



**Destination Marketing: A Study into International Airport Service Experience,
Destination Image and Intention to Revisit South Africa**

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Under the Supervision

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DECLARATION

- This doctoral thesis is my own original effort.
- All of the sources which were utilised or referred to have be provided in the doctoral thesis in the appropriate format.
- This doctoral thesis has not been previously submitted in full or partial fulfilment as deemed mandatory for the attainment of a higher education qualification or equivalent at an educational institution.
- APA was used as the referencing style.



Tinashe Chuchu

2017

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ABSTRACT

The purpose of the study was to investigate the relationship that potentially exists between international airport experience, destination image, and the intention to revisit South Africa. A research conceptual model was developed in order to analyse potential relationships from that model. The objectives of the study were to examine the relationship airport experience and destination image as well as the relationship between destination image and a traveller's intention to revisit a destination. This research was grounded in numerous theories, namely the destination image theory, destination concept, marketing theory and service concept.

The study reviewed literature on destination marketing, highlighting its evolution over the years, and its importance, in particular to South Africa. For purposes of the research, nine hypotheses were developed based on the conceptual model where all the proposed hypotheses were supported. The study was quantitative in nature, in that all data was collected through convenience sampling at the OR Tambo International Airport. Research surveys were self-administered to 508 willing international travellers at the OR Tambo International Airport. Out of the 508 surveys distributed, 503 were usable for research analysis purposes. To analyse the research data, structural equation modelling was adopted. The main findings of the study touched on various aspects. Firstly, travellers perceived servicescape to be a crucial factor in their overall assessment of the kind of value an airport would offer to them, and ultimately in their overall impression of South Africa as a destination.

Secondly, it was also established that tourists' pre-conceived ideas of South Africa were the strongest motivator of their intention to revisit the country. This implied that tourists visit South Africa with a firm idea of what the country will be like as well, and whether they would want to return to the country, even before they set foot in the country. Overall the study established that international tourists had an appreciation for the airport experience at the OR Tambo International Airport, and also they would consider revisiting South Africa. The contribution of this study was to enhance the comprehension of existing literature on destination marketing and the international airport management sector. Furthermore, the study provided new perspectives to the current body of knowledge regarding motivations for tourists to return to destinations.

Keywords: Tourism, destination marketing, airports, image, revisit intention.

List of Abbreviations

- GDP: Gross domestic product
- OR Tambo International Airport: Oliver Reginald Tambo International Airport
- SS: Servicescape
- TPV: Traveller perceived value
- CGDI: Cognitive destination image
- ADI: Affective destination image
- CNDI: Conative destination image
- TIR: Traveller intention to revisit
- SEM: Structural equation modelling
- ACSA: Airports Company South Africa
- NPS: Net Promoter Score
- UNWTO: The United Nations World Tourism Organisation
- AVE: Average Value Extracted
- CR: Composite Reliability
- HSV: Highest Shared Variance

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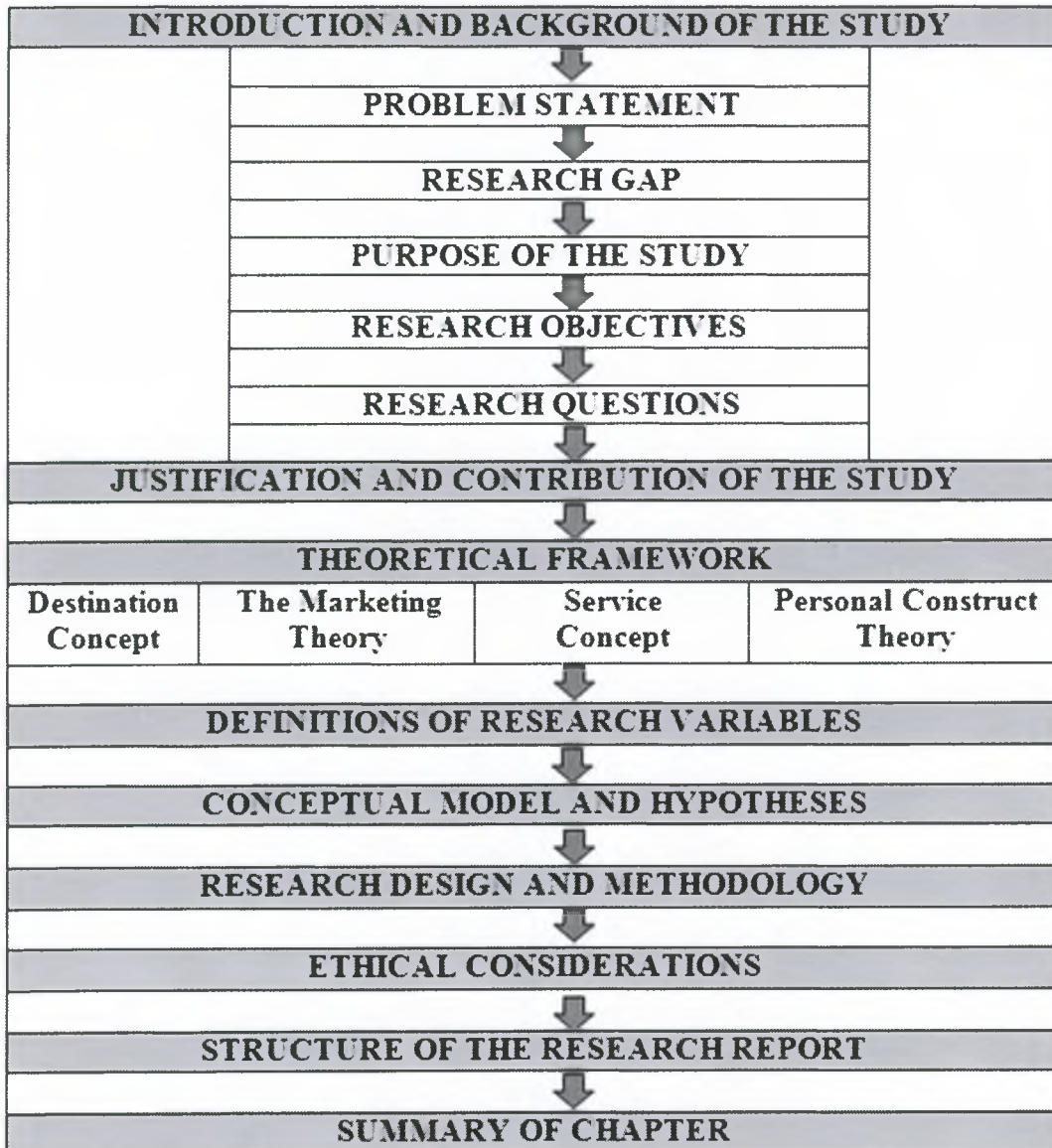
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CHAPTER 1: INTRODUCTION AND BACKGROUND OF THE STUDY

“Destination marketing is an important tool in the development of a destination and in the competition to attract visitors.”

Hvass (2014: 173)

Table 1.1: Diagrammatic Representation of Chapter 1



1.1 INTRODUCTION

As many destinations become more reliant on repeat commercial activities, the intention to revisit a destination has emerged as a paramount research area (Assaker, Vinzi & O'Connor, 2011). According to Pike and Page (2014), destination marketing is a field that commenced in 1973. Graham (2014) suggests that airports represent a crucial element of the transport system, as they provide travellers with essential infrastructure and facilities to transfer them from surface to air modes of transport, and facilitate airlines' arrivals and departures. Airports have recently been transformed from merely being a point of transit for visitors into extravagant attractions that provide many facilities and services (Du Plessis, Saayman & Potgieter, 2014). The aviation industry is expected to transport 16 billion passengers in 2050, and therefore airports have to develop in order to meet this growing demand for services (Suárez-Alemán & Jiménez, 2016). The travellers' satisfaction at airports has become a central issue in airport services (Suárez-Alemán & Jiménez, 2016). Florida, Mellander, and Holgersson (2015) emphasise that airports connect places to the global economy while Florida et al. (2015) add that airports are much more than facilities for travellers to get flights, attend in-transit business meetings, or conduct duty-free shopping, stating that airports are a vital component of regional economic development. Mason (2015) postulates that tourism has become a global industry involving millions of individuals in both domestic and international travel.

Destination marketing has become a highly specialised business that is constantly evolving considering that its digital component accounted for about 25% of destination marketing budgets in 2015, but in five years' time that figure is estimated to rise to 75% (South Africa Tourism Review, 2015). The study was grounded in destination marketing with special focus on how tourists' experiences at the OR Tambo International Airport in Johannesburg South Africa would influence their intention to want to revisit South Africa as a travel destination.

Previous studies on destination marketing have been conducted in various contexts. Minoli, Goode and Smith (2015) researched golf tourism's sustainability, while Pike and Page (2014) conducted a review of the first 40 years of destination marketing research, in order to identify themes that have emerged from this field. In addition, Dwyer, Pham, Forsyth, and Spurr (2014) explored the return on investment of destination marketing in Australia. Furthermore, Avraham (2015) analysed the relationship between positive image and continued tourism growth, while Vogt, Jordan, Grewe, and Kruger (2015) and Moscardo and Murphy (2016) explored small island tourism destinations. These previous studies on destination marketing

aided in identifying the gap where not much research on destination marketing had been conducted to establish whether or not traveller experiences at an airport would shape travellers' perceptions and influence their decision to revisit a destination.

