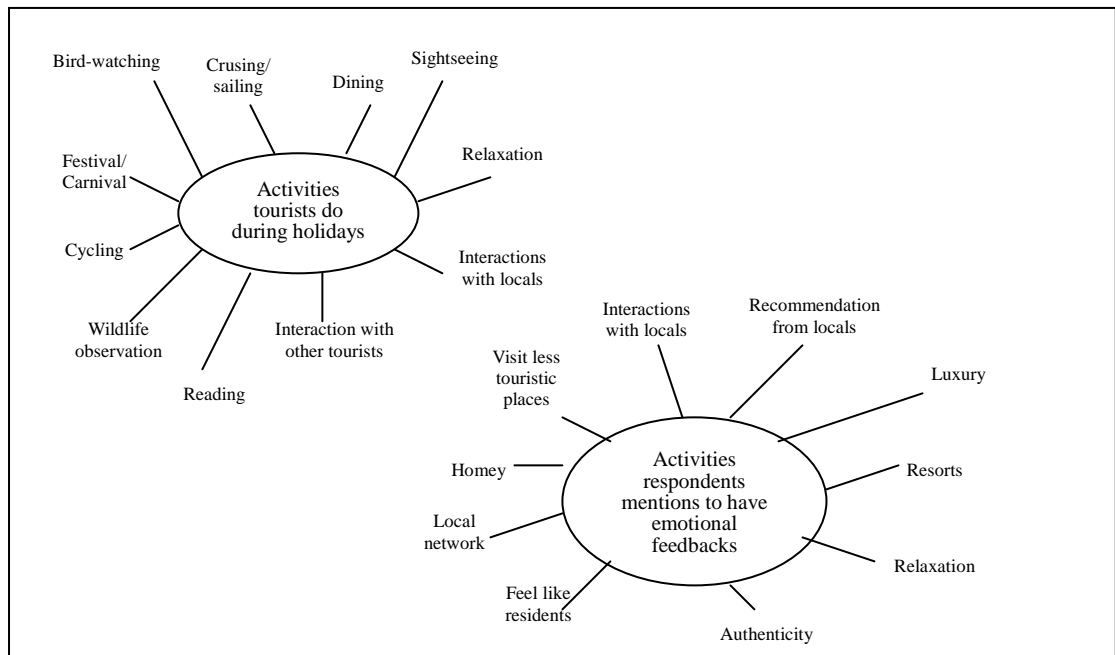
Table 4.9 above is the initial open coding applied in one of the focus group transcripts. The same process was then implemented with the other three transcripts. Soon, similar concepts could then be sorted and even shorter forms of “codes” were generated. For example, “interaction with locals” later replaced all summary referring to a variety of local contacts and interactions the respondents mentioned across the four focus groups. During this stage, constant comparison of the transcripts and repetition of reading the same set of transcripts allowed the researcher to summarise the text with codes in definition consistency.

Moreover, an unexpected insight with regard to interactions with locals occurred for the first time. Also, the text showed that respondents hold such an attitude that interacting with locals or being guided by locals made them feel less touristic. This piece of information caught the researcher's eyes and was put into memo, which was written as footnote on the manually-coded transcript, to remind the researcher to see whether similar information would also appear in the other three focus group transcripts.

As soon as a bank of codes was created, the transcripts of all four focus groups were once again coded to ensure the consistency of coding. In other words, a more mechanical way of coding is put into practice even though the researcher did the coding manually. Meanwhile, Rossman and Rallis (2003) suggest that creativity facilitates the processes of coding; metaphors, images, drawing pictures or drawing concept maps are some of the suggestions they offer. Very roughly, the dimensions, the term used in this study instead of "codes," were categorised into clusters based on what they reflect to in the text. Figure 4.11 below illustrates what the researcher was doing in this stage of coding.

The figure 4.11 above also indicates that a code is likely to be categorised into several clusters (Miles and Huberman, 1994 and Daymon and Holloway, 2011). For example, "interaction with locals" and "relaxation" were coded when the text refers to activities respondents do during holidays as well as text referred to activities triggering feedback emotionally.

Figure 4.11: “Clustering” Dimensions



Furthermore, it took repeated readings of the transcripts to sort out those dimensions to form categories. From then on, the coding procedure stepped into the phase of axial coding, during which dimensions were categorised on the bases of “when, where, what, who and how” to present a course of activity (Strauss and Carbin, 1998 and Charmaz, 2007). The figure 4.12 below illustrates the mental drawing on categorising dimensions based on where they appear in the text to formulate a course of an activity.

Soon, the researcher found that drawing was not sufficient to present a clear picture of what the data indicated. Therefore, the table of main ideas was employed to illustrate the coding procedures in a more clear and straightforward way. The table 4.10 below is an example of how dimensions were sorted out with linked categories and sub-categories to present an activity. Once again, themes were created to cover all linked categories.

Figure 4.12: Categorising Dimensions

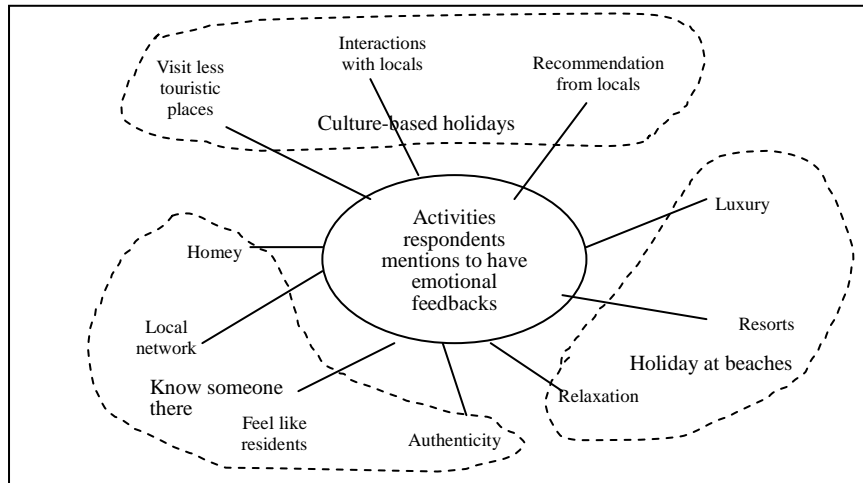


Table 4.10: Sorting Out Dimensions based on 4W1H

Theme	Category	Sub-category	Dimensions
(Low / no) attachment	Perceived as holiday destination	No differences between visit once or frequent revisit	Relaxation/relaxing, enjoyment, fun, attribute-based feelings
(Mild) attachment	Between feelings	Intend to revisit or	Friendly; interactions with locals, make new
		Revisited already	friends, sympathy, amazing, variety to see/to experience/to explore, atmosphere,
(Strong) attachment	Perceived as home	Frequent revisit	Relatives living there; attribute-oriented
		Prior experiences (long-term)	(climate), friendly people, been staying there for a longer term,

Therefore, theme appeared. “Theme depicts an aspect of the structure of lived experience” (Rossman and Rallis, 2003, P. 284). The theme of the above coding process referred to participants’ attachment to holiday destinations. Based on the strength of how the attachment reacted and was emphasized, degrees were given with

brackets to distinguish the differentiations. Categories refer to what participants perceived the destination meant to them whereas sub-categories indicate participants' intention and actuality of revisits. Later, the table lead to formation of interpretation. The interpretation, which was built upon the theoretical knowledge, the data, and the background of the researcher, may go like this:

“Generally, participants tend to develop stronger attachment to the destinations where they frequently or regularly return or have prior residence experience. However, how participants perceive the destination may crucially impacts the enhancement of attachment. That is to say, if participants merely perceive the destination as a place for relaxation or enjoyment, the number of revisits does not enhance their emotional bonding too much. It may be because there is a lack of association linking the participants and the destination tightly. The association is likely to be network.” (the researcher’s interpretation of the data)

The interpretation above also contains a presumption that network is likely to be the reason why participants are able to develop stronger affection toward holiday destinations. As it is previously stated that focus groups serve as a tool to gather fundamental understanding of both behavioural loyalty and attitudinal loyalty in the context of holiday destinations, this helped the researcher to narrow down the research questions with more specific focus before the second stage of data collection took place. The interpretation above also explaine why one of the research questions was generated to be, “What are the aspects tourists think they are connected to the destination apart from satisfaction and trust triggered by attributes?”

A very similar route of data analysis was applied to interview transcripts; however, there were more complex steps involved in the entire process. The following

paragraphs are procedures the researcher took to analyse data gathered from interviews.

Coding process of interview data

As it is suggested by Jordan and Gibson (2004), Daymon and Holloway (2011) and Miles and Huberman (1994) that analysis of qualitative data initiates in parallel to data collection in order to modify data collection strategies, to promote the quality of gathered data and to orientate theoretical saturation, the researcher begins to do the early data analysis after completing the first five interviews. During that stage, one of the questions listed on the interview schedule was deleted since all five participants claimed that their decisions on holiday destinations were never impacted by promotions. Also, listening to audio data and reading the transcripts assisted the researcher to adjust her interview skills to the conversational style of interviewing rather than question-and-answer style of interrogation.

Once again, the researcher adopted a manual coding process. It was chosen with consideration for personal familiarity and confidence and practical reality. Firstly, the researcher is familiar with and feels more confident of doing data analysis manually. Besides, reading the transcripts repeatedly and getting the researcher herself immersed in the data are inevitable tasks no matter whether manual coding process or computer-assisted analysis process is adopted (Daymon and Holloway, 2011). Similar to the route taken in the data analysis process of focus groups, transcripts were deconstructed from long sentences or paragraph into short segments. The table 4.11 illustrates how the researcher conducted the early analysis by

summarising long text. The paragraphs is what a respondent said to answer to the interview question, where/which destination they found themselves attached to or feel special to.

Table 4.11: Summarising Interview Transcripts

E14(H)	<p>The one for me, I think it will be Bermuda because the association was a celebration of we been going through hard time on business. The American came to help us (E14, W: it's around the period when we visit New York; all those trips to the USA in some way associated with business.) It was really a very stressful time for us. It was a holiday when I knew that finally for the family we could go for a holidays together and enjoy something different all together and also it was a trip that I could feel that everything was secure, I meant financially. And particularly at that time we even considered to sell this house and of course at the end we didn't have to; so there are many reasons for me to particularly associate that holiday to Bermuda.</p>	<p>Feel connected with a destination where they only visited once (why?)</p> <p>Timing – life experience/critical moment in life</p> <p>Bermuda (the destination) is special to the interviewee owing timing</p> <p>Association: personal life difficulty, family togetherness</p> <p>However, not else where but Bermuda – “special” perceived</p>
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The transcripts were analysed **horizontally**, which the researcher personally referred to coding the text answering the same questions across interviews. Flick (2007) defines that coding and categorising are “to search for relevant parts of the data and to analyse them by comparing them with other data and naming and classifying them” (P. 101). By doing so, the researcher obtained the variety of possible answers to the same research questions. However, the structure of the data is still unclear

unless each transcript is analysed **vertically**, which the researcher personally referred to coding each transcript through and through. Firstly, the study aimed at understanding the dynamic interactions between visit realisation and emotional bonding, which is to say that destination loyalty is a status of “being.” It is necessary to analyse the data individually to realise how endearment towards holiday destinations forms and develops over time. Secondly, each case was seen as a life experience; coding the transcripts vertically allowed the researcher to generate the patterns of how destination loyalty may have formed and developed over time. Surely, patterns in the data were incorporated each other, which is also the constant comparison techniques Jordan and Gibson (2004) suggest. A table of main ideas was produced along with coding progress. Table 4.12 below is the part of the table of main ideas generated from first eight transcripts of the interviews.

Table 4.12: Table of Main Ideas from First 8 Interviews (partial)

Theme	Category	Sub-category	Dimensions
Involvement	Communication	Interactions with locals	Small talks or chatting with just-met locals
		network	Friendship; regular contact
			relatives
			Neighbour interactions
	cooperation	Church connection	Funding for Croatia (E18)
			Volunteer work
	Hospitality scheme	Mutual home-stay and visit	With Croatia (E18) to other interviewee in other destination
	Observations	To experience	Knowledge confirmed (to see what they have read)
			Stereotype amendment; real experience to form

			self perspective
			How things are done differently
		To smell	Distinguishing fragrance (flowers and spices)
	Future plans	Next visit	With certainty
			In long distant future/maybe
			Lengthen holiday stay
			Shorten intermission between revisits
		Personal conditions	Health consideration
			Age consideration
			Financial concerns
		Big move	Buying property
			Immigration (might/ still uncertain)

At this stage, the researcher was still searching the patterns, or namely the structure, of what the data was saying. Therefore, some of the codes referred to solo case, such as church connection and hospitality scheme both referred to a specific participant's story, were then incorporated.

It must be emphasised here that fieldwork notes which were written sometime before or after the interview helped the researcher get closer to the data and the solo case. The fieldwork notes are something written based on the researcher's observation during the interviews and based on small conversation taking place before the interview, which generally helps the researcher to know more about the respondents (Jennings, 2005 and Daymon and Holloway, 2011). Fieldwork notes are "the written record of your perceptions in the field" (Rossman and Rallis, 2003, P. 195).

Therefore, the fieldwork notes reminded the researcher of the practical situation of the interviews. Also, the notes helped the researcher to comprehend in what circumstances the respondents made such a decision, did such an action, or felt such way they indicated in the interview content.

The box 4.1 below is a partial passages the researcher wrote right after an interview, which not only recorded difficulty the researcher encountered right at the beginning of the interview but also captured how the social interactions changed the direction of the interview. In that case, the interviewee insisted on sharing one just-completed cruise trip rather than broadened travelling experiences, which the study and the researcher aimed at targeting. The tension between both the researcher and the interviewee did not lead the interview to go anywhere for the first five minutes of the interview until the researcher recovered her self-awareness and relaxed herself and gave the interviewee her own “voice.” Gradually, the respondent revealed her perceptions of visiting somewhere new and somewhere familiar and the interview got back to the research theme naturally without pushing or enforcement.

Fieldwork notes also stimulate the researcher to keep thinking and pounding the process of labelling (Daymon and Hollowya, 2011). Besides, it helps a course of activity be fully understood and interpreted (Rossman and Rallis, 2003).

Box 4.1: Part of Fieldwork Note Written after an Interview

... ..it's better to let her talk about it first. All of a sudden, I let her go all the way she wanted to tell me about the cruise. I jumped to and fro on the interview schedule to ask her feelings towards this particular cruise experience. There must be a reason why she wanted so much to talk about the cruise experience. And then I switched back to ask her about her other experiences on holidays and I found she does enjoy going back to the same village in Spain annually and she has great reasons for that habit too. However, she talks about cruise is because she feels different to these two types of holidays. She perceived more like going back to a place like home (because her son worked there) in Spain and perceived 'truly for holidays' when she went cruise. Besides she felt excitement and experienced something totally new during the cruise. Staying in the small village in Spain with family makes her feel more like 'enjoy life' rather than 'enjoy scenery or tourists attractions.' That makes differences, which may be one of the explanations why she was so eager to share with me her cruise trip even though she loves and expects to get back to the village in Spain for repeated visit too... ..

With constant comparison and further incorporation, further information was put in as well as adjustments are made. However, whenever there was an adjustment, the researcher had to re-code the mission-accomplished transcripts all over again. It is truly both an energy and time-consuming process; however, it is necessary to ensure that data is analysed in consistency (Daymon and Holloway, 2011). The table 4.13 below is part of the finalised table of main ideas based on all interview transcripts, which is the completed version reflecting table 6.10 shown above.

Table 4.13: Finalised Version of Table of Main Ideas (partial)

Theme	Category	Sub-category	Dimensions
Involvement	Communication	Interactions with locals	Small talk or chatting with just-met locals
		network	Friendship; regular contact

			relatives
			Neighbour interactions
	cooperation	Church connection	Cooperation between/amongst churches
			Volunteer work
			Mutual visit and cultural exchange (including performance)
	Hospitality scheme	home-stay and visit	Mutual home-stay and visit
			Host-family visit and stay
	Observations	To experience	Knowledge confirmed (to see what they have read)
			Stereotype amendment; real experience to form self perspective
			How things are done differently
		To smell	Distinguishing fragrance (flowers and spices)
	Future plans	Next visit	With certainty
			In long distant future/maybe
			Lengthen holiday stay
			Shorten intermission between revisits
		Personal conditions	Health consideration
			Age consideration
			Financial concerns
		Big move	Buying property

			Immigration (might/ still uncertain)
		Impacts on next generation	Inheritance: children learnt from their parents who love travelling and believe that travelling broaden their mind; even many of them chose to work or do volunteering job overseas. (or gap year)
			Encouragement: Parents themselves enjoy travelling and encourage their children to see the world themselves.

There were new dimensions added in the sub-category of church connection because more respondents mentioned their involvement with destination through church events. Meanwhile, hospitality scheme refers to “home-based” accommodation experiences; they could be mutual visits planned purposefully between two organisations and host-family visit and stay arranged by a special tourism institution. However, “bed-and-breakfast” or “family-style” accommodation did not belong to this category since they were service-oriented exchanges rather than activities for the purposes of culture exchange and social interaction.

Further, new dimensions and sub-categories were added in. Encouragement refers to respondents’ comments made in the interviews indicating that they encouraged their children to see the whole world with their own eyes whereas inheritance refers

to respondents' children enjoying travelling or choosing to work overseas owing to their "teaching by example." That is to say, respondents' children enjoy travelling but the differences lie on whether they are motivated by parents' action examples or encouraged by parents' verbal comments to adopt this life-time habit and experience. These were then categorised into "future plans" since they were all further behavioural and attitudinal impacts from holidays. Once again, they were classified into the theme of "involvement" since they are thought to be extra efforts respondents paid to their "holiday consumption."

During the process of selective coding, the reassembling of categories takes place (Boeije, 2010). Identifying the connections between the categories allows the researcher to interpret what is happening in the field and to ponder on the answers to the research questions and drawing conclusions (Boeije, 2010 and Strauss and Corbin, 1990). Themes, categories, sub-categories, and dimensions were integrated; events were linked based on its sequential order in this study. Transcripts analysed vertically facilitated the progress of developing the storyline. Then, a conceptual framework was drawn serving as the findings of this study.

4.7 Research Limitation

Qualitative research has been criticised for its reliability, validity, and generalisability (Bryman and Bell, 2003, Saunders et. al., 2009 and Moisander and Valtonen, 2006). As previously discussed in the section of qualitative research, authenticity and trustworthiness are elements supporting the quality of qualitative research; besides, credibility, transferability, dependability and confirmability are manners to enhance

the trustworthiness of qualitative research (Daymon and Holloway, 2002 and 2011, Veal, 2011, and Decrop, 2004). The measures for pursuing authenticity and trustworthiness will not be repeated; rather, this section aims at discussing the research limitation which is potentially caused during practical methodological execution. Sampling technique and practical situation restrict population and recruitment of participants. Researcher effect impacts how data is collected. Meanwhile, reflexivity characterises the research.

As stated, convenience sampling technique with purposive sampling concept was employed in this study. Research budget was one of the reasons that population can only be focused in the area of Glasgow city and its outskirts in both focus group and interview recruitment. Apart from that, the researcher did encounter recruitment rejection during recruitment of interviewees before assistance was offered from the key person. Owing to the background of the key person, who works for charity organisation founded by churches, the first several interviewees were characterised to be religious and very willing and enthusiastic to contribute to the study. The religiousness revealed in the conversational content collected in the study. In other words, the religion belief also impacts their holiday experiences. However, it must be emphasised that they were all qualified for the recruitment requirement. The point here is the sampling technique brought distinctiveness of the collected data. It should not be seen as restriction; rather, as perspectives particularly shared by religious participants. It just demonstrates the reality of the social world; people's way of thinking reflects their life experience. Besides, the snowballing sampling technique, which was later employed, balances up. It is not asserted that participants recruited from the snowballing technique are not religious. What the

researcher means is the content of conversational interviews was less coloured with religious practices. It may be better interpreted that when people are devoted to an activity, they go into that activity a lot and also talk of it a lot. For example, someone who enjoys bird-watching may come across this topic during a research interview because he may purposefully go for bird-watching on holidays, too. Qualitative research gives participants the stage and the voice. If that is what the participants think, that is what is to be called “data.”

Researcher effect refers to informants adjusting their reactions to the researcher based on how they perceive her and her ways of doing the focus groups and interviews (Daymon and Holloway, 2011). The researcher is not a native English speaker, from an exotic cultural background, and is less experienced on research. Therefore, respondents might perceive her very differently from the way they were interviewed by a native British experienced researcher. Firstly, language is a hurdle to be overcome. The researcher must make herself understood and at the same time comprehend what is said. Cultural background is rooted in both sides, which may lead to different logical thinking and ways of doing things. Compromise and adjustment were made from both sides too. They brought possible impacts and limitation to the outcome of the research. However, the researcher had been very lucky that the informants in focus groups and interviews were friendly, thoughtful and patient. They supported the researcher to successfully collect the data.

Research is learning (Jennings, 2005). More specifically, research is a journey of reflexivity (Thomas, 2004 and Rossman and Rallis, 2003). The researcher learns from the process of doing the research. The results of a study did not just provide

answers to research objectives and questions. It was the fieldwork experience taught the researcher what she wanted to know and brought the researcher food for thought. Reflexivity impacts the research throughout the process, including the selection of research topic, the choice of research methods, data collection, and the production of research (Denscombe, 2005, Goodson and Phillimore, 2004 and Rossman and Rallis, 2003). However, it also requires the researcher to be self-critical. Reflective stance should be taken into account; nevertheless, self-awareness and being self-critical must be at the same time employed all the way through the research process (Daymon and Holloway, 2011). The long time- and labour-consuming journey of research did wear down the researcher's enthusiasm when, particularly, intellectual and methodological difficulties stroke. Reflexivity might be the key to regaining confidence and courage to resume the research journey. Qualitative researcher opens up the domination of positivism on social science and tourism market research (Jennings, 2005, Thomas, 2004 and Goodson and Phillimore, 2004). Qualitative research is criticised for its shortage on generalisability (Saunders et. al., 2009). However, qualitative research allows researchers to seek new insights and explanations from more phenomenologically and contextually suited paradigms (Jennings, 2005). Weeden (2005) shares her research experience and comments that focus groups are excellent for gathering rich and valuable data and sometimes revealing issues which are not previously considered or noticed by the researcher. In this study, focus groups did provide actuality of tourists' holiday destination revisit patterns and insights from their attachment to holiday destinations. It helped the researcher to narrow down the research focus and go further to seek the explanation for what enhance tourists' endearment to the places and to what extent they may be attached to the destinations. Jennings (2005) also advocates from her

interview experience that qualitative research allows multivocality of participants to naturally present the complex and ever-changing social world and lives of its players. She further elaborates that qualitative research is just a different way to understand the world which is viewed dominantly from the perspectives of positivism and quantitative methodology and methods. As it is explained previously in the chapters of literature review, quantitative research is mostly employed on the topic of destination branding and loyalty, in which a survey with controllable attributes is adopted to gather tourists' opinion. That is to say, respondents' answers are limited within presumed choices. The study employing qualitative research design, however, invited informants to speak of their actual revisit pattern and emotional bonding towards visited destinations, which provided new considerations and more knowledge to generate destination branding and marketing. It is true that practical execution of methodological process caused limitation. However, the limitation, if seen from another perspective, is just a different way to view the existing reality of researched social world.

4.8 Chapter conclusion

The chapter focuses on presenting the researcher's theoretical knowledge on methodology as well as practical execution in the fieldwork. The description of methodological knowledge and the report of what truly happens in the fieldwork are presented in parallel. The chapter starts with the comprehension of research philosophy and paradigm. This study employs the subjective approach and interpretive paradigm and aims at understanding tourists' perception of destination loyalty by means of qualitative research design. The ways of pursuing research

quality in the form of qualitative research are introduced and discussed. How the study enhances its credibility, transferability, dependability and confirmability are also presented. Meanwhile, theories of data management and analysis and the real practices in this study are presented. This study adopts manual line-by-line coding process to analyse the data. The thematic analysis technique is employed to analyse the data and generate the conceptual framework serving as the findings of the study. Limitations caused by sampling technique and researcher effect are also discussed. At the same time, the qualitative research provides multivocality to view the researched social world dominated by positivism in a different way, which is also emphasised.

Chapter 5
Findings of Focus Groups

Chapter 5

Findings of Focus Groups

5.0 Introduction

Focus groups are designed to fulfil three objectives. Firstly, they aim at realising loyalty in the context of holiday destinations directly from the tourists' point of view, which allows the researcher to hear how tourists define destination loyalty themselves rather than what is defined. The literature indicates that research on destination loyalty mainly employs research designs previously designed for loyalty in other industries, which may or may not reflect the reality of destination loyalty. As stated in the literature review, attribute-based surveys suggest that destination characteristics motivate tourists' revisit intention. Therefore, destination features are the only revisit motivation taken into account; the results can only explain which characteristic captures the tourists better than another and tend to ignore other possible revisit motivations. Besides, revisit intention is rarely actuality. It is necessary to find out what motivates actual revisit. Meanwhile, brand loyalty refers to both behavioural and attitudinal loyalty to the solo brand whereas a holiday destination is a complex brand as explained in the literature review. Again, the literature only discusses tourists' revisit pattern to a single destination and leaves unknown what is tourists' behavioural loyalty in real practice. Furthermore, preference and word-of-mouth are used as attitudinal loyalty indicators. Again, they are items used in other industries and assumed to be true in the context of destination loyalty. Thus, a study on destination loyalty must start from scratch; focus groups invite tourists to talk about their presentations and perspectives on both

behavioural and attitudinal loyalty.

The second objective of the focus groups is to allow the research to better understand the research setting. The researcher comes from a different cultural background. She can obtain fundamental knowledge from government statistics; at the same time, focus groups are another resource for her to learn more about and get more familiar with the research setting. Therefore, what she learns from the focus groups enables her to better comprehend and interpret data later collected during the second stage.

Thirdly, the results of focus groups assist the researcher in modifying and narrowing down the research design to have a better focus. Focus groups are recruited and classified to be students, employed professionals, and retired elderly. Even though opinions of these three categories are not compared and contrasted to serve as findings, they do serve as reference to targeting “proper” groups of people to study further. Besides, the findings of focus groups will make the knowledge gap clear for the researcher.

Thus, this chapter will firstly introduce the characteristics of focus group participants. Then, it moves forward to reply to the three research aims presented above step by step. A framework concluded from the fieldwork data is presented and explained, which is followed by what the researcher learns from the focus groups. Last, research modification will be introduced to bridge to the more focused research questions of the study, which require second stage of data collection.

5.1 Profile of Participants

Four focus groups classified by age range and current occupation status are recruited. Amongst these four groups, one group is undergraduate students, two of them are currently employed professionals, and the last one is the retired elderly. The characteristics of all the participants are all highly-educated and they have the habit of taking overseas holidays with high frequency. Each holiday trip is defined to be over a week-long duration in this study. The following tables present the characteristics in a clearer way with further explanation following.

The table 5.1 is the ratio of both genders of participants in each focus group and its implementation timetable.

▪ Table 5.1 Focus Groups (Time and Gender Ratio of Participants)

Groups	Time	Female	Male
Retired	December, 2008	5	5
Professions 1	March, 2009	4	4
Professions 2	March, 2009	5	2
Students	March, 2009	5	6

There are 36 participants in total contributing to the first stage of data collection; 19 female and 17 male. There is a time gap between focus groups owing to failures in the recruitment of focus groups for currently employed professionals and students. The attendance rate was too low. This experience is recorded and stated in methodology chapter. Eventually, focus groups are successfully held after modifying the recruitment technique and sorting out time conflicts amongst participants. This is also explained previously in the chapter of methodology.

Each participant is coded with a letter and a number. Therefore, letter A to D refer to the four focus groups of retired, professionals 1, professionals 2, and students whereas numbers 1 up to 11 refer to every single participant in each individual focus group. The following table 5.2, 5.3, 5.4, and 5.5 show the basic demographic facts of all participants in the four focus groups.

In the columns, there are several abbreviations; these are explained as the following presents. In the gender column, “F” refers to female whereas “M” refers to male. In the column of family composition, “S” refers to spouse and “C” refers to child or children who still currently live with them. Children who stay with them are still taken into account because they potentially impact participants’ holiday decision. Partner, the term, is used in the column of family composition too; it refers to unmarried life partners who live with the participants. In the column of education level, diploma refers to professional degrees or certificates. “College” means that participants have attended college but not eventually awarded a degree. “BA” refers to bachelor’s degrees whereas “Post-grad.” refers to post-graduate degrees. Moreover, in the column of holiday frequency, once means that participants take overseas holidays once every year on average while twice refers to twice every year and “3~” means 3 or more times every year on average. Also, in the travel partner column, partner means that participants usually travel with their spouse or partner. Family refers to all kinds of lineal relatives, such as grown-up children, their spouses and grand children. “Self” means that participants tend to travel individually whereas “various” refers that participants travel with different people each holiday. Participants are required to tick whom their travel partners are based on their holiday-taking experiences. This information is gathered because it is assumed that

travel partners impact participants' destination selection.

▪ Table 5.2: Demographic facts of participants in the retired group

Codes	Gender	Age	Family Composition	Education Level	Holiday Frequency	Travel Partner
A1	F	63	S + 1C	diploma	once	partner
A2	M	62	S + 1C	Post-grad.	once	partner
A3	M	71	S	Post-grad.	3~	various
A4	M	63	S + 2C	Post-grad.	3~	partner
A5	M	60	S	Post-grad.	3~	partner
A6	F	60	S	BA	twice	partner
A7	M	71	S	Post-grad.	3~	various
A8	F	61	S + 1C	college	3~	family
A9	F	56	S	Post-grad.	3~	partner
A10	F	61	S	college	3~	partner

▪ Table 5.3: Demographic facts of participants in the profession 1 group

Codes	Gender	Age	Family Composition	Education Level	Holiday Frequency	Travel Partner
B1	M	25	alone	Post-grad.	once	Self
B2	F	28	partner	Post-grad.	twice	partner
B3	F	29	alone	Post-grad.	twice	partner
B4	F	47	alone	Post-grad.	once	friends
B5	F	29	partner	BA.	3~	partner
B6	M	39	partner	Pot-grad.	twice	partner
B7	M	33	S + 1C	college	once	family
B8	M	47	S + 2C	Post-grad.	3~	various

▪ Table 5.4: Demographic facts of participants in the students group

Codes	Gender	Age	Holiday Frequency	Travel Partner
C1	M	23	3~	various
C2	F	19	once	Family
C3	F	25	3~	Partner

(table 5.4 continues)

Codes	Gender	Age	Holiday Frequency	Travel Partner
C4	F	22	twice	various
C5	M	24	twice	Partner
C6	M	19	once	friends
C7	M	20	3~	various
C8	F	29	once	various
C9	M	20	once	Friends
C10	M	20	3~	friends
C11	F	26	once	self

▪ Table 5.5: Demographic facts of participants in the profession 2 group

Codes	Gender	Age	Family Composition	Education Level	Holiday Frequency	Travel Partner
D1	F	27	alone	Post-grad.	once	friends
D2	F	28	alone	Post-grad.	3~	various
D3	F	40	alone	Post-grad.	3~	various
D4	F	41	alone	BA.	twice	various
D5	M	33	S + 3C	BA.	once	family
D6	M	36	alone	Post-grad.	once	partner
D7	F	21	alone	college	3~	self

Participants are all full-time students recruited in the University of Strathclyde in the focus group coded “C.” With the exception of C3 who is married and living with spouse, all are single and either stay at residence halls on campus or share a flat with friends. This explains why family composition and education level are taken out in the table 5.4.

High education level and high holiday-taking frequency are characteristics of the participants across all four focus groups.

Firstly, the education level of all four focus groups participants is comparatively high. If the participants of the student group are excluded, there are 16 out of 25 participants with post-graduate degrees.

Secondly, all participants in four focus groups are frequent travellers. On average, each participant takes overseas holidays twice every year. Also, 16 participants out of 36 state that they have visited overseas destinations for holidays three times or more annually in the past five years.

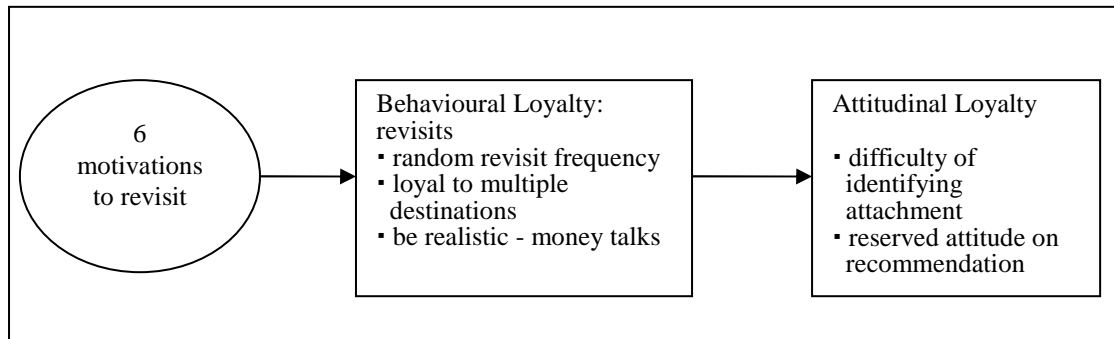
These characteristics must be taken into account. It indicates that the findings situationally and contextually better reflect tourists who are similarly characterised to be the same category of participants rather than holistically represent the entirety of British or Scottish overseas holiday takers.

5.2 Findings on Behavioural Loyalty

This section and the next one are presented purposefully to fulfil the first research objective; this is to understand what tourists' points of view are on destination loyalty in terms of their definition of behavioural and attitudinal loyalty towards holiday destinations. The figure 5.1 shown below is the framework of the focus groups' findings. It explains that there are multiple motivations contributing to tourists' actual revisit to the same holiday destinations. Behaviourally, tourists tend to have random revisit frequency and loyalty to multiple destinations. Besides, financial concerns are factors driving repeated visit to the same destination for holiday. Attitudinally, participants have difficulty identifying their attachment towards

holiday destinations. They are very reserved when asked whether they are willing to recommend holiday destinations to their friends.

Figure 5.1: Framework of the findings of the focus groups



The findings will be presented in detail in the following two sections. This section will present the findings on behavioural loyalty whereas the next section mainly discusses the findings on attitudinal loyalty.

5.2.1 Motivations to Revisit

As presented previously, the literature mainly concentrates on discussing which destination features motivate tourists' intention to revisit. The study aims at presenting the motivations and purposes which truly make participants return to holiday destinations. It is concluded in the focus groups that there are six motivations contributing to tourists' revisits to the same holiday destinations. They are family connection, time-out from routine, positive previous experiences, leisure with business, familiarity in novelty and fortuitousness. The first three motivations tend to be more expected since they are commonly-mentioned purposes of travelling in both literature and most tourist surveys whereas the latter three motivations offer another angle to consider.

Family Connection

Family connection refers to those tourists who revisit the same destination over and over again due to family members living in that particular destination. They not only take holidays but also visit their relatives in the same trip. In some cases, participants' family members live across the globe and for that reason they are able to visit various countries while visiting their relatives on holidays.

What is interesting is not the phenomenon that family members move or migrate to foreign countries for marriage or careers, particularly, in the era of the global village and in a society of emigration. What is highlighted is how despite family members living around the world the participants themselves still reside in Scotland. It means that participants need to travel overseas for family reunions. This phenomenon provides opportunities and motivations for participants to return frequently to revisit and to holiday. The statement from A3 and B1 shown below presents a better picture for the motivation.

“I have been to Australia to visit my sister and her husband and been to visit the whole Australia. I have been to Malaysia to visit my daughter and Azerbaijan to visit another daughter and Norway to visit another daughter. We visit Norway during the visit; we haven't visit around Malaysia, we might do that in the next time; did that in Azerbaijan.” (A3)

Later, in the discussion, A3 talked about why he has not yet toured Malaysia but has in Azerbaijan and Norway.

“My daughters worked in Azerbaijan and Norway; when we, me and my wife, visited them, they were on holidays too. They could show us around.

However, the daughter living in Malaysia has her own family there. We enjoyed more family time together with our grandchildren.” (A3)

Similarly, B1 claims that he travels to visit family members.

“In the past five years, I have been to America a few times to visit family and to Germany for the same reason. I got family living in both places so I travel to meet them.” (B1)

Family connection is the only purpose making B1 travel based on the questionnaire he answered before the focus group. Surely, there is a reason behind his decision. He is part-time research student with a full-time occupation. Time availability and financial concern are factors of his concerns. Besides, his family members, parents and brother, moved to Germany and work in the United States. When he plans the annual holidays, visiting relatives becomes the major purpose and financial concern enhances his decision. That is to say, visiting family members also indicates free accommodation, which allows him to spend less. Financial concern happens to be one of the major factors impacting participants to choose holidays. This will be presented in detail in the later paragraphs. Here, B1’s statement and his background story are selected to explain why family connection is one of the motivations and purposes of actual revisits.

Time-out from Routine

Time-out from routine, literally, is motivation for participants who seek a change from their daily routine life for a period of time as a break from hardworking occupations. Again, it is motivation in anticipation. However, what matters is that

the intervals between the two journeys shorten, indicating that participants now take holidays more frequently. In this case, participants tend to visit destinations a short distance from Scotland with easy accessibility.

Statements by B5 and D7 are chosen to support this motivation to revisit. A mini introduction to B5 is required before her statement is presented. B5 is now a citizen; however, she originates from Zimbabwe. She is a typical case of this modern global village. Her parents still live in Zimbabwe; that's why she mentioned that she "go back home" to visit her family in the following citation. At the same time, her siblings have left Zimbabwe for work and permanently reside in foreign countries she went to as this information is revealed much later in the focus group discussion.

The first passage is the transcript of how B5 introduces herself and her situation, in which the conductor's and another participant's involvement is also presented fully.

B5: *"In the past five years, I have been to Holland, American, Germany, Belgium, Spain, Switzerland, Zimbabwe, Sierra (Leone), Italy, Austria, Greece, Trinidad and Tobago, Malawi, and Norway; that's a lot."*

Conductor: *"is there any place you visit more than once?"*

B5: *"Yes...most of them more than once except Trinidad and Tobago, Malawi and Belgium and for the rest I have been more than once."*

B8: *"Are you..ahh, why are you travelling so much?" (all participants laughed)*

B5: *"I would like to leave the place I am now living every 2 or 3 months and every year to go back home to visit my family"*

B8: *"So, where are your families?"*

B5: *(laughed) "in America, in Zimbabwe, Malawi, in Austria and in Canada."*

B8: *"You got family all over the places."*

B5: *"Yes. they can offer us, me and my partner, accommodation; I stay with my family, so..."*

B8: *“I can understand now.” (all participants laughed again)*

Then, later during the discussion, B5 further explained why she wants to take a break from routine every 2 to 3 months.

“I work as a project manager; it’s demanding and stressful. I need to take a break from work occasionally. However, it’s not long holiday like visiting America or Trinidad and Tabago. No no... I simply visit the Continent, such as Germany, Spain, Italy, or Switzerland... where I can fly to easily within couple of hours.” (B5)

D7 is another participant who makes a similar statement claiming that she needs time-out from routine once in a while.

“Between long-haul holidays, I tend to have many short breaks or short-distance trips. For example, I have been to Spain, France, and Norway for short breaks during 2008. These destinations are not new for me but they are places where I can easily travel. Besides, I agree with D4. You don’t need to plan ahead and it’s an easy decision to make when you just have holidays in neighbourhood countries. However, it takes time to plan far ahead in advance if you go for a long-haul destination. I guess what I need, if I visit nearby countries, is relaxation.” (D7)

In the circumstances, destinations to which participants pay revisits are places geographically close to Scotland with particularly easy accessibility. In other words, distance and accessibility make these destinations stand out since their purpose is mainly to relax, which indicates that participants do not want to spend much time or effort in organising the trips. Potentially, somewhere familiar might come to their mind.

Previous Positive Experience

Prior positive experience is another expected motivation to revisit which is suggested by literature. However, this study wants to emphasise previous positive experiences may refer to almost every detail during the trips, which is more than “satisfaction” in the tourism service or activities mentioned in the literature. The focus groups show that participants define their “prior positive experience” differently; follow-up questions are required to invite participants to elaborate in more detail. Since it can refer to almost every aspect of the journey, it potentially indicates that even a small drawback may ruin the whole image participants have of the destinations, which, at the same time, reinforces that the idea that a holiday is a complex product or brand consisting of a variety of services, activities, or facilities.

The statement shown below is adopted from A4. Firstly, it points out that liking and preference make the destinations stand out. Still, it is unclear what makes A4 prefer France or Sweden or Spain particularly until the follow-up question probes into it. Before presenting A4’s passage, please allow the researcher to briefly introduce A4’s background, from which his concepts and values might be clearer. A4 is a retired elderly man who enjoys painting. The painting club he joined organises annual trips to visit overseas destinations. During that annual trip, painting is the main activity. He and his wife both speak French; that’s why in the passage he mentions language barriers which he faces in Thailand but not in France.

“I have been to France almost every year for holiday because we just like it so much and for the same reasons we went to Sweden quite a lot and also to Spain and again with a group of people. Usually we go to Spain for holiday with a group of friends. So these are places I drop back because it happens that I like

them.” (A4)

Later, A4 elaborated why he prefers France and choose to go back over and over again during the same focus group discussion.

“I mentioned previously that we frequently go back to France; we go to France because every time we go back generally speaking the weather is always good, the food is beautiful, the scenery is different, it’s sunny, it’s interesting; there is always so much to do and see and atmosphere of the places we go is usually very friendly and we feel secure and we like to go back to France for those reasons. And, for example, we once been to Thailand and we probably wouldn’t want to go back. We have been there once and really there is nothing attracting me apart from the friendship that somebody there but I don’t go there as tourists I don’t think. It’s very difficult to get there; it’s a long journey. Although the people are friendly but travelling is restricted because the language is a problem; also with those barriers you don’t enjoy yourself; you might get into trouble because you are a stranger on the streets. So for these reasons, Thailand won’t be the first choice for return but holidays there we enjoyed but it doesn’t attract us to go back.” (A4)

The study aims at finding out reasons why tourists return apart from destination features. However, it is true that prior positive experiences tend to be highly related to destination characteristics. Prior positive experience is one of the motivations to revisit concluded in the focus groups, which must be factually presented as findings. Meanwhile, the passage also indicates that sense of safety and language barriers may possibly counter participants’ willingness to return. True, safety has been proved to be one of the most significant factors impacting first visit intention. However, the study must emphasise here that the concept of “safety” or “feeling secure” refers to many tiny situations rather than “away from danger or threat,” which is defined in the literature. With further a follow-up question, A4 defines what he meant by

“feeling secure” in France.

“France is one of the places where I visit most frequently and regularly. I am familiar with the environment and even culture...and the language too. Generally, the atmosphere and the environment relax me.” (A4)

Leisure with Business

Leisure with business is the motivation suggested in both professional groups. It means they have their own holiday time out when they are on business trips overseas. In other words, after their obligations, participants leave some extra time for themselves to visit the destinations. Participants even claim that they choose a career which involves travel; a point the finding would highlight.

The statement below is cited from B8; he works as a geophysicist. The statement both illustrates that family connection has been one of the motivations to return to the same holiday destinations and that he chose a career which allows him to work and travel at the same time.

“For the past 5 years I have been to Venezuela and Italy and UK, that’s in 2004 and 2005 because I lived in Dubai at that time so going to the UK is also for holiday and 2006 and 7 I think I have been to Germany and since then 2008 been to Sweden twice, Venezuela and Brazil for holiday. Most of the time I was working as a teacher in Dubai and I need to go somewhere I could afford for long holiday, which includes visiting family and my wife is from Venezuela and that’s why we went to Venezuela frequently for holiday and my family is from Britain and we could stay with them or friends in Britain so if I had to afford 8 or 9 weeks in hotels it could be very expensive and travelled with two children as well. I am not doing that job, teaching position in Dubai, any more but I am doing a job allowing me travel a lot, actually, I can work and travel; I would

take a few days off after the job so I was in Brazil for few days holiday in December and then Venezuela afterwards.” (B8)

D3 is a young single professional in her early forties; she is now working as an accountant in an international enterprise but previously worked for a charity organisation and had been assigned to Kenya for a whole year. As she said in the cited passage, she took gap years. The most recent gap-year experience she referred to during the focus group discussion is when she travelled all around South Africa also for more than 6 months sometime during 2005. During the focus group, she claims,

“I took gap years for couple of times in my life as I enjoy travelling. Usually, I travelled between jobs. Then I tend to find a job allowing me to travel frequently. I am not sure about other people but I personally like to travel on business. When I worked for a charity organisation during 2006 and 2007, I was assigned to Kenya. I took that job purposefully for the reason at that time. Now, I work for a private company. We have branches in France and Spain where I went for business trip and holidays these two years; it means that I just took some days off after that business trip.”(D3)

Taking days off to enjoy personal holidays after business trips might not be surprising or a great discovery. After all, the findings just point out and present the reality of what is actually going on in the research setting. However, the researcher wants to place emphasise the concept of “purposefully choosing a career for them to travel frequently” identified in the findings. It implies that travelling plays a vital role for some people when choosing their occupations and careers. Also, it must be borne in mind that in these circumstances, participants do not choose the destinations to which they pay revisits. They are required to return. It means that they do not

actively choose to return to the destinations; it just means that they feel it is beneficial to spend some time in the destinations after their business trips. In other words, what attracts and motivates this group of people to return is their own way of life or lifestyle rather than destination attractions. At least, in the above passages, destination attractions are not strongly indicated to be the motivation to return. However, it can also indicate that the destinations must in some way attract the participants to stay longer since they can choose not to. Since it is not the research objective of this study, the researcher does not develop this topic further, which surely suggests that a potential research theme can develop from here in the future.

Familiarity in Novelty

Familiarity in novelty means that tourists fulfil their curiosity towards the destination every time they return to holiday destinations which feel familiar. Familiarity provides them a 'comfort zone;' they feel at ease when revisiting the holiday destinations since they have been there before and even regularly go back there. Meanwhile, their need of excitement is fulfilled since they keep exploring new things in the destination when they return. It indicates that destinations must provide sufficient variety of new experiences for the tourists to motivate them to return constantly.