Therefore, the purpose of this study was to explore the following research variables, namely servicescape, traveller's perceived value, cognitive destination image, affective destination image, conative destination image, and the traveller's intention to revisit a destination. 'Servicescape' is a term that was developed by Bitner (1992), and is broadly used to describe the physical environment of an organisation in which services are provided to customers (Balakrishnan, Muthaly & Leenders, 2016). Fodness and Murray (2007) posit that travellers' expectations of an airport's environmental surroundings can influence their perceptions of service quality. A traveller's perceived value is an important aspect in the tourism industry, and refers to the aspect that makes visiting a place more attractive (Yang, Liu, Jing & Li, 2014). Furthermore, Yang et al. (2014) state that perceived value influences a tourist's attitude and their behaviour. Bajs (2015) claim that perceived value could be considered as low price, whatever the consumer wants in a product or service, and the quality the customer received for the price paid for the product.

Prior airport research, such as that of Halpern (2010), examined sources, capabilities, and consequences of marketing innovation at airports in Europe's bordering regions, whereby a form-based feedback survey was administered to airport executives (Halpern, 2010). It was then established that independently run airports demonstrated more innovation in comparison to regional or national airports (Halpern, 2010). According to Halpern (2010), big airports were seen to have a greater deal of innovation in comparison to the relatively smaller airports. As stated in Ucler and Martin-Domingo (2015), air travel has been on an upward trajectory over the past decades, increasing by 5.9 % on average in terms of passenger-kilometre performed, and by 6.1 % in terms of ton-kilometre performed.

According to Ucler and Martin-Domingo (2015), there has been an increase in air traffic supported by world trade and tourism, due to airport congestion that has ultimately lead to travellers spending more time at airports. Transit time spent at airports together with the waiting time at check-in, security control, or baggage claims are all activities that are of no particular use to the traveller, as they do not bring commercial value to the airport (Ucler & Martin-Domingo, 2015). Air travellers are from a higher socio-economic group that manages their own journeys, and in recent years they have expressed the need for enhanced airport

experiences, such as increasing transparency, corporate responsibility, and efficiency at airports (Ucler & Martin-Domingo, 2015).

In recent years, airline competition, airport competition, positive experiences, expensive airports, airport operations' efficiency, airport competition, business opportunity, and access to the metropolis have received priority in research (Dziedzic & Warnock-Smith, 2016). Dziedzic and Warnock-Smith (2016) posit that airports have developed great opportunities in terms of attracting business and leisure travellers. The capacity to satisfy air travellers has also emerged as a central theme in airport operations (Suárez-Alemán & Jiménez, 2016). Furthermore, travellers' expectations of service quality at airports have been a major issue as air traffic has progressed (Lubbe, Douglas & Zambellis, 2011).

This research highlights the airport industry, which had been greatly overshadowed by the airline industry, according to Graham (2014), who substantiates this by observing that airports have evolved to become complex establishments requiring a myriad of skills and competencies. Additionally, numerous aspects in relation to how airports have become commercial centres are considered during various stages of this research, most notably in the following chapter (chapter 2), which explores the study's research context. Other key aspects of the research include the revisit intention, a key theme of this research, as it was the outcome variable.

Important aspects—such as servicescape—that are explored in this study were adopted from previous studies that are illustrated in the table hereunder. These studies were both adopted and adapted to fit the context of the research at hand. Additionally, in terms of servicescape, these studies ranged from the airport environment, which is similar to that of this study, to the hotel environment. Below is Table 1.2 presenting some of the servicescape prior research.

Table 1.2: Servicescape Prior Research

Servicescape Research Environment	Author and Year
Airport environment	Fodness and Murray (2007)
Bus and railway environment	Mazibuko, Zinhumwe, and Sharp (2014)
Service company	Balakrishnan, Muthaly, and Leenders (2016)
Hotel	Ariffin, Nameghi, and Zakaria (2013)

As depicted in Table 1.2, the studies that have been conducted within the servicescape research environment have been covered over numerous years, including studies that range from 2007 to 2016. These studies also explored the airport environment, the bus and railway environment, service companies, and the hotel environment, as illustrated in Table 1.2.

1.1.2 Importance of Research Topic to Destination Marketing and Airport Research

This study is of importance to both destination marketing and airport research as it could provide new understanding on what already currently exists regarding these two fields of research. The following section explores the significance of this study's research topic to destination marketing in great detail. Thereafter, the significance of the study's research topic to airport research is also investigated in the section that follows.

1.1.2.1 Significance of Research Topic to Destination Marketing

The present research is important in enhancing the knowledge on destination marketing and airport research in numerous ways. The study's introduction highlighted key research that has reviewed the study area of destination marketing. Detailed statistics regarding destination marketing and the airport industry were provided, more specifically figures on the impact of South African destination marketing, which were retrieved from the South African Tourism Review (2015). This section of the introduction then makes a case for the importance of destination marketing and airport research. Destination marketing organisations (DMO) appear to have a prominent role in destination marketing research, as the researcher observed in the literature (Morrison, 2013; Choe, Stienmetz & Fesenmaier, 2016; Pike, 2016).

DMOs promote their destinations in a number of ways, including tourism destination advertising, promotional activities, and sponsoring events (Choe *et al.*, 2016). It is predicted that DMOs will not remain in their current state, but are expected to evolve, therefore this presents an opportunity for tourism academics to engage in innovative thoughtful discourse about the future of these entities (Pike, 2016). Tourism destination advertising is one of the most important and visible marketing practices used to attract potential travellers to a destination (Choe *et al.*, 2016). DMOs play an important role in promoting and marketing cities, states, and countries (Morrison, 2013; Zhang, Gui, Wu, Morrison & Li, 2016). Table 1.3 provided in the following section, destination information classification is provided.

Table 1.3: Destination Information Classification

Category	Information sub-category
Basic information	Natural surroundings
	History and traditions
	Economic growth
	Urban development
	Environmental safeguards
	Customs and culture
	Tourism statistics
	Climate
Destination cities	Attractions
	Events and activities
	Eating out
	Accommodation
	Shopping
	Entertainment
	Tour tips
	Safety facts and figures
Scenic spots	Attractions
	Traffic
	Accommodation
	Dining
	Entertainment
	Buying products
	Tour routes
	Weather
Other service information	Travel advice
	Travel experiences
	Online booking services
	Traveller Complaints

Adapted from Zhang, Gui, Wu, Morrison, and Li (2016).

Table 1.3 illustrates destination information classification in which categories such as basic information, destination cities, scenic spots, and other service information (travel advice, experiences, and complaints) are outlined.

1.1.2.2 Significance of Research Topic to Airport Research

Air transport forecasts predict a rise in international air passenger traffic in Europe by an average of 3.6% per annum from 2002 and 2020, with some analysts expecting traffic figures to double by 2020 (Madas & Zografos, 2008). Airports are multi-purpose installations as they serve differing purposes, as alluded to by Adikariwattage, de Barros, Wirasinghe and Ruwanpura (2012). Furthermore, Adikariwattage et al. (2012) provide a set number of classification and criteria under which airports would be classified. These classifications and criteria are provided in Table 1.4 hereunder.

Table 1.5: Classification and Criteria of Airports

	Classification and Criteria
Airport type 1	Current operational ability, in terms of annual traveller traffic
Airport type 2	Functional responsibility (intercontinental centre of an activity, regional, leisure destinations)
Airport type 3	Geographical site (national or regional capital)
Airport type 4	Airport competition

Source: Adikariwattage et al. (2012)

Adikariwattage et al. (2012) state that airports are clustered using basic elements such as the number of terminals, annual traffic of international travellers, annual volume of domestic transfer travellers, and annual volume of domestic origin-destination travellers. In addition, Adikariwattage et al. (2012) suggest that it is not practical to break down international travellers further into origin/destination and transfers, due to the scarcity of data. Schaar and Sherry (2010) posit that airports are of paramount economic importance to regional businesses, and enhance the standards of local residents by providing access to safe, secure, rapid, affordable air transportation services. In addition, airports facilitate access to air transportation services to local residents and businesses, and operate as utilities providing infrastructure to service providers (Schaar & Sherry, 2010). For purposes of discussing the

importance of airport research, the researcher deemed it imperative to explore airport complaints, as they are closely associated with service delivery at airports.

1.1.3 Airport Complaints

Associated with the importance of airport studies is understanding the complaints that airport customers have, and studies such as Chang, Liu, Wen and Lin (2008) and Fodness and Murray (2007) emphasise the importance of air travel customers' complaints. These complaints at airports are briefly discussed in this section of the study, however they are discussed in greater detail later in this thesis. Chang et al. (2008) discuss issues that include airport receptionists' attitudes, airline timetables, passenger check-ins, information broadcasting at the airport, security, access to public transportation, and the hygiene levels of airport washrooms. The issues formed the basis of customer complaints at the airport. In addition, Fodness and Murray (2007) also considered airport customer complaints regarding issues such as customer expectations concerning the response time of airport staff to customer complaints, waiting for services, baggage delivery, and check-in.

1.1.4 Prior Research on Research Model Variables

The research conceptual model was developed from numerous variables. These variables are central to the entire study as they were used by the researcher to develop research questions, research objectives, and the study's hypothesis. Past research has included the following: servicescape; traveller perceived value; destination image; and traveller intention to revisit. For purposes of this research, servicescape and travellers' perceived value are categorised as airport experiences, while destination image has three individual variables: cognitive destination image; affective destination image; and conative destination image.

1.1.4.1 Past Studies on Servicescape

In the present study, servicescape at the airport was assessed as one of the model's predictor variables (the other one being traveller perceived value). In addition to being a predictor variable of the model, it was also one of the airport experience variables, as seen in the model. Prior research has adopted servicescape in different contexts, and not only in the airport environment, which is the case in this study. This section will review some of those studies that adopted servicescape in different contexts. However, servicescape will be revisited in greater detail later on in this thesis (see literature review section).

Mazibuko, Zinhumwe, and Sharp (2014), investigated servicescape in the context of the bus and railway environment in which travellers engaged with a flurry of tangible and intangible services from various facilities that surrounded those spaces. The degree of service quality in an environment would have an impact on perceived customer service, therefore improved service quality within the bus and retail servicescape could help ensure travellers' satisfaction, and ultimately provide a competitive advantage in retail (Mazibuko et al., 2014)

According to Mazibuko et al. (2014), the servicescape concept refers to an environment in which a service is assembled where retailers and consumers engage with tangible commodities that facilitate the delivery or communication of the service. The financial success of any organisation relies on how the customers react to its servicescape (Hightower, 2010).

1.1.4.2 Past Studies on Travellers' Perceived Value

In the present study, TPV at the airport was assessed as one the predictor variables of the model (the other one being servicescape). In addition to being a predictor variable of the model, it was also one of the airport experience variables, as seen in the model. Prior research has adopted TPV in different contexts, not only in the airport environment, which is the case in this study. This section will review some of those studies that researched TPV in different contexts. However, TPV will be revisited in greater detail later on in this thesis (see literature review section). Ye, Li, Wang, and Law (2014) studied the effect of hotel price on perceived service quality and value in tourism. Ye et al. (2014) found that if hotel comfort was increased by 20%, perceived value would increase by 4%. Lubbe and Louw (2010) identified that perceived value of using mobile devices in the airline environment was associated with the ability to book flights and to access airline information.

1.1.4.3 Past Studies on Destination Image

In this research, destination image was examined as the research model's mediator in which there were three destination image variables, namely cognitive destination image, affective destination image, and conative destination image. However, prior research has examined destination image in varying contexts. Therefore, this section of the study reviews that prior research on destination image, which will later be explored in greater detail in the literature review section of this study.

Past authors have utilised cognitive and affective image components to evaluate destination image (San Martín & Del Bosque, 2008). According to Alcañiz, García, and Blas (2009) destination's cognitive image refers to the destination's functional (availability of accommodation and interesting places to visit), mixed (cleanliness, urbanisation, access, and crowdedness) and psychological aspects (quality restaurants, friendliness/hospitality, tranquillity, and value for money). Destination image is a key component for the present study. Destination image research has been viewed as one of the main themes in tourism, therefore attracting scholarly inquiry for numerous years, due to its high practical importance for destination management, marketing, and branding (Stepchenkova & Mills, 2010).

According to Chen, Lai, Petrick, and Lin (2016), cognitive images positively influence affective image (thoughts that potential tourists have regarding a particular destination). Chen et al. (2016) posit that affective images have a positive and direct influence on travel intentions. Cognitive destination image refers to the approach in which any motivated individual acts upon what motivates him or her (Gerdes & Stromwall, 2008). The image of a country as a travel destination is a central variable as far as tourists' decision-making is concerned (Becken, Jin, Zhang & Gao, 2016). Stylos, Vassiliadis, Bellou and Andronikidis (2016) suggested that conative image influences traveller intention.

1.1.4.4 Past Studies on Travellers' Intentions to Revisit

In the present study, "traveller intention to revisit" was assessed as the outcome variable of the model. Prior research has adopted servicescape in different contexts, not only in the airport environment, which is the case in this study. This section will review some of those studies that adopted travellers' intentions to revisit in different contexts, which will then be revisited in the literature review section of the study in greater detail. The presence or absence of variances in the perceptions of past visitors and non-visitors towards a destination is important to tourist theorists and practitioners (Tan & Wu, 2016). George and George (2012) posited that repeat visitation is the foremost widely adopted intentional behavioural measure, in addition to the willingness to recommend the travel destination or its components to others. In addition, George and George (2012) also suggested that satisfaction is a result of previous visits, however complaints are also present.

This study considered research that was conducted in South Africa in relation to this study. Du Plessis et al. (2014) conducted a study in the airport environment where they investigated visitors' experience at a South African international airport. Another study also conducted

within a South African context in relation to this study's topic was that of Lubbe, Douglas and Zambellis (2011), who studied passengers' perceptions of airport service quality at the O.R. Tambo International Airport in South Africa. This study also looked into travellers' perceptions at the O.R. Tambo International Airport. Airport service quality dimensions have been assessed in the past where they were based on Fodness and Murray's (2007) model.

On a global scale, the importance of service quality measurement and management at airports is seen as essential, but for airport service strategies to yield the desired results, travellers themselves need to be the ones to define and evaluate service (Lubbe *et al.*, 2011). Airports with inefficient, poor networks, could result in delays and missed connections that would also ultimately lead to major economic losses (Voltes-Dorta, Rodríguez-Déniz & Pere Suau-Sanchez, 2017). Airports not only provide air traffic control, security, fire and rescue services, but also offer commercial facilities such as restaurants, shops, conferences, services, and business parks (Graham, 2014). Furthermore, airports can generate significant income, provide sustainable employment potential, encouraging economic growth and a lifeline to isolated communities (Graham, 2014).

De Jager, Van Zyl and Toriola (2012) conducted study that also investigated air travellers, however the service element they focused on was with regard to the actual airlines and not the airport, as is the case in this study. De Jager *et al.* (2012) assessed the service factors considered by passengers of South African domestic airlines. In their study De Jager *et al.* (2012) surveyed South African tourists and Italian tourists in the Tshwane region of South Africa—a metropolitan municipality. It should be noted that De Jager *et al.* (2012) surveyed airline passengers by intercepting them at shopping malls in the Tshwane area, and not at an actual airport. For purposes of this research, airline passengers were actually surveyed in the actual airport environment.

1.1.5 Research Not Conducted In South Africa In Relation to the Topic

While research has been conducted into customers' service experiences in the airport environment, there are some areas that have not been researched. For example, one of this study's key aspects—travellers' revisit intention based on airport experience in relation to the destination's image—has not been researched within a South African context. Authors such as Lubbe *et al.* (2011), De Jager *et al.* (2012), and Du Plessis *et al.* (2014) did not look at this aspect. Furthermore, Mantey and Naidoo (2016) conducted a study into the customers' perceptions of South African airlines, whereby they surveyed participants at the OR Tambo

International airport, as did this study. Mantey and Naidoo (2016) collected data from airline passengers at the King Shaka International Airport in Durban, South Africa. No mention of travellers' revisit intentions were made in their study, yet they did refer to the potential relationship that exists between revisit intentions and destination image.

1.2 PROBLEM STATEMENT

Denscombe (2014) states that a clearly defined research problem and a specific goal that can be achieved are the hallmarks of a good research strategy. According to Nicoletta and Servidio (2012), destination image is viewed as a paramount challenge in contemporary tourism research. Destinations are considered crucial to travel and tourism, but are one of the most difficult products to manage and market (Stanković & Đukić, 2009). Evaluating destination image is a complex undertaking, and the construct is often subjectively assessed (Stepchenkova & Mills, 2010). Marketing South Africa as a destination, both internationally and to the domestic market, is a difficult undertaking, due various obstacles to tourism growth, such as visa and other immigration regulations, airlift, and safety and security (South Africa Tourism Review, 2015). The South Africa Tourism Review (2015) further suggested that domestic marketing has not received sufficient attention in terms of development and allocation of resources, and therefore requires a well-constructed partnership with provinces, cities as well as the private sector.

There is a dearth of published academic research on destination marketing within a South African context regarding how tourists' service experience at an airport would help influence the destination's image and potential revisits. Another study on destination marketing of South Africa was conducted by Giampiccoli, Lee, and Nauright (2015), who focused on major sporting events, namely the 2010 FIFA World Cup, and its impact on economic development and tourism in South Africa. Du Plessis et al. (2014) conducted a study to determine the key success factors that influence visitors' experiences at an airport in South Africa. However, Du Plessis et al. (2014) did not proceed to establish how the experience shaped visitors' perceptions of South Africa as a tourist destination and their willingness to revisit. The present study seeks to investigate how experiences at a South African international airport influence travellers' image of South Africa as a tourist destination and their willingness to revisit the country.