Statements made by participants A9, D5 and D4 are provided below for reference. Based on questionnaire written by A9, she claims that she travelled to and visited different regions of the United States twice in the recent five-year time span. However, in the focus group discussion, she also indicates that she had been to the

United States occasionally before these five years; New Orleans and Santa Barbara are two cities she revisited whereas she also arranged trips to visit places she and her husband had never been to before each time they returned to the United States. On the other hand, D5 is a young professional who always travels with his spouse and three young children. During the conversational discussion, he mentioned that a resort holiday is a safe decision for him since it caters for all the family's needs. Interestingly, he is the only married participant in that focus group; his experiences, travel patterns and concerns are then different from most of the participants in the same focus groups. However, his claim on seeking new places to explore during his revisit gains echo from participant D4.

“We have been to United States many times because we find it an amazing country a long time ago and it’s a whole life-time holiday places so many differences and so many different parts of it. I have very good friends there. Between these two reasons we visit there quite a lot.” (A9)

“I travel with my wife and 3 children. Visiting some places I am familiar with reduces my tension, to be honest. However, I wouldn’t want to go back to the same resort but maybe the same place to see those places haven’t been seen. ” (D5)

“I agree with D5; if I find some places missed in the previous trip, I will grasp the opportunity and explore it next time; also I do visit its neighbourhood villages or small towns. Resort is not attractive to me to stay.”(D4)

The passages not only suggest that a destination must provide a variety of experiences to motivate tourists to return but also indicate that behavioural loyalty in the context of holiday destinations must be examined in a lifelong time span.

Interpretively speaking, as long as destination awareness is established and first visit is realised, tourists will potentially return; the problem is the actual revisit is not predictable as suggested in loyalty literature.

Fortuitousness

Fortuitousness, on the other hand, motivates tourists to do spontaneous revisit to the destinations since no passport control is required and budget airlines are available to the EU countries. However, it must be said that participants in the student group tend to make these claims while it is seldom seen in the other three groups. If comments are made amongst the other three groups, the holiday duration tends to be shorter, such as a weekend break or a city break, rather than holidays lasting more than one week.

Four example declarations are made by C5, C9, C7 and B8. C5 and C9 are thought to be very typically spontaneous holiday takers since C5 did not plan ahead for holidays but let the best deal decide the destination. C9 responds C5 with very similar experiences. Meanwhile, C7 also claims that he takes advantage of cheap flights; however, he does that in a more sensible manner. In his passage, he talks about his gap year in 2006, during which he enjoyed cheap flights to revisit America where he once visited when he was younger.

“I just check the best deal on the Internet and then book the hotel. Sometimes the destinations might be decided on what’s the best deal. I choose the destination as long as it is cheap; one time I travelled to Czech and found there was a bargain to travel down to Croatia through Slovenia, Hungary, Romania, Bulgaria since I have passport with me. By the way, I have been to Czech and

Croatia before. Slovenia, Hungary, Romania and Bulgaria were new to me in that trip.” (C5)

“...the places where I went because of the cheap offers. Prague is the place I definitely will go back; have been there for 3 times; things are cheaper there and that’s what I like (people laughed) to go for a week and then come back. I sometimes visited Prague on my own and sometimes with friends together. I constantly check ticket prices on the Internet. Sometimes, I booked my flights at last minute; there is last-minute bargain (participants laughed)...anyway, I am familiar with Prague but usually I just go drinking and clubbing (participants laughed again)...” (C9)

“I did use cheap flights to visit places as far as I could. ... I got a friend living in Bermuda and I got cheap flights to go there and then in between of my stays I went to America for couple of times and then visited Greek islands in the same year...I had been to Canada and the United States with my parents when I was little and I had been to Greece, but different islands in the previous year... Hopefully, I can make it to South America next coming year and do more small trips with Ryanair or something like that.”(C7)

C5 and C9 are typical young travellers who are characterised to be adventurous, which is suggested to be the reason why they, compared with another three focus groups, tend to take spontaneous trips and enjoy last-minute promotions more. The spirit of being adventurous also makes it possible to visit new destinations without too much planning in advance. However, C5’s story is considered to be extraordinary and distinctive based on his personality and culture preference. During the self introduction, he also claims that “I found of myself enjoy the Bohemian culture,” which must be taken into account when reading his story referring to spontaneously extending his holiday to visit more places than planned.

On the other hand, B8 gives an example of spontaneous journey which an older-aged and currently employed tourist could possibly make. Similarly, B8 decided to visit Gothenburg because of budget air tickets and availability of the weekend. He did not have to plan ahead since he and his wife had visited Gothenburg in the distant past.

“My children now grew up and now we don’t have to do it that much (referring to visiting family based on the context in the focus group) so I start to do some city breaks over the weekend so I think I will do more of that. I go check Ryanair and found 19 pounds for two, that’s for me and my wife, to go to Gothenburg from Prestwick; so from now on we could look for the best deal whenever we have some free time over the weekend and just to go visit there; so that will be for now; that is we tend to plan shorter holiday.” (B8)

5.2.2 Behaviourally Loyal to Multiple Destinations

Both the definition and the literature of loyalty define that a behavioural loyal customer must stick to purchasing the same brand and increasing the amount of the purchase. Behavioural loyalty in the context of holiday destinations is supposed to show a different story; however, there is no research providing the evidence. That is to say, it is more like an assumption or expected situation rather than something with practical fieldwork evidence. At the same time, behavioural destination loyalty on literature refers to prediction of future revisit, which does not provide a bigger picture describing tourists’ actual revisit pattern since their research designs only concentrate on one destination.

With focus groups, this study concludes that participants are behaviourally loyal to multiple destinations. In other words, behavioural loyalty in the context of holiday

destinations is very distinctive from that in other industries. Tourists, during their long life span, pay revisits to multiple destinations owing for various reasons. At the same time, revisit to the same holiday destination is not always actualised as consumers repeatedly patronising the same branded product, which indicates that the study on revisit probability might not be able to correctly reflect what happens in the real world.

Here are some statements which participant A6 claims in the focus group discussion as well as the written holiday history record jotted down in the questionnaire given before the focus group were officially started.

“(In the past five years,) I have been several times to Canary Island which is part of Spain. Twice to States. Three times to Hungry but that’s to visit my daughter. And a week to Majorca and a week to Portugal.” (A6)

A6 orally recounted her journeys taken in the recent five years and at the same time she wrote down a brief journey diary, which gives better visual information to see her revisit frequency and patterns.

“2004: La Gomera Canary Island and Indonesia.

2005: Florida and Italy

2006: Canary Island, Hungry (three times) and Rome, Italy.

2007: Madeira, Portugal and Florida, USA

2008: Majorca, Spain and Portugal, which is an organised bird-watching holiday” (A6)

With both personal statement and brief journey diary narrated and written by A6, it indicates that there is no regular revisit sequence identified based in her recent 5-year

time range. Also, it indicates that behavioural loyalty in the context of holiday destination does not have exclusivity. Tourists do not just pay revisits to a single destination. Their behavioural loyalty to a holiday destination does not prevent them visiting another destination in their next holidays.

Another narration from D4 is presented below, which shows similar opinion. D4, based on her statement in the focus groups, prefers long holidays, such as a journey lasting for over 30 days. She claims herself that she does not like return to the same places for holidays when introducing herself to all participants at the very beginning of the focus group discussion. Based on her brief journey diary written on the questionnaire, she prefers to visit diverse destinations across different continents. She wrote that she visited Russia in 2005, India in 2006, Canada in 2007, China and South Africa in 2008, all of which were long holidays. In between, she visited Italy and Majorca and therefore she narrates,

“In the past five years, I have been to Italy three times. I went there for holidays; however, I chose to visit different regions and cities each time. No, I don’t plan to or purposefully return to Italy repeatedly. I don’t think...well, personally, holidays are not something happening systematically or mechanically...hmm...let me rephrase there is no such destination making me so determined to pay regular revisit year after year. I know people return to the same resort year after year but no... not for me. Apart from Italy, I also visited Majorca. I had been to Majorca before; it is a popular holiday destination, which I tend to avoid. However, that year was particularly a difficult year for me; I didn’t have time to plan ahead...” (D4)

In most cases, random revisits are paid. After all, holidays are not like the consumption of daily-life necessities, whose repurchase patterns tend to be

identifiable and predictable. It is also questionable to view tourists' revisit pattern in a robotic way. Unlike retailing products which are mainly purchased out of need, each holiday is taken with different underlying reason. If the reasons are taken out of the discussion and only the revisit number and frequency are calculated, it might not make too much sense.

It is true that some holiday destinations, such as resorts, are developed to cater for regular and repeated travellers. However, the study defines destinations to be nations and countries, in which case destination loyalty is discussed in a macro and holistic point of view rather than solely examining tourists going back to the same resort for holidays. Moreover, it is almost impossible for tourists to merely stick to going back to a single destination repeatedly; they are behaviourally loyal to multiple destinations, which make it more challenging for destination marketers to precisely target their repeated travellers.

5.2.3 Be Realistic – Money Talks

There is an issue across age differences highlighted by the participants in student and professional groups and that is budget concern. It is more than price consciousness referring that tourists choose to go for the lowest-price holiday amongst all product variety. Budget concern refers to participants choosing to revisit the same holiday destination because they perceive it as cheaper to visit the same place than to visit somewhere else. Also, some participants believe it's better to 'play safe' on holiday destination selection since that is the only holiday they can afford annually and they would rather go back to a place where enjoyment is ensured.

First passage is cited from participant D1, who is a young professional. She wrote in her journey history claiming that she visited Majorca, Denmark, New York City, and Rome in the recent five-year time range. Majorca is the destination where she paid revisits and she explains why in the following narration:

“More trips organised to visit family, my grandparents now living in Majorca; however, it it’s because a lot of cheaper since there is no accommodation arrangement needed.” (D1)

On the other hand, B7, a young father of a two-year old boy, shared his reason of going back to the same island on holiday year after year. “Playing safe” is his concept; that is the only trip he can afford annually. Thus, he needs to ensure that enjoyment is up to its maximum for all family members. B7 refers to “doing lots of research” in the passage below; he explained in the follow-up question saying that he carefully compares prices of accommodation as well as recreation facilities hotels provide. He further claims that he reads customers’ reviews on the Internet too. This information characterises him to be cautious on decision-making and this passage gives the readers the reason why he carefully makes his decision.

“I travel with my wife and my wee boy and we tend to go to a place we feel comfortable with and we know that place and we feel familiar with the place and we know what to expect...Me and my wife travel on our own. We take holidays once a year; we can’t afford for more than that and we chose the same destination because we have been there before and it couldn’t be wrong since we booked the same hotel a year before and we have done lots of research because this is all what we can afford. We keep going back is because we knew the place; we knew the surroundings as well. We certainly would look around some other places, not far, and that’s why we have been to the same place for 5 times in the past 5 years in a row.... We stayed in the same island but we still

look around. Above that, we have been to the same place for a lot of times; I think we kept going back because we knew the place well and my son is only two and half so what surroundings it will be, what the hotel could be like, which are very very (repeated and emphasised) important besides we only got one opportunity every year so that's what happened to me.... I stayed at the same town but I stayed different resorts but before I book I will do lots of research and I will find out what the other people saying about it and again it's going back about the money. We can only afford one holiday a year, two weeks on the coastal area, so before we put all our money there, I will make 200% right that what I am going to get is good so we do a lots of research, which is a big thing for us" (B7)

“Value for money” is one of the destination features proved to impact tourists’ post-visit satisfaction and motivate their revisit intention in literature. Value for money refers to judgements tourists make on benefits they gain from the exchange rate whereas “money talks” suggested in this study refers to budget considerations impacting tourists’ decisions on revisits.

The researcher presumes that there should be more practical conditions impacting tourists’ revisits; the question is why financial and budget concerns becomes the highlighted issue in this study. Thus, it is necessary to remind the audience that the background of economic and financial situations during the period of data collection must be taken into account. Focus groups were held in late 2008 and early 2009 when recession struck worldwide, which may partly be the explanation. Apart from concern on expenditure, currency exchange rate, particularly between British Sterling and Euro, are frequently mentioned across focus groups. Again, Sterling had been depreciating against the Euro by over 20% in 15 months. Here are some parts of the discussion between participants.

B7: *“I just got a very small point...aahh.. as you know that the Euro is now against Pounds so strongly; when I am thinking of Canary Islands holiday there; Euro is much more than your pounds now you spend so I find more travel agencies now promoting non EU destinations; so I think it will be a big push for northern Africa but for Canary Island Spain their pounds is going to be half....”*

B8: *“I think the point is very good. Due to the terrible exchange rate, everything is going to be more expensive.”*

B4: *“Yes, I intended to go to Spain since I have never been there but due to the exchange I now change my mind and thinking of some other places instead.”*

Students are groups of people who are more aware of prices, as shown in the section of fortuitousness in this chapter previously. Currency exchange rate is something impacting their travel plans too.

“And yet another idea is to visit Sweden when the pounds get weak but it’s still pretty much expensive now...” (C7)

The researcher wants to once again emphasise qualitative research is situational and contextual, which is the reason why issues of travel budget, expenditure, and exchange rate were mentioned and developed across focus groups. In a higher position, the study defines this phenomenon as “being realistic.” Behavioural loyalty significantly relies on repatronage; however, the realisation of revisit is not going to happen when tourists are restricted by practical financial conditions. The findings point out the weakness in using revisit intention as the construct of behavioural loyalty in the context of holiday destination.

5.3 Findings on Attitudinal Loyalty

Focus groups are also designed to discover what tourists think they are attached to or how they feel the holiday destinations. However, the conversational discussions did not develop in much depth across focus groups. The literature shows that advocacy is one of the constructs of attitudinal loyalty while the focus groups tell another story. Difficulty identifying attachment and reservations on recommendation are two findings concluded in the data of focus groups, which triggers the researcher to work further. The section will firstly introduce the very limited findings on attitudinal loyalty in the focus groups and gradually the researcher will build up her ways of thinking and planning in the next step.

5.3.1 Difficulty Identifying Attachment

Difficulty identifying attachment refers to two extreme situations. Firstly, it is difficult for participants to fully express how they feel or to what extent they are attached to the holiday destinations. Besides, participants interpret “attitude,” “attachment,” or “feelings” differently from “attitudinal loyalty” academically defined. Secondly, their feelings towards holiday destinations are related to the enjoyment they can gain from tourism facilities and services. From that perspective participants’ replies confirm the literature. Still, few participants specify their feelings to the tourism service, to the destination itself, or to selfhood.

The very long passage presented below is from the discussion transcript of the retired elderly group. It shows that when the researcher invites them to share their feelings to holiday destinations, the researcher does not make herself understood at very first. Then, participants interpret in their own way after sentence revision and so does the

discussion follows.

Conductor: “Would you please share with me your feelings to holiday destinations?”

A8: “I am not quite sure what you’re looking for, I meant. Is there any place you don’t want to go back or place you want to go back that kind of feelings?”

Helper: “Please revise your question.”

Conductor: “This question would like to find out your feelings, your attachment, your attitude you have towards the destinations. Is there a destination you particularly feel special to and why do you feel in that way?”

A3: “I have been to France very often and I don’t need to say why because A4 has given every reason why a moment ago. (Absolutely, yes. – one participant comments) That’s all; I won’t waste time on that. Countries I wouldn’t...I enjoyed my holiday in Egypt but I didn’t particularly try to go back because I been to Bahariya, which is a very popular place in whole Egypt but I feel sense of home maters ...it’s a ..it’s growing up as a desert I don’t particularly enjoy that but every reason...I would probably go back to France for holidays.”

A7: “I would never go back to France.”

(A pause because participants murmur; obviously the majority of the participants like France. The atmosphere still keeps harmony; however, A7’s opinion keeps differing from other participants. Potential tension must be taken cared.)

A7: “I find French is extremely demanding on reasonably high on French. It just couldn’t be bothered to help me at all.”

A8: “I think...basically...I think for us, I have some Spanish and my husband speaks a bit Italian and we both speak good German and we are very happy to go to any of these and feel comfortable because we know we can get around and be secure and enjoy ourselves and make ourselves know, to talk to (local) people and that’s a big plus. We don’t speak French so if there is choice we go to Germany first or Spain or Italy. I think it’s a bit difference, the language.”

A2: “Any country that we regularly visit for holiday is this country (Scotland); that’s home actually, I think. I have been to Egypt for couple of times; it is exotic and I am fond of India and I think we’ll visit there again next year and it’s similar to India; it’s so different and even it’s different in India; different parts show difference...”

A8: "What I would say to describe a holiday like that would be part of familiarity and part of contrast."

A2, A7 and A9: "Yup~" "I agree with familiarity too." "Content, Content" "You want to see more."

A8: "You want something different but you like you're in your comfort zone."

A2: "And I can feel relaxed too."

A5: "I went to south Africa this year for a tour; first of all we went to Johannesburg for a wedding; we stayed in a country club, which is very nice, but we are behind a slum district or sort of that kind and we have to taxi everywhere to shopping mall or golf course and it felt you know you won't feel relaxed at all and then we flew down to Port Elizabeth and we rented a car and drove around we visited townships and met some (local) people there and you know it's very relaxing and we are advised where to go or where not to go what to do or what not to do but you could have a very pleasant holiday and very pleasant atmosphere, which make a difference; it's very different; it's a lot to learn when you feel comfortable."

A9: "I would like to agree the adjectives there because I think you could move around and not feel uncomfortable or (fear, frightened – A8 added) yes yes, that sort of things... I feel it is very important."

A7: "I think frankly it's people."

(Participants comment "Yes." Or murmur some small sentences.)

A5: "People...might be...."

A7: "People are very important and that can be applied into a hotel or shops or restaurants or whatever."

The passage points out that "attitude," "feelings," or "attached" are defined in various ways by the participants, which might be the reason the researcher finds it very difficult to identify what participants refer to. However, it best illustrates that theoretical and academic terms are some distance in meaning from general use. "Attitude" literally means more than feelings or emotions; attitude also refers to opinion or position with regard to a person or a thing. It might be a better explanation where participants are coming from when invited to share their attitude towards holiday destinations.

At the same time, it is interpreted that feelings or attachment always have something to do with their holiday experiences. It might take a while for the participants to recall and organise their thoughts in spoken sentences. For example, A5 shares his feelings to South Africa almost at the end of the discussion. Still, he describes what he encountered and gradually builds up his own conclusion. Focus groups might not be the best choice to develop the conversation.

When the question is asked to see whether participants have special feelings to a certain destination they have been to for holidays, the most direct response is to link back to how the conditions of the destination attracted them rather than describing their emotional responses to the place. In other words, they may comment that they feel satisfied with services or enjoy the scenery of the place. Apart from satisfaction about services, there are few statements regarding how they attitudinally feel to the holiday destinations. That is to say, participants are evaluating how much the holiday destination attracts them based on a list of attributes rather than describing how they possibly feel at ease or comfortable or connected with the destination to which they frequently go back.

In most cases, participants directly replied that they do not think they are attached or have very special feelings to a destination. Liking or feeling comfortable are likely answers; meanwhile, it is clearly declaimed that how they feel to the destinations is not as strongly as 'attached.' After all, they are places for holidays and what matters is how much they are satisfied with the services and facilities provided in the destinations.

The narration of D7 is a typical example of immediately associating feelings with satisfaction or fulfilment gained from tourism services and facilities whereas the statements of both B6 and B2 naturally reflect that “attachment” is seemingly far too heavy for participants to describe their feelings to holiday destinations. B2’s family, parents, are from Germany; that’s why he specially mentions that he feels attached to Germany but only “likes” places he goes for holidays.

“I went to Spain, Ibiza more specifically, in 2005 with my friends. I had a wonderful time there and that’s the reason why I went back again this summer. I simply like the place; the food, the beaches, the sunset...everything is beautiful...the weather, particularly, sunny days are almost a guarantee (participants laughed)...as I mentioned that I went there with friends, clubbing and having parties, drinking, (participants laughed again) enjoying live bands playing all nights...that kind of stuff attracts me...it’s fun; they are what I enjoy, sort of beach holidays, people say...I like city breaks too. I visited Prague last year and Paris this year. I enjoyed my holidays but just very different from what I did in Ibiza (participants laughed). Galleries, museums, castles...or just taking a stroll down the tiny lands...I think I just enjoy myself and what the place can offer me, really...”(D7)

“For me I don’t have a particular country or place where I will feel attached to; I like them; I like Italy, I like Spain and there are so many different islands I have never been there anyway but of course I got attachment to Germany because my family live there; so to me, it’s big different” (B6)

“I wouldn’t say emotional but yes it’s so nice and I definitely will go back but of course I also want to go back to Italy to other places as well; I think I will put it in a phrase that I feel comfortable there; that’s how I feel in Tuscany; I think I like the atmosphere there; something about it. For example, Florence, the capital of Tuscany and of course you got foreigners from many countries going to the same shops but if you go out of the capital to the villages and you do see lots of local

people and things like this.” (B2)

Also, another perspective is provided on how they feel towards destinations; they think the feelings to the destinations originate within themselves rather than from the place. It is surely a different angle to perceive how they feel to a holiday destination or what that destination means to them. It is genuine and profound; however, it is not well developed in the focus groups.

“I might feel different to place where I visited since childhood but it’s related to family not to the place itself” (D5)

“I feel attached to Majorca and it happens to be the destination where I visit most frequently so far. However, it is because of my grandparents, who now move there; apart from that I am not even sure whether I would choose Majorca for holidays year after year.” (D1)

To sum up, attitudinal loyalty, or namely “feelings,” “attitude,” and “attachment,” is very vague and abstract for participants. Either they find it difficult to express what the feelings are or they associate feelings or emotional resonance with personal travel experiences, including how they feel during the holidays and how they are satisfied with destination features. Moreover, there are participants, though very few, who specify their feelings and attachment towards that destination as having something to do with themselves, particularly family background and life experiences. The researcher finds it interesting. However, focus groups might not be the best design to invite informants to express emotions, affections, or feelings. Besides, it takes time for informants to ponder over their replies.

5.3.2 Reserved Attitude on Recommendation

Further, this study finds out that participants are comparatively conservative when offering recommendation on holiday destinations. Advocacy is one of the constructs of attitudinal loyalty, which comes from the theory of commitment as presented in the literature review. In other words, word-of-mouth is one gesture for tourists to show that they are committed to a specific holiday destination. With discussion developing in the focus groups, participants, gradually, claim that the recommendation might be made as long as they clearly know the person's taste or expectation from holidays. Otherwise, they tend not to offer recommendation. Even when they do recommend; they are very careful. Participants emphasise that their recommendation is of what they have personally experienced in their own visit rather than what the friend should do on holiday.

“I don't think I would recommend anything because it could go wrong it would be my fault.” (A8)

“I don't like to listen to someone else's experiences; I want to find where I want to go myself; I won't ask someone oh you been to a destination or hotel and tell me all...I guess that's also why I find it difficult and very tricky if I recommend people where to go or what to do...but yes if I am invited to share my own experiences, I am more than happy to do so...actually I find it pleasant to talk over holiday experiences like what are now doing...but recommendation....no no...I find it too pushing, or maybe it's just me?”(B3)

“I wouldn't tell them 'you must go somewhere,' but I'd share my own experiences and then more like reflections on what I had done and whether there is any way to do better.” (D4)

“...still people go to the same place might have different experience from what I

have had; something I have been and felt worthy recommendation might be a crap for the person but yes if I know that person quite well and yes I probably will make some suggestion that maybe you should go there but still remind them that there is some content why I found it good just in case they at the end think it a crap.” (C7)
“I’ll make sure what he likes or dislikes but normally I will leave him to decide himself not strongly recommend anything in details” (D5)

The citations presented above clearly shows that participants tend to be cautious about making recommendations. However, ‘sharing holiday experiences’ sounds more neutral for most of them. Even if they do make recommendations or suggestions, they carefully address it to the listeners. By careful examination, it can be seen that they are actually talking in the subjunctive mood, which once again reveals that participants are making discreet comments and replies. The point here is not to negate or contradict the literature; the point the study wants to make is to stress that there is a gap between theoretical knowledge and real life. Researchers must be more careful taking advocacy as an indicator of attitudinal loyalty in the context of holiday destinations. It might be a result of the fact that holiday destinations are complex and very different from other industries; thus, the word-of-mouth effect is not as significant as it is in other industries.

5.4 Getting Sense of the Research Setting

Focus groups also serve as a tool for the researcher to know the research setting better. The meanings are twofold. Methodologically, focus groups are adopted to probe what people think about specific issues and why. They help the researcher to have a better focus on research questions. Furthermore, the researcher is not a native of the research setting; focus groups help her become familiar with the social

world in which she researches. Terms and trends are what were learnt in the focus groups, which facilitates the researcher to situate herself better in the research setting when she conducts the second stage of data collection. Terms refer to words or phrases particularly used amongst participants, which the researcher must quickly get and comprehend in order to better interpret what is said. Trends are holiday patterns or types that the subjects of the research setting generally enjoy. They are listed owing because they are very different from what the researcher is used to and has the knowledge of.

5.4.1 Terms

Amongst focus groups, there are some terms participants use to refer to specific meanings. Those terms may be different from what literature defines or simply not mentioned in literature. However, the researcher must quickly adopt them with the view to communicating much better with the participants and comprehending and interpreting much better what is said. An example is given previously in the section of findings on attitudinal loyalty. In that section, the researcher points out participants perceive and interpret “attitude,” “feelings,” and “attachment” towards holiday destinations different from the term “attitudinal loyalty” defined on literature. Here another example will be given.

Firstly, participants define “holidays” differently. The term, “holidays,” is defined to be an overseas vacation lasting for a week or more, when the study is recruiting informants. The first feedback from the participants is what purposes of tourism trips are counted as “holidays” and what are not. Thus, further explanation is given to participants that “holidays” refers to people leaving their usual residence taking no

work commitments and engaging in activities involved with leisure and recreation whereas the purposes of the trips are not strictly limited. Then the definition of “holidays” is applied across all focus groups.

Even though a more specific definition of “holidays” is employed in the study; participants still come up some terms which they use to indicate certain concepts, such as “main holiday.” The narration is made by A5 when he talks about how he organises his overseas holidays, which is followed by a similar opinion given by B4.

“...There is no certain rule for me to plan holidays. It really depends on what types of holidays they are and where we plan to visit. My wife and I tend to have ‘main holiday’ each year. Usually, it is a place we never visit. Main holidays tend to be long-haul and usually we stay there longer. It takes time to make the arrangement. If necessary, we go for travel operators. However, we do research in advance and we just tell them what we need and want to see and do. For the rest of the other trips, it’s not that tensed. Besides, they are shorter ...generally, they are places where I visited before or I am familiar with...”(A5)

*“In the past 5 years I have been to France twice, Italy twice, Demark and Sweden, that’s one trip, and Malaysia. ...I also visited some European cities during weekend; they call it ‘city breaks’ but I don’t think they are what you are interested...I find myself strongly attracted to Malaysia; I guess it is because Malaysia is a big leap for me; I am quite used to and feel contented with having holidays in France, Italy or European countries. It (Malaysia) was a **big trip** for me; a long journey in the Far East. I did lots of research before I went there but still a very different destination to me even if I can find British colonial influences on architecture in Kuala Lumpur.....”(B4)*

“Main holidays” or “big trip” is usually associated with places where participants pay their first visit, places they are not very familiar with owing to cultural differences or geographical distance. However, main holidays do not always have

to be a destination located in a different continent; main holidays can be a journey visiting various countries and of longer duration. D2 defines her holidays in this way:

*“I have been travelling a lot recently. In the past five years, I have been to USA, Canada, Mexico, Italy, Spain Ireland, France... Particularly in 2008, I did a **big trip**, which is slightly different from previous holidays in Ireland and France. I went to Spain, Greece, Morocco and then all the way to Croatia....” (D2)*

Context is quite important to have a better comprehension of what the participants mean by certain terms they use. Catching up with the definition of terms specially used by participants helps the researcher comprehend the logic in what participants say. Also, terms are used to indicate participants’ attitude, which the researcher has to interpret too.

5.4.2 Trends

Trends, such as gap year, online travel operators, and Internet forum or blogs, are something presumed before entering the fieldwork. Besides, Internet impacts on consumer behaviours are another research stream, which this study does not aim at probing into. That is to say, this study does not aim at explaining how the Internet is related to and to what extent the Internet social platforms impact destination loyalty. However, these trends are mentioned by the participants. They are what is happening in the social world on which the study researches. The trends characterise the research setting, which is the reason why it is presented to be the findings of the focus groups. At the same time, the researcher gains a better picture of what the research setting looks like.

Gap year means that young students take time off rather than attend school. During

the year off they may work voluntarily or go travelling. It has been rooted in British society since the sixties and very common and popular amongst young people whereas it is still a new concept in Taiwan where the researcher grew up. In the fieldwork, gap year is frequently mentioned.

“...the most ‘frightening’ story is that I travelled to South-East Asia, including 2-month English teaching in Cambodia in the middle of jungles; there is no medical service and I lived in my own car and worked in the candle light at night, which is a pretty extreme holiday. ...it was a gap year for me.” (C1)

“For the past a few years I have been to different part of the world, for example, I have been to South Africa and surrounding countries where I worked as a volunteer for an entire year. After that gap year, I went to mainland China and Hong Kong and then visited Tokyo.” (C11)

“I took gap years for couple of times in my life as I enjoy travelling. Usually, I travelled between jobs....”(D3)

Another trend participants frequently refer to is booking online or organising their holidays by means of the Internet. Focus groups are designed to clarify possible influences on tourists’ destination choice from travel agents and operators. The result is now straightforward; travel agents and operators are not influential on participants’ holiday destination decision making. Meanwhile, E-commerce, which is not the research focus, comes up during group discussions.

“I used to book from one travel agency because it was just so good when it’s back to a few years ago before I retired, I was confident on their service and I got back for questions and it was so helpful to me. But now I am retired and I am less exhausted and I now always organize holidays by myself and book almost

everything on the Internet. Some people say it is not reliable but I find it o.k...”
(A2)

“We paid the tickets on the Internet almost everything on the Internet when we planned to visit Norway. And I find it’s fine, really.” **(A1)**

“As long as I know the destination I am going, I will get online to book the flights and discuss it with the one I am travelling with to decide together on accommodation and to see if there is any deal maybe from the information centre there.” **(C3)**

“...My first trip was booked through travel agency and it might be cheaper if you book from them but I now just check flight on Ryanair or something like that or lastminute.com; I found if I go to the travel agency they just try to fix me in a certain place but with the Internet you can always find out a bit more out of that place.” **(C7)**

“Usually, I book almost everything online myself expect for my last trip to Russia. I tried but found it extremely difficult to book accommodation on my own then I booked through travel agent.” **(D4)**

“As far as I could remember, I only book through travel agent once since 2000; I think Internet does change a lot the way I organise trips. No matter wherever I visited, difficult countries or not, I always booked everything on my own.” **(D3)**

Internet forums, blogs, or sharing travel experiences through Internet social network and platforms, such as facebook, are also mentioned by participants. However, this discussion develops much better in focus group D, which is shown in the passage below. Again, they are not what the study aims at probing into. Instead, they are activities in which participants get involved. Besides, should writing reviewing, blogging, or sharing holiday experiences online be seen as modern ways of

word-of-mouth effect, which reflects a tendency of the time and is potentially interesting?

D5: "...I read reviews on the Internet forum when I want hotel information."

D7: "...Sometimes I can find very detailed information on Internet forums or website like Trip Advisor. I find it quite helpful to search for genuine information."

D2: "I spend lots of time on Internet forum. I can easily find people who are also planning trips to the same place I am about to visit and then I am more than happy to exchange information with them. I have my own blog too but it is only reserved for my own friends. I don't feel comfortable to show my own photos, my own image, to the public."

D6: "I share my holiday experiences and photos on facebook, friends only."

D4: "I read but I don't purposefully post my own experiences on the Internet forum; I also have to say I don't always believe the stories posted online. I still need more information and I do my own judgment."

5.5 Learning from the Fieldwork

In this section, the researcher wants to talk about the turning points of the study, which leads to modification of research focus and research questions. Firstly, the findings of the focus groups suggest that the relationship between attitudinal and behavioural loyalty is more than antecedent-subsequent relationship. Qualification of focus group participant recruitment only requests potential informants must have been taking overseas holidays more than three times in the past five years. The five-year range is adopted based on literature whereas three overseas holidays trips are minimum requirement to see if there is a revisit available. Even though the fundamental recruitment requirement is proved to be sufficient for the fieldwork of focus groups, the result still clearly shows that behavioural loyalty will make more sense if revisit patterns can be examined and discussed with a longer time-span.

Secondly, participants' interpretation of attitudinal loyalty is different from the academic definition. Furthermore, self-identity is seemingly enhanced during holiday experiences, will this facilitate or work against the development of attitudinal loyalty? These lessons are presented and discussed in the sections below.

5.5.1 Behavioural Loyalty is Long-Term

The result of the findings is that behavioural loyalty is long-term. It refers to two situations; firstly, participants build up long-term revisit history with holiday destinations and secondly the time range between two visits is very likely to be over the five-year research range. That is to say, behavioural loyalty must be examined with a longer time span in order to have a clearer picture of the revisit pattern. Moreover, the study does not aim at merely examining the number of revisit times or the frequency of revisit; the study chiefly wants to study how behavioural loyalty and attitudinal loyalty may interact with each other. In other words, the study wants to see if behavioural loyalty facilitates the development of attitudinal loyalty and to what extent attitudinal loyalty may enhance the actuality of revisits. Without examining participants' long-term revisit history, the discussion is very likely to be limited. Take the statement made by D3 and D5, for example, neither of them mentions destinations they visited during childhood or beyond the recent five-year range; however, during group conversational discussion, these destinations come up and convey meaningful content.

“...I occasionally go back to some places where I used to visit for holidays during childhood...however, I have to say, the motive is related to the family and the

memory not particularly the place or how good the destination is.” (D5)

“...I have complex feelings towards some revisited places, such as Bahrain and Cuba. I had returned these places many years ago...I saw how it changes or maybe ‘develops’ within very short time period...I haven’t been able to go back these two places for years but I am thinking of visiting Cuba in near future...” (D3)

Interpretable, D5 still goes back to holiday destinations where he has visited since childhood, which suggests that participants build up long-term revisit history. Moreover, his attitude toward that place is worth a further probe. Meantime, D3’s advocacy also points out that her revisit history to Cuba is potentially longer than the set-up time range. She reveals that witnessing the development progress in both Bahrain and Cuba impacts her emotionally, which may lead to a more meaningful and rich discussion on attitudinal loyalty in the context of holiday destinations.

5.5.2 Attitudinal Loyalty V.S. Self-identity

In the previous section of findings on attitudinal loyalty, it has been presented that participants interpret “feelings,” “attitude,” or “attachment” very broadly and differently from academic terms. Also, few participants sense that their attachment to a holiday destination originates in their selfhood rather than is triggered by what the destination offers them. Apart from those, several participants also mention that the sense of self-identity of being a Scottish or of struggling for self-identity, is seemingly enhanced during overseas holiday settings.

D2 is a young single employed professional and according to her self-introduction, she tends to arrange “grand tours,” which allow her to visit a variety of countries

across continents for a long duration. She has completed so-called “round-the-world” trip and she is interested in doing so again to visit different countries sooner or later. In discussion, she expresses,

“I tend to avoid entering English pubs or trying something I get used to back home when I am travelling. However, I could remember how excited I was when I found IRN BRU in a bar in New Zealand even though it cost me 7 dollars, 7 dollars, can you believe?” (she exclaimed and other participants laughed and some nodded) (D2)

A7 is an elderly retired participant and he used to work overseas in diverse foreign countries. He claims that he has been to over 130 different countries, so he is an extremely experienced and frequent traveller. He shares his story when visiting New Zealand.

“I was quite touched one time. Once I went to New Zealand and I felt so touched seeing the scenery. People say that the landscape of New Zealand is very similar to that of Scotland, well not from the geological point of view though; anyway, it did remind me of Scotland in some way, I guess...”(A7)

Apart from sensing self-identity during holidays, participants also find themselves struggling for self-identity; however, there are reasons behind this. Participants C4 and C11 are both students with Asian ethnic background; however, they are brought up and educated in Scotland and their nationality is Scottish. They share how they feel to India and China when they visit these two places related to them ethnically.

“I was adopted from India when I was seven; when I went back for a visit, I could sense people see me differently. I meant I felt beloved but it was very

uncomfortable. Whenever I went, they treated me hospitably; I did appreciate it but still felt uncomfortable because of it. I could feel that I have emotional attachment towards it (India) but still very uncomfortable feeling. The places I visited were very familiar, which might trigger my emotional reactions, but still there is a contrast there.” (C4)

“I think I have the same feeling with you (refers to C4). My parents are from China but I was born here. I never know that much about China until I paid a visit. I think I have emotional ties to the country as well; however, I felt completely different when I was in Hong Kong because my parents moved there and to me it was more like home. Therefore, there were two extremely different feelings to China and Hong Kong; one is very negative and the other is more positively attached.” (C11)

The literature of branding as well as attitudinal loyalty believes that consumers identify themselves with the brand. If so, should the enhancement of self-identity or self-reflection on the issue of “who I am” operate coextensively or against the development of attitudinal loyalty in the context of holiday destinations? Thus, the interesting findings, on the contrary, provide food for thought and might lead to the discussion of attitudinal loyalty in a different level.

5.6 Research Modification

With literature review, focus groups still allow the researcher to examine destination loyalty from scratch. By doing so, the researcher can examine to what extent the literature, mainly built upon commercial brand loyalty, fits the real context of holiday destinations. Meantime, the researcher, an outsider, can have a better understanding what is actually going on in the research setting. Most important of all, the findings of focus groups provide inputs and help the researcher to narrow down the research

theme and to have a clear focus on research questions.

The findings on behavioural loyalty suggest that revisit probability is problematic. The statement, “Tourists are behaviourally loyal to multiple holiday destinations,” was assumed and is now supported in this study. In rare cases tourists will visit and revisit one sole holiday destination. The statement sounds sensible and it even requires no study to have it proved, which also makes the findings sound absurd. However, being behaviourally loyal to a single brand or a destination is always the way in which loyalty is defined and researched. Thus, the findings demonstrate that examining individuals’ behavioural loyalty to one sole destination might not give a full picture of their holiday consumptions. Moreover, the findings suggest that revisits take place randomly, which is very different from the research advocating revisit probability and its predictability. The logic of revisit probability is built upon behavioural loyalty to a single destination. If the presupposition is contrary to the reality of human activities, what revisit probability can bring to destination marketers? Disagreeing revisit prediction is not the research aim of the study. Instead, these findings on behavioural loyalty just want to tie up theoretical knowledge with the reality. Furthermore, the timing of the research also reflects that tourists’ holiday decision-making is significantly impacted by financial concerns, which, again, the literature on destination loyalty rarely considered and discussed. Focus groups were held when an economic recession seriously struck the world. It becomes the major concern participants talk about, which later jumps out of the findings of the study, be realistic. Loyalty is defined to be behaviours of repatronage with decision-making process. However, the truth is that revisit intention is used as a construct of behavioural loyalty, in which practical situations

are not taken into account; after all, revisit intention is hardly actual revisit.

On the other hand, the findings on attitudinal loyalty confirm that satisfaction on destination features leads to tourists' preference for the destination and realisation of revisit. However, the findings also point out that participants hold a reserved attitude towards advocacy. Word-of-mouth effect is used as a construct of attitudinal loyalty in the literature; the findings tell a different story. Nevertheless, taking part in Internet forum, blogging and sharing holiday experiences with friends through online social network are discussed in one of the focus groups. Internet impact is not a dimension the study is originally designed to probe into; the findings suggest a new insight to define advocacy. Furthermore, participants interpret attitudinal loyalty in a broad way and feelings, attitudes, or attachment towards holiday destinations are go in parallel with holiday experiences and memory. In other words, participants define attitudinal loyalty in a very inclusive way, which makes their feelings to holiday destinations far more diverse and richer than that of academic definition. Moreover, participants sense that part of their feelings to the place originate from selfhood, not restricted within fulfilment and satisfaction on tourism needs. Owing to the research design, it is a pity for not to be able to probe more. Also, the findings suggest that travel experiences ring the bell of self-identity awareness in the tourism setting. The goal of branding and enhancing loyalty is to make consumers identify themselves with the brand, which is quite the opposite direction the findings suggest. Therefore, the findings may possibly shed some light to examine and discuss attitudinal loyalty in a different perspective.

Additionally, the study aims at examining how attitudinal and behavioural loyalty

interact and mutually enhance each other over time. The findings prove that behavioural loyalty is a long-term consumption activity. Thus revisit pattern must be examined in a longer time-span, which will provide a better and bigger picture of repeated visits. Also, the function of both attitudinal and behavioural loyalty then can be examined to generate a more meaningful discussion.

With the findings and learning in the fieldwork of focus groups, the study calls for a tighter focus on the research theme and research questions. At the same time, new literature is required; especially, where the findings provide food for thought. Additionally, it takes time for participants to ponder on their replies to questions related to attitudinal loyalty. The modification on data collection in the second stage is a must.

Findings referring to attachment to holiday destination originating selfhood lead the researcher to employ a new input of literature on place attachment and existential authenticity, which is presented in the chapter of literature review previously. Therefore, a research objective is added in. That is, the study aims at integrating place attachment and existential authenticity into the examination of destination loyalty with the view to comprehending socialisation and self-actualisation enhancing the attitudinal loyalty. With the concept of place attachment and existential authenticity, a research question is also modified to find out what aspects make tourists connected to the destination. Meanwhile, the findings of the focus groups lead to more focus on research questions. Findings show that participants are behaviourally loyal to multiple destinations and word-of-mouth effect is limited; therefore, apart from feeling reluctant to switch to another destination and advocacy, what is it that a highly committed tourist may do and feel to that destination? Also,

findings show that participants get aware of self-identity on holidays; the study moves a bit further to examine what kind of role self-identity may play in the formation and enhancement of destination loyalty. Most important of all, the original aim of the study is to understand the dynamic interactions between visit realisation and emotional bonding. Thus, to what extent the conceptual model generated based on literature illustrates the real practice of formation and enhancement of destination loyalty requires adjustment of the second fieldwork to be made.

As mentioned previously, participants take time to think over how they feel to holiday destinations. It requires a better data collection strategy to invite and allow informants to develop further how they feel to holiday destination and in which way they are attached to the destination. Therefore, one-on-one semi-structured interviews are chosen to be the measure. The research design is presented and discussed in details in the chapter of methodology; the repetition is then saved here.

5.7 Chapter Conclusion

This chapter starts with the profile of focus group participants. The participants of this study are characterised to be highly-educated and frequent overseas holiday makers. On average, the participants take two overseas trips every year. Findings on both behavioural loyalty and attitudinal loyalty are presented following the profile of participants. On one hand, the findings confirm literature as well as bring disagreement. This study argues that prior research discussing behavioural loyalty to sole destination contradicts the reality and leads to limited contribution of revisit

probability. As far as attitudinal loyalty is concerned, the proposal that fulfilment and satisfaction lead to preference to destination is reinforced by the findings of the study. However, the study also suggests that participants hold reserved attitudes on recommendation, which is less than the anticipation of word-of-mouth effect prior literature proposes. Moreover, the rich and diverse feelings participants hold to destinations attract the researcher to employ further literature to lead the examination and discussion of attitudinal loyalty to a different level. Terms and trends identified in the fieldwork are also presented, which allow the researcher to get more familiar with the research setting. Lessons learnt in the fieldwork contribute to the modification of the research design, which is followed by the research modification on both research questions and data collection technique.

Chapter 6

Findings of the Interviews

Chapter 6

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6.0 Introduction

This chapter will present the findings of the interviews. It begins with the profile of the interviewees by characterising who they are. Then an overlook of the gradation of destination loyalty will be briefly explained before more details of the findings are presented in the following sections. The gradation of destination loyalty is the framework of findings of the interviews. It will be explained in sections by the order of its three stages, which are initial stage, incubation stage, and stage of self-reflection and future plans. During the initial stage, tourists pay their first visit to the holiday destinations and start to form post-visit attitude towards the destination. The realisation of revisit kicks off the stage of incubation. During this stage, tourists' attitude towards the holiday destinations significantly develops with travel experiences. Socialisation and memory are facilitating factors contributing to the enhancement of attitudinal loyalty. Eventually, the accumulation of travel experiences reshapes tourists' life philosophy and values during the stage of self-reflection and future plans. During this stage, tourists achieve their pursuit of self-esteem and self-actualisation, which leads them to perceive the holiday destinations in another perspective rather than merely from the perspective of enjoyment and consumption orientation. At last, the final section serves as a conjunction leading to the discussion chapter.

6.1 Profile of the Interviewees

The lessons learnt and findings generated from the fieldwork of focus groups lead to the modification of research design and more focused research theme and research questions. This study then decides to adopt semi-structured face-to-face interviews as its data collection strategy. The fieldwork experiences and the research aim both resolve that elderly-aged tourists may provide more meaningful and valuable data for this study. Thus, this study decides to interview Scottish citizens who are aged over 50 and they must have regular holiday-taking hobby, referring to at least three times of overseas holiday-taking in the past five years, to generate the information for this study. Thus, the recruitment strategies are convenience sampling, which is employed with the concept of purposive sampling, and snowballing sampling. Eventually, the demographics data, including genders, age, educational level, and average of holiday-taking every year, is displayed as the below table 6.1 shows. Also, each interviewee is coded with alphabet E, which refers to participants of interviews, and a number, from 1 to 33, which refers to the interviews done based on its order.