1.3 RESEARCH GAP

1.3.1 Gap in Conceptual Model

Fodness and Murray (2007) assessed service quality at airports. They also proposed future research in airport service quality to investigate how servicescape contributed to customers' frustrations. However, Fodness and Murray (2007) did not investigate whether their airport service quality model shaped travellers' perceptions of the destination based on their service experience at the airport. The present study therefore looked at travellers' experiences at the airport and will also investigate how those experiences shaped their perceptions of the destination and their intentions to revisit.

1.4 PURPOSE OF THE STUDY

The purpose of the present study is to investigate the extent to which airport servicescape and traveller perceived value influenced destination image. This study also aimed to investigate the extent to which destination image influenced travellers' intentions to revisit South Africa.

1.5 RESEARCH OBJECTIVES

The following section explores the study's theoretical and empirical research objectives.

1.5.1 Theoretical Objectives

The following theoretical objectives were developed:

- to review literature on servicescape;
- to examine literature on traveller perceived value;
- to review literature on cognitive destination image;
- to investigate the literature on affective destination image;
- to review literature on cognitive destination image; and
- to assess literature on travellers' intentions to revisit.

1.5.2 Empirical Objectives

Given the purpose of the study, the following empirical objectives were developed:

- to review the influence of servicescape on traveller perceived value;
- to examine the influence of servicescape value on cognitive destination image;
- to investigate the influence of traveller perceived value on cognitive destination image;
- to examine the influence of traveller perceived value on affective destination;
- to investigate the influence of servicescape on cognitive destination image;

- to assess the influence of cognitive destination image on traveller intention to revisit;
- to review the influence of affective destination image on traveller intention to revisit; and
- to investigate the influence of conative destination image on traveller intention to revisit.

1.6 RESEARCH QUESTIONS

- Does servicescape influence traveller perceived value?
- Does servicescape influence cognitive destination image?
- Does traveller perceived value influence cognitive destination image?
- Does traveller perceived value influence affective destination image?
- Does servicescape influence conative destination image?
- Does traveller perceived value influence conative destination image?
- Does cognitive destination image influence traveller intention to revisit?
- Does affective destination image influence traveller intention to revisit?
- Does conative destination image influence traveller intention to revisit?

1.7 JUSTIFICATION AND CONTRIBUTION OF THE STUDY

The significance and potential contribution of this study can be discussed from both theoretical and practical standpoints. The study contributed to the theoretical enhancement of the current level of knowledge in the existing literature on international airport service experience, destination image, and intention to revisit South Africa. This was discussed in great detail in the final chapter. Furthermore, theoretical contributions were made on existing literature concerning services marketing and tourism marketing. This study also highlighted the importance and relevance of destination marketing to tourism. Lastly, this study made contributions to existing literature on:

- the relationship between servicescape and traveller perceived value;
- the relationship between servicescape traveller perceived value;
- the relationship between traveller perceived value and cognitive destination image;
- the relationship between traveller perceived value and affective destination image;
- the relationship between servicescape and conative destination image;
- the relationship between traveller perceived value and conative destination image;
- the relationship between cognitive destination image and traveller intention to revisit;
- the relationship between affective destination image and traveller intention to revisit; and
- the relationship between conative destination image and traveller intention to revisit.

The practical contribution will be to institutions such as governments, airport management companies, and practitioners such as tourism researchers who stand to benefit from this study's findings. Airport management companies, such as the Airports Company South Africa (ACSA) would potentially stand to benefit from this study in terms of their service and product offering. Additionally, governments could also potentially benefit from this research in terms of implementation policies that are tourist-friendly.

This research was also aimed at making additional practical recommendations to tourism marketing and management organisations in terms of how they can best present South Africa as a desirable travel destination. These organisations would be informed on how to best understand tourist experiences at South African airports, and more importantly, their expectations of how the travel destination could enhance their visit experience. This would then ultimately be aimed at encouraging revisit intentions to South Africa as a travel destination.

Since the study also reviewed destination marketing in relation to other nations and in other contexts, this study would also be useful for other destination marketing researchers.

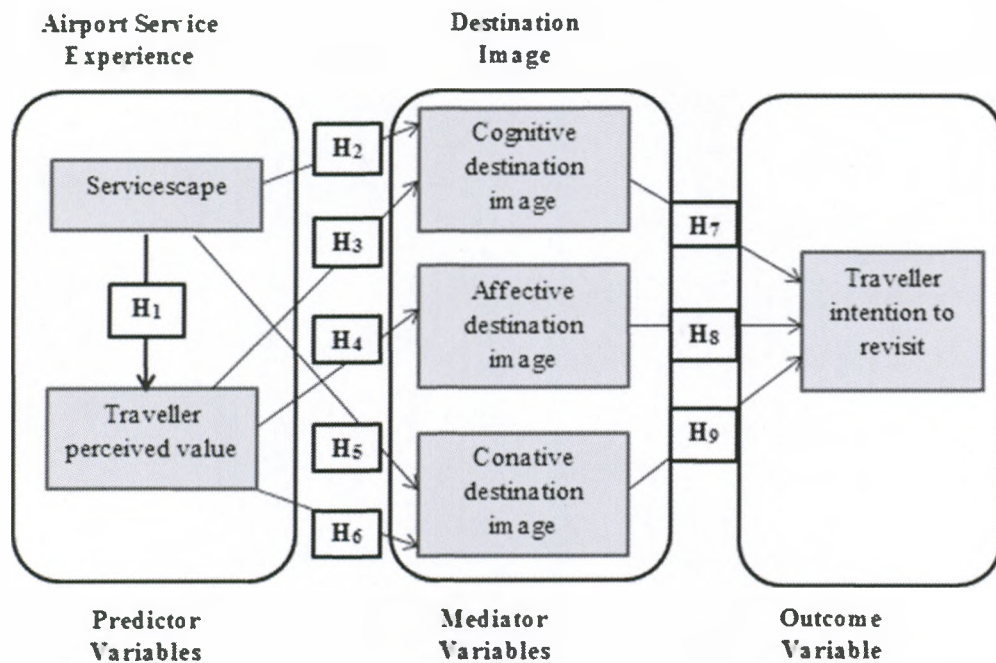
1.8 RESEARCH CONCEPTUAL MODEL

The research conceptual model is briefly introduced in this chapter. The predictor constructs that comprise of servicescape (SS) and traveller perceived value (TPV) are depicted in the model. Additionally, the mediator constructs—all being destination image constructs—are also presented in the model. These destination image constructs include cognitive destination image (CGDI), affective destination image (ADI), and conative destination image (CNDI). Lastly, the outcome construct, which also became a major aspect of the study, was predicted. This outcome construct is traveller perceived value.

The present study examines how airport experience (SS and TPV) and destination image (CGDI, ADI, and CNDI) influence a traveller intention to revisit (TIR) South Africa. The present study was both significant and important in that it provided a framework in which traveller intention to revisit a destination could be measured. Furthermore, the present study made a contribution to existing literature on destination marketing, tourism and the research variables mentioned earlier. Findings could possibly provide useful information to would-be investors in South African tourism. Ultimately this research contributes to both the academic world and to corporate and government institutions. The research conceptual model is

presented in Figure 1.1 hereunder. Later on in the study the research conceptual model was empirically tested, based on its proposed hypotheses.

Figure 1.1 Research Conceptual Model



As presented in Figure 1.2 above, the constructs that we mentioned in the previous section are presented in relationships (hypotheses). The first hypothesis is between servicescape and traveller perceived value, which assumes that servicescape directly and positively affects traveller perceived value. The second hypothesis is that of servicescape and cognitive destination image, it suggests that servicescape has a positive and direct impact on cognitive destination image. In the third proposed hypothesis, traveller perceived value was depicted as having a direct and positive influence of cognitive destination image. The fourth hypothesis is between traveller perceived value and affective destination image, where it is suggested that traveller perceived value directly and positively affects affective destination image.

The fifth hypothesis involved servicescape and conative destination image in which servicescape is depicted as having a positive and direct effect on conative destination image. Traveller perceived value and conative destination image make up the sixth hypothesis, whereby traveller perceived value is shown to positively and directly influence conative destination image. The seventh hypothesis involves cognitive destination image and traveller intention to revisit, where cognitive destination image is seen to have a direct and positive impact on traveller intention to revisit. In the eighth hypothesis, affective destination image

also has a direct and positive influence on traveller intentions to revisit. The last hypothesis, hypothesis nine is that of conative destination image and traveller intentions to revisit, where conative destination image is assumed as having a direct and positive influence on traveller intention to revisit. The research conceptual model will be revisited in Chapter 4 where greater attention to detail is provided. In addition, the hypothesis will be developed and justification with the use of prior literature on those hypotheses will be provided.

1.9 THEORETICAL FRAMEWORK

This study is grounded in five theories, namely the destination image theory, destination concept, service concept, marketing theory, and the personal construct theory. In this section of the study, a brief description of each theory is provided. Chapter 3 will provide an in-depth discussion on these theories.