Table 6.1: Profile of Interviewees

Code	Age/Gender	Status	Code	Age/Gender	Status
E1	61, M	Accountant/ retired, couple	E18	52, M	Project manager, couple + 3 kids
E2	72, M	Engineer/retired, couple	E19	72, M	Professor/retired, couple
E3	72, F	Secretary/retired, couple	E20	60, F	Housewife, couple
E4	75, M	Engineer and lecturer, retired, couple	E21	70, M	Head manager/retired, couple

(table 6.1 continues)

Code	Age/Gender	Status	Code	Age/Gender	Status
E5	62, F	Half-retired (still run her own business), couple + 1 child	E22	68, M	Financial advisor/retired, couple
E6	63, M	Accountant/retired, couple	E23	60, F/M	Engineers (owned business)/retired, couple
E7	62, F	Housewife, couple	E24	61, F	Doctor, retired, couple
E8	58, M	Minister of region, couple	E25	52, M	Software engineer, couple
E9	68, M	Marketing director/retired, couple	E26	65, F	Letting agent/retired, couple
E10	64, F	Health care visitor/retired, couple + 1 child	E27	71, F	Doctor, retired, alone
E11	64, M	Solicitor/retired, couple	E28	78, M	Accountant/retired, couple
E12	76, M	Teacher/retired, couple	E29	63, F/M	H: Engineer W: Nurse, couple (both interviewed, mainly wife answered)
E13	58, F	Housewife, couple	E30	57, F	Teacher, couple
E14	60, F/M	(H: owned business/retired W: housewife), couple (the couple was interviewed together)	E31	55, M/F	Both Teachers, couple
E15	62, F/M	Teacher/retired, couple	E32	57, F/M	Teacher, (H: retired) couple,
E16	58, F	Nurse, couple	E33	56, F	Project assistant, alone
E17	57, F	Teacher, couple			

The interviews were held during September 2009 and December 2009. Usually, the researcher visits the interviewees at their places while some of them are interviewed in a public setting, such as coffee shops. It depends on where and when interviewees want to be interviewed. In some cases, both husbands and wives were interviewed since they feel it more comfortable and they travel together. Interviews with E14, E15, E23, E29, E31 and E32 were those done with couples together. Their demographic facts are presented from table 6.2 to table 6.7 below. Even though the couples are both interviewed, the pairs are recognised to be one interview inclusively. Thus, only one out of each couple fills in the demographic information on the questionnaire and therefore the total number for each table remains 33.

Table 6.2: Gender distribution:

Genders	Number of People
Female	17
Male	16

Table 6.3: Age range distribution:

Age ranges	Number of People
50~59	10
60~69	15
70 ~	8

Table 6.4: Status distribution:

Status	Number of People
Retirement	22
In Employment	11

Table 6.5: Family Residence Status distribution:

Residence Status	Number of People
Alone	2
With spouse	28
Spouse and child(ren)	3

Table 6.6: Education level distribution:

Education levels	Number of People
Graduate school or professional degrees	19
Bachelor's degree	8
Some college	5
High school diploma	1

Table 6.7: Average holiday-taking frequency every year

Frequency	Number of People
Once every year	8
Twice every year	10
Three times and above	15

With the tables displayed above, there are characteristics of the interviewees of the study; they are highly-educated, still working or retired from specialised profession, and extremely experienced and frequent tourists. 27 out of all 33 interviewees graduated with bachelor's degrees and 19 out of the 27 obtained post-graduate degrees or professional degrees on specialised fields. Two-thirds of them are now retired while another one-third are still practicing their professions. All together, they are all highly-professional on occupation. Their occupations are engineers, solicitor, medical doctor, nurses and teachers, which all require specialities and professional training. Besides, some of the interviewees run their own business or work as managerial positions. Generally, they are characterised to be highly-educated with high education and high level of profession training. With

relations to their average frequency of overseas holiday-taking, 25 of all 33 interviewees claim that they usually take holidays for two times and more in a year on average. Thus, they are all experienced travellers.

Based on interviewees' journey history and revisit habits, a typology is developed. All 33 interviewees can be categorised as six types; they are those who regularly have a main holidays overseas plus regular revisit to domestic as well as overseas destinations (type A), those who claims no revisits (type B), those whose revisit journeys are taking place randomly (type C), those who regularly to revisit 1 or 2 destinations (type D), those who have property or family links at the destination where they regularly revisit (type E), and those whose revisits are impacted by hobbies (type F). Table 7.8 below briefly lists up the typology of the interviewees and it is followed by a description of each one's travel pattern and characteristic.

Table 6.8: Typology of interviewees' revisit pattern:

Type A	Main holiday to brand new destinations + regular revisit to the same place annually	E1, E13, E14, and E24
Type B	Rarely revisit the same destinations; if they do, they visit different regions/states/cities	E6, E9, E12, E19, E27, E28, and E33
Type C	Random revisit and purpose-driven revisit	E3, E4, E10, E17, E18, E20, E25, and E29
Type D	Regularly revisit multiple destinations	E2, E11, E15, E16, E21, E22, and E32
Type E	Regularly revisit to sole destination due to family connection or own property	E5, E8, E26, and E31
Type F	Hobby-oriented travellers	E7, E23, and E30

Type A are those interviewees who basically have a main holiday during which they visit brand new destinations and at the same time regularly revisit the same destination every year particularly for the purpose of family reunion. There are four participants categorised to be in this group; they are E1, E13, E14, and E24. For E1 and E13, they do their regular family holidays domestically, and this is not discussed in this study, whereas E14 and E24 generally have one main holiday visiting new destinations and regular family holiday revisiting the same island or resort overseas. For E14, his journeys, in addition to a main holiday as well as family holiday, involve business trips encompassing leisure activities as well as multiple short breaks within the European cities. Each year, for E24, she goes on a main holiday with her husband to visit new and distant destinations as well as regularly has a family holiday with extended family members at her overseas time-sharing apartment.

Participants in type B claim that they do not revisit destinations they have been to. Even though they claim that, it doesn't mean that they never revisit the destinations. Interviewees in type B still revisit places they have been to; however, the intermissions between revisits are longer. In other words, they are more like novelty seekers, in terms of places they visit and in terms of what inspires them to travel, which is, excitement, always new and fresh. E6, E9, E12, E19, E27, E28, and E33 belong to this group; however, their situation varies slightly from one to one another.

Generally, for E6, E9, and E12 they go back to the same destination, referring to the same country. That is, they visit different regions or areas of the same destination in their revisits. E19, particularly, rarely goes back to the same destination for

holiday unless his purpose is mainly to visit family members who live abroad. E27 has been very adventurous, for example, she joined a hiking tour in Himalayas, in Nepal in her late sixties, and keeps visiting new places; however, she also mentioned in the interview that she, in recent years, has changed her travel habit; she now goes to places where she has friends or relatives. E28 is another participant who claimed at the very beginning of the interview that he never goes back to the destinations he has been to. In fact, he does, though it is very seldom and the intermissions between revisits are generally very long, sometimes as long as 30 years. E33 is a unique case; she, as she claims, can only go for one big holiday every year since she is still in employment and she always goes with her sister and brother-in-law, who are also in charge of destination selection. Owing to the circumstances, she has been visiting different destinations, mainly luxurious resorts in various regions of the world, in the past decade.

Type C are those whose revisits are random and those whose revisits are purpose-driven, too. Participants in this group can name one or two destinations where they revisit. However, their revisit frequency is random. They return because they have to visit friends or attend occasions, wedding in most cases; thus they at the same time arrange their holidays around the destinations, such as E3, E4, E17. For E10, E20 and E29, they randomly revisit the destinations; the intermissions are long. E18 works a leader of an organisation in his local church which has a connection with a church located in Croatia and between these two churches a hospitality scheme is run. Therefore, he goes to Croatia purposefully and regularly for both church business and his own family holidays. E25 tends to intensively revisit the same area of a destination and then move on to another region

of a new destination.

Those who are categorised in type D are participants who can name themselves one or two destinations to which they regularly pay revisits. E2, E15 and E32 all like France and its lifestyle and they return to the same regions annually to enjoy very home-like daily life in different surroundings. E11 likes France as well. However, he chooses to drive his camper van and tour around different regions of France each revisit. E21 sometimes drives his own camper van and sometimes flies to Germany and France. He returns to the same camp site every two years simply because he finds the view is fantastic and joyful. E16 goes to a small village twice every year to visit her son as well as enjoy holidays while E22 claims that he feels very comfortable and familiar in the same resort year after year.

Type E are those participants who visit a destination regularly because they have family links there or because they have already purchased their own property. E5 and E31 regularly visit Sweden and Canada; E5's husband is Swedish-English whereas E31's sons are now working in Canada. Mainly they go to Sweden and Canada to purposefully visit their family members but they also arrange holidays visiting different places and exploring various angles of the destinations. E8 likes to ski and after visiting different countries for skiing holidays, he now has his own log cabin in Finland serving as a holiday apartment for him and his family to enjoy holiday twice a year. E26 used to have a property in Australia; frequently revisiting motivated her to buy the property many years ago and though now she has sold it, she still goes back to Australia.

Participants in type F go holidays and revisit destinations solely because of their hobbies. E7's husband likes cruising and sailing so their holidays involve holidays in different seas of the world. E23 and E30 both have their favourite skiing regions and resorts and they, as long as they can afford it, regularly go back to those places year after year.

The typology is roughly classified based on participants' travel history. It summarises the revisit patterns of each interviewee in this study. It helps the researcher to better comprehend and interpret the life-long travel journeys they have been taking. Also, it provides the background information to see how they may differently perceive each holiday destination visited.

To sum up, the interviewees featured all have a high level of education, professional specialities, and high frequency of overseas holiday-taking. By examining the disclosures about their travel patterns, six types of revisit patterns are roughly categorised, to facilitate better comprehension and interpretation of informants' logic on perceiving every single holiday destination they have been to.

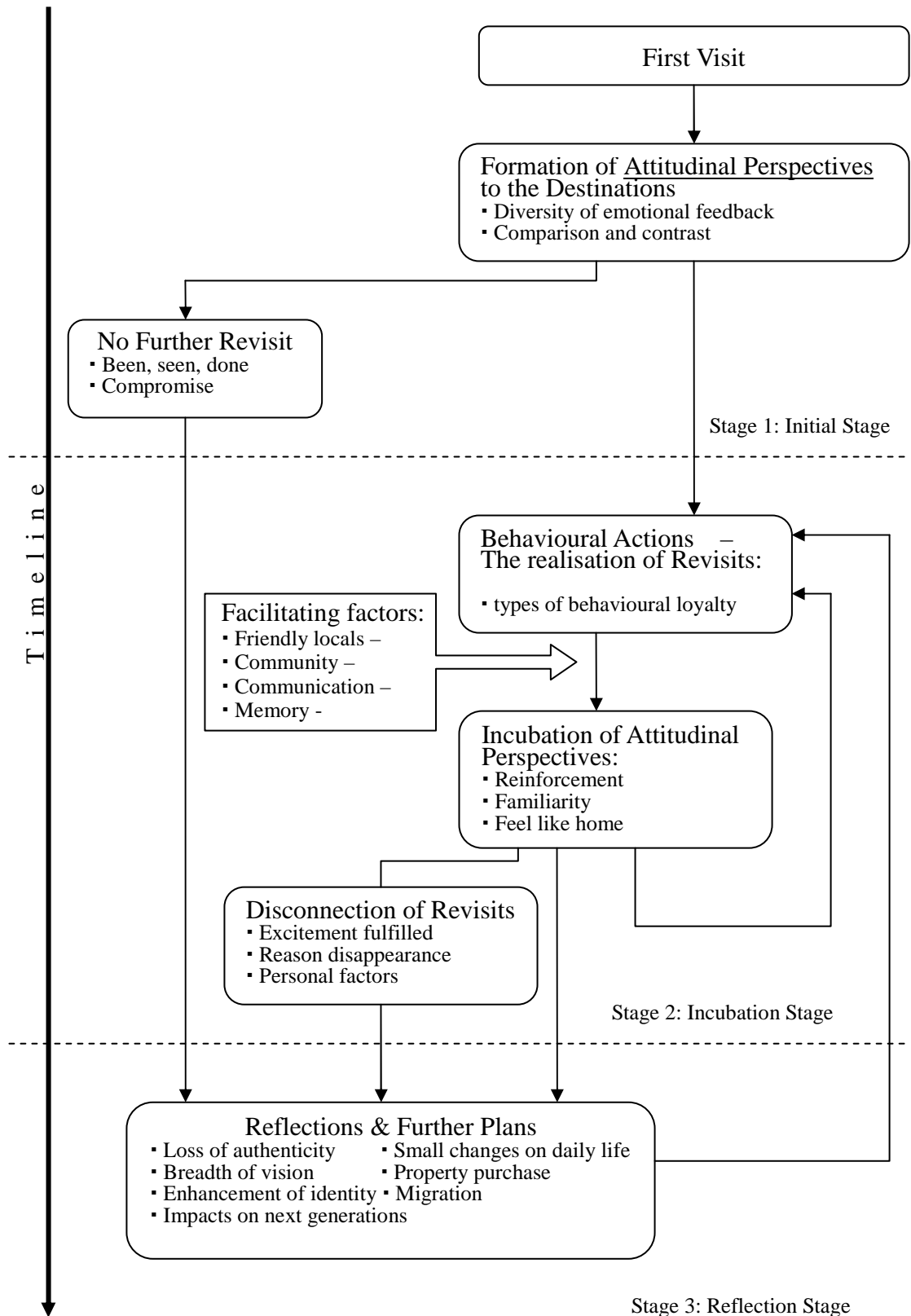
6.2 Gradation of Destination Loyalty – the Overview

The gradation of destination then serves as the framework of the findings of the interviews in this study, which is shown in the figure 6.1 below.

There are four main concepts presenting through the model of gradation of destination loyalty. Firstly, the model is built upon the analysed data of interviews,

fieldwork notes, and research diary of this study. Thus, the model is shaped with situational and contextual data, which must be taken into consideration. That is to say, generalisability is not the purpose of the framework. Secondly, the model attempts to explain how tourists develop their attachment towards holiday destinations from a longer time-span consideration. Along the timeline, tourists' behavioural revisits and attitudinal enhancement are explained with local involvement and travel experiences. Thirdly, the model also adds in the concept of decision-making to examine and explain the actual realisation of revisits, which lacks consideration in the prior research on destination loyalty. Last, but not least, this model focuses more on the accumulation of travel experiences from trips to various destinations rather than a sole destination. It reflects better what is happening in real life. It is because travel experiences gained in all holiday trips as well as emotional bonding impacts their revisit decision. That is to say, when tourists make the decision to revisit a holiday destination, they do not merely consider their prior travel experiences to that sole destination. In fact, all travel experiences matter and influence their decision. Also, the findings point out that emotional bonding has something to do with their memory of prior travel experiences. Thus, this study advocates that travel experiences cannot be simplified to be only the satisfaction of fulfilment of needs and anticipations; the entirety of travel experiences is what strengthens the attachment towards the place.

Figure 6.1: The Gradation of Destination Loyalty



As stated in the section of data analysis previously (section 4.6), interviews were transcribed into text. Along with research diary and fieldwork notes, text data were horizontally and vertically analysed. Horizontal data analysis refers to coding all the text answering the same questions across interviews while vertical data analysis refers to coding each transcript from start to finish, and through analysing the coded transcript, understanding the dynamic interactions between visit realisations and emotional bonding as well as incidents or activities which may contribute to the becoming of loyalty. Patterns of each case were compared and contrasted in parallel. This process led to preparation of a flowchart of becoming loyal which convey all told stories. That flowchart of becoming loyal was named to be the gradation of destination loyalty and then serves as the framework of the findings of this study.

The gradation of destination loyalty model consists of three stages, the initial stage, incubation stage, and reflection stage, and it enhances and moves forward along with the timeline. The timeline refers to the chronological order and the accumulation of travel experiences gained from all holidays to various places over time. The initial stage is the very first visit paid to the destination and the formation of attitudinal perspectives. It also contains the situation that tourists choose not to return. Initial stage is named because these are post-visit behavioural and attitudinal responses and the beginning of becoming loyal to visited destinations. Incubation stage begins with the realisation of revisit. Enhancement of attitudinal perspectives is generated by local involvement. Circulation between the behavioural revisit and attitudinal enhancement may occur numerous times. With practical situations and reasons, revisits disconnect. During this stage, feelings about visited destinations are

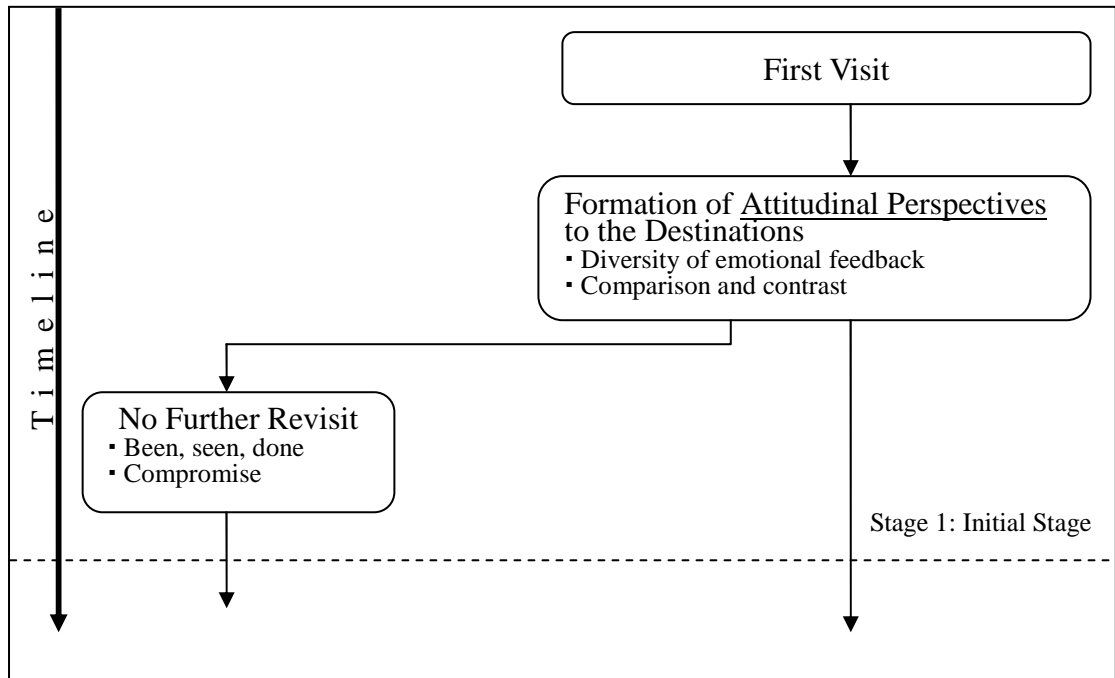
enhanced gradually along with revisits being continually realised; therefore, the term, incubation, is applied to this stage. Then, it moves forward to the reflection stage. During this stage, tourists make future plans, relate to how they behaviourally and attitudinally engaged with the holiday destination. Most important of all, the accumulation of travel experiences leads them to self reflections and self development, which are more spiritual and philosophical-oriented. When a series of revisits are completed or disconnected, the accumulation of travel experiences as well as previous travel experiences catalyse tourists to plan for the future and to wake up their in-depth feelings and ways of thinking; therefore, the third stage is named to be stage of reflection. The three stages are presented with the finding details in the following sections.

6.3 Initial Stage

The first stage is named to be the initial stage of tourists' attitudinal loyalty, in which tourists start to form their attitudinal perspective towards first time destinations. The initial stage is taken out of the entire framework and presented below in the figure 6.2. On the left hand side of the figure is the timeline. It is extensional; there is no sign and specific duration referred. The timeline is extended with the presence of next action. During the initial stage, tourists, attitudinally, tend to have diverse emotional feedback to the holiday destinations. What they feel to the destinations indicates comparisons and contrasts are made amongst with everyday life, prior holiday experiences and new holiday experiences which gained from this trip. Those emotional responses facilitate tourists to make the decision to revisit. However, some tourists have good reasons for not returning and thus also will be

presented in this section.

Figure 6.2 Initial Stage of Destination Loyalty Gradation



6.3.1 Formation of Attitudinal Perspectives

Right after the first visit to the holiday destination, tourists start to form their emotional responses to it. The attitudinal feedback is varied. Both positive and negative feelings are revealed. Tourists compare and contrast their current holiday experiences with their previous ones and daily life at home; those influence how they form their initial feelings to holiday destinations.

Diverse Attitudinal Feedback

Tourists reveal comparatively rich attitudinal feedback to destinations they have just visited for the first time. Usually, positive feelings come out first and occasionally negative feelings are mentioned during the conversational interview. The positive

feelings include satisfaction, excitement, astonishment, and joyfulness. Satisfaction is straightforward and refers to enjoyment and fulfilment from tourism resources offered by the destination. Excitement, astonishment, and joyfulness, however, are feelings they gained because they found this destination was so different from all the others they visited. Here, comparison and contrast have begun their effect on attitudinal feedback. On the other hand, negative feelings are indicated. Those negative feelings usually come from an irritating atmosphere seated in the surroundings of the destination; however, their overall attitudinal feedback to the destination is still positive. Negative feelings do not ruin the destination, as long as they do not outnumber positive ones.

Here are narrations explaining the findings listed above. The first comment is made by E33 to demonstrate satisfaction gained from fulfilment of needs and tourism resources, mainly from the destination features. She has paid a first visit to Maldives. When she is invited to share her initial feelings, she narrates,

“I think that will be Maldives but you know it might not be the place I can that easily go back for revisit but I find I love it a lot; I love it because the people there are beautiful and friendly, nice accommodation, really superb; food is amazing...really it’s just like paradise. It is very chilling out; very very safe. Well, just like what I said I like it and everything there is so ideal so beautiful and amazing and I can’t say anymore.” (E33)

As it is previously introduced, E33 claims that she never returns to the same destination for holidays. Particularly in the past decade, she goes on holidays with her sister and brother-in-law, who are also responsible for destination selection and planning. During the interview, she mentions several times that she never cares

about where to go on holiday because she believes in her travel partners who always make the best decisions. Thus, her initial feelings tend to be related her satisfaction with the tourism facilities. In this respect, it reconfirms the literature. However, it is an instinctual reaction, which has not yet been deepened.

Moreover, feeling exotic or excited is another emotional feedback to holiday destinations upon a first visit. Tourists tend to feel that way to destinations far away both geographically and culturally. Adjectives are not the only vocabulary interviewees use to describe how they feel the destinations. The exoticism can be experienced through all five senses upon arrival at the holiday destination. This is reflected in their facial expression or the intonation of voice, which is jotted down on the fieldwork notes and research diary.

Here are several examples. E24 kept using the adjective, 'amazing,' when she mentioned her first visit to China whereas E5 felt the exoticism through her sense of smell. E24 is characterised to be behaviourally loyal to Portugal, where her family have time-sharing property. However, she manages to have one or two "main holidays" every year with her husband. She tends to visit long-haul destinations on main holidays and she rarely returns to those. E5 frequently visits Sweden and Norway owing to family connections. However, she was invited to visit India by friends. She describes the distinctive smell she noticed on arrival in India for the first time. Moreover, E23(wife) named a series of destinations where she has been to but when it comes to one particular, her voice changed and her facial expression was dramatic. On the long list of holiday destinations, E23 has been able to return to most of them except for Kenya. The intonation dramatically changed when

Kenya is mentioned. Kenya becomes ‘marvellous Kenya’ and her expression is a picture of her endearment.

“I went to China, that’s fascinating. I meant I never notice that China is so amazing, so big in size, so busy There are billions of people particularly in big cities where we visited last time... millions.... millions... millions (repeated) of people; last time we also went to Shanghai as well, amazing amazing amazing.....(repeated) It’s the scale of the buildings; so beautiful when it is contrast with the colonial area; it’s fabulous; I meant I don’t like tall buildings but they look amazing, they are all tall to the sky and everything was amazing; no matter whether people walk or by bicycle or motorbikes, I looked at them on the street and I couldn’t do anything and just stood on the street.” (E24)

“this year we also went to Goa, India in January We were collected...er picked up in the airport by the taxi of this friend from Sweden and the smell that you experience through the way the car passing by is just fantastic; very distinctive, very fragrant. It was very enjoyable. It’s exotic. It’s something I’d never sensed before. It’s so so (repeated) different.” (E5)

“We have been to Australia, we have been to Switzerland, to France, Germany, Italy, Luxembourg, Belgium, Holland, Sweden, yes....ermm... Spain, Greece...ermmm, I think that’s all...not bad, isn’t it.... Oh, we also have been to China, Hong Kong, to Malaysia, and Singapore. Yes, that’s probably it... ohh, and Kenya...yes, we have been to Africa. Oh, marvellous, Kenya!!! (exclaimed with eyes wide open)” (E23)

Interpretablely, the distinctive and diverse attitudinal feedback towards holiday destinations originates from “feeling different.” They are excited, astonished, amazed or surprised because they have never had similar experiences. The excitement and astonishment come from the uniqueness they sense during the first visit. That uniqueness may not always refer to destination features or attractions. Take, E24’s passage, for example, populous and crowded streets with people walking

or cycling amaze her. Yet, that is just the way the destination always is. However, it's touching and it generates the interviewee's initial attitudinal perspectives to the destinations apart from satisfaction.

Negative feelings are mentioned too. Generally, the overall attitude is still positive. They are mentioned because it arouses a sense of annoyance. The kind of annoyance comes from their unfamiliarity and feelings of being disturbed. However, when the interviewees are asked further for their overall perception to the destination, they actually see those incidents as only small defects. They learn from experiences. They do not easily dislike a place owing to one small drawback; in fact, they turn those encounters to experiences and knowledge learnt from the trips. The following passage is the narration of E16. She talks about her first visit to St. Petersburg. What she said at the very beginning may be interpreted to be a disastrous holiday experience. However, talking further, she actually refers to a very different view.

“...something I don't really like or even feel a bit negative about St. Petersburg is people there are not friendly; they don't seem to smile or be happy and sometimes they are rude, even to tourists too. I feel very unease walking on the street in St. Petersburg; I find myself stared by passerby. You know, they watch at you; they observe you....However, it's still a very interesting place to me. I enjoyed the culture and heritage and there are also some aspects which I might not fancy so much. I have to say, if possible, I still want to visit St. Petersburg and Russia. I didn't feel comfortable when I was there and it's true. However, it was my first visit to communist country. I just get used to friendly and hospitable people; it was really a big contrast and different experience for me. ... As long as I learn that Russians or people in communist countries used to be hostile to outsiders and even taught to be defensive, I got over it.” (E16)

What is quoted above not only demonstrates that tourists hold diverse attitudinal feedback to destinations they visit only once but also illustrates that the emotional impacts destinations bring to tourists are profound. Discussing satisfaction from the perspective of fulfilment of needs and anticipations is only scraping the surface of attitudinal loyalty. Moreover, feeling different from what they are used to leads them to be excited, amazed, astonished, and surprised with the first-visit destination. Negative feelings aroused by irritating encounters also turn out to be lessons learnt and knowledge obtained from the holiday experiences, which is not always a drawback preventing tourists from returning.

Comparison and Contrast

Comparison and contrast are implied when interviewees claim that they feel different from destination to destination, which leads them to feel surprised or astonished as explained above. Here, in this section, it refers to the observations and encounters obtained when trip is compared and contrasted with their daily-life experiences and prior holiday experiences. This informs their initial perception of the destination. Those judgements are subjective and have something to do with personal experiences; generally, respondents compare and contrast their holiday experiences to various destinations. The first passage below is a citation from E20. She talks about how she feels to Australia and she constantly refers to other places she has been to when she comments Australia.

“...I find Australia is quite boring. It just doesn’t attract me at all. I meant there are lots of more places that I would rather try. Besides, there are many places where I had been to before and now I am still willing to revisit, such as Canada, France, Spain, ...and Italy...oh...and India. I meant a place for me to

stay and to revisit must be special. Take, India, for example, it is a massive piece of land. There is diversity in India. The south and the north of India are different. Kerala is very green; the landscape makes you relaxed. New Delhi is...complex...it's modern and at the same time historical ...it's amazing. Well, Australia is also huge but I just can not see the difference; it doesn't attract me at all. I just don't find Australia special at all.” (E20)

Tourists make observations on many aspects, which sometimes are beyond anticipation. They compare and contrast these observations with their daily-life experiences and then again form their perception to the destination initially. E4 talks about his observations on news broadcasts in the USA and the habits of Americans when he visits the place for the first time.

“When you see the size of the country, you can see why people do not go to other countries in America because it takes them a whole life to just be around in America. And we do found that we are quite arrogant really because we'd pay attention to what is happening to the world while they only focus on what is happening within the America; for them, the world is hardly existing....it's another thing quite interesting in the USA because they never have any stories on international news unless it's the national-wide news broadcast. So, that's it; they are just facing their internal world; the whole world is America. In fact, only 10% of the Americans got passports because they don't get much holiday and when we talked to people in a Café, 23-year-old running a Burger King, he told me he doesn't take holidays and it's interesting to see the way they work. That young man told me that he never go abroad and the farthest trip he'd ever had is to leave his hometown, Indiana, and move to here, Ohio, to work....I can't imagine that someone who never travel or never have holidays and neither did he.. He can't believe that I drove over 3000 miles across states in that particular trip.” (E4)

To sum up, learning to know better what the destination is all about is the main task in the initial stage of attitudinal perspectives. Respondents have diverse emotional

reactions to the holiday where they visit just once. However, “feeling different” is the key which leads to the holiday being special to the interviewees. Meanwhile, observations made during first trip also shape the perceptual feedback respondents hold to the destination after their first visit.

6.3.2 No Further Revisit

Even though interviewees hold positive attitudes to the destinations they visit only once, they may not have been able to pay revisits. This study concludes two situations which prevent respondents from returning. Firstly, respondents find themselves fully entertained upon their first visit to the destination and they tend to move on somewhere else for holidays next time. Secondly, practical factors, such as long distance, long holiday duration needed, as well as consideration of higher travel expenses wear their revisit intention away. These two reasons have something to do with how destinations are perceived by the tourists. Therefore, they are issues to be addressed by destinations which want to attract repeated travellers. The following paragraphs explain these two reasons separately.

Seen it and Done it

Novelty fulfilled can be seen in two dimensions, the personality of the tourists and what the holiday destination is perceived to be. Some tourists are categorized to be novelty seekers, who tend to visit different places each holiday. They believe that after they have been there, seen these, and done that then they will choose elsewhere next time. Certainly, the world is big and there are many attractive destinations for them to choose. There is already research studying novelty seekers. Therefore, this study does not aim at explaining this issue further. Novelty seekers are not the

group of tourists this study probe only choose to probe into in-depth.

However, novelty fulfilled can be seen from another angle too. Tourists perceive every holiday destination differently and some are thought to be very appealing for exploration and being worthy of visiting. The decision of no further revisit is probably made before the tourists start off. Surely they might change their minds and do pay a second visit in the future. However, so far, that second visit has not yet been realised and return visits. In the following passages, E9, E13 and E28 explain to the researcher why they do not return to some destinations for holidays.

“The last big trip where I won’t get back any way is the Antarctica, you know, the south pole. ...That was on a cruise from hmmm basically the bottom of the South America to the mainland of Antarctica; I won’t go back there again. Seen it done it and that’s all.... we’d been to Paris for a few days time; we’d been there a few times; Spain a few times. Sometimes they were spilt over years and hopefully we maybe go to Australia again next year. Antarctica, certainly no but I certainly will go back to the America. I went back to some of the destinations for holidays and for experiences. If that destination can only offer very little for me, I certainly do not return. I like adventure, I like wildlife; certainly Antarctica trip was interesting and educational. There were seminars on cruise and topics range widely, such as geology, oceanography, or glaciology. However, seen it, done it and that’s all.” (E9)

“...this year we’d been to Chile and Argentina; in fact, the most spectacular places we have been to are probably Chile, Argentina and Peru where we have been to in these recent years and also South Africa. Possibly we are not going back to any of them, except for Argentina, because there are so many places to go and to see but not because we don’t want to. We love them all. We’ll have to go back to Argentina because we were only in Patagonia and we’d like to go back and this time to visit other places in the north and also go to Brazil; that’s the plan for future though. As for Chile, Peru and South Africa, I suppose that

we don't go back. We'd tried to see them all in one trip and I think that's it for us.” (E13)

“we had been to Peru, it's a long way and I don't suppose that we will go back to Peru; it's not because we don't like it; we do love the place and we got very happy memory of our time in Peru but we have seen it all...we go to a place and we see the place and that's it; we'd done that...Egypt is another example. It was great. Me and my wife enjoyed pyramids, museums, cruise on the Nile...but again, we have seen it all...I don't suppose that we will go back to Egypt.”(E28)

Novelty seeking is a major factor holding tourists back from returning. Antarctica is an extreme case here; however, generally speaking, how the destination is perceived by tourists also matters. If a destination is perceived to be “must-visit-in-life” or can be fully experienced within one trip, they are perceived to be “disposable.” It indicates that tourists find no motive to return even if they love the place and think it fascinating and spectacular. The findings might indicate that a destination attempting to attract repeated travellers, must avoid being perceived to be fully visited and experienced within a single trip.

Compromise

Destinations which are perceived to be distant, requiring a long duration and higher expenses, generally defer the realisation of revisits. Long distance is associated with longer holiday duration. Also, expenses and travelling budget issue are practical considerations. Even though a holiday to that high-expense destination is affordable for the respondents, they find they can be equally happy and satisfied with a visit somewhere similar and more reasonably priced. These practical situations, unfortunately, can ensure the holiday destination is omitted from the respondents' list

of returning holiday destinations. The monologue of E15 is an example of these three practical considerations which holds her from going back to New Zealand and Australia. E15 and her husband have both been retired. It is supposed that time is not an important issue for them to travel to long-haul destinations. The distance discourages them. The expenses not only restrain their decision of revisiting New Zealand and Australia but also delay their regular revisit to the south of France. There are compromises tourists have to face in real life in terms of revisit realisation. Consequently, they are obstructions that destinations definitely have to overcome if they wish to have repeated tourists.

“I think comparing with New Zealand and Australia where we would like to go back but it’s so long way, you know. It’s long journey and it’s expensive whereas south of France it is very different to here and yet it is not that difficult to get to and it’s not terribly expensive. Although we haven’t been there this year the Euro exchange rate might be a little bit different; but yes comparing the expense we might need to go to Australia and New Zealand...but we love to do that; someday we might go back but it’s a big trip and I don’t think we would do it easily again with our age but to South of France it’s easier and it’s also part of Europe.” (E15)

6.3.3 Section Summary

The theme of initial stage is learning. Tourists know more about the destination from their first visit experiences. At the same time, comparison and contrast of experiences as well as observations made during holidays help tourists shape their attitudinal reactions to the destinations. Satisfaction is merely a fundamental response when tourists find tourism services and facilities fulfilling their needs and anticipation but it does not lead to profound emotional reactions. Those destinations which bring them sense of novelty and differentiation make tourists feel

excited, surprised, astonished, and amazed. The amazement is how a destination genuinely presents to the tourists. Moreover, negative feelings caused by drawbacks are not bad things for tourists at all. They turn into new knowledge and experiences learnt during holidays. On the other hand, tourists choose not to return to some of the destinations. Novelty seeking is believed to be an influential factor, which has been well studied and is not focused in this study. The study advocates that how destinations are perceived matters to tourists' revisit decision. If a destination is perceived to be seen and enjoyed entirely within one trip, tourists might not find it necessary to return. Additionally, length of distance, the longer vacation time required, and higher travel expenses are factors detaining tourists' revisit decision. They are compromises which tourists must make and they are obstruction which destinations must deal with if attracting repeated travellers is their intention.

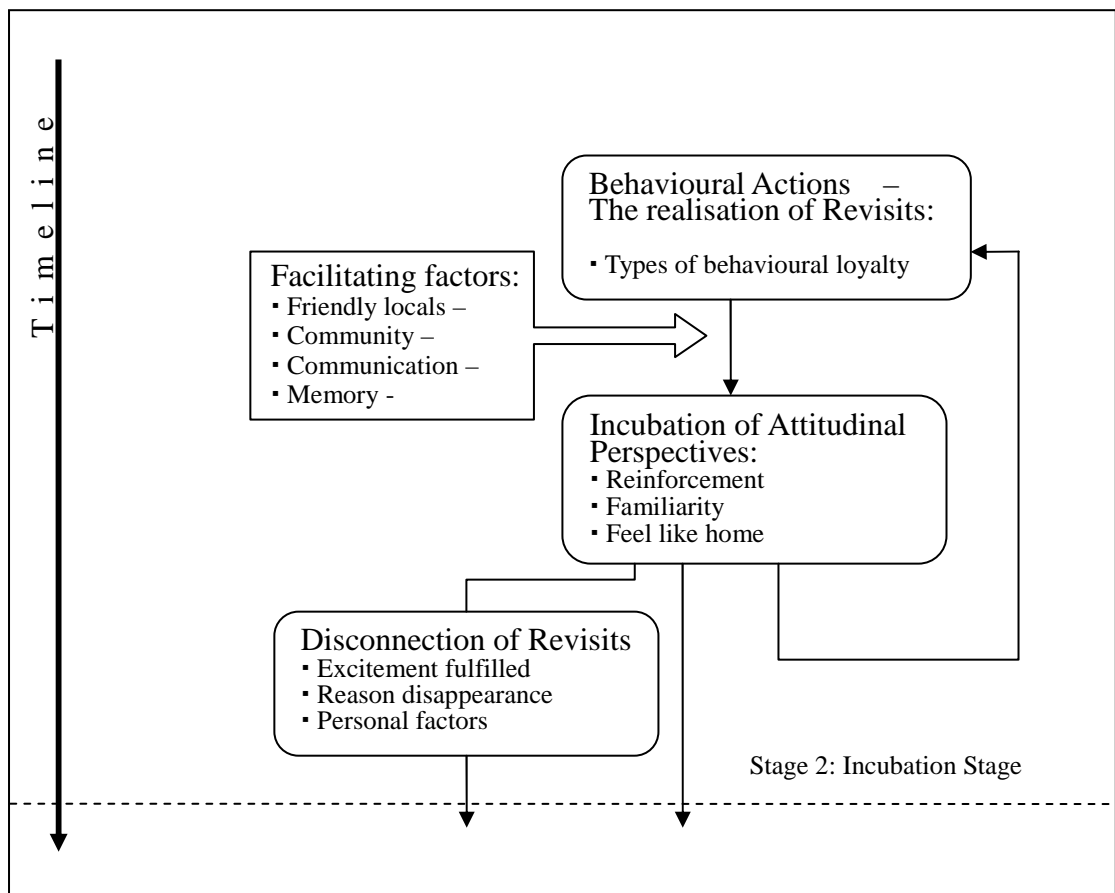
6.4 Incubation Stage

The second stage is a circulation stage between the revisit and their enhancement and transformation of attitudinal perspectives towards the holiday destinations. Figure 6.3 shown below is taken out of the framework of gradation of destination loyalty and illustrates this interaction stage of enhancement of attitudinal loyalty to holiday destinations.

The second stage of formation and enhancement of attitudinal loyalty is seen to be the most significant phase of all three gradations. It starts from the tourists' second visit to the holiday destination. During their holidays, tourists access to the local

community and become more familiar with places than the last time. In fact, they become more knowledgeable about almost all aspects of the destination. All of these lead them to have more involvement with the destination and this alters emotional responses to the place. They decide to return; the process continues to evolve as long as the timeline can be. With a series of revisits, the attitudinal perspectives are then modified and altered gradually over time. However, tourists may decide not to go back at a certain point if situations change. The following sections explain these four elements in detail; they are the realisation of revisit, the shift of attitudinal perspectives to the destination, and the mediating factors facilitating the enhancement of attitudinal loyalty and the reasons of revisit disconnection.

Figure 6.3: Incubation Stage of Destination Loyalty Gradation



6.4.1 Actualisation of Revisit

When it comes to behavioural loyalty, what the previous literature lacks is discussion of the actualisation of revisit. In that case, intention to revisit is taken to be the construct of behavioural loyalty, which does not reflect the reality and it might be too ideal to take intention as actuality. However, this study does not aim at explaining how tourists make their revisit decision; decision-making or choice-sets are not what the study probes. What this study aims to do is to discuss repeated visits in terms of true realisations and from there this study presents the motivations and purposes which truly propel tourists to return based on travel patterns gathered and concluded from the fieldwork.

Based on motivations and travel patterns, this study identifies three types of revisit patterns. They are purposeful revisits, joyful revisits, and sequencing revisits. Purposeful revisits are made by those who return to a place for occasions which are beyond the consideration of what is offered by the destinations; rather they are motivated mainly to go back by their personal life experiences. Joyful revisits, on the other hand, describe those who enjoy and are motivated by what is provided in the destinations. Sequencing revisits, however, are undertaken by tourists who are like modern nomads; they tend to go back to the same destination numerous times until their joy maximises then they move to another destination for revisits. In the following paragraphs, these three types of behavioural loyalty are presented.

Purposeful Revisits

Purposeful revisits refer to revisits by informants for a specific purpose. Generally, destination attractions are not the reasons driving them to return. It also indicates

that if the purposes disappear, the destination is then no longer attractive nor provides sufficient reasons for them to return. Again, there are three sub-categories in this group of revisit behaviours; they are social networks visitations, family holidays and meaningfulness or celebration purposes. They are explained below.

Social Networks Visitations

Social networks visitations refer to those who might have been working or residing in that particular destination before or those whose family have moved to that destination. They go back there to meet friends and relatives on social basis. Quotations taken from E1 and E31 shown below briefly indicate two occasions motivating tourists to pay revisits.

E1 used to work in Louisiana when he was younger and moved back to Scotland for decades. Even though it has been a long time since he's moved back from Louisiana, he still frequently returns to catch up with friends and at the same time takes the opportunity to visit other places around the USA.

“In the past five years, we have been to United States twice. I have some friends and relatives there and we visited different places as well. But we mainly went back the United States to visit friends and relatives. Last time we visited Louisiana where we used to live and every time we go to the United States we go visit Louisiana for sure; we got very good friends there. I had been working in Louisiana for six years but it was long time ago; I came back in 1993. So, mainly it is because of friends we still regularly go back to the United States; however, the scenery is also good too. You know, the variety of the places to visit all around the States and it's still much cheaper to stay in the United States....” (E1)

E31 and his wife are now still employed and have not yet retired. Summer and winter vacations are the best time for them to take holidays since they are both teachers. However, two of their sons are now working in Canada, which provides them motive to regularly visit Canada.

“Where we have been going recently is because our sons are there; they are in Canada. Our sons work in the Canadian Rocky Mountain, which is the far side from here. And if you do a long way trip, you don’t want to rush, you tend to stay a bit longer. However, both of them work in holiday resorts; even if we go visiting them, it is impossible to get along with them all day long. Thus, we arranged trips ourselves.. So, we did the cruise from Vancouver to Alaska. And after coming back to Vancouver from the cruise, then we took a very nice train, quite a luxury train, from Vancouver to Whistler where our eldest son works. Some days my sons were working and we would go off and they would suggest us some nice villages and towns to stay for 2 or 3 days and to visit around. That’s the first year we have been there in the summer for 2 or 3 years in a row we also want to see the snow and the mountains in the winter but there is no flight from Glasgow during winter....we’ll see. Visiting our sons is the main reason why we visit Canada even though it is amazingly fantastic and we always have good time in Canada. But I don’t think we will go back if our sons come back; one of them just extended his contract, which means he will stay there for an extra two years.... ” (E31)

Family Holidays

Family holidays refer to tourists returning to a destination regularly as a family to enjoy the holidays; what matters is to enjoy being together with all the family members. Significantly, they believe that the destination is suitable for every family member based on their likes and needs, as is supported by E22’s narration. On the other hand, E5 explains that she used to arrange activity holidays for her children when there were young and now her family have stopped to returning France for that purpose. Now, she and her husband now enjoy visiting destinations

where they always want to go but they could not when their children were younger.

“We have been to Barberà in Spain in the past five years...probably 10 times. And I have been to Majorca in the past five years for 6 times. ... We found a place we both like and it’s short flight; also there is always sunshine there. It fulfils most of our needs. We have been visiting Barberà and Majorca purposefully for family holiday for a long time. Relaxation and enjoying being together with family are what we care most. We need a destination which is suitable for all family members...” (E22)

“We used to go to France when the children were small. We would do activity holidays by using a special tour operator that ... one is cycling holiday and one is canoeing holiday. They would move your bags from where you stay to the next destination you are going to stay when you are cycling or rowing. And when you reached the place, you’d stay one or two nights and it helped you again when you were on the way to next destination. We loved that. However, those trips were arranged particularly for our children. They were family holidays and we certainly needed activities which were suitable energetic teenagers. We stop doing that and now my husband and I arrange holiday differently. We now visit destinations where we always want to visit and we couldn’t before.” (E5)

In other words, it is a compromise, but a happy one, on holiday destination selection and enjoyment of family togetherness is paramount, which is exemplified as showed in the quotation from E24. E24’s family have a time-share property in Portugal and she regularly visits there with her extended family.

“Well, we actually have time-sharing in Portugal; our time-sharing, we usually used to go during the summer time when the children were younger but we swap now for June or September because it’s a bit cooler. Although it might be changed back to summer time because our grand child is going to school next year and we probably will go Portugal in the summer time base on the school

timetable. We'd never been to Portugal on our own only. We always went there with our whole family and sometimes we may have been there only with girls and sometimes we'd been there with my husband's side of family and for the last twice we'd all been there together. Usually we go there for one week all together with family like what I just said. It's not exciting. It's part of the world where we've been going regularly for so long and the reasons why it attracts us to go back is simply because they offer facilities suitable for every family members and we go there to enjoy family time. That is what all it matters."

(E24)

Meaningfulness and Celebration

Moreover, tourists choose to go back to the same destination because they find the destination is meaningful for them or they go there for celebration. For example, they have been to the destination on honeymoon and then choose to go back there to celebrate their marriage anniversary sometimes with their children and sometimes by themselves. E14 and E28 share their stories with the researcher. Generally, E14 arranges a main holiday every year to visit distant and brand new destination and also arranges regular annual trips to the Canary Island with family. However, she arranges a trip to Menorca because she wants to show this meaningful destination to her children on her anniversary. E28 claims himself that he does not like return to the same place; however, he revisits Norway. Even though the intermissions between revisits are extremely long, his statement reveals what Norway means to him, which makes him to return.

"When you asked if there is any place we want to go back to revisit, I were thinking of Menorca, where we went for honeymoon. ... and for the second time we went back there that would be 12 years later when our children travelled with us. Me and my husband purposefully arranged a trip to Menorca to celebrate our 12 anniversary and we took the children to those places where we had been to before.