1.9.1 Destination Image Theory

Destination image features can be classified as cognitive or affective, and the co-existence of both components (cognitive and affective) may be utilised to describe in a more effective manner the image a tourist has of a place (Tan & Wu, 2016).

1.9.2 Destination Concept

Sonnleitner (2011) postulated that a destination—as an idea or concept—consists of functional features relating to the more tangible characteristics of a destination, and psychological appearances, concerning the more intangible characteristics.

1.9.3 Marketing Theory

According to Line and Wang (2016), the marketing theory posits that organisations with the capacity to satisfy consumer requirements more efficiently and effectively will achieve a competitive advantage in the marketplace over their rivals.

1.9.4 Service Concept

The service concept or offering defines the value that is generated by the service provider in partnership with the customer (den Hertog, van der Aa, & de Jong, 2010). For the service concept to succeed, numerous players have to be included.

1.9.5 Personal Construct Theory

The personal construct theory is a philosophy that is founded on constructive alternativism, which posits that all of the current interpretations that individuals hold regarding the universe are subjected to them being interchangeable (Winter & Reed, 2015).

1.10 DEFINITIONS OF RESEARCH VARIABLES

This section provides a brief theoretical overview of each of these research variables. A more comprehensive discussion is provided in Chapter 3. Firstly, servicescape is defined, followed by traveller perceived value, destination image (cognitive destination image, affective destination image, and conative destination image), and lastly, TPV is defined. The definitions for the study's constructs are provided in Table 1.5 below.

Table 1.5: Definition of Variables

VARIABLE	DEFINITION	SOURCE
1. Servicescape	Servicescape is commonly described as the physical environment of a service company	Balakrishnan et al. (2016)
2. Travellers' perceived value	The ratio of benefits received from providers relative to the costs sacrificed by travellers	Adeola and Adebisi (2014)
3. Cognitive destination image	What potential tourists know about a destination	Chen et al.(2016)
4. Affective destination image	Feelings that potential tourists hold about a destination	Chen et al.(2016)
5. Conative destination image	The manner in which an individual with any degree of motivation goes about acting on that motivation	Gerdes and Stromwall (2008)
6. Traveller intention to revisit	An individual's willingness to make a repeat visit to the same destination	Stylos et al. (2016)

Source: The researcher (2017)

1.11 STRUCTURE OF THE RESEARCH REPORT

Chapter 1: Introduction of the research topic.

Chapter 2: Study's research context.

Chapter 3: Discussion of literature used for the present study. The theory grounding the study is deeply investigated and provides an empirical review of the study's research variables.

Chapter 4: Explores the research conceptual model and discusses the development of the study's hypothesis.

Chapter 5: Discusses the research methodology adopted for the study. The research design, target population, sampling method and questionnaire design used is described.

Chapter 6: Explores the approach adopted to analyse research data and provides an interpretation of the research findings.

Chapter 7: Provides a conclusion to the study, recommendations, implications of the findings, and finally suggestions for further research.

1.12 SUMMARY OF CHAPTER 1

Chapter 1 introduced the research topic and provided the background of the study. The importance of the main themes, such as destination marketing, was highlighted. A discussion of prior research in the same field of study was provided and research gaps were identified for the present study. This chapter explored the research context and the study's problem statement. The purpose of the study, research objectives, and questions were also provided. Furthermore, definitions of variables, the justification, and contribution of the study as well as the structure of the entire thesis were also provided. This chapter made reference to numerous studies in the developed world that have explored destination marketing. However, the current study is unique to South Africa and minimal research has been done on specifically looking at how airport experiences influence tourists' intentions to revisit the country. Brief references to literature were made in this chapter, and a brief discussion on the methodology adopted for this study was provided. A structure of the entire thesis was also provided in this chapter.

Findings from Literature

Key findings from the literature were observed. Firstly, it was established that destinations are complex products as far as managing them is concerned. Du Plessis et al. (2014) examined customer airport experience within a South African context through the use of key success factors, being a precursor for this study, as the study expands on Du Plessis et al.'s

(2014) study by also measuring travellers' revisit intentions to South Africa. Other key findings from the literature were that past research on South African as a destination has been conducted, however this research was within the context of the 2010 FIFA World Cup (Giampiccoli, Lee & Nauright, 2015). Additionally, potential beneficiaries of this study, such as academicians, airport management companies, and governments, were briefly mentioned in terms of how they could possibly use the findings of the study.

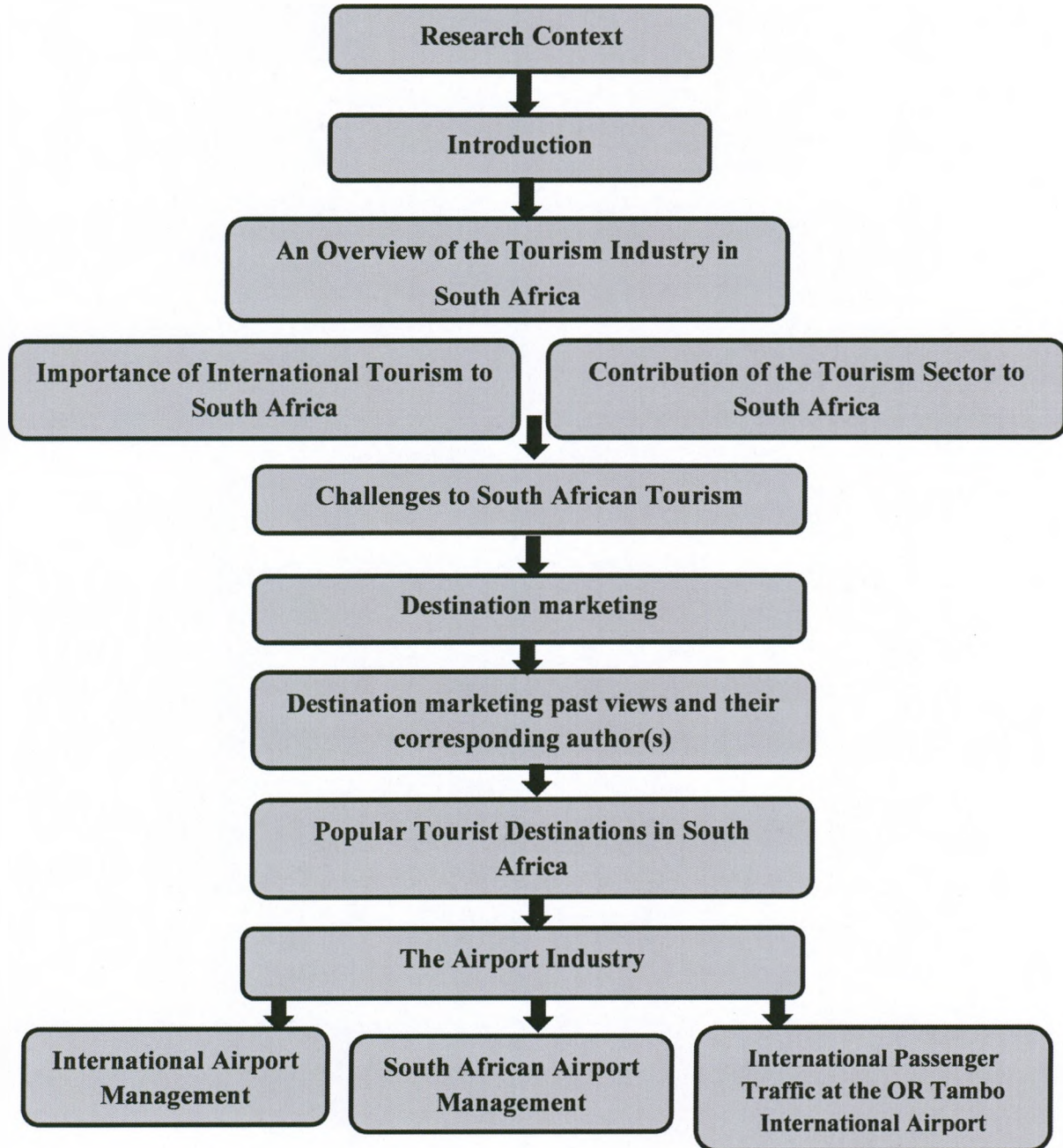
Chapter 1 introduced the research topic, thereby setting the tone for the entire study. A strong case for why destination marketing was a worthy research area was provided through means of detailed statements substantiated by numerous recent sources. After destination marketing was briefly introduced, the study provided context for the research as it was conducted within the airport environment. Key elements of the research were also immediately introduced. These elements include both SS and TPV, which are predictor variables of the conceptualised research model. Both predictor variables were presented in the thesis as the airport experience aspect of the research. In addition to the predictor variables, three mediator variables were presented, namely cognitive destination image, affective destination image, and conative destination image.

The last variable explored was the outcome variable. This outcome variable was presented as traveller intention to revisit. Traveller intention to revisit was one of the most important elements of the conceptualised research model, as it determines how the other variables affect travellers' experiences at the OR Tambo international airport. The conceptual model referred to above was developed from prior studies of a similar nature, however the composition of the variables and how they are connected to one another is unique to this study, so new contributions can be made from the study in question. Chapters 4 and 5, the conceptual model and hypothesis development chapters respectively, will explore both the conceptual model and how all relationships involving all the above mentioned variables were developed.