I even showed them the photos we took on honeymoon before we actually went there....my daughter even suggested me to take a new photo at the same place, by the fountain, with the same pose...” (E14)

“I, well, in 1949, when I went there with a school party; it was just after the war and also that’s my last year at school before I go to the university. And then 10 years later I went back to Norway and that time I took my bride with me; it’s for honeymoon and then this year, we went back to exact the places we had been to 50 years ago...” (E28)

To sum up, destinations must be attractive to tourists. However, being attractive is not the major reason motivating tourists to come time and again. There are purposes behind revisit decisions. Social networks, family holidays, and meaningfulness and celebration are some of the purposes driving tourists to pay revisits.

Joyful Revisits

Joyful revisits, on the contrary, mean that tourists are motivated to go back to the same holiday destination due to its appealing natural and cultural environment. In other words, joyful revisits have something to do with tourism resources, which is attribute-driven. However, this study does not present the findings from the viewpoint of factor analysis; rather, this study presents the phenomenal facts describing why tourists find destinations interesting and worth revisiting. This study identifies three types of joyful revisits. They are exploration, lifestyle enjoyment, and activity orientation. Exploration, which is named in this study to be “jigsaw mapping,” refers that tourists come back to the same destination for holidays but they visit different regions and cities each time. The purpose is mainly to explore the destination. Lifestyle enjoyment, on the contrary, means that tourists

simply choose to stay at the same place for couple of weeks. They do not travel around during holidays; what they like is to enjoy the local lifestyle and living environment. Besides, some tourists are activity-driven; they constantly revisit the destination due to going for certain activities provided by the destination.

Jigsaw Mapping

Jigsaw mapping refers to tourists who find the destination full of variety and diversity in terms of culture and natural resources so they are willing to continually go back to the same destination for holiday. However, in each of their revisit, they visit those places or areas where they have never been. Therefore, their mobility within the same holiday destination compares to doing the jigsaw puzzle of the destination map. These series of jigsaw mapping journeys may take decades to complete or may never be fulfilled. E17 is an example of such type of returning travellers. She, in the interview, claimed that she has been going back to the United States for holidays since she was a teenager. Though she still visits other countries for holidays, such as Spain, Czech, or Germany, the United States is a life-long destination for her. Here are sections of interview in which she talked about her journey history of going back to the United States.

“Mainly in these five years we seem to only manage to visit the USA once but in a longer time span we constantly went back to the States but visited different parts of the country every time.

The first time my husband and I both went together to the USA would be 1979; it took me a while to get back because I used to be there as a student but only for a few days. When I was in New York I have already promised that I'd go back to the USA. It took us 7 years to save the money and go back to the USA. For the

first time we were both able to travel together, we did something the American tourists will do when they visit the Europe, you know, we were in different places every day. So, at that time we went there for whole 4 weeks and it's more like a taster; we went to many places. ... So we got a picture in our mind of how varied the USA is within a month.

We just fell in love with the USA really. The USA is such a big country you know and whenever we went back we started to wonder where or which part of bit we'd see in our next trip, you know. Although now we do more focused trips to visit my friends living in California, we used to visit every different part of the USA, for example, the northwest or the northeast of the USA; you know, it's just an amazing country.” (E17)

Lifestyle Enjoyment

On the other hand, lifestyle enjoyment means tourists who are so attracted by the ways of life of the holiday destination they choose to return to the place year after year. They might not even visit somewhere new; instead, they would stay at the same region. Activities they would do during holidays are pretty much daily-life routine without work commitments in Scotland. The joy for them could be as simple as shopping in the local farmers' market or having a glass of rosé while sitting and watching the sunset on the balcony of their holiday apartment. E15 also travels to various places for holidays, such as Madeira, Dubai, Australia, New Zealand, and Singapore; however, the south of France is the place she constantly goes back. The lifestyle of the south of France fascinates her. E15 mentioned her passion for French way of life and enjoyment at their holiday apartment during holidays in the passage presented below.

“I enjoy going to the market for the fruits or just going to the supermarket to see the differences of food available there to here. That's very interesting, I think.

And I like the passes at night where you see the local people with the day's work finished and they all be bathed and changed and walk up and down in the front; it's seaside destination and they went to the square to meet up with other people and chat about their a-day; I like that. I have been enjoying it very much; I like the area of Perpignan. I just like the feelings of the particular area; I just like the way people seems to live in their lives and seems to get out of work-hard and seems to have the way to relax but it's low key; it's not spending lots of money. We could go out for a wine or meal in a restaurant with very reasonable price and people just live in very normal lives but in better weather than here. ... I think the more we've been to that particular part the more we like it and it's another attraction to go back. It doesn't stop us trying other places but it's always a nice place to go back to enjoy...." (E15)

Activity-oriented

Additionally, there are tourists who return to the same holiday destination to enjoy certain activities provided by the holiday destination, such as skiing, camping, cycling, or painting. Surely, they could choose to do the same activities in other destinations though they do not because they find this holiday destination outperforms and attracts them more. Therefore, no second choice is considered.

Skiing motivates E23(husband) to travel. In the interview, E23 is planning his skiing trip to "Ski Himalaya" with his friends sometime in January, 2010 to enjoy skiing in the highest mountains of the world; the highest ski resort on earth. Basically, E23 is characterised to be an enthusiastic skier. E23 shows his special preference to skiing in Chamonix. He and his family, including his daughters, sons-in-law, and grand children, all enjoy skiing. He and his wife particularly arrange skiing vacations to various destinations; however, Chamonix is his favourite place. France is a destination he frequently revisits but skiing in Chamonix is the major reason he constantly goes back.

“...a lots of times to France. Mostly in the winter we went for skiing and we had favourite skiing area. ...The place/base of skiing. High and good snow. Chamonix, France, we have been there for many times. We go there because we know the area. We know the hills and I meant is the best place to go because the best snow is there. Well, it’s very technical reasons we go there; we know the place and we don’t need a guide and we know where the best snow is....I love skiing and I tried many skiing resorts in most European countries. Chamonix is still the best.”(E23)

Interviewee E21 is another example in this case. E21 enjoys camping. Every year he arranges camping holidays to France and Germany. He sometimes drives his own camper van and sometimes he flies there and rents a camper van or motorhome. E21 also travels to other countries for holidays, such as the Caribbean and New Zealand. However, camping is something he has become devoted to in recent years. This is why he frequently and regularly returns to Germany and France. Here he shares his experience.

“...I don’t travel that much in the past a few years. I go camping on holidays. I went to Germany and France for numerous times and I always visit there during summer time and purposefully go camping. For France, actually we have been to the same place for 8 times in not just recent 5 years but more. Also, the site we went to was very close to one of my friend’s cottage there. That is a plus; we can at the same time visit our friend. It was quiet in that place; not so many tourists. It was also very close to town and lovely beach...As for Germany, it is a very beautiful countryside; the flight there was short and the scenery was wonderful; also we know a very good camp van site where we can park the car to simply enjoy that very wonderful view...”(E21)

In short, tourists will pay revisits because they want to explore more, enjoy local lifestyle or participate in a specific activity. If tourists find the destinations provide

diversity and variety, they are willing to return to discover and experience more. This type of revisit pattern is compared to doing jigsaw puzzles. Also, tourists choose to go back to the destination which best provides best the way of life they fancy. In that case, tourists choose to stay at a place a fortnight to enjoy the lifestyle and living environment rather than travelling around. Moreover, activities are another reason why tourists return for holidays. They find that destination will deliver the best conditions for their favourite activity and will maximise the joy they can get from it.

Sequencing Revisits

Tourists who have sequencing revisits to the same holiday destination are then compared to ‘modern nomads.’ They tend to revisit the destination intensively for several years and then move on to somewhere new. The characteristics of sequencing revisitors are, firstly, very behaviourally loyal to the single destination and then they move on. Secondly, the destinations they choose tend to be very similar to one another. For example, destinations with similar weather conditions, language background, or culture basis. Interviewee E25 is chosen to be the example of sequencing revisits. He has been taking holidays in the Mediterranean area in the past decades. Before he visited Sardinia, he used to visit Majorca, Barcelona and some small villages in northeast Spain near the border with France and villages in the south of France.

“I like places with their own characters, such as Barcelona. Similar to Sardinia where we just visited this summer, it’s part of Italy although the people there would like to be separated haha... (both laughed). Anyway, before we visit Sardinia, we went to Barcelona, we also went to a small village north of

Barcelona and then we went to another small village in south France which is very close to the village we went to in Spain that's the first year and then the second year we went back to northeast Spain and south coast of France to the same area but visit different villages. From then on, we were in love with northeast Spain and south France. We went back to some villages we visited before the year after and then visited surroundings villages too. It's more like we return to the same region for two or three times and then move on to another region....I forgot to say we were also in Majorca for couple of times within the past five years. It's part of Spain but again it's quite separate and again we stayed in the edge of little town.” (E25)

Sequencing revisits are very different from the revisit pattern of jigsaw mapping. Tourists paying sequencing revisits are compared to ‘nomads’ because they intensively to a destinations for holidays for some years consecutively; then they move to another destination. In contrast, tourists with a jigsaw mapping revisit pattern perceive the destination to be their life-long destination. They do not rush to revisit and between revisits they take holidays in different destinations.

In conclusion, the study identifies seven revisit patterns based on actual revisit realisation. The purpose is to discover the phenomenal facts of travel patterns which tourists truly take rather than mistaking intention to revisit as behavioural loyalty. By doing so, the true motivations and purposes encouraging actual revisits are presented.

6.4.2 Incubation of Attitudinal Perspectives

Becoming more and more familiar with the destinations is the main theme during the incubation stage. At the beginning, tourists find their previous attitudes towards the destination get reinforced. Gradually, they are more familiar with the destinations,

including its history, culture, customs, and people's way of thinking. Some of the tourists, particularly those who always return to the same village, town or even stay at the same holiday apartment, even develop deep a association with the destinations and feel the places are home away home to them. Local involvement, sociality, and memory are factors contributing to the enhancement of emotional reactions, which will be presented in the next section. For this section, the findings on attitude reinforcement, familiarity, and a homey feeling will be discussed.

Reinforcement of Previous Attitudes

Through revisit, tourists apparently reinforce their prior attitudinal perspectives towards the holiday destinations. The first obvious and direct reinforcement on attitude is satisfaction, which again originates from being contented with tourism services and facilities. However, the reality is that tourists feel satisfied with any destination which fulfils their need and wants. That is to say, satisfaction does not make the destination significant for the tourists. E11 shares his thought in relation to how he feels to some destinations where he pays revisits.

"I don't feel attached to any of the destination I visited. I certainly like them all. Sweden is very safe. People speak English; very easily to get along with, it's attractive and...it's easy to get there and we always had great time in Sweden. For France, I went back because I have a cousin there so we visited him and I travelled there with my camper van; we always took our camper van there and it's particular a type of holiday I quite enjoy. With camper van we can visit different places in France. I like French countryside; very scenic, very peaceful, very attractive. French food is beautiful, the wine is generally superb and less inexpensive, I have to emphasise (laughs) and the weather is good too and there are so many so many (repeated and emphasised) interesting things; so for these, France is attractive. I am always satisfied with France and certainly will go back for more. I like Spain too. I usually go to Spain with my art club friends. We go there mainly for painting. The landscape is just

wonderful. We also went to Greek Islands and Morocco to paint. The serene blue sky...it's just wonderful. I have visited Greece twice so far and I am never disappointed...." (E11)

Those who previously found the destination exciting and amazing surely will continue to look for fulfilment of excitement during their revisits. Their attitude toward the destination gets reinforced and enhanced if the destination does not disappoint them. Moreover, the reinforcement makes them intend to continue returning. Interviewee E13 and E1 are both category type A, who take main holiday to brand new destination every year and at the same time frequently revisit places they have been to before. E13 comments that her excitement has been fulfilled whenever she returns to Germany. She can always find different attractions to make returning appeal even during a specific period of time. Meanwhile, E1 shared his revisit experiences about the United States saying that he found it is full of a variety of cultures in almost every corner of the country, and this never bores him.

"...we went to Germany for many times; however, it's in a longer time span rather than just recent 5 years. Even though we visited the same destination, we can still find very diverse characteristics within it. We went to Munich merely for the Christmas market and then next time went to Berlin completely for something else...We'd been on river cruise on Rhine but that's long time ago...We'd never been to Oktoberfest; that's something for near future..." (E13)

"...I meant different regions of the States whenever I go back to...ahr..you don't have to drive long or travel far to see the variety. You can drive 20 miles to reach a different countryside and different scenery.... People think the United States is all one culture but it's not; it's very very (repeated) varied. If we travelled across St Antonio, we saw Spanish and Mexican; and Louisiana is French; Texas has

different cultures too. You know, it has variety. And in Oregon in western coast, you can travel from town to town and find people whose ancestors came from Finland and next town from Sweden and they all have their own architecture styles. It's always fascinating to visit the States... ” (E1)

Familiarity

Through revisits, tourists grow more and more familiar with every aspect of the destination. In other words, the more frequently and regularly tourists return to the same place for holidays, the more familiar they become with the destination. This familiarity refers to many aspects, such as the built environment, the transportation system, or the historical background. Familiarity, at the same time, reduces their sense of uncertainty. With the boost of familiarity, tourists then feel more confident and comfortable with travelling within the destination. In some cases, familiarity transforms; it is more than just emotional attachment; rather, it becomes a pull factor leading tourists to continually revisit the same destinations. The following are excerpts. Each exemplification illustrates different aspects which tourists get used to through frequent revisits.

The first citation refers to respondent E14's comment how familiar he is with the built environment of Tenerife where he goes for the annual family holiday. He is so familiar with the surroundings of Tenerife that he can even imagine what his holiday in Tenerife will usually look like.

“Sometimes you go on holidays, you are not all paying your all attention; maybe 2 or 3 days ahead, you just phone the resort and confirm the flight and then go whereas for some destinations or the main holidays, it takes you some time to gather some information and read it before you start off. Tenerife is

not that kind of place; I can now even visualise the airport, and I know we may check in which hotel and even in which hotel bar where we used to go; so it's very familiar ...it's in a very comforting way.” (E14)

Furthermore, transportation system is the particular infrastructure every tourist has to deal with when abroad. Whether they drive themselves or take public transportation, tourists initially feel tensed on their first visit. With revisits, they gradually get used to the road signs as well as traffic regulations. Respondent E11 has been touring around France with his camper van frequently; in the passage below, he shares how his fear of driving on French roads gradually wears off. Another example is cited from interviewee E10; in the excerpt, she shared two examples regarding to familiarity with transport system in Italy and Germany to which she has been returning.

“I would say that we are very very (repeated) familiar with everything there; well, let's compare with what I felt before we start touring around France, we were afraid if we'd car accident on the road or we got lost or found no place to stay overnight but all these fears over these years gradually becomes less and less. Well, there are still there but you know it's not that big problem any longer. I now am more confident of driving on the opposite side of the road and identify road signs quicker. And surely we are more familiar with camp sites and caravan sites in France...” (E11)

“We like to travel by train or public transportation, and in Italy when we buy the ticket we need to put our ticket in a machine to get it stamped; I was very worried when we just arrived there and felt stressed every time we were on trains; but now we feel more comfortable about it because we now understand how it works; similarly in Germany where they have autobahn and when we were on it we need to be very cautious when driving across the intersections; we were very worried if we missed it; and now we feel more comfortable because we learn each time we visit. It's different systems in the UK and I think we are

now less anxious.” (E10)

Historical background is another aspect upon which tourists build their familiarity with holiday destinations. It happens naturally during revisits rather than through reading. E2 talks about how he learns the history of Azerbaijan and Cyprus upon his revisits. Azerbaijan is not a popular holiday destination; E2 has visited there for several times mainly because his daughter used to work there. Cyprus, by contrast, is one of the most popular destinations for British tourists. E2 has been revisiting Cyprus many times and he comments on how he gets familiar with the disputes in the history of Cyprus.

“Certainly for Azerbaijan since we knew nothing about it before we went there...for example, not so many people know that Azerbaijan, a small country like that, used to be against Russian and then finally it is allowed them to be independent and also how the western powers get involved in Azerbaijan’s politics due to the oil supply even though the president of Azerbaijan is pretty much corruptedthose are history I never knew before I went there.” (E2)

“It influences you on attitudes. Take, Cyprus, for example; we have been there for several times and that motivates us to know the history between Greek-Cyprians and Turkey-Cyprians. And most things we did in Cyprus, we took the bus to Nicosia where at that time they have green line to separate from Greek Nicosia and Turkish Nicosia; I don’t think they have it now but where when at that time we actually had soldiers standing with guns on this side and soldiers standing with guns on that side; that does give you an indication of the history and the tour guide on the bus took us there was explaining to us how and when the situation had been gone that far. She told us that she used to live on the side of Turkish Nicosia and when the division happened she and her family needed to leave there in a hurry and then they lost everything, everything (repeated and emphasised) she was very understandable to the Turkish Cyprians. And ever since that trip, I start to be very interested in the history

between these two and in fact last time when we went to Cyprus we saw the situation changed and we could now take the bus through the green-line ...”(E2)

Step by step familiarity is more than an attitudinal attachment tourists feel to the holiday destination; it alters and evolves into a facilitator of revisits. Respondent E22 claimed that familiarity plays a vital role upon his choice of destination for holidays.

“Familiarity is the most important thing for me; to know about the place, to know the people there and to know what to expect is quite good. I don’t think we like adventure holidays although we have also done that as well; it’s not what particularly attracts me. I meant sometimes we decide to go a new place but it then turns out to be terrible; whenever it happens I am more certain to keep going back to the same place in some circumstances. (E22)

Feeling Like Home

With a long history of returning to the same destination for holidays, tourists tend to develop a very close and warm attitude towards the place. It goes beyond feeling comfortable and familiar; with the respondents’ own words, it ‘feels like home’ in holiday destinations. However, this ultimate emotional response does not apply to every single destination they return to. As a matter of fact, there are conditions facilitating the enhancement of high association with, and attachment to, the places. This study identifies that people who travel to the destination for the purpose of family togetherness and people who have prior residence experiences at the places tend to feel like home towards the destinations. That is to say, tourists hold this ultimate attachment only to places where they have been returning frequently for family holidays, places where they rent or possess their own holiday apartments, or

places where they used to reside or have connections. The following are supporting statement made by several interviewees during the interviews.

Respondent E24 is introduced previously in this chapter; her family have a time-share apartment in Portugal and her extended family annually go to Portugal for holidays together. She comments how she feels towards Portugal and how it is different from the way she perceives other destinations, South Africa and Hawaii, where she visited with her husband for “main holidays.”

“If you ask which destination I feel special to, Portugal (emphasised), it must be the first on the list since we always go there very year to the same place with family. I’d say that I like Portugal but it’s because my children like it and my husband like it; and yes, the place is beautiful and the weather is generally good and the most important of all, we always go there with family; it’s our family time. It’s our home in Portugal. But it’s not that much you’ll see something new every time, you see?... I like South Africa and something different from Portugal is that it’s variable. However, it’s not always pleasant in South Africa; I don’t feel safe travelling in Johannesburg. On the other hand, Cape Town is beautiful, the food, the wine, the scenery and the people are beautiful and friendly. It’s fabulous. Very cheap, haha.... I think it might be very generalised to the whole South Africa if I only see Cape Town as the representative of the country because, personally, I see as a whole country, South Africa has lots of problems. But it’s lovely to visit because it is different; it has variety...I love to go back to Hawaii but it is very very very (repeat numerous times) far away. It took us 3 whole days to reach Big Island....haha..., really really (emphasised) a long way. It’s very beautiful; we have been to America for many times in the past years; however, we found, firstly Hawaii is so different from the mainland America where we have been to; secondly, people are, I meant American are generally friendly and lovely but Hawaiians are even warmer and more friendly; I love that place so much. And it was so expensive in Hawaii. If I compare these two places, Portugal and Hawaii, I’d say Hawaii is much more beautiful. It was amazing; however, I

probably will still say that I prefer to Portugal because it's closer and it's cheaper and the food is somewhat I get used to and also it's place where all family can spend time together. That's a big difference.”(E24)

In some cases, tourists decide to have their own house or rent a holiday cottage in the destination and then pay regular and frequent revisits there year after year. This presence of temporary but stable and regular residence promotes their attitudinal association with the destinations. Gradually, it develops and makes them feel the places like home.

Two cases are presented below. Interviewee E26 used to own a flat in Sydney, which was also why she kept going back to Australia on holiday for five consecutive years. She sold the flat in the summer of 2009 owing to high maintenance costs. However, she still plans to go back there for holidays. In the passage below, she shares how having her own property in Australia makes her feel it is like home to her.

On the other hand, respondent E32 talks about how she feels to Lorie, France, where she always goes for holidays with her husband and daughter. Owing to personal reasons, E32 does not take an airplane. She and her family drive and take the ferry to visit Continental Europe. Lorie, France is the place where E32 and her family have been taking summer holiday for years. There, they rent a cottage from a British couple.

“We had a flat in Sydney and we had it for the past 7 or 8 years and it was very nice city but now it becomes too expensive to maintain so we had to sell it but we did lots of travelling in Australia. Mainly we stayed at our flat and simply enjoy the life there; very relaxing. Particularly this year, we travelled around

to visit another 3 cities, Brisbane, Melbourne, and Perth and we spent one week in each city. That's the way we travel; we don't like rush to attractions or visit plenty of places within a very short period of time. We loved to have apartment on our own, to be honest. I meant it would be more like at home. I actually felt like home whenever I visited Sydney in the past a few years. Because we had the flat we went there annually so we know the area very well as well as the people there are very likeable and easy to get along with. It felt a bit different this year; I guess selling out the flat made me feel sentimental. I don't think we will buy another smaller apartment in Australia for the time being but I will certainly go back for holidays.” (E26)

“We enjoy and we always look forward to going back and when there was year we couldn't manage to go back there, it was to us quite disappointing. I can feel that sometimes I feel slight home-sick because I can't get there. ...Whenever we are driving on the alley into the village where our rental cottage is located, there is always a sense of...like 'I am almost there; I am going to be at home.' Because we are so familiar with it. When you sometimes go visit new places, you would feel a bit uncomprehended, something like, 'how does the house look like?' 'are you going to enjoy it during this summer?' 'how is the neighbourhood?’ And we had been to some places where is not so nice as this place. So when we now go to this place, we could feel relaxed and hope to get there and even start to think we are going to somewhere we know and it's like a home in France.....I guess it is because we are so familiar with that place and also it makes us some kind of sense of belongingnessor sense of going home.” (E32)

Moreover, prior residence experience and family connections not only motivate respondents to pay regular revisits to the destinations as is explained previously but also uplift respondents' attachment towards the destinations and make them feel the places like home. Two examples are given below. Interviewee E13 and her husband both used to work in the United States and they return to visit ex-colleagues, friends, and ex-neighbours. As far as respondent E5 is concerned, her husband has family roots in Sweden. Owing to the family connection, her family frequently

goes to Sweden to visit relatives and take holidays. In the following passages, both of them talk about how they feel differently to the United States and Sweden from other holiday destinations.

“Going to USA is more like going home. It’s holiday but it’s just not any other kind of holiday; we think it more like a way to go back to a place we were used to be and then to stay with friends to visit other friends to socialise; that’s what is about; it’s about friends, and also it’s so familiar, it’s more like going home. But we also get very excited to get to the States; because we still see it so important for us.” (E13)

“I suppose it is related to the experiences you were there. If you enjoy it and you do have nice time and people interact with you and helpful and you know that all come to your mind when you are thinking of going for a holiday and you just want to go there again. Sweden is slight different from that aspect because there is also family connection there. And in fact my husband has lots of brothers, sisters and cousins and relatives all over the place. So that’s probably not a good comparison whereas in France or in Greece or Spain, where you know you don’t have that much personal connections....One is more like going home and one is more like going for holiday.” (E5)

In summary, tourists promote their emotional bonding towards the holiday destinations hugely through revisits. The more frequently or regularly they return to the destinations, the more familiar they become with the destinations. Through revisits, their prior attitudes towards the destinations are reinforced. Then they get used to the built environment and ways of doing things. However, tourists tend to build up strong associations with the destinations if they always go there for family holidays or if they used to reside there. They perceive this type of destination differently from others; they think the destination is more like home to them whereas

other destinations are places for pleasure. In short, family togetherness and prior residence experiences uplift their attachment to the destinations; these two factors make them increase their association with the places.

6.4.3 Facilitating Factors

Through revisits, tourists learn and get more familiar the destinations. However, there are still factors facilitating the development of attitudinal bonding towards the destinations. This study identifies four kinds of facilitating factors which catalyse the progressive enhancement of attitudinal loyalty. Friendly locals create a welcoming atmosphere and environment for tourists to easily engage with the places. Local community and sociality also season tourists' stay at the destination with pleasure. Also, further communication on the basis of friendship serves as a bridge to connect tourists and the local community. Last, but not least, memory makes tourists recall their days at the destinations and feel connected after coming back home. With those factors, tourists gradually sculpt and strengthen their endearment to holiday destinations where they have been regularly for holidays.

Friendly Locals

Friendly locals are the local residents of the holiday destinations whom tourists meet during their holidays in any possible setting except for service encounters. In other words, the friendly locals are not staff or waiters and waitresses working in the tourism industry, who are required to be hospitable to tourists. The friendly locals are ordinary people living in the holiday destinations whom tourists encounter and have unexpected interactions with in the destination. Their friendliness and

sometimes even helpfulness immediately make a very good impression on the tourists. This welcoming and friendly atmosphere quickly strengthens tourists' positive feelings to the destinations. By so, friendly locals make tourists associate qualities of genuineness and simple-heartedness with their experience. They simply make places more welcoming and approachable.

E6 shared how he was touched by people in Egypt, India and Malaysia where he has been going back for holidays and how he might perceive these places differently were it not for the friendly locals.

“Generally, I find people are friendly wherever I go. I find Polish people are friendly, Americans are friendly, Caribbean people are friendly...but somehow you know they are pretending to be friendly...they are friendly to show hospitality...particularly people in very touristic places make me feel that way. “People are friendly in Egypt and India, you know, they suffer from the ill reputation of inefficiency; getting a train or something could be very difficult. Also, being passed by the people in the streets can be quite irritating and also seeing the politics is quite difficult thing but I find generally people are very warm and friendly and it’s just so stimulating, you know, it’s so different from here and from many major holiday destinations. Places like Egypt or India is that when you visited for the first time, you sometimes are put-off by difficulty of getting train or maybe big crowd and also seeing the poverty, you know the scale which you probably had never seen before, which might put many people off. They are downsides but as soon as you notice people they are friendly and somehow down-to-earth and you accept that the poverty is there and you accept defects. Malaysia is another place where I find people are friendly and helpful simple-hearted. My brother-in-law lives in Singapore and many many years ago I visited him. Then we drove up to Malaysia to visit its eastern coast. We lost the direction and couldn’t reach the destination we planned to stay overnight. We arrived at a small fisher village; we even don’t know the name. It was getting dark and we still couldn’t find a place to sleep over. A friendly local showed up and nicely invited us to stay over night at his place. He put us

in a room...in the grass; that's the best he could offer but we sincerely appreciate his friendliness and great help. Actually, it is my best experience ever. (E6)

Local Community

Local community refers to the society in which tourists always go back to reside for holidays. In other words, local community consists of an area of space, a set of facilities, and a group of local people. During their holidays, tourists move about within the area of space and make use of the facilities, and interact with that group of local people. With paying revisits year after year, tourists get involved deeper and deeper in that community and they may even be recognised by the local community. That is to say, tourists are no longer seen as outsiders but as members of that community. It does not happen overnight; it takes time to make it happen.

Respondent E16 shared her story on building up friendships with the local community on her frequent revisits to Jacrilla, Spain. Her son is now working in Jacrilla so that is the motive for her to return there regularly. On average, she pays two visits to Jacrilla every year; usually during the Easter vacation and in the summer time.

“I think it definitely increases since now we are more familiar with many things there and I can recognise some people there; sometimes we went out for dinner and met up locals or neighbours also dining at the same bistro and they came over to speak to us and it's lovely even though I in most cases don't understand what they speak to us. But generally you feel you know much more about the place; you feel you make some more friends each time. I think the friendship with the locals definitely builds up. You know when we firstly visited there 5 years or 6 years ago, we didn't know any single person and now you

make some good friends in the village, particularly 4 who staying quite close to us. I think that help me want to go back in some way and then I feel better now and I am more willing to go out to meet up local people and new friends than I was before..” (E16)

Communications

This study also concludes that communication is another facilitating factor enhances tourists’ understanding and emotional bonding with destinations. Communications refer to two aspects; one is friendship between tourists and local people and the other is life experience exchanges. As long as tourists build up contacts and network at the frequently-revisited destinations, they tend to keep in touch with the new friends when they come back home. This relationship develops from “temporary dweller-local resident” to life-time friendship. In some cases, friendship contributes to mutual visits. That is to say, new friends met at destinations also come over to Scotland for holidays. Apart from that, getting along with local people makes it possible for both tourists and locals meaningfully interchange life experience or points of view within a context. In other words, they mutually know more about each other’s culture, ways of thinking, and opinions with regard to any possible issues or news stories. Through the interactions and sociality, they are more connected with the local people and the place.

The example given to echo friendship and mutual visits are stories told by respondent E18. E18 talks about how his business trip to Croatia turns into a hospitality scheme which makes mutual visits come true.

E18 voluntarily works in a managerial position in his church which happens to

cooperate with a church in Croatia; that is why he first visited Croatia many years ago. Since then, he regularly travels to Croatia on business and he likes Croatia so much that later he brings all his family there for holidays. In the past a few years, they have been able to visit different regions of Croatia but mainly have close relationship with people in Zadar where the partnership church is located; thus, they mutually visit and play host to each other through friendship rather than business. At the beginning, it was just mutual visits between a small number of people. Gradually, more and more people got involved and it now is a hospitality scheme supported by both churches.

“Our church has connection with the church in Croatia. So the last 4 years and I am sort of the leader of our church and I was the first one to go to visit the church in Croatia; a place called Zadar by the west coast of Croatia. And since that we have gone there with some church groups every year and twice as a family; we went there for holidays; so we used to go with church groups in May. During summer time, me, my wife and my two boys went there together for holidays. Four years ago, we have never been to Croatia and known nothing about it and we found it truly a very beautiful beautiful (repeated) country. And the place we go was actually by the sea so it was nice. I have friends there and I look forward to going on and look forward to meeting people, friends, whom I haven’t seen for a year and I look forward to catch up things what they have been doing and then feel content and then come back to Scotland. And then some people mentioned that they would like to pay us visits too and then we started to organise it. I hosted two of them and another two families accommodated the other four. It was quite enjoyable. When we visited them, we learnt learn ways of life and when they came over here, they learnt from us. We have more mutual understanding. Then more and more people showed interest in visiting Scotland. Then, both churches start to work collaboratively on the hospitality scheme.” (E18)

Moreover, E8 talks about his interest in learning and communicating in local

languages and the unexpected benefits gained from small talk. E8 is characterised to be a behavioural loyal traveller. He used to frequently and regularly visit Switzerland and Austria during summer and winter. He is devoted to skiing and he decided to buy a skiing cabin in Finland and starts to pay regular revisits there. However, his interest in learning and communicating with locals makes him enjoy himself more no matter where he travels.

“I speak a little German; I am interested in languages; I also have a Finnish phrase book with me all the time when I stay in Finland; I am not good at Finnish by the way; it’s a really difficult language. I learnt French at school. In Switzerland, you can speak French and German. It’s something to do with you can communicate with the local people. You know, quite often you can get a conversation with people in a shop or on the street; we like that. Generally, speaking local languages makes me to make new friends with locals more easily and they are more open-minded to talk things out. It’s interesting. One time we started a conversation in Finnish, very very simple Finnish, with a couple at a bar. We chatted for a while; Finnish and English all mixed together. They introduced us traditional Finnish food, which we enjoy a lot now. My wife even learnt how to cook reindeer stew from the couple. I think that’s another benefit to talk with locals. They will share with you insights, local insights, not something you read in books.” (E8)

Memory

Memory endorses tourists’ attitudinal loyalty to holiday destinations. Memory is the accumulation of holiday experiences tourists have had through revisits. Memory can be a very little incident happening during their holidays; however, it is something in which tourists and their travel partners all take part and it is also something later on they still talk about and share jointly.

The quotations are taken out from the interview transcriptions of respondent E32 and E14. Respondent E32 narrated about an activity now becoming more like a ceremonial routine in his family holidays whereas respondent E14 claimed that the moment for her and her family is looking at the photo albums together to recall their holidays. These are connections which make them feel linked with the holiday destinations when they come back home.

“We once took our daughter to a zoo there when she was still young. And even now when she came with us on holidays, she still wants us to take her to the zoo again. It seems to be part of the holiday ‘routine’ we have to do every year. I think that’s also part of familiarity or part of memory, yes. I do think the memory makes you or seems to show many many (repeated) pictures in front of your eyes reminding you of time you have with family on holidays. Also my wife’s mum was with us for several occasions; so there is also memory of her being there with us as well. And memory of visiting science park and there was a severe thunderstorm and we were separated and all of sudden there were thunders and lighting and my wife was worried about something happened to me. And I was totally soaked wet and at that time we hadn’t yet got mobile phones so it was really not easy to contact easier like nowadays and eventually we met up and we had to travel back to our holiday flat and I was totally soaking and whenever we went back there, all those memories pop up...all those memories associate with that place.” (E32)

“I used to call it ‘December moment’; we took photos on holidays and when it’s December I take the albums out and see those photos and memorise those warmth...laughter, you know. They used to laugh at me but now they’d remind me ‘Oh, Mom, it’s now December moment and why not take out those albums and see them through?’ Since it’s cold here in December, really, the albums remind me of that moment when we enjoyed sunshine, warmth, and being together as a family.” (E14)

There are facilitating factors progressively strengthening tourists’ attitudinal loyalty

during the incubation stage. Friendly locals, local involvement, sociality, and memory are facilitating factors identified in this study. Friendly locals make tourists possess positive attitude towards the destination. Local community makes tourists no longer feel themselves as outsiders at the destinations. Sociality speeds up mutual understanding between tourists and locals and secures friendship. Memory serves as a connection between tourists and the place; memory makes them feel that they are still connected with the destination even they are now back home from holidays.

6.4.4 Disconnection of Revisit

The findings of this study suggest that participants never say 'never,' which means that tourists do not firmly reject the idea of returning to any destinations they have been to. In many cases, they emphasise that their disconnection of revisits has nothing to do with a negative perception of the destination. In fact, they still like those destinations; however, there are some other considerations or concerns, which stop them from returning. This study concludes three commonly mentioned reasons why tourists no longer go back to the destinations where they have been revisiting frequently. They are excitement fully-fulfilled, disappearance of revisit motives, and personal factors. However, what should be borne in mind is that they would highly possibly pay another revisit if the considerations and concerns are gone in the future. Interpretably, they are threats to revisit realisations, which are presented in the sections below.

Excitement Fully-Fulfilled

Tourists feel that they have known the destination very well or have been to many

different areas of the destination after a series of revisits. Thus, they decide to visit somewhere else. They still perceive the destinations in a very positive way; however, their hearts are set for exploring new destinations.

In the previous section, E8 is introduced. Before he purchased a log cabin in Finland, he travelled to many countries in the Continental Europe. In the passage below, he explains why he does not return to many of the destinations.

“We had many holidays overseas...that’s referring to recent 10 to 20 years, not just the recent five years...we had beautiful holidays in France, Italy, Germany, Holland, Switzerland, Austria, and now Finland. Really, all these countries have wonderful charms. I love them all; I had great time there too. I’d love to go back to any of them again. But the truth is that we never did in the past four years. It is not just because we have a log cabin in Finland and we devote all our leisure time, both in summer and in winter, there. It is also because we have had numerous holidays in those destinations and fully enjoyed, experienced, visited ...Let’s say, I fell in love with Switzerland and now I move on and forward...” (E8)

In some cases, respondents hold a firm attitude of not going back to some destinations. Take E10, for example, she is very determined that she does not want to go back to some of the destinations for holidays and it is because she finds she has already enjoyed the destination and is not attracted to return.

“I don’t think we’d been to anywhere for more than twice. We went to America but that’s really many years ago; we visited various places, such as Hawaii and many places in America and it’s very interesting; however, we don’t have the desire to go back to the America after that trip. I can not say that I have already seen it all but certainly America doesn’t attract me. We also visited Malaysia and that was very good. Although it was very interesting I don’t think

we would go back. It is because that's so far and we'd been there. I have also visited Indonesia twice. It was because my sister got married and she and my brother-in-law live in Indonesia so we went to visit them once and went there for holiday for the second time. Again, I don't think we'll go back there. I don't think we can understand a whole country in a trip or two but usually I try to visit all the musts and then I keep moving on to new places.” (E10)

Disappearance of Revisit Motives

The reason why this group of tourists do not go back to the destinations is very straightforward; they are those who return to destinations to visit relatives and friends or those who return due to family holiday concerns. Therefore, they tend not to go back after their relatives or friends move away from the destination or after their children grow up. Still, they might return to the destination if in the future the reason appears again; for example, E31 suggested that he would love to go back to Menorca for family holidays like they used to do when he becomes a grandfather in the future. At the same time, E12 mentioned that after his friend moved away from Hague, he stopped going to Holland.

“The place we stop going back was Menorca. We stopped because the boys grew up. Mainly we were there because of the children. We have visited everything on the island. We'd done this and seen that and now we travel on our own selves. It was more for family. We stopped going back there about six years ago when my youngest boy turned to be 16. Now me and my wife enjoy visiting other places and types of holidays, such as cruising... However, we may go back Menorca if in the future we have grand children and then we could go there all together.” (E31)

“Here is a case and it's Hague, in Holland, which we liked in great deal. We like Holland a lot; we used to go there for seven years by once every year because we had two friends who were colleagues from work moved to Holland some years ago. We were good friends and we'd been able to stay at their flats in Hague; we no

longer go there because now they move to Switzerland and now we go to see them in Switzerland and that's why we no longer go back to Holland.” (E12)

Personal Factors

Personal factors seemingly to have a huge impact on tourists' decision of returning to the holiday destinations. The truth is no matter how much the tourists love the destination and how badly they desire to pay revisits, practical concerns may hold them back. A similar finding is also identified in the finding of focus groups in this study. Personal factors reflect the practical situations happening in real life, which behavioural intention ignores. This study identifies two frequently mentioned issues, health conditions and financial concerns, which prevent them from returning to holiday destinations they enjoy.

The two examples presented below illustrate how personal factors impact the holiday pattern and how much compromise they have to make to be able to enjoy holidays in different settings. E17 has been returning to the United States for holidays for a very long time-span. Her holiday history to the United States is cited above in the section of jigsaw mapping. Here, her conversation is quoted again to illustrate how a health condition prevents her from frequently going back to the United States and even forces her to change her holiday types. On the other hand, E30 comments on a compromise she has to make due to not being able to afford to go back to Canada for a skiing holiday like they used to. E30 and her husband used to take skiing holidays in western Canada. However, things change particularly due to recession. Furthermore, they had just purchased a flat and moved back from England to Scotland that year, which made their financial situation more critical. They still

take skiing holidays. However, they found a replacement for their first choice.

“A lot of things have been constrained in the past five years because I have not been quite well; I am not strong enough to do the types of holidays we previously had. ... Mainly in these five years we seems to only manage to visit the USA once but in a longer time span we constantly went back to the States but visited different parts of the country every time. ... Since I have been unwell, which I keep going back to; I got the virus since 2003 from one of our journeys, from Toronto to San Francisco and I never been fully well. The journey itself is ok but since then I can only tolerate what I can tolerate on journeys...due to the illness, I can not take long-haul and long-duration journeys. Things get emergent sometimes. ...Besides, I now can only rent self-catering apartment because I can not eat any prepared food...I meant I have to cook myself. It was constraint on our holidays since it wasn't before. I now can eat out sometimes but still I need some security on being able to cook something on our own. In that case, I need to be sure whether the place we go can fit me better...”(E17)

“Another place we didn't go back is Canada because we now can not afford it. It was too expensive. ...When we went to Switzerland last year, we happened to find a time-share apartment with easyJet air tickets, which was cheaper than we thought; and I think we were lucky because when we visited there they happened to have the best snow of the year. I meant it's nice that we can afford to go to Switzerland and still enjoy very much good standard like what we could have in Canada and less expenses. Although we still got email, more like promotion or commercial email from the Canadian resort showing us photos with beautiful snow on the slope with beautiful sunshine (sighed but in more like looking-forward way or more like they could also imagine the photo)...I wish we could go back Canada sometime in the future.” (E30 and fieldwork note)

No matter how much tourists are in love with the destinations, they, at a certain point, stop returning. Even though the majority of the interviewees still hold positive attitudes towards the destinations and do not resolutely reject potential revisit in a more distant future, they simply admit that some of the factors prevent them from

going back. Thus, the study identifies three threats to revisits. Generally, people choose to move on to new destinations when their excitement has been fully fulfilled in the destinations. Also, when their revisit purposes and motives disappear, they evidently move on to other places for holidays. Besides, practical personal factors wear down the ability of revisit.

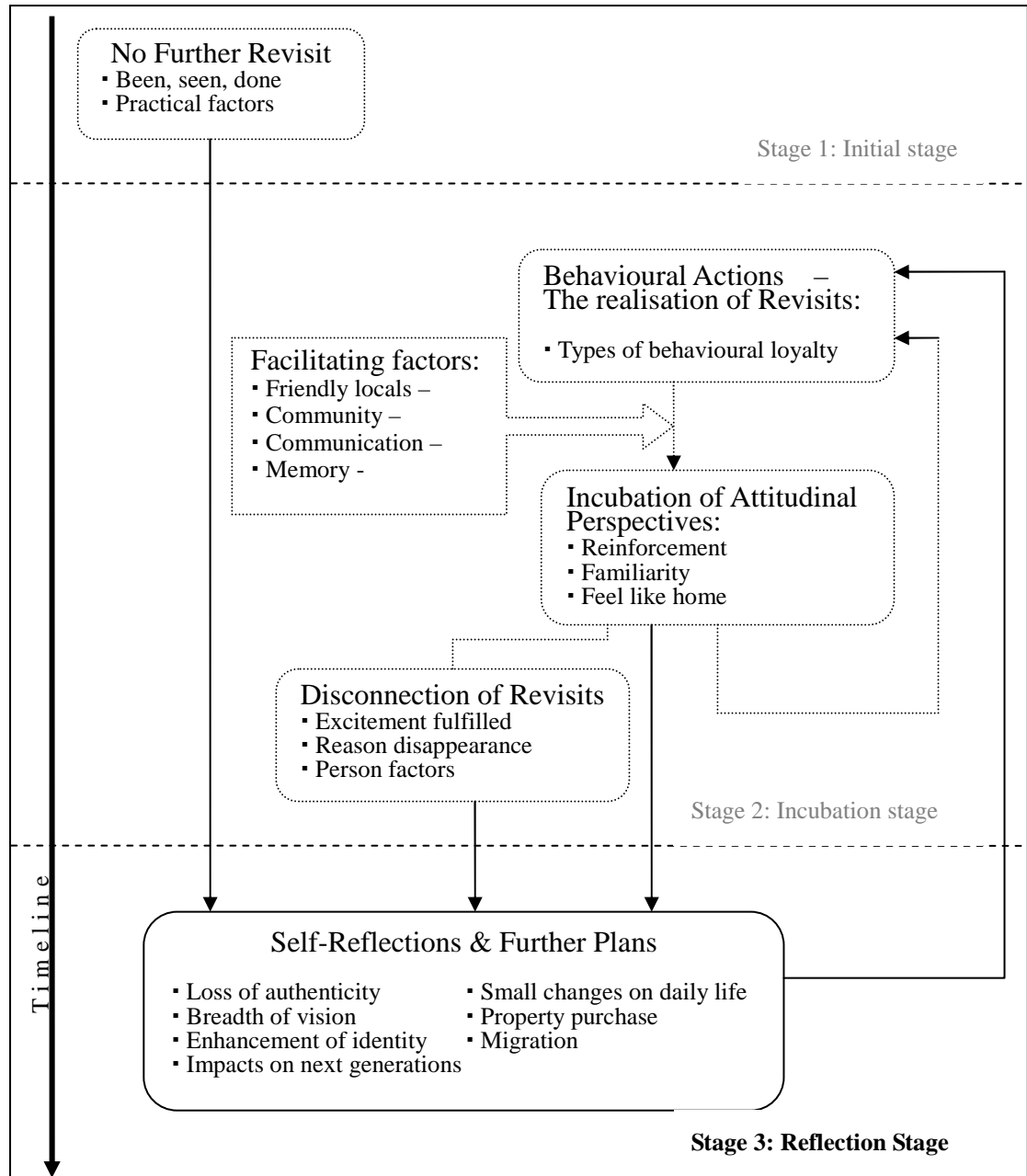
6.4.5 Section Summary

Revisit patterns, incubation stage of attitudinal loyalty, facilitating factors and disconnection of revisit must be seen as a whole process that evolves continually. It is because each segment is highly associated with another. Revisit patterns are categorised to be revisit typology based on revisit motives and purposes. Purposeful revisits are people who hold specific reasons to return; in that case, what motivates them to revisit has little to do with destination attributes. Joyful revisits, however, are encouraged by the diversity and lifestyle of the destination. Tourists whose revisit pattern is sequencing revisits are compared to “modern nomads.” They generally intensively revisit a destination and then move on to another one. Meanwhile, attitudinal loyalty towards holiday destinations is enhanced during the stage of incubation. Tourists become more and more familiar with the destinations through revisits. At the same time, facilitating factors, such as local involvement, sociality, friendship and memory, catalyse the progress of endearment. Ultimately, some tourists feel the destinations to be like home to them. Behaviourally, tourists stop returning for holidays or move on to new places owing to practical and personal reasons even though they still hold positive attitudes towards the destinations. Optimistically, they will return for holidays again in the long distant future.

6.5 Stage of Self-Reflection and Future Plans

This study names the third stage of destination loyalty gradation “self-reflection and future plans.” It serves as a conclusive and inclusive stage in the entire model of destination loyalty gradation, which is shown in the figure 6.4 below. Literally, this stage consists of two parts, future plans and self-reflection. Future plans are behavioural presentations which are usually backed up by serious deliberation. Self-reflection refers to thoughts, concept of values, or viewpoint tourists form and possess through their life-long holiday experiences, which is philosophical and spiritual. The accumulation of travel experiences is the key of the stage. The attitude of this stage is not held solely towards a single holiday destination. As a matter of fact, the attitude of this stage is what tourists think “travelling,” the activity, means to them in their life.