Chapter 2 provides the research context in which the main theme of the thesis (destination marketing) is explored in great depth. The environment in which this study was conducted (the airport environment) is also explored both within an international context and a South African context. From an international perspective, important bodies such as the Airport Council International (ACI) were discussed, providing relevance for the discussions that follow.

CHAPTER 2: RESEARCH CONTEXT

Figure 2.1 Diagrammatic Representation of Chapter 2







2.1 INTRODUCTION

This chapter discusses the research context by providing a background of the tourism industry, followed by an overview of the airport industry, a description of travellers at the airports, and a discussion on destination marketing. The study will mainly focus on destination marketing in South Africa's tourism sector.

2.1.1 Justification of Researching the South African Tourism Industry

This section explores the importance of tourism to the South African tourism industry by exploring both local and international tourism. It would appear that in 2016 the South African domestic tourism market generated R6,4 billion for the second quarter (Q2) of the year (South African Tourism, 2016). Furthermore, South African Tourism (2016) indicated that holiday travel to South Africa had increased considerably in comparison to 2015, and accounts for 25% of the total tourism revenue (South African Tourism, 2016). This study highlights the importance of a traveller's intentions to revisit South Africa, which is supported by the fact that more than 50% of the domestic revenue came from tourists that visited friends and family as indicated by South African Tourism (2016). Some statistics are provided in Table 2.1 below.

Table 2.1: South Africa Domestic Tourism Statistics

Key Metrics		Q2 2014	Q2 2015	Q2 2016	% growth ('16 vs '15)
	Total Trips	6.9 million	5.8 million	5.4 million	6%
	Trips by Purpose	VFR: 69% Holiday: 10% Business: 9%	VFR: 70% Holiday: 9% Business: 10%	VFR: 66% Holiday: 11% Business: 13%	11% 26% 30%
	Total Revenue	R7.2 billion	R4.5 billion	R6.4 billion	43%
	Spend by Purpose	VFR: 40%, Holiday: 14% Business: 43%	VFR: 53%, Holiday: 17% Business: 21%	VFR: 55% Holiday: 25% Business: 17%	46% 111% 17%
	Average Spend	R1,040 / Trip R300 / Day	R770 / Trip R210 / Day	R1,180 / Trip R320 / Day	52% 53%
	Total Bednights	23.3 million	21.1 million	19.8 million	6%
	Average Nights	3.4 nights	3.7 nights	3.6 nights	0%
	Provincial Share of Trips	Lim: 23% KZN: 17% GP: 15% EC: 12% MP: 12% NW: 11%	Lim: 21% GP: 17% KZN: 16% EC: 13%	Lim: 29% GP: 15% KZN: 15% EC: 14% WC: 10%	

Source: South African Tourism (2016)

Further justification of the importance of domestic tourism is provided in Table 2.2 hereunder.

Table 2.2: Comparison of Domestic Trips and Spend (2014 & 2015)

	2014	2015
Total Domestic Trips	8,2 million	8,4 million
Total Direct Domestic Spend	R8,4 billion	R8,6 billion
Average Spend per Domestic Trip	R1,200	R1,200
Average Nights per Domestic Trip	4,9 nights	5,3 nights
Total Quarter Domestic Bed Nights	39,9 million	44,7 million

Source: Tourism Performance Report Quarter 4 (2015)

Table 2.2 illustrates the domestic travel spend that occurred between 2014 and 2015. It can be observed that all tourism metrics increased, with the exception of the average spend per domestic trip, which remained constant at R1, 200 for 2014 and for 2015. A discussion of the tourism industry is provided in the following section.

2.1.2 An Overview of the Tourism Industry in South Africa

Tourism could be viewed as the relationships and experiences occurring out of the journeys and temporary stays of people travelling primarily for leisure or recreational purposes (Tinsley & Lynch, 2001). It is a service sector, with most parts of the tourism value chain comprising an experience, not the purchase of a physical product or item (South Africa Tourism Review, 2015). Tourism has shown significant growth progress and is estimated to reach 1.8 billion international travellers by 2030 (World Tourism Organisation, 2011; Law, De Lacy, Lipman & Jiang, 2016). The tourism industry and organisations within it seek to understand the needs of tourists because they depend on such information to make strategic decisions, such as where their businesses should be situated (Josiassen, Assaf, Woo & Kock, 2015).

2.1.2.1 The Importance of International Tourism to South Africa

According to Lopes (2011), tourism has grown to become one of the foremost sectors of the world economy. Tourism makes a significant contribution to the global domestic product, jobs, and foreign exchange earnings (South Africa Tourism Review, 2015). It is not a typical economic sector, and challenges conventional conceptions of how production and consumption take place (South Africa Tourism Review, 2015). The growth and impact of

tourism has provided destinations around the world with numerous advantages, such as employment for residents and an increase in gross domestic product (GDP)/economic development (VisitBritain, 2014; Deloitte, 2013; Blanke & Chiesa, 2013; Pyke, Hartwell, Blake & Hemingway, 2016). Over the decades, tourism has experienced constant development and increased diversification to become one of the fastest growing economic sectors in the world (The United Nations World Tourism Organisation, 2016). Modern tourism is closely associated with development, and encompasses a growing number of new destinations (UNWTO, 2016). According to a South Africa Tourism Review (2015), China is the world's largest outbound market since 2012, with total expenditure reaching US\$129 billion in 2013. The development of tourism has been motivated by the departure from an industrial economy to a service economy (Halpern, 2008).

Past tourism researchers have postulated the potential of tourism as an apparatus to moderate tension between countries that are politically divided or involved in conflicts (Chen et al., 2016). The increasing competition among tourism destinations is a key trend that seems to become more and more significant over time (Mariani & Baggio, 2012; Mariani, Buhalis, Longhi, & Vitouladiti, 2014). Mariani et al (2014) state that international arrivals in emerging economy destinations are expected to rise continuously at double the pace (+4.4% year) of advanced economies (+2.2% a year). As a result of the increased share of international tourism going to emerging economies, this will allow them to surpass advanced economies, and lead to many new arrivals to destinations such as in Asia, Latina America, Central and Eastern Europe, Africa, and the Middle East. Researchers Mérida and Golpe (2014) state that according to the UNWTO (2013) tourism has proven to be an important source of revenue for numerous countries across the globe, representing 9% of total GDP (direct, indirect, and induced impact) and 6% of the world's exports. Its influence on employment has also been significant, since one out of 11 jobs in the world are related to this economic activity.

International tourist arrivals increased by 4.4% in 2015 to reach a total of 1,184 million in 2015, according the UNWTO (2016). Furthermore, the UNWTO (2016) states that in 2015, some 50 million additional tourists travelled to international destinations around the world, in comparison to the previous year, revealing a six-year consecutive upward trend in international visits, which indicates a 4% or more increase every year since 2010. The following section will review the South African tourism sector. According UNWTO (2016), over 1,1 billion tourists travelled abroad in 2014, representing a 4,7% growth on 2013 figures. North America increased by 8%, followed by North-East Asia, South Asia, Southern

and Mediterranean Europe, Northern Europe, and the Caribbean, all of whom increased by 7% (South Africa Tourism Review, 2015). Most tourism businesses around the world are small businesses that provide accommodation, guiding, day tours, taxi services, and the like (South Africa Tourism Review, 2015). International tourism is considered essential to the economic development strategies in many African countries (Akinboade & Braimoh, 2010). International tourists contributed 43% (R94,2 billion) of total tourism spend in 2013 (Statistics South Africa, 2016). Total tourism spend in 2013 was R218,9 billion, a rise of 9,7% from R199,4 billion in the previous year (2012) (Statistics South Africa, 2016). As much as international tourism is an economic activity, it is also a means of interaction (Akinboade & Braimoh, 2010). Furthermore, international tourism holds significant roles in the economic development process of many countries (Akinboade & Braimoh, 2010). Host countries spend large sums of money to attract tourists, however they increase their revenue through tourists' spending (Akinboade & Braimoh, 2010).

2.1.2.2 Contribution of the Tourism Sector to South Africa

Tourism is granted considerable policy importance in Africa, and most notably in South Africa, which is Africa's leading tourism destination (Visser & Hoogendoorn, 2011). In comparison to all the South African economic sectors, tourism was the sector most adversely affected by apartheid (Visser & Hoogendoorn, 2011). Tourism marketing strategies can have substantial implications in terms of the social development of tourist destinations, and the opportunities and limitations for stakeholders to engage in tourism (Jeuring, 2015). Importantly, tourism marketing as a policy tool, aims to influence representations of tourism destinations (Cousin, 2008; Kavaratzis, 2012; Jeuring, 2015). Domestic tourists contributed 57% (R124,7 billion) of total tourism spend in 2013, while international tourists contributed 43% (R94,2 billion) (South Africa Tourism Review, 2015).