Figure 6.4: Stage of Self-Reflection and Future Plans



This study concludes a few behavioural presentations and viewpoints of self-reflections. Behaviourally, some practical actions are minor devotions which are done on daily life bases, such as reproducing exotic cuisine or learning foreign languages. However, some future actions are momentous, such as buying property or consideration of migrating to the holiday destinations. Attitudinally, their

affection to holiday destinations is sublimated into self-reflection on life philosophy and values. They worry and feel sorry for the loss of local culture; they feel blessed for being able to widen their knowledge through travelling; they enhance their self identity of being Scottish; also, they encourage their next generation to see the world with their own eyes. These findings are presented in the following two sections in details.

6.5.1 Future Plans

Future plans are very straightforward actions and practices tourists perform which are rooted in their holiday experiences. Some of the acts are small changes in daily life, such as diet habits, becoming more adventurous in trying new tastes, learning languages and paying extra attention to news stories related to holiday destinations they have been to. In other words, travel experiences slightly change how they usually live or act. Most important of all, some of the future plans are vital life decision. They may consider buying property or even migrating after a series of revisits. The following passages are some of the examples illustrating how travel experiences lead to these future plans, both of trifling and significant importance.

Small Changes in Daily Life

Small changes in daily life are tiny behaviours or extra efforts tourists may take after holiday journeys. This study identifies many of them. Some are very straightforward as the interviewees themselves indicate that they believe these changes happen after holidays. Some are subtle, which interviewees indirectly demonstrate during interviews. Here the study presents excerpts of interview transcripts as well as fieldwork note to explain further. Firstly, E27 talks about

incorporating foreign cuisine into her daily life, and E7 mentions that she collects music albums. Also, E11 claims that he is resuming French in order to enjoy more during holidays. Additionally, E32 says that when he watches TV news broadcast he pays extra attention to what is happening in France and he even reads a newspaper column about life in France, which makes him feel linked to France still. Then, the fieldwork note, which was jotted down after interviewing with E28 and E5, is presented to illustrate how their revisits to Sweden and Norway slightly changed their way of doing things, which they are unaware of during interviews.

“...I love cooking and I have been collecting cooking books as long as I can find them printed in English...I love trying them and surprise my friends too...well, sometimes it is a challenge to find ingredients ...I guess that’s something I bring back from holidays.” (E27)

“Sometimes, but not all the time, we like to bring some tapes or music albums back from the places we visited. I like listening to those tapes or albums in the weekend afternoon; sometimes it gives me exotic feelings; It feels like... I were on holidays.” (E7)

“I speak French but only a little, not really good but can manage to go to the shops and sort of that basic needs but not that good; if I sit talking and chatting with French for daily conversation and very quickly I’d find it very hard; he or she may like to have the conversation but I don’t have enough vocabulary. It’s a shame, isn’t it? I now take French classes. I learnt French at school but it’s, really, long time ago. Taking classes makes me pick up French quickly.” (E11)

“You are familiar with part of France, if you do see something on news or TV programmes or every Sunday the Glasgow Herald a Scottish lady is now living in France and she writes articles about her life in France every Sunday so we read it and it is very interesting even though she is living in another part of France not Lorie where we usually go for holiday but what she writes makes us feel linked with

France again. We not only enjoy her writing but also associate with how we enjoy our life in France. Books written about France or TV programme talking about or introducing France, even though different areas like Province where we haven't yet gone to but my wife always wants to visit and that sort of things will make us feel linked again with France.” (E32)

“The interview finished. I was packing up interview schedule, notes, and digital recorder. I guess E28 was packing up too and he, all of a sudden, took out a pack of cheese and showed me. “Guess what it is?” he asked. “Cheese?” I answered with confusion and had no clue why he had this gesture. He continued saying, “While I was waiting for you this morning, I walked to a local deli shop and to my surprise I found this cheese.” “Why is it so special?” “This cheese is not Scottish cheese; it is Norwegian cheese; it is produced in the place where we went for honeymoon. I love this type of cheese so much and never found it available in Scotland or in the UK till this morning. I’m goanna go back home to tell my wife; she will be very happy.” (fieldwork note on interview E28)

“E5 and I both got ready to walk out of the tiny coffee shop where we just met and did the interview. She kindly asked me where I was off to and therefore I mutually asked the same question back. She told me she was on her way to do some grocery shopping before heading back home. Interestingly and coincidentally, I must emphasise, she took out a plastic bag from her handbag. She stopped and started to talk to me saying, ‘oh, in the interview we were talking about language learning; I am bad at learning language as I said but I do know how to pronounce these vocabularies.’ She started to read those very difficult words to me. ‘What does this sentence mean?’ Hopefully this question doesn’t sound like an exam! She replied, ‘it says, “Please reuse this bag to save the earth.” Sweden does a fantastic job on recycling. I think it also one of practice I now carry on; I now bring a bag of mine when I go shopping. Sweden has been realising this scheme for long. ...” (fieldwork note on interview E5)

Property and Migration

More importantly, tourists may consider purchasing or have already bought a property in the destinations where they regularly return for holidays. For some

tourists they might have been thinking of migrating overseas. A clarification must be made here. The consideration of migration refers to the situation that tourists have been enjoying life in the holiday destinations so much that they ponder on moving there. At this stage, the migration is not catalysed by job offer or career plan; instead, it is inspired by holiday enjoyment at the destinations. Property purchase and migration are vital life decisions which take serious consideration and behavioural devotion. The study advocates that it requires profound attitudes towards the destinations for tourists to make such a movement. This study previously cites interviewee E26 as an instance; she once owned a flat in Sydney which purposefully served as a holiday apartment for her but she, at the end, sold it owing to high cost on maintenance fee. Here, the study will cite another two examples below, interviewee E8 and E14. E8 shares with the researcher why he made the decision to buy a log cabin in Finland. Then, E14 talks about his consideration of migration. The passage of E14 is comparatively long; he states the conclusion first but then builds up the long way he has been pondering on whether to migrate to Portugal and Spain. Owing to running his own business, E14 travelled internationally a lot on business trips and his family annually visit Tenerife together; between trips, there are main holidays for family too, during which they visit brand new destinations. All these travel experiences make him realise that during life people make all their efforts to pursue a better life. In the past, he moved to places that offered him more business opportunities. Now, he is retired and migration to somewhere with a better climate and life quality is a serious consideration. It is a long but sincere monologue, which vividly points out how complicated it is and how much devotion it takes to make the decision of migration.

“...we just start to ski at age of 50; from then on, we travelled to Austria and Switzerland to enjoy skiing every year. Then 3 years ago, my wife and I had the idea of buying a property purposefully to support our recreation and leisure needs. In other countries, it is much more expensive to buy the log cabin; probably 50% or 35% at least more expensive to buy what we got in Finland; everything is much more expensive to buy in Austria or in Switzerland; that was my major consideration but also the fact is that Finland is so different; it’s not that far away; it’s our new destination for holidays; and its scenery is fascinating, which trigger us to think ‘hey, why not buying a log cabin there!’ ...A trip called ‘inspection trip’ was organised by the log cabin company or agent. They lead you to see the place where the log cabins are selling; my wife and one of our sons went together; they flew to Finland and they took the train to the north of Finland and that was the lovely experience; I was not there but I saw the photographs they took; the scenery was lovely. When they arrived, the company picked them up and took them to the site and the snow was one-foot high and it was just like winter wonderland; they fell in love with the place right away. Even though I didn’t go there before the purchase, my wife and my son did manage to go. I trust my wife and son and quickly we made the purchase decision...” (E8)

“I think....in your life there is always something you need to try; and this is a chapter for us now, not for the kids. And I am originally from Edinburgh; so we don’t like the weather here getting in the winter; definitely. In the last a few years, we were thinking of moving to somewhere. After coming back to Scotland for these time, well, it was because in most of my life, I worked in England. So, I don’t have problem to move overseas or to move back to England again. I meant, I am Scottish and I am proud of it but I realise you can’t always do what you want to do forever in Scotland and it’s typical one and you may have seen it that I travelled a lot and etc. I left Scotland for England when I was really young; I worked there and then started my own business till several years I sold out my shares and then move back to Scotland again. So I think I am well-balanced.... But if we are moving probably we’ll still go back to Edinburgh. But if we really do move now, we’ll move for weather and you better move down south because you’ll get more chances of better weather. (fieldwork note: E14’s wife explained with supplementary information: their daughter could not find a decent job after graduating from university two years ago and moved individually to London to work. Thus, ‘move down south’ interpretably refers to England and also Portugal

and Spain because in the interviews E14's wife repeatedly mentioned that good weather is a guarantee in Tenerife.) And another option is that I am keen at some point of time, maybe not now, but I once thought of staying here and buying a property somewhere...like in Portugal or Spain. But that brings us other challenges and problems as well. Travel makes difficulty; flight is difficult. See, me and my wife can live in Portugal or Spain but my children have to travel to work and to study. My son is now studying in university. Even though I said that this is a chapter for us now not for the kids, I still have to take them into consideration.... Going to other places for holidays re-enforces my decision of not moving to other place. I meant we are really fortunate to be able to travel and yes we are able to move to almost everywhere we want to go, no matter where is in Edinburgh or Portugal or somewhere else; however, we or I now understand that we don't have to move out or to any place to enjoy life we want to have.” (E14)

6.5.2 Self-Reflection

Self-Reflection refers to tourists' philosophical outlook on life and how they are formed and reshaped by the accumulation of holiday experiences. Self-reflection is attitudinal, philosophical, and spiritual self development. These attitudes may not directly link back to a destination solely. These attitudes are both inclusive and conclusive ways of thinking, which travel experiences bring to them for so many years. They are standpoints of their life philosophy and values from which they now perceive and face their current life. This study identifies four dimensions of self-reflection. Firstly, tourists worry and feel sorry for the loss of authenticity. As experienced tourists, they visit a variety of destinations and they witness how some of them eagerly develop tourism industry until gradually those destinations lose their genuineness. At the same time, tourists feel blessed because they are able to travel to so many different places and learn from travel experiences, which broaden their views and knowledge. However, travelling does not make them forget who they are; their sense of self-identity is enhanced during holidays. Moreover, their

travel experiences and learnt knowledge make them actively encourage their next generation to do more travelling and to “comprehend” the world with their own feet and eyes. The study presents these four dimensions with supporting passages and fieldwork notes below.

Loss of Authenticity

Holidays are supposed to be fun, luxury, and services received by its consumers. However holidays do not just bring enjoyment; they also bring food for thought inviting tourists’ inner rumination on how tourism development impacts holiday destinations. The study suggests that the respondents express their introspection in two aspects. The respondents show their worry and sympathy for the loss of authenticity in the expansion of tourism-related construction. Also, they weigh in their minds whether their visit benefits the destinations or, on the contrary, their enjoyment contrasts with or contributes to local people’s miserable life. Four passages are presented below. E6 talks about his observation of touristic destinations losing the authentic touch by building standardised hotel chains and opening English pubs to cater for British tourists whereas E18 describes the on-going tourism development happening in Croatia and worries that soon the authenticity will disappear. E7 and E14 observe the possible impacts their holidays bring to the destinations.

“...We always prefer to stay at B&Bs or guest houses or home-stay style of accommodation on holidays...you know, the big, high tower hotel...they lose something...something I can’t really clearly describe... They look all the same to me no matter where they are located in Majorca or Far East, like Kuala Lumpur. Sometimes you wake up in the hotel room in the morning and you can not even

immediately recognize which country you are now...they are very much alike and they do not even bother to be characteristic. ... I just come across my holidays in Majorca. It's about staying in the hotels and lying on the beach and then you have meals and it's by the beach again. You are not doing anything locally there because it's all built-up for the holiday makers. I meant the restaurant may claim they are selling the local food but you probably still wouldn't see the real Majorca because fish and chips are on the menu too. They even have English pubs! Aren't you on holidays to experience something new, something genuine, something you can't get in the UK? That's not my type of holidays. ... I think tourist organisation spoil you, you wouldn't want to do it what so ever. I think that's the downside of tourism; if you run tourist industry you want to be spoiled and not know the place and I think yes... hmm..I don't know I don't know what I am trying to say now.” (E6)

“So far you hardly find English there and not even young English tourists you hardly hear English voice and it's totally Croatian. And when you go to restaurants, it is Croatian food, it's not, you know, chips and fish, traditional Croatian food is still served there for now. That's what attracts me to go back. I think in some way it is going to be developed and Ryanair is actually there to make them to make some improvement on the airport, to make the airport expanded, to make it better, you know, to get more tourists there. It's totally different from what I see three years ago. It's really joyful for us to go to experience their 'real culture' since by now it's still there and there are not so many tourists yet; there are people selling things on the streets too but they don't go approach you to sell things in a forced way; however, that will be changed. I can foresee that newly developed airport and holiday apartments and hotels; everything will change very soon in Croatia.” (E18)

“There was something when we were on the Caribbean; people are struggling with povertythe situation was just awful and that...and that...you just feelyou just feel you are guilty because you are on that luxurious cruise ship and visit the island and witness how people there live actually in poor conditions. I just feel sorry for the people who lived in such a poor condition and all those made me feel that I am seemingly spoilt... Another example is Tunisia; that was for a-week holiday. It is very man-dominated and you saw women cover their faces; they can only reveal their eyes. I understand it's their tradition but somehow my

appearance is invasion. We lived in a hotel; well, it was not grand hotel; it was very basic and when we were walking on the street we saw people begging all the times, which makes us very uncomfortable. We had coffee at the hotel restaurant the same one, and one day they called it a price and another they called it another price. We chatted with a young man who served there and he told us how poverty is stricken. And we went to the market and people sell lovely carpets, very beautiful ones, and again there were all men, which made me feel very uncomfortable in some way....I just feel sorry for the people who lived in such a poor condition and all those made me feel that I am really spoiled” (E7)

“What impressed me was actually a day trip out of the resort; I think it’s St. George’s, Bermuda. Anyway, one day we left the resort and went to a market there and I was terrified (tone changed) to see what people wore were quite ragged...you know we just wanted to go there to be happy and as soon as you see how big contrast the two worlds are, inside the resort and outside the resort. It just makes you think what the holiday is in another real face; people say it’s immoral to have 5-star hotels on poor islands; however, it’s the five-star hotels bring in money and take off the islands, such as Antigua or Mauritius, you’d think ‘oh, this is quite poor area,’ and later you know ‘ok, now I am officially (emphasised) in the tourist destination.’ You know what I meant. I think there will be more problems if people don’t go there. It might be generating the situation...they can be employed and gradually they might be have a better life...you know, it’s good and bad ...The good side is that I told myself that tourists bring them money and jobs...the bad side is the big contrast saddens me...besides, the resort looks so awkward...” (E14)

Breadth of Vision

An old oriental saying goes literally like this, “We gain more from travelling ten thousand miles than reading ten thousand books.” It means that an individual can learn more and broaden their knowledge by travelling than reading. It is also agreed amongst respondents in this study that travelling broadens vision.

There are two passages presented below; one is slightly longer than the other. The

first passage is the citation from interviewee E20; she describes how travelling does not only make her relaxed but also broadens her mind. By travelling, she can truly observe and witness how people in other countries do things differently. She finds it stimulating.

Then, a longer passage is cited from the statement of respondent E1. He firstly talks about how people misunderstand Americans and South Africans and he commented continually on news or TV programmes and how they only project part of a place. He mentions how people tend to know little about a place and then they take it for granted. Furthermore, he comments on what people think about Belfast, his hometown, and what people know about Taiwan, the researcher's homeland, as examples in order to illustrate what he means as well as to initiate interactive conversation.

“It is very important to have holidays to have the chance to relax. However, I think it also impact on how we do things over the time, you know, how we live our daily life and get away to have the relaxation and travelling is refreshing and it's mind-exploring and helps you to see the different faces of the world and how other people live in other places in the world and really it gives you very different perspectives to see the world and extremely stimulating.” (E20)

“Many people don't like America; they think they are all the beasts, you know they don't have culture and they are inferior. But when you go there, you might not like there but you can find lots of very nice people, very friendly and very generous; I think you become much warmer to the country especially now George Bush is gone. (laughs/sense of humour) And people feel South Africa a threatening country and you could be robbed but we get there and we discover that there are lots of friendly people. Some South Africans let you feel threatening as well but if you are careful and you can still find places that there are interesting people and

we even went to some townships and discovered that many people live in a very normal life, just like us, just like here.

I think if you haven't been there you tend to believe that what you have seen or read from the newspaper or TV news and when you go there and you discover the reality is not; because they focus on the negative stories because it sells the newspapers. When you actually go there and maybe you find it's only 1% that you have been learning from the media and remain the same thinking; however, 99% are very different. That's the true face of a country but you won't see it unless you are there and experience yourself. I grew up in Belfast and if you read it or see it from the TV you think there is a war over there but it's not like that. It's one of the primaries of the UK and it's got very strong family culture and family values which survive much better than here and you know there are lots of very positive things but you don't read positive things in newspapers. I meant you probably also find that Taiwan here that very very (repeated)litter know about it; it's not a holiday destination and it's nothing very usual, are they, unless we had been there; so it's really a blank bottle of knowledge for us now and also here people when they look for destinations for holidays they rarely look for Pacific area expect for Thailand and people here are quite ignorant of Japan or Taiwan and the status left for us is still about that Chiang Kai-Shek governed Taiwan and didn't want to be taken over by China and you know that's it and that's all we need to know.” (E1)

Enhancement of Identity

Enhancement of self-identity is identified in the findings of focus groups and again it is reinforced and reconfirmed in the findings of interviews in this study. During holidays, tourists are immersed in the history and culture of the destinations; at the same time, their self-identity of being Scottish is also enhanced. They learn the history and culture of the holiday destinations and they grow aware of where they come from and even their place in the world stage.

Previously, the study advocates that some tourists develop “feel like home” attitude to a destination. They identify themselves with the destination but it is a partial

identification; they identify and recognise that part of their life is highly linked with the destination since they have devoted plenty of their life time in that particular destination. However, when it comes to 'commitment' to a place, Scotland or the UK is still the only place in their minds where they call 'home,' true home not a place that feels like home. An old English saying goes, "Home is where the heart is." However, it also makes sense to reverse it to be, "The heart is where home is." The emotional association with Scotland or the UK as their true home is always there and it can be triggered at any moment. That part of self-identity cannot be exchanged or removed; in fact, it is enhanced through travel experiences.

"To Scotland? Well, it's in my blood; I meant I love my country. Even though I flew to some other places for work or for holidays, I could still remember that the beautiful hills, mountains and lochs we got here in Scotland. I love it as a country...in fact, my daughter and son-in-law are moving to Australia and they once asked me if I want to go with them. I am thinking of it, if everything can be settled right, I think I will go with them, yes. I don't, I don't think I will go with them right away though. Maybe....I'll wait and see how things go on in the future. But it doesn't mean I don't like Scotland; it's always my home. I once work in South Africa for couple of years and I like the place but when I head back, I am so happy to be home. But I could say that I can live in other places since I can easily get used to or adjust my life to a new place. I can get into the situation and get used to any new lifestyle very quickly but still Scotland is home, always for sure."
(E33)

"I am absolutely Scottish; toe to toe; through and through. But in the past ten years, I am concerning and worried about the changing not for the good, I am afraid, politically or socially. However, I am completely patriotic. When we go abroad, when I hear the bagpipe I can feel my tears and I am so Scottish; not British but Scottish; and I am very much Scottish. Travelling does not make me forget it at all." **(E14/wife)**

“I meant I am from England but I love Scotland. (she sobs...) Hmm, perhaps when I go abroad, particularly in the Europe, I enjoy going (pause due to she was in tears) but it’s not my home. Hmmm whereas (pause; she was in tears) I just like Scotland. Hmm I am sure you feel the same to Taiwan. I like travelling and experiencing something different; however, Scotland is home. We may like or even prefer to something good in another foreign country and then criticise Scotland; however, it doesn’t mean we don’t like Scotland; instead we expect for its improvement...still it’s home, always home.” (E10)

Influences on Next Generation

Last, but not least, the study also identifies that tourists’ own travel experiences influence their next generation. This impact is unobtrusive and imperceptible and it takes years to see how it is formed and may bring changes. Influence on the next generation refers to how the enthusiasm of respondents on knowing the world through travelling gently and gradually impacts their children’s view of the world. Thus, their children may now indicate by their behaviours how they practice this life philosophy.

A research diary and a narration are presented below. The researcher writes down her flow of thought after completing interviews with E18 and E19. The research diary was written because the researcher was so shocked to find out that when E19 suffered a heart attack his beloved son and daughter were not around. The cultural difference strikes the researcher and then makes her ponder whether E19’s devotion to travelling has had some influences on his children’s life choices. It then makes the researcher associate conversations with E18 and his son and daughter at lunch. Then the researcher has the idea that the younger generation adopt their parents’ life philosophy on travelling and start to know the world with their own eyes. In

addition, an excerpt of E9 is shown. During the conversation, E9 comments on the advantages of travelling and he claims that he strongly encourages his children to travel, to explore the world. In fact, the fieldwork note also indicates that one of his sons, now working on a volunteer holiday in Africa, made a phone call when the interview was in progress.

“I am both inspired and sorrowful today after the interview with E19. Firstly I am happy to meet him; he seems to recover very well from heart attack. I am also very happy to know that he is now planning to visit his daughter in Australia and happy for him again since he, a enthusiastic traveller claiming had visited over 80 countries, can again travel. It is also the point from which I feel sorrowful. I didn’t know that he and his wife actually live alone in Scotland; his beloved son lives in India and his daughter lives in Australia. It indicated that when he was ill in the past a few months, children and grandchild are not around. Maybe it is because my cultural background; I feel so sorry for him though he might not be. I start to wonder whether it is because he has always been travelling around the world since he was younger and it makes his children move forward and then settle down at another corner of the world and then they feel it all right for them to stay so far away from him when he is at such a high age and in poor health condition. I don’t judge it from morality or ethics; no, I totally don’t have the intention to. I am seeing and wondering whether enthusiastic travellers encourage their children to see the world both orally and in motion. Well, I am thinking about myself too. I have parents who love travelling and have been supporting me to see the world since childhood. Meanwhile, I know many of my friends they didn’t have that kind of support when they were young.

E18 whom I also interviewed is another good example. Even though he didn’t say that much about it in the interview, he did comments about how he feels travelling can broaden vision and mind and so does his son who just came back from gap-year travelling in many Asian countries and Australia. In the interview he mentioned that his church now run hospitality scheme to host fellow parishioners visiting from churches in Croatia. He said he was happy to host guests because it was an opportunity for his children to exchange culture with overseas friends and so I was invited to stay for lunch and chatted with his son

and daughter too. During lunch, he also mentioned that he never doubted for a second when his son told him that he planned to have a gap-year in the Asia. He even humorously said that he would do his gap-year after retirement. Everyone laughed. Having lunch with E18's family was interesting. His son shared his adventurous stories with us and his daughter was so curious about Taiwan and kept asking me what Taiwan looked like and what things may be done differently in Taiwan, such as wedding. E18 said that his daughter was also planning gap-year trip; her elder brother's gap-year trip motivated her and encourage her. I guess that's the spirit; the family may not support them financially but spiritually. The young generation pick up the life philosophy from the elder generation."

(research diary after interview with E18 and E19)

"When I was young and also my wife, we both travelled a lot. When I was 21, I backpacked with a pal, oh, it was really long long time ago, we took the ferry from Dover to France and then we started to hitchhike... ... And my wife she also went on a long trip when she was 21 and she travelled the whole UK and the whole US. And we have always encouraged our boys to travel, always. And it is interesting to know, because where we have been living is quite small town and if you compared my boys and other mates whom they went to school together, you'd see they are far more sufficient and state-wide on knowledge of the world while their mates might only have been to Spain for two weeks or something like that, you know what I meant. Then they don't be afraid of moving out of their hometown and explore their mind with actions. That's why I always encourage my boys to go, to travel, to see the world. And you learn so much more from the travelling and you come back, I believe, with a more respectful mind and see no differences on complex or religions..... I think travelling alters your perspectives on life, your attitude on life. Attitude and knowledge. It makes you realise it doesn't matter whether you are white, yellow, or black, people are all basic the same and it's all Politicians; you know, you're reading papers about the political issues, for example, misleading people and mis-portraying Muslims, you know, it's dreadful. I found and I met lots of Muslims and they are trustful and friendly. You know you heard about the Russians, the Polish people or read them on paper, which manipulate their image and I personally know Russians and Polish and they are just like you and just like me; we all have very basic and essences of hopes in life; we all want to have happy family, a better life, a progress on what or which-so-ever. I think travelling makes people open-minded. It broadens your

knowledge and it also makes you think differently.” (E9)

In summary, self-reflection is a comparatively philosophical and spiritual reaction to the accumulation of travel experiences. As experienced tourists, they enjoy tourism services but also witness the disappearance of local culture through development, which causes them to feel upset, worried, and sympathetic. Also, they feel blessed because they find travelling broadens their knowledge and views. However, travelling does not make them lose their identity. They feel they are connected with Scotland no matter wherever they visit for holidays. An unobtrusive and imperceptible impact occurs with the younger generation. The younger generation adopt the elderly generation’s life philosophy on travelling and embark on their own life journey to discover the world.

6.6 Towards the Conclusion

Based on the literature review, the study deems that the domination of quantitative research design and attribute-based survey restrict the discussion of destination loyalty. On this track, destination features are seen to be the motives of behavioural loyalty, which lacks consideration of the decision-making process in real life. Moreover, intention to revisit is taken to be the construct of behavioural loyalty, which ignores that intention is hardly actuality. With relation to attitudinal loyalty, preference and word-of-mouth serves as its constructs. Even though the literature asserts that advocacy is behavioural intention and presentation of a committed customer, the finding of the focus group, the preliminary study, in this study shows that tourists tend to hold reserved attitudes and are very cautious on recommendation.

If constructs of both behavioural and attitudinal loyalty cannot truthfully reflect tourists' real practices, new insights must be employed to facilitate the discussion on destination loyalty from a new perspective. Most important of all, research on destination loyalty chiefly concentrates on the fulfilment of tourists' needs for physiological attributes and safety and ignores their needs for love, esteem and self-actualisation. Therefore, this study attempts to integrate theories of place attachment and existential authenticity into the discussion of destination loyalty. Socialisation and self-realisation which place attachment and existential authenticity mainly advocate may back up the insufficiency of the research on destination loyalty. On this basis, the research aim is to investigate tourists' perceptions of both behavioural and attitudinal loyalty in the holiday destination context. It invites tourists to define destination loyalty. The three research objectives of this study are: 1) to understand the dynamic interactions between visit realisation and emotional bonding, 2) to integrate place attachment and existential authenticity into the examination of destination loyalty development, 3) to examine how tourists fulfil their needs for self-actualisation through travel experiences and how it links with the development of destination loyalty.

At the same time, there are four research questions the study aims at answering. Firstly, the study wants to identify the behavioural loyalty typology based on the actual revisit patterns, from which the factors truly leading to revisit realisation are naturally revealed. Secondly, the study attempts to locate what aspects make tourists feel connected to the destination attitudinally. Thirdly, the study endeavours to find out what a committed tourist may feel and do. Finally, the study desires to understand to what extent tourists identify with the holiday destination

setting.

In order to answer the research aims and research questions, the study proposes the framework of destination loyalty gradation, which is shown in the figure 8.1. Based on the nature of qualitative research design, the framework is situational and contextual to fit the research setting; generalisability is not the aim of the proposal of the framework.

The gradation of destination loyalty attempts to explain destination loyalty in a longer time span, in which the concepts of decision-making and collective accumulation of travel experiences are incorporated.

Apart from that, local involvement, friendly locals, local community, and communication and memory are facilitating factors which enhance the development of attitudinal loyalty. Thus, it indicates that socialisation makes the tourists feel connected with the holiday destination. That is to say, the fulfilment of basic leisure needs is the catalyst of tourists' attitudinal bonding. It is welcoming local social community substantially promotes their attachment to holiday destination. It indicates that tourists' need for love is achieved. The incubation stage is, therefore, a significant stage explaining how attachment to holiday destinations is enhanced.

Moreover, the study identifies that life experience and the accumulation of travel experiences lead to the conclusive and inclusive stage of self-reflection and future plans. During this stage, tourists make momentous action decisions, such as property purchase and migration. Moreover, their prior travel experiences reshape their life philosophy and values. Thus, they feel worried about and sympathetic to

the loss of authenticity happening in holiday destinations owing to the impacts of tourism development. They find travelling broadens their knowledge. At the same time, their life philosophy on travelling inspires their next generation. Most important of all, their self-identity is enhanced through travel experiences. They may develop 'homey' feelings to specific types of holiday destinations and even make the decision of property purchase and migration. However, those emotional bonding and actions do not diminish their sense of self-identity. That is to say, self-esteem and self-actualisation are achieved during the stage of self-reflection and future plans.

In summary, the framework of destination loyalty gradation is proposed to fulfil the research aim, objectives and questions. The integration of place attachment and existential authenticity in the discussion of destination loyalty backs up the insufficiency of socialisation and self-actualisation in the prior research on destination loyalty. The Initial stage simply reconfirms that the provision of destination features fulfil tourists' physiological needs, as the literature fully studies. Incubation stage suggests that local involvement and socialisation strengthens tourists' emotional bonding to the destinations and leads to more realisations of revisits. Friendship and acceptance in the local community accomplish the needs for love. Eventually, vital behavioural decisions and philosophical and spiritual attitudes made and formed in the stage of self-reflection and future plans achieve the needs for self-esteem and self-actualisation. Therefore, the findings of the study have accomplished their aims namely to invite new insights and observations on the examination and discussion on destination loyalty.

Chapter 7

Discussion

Chapter 7

Discussion

7.0 Introduction

The purpose of this chapter is to elaborate on the issues raised through the findings. It starts to overlook the literature review and then moves forward to discuss the findings of both pieces of fieldwork. Focus groups allow destination loyalty to be defined by tourists. Thus, the findings of the focus groups point out the gaps between theoretical knowledge and practices in the real world. This chapter moves forward to discuss the findings of the interviews. The model of destination loyalty gradation is proposed in this study. It emphasises that destination loyalty is a long-term progressive process. The inputs of sociality and self-realisation which dramatically promote tourists' attitude towards holiday destinations are discussed. After that, the chapter brings up an issue, which is worth deliberating. The researchers and marketers may have to think over whether research on branding makes the destinations differential or homogenous and whether research on loyalty allows the marketers to realise clearly what triggers tourists' behavioural and attitudinal loyalty.

In summary, the overall aim of this chapter is to give meanings to the research findings in the light of the research objectives with relation to previously elaborated theoretical knowledge.

7.1 Literature Review Outline

This section aims to outline the literature review. This study starts to build up theoretical knowledge groundwork with destination brand and destination branding. Then, it moves forward to go into the essence of brand equity for destination brands. After that, the study turns to probing theories of loyalty and research on destination loyalty. The drawbacks are presented and the integration of place attachment and existential authenticity is introduced, which links the research objectives of this study. Main issues of the literature review are listed and shown in the table 7.1 below in the next page.

The topic of branding has been popular in both practical commercial society and the academic field for several decades. Ritchie and Ritchie (1998) initially use the definition of a brand for holiday destinations. A holiday destination conveys the promise of a memorable travel experience that is uniquely associated with the destination. Cai (2002) proposes a destination branding model on the bases of Gartner's and Keller's image components and marketing matrix. Furthermore, Konecnik and Gartner (2007) and Boo, Busser and Baloglu (2008) separately propose their models of brand equity for holiday destinations based on Keller's customer-based brand equity. It is then suggested that destination image plays a vital role during the establishment of destination brand equity. Thus, the components of destination image proposed by Gartner (1996) and Gunn (1988) and measurement of destination image suggested by Echtner and Ritchie (1993) must be taken into account too.

Table 7.1: Main Literature Review Issues

Issues	Sub-themes	Key Authors
Destinations	Destination brand	Ritchie and Ritchie (1998)
	Destination branding model	Cia (2002)
	Brand equity for destinations	Konecnik and Gartner (2007), and Boo, Busser and Baloglu (2008)
	Destination image	Gartner (1996) and Gunn (1988)
	Measurement of destination image	Echtner and Ritchie (1993)
Loyalty	Definition	Jacoby and Olson cited by Jacoby and Chestnut (1978)
	Framework of customer loyalty	Dick and Basu (1994)
Loyalty	Loyalty pyramid	Aaker (1991)
	Loyalty Phases	Oliver (1999)
Destination loyalty	Loyalty typology (built upon Day's typology)	Pritchard and Howard (1997)
	Behavioural loyalty typology	Oppermann (1999)
	Revisit (behavioural loyalty) prediction	Oppermann (2000)
Choice-sets	Holiday destination selection choice-sets	Prentice (2006), Hong, Lee, Lee, and Jang, (2009) and Decrop (2010)
Travel Experiences	Existential authenticity	Wang (1999), Walker and Lea (1999) and Steiner and Reisinger (2006)
	Place attachment - socialisation	Hidalgo and Hernández (2001), Twigger-Ross and Uzzell (1996), and Manzo (2005)

Meantime, loyalty is thought to be the ultimate goal which brand equity pursues. The theory of loyalty is straightforward and research designs are reproduced and applied into the research on destination loyalty. The conceptual definition proposed in early 1970's by Jacoby and Olson becomes the most widely recognised definition amongst loyalty studies (Jacoby and Chestnut, 1978). A true loyal customer must be both behaviourally and attitudinally loyal towards the brand, which is also widely recognised and used by more and more academics. (Bodet, 2008)

Conceptually, Dick and Basu (1994) propose the framework of customer loyalty. The model suggests that loyalty is impacted by antecedents, social norms and situational influences, whereas search motivation, resistance to counter persuasion and word-of-mouth are consequences of loyalty. The loyalty pyramid proposed by Aaker (1991) and loyalty phases suggested by Oliver (1999) both advocate that loyalty, particularly attitudinal loyalty, increase progressively. That is to say, loyalty takes time to build up and gets intense step by step.

Speaking of research on loyalty, behavioural intention, preference, and word-of-mouth serve as the constructs of loyalty. It is assumed that the behaviour of repeat patronage has been gone through the determinative measures in loyalty research. Additionally, behavioural intention replaces actual repatronage to be the construct of behavioural loyalty. Moreover, social norms and situational influences are not taken into account. Antecedents are simplified to be product attributes and prior satisfaction. It means that conceptual models are one thing and the practical application to loyalty research is another.

Furthermore, with relation to studies on destination loyalty, studies on revisit intention, namely behavioural loyalty, dominate whereas very little research discusses tourists' attitudinal perspectives except for satisfaction gained from the fulfilments of destination features. The destination loyalty typology proposed by Pritchard and Howard (1997) confirms that attitudes distinguish true loyalty. Oppermann (1999 and 2000) proposes his behavioural loyalty typology by only calculating the frequency of revisits and soon proposes revisit probability. Mainly studies on destination loyalty are about relationship amongst dimensions, such as image, perceived value, satisfaction, and loyalty. "Word-of-mouth" is taken as a construct of attitudinal loyalty because commitment leads to advocacy. In other words, destination loyalty research is repetition and reproduction of brand loyalty studies. It lacks the consideration that holiday destinations are very different from retailing and commercial products. Moreover, revisit intention is seen as the construct of behavioural loyalty. It tends to ignore that intention is hardly actuality. Most important of all, the prior research treats loyalty as the end where all arrows go. It neglects that endearment is status of "being." That is, commitment takes time. The process of affection enhancement is spared. The literature on destination loyalty is a result of positivist and quantitative research. It misses not only the process of "becoming" but also meanings of the processes. Loyalty becomes a mechanistic response to a limited set of attributes.

Owing to these drawbacks, the study, firstly, discards behavioural intention. Instead, it examines behavioural loyalty on actual revisits. In addition, loyalty takes time. Travel experiences are what tourists truly enjoy and obtain from holiday destinations. Moscardo (2009) defines that experience is a subjective mental state where tourists

construct meaning with the determinations of physical setting, social interactions, expectations, and information provision. That is to say, tourists take part in activities, interactions, and local involvement in holiday destinations and those experiences lead tourists to have both sensational and intellectual inputs. Moreover, attribute-based research design can only identify tourists' favourability based on preference and recommendation. It does not provide much scope of how tourists really feel to the destination. Furthermore, the scaling measurement can indicate to what extent destination attributes satisfy and fulfil tourists' physiological needs, which is located on the bottom of Maslow's pyramid of needs. That is, the higher levels of needs, such as love, self-esteem, respect of others and self-actualisation, have been left behind without discussion. Thus, the study purposefully aims at integrating theories of existential authenticity and place attachment into destination loyalty. Existential authenticity concentrates on tourists' self-realisation during tourism experiences (Wang, 1999, Walker and Lea, 1999 and Steiner and Reisinger, 2006). Hidalgo and Hernández's (2001) and Twigger-Ross and Uzzell's (1996) studies point out that the affection attachment between people and places is actually built upon sociality existing in that particular geographical space. It advocates that social activities have to be considered inclusively when attachment to a place is discussed.

The overall research aim is to understand how destination loyalty is formed and enhanced from tourists' perspectives. The study may propose behavioural loyalty typology based on actual revisit history and patterns. Also, the study may examine and understand attitudinal loyalty from the perspectives of local sociality and self-actualisation, which bring new insights and meanings to the process of

destination loyalty enhancement.

7.2 Characteristics of Loyalty in the Context of Holiday Destinations

This aim of this section is to discuss the findings of the focus groups. The focus groups serve as a preliminary study in this study. It allows tourists to have their say on their revisit journeys and attitude towards holiday destinations. Destination loyalty is then defined and interpreted from scratch. In the literature, destination loyalty is built on prior loyalty research designs. It neglects that each industry is characteristic. Thus, destination loyalty defined in the literature may not be able to truly reflect what is happening in the real practices. With the gap between theories and real practices, destination loyalty may not be fully understood. Here three findings of the focus groups are discussed. They mirror how characteristic holiday destinations are if they are seen as marketed brands. Moreover, the findings suggest that word-of-mouth effect may be presented in a modern way in such a new era. However, the findings on attitudinal loyalty remain restrained, which leads to inputs of new literature and modification of research design.

7.2.1 Actual Revisit Realisation vs Intention to Revisit

This study defines behavioural loyalty as actual realisation of revisit whereas the literature uses intention to revisit as the construct of behavioural loyalty. This single difference brings a chain reaction to the findings. Also, it makes the findings on behavioural loyalty very different from the literature in three ways. Firstly, it reflects that tourists are behaviourally loyalty to multiple holiday destinations. Secondly, it indicates that decision-making process has been functioning before

actual realisation of revisit. Thirdly, the actual revisit patterns illustrate that revisit frequency and regularity is not as predictable as repatronage in other industries.

The literature on destination repeated visits uses revisit intention as the construct of behavioural loyalty. Based on the research designs, the studies predominantly focus on tourists' revisit intention to a single one destination where they just visited. That is to say, respondents indicating that they intend to revisit the destination right after a trip represents that they have behavioural loyalty to that destination, which is problematic. Intention is hardly actuality. Also, it is short-term intention; the studies on choice-sets in a tourism context propose that constraints hugely impact the final holiday destination selection even if the prior travel experience is all positive (Prentice, 2006, Hong et. al., 2009, and Decrop, 2010).

Therefore, the single focus on one destination in the prior research does not shows the reality that tourists pay revisits to multiple destinations. That is to say, there is no exclusivity of behavioural loyalty in the holiday destination context. Holiday destinations seen as a branded product are different from loyalty definition in other industries. A behaviourally loyal consumer must repeatedly purchase, increase amount and its share of the purchase to that brand. This is not applicable to behavioural loyalty in the holiday destination context.

Moreover, the findings of this study also show that intention to revisit is restricted by practical situations. It reinforces the findings of choice-sets research. The findings suggest intention of revisit is easy to say but difficult to be realised. Informants always indicate that they are willing to return to any destination they have been to. They even claim that there is no visited destination to which they would

not return. The reality is that they simply do not and cannot go back to all of them. That is why this study also presents the constraints preventing revisit realisation as findings.

However, research on destination loyalty is not research on choice-sets . While the intention to revisit is adopted as behavioural loyalty construct, it banishes the decision-making process from consideration. Yet, the decision-making process is included in the conceptual definition of loyalty. In a word, loyalty is defined in one way whereas loyalty research is conducted in another. As a result, when actuality of revisit is in discussion in this study, the constraints from the reality naturally appear and are presented in the findings of this study.

When actual revisits and decision-making process are both employed in this study, it leads to another factual situation, random revisit frequency. Oppermann (1999 and 2000) studies Australian tourists visiting New Zealand in a five-year time span and proposes revisit probability. The findings are thought situational and contextual since, again, it is only one destination defined and it ignores other impacting factors, such as geographical distance and purpose of revisit. In other words, revisit probability is a mechanism. This study lets the truth flow and the findings show that tourists pay random revisit to destinations and the intervals between visits are variable from case to case. The only exception is tourists do pay regular visits to destinations where they go for family holiday as a tradition. In that case, they visit the place annually and even during the same period of time every year. Prediction may be useless because that is their habitual revisit. Apart from that, revisit probability may not be reasonable and useful to predict non-habitual and

non-occasional revisits.

In short, the adoption of actual revisit realisation makes this study identify different findings on behavioural loyalty from the prior research. The actual revisit patterns show that tourists are behaviourally loyal to multiple destinations for holidays; there is no exclusivity in the context of destination loyalty. As soon as actual revisits are discussed, the decision-making process, which the prior research has not considered, is included potentially. Thus, constraints preventing revisit realisation are presented as findings of the study. Most important of all, random revisit facts argue that revisit probability may be problematic.

7.2.2 Where Does Attitudinal Loyalty Go?

Before attitudinal loyalty is discussed, it is essential to recap the complexity of a holiday destination which is previously presented and elaborated. Buhalis (2000) proposes a six-As framework of a holiday destination. He advocates that a holiday destination is composed of attractions, accessibility, amenities, available packages, activities, and ancillary services. That is to say, when a destination is referred, it indicates the compound of all locally-provided products, services, and experiences (Buhalis, 2000). That is also the way participants perceive a holiday destination. Therefore, when they are invited to talk about their attitude towards the holiday destination, the object is not the destination itself. There are numerous objects their affective responses refer to.

The objects they immediately refer to are services and facilities. Then they think of attractions, particularly natural resources and scenery. Next, they mention local

people and culture. Some of them even specify how they feel about the local ways of life.

With an examination, satisfaction with services and facilities are perceived value and quality of service, which is also what had been significantly studied in the literature. Are they representative of the attitude towards the destination or are they satisfaction towards the service and facility providers? Even if services and facilities are seen as an entirety of the destination, solely taking satisfaction and service quality as attitudinal reactions is one-sided. Instead, attractions, people, and lifestyle are more close to the essence of the destination. However, the problem is how attitudes can be told from induced image. It leads to the dilemma.

The prior research emphasises that image plays an important role in the processes of destination branding and the development of brand equity for holiday destination (Cai, 2002 and Konecnik and Gartner, 2007). The findings of this study are reconfirmation of prior research if the theoretical framework and definition are employed. However, the puzzle is still here. What does attitude towards the destination refer to? Are these two terms alike? If not, what differentiate them from each other? The findings of the focus groups do not bring the researcher clear and straightforward answers but more queries. In fact, it is an issue worth pondering, both academically and practically.

In any event, the findings of the focus groups indicate the difficulty that there is no specific object tourists' attitude to the destination can refer to. The objects receiving tourists' emotional responses are diverse; services, attractions and even

local people are mentioned. That is also to say, when a holiday destination is taken as a brand, its complexity results in diverse receivers since all of them are parts of the entire destination. With this prerequisite, it is an over simplification to take satisfaction as the representative attitude towards the entire destination and so it is the induced image.

On the other hand, the literature also points out that preference, trust, commitment and even word-of-mouth are widely used to serve as the constructs or indicators of attitudinal loyalty (Clark and Maher, 2007, Morgan and Hunt, 1994, Knox and Walker, 2001, Sui and Baloglu, 2003, Johnson, Herrmann, and Huber, 2006). Preference comes from the indication of choice selection based on destination attributes. Trust and commitment come from their belief in attribute performance. Word-of-mouth is thought to be the behavioural consequence of commitment. Again, these constructs and indicators are established on the bases of destination features and attributes. The circuit of positivism and quantitative research is interpreted as theoretical boundaries, which the study aims at breaking through. The findings of the focus groups show some progress. However, the boundaries remain restricting the width and depth of elaboration on emotional bonding.

7.2.3 Word-of-Mouth Effect in a Modern Way

As it is shown in the framework of customer loyalty proposed by Dick and Basu (1994), word-of-mouth is the one of the consequences of loyalty. It is also widely used as a construct of attitudinal loyalty on literature since literature proves that commitment leads to advocacy (Morgan and Hunt, 1994). However, the findings of focus groups in the study reveal an interesting phenomenon. As it is stated in the

findings chapter, participants tend to hold reserved attitudes towards advocacy. It means that participants are very cautious about recommending holiday destinations and holiday experiences when they are asked how they would suggest to friends a place for holidays and activities thereat. However, the findings also notice that some participants check online forums and reviews when they are organising their holidays. Also, some of them are willing to share their holidays on Internet social network platforms. Even though none of them claim that they write reviews on the Internet, they do read forums and specific customer review websites. It implies that people do give out comments and share travel experiences and are also more than willing to read them.

The study does not probe further into why they do not feel like recommending orally; yet they gather information, publish comments, and share travel experiences on the Internet. It is not proper for the researcher to conclude conjecturally. Instead, this study presents the phenomenon and raises the issue of what is counted as advocacy.

Word-of-mouth is regarded as recommendation through oral communication. It is thought to be a means to achieving viral marketing campaigns (de Bruyn and Lilien, 2008). Meanwhile, it is now a popular research topic and there are plenty of studies examining the effect of online reviews too (Litvin, Goldsmith and Pan, 2008, Li, Lin and Lai, 2010, and Li and Du, 2010).

There seems to be a gap between the findings and the updated literature on eWord-Of-Mouth, or eWOM. That is, the participants, subjectively, feel reluctant to offer oral recommendation. However, they feel comfortable to give out and

receive reviews on the Internet, which is thought a modern means of word-of-mouth academically.

Apart from that, the findings also indicate an inconsistency on participants' ways of doing and thinking. As it is stated above, the participants feel reluctant to recommend holiday destinations and experiences to friends orally. The major reason for reluctance from advocacy is that they are afraid that their opinion and recommendation may turn out to be a flaw on friends' holiday. Thus, when they do make suggestions, they are cautious. They also clearly claim that what they say is based on their own experience and enforcement is what they avoid doing. However, when they are reading the reviews, they tend to believe what they read online. In fact, 'helpful' and 'genuine' are adjectives participants use to describe the online reviews. Only a minority of the participants claim that they read with a measure of scepticism. On the one hand, they are afraid that their holiday stories mislead their friends and do not want be responsible for friends' bad outcomes. On the other hand, they tend to trust online reviews posted by unknown identities. As a matter of fact, these online reviews impact greatly on their decision-making.

Nonetheless, the researcher must point out a slight difference between these two discussion contexts. Participants are asked to give their opinion on their attitude on recommending holiday destinations whereas they mostly read reviews of accommodation or local travel tourism services on the Internet. Destinations, as discussed previously, refer to a compound of attractions and all aspects of tourism services, facilities, and products. Thus, the overall perception formed from prior travel experiences is individual and personal. Participants emphasise by saying "it

is *my* experience.” The emphasis on subject implies that each journey is unique. The reproduction and anticipation of enjoyment on an equal basis is something participants do not want to guarantee. On the other hand, reviews on service providers and accommodation are generally done on the basis of an attribute-based scale. Moreover, reviews are not always positive comments; there are negative ones too, which also impacts participants’ choice. The essence is the same: reviews are given based on personal consumption experiences. Yet, participants hold varied attitudes.

The discussion seems lengthy. However, the study does not attempt to give conclusions and conjectures rashly. Here the researcher must once again highlight that there are two contexts. On the one hand, participants are recommendation givers. They hold reserved attitudes toward oral advocacy. They are asked whether they would recommend holiday destinations and travel experiences to their friends in terms of their overall perception and experiences of a place. On the other hand, participants are comments receivers. They read reviews online. The reviews are related to specific accommodation or service providers and they are attribute-based. It requires further research to provide explanation, of which the researcher is aware. Nevertheless, the study identifies that word-of-mouth must be interpreted in a modern way and also presents interpretation on the findings. In addition, the contradiction of participants’ ways of thinking and doing is raised and proposed for further research.

7.3 Meanings Added in the Gradation of Destination Loyalty

The purpose of this section is to tie up the findings generated from the interviews and the theoretical knowledge base to produce in-depth discussion. The gradation of destination loyalty is the framework concluded based on the findings of the interviews of this study. It advocates that destination loyalty is a long-term process. During the gradation, revisits and emotional bonding rotate. Amongst each shift, travel experiences and local involvement facilitate the enhancement of attitudinal loyalty. They make participants feel more and more familiar with the holiday destination and create affective attachment to the place. A profound attitudinal bond is identified; participants feel some of the holiday destinations like home to them. The study employs the theory of place attachment to explain the growing sense of endearment and suggests that sociality leads to the profound attachment. Moreover, travel experiences are learning journeys for participants. The boundaries of seeing holidays as enjoyment of destination attributes are broken through. Satisfaction and feeling contented with tangible tourism attributes are only part of the affection participants feel from travel experiences. Participants pursue self-actualisation through travel experiences. Travel experiences bring them food for thought and enrich the spirit, which introduce changes in their life philosophy and values. Apart from the model of destination loyalty gradation, mindsets and gender differences are another two unlisted findings which the researcher purposefully brings to the discussion. It, again, requires further studies to present better understanding. They are not presented in the findings since they are not related to the research objectives and research questions. However, they are introduced in the discussion because they are phenomena revealed in the flow of data.

7.3.1 The Balance between Excitement and Familiarity

The findings suggest that excitement and familiarity are both motives encouraging participants to continue returning to the same holiday destination. They turn away and search for new places if they no longer find the place exciting. However, they feel tense if they know very little about the destination. They are searching for a comfort zone mentally. According to participants, excitement refers to the diversity and variety of what to do and see in the destinations. That is to say, excitement is related to tourism resources. How much the destination attracts their revisit is judged based on destination features. However, familiarity refers to state of mind, which is different from the academic definition of familiarity.

In the literature, Riley, Szivas, and Niininen (2004) try to explain revisit behaviours from the psychological perspective by means of OSM, namely Optimum Stimulation Measurement. They conclude that destinations must continually provide sufficient variety of activities to attract tourists to come back. It, however, matches the findings that excitement is one of the motivations encouraging tourists to return.

On the other hand, familiarity has something to do with destination image based in the literature. It is examined to see how tourists' visitation matches with perceived destination image (Prentice, 2004 and Maestro, Gallego, and Requejo, 2007). The purpose of these studies is to reconfirm the relationship between destination image and familiarity (Baloglu, 2001, Baloglu and McCleary, 1999, and Baloglu and Mangalolu, 2001). Familiarity is found to lead to revisit intention in the literature and some academics use it to represent prior travel experiences (Prentice, 2006, Campo-Martínez, Garau-Vadell, and Martínez-Ruiz, 2010, and Boo et.al., 2008).

Again, they are attribute-based research designs. The boundaries of thinking, out of which the study wants to get, still formulate and define familiarity.

The familiarity in the literature still refers to becoming familiar with destination features whereas the familiarity in this study refers to participants' state of mind. It is true that a peaceful mood may come from getting to know the physical environment of the destination, which is part of destination attributes. However, it also comes from a sense of confidence. Participants feel confident because they have a good command of any situation occurring during holidays. Familiarity also comes from learning. Their travel experiences bring them new insights about the destination. They find themselves more knowledgeable about the destination. All of these make them feel comfortable and easeful during their stay and then their mood is not one of sometime surprise sometime anxiety. This peaceful and restful state of mind relaxes them, which is what the study refers to.

7.3.2 Lifelong Journey

The literature examines loyalty by means of a cross-sectional study whereas loyalty is a long-term process. Particularly in the context of holiday destinations, it takes a long time to realise behavioural revisits. In the literature, Riley, Niininen, Szivas, and Willis (2001) deem similar opinion though they examine behavioural loyalty in the context of tourism from psychological theoretical models. The findings of the study also suggest that some of the revisit intervals are longer than a decade. Behaviourally, loyalty in the context of holiday destinations should be seen as a lifetime journey; the frequency and regularity of repatronage applied in other industries are not applicable to destination loyalty. With reference to the

inapplicability, the findings of the focus groups and the discussion presented above have given elaboration. Attitudinally, it takes time to build up emotional bonding. In the relationship marketing literature, the interpersonal relationship model of trust-commitment theory is applied to explain how a brand builds up its relationship with its consumers. The craze of falling in love at first sight is unlikely to happen. The process of formation, development, and enhancement proves that emotional bonding is dynamic. The cross-sectional study can only represent the “status quo.” The findings of the study also suggest that collective travel experiences advance what participants think holidays mean to them. That is the accumulation of all their travel experiences of a lifetime, during which they learn, they experience, they apprehend and they form new ways of thinking and seeing.

The gradation of destination loyalty is compared to the process of making whisky. The barley is malted and ground and then becomes grist; the pre-visit image is shaped and initial attitude is formed after first visit realisation. Water is added in the grist and the process of brewing starts; with revisit realisation the prior attitude is reinforced. Yeast is then added in and fermentation begins; local involvement facilitates the enhancement of attitudinal loyalty and tourists are getting familiar with the destination with more revisit realisation. During distillation, alcohol is separated from water and other substances and here becomes grain spirit; with more realisation of revisit and inputs of local involvement, tourists find specific destinations feel like home to them. The process of ageing starts when the grain spirit is stored in casks; with more travel experiences, self-reflections and serious future plans are realised. In other words, their lifelong journey is enriched with collective travel experiences just as whisky tastes delightfully mellow after ageing.

7.3.3 Travel Experiences and Local Involvement Matter

The findings suggest that travel experiences and local involvement facilitate the enhancement of attitudinal loyalty. In this section, the literature is highlighted to support the findings.

In the literature, the study adopts Moscardo's (2009) definition on travel experiences. It is defined to be a subjective mental state where tourists construct meaning with the determinations of physical setting, social interactions, expectations, and information provision. A single travel experience is a process of participation and involvement of activities and social encounters within a physical environmental boundary. From each travel experience, tourists gain sensational and intellectual inputs. Therefore, local involvement in this study not only refers to tourism-related activities but also refers to interactions and social encounters with the local community both during and after visitation.

As the definition is employed in the study, it explains the findings. More revisits and more travelling to new places are realised with time passing by and tourists become more experienced each time. Those experiences not only make them more knowledgeable about the place but also encourage them to think about their life, their philosophy and their values. Thus, during the stage of incubation more revisit realisations to the same destinations allow tourists to get familiar with the place environmentally, historically, and culturally. Their knowledge deepens. They are becoming expert on the place through revisit experiences.

Between each revisit, people travel to new places too. Those travel experiences

also bring them new insights and new ways of thinking. Thus, this study suggests that philosophical and spiritual feedback is in play during the stage of self-reflection. Behaviourally, people devote more time to activities related to the destination even when they are not physically staying in the destination. They learn the local language in order to have better communication and interaction with locals. They even make a decision to purchase property or migrate to the destination. Attitudinally, lifetime travel experiences make them introspect; their life philosophy and values change. The inner affection does not relate to a specific destination only. Instead, it is raised to a higher level. It deals with their perception of the world; it is about the attitude of what “travelling” means to them in their life.

7.3.4 Sociality Leads to Profound Attachment

It goes without saying that people feel differently to various destinations. Image and perception is the reason why it happens based on the literature. However, it is built upon feelings to destination features; there seems to be a limit to the emotional bond. This study argues that sociality is paramount in place attachment. This section incorporates the theories into the findings.

Human nature of building up affection bonding with particular ones is employed to explain how people develop attachment to a place. Hidalgo and Hernández's (2001) and Twigger-Ross and Uzzell's (1996) both suggest that socialisation helps people to build up affective attachment towards places. That is to say, people socialise with each other and that sociality makes them feel associated with the physical territorial environment. Theory of place attachment is used to explain why and how residents develop affection bond towards their dwellings (Hwang, Lee and Lhen, 2005 and

Gross and Brown, 2006). It is employed in this study to explain why certain type of destinations makes tourists feel like home. Particularly for tourists who are attracted by local lifestyle and enjoy home-stay, they stay longer and live more fully in the destination. Thus, sociality makes them get more connected with the place and its community during revisits.

Hay (1998) concludes in his study that tourists' sense of place is superficial whereas local residents' is profound. Even he comments that tourists' feelings for the studied place is only to the extent of appreciation of its natural environment and amenities and there is weak affection bond to the studied place too.

However, in Hay's study, tourists are defined to be people whose average length of stay is one day and the average frequency of revisit is once or twice annually. The duration of each visit is more like excursions. It is doubtful whether local involvement and sociality can take place in such a short visit time. On the other hand, the tourists who feel the place like home to them in this study are people who regularly return to the destination and stay for several weeks, which has become a habitual revisit and lasted for a longer time span. In other words, the residential time frame of this study is much longer. It allows interactions and socialisation facilitates the enhancement of place attachment, which makes the results of this study differ from Hay's (1998) research. Nevertheless, the study agrees Hay's (1998) proposal that sense of place can be developed upon residential experiences. Further, the study suggests that sociality is the key ingredient which facilitates the boost of place attachment.

7.3.5 The Pursuit of Self-actualisation

This study holds the viewpoint that tourists also achieve self-actualisation through holiday experiences whereas the literature on destination loyalty mostly examines to what extent destination features satisfy tourists' physiological needs. The findings suggest that tourists reach the sense of self-actualisation during holidays by challenging themselves, seeing the whole world, and pursuing a better life. This section will firstly refer to the literature and then add in findings to give meanings to what is happening.

Gartner (1996) explains that tourists fulfil various needs on holidays by employing Maslow's model of needs. However the literature chiefly explains how and to what extent tourists' physiological needs are met by means of destination attributes. Furthermore, staged authenticity, also named as object authenticity, has been criticised for its artificial tourist setting (MacCannell, 1973 and Cohen, 1988). Walker and Lea (1991), however, advocate that authenticity is not what tourists obtain but what tourists "feel" during tourism experiences. Later, Wang (1999) introduces the concept of existential authenticity and emphasises that the seeking authenticity in tourism experiences is the process of self realisation of tourists themselves.

As it is stated previously, the study suggests that destination loyalty is long-term. It is a process of learning and endearment. Through travel experiences, tourists become more knowledgeable and feel attached to some specific destinations. Firstly, local involvement increases sense of belongingness. With longer duration of residential experience and more frequency of revisits, tourists are taken into the

local community, which makes them feel associated and promotes their sense of belongingness. Theoretically, a higher level of Maslow's need for love is then achieved.

Moreover, tourists seek self-actualisation through travel experiences. The findings identify three approaches which interviewees take to reach the pyramid tip. Firstly, they find each journey a challenge. "We like to be challenged." said interviewee E8 when he described how he had enjoyed his holidays. Tourists like E8 go travelling with a very loose holiday plan and arrangement. For them, each encounter is an adventure. Situations are trials; they have a sense of achievement whenever they solve problems during journeys. That kind of sense of achievement is revealed subtly during conversation. For example, E17 expresses "The best and the most adventurous trip I did was before the invention of email; I am quite confident of saying that I could find somebody to speak on the phone and tell me the information I needed when at that time the Internet was not yet born." Then, she elaborates on how that grand tour around the US and Canada is achieved.

In addition, some people think that self-actualisation is reached by visiting as many different places as possible during lifetime. "The world is huge." and "There are so many different places to visit, to see." are commonly mentioned from various interviewees. It seems that they have an invisible world map in their minds and they put a pin on each place they have been to. Cruising to the Antarctic by E9, walking in the Himalayas by E27 in her late sixties, and planning skiing holiday in the Himalayas by E23 are some examples of this type of self-actualisation. They not only challenge themselves but also see the world as a task to conquer. Surely,

revisits or intention to revisit are not what they possibly think of when they have that kind of thought in minds.

As the findings are presented, interviewees return to the same places for longer holiday residence to enjoy the local lifestyle. Some of them even consider either purchasing a property or migrating there. The notion of such behaviours and ideas is that they seek a better life, which is another way of achieving self-actualisation. The difference is that some of them feel contented by going back to the same places to enjoy the local ways of life frequently and regularly whereas some of them seriously consider devoting more time and finance to the ideal.

People achieve self-actualisation through travel experiences. The involvement and interaction with local community fulfil their needs for love and a sense of belongingness in the holiday setting. Challenging themselves during holidays, visiting and experiencing extraordinary holiday experiences, and enjoying a better ways of life are also means for them to achieve self-actualisation. These are real practices. However, they are absent from the discussion owing to the attribute orientation research focus on literature.

7.3.6 Self-identity

The findings of this study also suggest that tourists enhance their self-identity through travel experiences whereas the theory of branding believes that branding is the process to make customers to identify themselves with the brand identity (Kotler and Gertner, 2002). The study suggests that self-identity coming from national identity is still the bottom line of the process of identification. Before the

discussion goes further, it is necessary to define what brand identity of a holiday destination is and what national identity is. Theoretically, the brand identity of a holiday destination is traditions, cultures, historical background, and features of the physical environment. They are usually seen as what differentiates one destination from another (Yeoman, Durie, McMahon-Beattie, and Palmer, 2005, Hall, 2004, Slater, 2004, and Nijman, 1999). On the other hand, national identity is “a stable core of values and beliefs that translate into a common understanding and cooperation between the citizens” (Wetzels, 2006, P. 145). It is national solidarity and it has to do with shared memories of the national’s past (Park, 2010).

Thus, tourists identify themselves with destinations when they go for the exploration of tourism resources. Through travel experiences, they visit both natural and man-made attractions, communicating with local people, and learning the local cultural and historical background. It is a process of identifying themselves with the destination identity. For those tourists who are attracted by the local lifestyle, that identification is even more profound. The adoption of local ways of life makes them blend with the local culture and local community.

However, the bottom line is that no matter how much they yearn for a foreign lifestyle or living surroundings their self-identity originating from national identity is their true selves. This they do not give up but bring with on their travels. That is the reason why informants feel touched and remind themselves of Scotland when they are on holidays overseas. When they see magnificent natural scenery, such as lakes and hills, they associate them with lochs and mountains in Scotland. They are excited about and willing to pay more to take a sip of Irn Bru when they are overseas.

They feel emotional when they hear bagpipe music in holiday settings. All those reactions listed here are based on informants' description of this study.

If the consumption of travel experiences is thought of as a process during which tourists identify themselves with the destination identity, still the findings of the study suggest that they do not lose their subjectivity. In fact, travel experiences enhance their self-identity. After all, appreciating local lifestyle and merging themselves with the local community do not lead to forgetting and giving up who they are.

However, migration is thought a far more serious identification with local surroundings and personal practical situation; it is because migration is related to education and occupation or life career. Haug, Dann and Mehmetoglu (2007) conduct a case study on how Norwegians develop from tourists to Spanish immigrants. They claim that Norwegians do not move to Spain with the purpose of becoming Spanish nationals. During the identification process, Norwegians make themselves fully involved with local culture. They switch to and fro between local culture and their own original background. Tourism serves as a channel for them to know more about the local culture and lifestyle and gradually they fall in love for it and decide to migrate. It is a long process from strangerhood to residential tourists and then from residential tourists to migration. Still, nationality or national identity is not something they trade off. What they go for is local culture and lifestyle. From this perspective, the findings of this study agree with Haug's et. al. (2007) research conclusion.

Reed II and Bolton's (2005) opinion may serve as an explanation of such a situation.

They advocate that “identities can be thought of as hats that consumers put on and take off” (P.18). It means that a consumer has multiple identities, including the actual identity and the ideal identities, or namely aspirational identities. Through consumptions, consumers switch over their identities. That is to say, travel experiences allow tourists to switch between identifying themselves with local distinctiveness and their own self-identity. The actual identity is never lost during holiday consumptions. If this perspective is employed, travel experiences are a gateway to aspirational identities. Tourists are still who they are; they remain essentially themselves.

Apart from the rotation of multiple identities, there is another identity-related issue identified in the findings of this study. The United Kingdom is a country with high immigration. There are participants in the focus groups indicating that their nationality as Scottish and they are second generation Asian immigrants. Thus they feel awkward when they visit their parents’ motherland for holidays. It is supposed that they are familiar with the local culture and they may find it comfortable to visit such destinations. However, the reality is just the opposite. Ethnically, they are Asians. Part of their self identification goes with their consanguinity. They grew up and were educated in Scotland, their national and cultural identification makes them Scottish, which is also the same way the local community perceives them. The participants are confused on identities. Different feelings are evoked when they visit their parents’ motherland for holidays. In the literature, Lau, Lam, and Leung (2010) claim that national identity is strongly impacted by place of birth and residence. Again, Park (2010) concludes in his study that national identity is predestined and naturally given; it is the irreparable emotional bonds between

citizens and the country itself. These may explain why these two participants have such conflicting feelings on identities.

7.3.7 Mindsets

The theme of this section, mindsets, is an additional finding of this study. The study does not originally attempt to examine it as the research objective. However, it naturally occurs in the study. In this study, mindsets are the essential condition which differentiates between enjoyment of destination attributes and connection with the place. Mindsets refer to different perceptions held towards holiday destinations. Different perceptions towards holiday destinations result in different expectations for tourism experiences. Also, these anticipations lead to various ways of enjoyment during holidays. In other words, different mindsets held by the tourists bring different chain reactions. The table 7.2 shown below briefly illustrate the differences between the mindset of excitement and attachment while the explanations follow afterwards. Last, the theoretical foundation is introduced in parallel with the finding discussion of this study.

Table 7.2: Differences between Mindset of Excitement and Mindset of Attachment

Mindsets	Drives	Mobility	Attitudinal Status
Excitement	Tourism attributes, such as natural and cultural tourism resources	Mobile state, keep moving, keep touring around, energetic	Feeling excited, exotic, different, seeking for novelty, something new
Attachment	Family togetherness, local lifestyle	Static state, peaceful and restful, daily-life-based	Feeling associated, connected, attached

That is, when tourists are attracted to the destination features, they hold the mindset

of enjoying holidays in the settings of both natural and anthropogenic environment. During holidays, they see themselves as visitors. They are affected by the magnificent scenery and profound culture and history of the places. However, they are more like beholders. It explains that tourists may feel touched but not attached to the holiday destinations. They are affected by the natural and cultural environment and tourism features. They feel excited and contented because their anticipations for holiday experiences are fulfilled. They keep moving around the destination because they seek excitement and new exploration. They are like sponges; they absorb excitement throughout holiday experiences. They then switch to new places when they no longer feel excited visiting the destination. Thus, they are not attached. In other words, the sense of place and place attachment are not developed.

On the other hand, tourists who are attracted by the local lifestyle come a long way there to enjoy ways of life. In order to fully enjoy local lifestyle, they do not tour around. Instead, they stay at a specific place for a longer period of time. Their holiday activities are mainly their daily-life activities; they simply do these practices in a setting where they are attracted. They are on holidays so they are not tense nor are they bothered with work duties. They perceive themselves denizens and they naturally get involved with the local community. Sociality makes them feel connected with the holiday destinations. The residential experiences and spending time with family members and local community make them feel at home at the holiday destinations. Altogether these create a common memory, which later becomes the glue sticking them to the place even tighter. They are attached to the place. Home is where the heart is. It is the sense of belongingness, family

togetherness, and local involvement and community make stronger attitudinal attachment possible in a holiday setting.

However, the study suggests that mindsets rotate. These two mindsets are not contradictory. Tourists hold different mindsets for each holiday trip. Mindsets are proposed in this study to explain why tourists develop great attachment to some places but not to others.

In the literature, tourists' motivation and expectation framework in the tourism context may serve as an explanation of how and why tourists with the excitement mindset are attracted to pay visits (Gnoth, 1997) since destination attributes are mainly the reasons why they travel. Poria, Butler, and Airey (2003) also propose that motivations, behaviours, and perceptions are all link to perceptions of the attraction sites. Their study suggests that when individuals identify themselves with the heritage site, they are distinguished from other tourists by their behaviours, such as longer length of stay, choice of interpretive guidance, and more satisfaction gained. Moreover, Backlund and Williams (2003) suggest that there are two types of place attachment, place identity and place dependence. Place identity refers to people's symbolic or affective attachment to a place whereas place dependence means their attachment to the functionality of the place. The researcher finds these viewpoints better explanations to comprehend why tourists with different mindsets develop diverse types of attachment to destinations in this study.

Initially, research on place attachment had been closely studying the affection bond held by residents towards their dwellings. Both Manzo (2005) and Twigger-Ross

and Uzzell 1996) advocate that socialisation and memory strengthen people's attachment to the physical environment. In the tourism context, Lee (2001) points out that other than the evaluation on destination attributes, the symbolic meanings of the destination to the tourists should also be the indicator for repeat visitation. His research result bears this out; travel to the destination as a family tradition is a significant factor in why tourists feel attached to the holiday destination.

Based on the literature, it is suggested that tourists with the excitement mindset tend to develop their attachment to the holiday destination by way of place dependence. On the other hand, tourists with attachment mindset build on their emotional bonds with the destination on the basis of place identity. For them, the destination conveys symbolic meanings. As it is found in this study, local involvement and memory are facilitating factors enhancing their endearment to the destination.

7.3.8 Mars and Venus

There is another additional finding which is not listed in the findings chapters since it has nothing to do with the research objectives and research questions. However, it appears on the research fieldworks through observation and written data, such as interview transcriptions, the research diary and the fieldwork notes. Thus, it is presented here as additional finding for discussion. It is said that men are from Mars and women are from Venus, which indicates that men and women communicate in different styles. The researcher notices that genders express answers to the same set of questions in different ways. In some cases, couples are interviewed together; the gender differences on oral and facial expression show more vividly.

In general, male interviewees are very confident on questions regarding numbers or purposes. Their answers are also very straightforward and sometimes in short sentences. On the other hand, female interviewees are very good at describing their feelings. Their replies are more like telling a story; they “build up” their answers. This difference is clear when they are describing their feelings, attitude, and attachment to places. Usually, male respondents struggle. It takes a while for them to ponder on. They tend to answer in short sentences, which may cause some problem on comprehension and interpretation. Thus, the researcher makes efforts to invite male interviewees to speak more or to build on their short replies by using more follow-up questions. However, female interviewees are more relaxed and at ease using a variety of adjectives to describe their feelings. Some of them talk with gestures and a variety of facial expressions. Their facial expressions change according to their travelling stories. Gestures, body language, and facial expressions make them talk about their holiday experiences and feelings more vividly.

This phenomenon is believed to be noticeable when less structured survey strategies are adopted. When a structured survey is employed, respondents mainly tick the box to answer which most fits what they think. However, this study employs face-to-face semi-structured interview as its data collection technique. It allows the researcher to personally meet the respondents and observe both verbal and nonverbal communications in the field. The situation does not impact the way in which data is analysed and interpreted. Data collected from both male and female informants is treated in the same way, which is what ‘no impact’ means. Even though it is, the phenomenon enriches the researcher’s research experience.

In the literature of psychology, Brody (1993) and Gray (1991) both indicate that men and women are very different on emotional expressiveness owing to biological and social factors. Verbality, behaviours, facial expressions, and physiological arousal are ways of emotional expressiveness (Brody, 1993). The literature supports that females are more verbally and facially expressive than males (Brody, 1993 and Gray, 1991). Females are described to be “externalisers” of emotions whereas men are “internalisers” (Brody, 1993). These gender differences in the literature may explain what the researcher observed in the research field.

7.4 Distinguishability or Homogenisation

The findings of this study make the researcher wonder two issues. Firstly, does research on branding make the destinations differential or homogenous? Secondly, does research on loyalty allow the marketers to realise what facilitates tourists’ behavioural and attitudinal loyalty?

This study adopts interpretivist and qualitative research to examine destination loyalty whereas the literature dominantly chooses positivist and quantitative research. The overall findings suggest that destination loyalty is a long-term dynamic process. It is a status of being and becoming along an endless timeline. With the accumulation of travel experiences, tourists are getting more and more experienced. Besides, their points of view, their life philosophy, and their values change and even advance.

Fridgen (1984) proposes a five-stage tourism consumption to examine the relationship between environmental psychology and tourism behaviours. His study

explains tourists' behavioural and attitudinal changes within a trip. Desforges (2000) also claims that through tourism consumption, tourists construct new identities. It means that tourists bring back something new, such as new jobs and new social relationships, from a trip; the changes on ways of thinking make them a new person. However, the accumulation of travel experiences, in this study, refers to the collective holiday journeys a tourist has taken up to the present. That is to say, tourists undergo inner development in each trip; during the journey, tourists have a conversation with their inner selves. Each travel experience adds to this development of inner self. Thus, the status of destination loyalty is lively; it keeps moving forward. As far as tourists are concerned, their travels build their experiences and self-realisation. It is ultimately spiritual and philosophical. As far as holiday destinations are concerned, travel experiences engender endearment to a place when assisted by local involvement and memory.

It is because of the complexity, the study argues that attribute-based marketing strategies make a holiday destination homogenous. When a holiday destination is seen as a brand, it is branded to gain its competitiveness with its distinctive features. It is supposed that each destination is irreplaceable since its tourism resources are unique (Crouch, 2007). Then why does branding make it less characteristic? When a destination is branded, distinguishing features are selected to form the perceived image. However, the post-visit survey actually asks for tourists to evaluate to what extent they feel satisfied with the tourism facilities and services. Furthermore, the satisfaction and revisit intention are thought positive indicators of destination loyalty. That is to say, evaluation on tourism facilities and services does not distinguish one destination from others; instead, it weakens its uniqueness and

competitiveness in the market. It makes all destinations alike since they are competing against each other on similar attributes rather than differentiations. After all, tourism services and activities are reproducible. Luxurious accommodation and fine dining can be found all around the world. Cycling, skiing, and many other activities are provided in numerous destinations. It is not enough to tell potential tourists how good the service, facilities, and activities are since they are now standard. Again, a destination does not stand out by highlighting these attributes. Destination brands are all about travel experiences. Maintaining and branding its own characteristics is just the initial step. What a destination must do is to utilise the distinctiveness to create more irreplaceable experiences for tourists (Richards and Wilson, 2006 and King, 2002).

On track with the findings of this study, it also emphasises that the provision of unforgettable experiences makes the destination meaningful to the tourists. The positivism sees the world as a unity and mechanism. In the real practice, the world is a kaleidoscope. Each journey is unique. Each tourist's experience is also unique. What makes the destination stand out amongst all places is extraordinary encounters and significant memory. That is to say, it is tourists themselves who make the destination remarkable and meaningful to them. With the accumulation of travel experiences along a lifetime, what tourists feel is novel now may be something ordinary in the near future. However, memory lasts for a long time. It is commonly shared with their travel partners and local community with whom they build up friendship and residentship.

Moreover, travelling fulfils their needs for self-actualisation. Their inner development through travel experiences is rooted in their minds. That is why

informants recall these touching encounters during conversations. Those experiences affect them attitudinally and make them favourably associated with the destination even if they only visit the place once. Usually, these experiences have something to do with locals, such as exchanging opinions with locals and observing their ways and attitudes of doing things. They might be small encounters but they are inspiring to the tourists.

From this viewpoint, what a destination can do is to provide a more friendly setting for tourists. It is not a staged hospitable environment; tourists know the difference, which is suggested by Baum (1996) and the findings of this study. It is an authentic setting, in which both sides are open-minded and are willing to interact. Naturally, the exchange of culture flows. What a destination can do is to provide an authentic setting and opportunities of idiosyncratic experiences. Tourists weave their own very unique travelling stories.

Chapter 8

Conclusions and Recommendations

Chapter 8

Conclusions and Recommendations

8.0 Introduction

This chapter serves as conclusions of this thesis. With the foundation of literature review, the study comes up with its arguments. Choice-sets and travel experiences which were neglected in the prior destination loyalty research are then considered. With fieldwork, the study gives meanings to the destination loyalty gradation. This study advocates that destination loyalty is a status of becoming; it is dynamic and keeps changing over time. Attribute-based research design and trust-commitment theory are chiefly adopted in the prior research to explain how destination loyalty develops. The study unhooks the theoretical boundaries and integrates place attachment and existential authenticity into the elaboration of destination loyalty. Place attachment expounds that tourists who have longer residential experience in a specific destination tend to build up profound attachment to the place and feel the destination like home to them. Existential authenticity is adopted to explain that tourists seek for self-actualisation through travel experiences. Both of them lead the discussion on destination loyalty to a higher level and bring a breakthrough point to destination loyalty research, which is mainly dominated by positivist and quantitative research.

Based on the research findings, recommendations are made. The study suggests that being distinctive is not sufficient for a destination. What makes tourists connected with the place is long-lasting memory. Thus, the provision of

extraordinary travel experiences is what a destination has to do. It is memory which tourists always associated themselves with the destination whereas excitement and satisfaction are easily replaced when they find something novel in the future journeys.

The nature of a qualitative research makes broad generalisations unavailable in this study. The small sampling size and the techniques of informant recruitment also make the findings situational and contextual. The researcher's cultural difference and English language proficiency may also impact the interpretation of the study. Even though the study is conducted with quality control of qualitative research, there are potential research limitations.

Meanwhile, the study makes some contributions. Methodologically, the study adopts an interpretivist and qualitative research design whereas the previous studies are predominantly positivist and quantitative research. On knowledge, the study integrates place attachment and existential authenticity into the explanation of destination loyalty gradation. It brings theories from other disciplines to loyalty research in the tourism context.

The study is a learning and self-reflection process for the researcher herself too. She reflects her thoughts to the study by combing her life experience and the main findings. The rumination of the researcher serves as the closure of this thesis.

8.1 Putting Context into Theories

This study mainly aims at incorporating what is happening in reality to theories of loyalty. With the foundation of academic and theoretical definition and prior research, the study explains what tourists think of their actual revisits and emotional attitude towards holiday destinations during the first stage of data collection. It finds out that tourists struggle to describe their feelings in focus groups. Even if they can talk about their attitudes to the place, their feelings are diverse.

With inputs of new literature review and modification of research design, the research starts its second stage of data collection. Choice-sets and travel experiences are added in. Choice-sets and loyalty are two different research branches on literature. However, the research on loyalty, which uses behavioural intention as the construct of behavioural loyalty, ignores practical restraints whereas the conceptual definition of loyalty incorporates decision-making process into the definition. Besides, travel experiences are the context of destination consumption, which highlights the complexity of holiday destinations being seen as a brand. The findings of focus groups suggest that these two elements must be taken into consideration when discussing tourists' behavioural and attitudinal loyalty towards holiday destinations. Moreover, place attachment emphasises the enhancement of relationship between people and place while existential authenticity elaborates the promotion of self-actualisation through travel experiences. Thus, these two dimensions are added in to the literature review. Meanwhile, the second stage of data collection is launched.

The findings of the second fieldwork explain how the dynamic relationship between

attitudinal loyalty and behavioural loyalty rotate and evolve over time with the inputs of travel experiences. This study argues that destination loyalty is a dynamic process instead of a static state of the final achievement. With the inputs of choice-sets and travel experiences, the study illustrates how these two dimensions impact the process of destination loyalty enhancement along the time line. Place attachment explains the process of endearment whereby tourists develop their emotional bonds to specific holiday destinations. Existential authenticity identifies that a destination fulfils not only tourists' physiological needs but also needs for self-esteem and self-actualisation. Both of these two dimensions lead the discussion of attitudinal loyalty in the destination context to a higher level. It provides a breakthrough on literature. The prior research dominates the explanation as to what extent tourists are satisfied with the destination attributes and what attributes motivate their revisit intention. However, this study tries to show another side of the moon by explaining destination loyalty with new perspectives, which may bring food for thought for destination marketers.

8.2 Destination Loyalty is a Status of Becoming

The study argues that destination loyalty is a dynamic process rather than a static status of a final goal of a course of actions. The prior research sees loyalty as an ultimate achievement of all marketing efforts. Loyalty is a terminal status; thus, the prior research focuses on the examination of relationship between loyalty and other dimensions, such as image, satisfaction, and perceived value. In addition, the cross-sectional research design can only explain loyalty with a "status quo." It cannot fully explain the progress of destination loyalty along the timeline. This study proposes the framework of destination loyalty gradation in order to explain

how behavioural loyalty and attitudinal loyalty rotate over time.

Destination loyalty is long-term. Behaviourally, actual revisits take time to be realised. The intervals between visits are random and unpredictable. Unlike brand loyalty in other contexts, behavioural loyalty in the context of holiday destinations does not have exclusivity; one individual can be behaviourally loyal to multiple destinations. Needs are not sufficient to motivate revisits. Attitudinally, tourists hold different attitudes towards various destinations. Satisfaction with attributes and reconfirmation of prior destination image are very initial and fundamental attitudinal responses to the holiday destinations. The enjoyment and fulfilment does not lead tourists to develop more profound attachment to the destination, which the study also argues.

Moreover, the study probes into the contextual factors which facilitate the development of destination loyalty. As far as the destination is concerned, tourists' attachment towards the place enhances over time when revisits are realised. Besides, local involvement, such as socialisation, contributes to the enhancement of place attachment progressively. On the other hand, tourists seek their self-actualisation through travel experiences. Their minds develop spiritually and philosophically. The study argues that the formation and development of destination loyalty is far more complex than the fulfilment of physiological needs. The pursuit of self-actualisation is the lifelong task on which tourists work.

To sum up, destination loyalty is a status of becoming. This study suggests that local involvement and memory encourage the enhancement of attitudinal loyalty,

which can take place both on-site and off-site. Furthermore, self-actualisation bestows of enthusiasm and devotion. Enthusiasm and devotion are not something occurring during tourism consumption; instead, they are inspired by both life and travel experiences. With the interplay of repeated visits and enhancement of emotional bonds, destination loyalty is endlessly changing whenever there are new inputs along the process.

8.3 Integration of Choice-sets and Travel Experiences

This study incorporates choice-sets and travel experience into the conceptual model of destination loyalty. Firstly, the findings of focus groups suggest that practical situations do significantly impact the revisit realisation. One of the most commonly-mentioned constraints is financial. Focus groups were held during late 2008 and early 2009 when Sterling was depreciating against the Euro by 20%. The research situation was directly affected by the exchange rate. However, it also points out the blind spot of prior loyalty research. The prior research on brand loyalty use behavioural intention as the construct of behavioural loyalty. Intention is not actuality. Additionally, the conceptual definition of loyalty does take the decision-making process into consideration. Yet, the research on brand loyalty assumes its existence and tends to recognise intention as repatronage. Therefore, the incorporation of choice-sets in this study merely puts the missing piece of the jigsaw back to the whole puzzle. Furthermore, the study examines the behavioural loyalty from the actual realisation of revisits. In other words, behavioural loyalty is examined and discussed based on actuality not on intention. It results in very different outcomes from the prior research which uses intention as the construct of behavioural loyalty.

When a destination is seen as a brand, its consumption is on-site travel experiences. The prior research takes overall evaluation on destination attributes as the outcome of tourism consumption whereas this study takes the contents of travel experiences as an entirety. It argues that local involvement and memory are factors promoting the enhancement of emotional bonds towards the destination. Travel experiences make tourists more knowledgeable about the destination. They get more and more familiar with the destination when they pay more revisits. They even feel certain types of destinations like home. The sense of homey feeling results from family togetherness, long revisit history, and involvement of local community.

Travel experiences also refer to all journeys tourists have taken up to now. Thus, the more frequently tourists travel, the more experienced they become. Their requirement, anticipation, and perceptions towards the holiday destinations also change over time. The more experienced they are, the more difficult it becomes to fulfil their excitement with destination features. What makes tourists particularly associated with the destination is significant memory. Thus, being distinctive is not sufficient to fulfil excitement; the provision of extraordinary experiences ensures memories endure. Moreover, they, as tourists, debate both sides of tourism development and tourism impacts, such as loss of local traditions. In other words, travel experiences make them introspective. Furthermore, self-rumination leads to changes on life philosophy and values.

The integration of choice-sets and travel experiences allows the findings of this research to reflect the real practices. This study examines realised revisit patterns, which put choice-sets into consideration. By doing so, the findings naturally reveal

that revisit intention is hardly revisit actuality. Qualitative research design allows informants to talk about their travel experiences within a less structured interview schedule. By doing so, more in-depth experiences are shared. Destination attributes are the very initial tourism consumption. There is much more tourists enjoy during their holidays. However, this is not going to be touched upon by employing attribute-based survey.

8.4 Place Attachment and Existential Authenticity Push Destination Loyalty to a Higher Level

This study integrates theories of place attachment and existential authenticity into the explanation of destination loyalty gradation. The interpersonal relationship model of trust-commitment theory is widely adopted on attitudinal loyalty literature. It elucidates which destination attributes can enhance tourists' trust and commitment towards the holiday destinations. After all, trust-commitment theory is still attribute-based predominately.

However, place attachment originally expounds the relationship between residents and their dwelling environment; it emphasises the relationship between people and the land. This study identifies that there are tourists habitually revisiting and residing in specific destinations for holidays. Owing to longer residence experiences and local involvement, these tourists build up their network at the destination and part of their life are highly linked with the place. Gradually, they also develop attachment to the destination. That kind of feelings and association is very different from the way they perceive other destinations. Socialisation is a

major factor contributing to the process of endearment.

On the other hand, attribute-based research chiefly explains to what extent a destination fulfils tourists' basic needs. The destination attributes can be measured against tourists' anticipation. However, this study tries to explain tourists' behaviour in travelling in a different way. The study uses existential authenticity to elaborate that tourists seek fulfilment of self-actualisation through travel experiences. Therefore, the joy a destination can bring to tourists is greater than the excitement arising from the fulfilment of fundamental needs. Destinations can also fulfil tourists' needs for self-actualisation by means of experiences, which bring more influential consequences to the tourists. Behaviourally, the pursuit of a better life is accomplished. Attitudinally, they change their life philosophy and values; they perceive the world in a different way.

8.5 Predicament and Breakthrough

This study views and explains destination loyalty from a new perspective. Methodologically, it adopts interpretivism as its paradigm whereas the prior research chiefly constructs destination loyalty from the viewpoint of positivism. The literature mainly focuses on examining the relationship between destination attributes and tourists' behaviour intention. Additionally, cross-sectional research design dominates. Owing to the research design, destination loyalty is defined as a closing status. However, this study expounds destination loyalty from the interpretivist point of view. It examines how destination loyalty is formed and developed from a longer time span with accumulation of travel experiences. It probes into the interaction and enhancement of behavioural loyalty and attitudinal loyalty.

The study argues that tourists are masters who truly define what a destination means to them. It departs from the prior theoretical boundaries, which mainly believes that destination loyalty is built upon controllable tangible destination attributes. The study invites profound dialogues with the interviewees. It reasons why and how tourists form and develop attachment towards holiday destinations. Most important of all, it invites them to talk up their reflective rumination gained from travel experiences. The study gives meanings to the gradation of destination loyalty.

The reproduction of brand loyalty research in the tourism destination context has made its point. The domination of attribute-based research design has reached a predicament. The detachment of a positivist viewpoint and attribute-domination leads to a breakthrough. It allows the study to touch the inner thought of the interviewees. Then the discussion on destination loyalty can go beyond the superficial repeated revisits and sense of satisfaction and fulfilment. Thus, the study concludes that destination loyalty is a dynamic process and tourists seek for fulfilment of self-actualisation attitudinally through travel experiences.

8.6 Research Conclusion

This section aims to draw the conclusion on how the findings of this study fulfil its aim, objectives, and questions. The research aim is to investigate tourists' perceptions of both behavioural and attitudinal loyalty in the holiday destination context. The three research objectives of this study are: 1) to understand the dynamic interactions between visit realisation and emotional bonding, 2) to integrate place attachment and existential authenticity into the examination of destination

loyalty development, 3) to examine how tourists fulfil their needs for self-actualisation through travel experiences and how it links with the development of destination loyalty.

Furthermore, there are four research questions the study aims at answering. Firstly, the study wants to identify the behavioural loyalty typology based on the actual revisit patterns, from which the factors truly leading to revisit realisation are naturally revealed. Secondly, the study attempts to locate what the aspects make tourists feel connected to the destination attitudinally. Thirdly, the study endeavours to find out what a committed tourist may feel and do. Finally, the study desires to understand to what extent tourists identify with the holiday destination setting.

Therefore, this study employs focus groups and interviews to allow qualified informants to share their actual revisit patterns and attitudinal bonding with holiday destinations. In addition, the framework of destination loyalty gradation serves as the findings of the study. It illustrates that visit realisation and emotional bonding rotates dynamically, which suggests destination loyalty is a status of becoming rather than a static and terminal achievement.

Moreover, place attachment and existential authenticity are integrated into the discussion of destination loyalty. They not only explain that sociality and self-realisation facilitates the development of tourists' attachment to holiday destinations but also advocates that travel experiences can do more than fulfilment of tourists' needs for physiological attributes. Additionally, a behavioural loyalty

typology is suggested in this study based on the examination of actual revisit patterns. Local involvement, friendly locals, local community, and communication and memory are facilitating factors which enhance the development of attitudinal loyalty. Vital behavioural decisions and philosophical and spiritual attitudes made and formed in the stage of self-reflection and future plans achieve the needs for self-esteem and self-actualisation. Most important of all, tourists' self-identity is enhanced through travel experiences. The findings of the study have accomplished their aims namely to invite new insights and observations on the examination and discussion on destination loyalty.

8.7 Recommendations

This study unhooks the commonly-recognised examination on the functions of tangible destination attributes and indicates the complexity of destination branding. Destination loyalty is long-term; the realisation of revisits takes a long time to realise. Destination marketing is not a course of action with a terminal point. As a matter of fact, it takes consistent efforts. Human beings are not machines; the realisation of revisits is random and unpredictable. A destination must ensure that it is always on tourists' minds; otherwise, it might be eliminated from the choice-sets. The difficulty which destination marketers now face is not only an increasingly competitive tourism destination market but also ever more experienced tourists.

Based on the conclusion of this study, it suggests that a destination must work harder on how to provide unique and unforgettable experiences for tourists to boost their emotional ties with the destination. It is widely-accepted that the characteristics of

each destination are unique and it is attraction and motivation which encourage tourists to visit and to return. However, being distinctive is not sufficient in such a rival market. Being special only brings excitement. Nevertheless, excitement is replaceable when novelty is available. Memory originating from extraordinary travel experiences is the reason why tourists feel linked with the destination. Thus, what a destination must work on is providing differential experiences based on its distinctive tourism resources, which create significant memories. This type of association is long-lasting.

In addition, a destination must be aware that it catalyses tourists' self-actualisation by means of travel experiences. The fulfilment of self-actualisation is totally tourists-centred. The provision of controllable attributes and service quality may not directly and significantly facilitate the achievement of self-actualisation. In fact, the pursuit of self-actualisation is ignored. With the emphasis of economic growth, revenue is what a destination strives for. It must be aware of its social responsibility. Destination developers and marketers must be cognisant that tourists are getting experienced. What experienced tourists look for is no longer the fulfilment of physiological needs. Rather, they are critical. They can easily distinguish staged hospitality from sincerity; they are seeking authentic experiences. Furthermore, they consider carefully the impacts they bring to the destinations. They criticise and regret the loss of local traditional culture. These considerations can make tourists spurn certain types of destinations.

To sum up, experienced tourists think and act differently; they are playing the game with a variety of rules. A destination which targets experienced and repeated

tourists must bear in mind that provision of best quality tourism facilities and services does not ensure revisit realisation. The creation of long-lasting memories allows tourists to be attitudinally connected with the place, making the destination remain vivid in their minds. Authentic experiences, satisfying self-actualisation needs, are key to destination success in the competitive market. A destination which fails to trigger tourists' sense of attachment, association and self-realisation will not become significant and meaningful to the tourists since the attitudinal links are weak and replaceable.