Airports have advanced over the past decades from being purely basic terminals that serve as points of transit, into complicated market entities that are in effect multipoint service provider companies (Jarach, 2001; Martín -Cejas, 2006; Du Plessis, Saayman & Potgieter, 2014). With the subsequent commercialisation and privatisation of many airports in recent years, airport management companies have invested significantly in airport marketing and branding (Castro & Lohmann, 2014). The tourism industry plays a crucial role in the South African economy (Statistics South Africa, 2016). In 2013 domestic visitors contributed 57% (R124,7 billion) of total tourism spend. The major expenditure items for local visitors of their R100 spend in

2013 were as follows, road transport (R29), non-specific products (R19), accommodation (R15), air transport (R14), and tourism-related products (R10). R13 was spent on other products (Statistics South Africa, 2016).

Revenue per hotel room rose by 7,9% during the first 10 months of 2014. In May 2015, there were 1,202,795 foreign arrivals in South Africa (South African Government, 2016). According to the Tourism Department (South African Government, 2016), domestic tourism appears to be the main sustainability factor for most successful destinations. Africa's tourism grew by only 2% in 2015. This 2% growth represents an additional 1 million foreign tourist arrivals (South Africa Tourism Review, 2015). Sub-Saharan Africa outperformed North Africa with a growth in tourism of 3% compared to 1%, despite the outbreak of the Ebola virus (South Africa Tourism Review, 2015). Tourism can be an influential driver of economic development, and the development of tourism clusters can unlock key economic multipliers in an area that might otherwise have little 'industrial' potential (South Africa Tourism Review, 2015).

2.1.2.3 Challenges facing South African Tourism

Visser and Hoogendoorn (2011), posit that the African continent is not well represented in international tourism literature. In South Africa, the majority of tourist enterprises and tourism are disproportionate, whereby white minorities own and control tourism (Rogerson, 2004). Problems that face developing nations, such as poverty, inequality, vulnerability, poor health care, and lack of education are well recognised and are reflected in the goals of international development programmes, such as the United Nations Millennium Project (Telfer & Sharpley, 2015).

Telfer and Sharpley (2015) further state that in many developing countries the particulars of underdevelopment are less distinct, and problems that face these countries are usually the consequences and not the causes of problems. Telfer and Sharpley (2015) state that the characteristics' of underdevelopment are economic dependence on enormous agricultural sectors, the export of primary goods, low standards of living, high population growth, high unemployment, economic fragility, and limited and unstable social political structures. The South African Department of Tourism (2011) in its research has found several critical elements hindering consistent delivery of excellent customer service in South Africa, including the legacy of apartheid, poor mind-sets of some employees, and insufficient job training, a lack of general education, poor recruitment and selection processes, a lack of

urgency, a tendency towards autocratic leadership rather than participative leadership, and an imbalanced focus on technical job skills opposed to interpersonal “customer and people” skills development.

2.1.3 Destination Marketing

Destination marketing has been researched in various contexts in the past, for example Okumus, Okumus and McKercher’s (2007) studied the use food in marketing destinations, Murphy, Pritchard, and Smith (2000) and Miličević, Mihalič, and Sever (2016) analysed destination competitiveness, while Zhang, Wu, Morrison, Tseng, and Chen’s (2016) research focused on how a country’s image influences a tourist’s destination evaluation.

2.1.3.1 Relevance of Destination Marketing to this Study

Destination marketing and destination brand development have emerged as powerful strategic tools, due to ever-increasing competition between destinations (Miličević, Mihalič & Sever, 2016). In addition, tourist destinations can be viewed as products (Yoon & Uysal, 2005; Boo et al., 2009) that DMOs must effectively manage to attract visitors and build loyalty (Herrero, San Martín & Collado, 2016). According to Pearce (2015), a conceptual framework of destination management was presented by Longjit and Pearce (2013), which was grounded on three-inter-related features of management: purpose or goals; activities or functions; and structures or organisation.

Baker and Cameron (2008) state that according to the UNWTO (2004), destination marketing encompasses all the undertakings and processes to bring buyers and sellers together; focuses on responding to customer demands and competitive positioning; is a continuous coordinated set of activities associated with efficient distribution of products to high potential markets; and involves making decisions about the product, branding, price, market segmentation, promotion, and distribution. Past perspectives on destination marketing are provided in Table 2.3 In the section that follows.

Table 2.3: Destination marketing past views and their corresponding author(s)

View of destination marketing	Author
1. To improve the image of an area to attract industrialists	Horner and Swarbrooke (1996)
2. To appreciate the unique needs and challenges faced by each destination and their particular geographical, environmental, and socio-cultural characteristics	Buhalis (2000)
3. Should occur not only on the demand side to increase visitor numbers, but also on the supply side to market the destination to intermediaries and to increase the numbers of sellers through investment in accommodation, entertainment, and infrastructure	Prideaux and Cooper (2002)
4. Should satisfy the needs of all these stakeholders and target segments	Baker and Cameron (2008)

Source: (Compiled by researcher)

2.1.4 Popular Tourist Destinations in South Africa

According to the South African Government (2016), the key tourist attractions are Table Mountain, the Victoria and Alfred Waterfront, The Nelson Mandela Gateway to Robben Island, The Gold of Africa Museum, and The South African Rugby Museum. Destination marketing should not only seek to increase the number of tourists travelling to a particular region, but also aim to facilitate sustainable tourism development (Okumus *et al.*, 2007). If a destination is unable to create a distinctive image in the minds of the patrons, a number of negative consequences may arise, ranging from escalated direct competition from other tourist destinations, to confusion among marketers about the needs and wants of the targeted segments, and an unclear perception of the prospects available at the destination (Koc, 2009; Cakmak & Isaac, 2012; Koc, 2016).

2.1.5 The Airport Industry

Airports were traditionally considered to be public utilities rather than commercial considerations, and focused largely on facilitating the safe and efficient movement of aircraft and passengers (Halpern & Graham, 2015). In the half-century since the inception of

commercial air travel, the aviation industry has matured and the nature of air travel has changed dramatically (Harrison, Popovic, & Kraal, 2015). For many years, airports were considered natural monopolies (Neto, Casagrande, Lancieri & Moraes, 2016).

2.1.5.1 Relevance of the Airport Industry to this Study

This section provides the motivation and justification for studying the airport industry for this research study. According to Florida et al. (2015), airports are usually the first entity that travellers see when they visit a new place. Therefore, this provides motivation for studying the airport industry within the context of tourism. The airport industry is of importance because in many parts of the world airports have become more commercially orientated (Halpern & Graham, 2015). This research seeks to explore the commercial potential of non-aviation revenues generated by airports. Therefore marketing has become a core function of numerous airports, and one that is considered to be essential for success (Halpern & Graham, 2013).

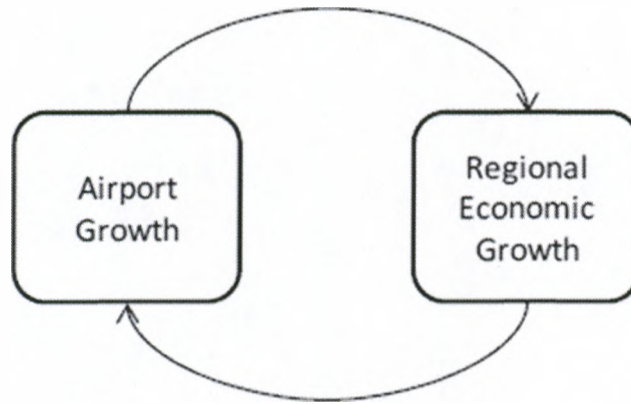
2.1.5.2 International Airport Management

ACI is the sole global trade representative of the world's airports (Airports Council International, 2016). Established in 1991, ACI represents airports interests with governments and international organisations, develops standards and policies, recommends best practices for airports, and provides useful data and training opportunities to raise standards around the globe (Airports Council International, 2016). As of January 2016, ACI serves 592 members operating at 1,853 airports in 173 countries (Airports Council International, 2016).

ACI is a non-profit organisation whose principal goal is to advance the interests of airports and to promote professional excellence in airport management and operations (Airports Council International, 2016). According to preliminary statistics, in 2015, airports worldwide processed 7.1 billion arriving and departing passengers, and facilitated the processing of 105 million metric tonnes of cargo and 86 million aircraft movements (Airports Council International, 2016). Civil aviation has evolved into a complex system that connects people and businesses the world over, and has been responsible for contribution billions of US dollars to the worldwide GDP (Airports Council International, 2016). The ACI conducts an airport service quality survey, which has emerged as the world's pre-eminent airport passenger satisfaction benchmark, with over 320 airports participating across 80 countries and in 2015, over half of the world's 7 billion travellers passed through an airport service quality airport (Airports Council International, 2016).

Figure 2.3 hereunder provides an illustration of how airport growth is inter-connected to regional economic growth.

Figure 2.3: The Correlation between Airport Growth and Regional Economic Growth



Adapted from Schaar and Sherry (2010)

According to Schaar and Sherry (2010), airport growth and regional economic growth are inter-connected as depicted in Figure 2.3. It is imperative for airport management organisations to operate in a manner that encourages sustainable economic growth. Airport service providers should co-operate so as to render seamless, safe, and secure service to the consumers of air travel services (Schaar & Sherry, 2010). The following section explores and provides the challenges that are experienced by airports.