8.8 Research Limitations

The primary limitations of this study include the restricted definition of destinations, the small sampling size, the difference in culture between the research setting and the researcher, and the researcher's language proficiency. The study defines destinations at the level of nations or countries. It originates from the rationale of nation branding, which is a recognising academic term. However, nations and countries were seen as synonyms and used interchangeably in the fieldwork. Nations and countries come in different scale of territory size. This study is aware that the sizes of a country may impact on the numbers of revisits. It might be assumed that a big-scaled country, such as, Australia, may receive more revisits than a small-sized one, such as Monaco. However, it must also be born in mind that this study focuses on revisit patterns and does not aim at discussing which country is more frequently-revisited than another. The study successfully conducted four focus groups during the first stage of data collection and completed 33 interviews during the second stage. Limited accessibility leaves few sampling techniques for

the researcher. Practical sampling experiences and difficulties are recorded in the chapter of methodology. The major sampling techniques adopted in this study are strategies of convenience sampling and snowballing sampling. Even though the convenience sampling technique was used, the study still purposefully recruited informants with the qualification requirement: the informants are highly-educated with high social and economic status. Furthermore, they are extremely experienced tourists. Observations and research reflection made in the fieldwork were written as a research diary and fieldwork note. Both of these serve as additional data for this study. However, it is still restricted by the sampling size and informants' characteristics. It is limited by the specific nature of qualitative research design from making any broad generalisations or application of destination loyalty on all types of tourists. The findings are situational and contextual. The findings of this thesis better explain how experienced and elderly tourists form and develop their destination loyalty to holiday destinations.

A further consideration is the researcher's very different cultural background. Inevitably, there are life experiences, background, and circumstances which the researcher brings to the research. There is a role which the researcher's "self" plays in this study from the selection of research questions to the interpretation of the findings. Moreover, English is not the researcher's native language. The proficiency and comprehension may also impact the researcher's interpretation of the research data. Although the researcher conducts the research with qualitative research quality control measures, there are still natural research limitations.

8.9 Research Contributions

The contributions of this study can be presented in three aspects, the selection of research methods, the contribution on knowledge, and the practical implementation. Methodologically, quantitative research design dominates the prior research, which chiefly examines the relationship amongst destination image, satisfaction, and loyalty. Loyalty is seen as ultimate goal, which is the final end of a course of actions. However, the conceptual definition and the constructs of loyalty do not match on research: loyalty is studied in an ideal setting which is distant from the reality. This study, however, adopts qualitative research design. When it examines destination loyalty, it no longer explains it from a cross-sectional viewpoint. Instead, it examines lifetime travel experiences and revisit patterns to explain the formation and development of destination loyalty. The adoption of different methodological design leads to the advocacy of the study that destination loyalty is a progressive process.

The prior research is predominately attribute-based. It is believed that destination loyalty is built upon the fulfilment of physiological needs gained from destination attributes. However, the study not only reconfirms the prior literature but also explains destination loyalty from the perspective of humanities. It emphasises that people grow philosophically and spiritually through travel experiences over time.

On implementation, this study suggests the provision of distinctive attributes and high satisfaction services are not sufficient. Each destination is supposed to be unique since their features are irreplaceable. The overemphasis on satisfaction weakens the distinguishable features of the destination. It makes the destination

homogenous. A destination must use its distinctiveness to create remarkable and unforgettable experiences. What differentiates a destination to the tourists is long-lasting memory not excitement or satisfaction. In addition, memory makes the tourists feel connected with the destination, which also motivates revisits.

8.10 Ideas for Future Research

The following three aspects are identified as worthy of further study, which particularly interests the researcher. Firstly, the findings of this study are highly related to the subjects' cultural background and lifelong experiences. The explanation and interpreted meanings of destination loyalty gradation are contextually fitted to the research setting. As it is stated in the research limitation section, broad generalisations are not available in this study. Thus, the researcher is interested in applying the research design to different cultural background to compare and contrast the ways the findings of different cultural backgrounds may be similar to or different from each other. Take, Taiwan, the researcher's homeland, for example, the travel patterns and travel experiences are supposed to be different from those of Scottish people. Life philosophy and values might also be varied from this research setting. Thus, what Taiwanese tourists think of their repeated revisits and emotional bonds with holiday destinations may be expected to differ.

Moreover, the researcher also wonders to what extent the findings may possibly vary if further study is applied to informants with a different demographic. The respondents of this study are characterised to be elderly experienced tourists; highly educated and high social and economic status. The prior research on brand loyalty

indicates that elderly consumers tend to be more loyal, referring to repeated purchase. This study, however, indicates that lifelong travel experiences are an influential factor reshaping informants' ways of thinking and concepts of values. In other words, holidays mean more than enjoyment to them. Thus, the researcher is curious about what the findings will be if the research design is applied to subjects with extremely different demographic facts, such as young travellers who are less experienced. Should it be expected that self-reflection of younger and less experienced tourists will be very different from that of the elderly and more sophisticated travellers?

Destination loyalty is theorised based on academic foundations of marketing and brand loyalty. It might be worth thinking of integrating theories from different disciplines into the explanation of destination loyalty. Place attachment and existential authenticity are adopted in this study. Place attachment originates from environmental psychology; it examines how residents develop attachment to their dwelling environment. Existential authenticity originates from philosophy and psychology; it explains people's pursuit of self-actualisation. This study takes advantage of these two theories to explain and give meaning to loyalty in the tourism context. Research on destination loyalty is comparatively new. Also, the main focus is behavioural intention. Attitudinally, it is mainly built upon trust-commitment theory. The inputs and integrations of other disciplines are expected to bring new insights and research direction to destination loyalty studies.

8.11 Last Thoughts on the Study

The study is a learning process for the researcher. When the researcher started the fieldwork at the very beginning, she had little idea what to expect. Then she sensed that participants in the focus groups were seemingly struggling to express and describe their feelings to the holiday destinations. However, the researcher had a strong sense that there might be something deep-seated on their minds, which ought to be probed. To the researcher's surprise, the fieldwork interviews lead her to a different level of mutual idea exchanges and conversation. The informants were willing to share their inner thoughts and reflective ruminations gained from their travel experiences. These dialogues enabled the researcher to think out of the box of theoretical boundaries and anticipations.

The life stories told by the informants in this study are as touching as Lin's and as splendid as Lin's. Through the interviews, the researcher not only gained answers to the research questions but also learned informants' knowledge of life. The informants had to convey their lifelong travel experiences and affections to the researcher within an interview.

The researcher feels immense gratitude to the informants. It is not only because they contributed their valuable time to the study but also because they were willing to share their inner thoughts with the researcher.

Discussions and conversations in both focus groups and interviews triggered the researcher to recall and re-examine her travel experiences. Many touching moments and philosophical thoughts returned to the researcher's mind. Fresh

insights were gained. Namely that, fulfilments and satisfactions originating from tourism services, facilities, products, and other tangible attributes are a part of travelling experiences. In each traveller's heart and mind, learning and thinking are present. Through travel experiences, people learn new knowledge and insights. They learn the cultural and historical background. Moreover, there is also self-rumination. That is to say, people make conversation with themselves during journeys promoting knowledgeability and spiritual insight.

The establishment of academic and theoretical knowledge gradually changes the researcher's ways of thinking. Step by step, the researcher adopts the role and gets used to seeing things from the perspective of destination management and marketing. With the theoretical framework, everything should be straightforward. When the researcher initially embarked on the fieldwork, she was too eager to search for arguments with and confirmation of the literature review. Usually, the findings were descriptive and obviously-identifiable. When the researcher released herself from the mental burden, she found it more enjoyable to chat on travel experiences with informants. The informants were open-minded to share their inner thoughts and associations with holiday destinations. These mutual conversations not only awoke the researcher to linking theory to real practices but also awoke memories of travel experiences. She, then, learnt all over again from her journeys.

There are plenty touching moments over the years. As very few encounters are tangible, they tend to be overlooked by destination management and marketing organisations. However, these encounters and experiences all make the researcher feel connected with the places. Experiences and memories make places meaningful.

This is confirmed by researcher's tow fieldwork studies. Methodologically, reflexivity allows the researcher to give the study meanings. This study is not only an academic learning process but also an introspective journey for the researcher.

Theoretically, loyalty and choice-sets are the essence of branding and consumer's behaviours. The prior research and literature make these two dimensions popular research topics on marketing. However, human beings are not robots. The souls of human beings make them both rational and affective. That is the key ingredient making each individual's tourism consumption characteristic. With the integration of self-realisation, destination loyalty can be seen to be more than habitual and occasional revisits and fulfilment and satisfaction of physiological needs. This study unhooks the rigid causal analyses on attributes; instead, this study aims at explaining destination loyalty based on informants' practical travel experiences from the perspective of humanity and self-actualisation.

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Appendix 1

Focus Group Registry Form

Focus Group Registry Form

- Title: Miss Mrs. Mr. Dr./Professor
- Name: _____
- Gender: Female Male
- Age: _____
- Family Composition: _____
- Education Level:
 - Graduate or Professional Degree Bachelor's Degree
 - Some College Diploma
 - Some High School
- Occupation: _____
- Income:

<input type="checkbox"/> Less than £ 15,000	<input type="checkbox"/> £ 15,000 ~ £ 25,000
<input type="checkbox"/> £25,000 ~ £35,000	<input type="checkbox"/> £35,000 ~ £45,000
<input type="checkbox"/> £45,000 ~ £50,000	<input type="checkbox"/> £50,000 ~ £55,000
<input type="checkbox"/> £55,000 ~ £60,000	<input type="checkbox"/> £60,000 and more
- The average frequency you travel per year (holiday-making purpose only and destinations outside the UK)
 - Once every year Twice every year
 - Three times and more
- Whom do you usually travel with?
 - My own individual Partner (couple only)
 - Family members Friends or colleagues
 - None of the above _____
- In order to facilitate the group discussion, would you please briefly jot down the journeys you had completed in the past 5 years for the purpose of vacation-taking?
Thank you.

Appendix 2

Outline of Focus Group Discussion Questions

■ Self-introduction (Moderator):

- my own self – name, from Taiwan (apologies for language proficiency/barriers and ask for understanding) , research student in Strathclyde
- how focus groups run – encourage interactions amongst participants, no business purpose for this study, personal privacy/ data kept confidential (personal data won't show), audio-recording throughout focus groups for transcription and data analysis
- today's agenda – outline of group discussion session
- definition of *destination* during today's conversation: countries/nations – please advise participants if you refer to something else

■ Warm-up Questions:

Would you please briefly introduce yourself and please share with us where you have been travelling in the past five years?

■ Main Questions:

- Amongst those destinations, is there one or are there several you particularly visit more than once?
- Is there any activity you particularly will go for during holidays? (interest? hobby? drive for holidays)
- What attracts you to pay revisits to the same destination? (driven by purposes, attributes, practical situations?)
- How do you feel about destinations where you pay one visit so far?
- How do you feel about destinations where you frequently revisit?
- differences between these feelings? (visit once vs multiple visits)
- Amongst those countries you visited, is there any special one you feel very different from the rest? Would you try to describe your feelings to that country?
- How would you respond to your friends if they ask for your recommendations for holiday destinations?

■ Probing Questions:

- How frequently? Purposes?
- visit the same place (town, city, area, resort)?
- how trips were organised? (through travel agency? always commerce with one

travel agency? promotions?)

- airline specific? (destinations chosen by where airlines' routes)
- Are there similarities shared amongst those countries which attract you to visit?

(seek for similar attributes?)

- What you might typically do during a whole day staying the destinations?
(activities, interactions, types of food? Very different from daily life at home?)

■ **Closure of Focus Groups:**

- feedbacks, comments?
- sincerely thank them for great contributions
- incentives

Appendix 3

Focus Group Transcript Sample

Transcription – Retired

- Date: 15 December 2008
- Location: Seminar Room, RSR Helensburgh – Braeholm (www.rsr.org.uk/brae)
- Codes – A1~A10

Lines	Codes	Content
5	conductor	I am Christine Chi. I am from Taiwan. This is my third year of my PhD research. I am now on the stage of collecting data and I wan to see the real phenomena – what is really happening in tourism and I will see how it also works in the literature. This research is proposed to look into the loyal types tourists might have in the terms of tourists’ behaviours. So it could be in destinations and it could be in activities and that’s what I am finding out. That’s the questionnaire I have. As you can see I put two tape recorders on the table. It’s just because I really need the transcription. After the focus group, it will help me to follow what you’ll contribute in the focus group and it will be easy for me to do the further data analysis. Your personal information, your names, your demographics information will be kept confidential. I will use codes instead of real names in the whole transcription. So, today when we discuss the travel experiences the journeys you have been taking. When I mention ‘destination’ then let’s all agree destination means a country or a nation. Although you probably didn’t travel the whole massive land within one journey but for the research convenience; when we talk about destination will be in the context of a nation or country rather than a city or a place. So if you have other meanings rather than the country then please (noise) tell us during the discussion. Shall we start? Would you please briefly introduce yourself and share with us those countries you have been travelling to in the past five years? Thank you.
10		
15		
20		
25		

		(people waited; then I invited participants starting from my left hand side.)
30	A1	I am..... I mainly travelled to Italy, France, and Norway. (Note: based on A1's questionnaire; 2004: Italy 2005: France 2006: France and Croatia. 2007: Italy, England, and Norway. 2008: France and England.)
35	A2	I am I'd written down France, USA, Spain, France, and Spain. (Note: based on A2's questionnaire: 2004: France 2005: New England, USA 2006: Spain 2007: none 2008: Paris France and Granada, Spain.)
40	A3 Malaysia, Australia, France, Azerbaijan, (people laughed/smiled), Singapore, Norway. (Note: based on A3's questionnaire: 2004: Norway, Canary Islands, France. 2005: Australia, Singapore, Cyprus 2006: Azerbaijan, Canary Islands, Australia, Egypt 2007: Azerbaijan, Western Islands, Cruise to Spain, North Africa, Canary Island 2008: Malaysia, France, Malaysia, Australia.
45	A4 I have been to England, Brussels, the Greek Islands, France, Spain, Sweden, Canada, and Morocco. (Note: based on A4's questionnaire, a very detailed one with duration too: 2004: Sweden, France, and Seville, Spain. 2005: France and Barcelona, Spain. 2006: Sweden, Morocco, France, Malaga, Spain, and Vancouver and Alaska (Canada and USA) 2007: Sweden, Majorca, Spain, and France 2008: Greek Islands, Israel, London, England and Brussels, Belgium.
50		
55	A5 I have been to (people interrupted) I have gap years....(not clear) I have been to USA, Spain, South Africa, Germany, France, Germany, Italy, Hungary, Peru and Czech Republic, Malaysia and France. (Note: based on A5's questionnaire, 2004: Malaysia and France 2005: Peru and Czech Republic 2006: Italy and Hungary 2007: France and Germany 2008: USA, Spain, South Africa, Germany, Ireland, and Portugal.)
60	A6	I am..... and I have been several times to Canary Island which is part of Spain. Twice to States. Three times to Hungary but that's to visit my daughter. And a week to Majorca and a week to Portugal. (Note: based on A6's

65		questionnaire: 2004: La Gomera Canary Island and Indonesia. 2005: Florida and Italy 2006: Canary Island, Hungary (three times) and Rome, Italy. 2007: Madeira, Portugal and Florida, USA 2008: Majorca, Spain and Portugal, which is an organised bird-watching holiday)
70	A7 (family is not clear/his questionnaire is found missing after coming back from the focus group) I have been to Australia for several times to visit my daughter. New Zealand, Cook Island, Thailand, Vietnam, India and Sri Lanka.
75	A8	Hi, I am Aha..Sweden, England, France, Austria, Spain, Egypt, Norway. (Note: based on A8's questionnaire: 2004: Sweden, England, and France. 2005: Austria, Sweden, Essex, England, and Spain. 2006: Essex, England, Sweden, Egypt 2007: Sweden, London, Essex, England 2008: Sweden, Norway, London, and Essex, England)
80	A9	Hi, I am I can't remember where I have been in 2004 maybe it will come back later but the USA, England, Spain, Scotland (excluded), USA and Cyprus. (Note: based on A9's questionnaire: 2004: ? 2005: Chicago, New Orleans, USA 2006: London 2007: Spain, Kirk Yetaolm, Scotland (excluded) 2008: Oregon, USA, London, England and Cyprus.)
85		(interrupted: tea/coffee and biscuits were sent in and people passed around them; some noise)
	A7	I am stupid (?) I could remember that the British Airway (not clear and people laughed) ...
90		While tea and coffee were passed around, A10 started to introduce herself and some words were not clear
95	A10 (noise and participant did not speak very loud even though she was seated very close to the recorder) ...I have also been to Portugal, Norway(very low volume and not easy to recognised) (Note: based on A10's questionnaire: 2004: Cruise – Mediterranean 2005: Cruise – Norway 2006: Cruise – Portugal, Madeira, and Cook Islands 2007: walks 2008: Cruise – London, Isle of Wight (England)
100	Conductor	Based on the countries you just mentioned previously, is there any country that you visited more than once; may I know the reasons why you visited it for more than once or actually you

		have the habit to visit the different if you could travel and why is that and why is not? Anyone can answer; it doesn't have to answer (in an order)
105	A7	I...I ...I...have been to Australia several times to visit my daughter and several times to India to visit my son.
	Conductor	Then may I have the follow-up question. When you visit your daughter and son. Do you stay in the same city or ...
	A7	No no...oh, no no way. We would go all other places.
110	A3	I have been to Australia to visit my sister and her husband and been to visit the whole Australia. I have been to Malaysia to visit my daughter and Azerbaijan to visit my daughter and Norway to visit my daughter. We visit Norway during the visit we haven't visit Malaysia, we might do that in the next time; did that in Azerbaijan. Other places for holidays like France, Egypt.
115		
120	A4	I have been to France almost every year for holiday because we just like it so much and for the same reasons we went to Sweden quite a lot and also got to Spain and again with a group of people. Usually we go to Spain for holiday with a group of friends. So these are places I drop back because it happen that I like them.
	Conductor	And by the way, you can also interact with the other participants (One participant seemingly wants to respond to the speaker)
125	A4	I should also say that I have been to Canada and I probably will go back again because I got relatives there and Alaska for the same basis.
130	A9	We have been to United States for many times because we find it an amazing country a long time ago and it's a whole life-time holiday places so many differences and so many different parts of it I have very good friends there. Between these two reasons we visit there quite a lot.
135	Conductor	And also when you travelled back to the United States do you visit different states or you still keep staying in the same state but different place?
	A9	Aha..small focuses. The first trip we made was the way we

140		think the America was doing the Europe. We travelled the whole of the country in a month so we have tasters of a lot of places and our holidays after that have been in two or three states or just focused on one place but from the original visit we think we need to go back. We have been to New Oreland for three times because we kept going back there. Quite a very special place.
145	Conductor	Then we probably will come back to New Oreland later on ...yes and any others would like to share
	A5	I got to the Statesto visit friends and the families and spent around to different places and Germany and Spain ... (very low volume ...not clear but basically to visit countries to visit friends and relatives and then see around other places)
150	Conductor	Any one would like to share a place you have been to but at the end you decide not to go back?
	A7	I am not going back to the States. No way. No way. (emphasised; people laughed too; very strong attitude) I wouldn't even take American Airline again.
155	Conductor	Is that because bad experience or ...
	A7	I am rejected...the way is so mean about visas and difficult and I can't be bothered that I'd rather go to Canada. Canada to me is nicer place; people are nice and you don't have the hustles.
160	Conductor	Yes, maybe..it's aha....
	A7	I won't stand Americans.
	Conductor	But maybe it's because
		People started to replied...can't recognise who are talking
165	A2	If you queue half an hour to get back to Britain andand go to the UK border agency now things are changed....
	A7	I got it sorted in two minutes
	A2	(to A7) You can't go so many places aha (people laughed)
	A6	Maybe get the other then
170	A3	I can answer that; I wouldn't want to go to Azerbaijan, similar reason; it's very difficult in Azerbaijan. You have to ... You can't get a visa until you get there. Then you have to stand in a huge queue and then you have to pay about around 100 US

175		dollars to get it sorted and it's really a hustle in Azerbaijan and it's really not set up for holiday destination yet. Where we were there is Baku, which is a huge city with 2 and half million people and actually it is full of oil (?) and it's a former member of USSR and they really haven't got back to bankrupt; it's extremely cut out; so it's not a pleasant place to stay ...
180		why I shouldn't say is I also been to western islands along the country and you see johnnies (?) in Scotland in western islands and Edinburgh and Aberdeen but (low volume; but since it's part of Scotland) So we go around and say Scotland as well if we talk about johnnies.
	A7	Yes, (to A3)
190	A6	I probably wouldn't go back to Hungry because I have visited my daughter for 3 times. She stayed there and married there and that's why I visited her for many times. But I wouldn't want to go back. I wouldn't say it's corrupted but I don't think it's quite a very difficult country to live in if you have no language and also the scripts, the writing is very difficult to read. So that makes it extremely difficult. If you used to be independent and if you can't even read the road signs then it become quite difficult I think.
195		
200	Conductor	So may I say that Azerbaijan and Hungry; maybe the reasons for both of you (to A3 and A6) kind of related to the infrastructure that so far it didn't develop well
	A6	Yes.
	Conductor	As I could remember that someone also mentioned about India
	A7	Yes.
205	Conductor	Yes..so would that also happen to you; obviously that India probably...aha
	A7	But you'd be got it right if the visa; it's roughly 60 pounds. But that's all, no hustle.
	Conductor	But how about the infrastructure?
210	A4	I have been to(not clear) for three times but one thing I enjoyed is the hustles
	A3	It's the hustles and bustles
	A4	It's a challenge. Visiting around and particularly you don't

215		come up a plan. I quite enjoy the time of the trip anyway. You are not part of the group and I think it a lot better to enjoy the challenge to get on a bus passing some place not planed on the trip.
	A7	I am looked after by my son and my daughter so I...
220	A8	Yes, I have been reluctant to go back to the USSR there I went on trips. I think as individual I think it's probably not a pleasant place; you can't read the literary; some places like St. Petersburg which I think I can cope with but Moscow was very scary place because every body looks at you and we felt that we stood out and the guy (or guide) with us told us that in the communist time people were told to spot at foreigners because you could not / were not allowed to speak to a foreigner so every body just stand there and stared at you all the times and the men with ear piercings, armed guards outside shops and I am unable to read the signs and I usually the one who can read all the times and I couldn't read a thing because of all the roads written in their letters. So I found it very scary to enjoy there.
225		
230		
	A7	India is quite easy in language because lots of things are in English; I think ...they adopted from us; most people speak English.
235		Yup ..are in English; it's true. Yup.. (many people replied)
	A4	Language is a problem.
240	A3	I think that reminds me of my trips to Malaysia to visit my daughter. I think the same probably because it used to be part of Britain. Although the public didn't think that and we are still here believe it or not and we can still get somewhere. I'd actually been asked to take photographs with me(people laughed...)
	conductor	Then ...
245	A5	My son and I went on a trip to China and (basically: it's about his personal experience when he went to China when his son was still very little and people came up to him to ask to take photo of his son since they felt very rare to see/meet one.)
	A3	Yes, my two grand children were constantly asked to be taken and my daughter said it's because their eyes are blue.

250	A9	And blond hair as well.
		Yes...(may people replied)
	A6	Something is unusual. Our daughter with this size and really dark hair and very pale skin and in Turkey they just feel very strange because they get used to the colouring
255	A1	Yes, my son as well in China, India and Hong Kong
260	Conductor	I am quite wondering the interpretation of distance is probably very different in different culture and how do you feel when someone just approached you and then play with your children and ...how do you feel of it, do you feel offensive? Or do you feel naturally it happened in your experience?
	A10	I certainly don't find it offensive and I haven't had the skin picture taken of the children
265	A1	I think it depends on the situation if you're in a safe place where lots of people and I think recognise it's a real problem at all but it you're in different situation and that basis is important and you catch that someone is approaching you and you don't know them at all and I will feel more attention.
270		(Note: this conversation doesn't matter and not related to the research but since participants were interested in talking about it and it can also serve as bridge to link with emotional attachment, which will be asked very soon afterwards.)
275	Conductor	Then may I know how do you usually organise your trips? Do you go directly to the travel agents? Or you prefer to organise everything including accommodation and transportation yourself?
280	A8	Various; I meant we travelled to Sweden since my husband worked there and we arranged many trips sometimes twice or even three times a year and this time we arranged to take ferry from Newcastle and after it finished we drove to some of the northern Sweden and revised back but normally we would booked on our own. But for example, when we travelled to Egypt we definitely needed help from travel agent.
	A2	I always book on the Internet and(not clear because tray of cups was dragged on the table) always find it's ok.
285	A1	Yes, last year we went to Norway..aha expected for ... (not

		clear) as far as train travel, bus ... we actually get the timetable on the Internet. We paid the tickets on the Internet almost everything on the Internet when we planned to visit Norway. And I find it's fun really.
290	A3	If I am going on holidays not to visit my relatives, then I go through travel agencies but if I go to visit my relatives, I will do it myself.
295	A4	I quite enjoyed a holiday in which we go with groups a lady who organised everything, the hotels, the travel, and even the coaches we laid on and that's very easy. But if we are not going with a group of people, then we organise it on the Internet.
300	A5	For ...and for United States, I go for the Internet and for the some places I go for travel agencies if it's hard to find hotels or other services (on the Internet).
305	A7	In Australia I just know I decide where I want to go to..aha last time I went to (place's name) and I just have to know where I want to go and when I have to be back; it would be very relaxed. It's very similar in New Zealand and nothing booked (and jumped back to Australia) in Australia maybe book camps and in New Zealand you just have to take on the road and drive to the place around; no hustle at all. You have to decide where you gonna to go because New Zealand is a bit like Scotland you don't know where you gonna arrive you are going to somewhere.
310		
	Conductor	And when you (some of you) mentioned that you book through the travel agencies, do you book from the same one or from one to another one and try different service and evaluate them and then later decide to stick to the same one and...
315	A2	I used to book from one travel agency because it was just so good when it's back to a few years ago before I retired, I booked my holidays from them because particularly it also found new hotels and it seems get good places on travel. I was confident on their service and I got back for questions and it was so helpful to me. But now I am retired and I am less exhausted to book holidays by myself.
320		
	A3	I tended to book from the same one because I tried the other

		one once and it was disaster. It told me it's a 5-star hotel but it's not. So I go to the same one all the times.
325	conductor	And when you always book the holidays from the same travel agency and when you contact them do you have something in mind or you'll totally trust them and then they organise the trip for you?
330	A3	I done both. With confidence, I just told them that it's the agenda and just fix it up for me.
	Conductor	But at that time you have already got the destination in your mind. For example, you plan to visit Spain in a particular time and you just ...
335	A3	Yes, they will do everything for me, find the hotel and flights; well, I give them the holiday time and he gave me the flights
	A7	I used travel agencies to book my flight but they just do what I wanted.
340	A4	When we went to the States couple years ago, we stayed at B&Bs and we found she booked a very good one and we looked into different rooms and all find different. (noise) They were all individually designed.
	A5(noise) finding dates and which flight you want to fly on and let the agents know.
345	conductor	Is there any activity you particularly will go for it either in the same destination or various destinations? (question was repeated again because one participant couldn't catch it since cups passed around again)
350	A8	No. We like bird-watching, taking photographs and playing golf. But when we travel abroad, it's too hard for that. So the answer will be no. Although we have hobbies we wouldn't do it always on our holidays.
	Conductor	Questions revised. So, is there any activities that you will definitely go for it no matter in which destination? Or you go for it on purposefully?
355	A1	Skiing, sometimes.
	Conductor	But different destinations?
	A1	Yes.
	A10	Cycling. But it doesn't have to be everywhere.

360	A4	Painting. I love painting. I paint everywhere I go. Or I sketch for painting.
	A8	We'll always look for opportunity for bird-watching but we may not do it all the times.
365	conductor	But bird-watching..aha... There might be various species in different places. So would you arrange a trip mainly for the reason?
370	A8	(thinking...) aha..sometimes, for example, this year we went bird-watching in Portugal and everything is arranged for us except air flights. We booked the flights. But normally we go on holidays we don't see other birds there. We will go there and see if there are birds there and we'll go and see what we can see.
375	A3	If you ask us if there is any activity we would like to do in each holiday destination, I would say sightseeing. We would like, let's say, Canary Island, we'll go sightseeing and we'd also try some local cousins. Otherwise, it's very relaxed you know. Maybe golf in Portugal ..but basically very relaxed and hotels, pool, and beaches....
380	A10	We would probably go for gardens. (very unclear...voice is too soft but basically, she wanted to say that if there is any activity they will do abroad is visiting gardens.)
385	A7	I would like to go the countries where I can spend time with locals. Back to the time I was in south America, I travelled around and spoke French (and then corrected afterwards to Spanish.) I took French at school for 5 times. (and then talked about learning French at school)
	Conductor	You mentioned you took lots of cruises; is that something you particularly enjoy? I meant the way of travelling?
390	A10	Yes, very relaxing. The last trip ...we didn't enjoy the days at sea we enjoy the cousins and we sailed in the evening and arrived different places in the morning....It was very joyful and we would like to take the trip again. (due to the soft voice, it's very difficult to transcribe word-by-word but in summary)
395	conductor	So, when you do the cruising, you choose to do it in different locations, different oceans.

	A10	Yes, I have tried lots of different areas.
	conductor	Would you like to share us more why you want to take cruise holidays again and again?
400	A10	It's very relaxing and we can see so many different things and everything is done/prepared well. And you can have the sunshine and breezes (basically, very comfortable with not too cold not too hot temperature.) and it's very sociable; you meet people.
	A8	You don't get seasick then?
405	A10	No. ...
	A3	Usually very good food
	A10	Oh, yes,
	A3	Usually you pay and it includes all services.
	A10	Ah, yes...
410	A3	Entertainment
	A10	Entertainment, yes...(and bad experience in Honolulu but later on she added something that it's still good memory.)
	A2	(To me) So you got very well travel group of people.
		(People laughed and said yes...)
415	A8	Maybe typical Helensburgh but not typical in Scotland.
	Conductor	And is there any one would like to contribute more on activities you love doing in the destinations?
420	A9	I like cycling. If there is cycling tours I will go for it. I have done that in Amsterdam and Chicago. We saw little back streets where we would never find on our own. It's quiet, it's mostly flat. It will only happen in some cities but if there is we'll go for it to see around in a different way.
425	Conductor	Then if you have something in mind, like painting or cycling or bird-watching, when you organise your holidays would you find the destinations which can offer you this benefit? Or, you'll think in another way that it'll be good to do this activity but if not, it's still all right. Will you purposefully searching destinations for activities?
430	A8	I think these days we will go where we are going. If we manage to see (bird-watching) it will be good, but if not, we don't mind.

	A1	We would, for example, go to the countryside where we can go for walking or cycling.
435	A2	I would like to see different cultures and try different activities in different country and different cousins and walking around to do some observing.
	A1	(she commented on A2's reply but more like personal conversation and therefore the voice is not as clear as that she replied in discussion.)
440	Conductor	So, let's build upon this question. Since you mentioned about experiencing different culture, when you travel overseas, do you try to find or avoid British people in the destinations?
	A3	I will certainly avoid going into an English pub in Canary Island.
445	A2	Try to (avoid) ...tourists' trap, really
	A8	Yes (avoid)
460	A7	I think if you have no problem on languages. It's fun to go where locals are. For example, when I travelled in south America, I can go around and speak to people around me and it's great. (Note: A7 had been teaching in South American country and according to him, his Spanish is very fluent.)
465	A9	We had a superb experience in (not clear) and because we had a friend there and because of her with the language, we'd be able to in part of the wedding and we were taken to the place the relatives stay and we wondered around the towns and villages; it was an amazing experience but we wouldn't have had it where it not for her. She was the key to these.
470	A2	Yes, I am thinking of the holidays where we go and we have someone we know staying there and we were not like tourists living there and some holidays I know that you can actually stay with locals ...
475	A8	Yes, there are holidays called "stay with us" (?) and you can go there and stay with the local people and you learn much more culture by staying with them and you're not wondering as a tourists
	A3	Long before 2004 we actually exchange houses..so we had people from France to stay at our house and we stayed theirs

		and you really get culture there because you live along with them
480	conductor	Follow-up question: do you host when they visited? (since his answer sounded like that but...)
485	A3	No, we stayed theirs and they came over here to stay at mine. So your house is their house for 4 weeks. And we organised some friends to be social with them to show them where shops are and they did the same for us. And it's very good chance for the children too ...that's a long time ago...we could have cheap holidays actually.
	A8	Much less expensive, isn't it
	A3	Yes, much inexpensive since you don't pay for accommodation
490	A1	When we stay in Croatia we stayed in a church, very good place and we met very good people there. And as a result there is a named baby there (?)... and there is a contrast; it's a holiday with more culture and contrast...and ... (
495	A2	And it's also safer if you have local contact; you will feel safer if the local tell you the things to avoid or the places to stay away from, particularly if there are places you'll put yourself in danger, which I think it an advantage to go a place that you possibly know someone rather than just being a tourist
500	conductor	Then may I ask you to do a comparison on a day that you have in your home country and your life overseas in the destinations? Any big difference when you compare these two types of daily life at homeland and overseas?
505	A3	I think it depends whether you go for a holiday or visit daughters; if I visit my daughter then I will play with the grand children when they are off school; and if we go for holidays; we tend to do it in the winter to enjoy sunshine so we spend much time on beaches, which is not doable here. So, we spend more time relaxing on leisure
510	A8	I am on the other side; of course, you don't have duty on holidays that you feel you have to do. I must go to do such and such...so those ties; those things you must be don't exist on holidays and that makes a big difference when you organise your time.

515	A7	I think often you can go on a holiday down to the experiences in your work life. You have been to somewhere and you think it's nice or disaster or jumping over the point for holidays or you were sending trips overseas to building into holidays, which is good value for money because you don't even have to pay for the trips.
520	A1	On holidays you don't need to do many daily life duties and you will get more time on something like reading or have time to do something you always want to do even at home.
525	conductor	So, right now we'll move to a more intangible question; I would like to ask about your feelings towards the destinations. May I ask you to categorise two groups of destinations; one is the destinations you only have been to once and the other is those you have been to for more than once. Do you feel differently to these two groups of destinations? Is there particularly stronger attachment to a group of destinations?
530	A8	Compared Egypt which I only been there once and Sweden where we got house there. There are more things we can do in Sweden and we feel there more like home whereas we go to the Egypt is totally relaxing.
535		(A pause. People looked around and no one showed the intention to speak up.)
	A4	(to conductor) I am not quite sure what you're looking for, I meant. Is there any place you don't want to go back or place you want to go back that kind of feelings? Or...
	Helper	Please revise your question.
540	Conductor	This question would like to find out your feelings, your attachment, you have towards the destinations.
545	A4	If I take that at a personal level. I mentioned previously that we frequently go back to France; we go to France because every time we go back generally speaking the weather is always good, the food is beautiful, the scenery is different, it's sunny, it's interesting; there is always so much to do and see and atmosphere of the places we go is usually very friendly and we feel secure and we like to go back to France for those reasons. And, for example, we once been to Thailand and we probably wouldn't want to go back. We have been there once
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555		and really there is nothing attracting me apart from the friendship that somebody there but I don't go there as tourists I don't think. It's very difficult to get there; it's a long journey. Although the people are friendly but travelling is restrict because the language is a problem; also with those barriers you don't enjoy yourself; you might get into trouble because you are a stranger on the streets. So for these reasons, Thailand won't be the first choice for return but holidays there we enjoyed but it doesn't attract us to go back.
560		
	A7	I like Thailand.
	A4	You like Thailand, yup?
565		(Note: A4 and A7 occasionally have different points of views; and sometimes, A7 speaks in an aggressive way while A4 tends to be more polite. A3 sometimes argues back but still with manners. Some tension between A7 and A3 and A4.)
570		(People replied with very short sentences shows agreement or disagreement on whether Thailand is a place for return or not. And a participant concluded saying "We are all different." Another one commented "Exactly." This eased the tension between A4 and A7 since their opinions to the same destination are varied.)
575	A3	Again, if I talk about holidays besides visiting (relatives). I have been to France very often and I don't need to say why because A4 has given every reason why. (Absolutely, yes. – one participant comments) That's all; I won't waste time on that. Countries I wouldn't...I enjoyed my holiday in Egypt but I didn't particularly try to go back because I been to (place's name), which is a very popular place in whole Egypt but I feel home maters ...it's a ..it's growing up as a desert I don't particularly enjoy that but every reason...I would probably go back to France for holidays.
580		
	A7	I would never go back to France.
585		(People interrupted; some laughs with some sentences; basically the atmosphere still keeps harmony; however, it is quite obvious that more people tend to like France more. Maybe it can be interpreted that there are emotional attachment, both negative and positive, amongst participants

590		towards the same destination. Alternatively, there is defence against A7?)
	A7	I think I find French is extremely demanding on reasonably high on French. It just couldn't be bothered to help me at all.
595	A8	I think that basically; I think for us, I have some Spanish and my husband speaks a bit Italian and we both speak good German and we are very happy to go to any of these and feel comfortable because we know we can get around and be secure and enjoy ourselves and make ourselves know, to talk to (local) people and that's a big plus.
600	A3	And what you're talking about..(? --- doesn't sounds like challenge to A8 but A3 stopped the sentence while A8 keeps going on)
	A8	No..that's a big difference; we don't speak French so if there is choice we go to Germany first or Spain or Italy. I think it's a bit difference, the language.
605	Conductor	So, may I ask you to use some adjectives to describe the destinations no matter whether you been there for only once or more than once. Or, can you use adjectives to describe those countries that you think you got more emotional association with; what those adjectives will be?
510		
615	A2	Any country that we regularly visit for holiday is this country (Scotland); that's home actually, I think. I have been to Egypt for couple of times; it is exotic and I found of India and I think we'll visit there next year and it's similar to India; it's so different and even it's different in India; different parts show difference... (voice fades)
	A7	Yup yup..there is so much more I want to see in India.
	A8	What I would say to describe a holiday like that would be part of familiarity and part of contrast
620	A2, A7, and A9	"Yup~" "I agree with familiarity too." "Content, Content" "You want to see more
	Conductor	You want something totally
	A8	(continued and higher voice) You want something different but you like you're in your comfortable zone.
625	Conductor	Yes...yes...

		(very small voice might be from A9 “very good”)
	A2	And I can feel relaxed too (comments and continues from A8’s comfortable zone.)
630	A5	I went to south Africa this year for a tour; first of all we went to Johannesburg for a wedding; we stayed in a country club, which is very nice, but we are behind a(didn’t catch it) and we have to taxi everywhere to shopping mall or golf course and it felt you know you won’t feel relaxed at all and then we flew down to Port Elizabeth and we rented a car and drove around we visited townships and met some (local) people there and you know it’s very relaxing and we are advised where to go or where not to go what to do or what not to do but you could have a very pleasant holiday and very pleasant atmosphere, which make differentiate; it’s very different; it’s a lot to learn when you feel comfortable.
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	A9	I would like to agree the adjectives there because I think you could move around and not feel uncomfortable or (fear, frightened – A8 added) yes yes, that sort of things... I feel it is very important.
645	A7	I think frankly it’s people.
		(People comments “Yes.” Or murmurs some small sentences.)
	A5	People might be ...
	A7	People is very important and that can be applied into a hotel or shops or restaurants or whatever.
650	conductor	If right now we try to add another group into the destinations that will be your homeland; if you compare these three types of destinations (visited once, more than once, and homeland) can you compare them and see the different feelings towards these? Or, if you only compare place where you always want to revisit again and homeland (Scotland), any contrast feelings towards these? Or even similarity?
655		
		(after a pause but not too long; again, this question might be very difficult to answer right away.)
660	A10	Scotland hasn’t got service sorted. They don’t understand how to make people feel welcome. They are catching it over now but it hasn’t been doing that before. My husband used to

665		work on boats and he once said that you would rather stay at home and send the money (?) (people laughed) that's really the attitude 30 years ago in Scotland really don't be any body in any where else. They are now patching that wonderful, it's still very very patchy very very bad experience in Scotland.
	A8	The food is the same
	A10	You can got wonderful food and you can get diet (non-tasty) food
670	conductor	Maybe... (I tried to revise the question since...it's a bit away from the main track.)
	A7	I like camping in Scotland.
675	A8	No, if I want to go on holiday; I want some warmth, some sunshine and some relaxation; camping in Scotland doesn't have any of that.No... which means raining, dull children (?) and bad combinations (and people laughs)
		(again, small sentences disagreed with A7 but A8's voice is much stronger and clear and particularly two voices from a male and female participants are weakened due to this.)
680	Conductor	Then may I revise the question a bit if you perceive Scotland as your homeland you probably have some attachment, you feel the sense of belongingness
685	A8	Scotland is the most beautiful country in the world. There is no way around that, (someone said "Yes) and Scotland has the most beautiful scenery anywhere.
690	conductor	Yes, and then...no matter whether there is disadvantage when comparing with other destination or not; Scotland is your homeland is the place you stay you live with, so there will be some feelings there will be some attachment some association that deep in your mind; for example, me, I am away from Taiwan for long long long distance but every time every day I wake up and it seems that I still got my heart beats with my own country; I worry what is happening in Taiwan (Note: personal emotion involves. 'worry' the word is used because during the time I have been doing on this project, some annoying news about Taiwan was broadcast on BBC, which I watched and read and felt upset. Then I realised that it might be too strong because I could feel I was choked up and then I
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700		added some other lines) and I also feel happy if there is something good happening in Taiwan. That's kind of emotional attachment; is there any destination you also feel similar way; maybe not obviously but do you somehow feel that kind of emotion to destinations no matter whether you been once or more than more?
705	A7	Australia. (almost immediately after the question finishes.)
	conductor	And may I know the reason why?
710	A1	We...aha.. I have been to Hong Kong and I had been living there for six years and my son was born there and we had very good friendship there as well, I thinkthat's people.. (voice fades...)
715	A4	Yes..I will say Israel. I meant Israel is an amazing country because it's just so small so intense and you can not go anywhere without bringing with you a bible. So if you go to Israel you will feel it's rather historic very old and yet a rather new as a country so Israel attracts me particularly because the combination of the old and the current and lots of attention; it's an amazing place.
720	A3	I certainly I think might be Australia, I think climate might be important as an attracting contrasting with Scotland. And also because through my visiting my sister and brother-in-law, we met lots of friends in Australia, so you got question of climate, friendship, and outdoor life which you can have in Australia and that you can't really have in Scotland not in an agreed extent; so I think I could live in Australia, I think I can settle in France, particularly in southern France, again the climate, again the scenery and I find people in southern France is very friendly. I don't speak French very well but I find if you try if you try to speak in French they were quite happy. Paris might be a different matter and I think that's the metropolitan thing ("hmm" some participants made agreement sounds.) but people in southern France will be very happy to you ... a little story we flew into Vidden (?) and we came later and people we stayed with in France flew into France to the airport around about 5 o'clock at night at time we went into his (place) which
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730		
735		in the wooden hills which is very quiet; it was very dark; they

740		couldn't find it; they went to the first place they could find a light on they knocked the door they charter them with meals and told them where they want to go; he come up with meals into his car and road on the straight to it; so that's friendly as you can get it in Scotland. And he couldn't speak one word of French the people I am talking about. So, that was very friendly and I could live in France very happily.
745	A8	I think emotion wise, you often feel twinge when you know someone in that place no matter you have been there or not and again I have relation with Sweden and because of family we have lots of relationship there and if you hear anything happening there at a particular place and you sort of feel personally and the same in London because my son is there and I have relationship around the world or around the country you feel emotionally whether there is good or bad happening there. Better it's good happening there. (laughs...)
750		
	A7	Yes, I feel the same about Chile.
	A8	So many friends there? (to A7)
755	A7	Yes. Many friends there I used to get along with ... also, I find Chile is the safest country in south America. The reason for it becomes the safest country is because they pay their police force in a decent way. I think if I go for a place for holiday, I would like to go a place where I can trust.
	conductor	Maybe it's the security, that feeling of safety
760	A7, A8, and others	Hmm, yes....
	conductor	Or the familiarity, the atmosphere that you feel you can trust them, it will be... (people tend to speak, and I stop)
	A8	Hmm..yes...
765	A3	Yes, that something we take from basis....if you comparing places with Scotland; the country here we are perfectly comfortable because it's the known it's familiar, you know the language and you know how people behave, you know the traffic signs and everything you get yourself around; however, if you go into a foreign country, you are a little bit on the edge because you're dealing with the unfamiliarity and there is element of anxiety in your mind which can't agree with to
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775		some extent affecting the enjoyment of where you are. And the greater the degree of anxiety of which the reason is because of your hotel your security or whatever, the less likely you could enjoy the holiday because you are not relaxed.
	A8	Would you say that if you want to go somewhere totally strange the first time, you'd better going with an organised group?
	A3	I think that's probably quite ...(A8 continues and A3 stops)
780	A8	And if you want to go back again, you can organise yourself because you have got over that total unfamiliarity
	A3	Yes, I think that's probably quite right. Yes yes.. ("yes" from other participants too.)
	A8	But we don't do it, do we?
785	A3	No, we don't. We go to the exotic locations and very often you go perhaps with charter tour or with airline taking you there and drop you there and once you get there
	A8	You are on your own (people added too)
	A3	(continues) you are on you own
790	A1	I think of two places we have visited: One is Prague and the other is Barcelona. A10 had bad experience in Barcelona and therefore we relied very much more on our God I think when we were there. (Note: so they do share travelling experiences in their daily life since the participants more or less know each other and some might have personal friendship. However, not all of them go to the same church, I have to say. Some of them never meet before but some might be friends for years.)
795		And one of my friends had bad experience in Prague people posting them as police or something like that. So I definitely
800		remembered that every time we used the metro there really feeling quite nervous. We must remember to do this we must sit with our tickets and its because we don't feel that the system comfortable with.
805	conductor	I remember someone mention New Orleans (to A9) May I know why you keep going back there and is there feelings or emotion?
	A9	I think the United States is so varied but I think in our first trip;

810		it's mind blowing. We didn't expect that there is a place with such big French influences big Spanish influences and the architecture is unique and the atmosphere is unique. It's like melting pot. It's an enormous port but with a tiny little French quote; it seems that it's just absolutely got everything.
815		Very very friendly; people within certain places; you do have to be careful obviously but even with our first experience with at that time our little boy who was in a push chair we were walking down on the street at one point people got out from their car to tell us "You don't walk here and take a taxi." You know they were protective of us regardless of the fact we were visiting tourists. And each time we been back we have very special experience and you know you talked about emotions I did feel that we were there in April 2005 before it had the tragedy (referring to Katrina) in that summer of 2005, you just felt so involved with these people; we have been to amazing black church that Easter and you just felt what's happening to those people where are they what disaster they have to go over.
820		So still there is some emotional attachment we will still go back.
825		
830	A5	I agreed with that...6 years age we visited New Orleans and the people we stayed with took us to Lawrence and we were never disappointed and every time we went back we want to know something going on ("to notice the vibration going on" some participant added) and there is always something entertaining (summary: to see the development of a place when returning)
835	A9	And that Easter over there, what they were calling at ... a Jazz Festival and we were thinking you know we could come back for this you know people just plan for the next year and we'll do it again and of course that summer changed everything. (referring to Katrina) but we're getting to think we could do this quite regularly
840		
	A8	You just have to get a place to stay there and get back every year. (to A9)
	A9	Yes...let's just do this
	A3	I think definitely if we think about America, the USA, it is

845		such a huge country (“it’s so different.” – A9) and so different in different parts
	A8	And you don’t feel the language a problem
	A3	That’s help
850	A9	Except we are divided by this common language. (laughs...from many participants)
	A5	I just can not understand people saying that they don’t like US
855	A3	Well, I was in Detroit and Detroit is amazing and I have been to Washington and Washington is nice and San Francisco is lovely. I felt quite home and sometimes it is indefinable things, isn’t it? You just feel that’s right. But I can’t say that if I didn’t visit Detroit so it depends.
	A1	You had bad experiences any where in account of (people agree and voice was covered.)
860	A5	A very common element (?) seems to be people, isn’t it? The people you met in the country makes the most difference and you don’t have to get on French for help
	A3	(replied to A5)
865	Conductor	I would like to build on these answers and build on more; from you bottom of your mind, there might be a destination, for example, New Orleans or France, that you would like to go back or you’re very willing to visit year after year; so if you pick up one destination in your mind, try to think in some other way, would you do something else related to this destination even in your daily life here in Scotland? (examples given, changing display of living room, cooking dishes, reading its history or learning its language)
870		
	A8	Food. My..
	A9	Yup. Aha.. My husband makes American breakfast; that’s a part of life he does.
875	A8	You mean pancakes with bacons
	A9	Yup.... (people laugh) and maple syrup, waffles
	A3	Pastry as well? (“Yes” – A9)
880	A7	I would love to go to Costa Rica; its got volcanoes; its got wonderful bird life; wonderful flowers, and no bees (?), birds, flowers, beaches and speak Spanish (people laugh)

	conductor	Language.
885	A7	No, if you go completely different country, some with different culture, it does help enormously; if you could just get off the plane and out to the where whatever; I think ..you know, I find it exciting to go there because its got exoticism and it also got some aspects of familiarity
890	A8	We cope with Swedish food to our daily life now. And happily we can now buy (some of the food) it in IKEA though it is not in big package (like in Sweden) ...and marinated fish...probably a weekly food for us now because of that
	A4	I can't mention France without thinking of the wine. (People laugh loudly)
	A1	And coffee (people comments with agreement)
895	A4	I think you have to try with open-mind and it has been so much cheaper in France and such ideal wine there, the winery there is amazing and you can taste some samples
	conductor	Have you ever think of learning French?
900	A4	Living French? ("Learning French." – A8) Learning French, yes yes. In fact there is one French class in this building every week if you are interested in going. I don't go to class myself but yes I have gotten some evening class in French yes.
	Helper	And Spanish as well (referring to some language classes taking place at the place we are doing focus group.)
905	A1	Regarding to something we are talking about foreign countries, we actually haven't discovered the whole Scotland yet. There are numbers of islands which I still love to go to rather than summer abroad.
910	A2	Visiting a country, you know, food is coming to be important and when you come back you probably will like to have a taste but actually I am thinking of visiting places like India, Egypt; those place do help you change the way you are thinking about life generally; because people there have very little but noticeably they are very happy; you go on a train to Glasgow but people look very miserable (people laugh) and it does make you think and realise that you can do with less.
915		
	A1	I agree; I think it hits you how generous and how hospitably

		when it comes to what we have been reserved.
920	Conductor	Ok, then we move to the next question. Let's imagine a situation: you are now chatting with friends in an occasion and you are now talking about overseas holidays. One of your friends mentioned that s/he will have yearly day-off and has no idea where to visit? What will you respond to her/him?
	A3	Which destination to go to?
	Conductor	That will be open to you.
925	A8	I don't think I would recommend anything because it could go wrong it would be my fault
	A6	Well, I think it depends. If you know the place they are going and you will give them your experiences.
930	A9	Yes, I think if they have already presented a particular place then you will feel free to offer anything to help to make less strange for the first time.
	A10	Yes, I agree.
		(Note: many "yes" added when A9 is answering.)
935	conductor	So, if that friend probably have no idea; then maybe you won't feel that certain to recommend a destination but if
	A9	Or maybe I will try out to know what they are looking for and then help them. (some "yes" added from various participants again.)
940	A8	Yes, do you like sunshine do you want a beach do you want museum; you want winter, snow, food,
	A9	Or culture?
	A3	Yes...
945	A4	Well, I had an experience that one time they don't know where to go and I recommend them to go Sweden. And then they went to Sweden and they enjoyed it very much but it's just the same questions; are those where have you been and you have enjoyed relatively accessibly from Scotland with cheap flights; I meant Stockholm is a lovely place for couple of days
	A7	It's very expensive.
950	A4	It's expensive but not all of them are expensive compared with here.
	A1	I think particularly in a work place where I had been working,

955		a girl came back with fantastic trip from Italy and I was just so fascinated by that and in summer we would like to investigate; and again, other people's experience do appetizer you as well. ("yes" in background)
	A7	Particularly if you emphasise with what they like and what you like. ("Yes." – A1)
960	A8	Yes, what they have enjoyed doing and something you also enjoy doing (many "yes" in the background.) but if they stayed one week scrub diving particularly I don't want to go ... (people laugh) ("exactly." Someone comments.)
	A10	I don't know; it could be new experience to try something different.
965	conductor	So if the friend has got something in mind and that destination is the one you been to and you'll feel much more free to share the information and may I know more details what kind of information you would like to share, attractions on guide book or your experiences in restaurants or museum maybe?
970 975	A3	I think hotel is very important. The hotels you once been stayed in and comfortable good food good service and they are absolutely vital. And you say local places to eat. Climate, did you have did you get sunshine that you are looking for. What would people are like; are they friendly. Is there any place you must visit...and things like that.
	A4	Yes, what you could avoid, some items or downsides.
	A8	And some items you have to take because you couldn't get there. That's sort of things.
980	A3	What is the airport experience like where I am going? Coming out?
985	A10	Little places you might have been to and you might have missed and you will actually mention to them. I don't think I would want to put "you must go" or "you must", you know that thing will be overwhelming if I am receiving. So I wouldn't want to do that but I would say "it's really worthy seeing' you know mention one place you might not be able to get if you don't look for it and I think it will work with your own time

990	A1	Yes, something is off the tourists' track. Very special island that I'm going for a walk or lake with fantastic views and the places that you definitely will not find and it's lovely to share
995	A7	I think I will be put off if some had been to a particular country and they would have dali belly (?) or that sort of thing and wanted to sell as revenge; I think that people had been ill; I think I would tend to be very careful; and I think if you want to go to a hotel in India, you have to be careful that you going a one that really has good reputation of cleanliness because you just
	A4	One of the thing you just warned me is the strong....(unclear)
1000	A8	It's easier to go to hospital here in Scotland
1005	Conductor	So if you think of yourself a holiday maker and you're planning holiday overseas do you also want to have some recommendation from your friends? Or if you know someone who have been to a certain place so you'll personally consult with him/her?
		Various "Yes" from many participants.
	A7	Read the text; read the guidebook.
	A4	Some of the guide books are so good now.
1010	A8	Yes if you know somebody been to that particular place; I meant if I want to go to New Orleans I know whom I can ask. (people laugh.)
1015	conductor	And if you compared with the information you collected from a relative and a friend, and information probably from book or even travel agent or even the tourist board is there something differences you think there are? I meant the resources, the trustfulness
	A7	Do you want to tell us where we must go in Taiwan?
1020	conductor	Haha, as a native, of course, yes. ... so do you also feel that, I meant how do you feel about that just a quick comparison between different resources of information? (The logics behind this questions is that literature review shows tourists tends to believe relatives and friends who had experiences in the destination but not information from tourist board. And since I still got some time left, I just develop the

1025		previous question a bit.)
1030	A7	I think the local information is useful. Aha...18 months ago, there was a student from India and he said you must go to the valley of flowers, which is very far north and it's absolutely beautiful and I haven't been there yet; it's now on my list. And that's the information from a local, and obviously I don't identify that sort of things if Iso it's good to have people from the rest of the world to tell us. Thank you for coming.
1035	conductor	Thank you and yes if you have any questions about travelling in Taiwan and I am more than happy to share my information with you and this is also the end of the group discussion. (the lucky draws and presents were given away.)

Appendix 4

Interview Schedule

Interview Schedule –
Destination Loyalty

My name is Christine Chi. I am a PhD student at the University of Strathclyde. My research aims to understand tourists' loyalty towards holiday destinations. This research is centred with British tourists, who are retired or aged over 50 years, and have experience of going back to the same holiday destinations. The interview is divided into four parts and will take approximately 40 minutes. Your personal information, including names and interview content will be kept confidential and only serve for the purpose of this research data analysis.

Interviewees will be rewarded with gift vouchers for the valuable time and priceless contribution.

My contact details will be provided and please feel free to ask and discuss the research with me.

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Email: shanju.chi@strath.ac.uk

Supervisor's (Dr. Karen Thompson) contact details:

Email: karen.thompson@strath.ac.uk

■ Part 1: Research Objective I:

The first research objective is to understand where you have visited twice or more and why you choose to return the same destination.

◆ Question 1: Would you please share with me where you have been in the past five years for holidays? And is there destination or destinations you have been to for more than once?

Follow-up:

Why did you choose to revisit the same destination(s)? Would you please tell me what the purposes of the trips are (expect for the purpose of holiday-taking/if there is)?

◆ Question 2: From the destination(s) you just mentioned, what makes you or attracts you to regularly go back?

Follow-up:

How do you plan your journey since you regularly return the same destinations?

Do you regularly book the package with the same agent?

Do you usually take the same airline or stay at the same accommodation?

Do you stay at the same city or place you had been to before or your travel around within the same country?

◆ Question 3: This question aims at knowing the frequency of your revisit; thus, would you please share with me how regularly you return to the destination(s)?

Follow-up:

Have you also visited it beyond the recent 5 years?

Have you ever visited or had the habit revisiting other destinations? Similar to this one? Special reasons/attractions?

◆ Question 4: Would you please trace your memory back a bit earlier; was/were there any other destinations you regularly revisited? Would you explain why stop returning for holidays?

◆ Question 5: What are the types of destinations you particularly like and prefer to revisit? (if there is)

◆ Question 6: What do you usually response to package promotion or flight bargain? If there is promotion available, what do you put into consideration before decision is made? (*Note: this question was taken out of the interview schedule since the first five interviews indicate that the target informants do not seek promotion.)

■ Part 2: Research Objective II:

The second part of the interview is to find out how tourists feel about and what their attitude is towards the holiday destinations they have revisited.

◆ Question1: Amongst those countries you have visited, is there any country you feel differently about compared to the others? Is there any destination(s) you feel is in some way special to you?

Follow-up:

What is/are the destination(s)?

Have you been revisiting the destination(s) frequently?

◆Question 2: Why do you feel this destination is special to you? In what way this destination is special to you?

◆Question 3: How would you describe your feelings towards this destination? You are free to use any adjectives to describe your emotional attachment to the destination. If there is any unforgettable experience or story behind it, I am all ears.

Follow-up:

What attracts you to the destination(s)?

What are the elements or factors make you feel attached to the destination?

◆Question 4: Would you please select one destination you visited only once and one destination you regularly revisit, how would you describe your feelings towards these two destinations?

Follow-up:

Any differences on feelings or attachment you feel there is between these two destinations?

Do you think the frequency or numbers of revisit to the same destination impact the way you feel to the destination?

◆Question 5: Firstly, how do you feel about Scotland in the aspect of being a national? Would you please describe your feelings towards Scotland?

Follow-up:

Do some of the feelings you have towards Scotland apply to the holiday destination which you find most special to you? (feeling the same way to homeland and holiday destination?)

◆Question 6: What do you think the journeys/holiday taking overseas influence your daily life at home?

Follow-up:

Destination lifestyle – daily life?

Cuisine?

History? Culture? Language? (these are common findings in the focus groups)

■ Part 3: Research Objective III:

The third part is to realize whether your feelings towards the destination gradually develop over time. In this case, please select a destination you have been revisiting

regularly and apply it to the following questions; it can be the same one mentioned in the previous part.

◆Question 1: How would you describe your feelings to the destination over time?

Follow-up:

Do you think the feeling to the destination increase/enhance every time you revisit?

Thinking about your repeat revisits, how have your feelings to the destination evolve?

◆Question 2: Based on your experiences, are there any significant events or reasons that led to feeling the way you do about the destination?

Thank you very much for your time. It is very much appreciated.

■ Part 4: Personal Information

The information written below will be kept confidential and only serves for the purpose of research data analysis. Names will be replaced with codes. Thank you.

■ Name: _____

■ Gender: Female Male

■ Age: _____

■ Family Composition: _____

■ Education Level:

Graduate or Professional Degree Bachelor's Degree

Some College Diploma

Some High School

■ Occupation: _____

■ The average frequency you travel per year (holiday-making purpose only and destinations outside the UK)

Once every year Twice every year

Three times and more

■ Whom do you usually travel with?

My own individual Partner (couple only)

Family members Friends or colleagues

None of the above _____

■ Are you willing to be contacted after the interview if some missing answer is found?

Yes, I am willing to. No, thank you.

Please contact with me by:

(Mobile) phone number: _____

Email: _____

Appendix 5

Interview Transcript Sample

Lines	Codes	Content
1 5 10	Interviewer	<p>This research aims to understand tourists' loyalty towards holiday destinations. The interview mainly takes two parts and for the first part, I would like to invite you to share your holiday trips took in the past five years and where you might have been to twice or more and why you chose to go back and what the factors attracted you to do so. The second part, we will develop more on your attitude towards the destinations you have been to and may ask you to describe your feelings and attitude or attachment towards the places you select.</p> <p>Firstly, would you please share with me where you have been in the past five years and is there is any destination you have been for more than once?</p>
15 20 25 30	E14(H)	<p>We'd prepared a brief diary and you can take it with you if you want. So we start from 2004, er...in January we went to Canary Islands and that's for holiday. And in February I went to China for business and visited Hong Kong and Singapore too and I think there should have been more foreign trips we went together in that year but because they now don't stamp on the passport within the European Union and I really can't remember where we have been but certainly we visited for numerous times to the Europe. 2005, we went back to the Canary Islands, which is our favourite place for holidays. And again in April I went to China alone for business. And I went to Canada on my own for business but later my wife joined me again we went to LAX both for business and for holidays. By the year end I went back to Hong Kong and China again for business and probably you have noticed that it's follow-up trips for business purposes. In 2006, we went to Austria and that's so far the first trip for skiing holidays. Then I went to Malaysia for business and in April we went to Provence, France; a neighbour of ours bought a house there and we went together to visit them and stay with them. In July we went to</p>

35		Germany for business as an excuse but mainly we went there for the World Cup. We then went to Spain for golfing in August. In October we went to Milan, Italy and the main purpose is shopping. In 2007, in February, where did we go? Canary; you must have noticed by now...haha.... In May I went to the USA, seriously it's for business but at the same time for the Master's Golf and in October we both went to Boston and New York. I should have said that I have retired in May or June 2007, then we thought we should have some nice different trips.
40		
45	E14 (W)	However, my mother fell to the ground and needed special attention and then we discovered that we couldn't not manage to do what we had planned so we didn't do much travelling for about half year.
50	E14(H)	However we went to so-called the first retirement trip to Boston and New York and took the train from Boston to New York, which is very interesting and wonderful experience. And in 2008 in January we went to Dubai, which is nice too and then we went to Mauritius and then we went to France, Paris, mainly for the Disneyland
55	E14(W)	Which is good since we went there with children; also it reminded us the trips we'd gone to Florida the Disney World when we were younger.
	E14(H)	In 2009 we went to Bermuda and in May to Italy to Rome and in July we went to the USA to California....err Santa Monica is lovely. And this time (next week) we are going to Dubai Is that ok?
60	Interviewer	Yes, thank you so much for the information in details on the places where you have been visiting. Previously in the conversation you mentioned that you went back to Canary Island almost every year and even at the same period time and I am wondering...
61	E14(W)	Yes, yes, I have to say that we have been going back to Canary Islands for many years and mainly it is because the flight is short and you can always guarantee that you'll have good weather and also when my husband was busy and we really didn't want to waste time on long flight and the Canary

65		is really the best choice for us to enjoy time together and good weather with short flight.
	E14(H)	We always went there in February because here in Scotland it is always raining and always dark in the winter.
70	E14(W)	Also I might have to mention that one of my mother's friend got time-sharing house there and we have been hearing positive comments so when the quick flight is available and really we can just go without worrying long-haul journey really.
75	E14(H)	Besides we can have direct flight from Glasgow or Edinburgh and we don't go through London. If there is connected flights you might have to worry about missing the connection but direct flight is easy is quick; so those aspects just value up; so Canary is probably the place were we have been to most frequently in the past 10 years. (10:59)
80	Interviewer	May I know why the destinations attract you to go back?
85	E14(H)	Let's take, the USA, for example, I have been there for business reasons for several times but New York City is always a place I enjoy going back; I enjoy shopping there and always feel it a great deal. Also, my wife and my daughter had great time there for shopping and for other activities, maybe let my wife to talk about it herself.
90	E14(W)	Well, shopping for me might be just ok but I love the food there, particularly the breakfast at Ritz. One of our friends recommended to do so and my daughter and I tried once and it was really great and sandwich was so delicious; I was shock how nice it could be; it was really wonderful and exciting experience, you know, we loved it so much. So, the food and the excitement of the city. WE also like to go to the Broadway to see the shows, the musicals and exhibitions...we always came back hotel exhausted. So, that's the reason why we came back the USA and also we like California as well.
95		
100	E14(H)	So, after visiting New York for the first time, we knew what we could expect and then the second time we planned to fly to Boston first since we had never been there before and then later we visited New York again. Boston was really different, wasn't it?

	E14(W)	Yes, really it is. I meant it's America and Boston got history and universities
105	E14(H)	As New York was very flush and very in your face; Boston was very sophisticated and green where we can walked for miles once you get off the tourist bus and what I learnt from them is that 70% of the land of Boston today was actually reclaimed from the sea
110	E14(W)	So, from that point we could imagine that maybe the hotel where we stayed used to be in the middle of the sea, maybe. Also, it is quite interesting city; it is touristic but with history and it is sophisticated, which I particularly feel unusual for America because it is such a new country. But we miss the fall; we miss the turning colours, which was what I thought of when we took the train passing by and heading to New York.
115		
	E14(H)	Yes, but you know we did the trip 6 months ahead before the leafs started to change the colours....haha...
120	E14(W)	The train journey is really wonderful and also what we want to do in the future. In the past when the children were small, we usually arranged to go to the destination and have fun and then come home because they often do not want to stay on the transportation for too long. So, we tend to do it now.... Rather not to fly since it takes time to queue for the security check whereas taking a train is more relaxing; so that's something we really want to do more.
125		
	Interviewer	How do you usually organise the trips particularly for revisit? (27:38)
130	E14(H)	Originally, we went to travel agents and they would help us get the tickets to Tenerife and progressively we start to organise on our own selves. We even phoned the hotel to ask whether we could reserve our accommodation privately and gradually we are used to it; I meant it's very interesting that more and more budget airlines are available or I may say 'small airlines' rather than 'budget airlines' and all of a sudden that some of the airlines, particularly 'Globespan' has more routes flying from Glasgow or Edinburgh; Glasgow is more convenient for us for sure but you know...and also within Globespan you then can start to book your own hotels as well.
135		

<p>140</p> <p>145</p> <p>150</p> <p>155</p>		<p>The other way we tend to do is that we are customers of RBS and we are members of private banking and they sort of give us some benefits or let's say we can go through the travel coordinator the bank cooperate with; to be honest, there is some discount we can get from if we read through the internet or the brochure, for example, if the package priced, let's say, 1000 pounds from the brochure and if we book from the bank, we could get it around 800 pounds and the discount has been done through the bank or whatever. Another area we might do (to book our holidays) is use the air miles. A lots of holidays have been done with that recently since I have 300000 air miles but I never have time to use it so we have been going through that and in fact British Airways emailed us about one years ago saying that we now can enjoy half air miles, which means that we now can go both together but only one's air miles will be reduced and that's why we are going to Dubai next week with British Airways thought the first time we went there we actually flew with Emirates. Also when we phone British Airways in order to book our flights by using the air miles, they also ask us whether we need to book hotels or not because they can also offer us discounts on booking hotels.</p>
<p>160</p> <p>165</p> <p>170</p>	<p>E14(W)</p>	<p>I think yes there are the three ways we have been doing; however, I feel very sorry that the travel agent, particularly the one we used, is now closed. The travel agent owner is now retired and we have been commencing with the travel agent for many years and they know us very well and could always arrange us a very nice holiday since they know what we like and expect. I remember that when I went to Dubai last time purposefully to celebrate my 50th birthday with a very good friend of mine; by the way she is living in Hong Kong, and I booked the holiday through the travel agent and to my surprise that how nicely they organised me a remarkable holiday with comfortable flight and luxurious hotel which was totally beyond my imagination and expectation. There is another very exceptional experience which was also organised by the travel agent. When my husband went to Hong Kong for business, I guess, it must have been 10 years ago or more,</p>

175		anyway, I went there with him in order to visit my best friend whom I just mentioned. The travel agent also booked a hotel for us overlooking the Victoria Harbour; fantastic view, really.
	E14(H)	And that night we went to a restaurant, oh, you know what happened to Helen and you? What's the name of the hotel?
180	E14(W)	Furama.
	E14(H)	Yes, Furama; we stayed at that hotel and there was a revolving restaurant on the top of the hotel; do you know what revolving restaurant is?
185	Interviewer	Furama, the revolving restaurant? Yes, yes, I have been there too with my parents.
	E14(H)	Yes, oh, but it was gone now.
	Interviewer	Really? Oh, very sorry to hear that.
190	E14(H)	Last time I went there I found it was closed to refurbish or something but anyway it's no longer there. Anyway, let Linda (E14's wife) tell you what had happened to her haha...
195	E14(W)	Yes, we were very excited to get up to the restaurant and at very beginning we did not notice it could move so fast since when we sat we felt it moved quite slowly. Anyway, we got up to get our food and then we couldn't find our own table since it was moving and we kept walking with food plate on our hands but we tried to look very sophisticated and finally we recognised our handbags and found our table.
	E14(H)	It's no longer there, the hotel. Now it's refurbished to be a office building.
200	InterviewerAh...I haven't been back Hong Kong for a long time I guess that's also the latest time we three went together as family trip since my father rarely travelled for the purpose of holidays but for business.
205 210	E14(W)	The trip to Hong Kong was really wonderful; I think it is also because we got a friend there to visit. Since my friend and her family have been living in Hong Kong for many years then with her I could see Hong Kong from different perspectives; we have been able to go somewhere the local people would go rather than places purposefully for tourists, for example, some little lines with many street vendors. It

		was quite a wonderful journey I have had and I really want to go back to Hong Kong someday.
	E14(H)	Remember? You also had Mongolian BBQ there as well.
215	E14(W)	Oh, yes, that's also something I have never seen before; it took some moment for me to understand how the BBQ worked since I never saw such a huge stove and huge chopsticks; also raw food displayed in front of me.
	E14(H)	So many different food in Hong Kong; not just Scottish or Italian, you know.
220	E14(W)	Yes, really a lovely journey; I did enjoy that.
225	E14(H)	So, that's go back to the trips to the USA. I have been to New York and you have been to New York, we both have been to New York and then we have been to Boston together and then we went to California together, which was totally a different journey. I meant we visited Santa Monica and Los Angeles and those people walking on the streets of California are so different from people we met in New York or Boston. It's a huge country where we went and found they are quite different.
230	E14(W)	I heard that there is only small amount of people, like 10% of Americans, have passports. And it's not surprising because they could just stay at home and just travel within their own country and see different things...
235	E14(H)	I meant if they want to have a trip to Tenerife in the winter they just have to go to Florida; I guess the number of tourists must be doubled in Florida in the winter, you know.
	E14(W)	I really would like to see more aspects of America but you know not the tourists destinations.
240	E14(H)	And again, we were quite happy about the services in America. We had stayed in a super branded hotel in Santa Monica and one day when we watched the TV series, Brothers and Sisters, and found it showed the hotel we had been to and I exclaimed to my wife saying 'hey, see; we had been there; we had been there. I meant you can immediately imagine that you have been there drinking in front of the panorama window facing the ocean.
245		

250 255	E14(W)	Yes, that's quite extraordinary; we had been to many beach holidays and really that's something we found very exceptional. Remember, we even walked along the beach there. I think we changed too. In the past, we were more in a rush on holidays and tried to see as many as possible in the holiday and now we could slow down a little bit and see more of the country. And I am quite surprised that we, in the past, had been able to visit places around us; I meant we had never been to Barcelona or Madrid ...and I hope we can do more of that in the future. Have you been to a place called Bruges?
	Interviewer	No, I have never been there but know the name and saw the city from a movie. I really would like to visit it someday.
260	E14(W)	Bruges, which is absolutely outstanding; no traffic is allowed and you can only walk along the city, which I love. It's a beautiful place; old, beautiful, small, wonderful, and relaxing atmosphere. Very nice indeed.
265	Interviewer	May I know beyond these recent five-year time span, any destination or any country you have been paying revisits and now no longer going back?
270	E14(H)	Not really. I meant we have been to many places for more than once and still want to get back someday but really there are so many places to visit and we don't think there is a place which we'd not want to go back. Linda (E14's wife) sometimes says that 'what if the revisit is not as good as the first time memory?'
275 280	E14(W)	For me, holidays are about memories. When we go I am always sit with my family; I used to call it 'December moment'; we took photos on holidays and when it's December I take the albums out and see those photos and memorise those warmth...laughter, you know. They used to laugh at me but now they'd remind me 'Oh, Mom, it's now December moment and why not take out those albums and see them through?' Since it's cold here in December, really, the albums remind me of that moment when we enjoyed sunshine, warmth, and being together as a family. I meant we enjoy those holidays, for example, to Tenerife with family but also I enjoy travel and if possible I prefer to travel to different places

285		where I have never been, so that's get back to your question, so if possible, I really want to see as many places as we can and to experience so many different things; so, to be fair, I have to say that we like to try something different rather than....you know; hopefully we would like to visit more places since there are still so much to do.
290	E14(H)	Except for Tenerife, there is no destination where we regularly revisit, really. (47:44)
	Interviewer	Thank you and now shall we move to the second part of the interview? How would you describe your feelings to Tenerife?
295	E14(W)	I would say not for the Tenerife itself, which is nice is not supplicated food is not always beyond our standard it's purely convenient and warm at that time of year for us. And there are other places where the food the scenery and almost every aspect is much superior to Tenerife.
300 305	E14(H)	Maybe we can day that Tenerife is more like our second holiday not the main holiday. So you'd tend to say I will do that again; but when you ask 'when and where are you going for the main holiday next year?' We don't know yet. It's nice for us to go to Tenerife in January or in February; we probably can answer that very confidently but as for the main holiday, no...
310	E14(W)	Tenerife is more like a place with easy access where we can go during warm days, particularly good weather is more like a guarantee and again we don't need to worry about long-haul flight. I think it might be very difficult for us to compare Tenerife with elsewhere because it's just far too convenient for us to go there.
315 320	E14(H)	Sometimes you go on holidays, you are not all paying your all attention; maybe 2 or 3 days ahead, you just phone the resort and confirm the flight and then go whereas for some destinations or the main holidays, it takes you some time to gather some information and read it before you start off. Tenerife is not that kind of place; I can now even visualise the airport, and I know we may check in which hotel and even in which hotel bar where we used to go; so it's very familiar ...it's in a very comforting way.

	Interviewer	If it is asked for you to pick up one destination where you feel you strongly attached to or have more emotional responses to, where it will be?
325	E14(H)	The one for me, I think it will be Bermuda because the association was a celebration of we been going through hard time on business. The American came to help us (E14, W: it's around the period when we visit New York; all those trips to the USA in some way associated with business.) It was really a very stressful time for us. It was a holiday when I
330		knew that finally for the family we could go for a holidays together and enjoy something different all together and also it was a trip that I could feel that everything was secure, I meant financially. And particularly at that time we even considered to sell this house and of course at the end we didn't have to; so
335		there are many reasons for me to particularly associate that holiday to Bermuda.
340	E14(W)	For me it was a trip that I went with my daughter because it was independent trip and we did have great time but when you (to her husband) talked about that trip, yes, I think I feel you. (so, she let her husband continued the story.)
	E14 (H)	It was again a very luxurious five star hotel. At that time my son just started to learn how to swim; at beginning we felt very nervous and always kept an eye on him whenever he was in the swimming pool.
345	E14(W)	Yes, it's more like a milestone for him; a week later he could swim very well and our tension reduced. However, what impressed me was actually a day trip out of the resort; I think it's St. George's? Anyway, one day we left the resort and went to a market there and I was terrified (tone changed) to see what people wore were quite ragged...you know we just wanted to go there to be happy and as soon as you see how big contrast the two worlds are, inside the resort and outside the resort...you feel...
350		
355	E14(H)	It was not that nasty it just makes you to think what the holiday is in another real face; people say it's immoral to have 5-star hotels on poor islands; however, it's the five-star hotels bring in money and take off the islands, such as Antigua or

360		Mauritius, you'd think 'oh, this is quite poor area,' and later you know 'ok, now I am <u>officially</u> in the tourist destination.' You know what I meant. I think there will be more problems if people (referring to tourists) don't go there. It might be generating the situation...
365	E14(W)	Well, yes, they can be employed and gradually they might be have a better life...you know, it's good and bad ...so, Antiqua for me and Bermuda for you (to her husband); however, they are still associated with the children and family together. We now try to enjoy ourselves more and no longer so oriented by the kids.
370	Interviewer	Do you find the destinations you go might be different if you go with children or on your own?
375	E14(H)	Yes, I think so. Most of the holidays, the family holidays, tend to be beach holidays. (E14, W: and we look for things or activities we'd enjoy.) For example, the three-week in Florida was classic; we went there about 8 years ago to do Florida and there was one week in Disneyland (Disney World), two weeks in St. Petersburg (E14, W: well, two weeks for us were too long but children loved it so it was still a wonderful vacation.) And so now we are looking for different things on holidays.
380		For example, the trip to Bermuda was different. We though stayed at resort by the beach, we walked and walked; well, it was a nice hotel but we didn't just stay inside it; instead we went out to the town and to walk ...you know not that much about the children and more focus on what we are interested in doing.
385	E14(W)	When you asked if there is anyplace we want to go back to revisit, I were thinking of Menorca, where we went for honeymoon. We went there and it was wonderful and yes we expected it to be wonderful but you know the purpose was different; and I remembered that we went to a pond and we sat on the bank of the pond, we patted our feet in the water and so many fish swimming under it and for the second time we went back there that would be 10 or 12 years later when our children travelled with us and we took the children to those places where we had been to before and I even showed them
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395		the photos we took before we actually went there. However, as soon as we arrived Menorca, we saw lots of buildings built up during these years and it was awful; all dirty, car and trucks, (E14, H: they were still developing; huge amount of development) It was in the dock area which was so pretty before and it was such a disappointment.
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	E14(H)	There is a place called American Bar, where we used to go everyday and hung in there for coffee or a drink and go there for a walk; it was lovely even you have to queue to have a bite...
405	E14(W)	It didn't make my argument a bit stronger that I am not going back to somewhere or to see different parts of the world. Because I think you have wonderful memory and at the same time you might also have disappointment when you go back and found it changed so much and then you said you don't want to memorise that negative part; also, I guess if you go back to a place very regularly, you probably won't notice the development that much and because we had a time-span and then we notice the huge differences and therefore there is disappointment.
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415	Interviewer	How would you describe your feelings towards Scotland as seeing it as motherland, as seeing yourself as a citizen here?
420	E14(W)	I am absolutely Scottish; toe to toe; through and through. But in the past ten years, I am concerning and worried about the changing not for the good, I am afraid, politically or socially. However, I am completely patriotic. When we go abroad, when I hear the bagpipe I can feel my tears and I am so Scottish; not British but Scottish; and I am very much Scottish. I bet you'll agree with that; whole heart to bleed, tartan, and all of these and yet we are not considering to move to England. (E14, H: well, what Lisa meant is because my daughter is now in London and she will probably not come back.) Sad to say this, it is because there is nothing in Scotland to offer her and then she needs to work in England. However, we don't mind travel to visit her.
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430	E14(H)	I think....in your life there is always something you need to try; and this is a chapter for us now not for the kids. And I am

<p>435</p> <p>440</p> <p>445</p>		<p>originally from Edinburgh; so we don't like the weather here getting in the winter; definitely. In the last five years, definitely. So we were thinking of moving to somewhere. After coming back to Scotland for these time, well, it was because in most of my life, I worked for (in) England. So, I don't have problem, I meant, I am Scottish as well and I am proud of it but I recognise you can't always do what you want to do forever in Scotland and it's typical one and you may have seen it that I travelled a lot and etc. So I think I am well-balanced. But if we are moving. Probably we'll still go back to Edinburgh. But if we really do move now, we'll move for weather and you better move down south because you'll get more chances of better weather. And another option is that I am keen at some point of time, maybe not now, but I once thought of staying here and buying a property somewhere...like in Portugal or Spain. But that brings us other challenges and problems as well. Travel makes difficulty; flight is difficult.</p>
<p>450</p> <p>455</p>	<p>E14(W)</p>	<p>It's really tricky; I meant we really want to do something and then we can remain content remain to be happy in our life and we try to do so many things on that. And to have a property overseas makes traffic difficult or the environment is slightly different and unfamiliar or contrast for us ...so it's hard. But I specially feel comfortable to have home in Scotland when I think of businesses, or socially, health services and all these are becoming more important for us at the age...</p>
<p>460</p> <p>465</p>	<p>E14(H)</p>	<p>As if I become more critical to Scotland; other than golf, which is major tourist attraction, I don't feel Scottish mentality recognise the importance of first-class service to support tourist industry. America will give you that, although in times it feels insincere. Places with best services and we'll test it again next week for me is Dubai. Not because of Dubai born people are giving it but the leader of Dubai does. They realise that the oil will disappear at some point and then they need to make major attractions; I meant we were looking forward to go back because last time when we were there the hotel was just been under development and they really got the</p>

470		concept and processes of first class services whether the people who give you the services are from the Philippines, or Malaysia, Singapore, or India; they got it and they give it; it's really top services. I don't think Scotland understand because they don't sufficiently aware of that Scotland have to be first-rated to attract tourists.
475 480	E14(W)	That's sad; if you go to any part of the world and even at any corner, you'll find someone from Scotland. We seem to be a country to 'export' people sometimes I even wonder whether it is because Scotland is so bad?! I meant we really got so much to offer, beautiful scenery, very friendly people, we are very approachable, and easy to go with and everything and I really don't understand why tourist destination organisation do not understand it, you know?
485 490	E14(H)	I don't think the weather is great; I meant Edinburgh is really developed itself for the tattoo; I meant when we were younger, originally the tattoo we go for 2 weeks and that's it and now it's expanded to 8 weeks. (E14, W, continuing saying and some voice overlapped with her husband:it attracts so many tourists....and now it's completely international event.) And now they have to turn people away; they have to turn away the tourists from all over the world because the tickets are so easily sold out. So they understood marketing itself as a provider for that element
495	E14(W)	I think when you got this done; you should stay and help us to market Scotland. I meant we need somebody who is not Scottish to do this job; we have English people into the tourist board and it's still very 1960's, you know they have moved on so slowly and I think we need tourists in Scotland to make a huge difference.
500 505	E14(H)	I think people sometimes tend to be feel content easily; take my working environment for example, when I was still working, I found people notice the problem and then they claim to solve it or improve it and they did succeed and then they feel content and stop progressing. And I think it happens in many different industries as well that people now have to have or develop a longer vision, particularly in public

		services, it's continuous improvement you have to make and also benchmark the best. In each industry, people are competing with each other, you know.
510	Interviewer	If you now compare your feelings to Scotland and your feelings to destinations, how would you describe the differences or similarities?
515	E14(H)	If I were not Scottish, I'd say that the scenery the cultures, including bagpipe or tartan, attract me to be a tourists here. However, when I left Scotland for my first job, I wouldn't say that I have that stronger emotional attachment that I definitely have to go back to Scotland someday. However, when we are on holidays, I don't think that I'd go to any place which is similar to Scotland; we look for different cultures; different lifestyle and different temperature, is that...
520	E14(W)	I think in the past we'd like to visit the very best or biggest or the most famous tourist attractions and we had been able to do that in the past decades and now I look forward to do something in-depth, you know, to see how people live in their country and how people do things there, that sort of cultural aspects.
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530	E14(H)	Yes, and more city breaks to European countries where we hadn't been able to visit in the past 10 or 20 years. For example, I have never been to Barcelona; so maybe 3 days or 4 days in Barcelona, you know more short-haul and duration holidays. I have never been to Madrid or Prague....so, still many places to visit and now in different travel patterns, I guess.
	Interviewer	How overseas holidays may impact your daily life?
535	E14(W)	Hmm, I think not that much or big. I guess there is little thing; when we were abroad, we always look forward to try different food or cuisine and when we came back I'll try to re-create it; we even bought some authentic ingredients in the local markets and wanted to try it at home. So I suppose that one thing travel may impact on me.
540	E14(H)	I think for me....going to other places re-enforces my decision of not moving to other place. I meant we are really fortune to be able to travel and yes we are able to move to almost

545		everywhere we want to go, no matter where is in Edinburgh or Portugal or somewhere else; however, we or I now understand that we don't have to move out or to any place to enjoy life in which we want to have.
550	E14(W)	Oh, yes, there is another thing that is when we are on holidays and there is always a timing coming up and at that timing I'd feel that I want to go home. Even though the holiday is wonderful there is always a timing you can't wait to go back home, to be home.
555	E14(H)	It doesn't mean that you don't appreciate of what you got; well, it probably mean that you got something different when you're on holidays and you sometimes want to call for a stop and feel like coming home.
	Interviewer	How would you describe your feelings towards destination may increase or enhance overtime upon revisits?
	E14(W)	I think you do feel stronger to a place when you revisit a place for coupe of times.
560	E14(H)	Well, Tenerife is a quite small place; not a big island at all. Therefore there is not dramatic variety that you might think of and we feel comfortable to go back to the same place and feel eased. Unlike the America, which is huge, and you'd say you go back to Florida, Boston, New York, we all love them, however at the same time these places are very different from one another. Probably for me now at the stage if I went back to the States, I think I will visit some other places, maybe still Florida but not so desperately to go back to New York; I wouldn't so desperately go back to Santa Monica or California even though they were lovely and I love those places. It's just too huge and so many places to visit when there is opportunity coming up.
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575	E14(W)	For me, very similar to Jim; if there is opportunity, I think I will visit some national parks where we have never been to before. What is good or change now for us is now we don't have children and we can do more activities we love to do or want to do; so from the point of view from travel patterns, we now try to do things we don't used to.
	E14(H)	Let's get back to your question, whether a place if you revisit,

580		the feeling is enhanced. I suppose the America, you know you will find something good something you find pleasant there and the things about Tenerife, the enhancement is probably reliability; we know where we are going we know what kind of holiday life it will be and we know the standard
585		and we know what to expect and
590	E14(W)	I think Tenerife is more recharging; you know, sometimes we just go there for a week and do nothing except for walking, swimming, and relaxing. I think Tenerife is a place in which we re-energise us while when we are on holidays in the USA, for example, it's more like adventure.
	Interviewer	Thank you so much; that's the end of the interview.

Appendix 6

Fieldwork Note Sample

Today is really not my day. An interviewee stood me up. What's ridiculous is we communicated with each other by means of email and never found it necessary to leave landline or mobile phone numbers to each other. (I certainly had left since I emailed her my interview schedule description and plan with numbers on it but anyway...that's the case.) Having had nothing to fulfill the morning time, I strolled around the town and dined in a local restaurant, which is really something luxury for me (as an international student here in the UK). I can't deny that food is something to cheer up a person when s/he is in bad mood. In fact, I had new interview opportunity when I dined in the restaurant. I met an interviewee whom I interviewed a few days ago and I greeted her and she introduced me to her friends whom she had lunch together and here I had another two new contacts for interviews. Hooray! That's unexpected encounters, which made me happy; however, what happened in the afternoon might not be as good as I expected.

E16 was introduced by another interviewee with whom I had done the interview. I assume that interviewee must have told her (E16) something I asked about during the interview and in that case, E16 came with preparation. It sounded great when someone came with preparation; however, the interview, at least at the very beginning, did not work out very well since E16 insisted on talking about what she prepared and kind of avoided of talking or answering what I asked. Basically, she only talked to me about a cruise she just had and that's only one trip rather than her own travelling experiences. I tried to lead her to talk to something else by asking 'besides this cruise, have you been to other countries for holidays in the past five years?' She constantly replied 'yes, but don't you want to know my cruise experience? Does it fit in your research?' And then I asked 'would you please also share with me your other experiences?' Puzzled, she looked at me and kept asking me 'but don't you want to know my cruise experience?' I must have been too stubborn for the first 5 minutes and thought of 'oh, no....what can I do to invite her to talk about something else rather than just one single cruise trip?'

Really, the situation made me feel that I was 'blocked by a ghost.' (A phrase in my language, which means a person goes no where but stay at the same position even

though s/he tries to move forward.)

Ok, good! If she only wanted to talk about the cruise, it's better to let her talk about it first. All of a sudden, I let her go all the way she wanted to tell me about the cruise. I jumped to and fro on the interview schedule to ask her feelings towards this particular cruise experience. There must be a reason why she wanted so much to talk about the cruise experience. And then I switched back to ask her about her other experiences on holidays and I found she does enjoy going back to the same village in Spain annually and she has great reasons for that habit too. However, she talks about cruise is because she tended to feel different to these two types of holidays. She perceived more like going back to a place like home (because her son worked there) in Spain and perceived 'truly for holidays' when she went cruise. Besides she felt excitement and experienced something totally new during the cruise. Staying in the small village in Spain with family makes her feel more like 'enjoy life' rather than 'enjoy scenery or tourists attractions.' That makes differences, which may be one of the explanations why she was so eager to share with me her cruise trip even though she loves and expects to get back to the village in Spain for repeated visit too. The interview went much more smoothly after letting her sharing her cruise experience first. The tension between us disappeared. She got so nervous when I invited her to share something else except for the cruise without letting her finishing what she wanted to say at the very beginning. I felt so stressed and disappointed when she avoided of sharing other information with me too. My stress actually doubled due to what had happened to me in the morning. I so badly wanted to juice her experience out since I worried about the number of interviewees I could recruit. I certainly did not want to lose any opportunity. Bitter, anger, anxiety and sourness almost drowned me. I kept reminding me that I have to relax and let the bad emotional impacts go away; otherwise I would totally screw up this interview opportunity and seek another new interviewee all over again, which, of course, is enormously difficult for an overseas student. Particularly I am targeting at people aged 50 and over, whom I certainly rarely have network. (I even doubted whether it would be easier if I were a native?)

I hold myself back from being more depressed and anxious and then the first thing I had to do is relax my facial muscles. I must be looked very serious and mean when I was stressed, which definitely impacted how the interviewee feels and sees me and of course influenced her ease of releasing her information to me. Soon the interview caught up on back to the right tone and we kept rolling the conversation.

What amazed me is that she (and not just her individually) sees me as a new friend she makes and suggested that we should have dinner or lunch sometimes together (with the interviewee who introduced her to me). The atmosphere changed for sure when I put away my unnecessary tension and ease the interview situation.

Appendix 7

Research Diary Sample

November 11, 2009

Practical issues or personal conditions may be an influential obstruction preventing interviewees' travelling plans.

So far, I have successfully interviewed 27 cases; apart from time and money issues, another most-frequently mentioned restraint is health.

For those who are still practicing their profession (in employment), time or spare time for traveling is the condition they have to compromise when planning a trip. E18, for example, he repeatedly mentioned that his work commitment did not allow him to have a longer vacation. Thus, his choices are limited within the European countries. For those who are elder or who are suffering from illness, health condition is the constraint. E17 is in her late 50's; she is young amongst my interviewees but she has been ill for many years. She is too weak to take long-haul flight and holiday. She had habit visiting the USA and she cannot now, which saddens her.

E25 is another younger interviewee; according to him, his wife is not in very good health condition, which also prevents them taking long holiday. E19, aged 70's something, used to be very energetic and he claimed that he had been to over 80 countries in the world. He now is forced to slow down owing to a heart attack struck him recently.

Today's case E27 reminded me of my grandmother. She is aged 72; she keeps mentioning the concern of age and life length, which makes her physical body feel pressed to travel, especially long-haul journeys and at the same time encourages her to travel more while she still can. Again, the purpose of her trips is to visit friends and relatives living overseas but that's for now. During the interview, she shared her walking/hiking holidays in the high mountains of Nepal in her late 60's. She might be getting old physically but definitely she has a young heart.

In fact, she is still very energetic. She devotes her time on charity activities and

travelling. When she doesn't travel, she helps handicapped children to do exercise, church events, and regular funding raising (for multi purposes) activities.

She does remind me of my dear grandmother who passed away many years ago. I can't help thinking if my grandmother could be more energetic and engaged in many activities, she wouldn't die in such a young age (less than 70). Surely, different lifestyle and philosophy, I am afraid, in the western and eastern society.