2.1.5.3 Challenges Facing Airport Management

Airports face numerous challenges in terms of management, and authors such as Schaar and Sherry (2010) and Madas and Zografos (2010) explore these challenges. Table 2.4 in the section that follows presents these challenges.

Table 2.4: Challenges Facing Airports

Building the airport infrastructure	Schaar and Sherry (2010)
Leasing space to the airport service providers	
Effective management of the airport service providers to ensure that quality service is delivered to customers	
Ultimately supporting the growth of the regional economy	
Airports are dependent on access to sources	

of capital funding for infrastructure development projects	
The rapid air traffic growth experienced during the last decade has resulted in severe congestion and delay problems, which, in turn, have constrained air transport growth globally	Madas and Zografos (2010)
Effective customer service, reduction of mishandled baggage, ticket over-sales, and on-time performance are all related to airport customer complaints	Steven, Dong and Dresner (2012)

Source: The Researcher (2017)

Airport revenues originate from different sources and are categorised by Schaar and Sherry (2010) as follows:

- aeronautical operating proceeds, including landing payments, terminal rental fees, apron charges, fixed based operator revenue (revenue from companies officially given permission by the airport to operate at the airport), cargo and hangar rentals, and aviation fuel taxes;
- non-aeronautical operating income, including terminal proceeds (such as food and beverage and retail revenue), rental car revenue, and parking takings; and
- non-operating revenue, including interest income, grants, and airport facility charges from passengers services.

Airports have numerous stakeholders and, as illustrated in the table that follows, they cover a broad spectrum of categories.

Table 2.5: Airport Stakeholders

	Stakeholder Group
Stakeholder A	Passengers
Stakeholder B	Air carriers

	Stakeholder Group
Stakeholder C	General aviation customers
Stakeholder D	Airport organisations
Stakeholder E	Investors and bond-holders
Stakeholder F	Concessionaires
Stakeholder G	Service facilitators
Stakeholder H	Employees
Stakeholder I	Federal government
Stakeholder J	Local government
Stakeholder K	Communities impacted by airport operations
Stakeholder L	Non-governmental organisations, such as environmental bodies
Stakeholder M	Business, trade, tourism, arts, sports, and educational institutions
Stakeholder N	Parking services operatives and ground transportation companies
Stakeholder L	Airport contractors

Adapted from Schaar and Sherry (2010)

Table 2.6 presented some of the numerous stakeholders that are involved in airport management and business. The following section explores the South African management approach to airports, and is then followed by a section that focuses specifically on the OR Tambo International Airport, since this airport was the actual location at which the research study was conducted.

2.1.5.4 South African Airport Management

Airports Company South Africa (ACSA) is an organisation that manages nine of South Africa's major airports, including the three main international gateways of O.R. Tambo

International, Cape Town International, and King Shaka International Airports. In 2013, the nine airports facilitated nearly 39.5 million passengers (ACSA, 2016). ACSA relies mainly on two distinct revenue streams, which have generated substantial income for the organisation (ACSA, 2016).

ACSA's first source of income is the aeronautical income and is derived from regulated charges or tariffs (ACSA, 2016). While the other source is the non-aeronautical income, which is generated from commercial undertakings and flows from retail operations, car parking, car hire businesses, advertising, property leases, and hotel operations. Detailed statistics on international passenger traffic at the OR Tambo international airport are provided in Table 2.6 below.

Table 2.6: International Passenger Traffic at the O.R. Tambo International Airport

Total Passengers						
International	FY11/12	FY12/13	FY13/14	FY14/15	FY15/16	FY16/17
April	676,990	683,956	692,302	718,621	706,639	730,234
May	634,170	617,514	656,787	685,877	677,679	680,941
June	611,200	639,426	677,349	679,243	663,249	
July	728,123	707,889	741,557	756,082	773,915	
August	711,134	720,305	776,252	807,139	798,366	
September	694,062	729,670	750,755	730,512	747,186	
October	731,643	729,303	737,626	735,686	772,931	
November	630,943	667,693	698,311	689,743	704,119	
December	753,229	765,138	802,356	795,976	813,601	
January	686,921	702,206	735,518	722,132	758,171	
February	566,660	599,679	610,509	587,920	640,833	
March	662,938	714,066	691,062	705,261	735,091	
TOTAL	8,088,013	8,276,845	8,570,384	8,614,192	8,791,780	1,411,175

Source: ACSA (2016)

As shown in Table 2.6 above, passenger traffic at the O.R. Tambo International Airport exceeds 8 million passengers on average per annum, and has been on the rise from 2011 to 2016. The prevailing idea was that effective competition among different airports was prevented by the large investments needed for the construction of terminals, runways, and other infrastructure, which ultimately led to the large economies of scale and scope involved in the provision of airport services (Neto *et al.*, 2016). More recently, this view is slowly being replaced by a pragmatic approach that acknowledges effective or potential competition between airports, especially those that operate in similar catchment areas and/or can serve as hubs for certain regions (Neto *et al.*, 2016).

At present, airports are expected to be operated as self-sufficient service firms, offering well-organised and high-quality services to a variety of customers (Bezerra & Gomes, 2016).

However, Halpern and Graham (2015) argue that airport operators adopted a fairly passive approach to marketing, doing relatively little to encourage customers to use their services, while at the same time acknowledging that in many parts of the world, airports have become more commercially orientated. As a result, non-aeronautical revenues have become paramount for airport sustainability, which leads to increasing interests in the marketing of retail areas within airport terminals (Gillen, 2011; Bezerra & Gomes, 2016).

Halpern and Graham (2015) posit that 96% of all European airports are responsible for marketing their airports to airlines. For many years, airports were considered natural monopolies (Neto *et al.*, 2016). According to Fodness and Murray (2007), servicescape is a key construct in evaluating service quality at airports through the use of dimensions such as spatial layout, functionality, ambient conditions, signs, and conditions. Wong and Dioko (2013) also consider servicescape to include ambient conditions (temperature, lighting, noise, music, and scent), spatial layout, functionality, and signs, symbols, and artefacts.

However, Pantouvakis and Renzi (2016) do not consider servicescape in isolation as an airport service quality variable, but as one of the four dimensions that actually make up the airport service construct; the other three dimensions being signage, service, and image. White (2004) argues that the image construct consists of two dimensions, the cognitive and the affective; the cognitive is also referred to as perceptual, and is concerned with beliefs and knowledge about an object or destination, while the affective is concerned with feelings or emotions regarding an object.

Airports have advanced over the past decades from being purely basic terminals that serve as transit points into complicated market entities that comprise a multipoint service provider firm (Du Plessis *et al.*, 2014). Airports have developed into enterprises, capable of rendering various services and an array of different value propositions, such as attractions for tourists and aviation enthusiasts, logistic facilities, and shopping venues (Jarach, 2001). The airport industry encourages trade and tourism, provides essential global connections, and contributes significantly to employment, with an estimated global economic impact of at least 8% of the world's GDP (Luke & Walters, 2010).

2.2 STUDY AREA: THE OR TAMBO INTERNATIONAL AIRPORT

The field work for this study was conducted at the OR Tambo International Airport in Johannesburg, South Africa. More specifically the data collection was conducted at this airport, whereby 503 willing tourists were intercepted randomly inside the OR Tambo

International Airport. As articulated in the research methodology chapter, this transport hub boasts key elements required for a world-class airport business–location, accessibility, and connectivity (ACSA, 2017). The O.R. Tambo International Airport services airlines from five continents, and its chief responsibility is to serve the local, regional air transport needs of South Africans and international travellers (ACSA, 2017). The O.R. Tambo International Airport is presented in figure 2.4 below.

Figure 2.4: O.R. Tambo International Airport



Source: Sawubona (2016)

This image presented as Figure 2.4 was taken from Sawubona magazine, South African Airways' official in-flight magazine. An aerial image of the OR Tambo international airport is presented in Figure 2.4. ACSA (2017) stated that the O.R. Tambo International Airport is the African continent's largest and busiest airport, and is located in Johannesburg, the economic hub of South Africa. This airport was constructed in 1952 when it was known as Jan Smuts, since then it has changed its name twice and became the Johannesburg International in 1994 ACSA (2017) and then in 2006 it adopted the name OR Tambo International Airport. It has an excellent transport infrastructure, connecting it to the national road network (ACSA, 2017). In addition the OR Tambo International Airport offers

numerous retail outlets for travellers' convenience and includes some of the most affluent hotels and a fully-equipped gym within close proximity (ACSA, 2017). Figure 2.5 hereunder presents an image showing the interior of the O.R. Tambo International Airport.

Figure 2.5: Interior of the OR Tambo International Airport



Source: South African Tourism (2017)

Figure 2.5 above shows the reception hall (arrivals section) of the O.R. Tambo International Airport's Arrivals section and was taken from South African Tourism – The South African's government official marketing organisation. In the section that follows, Table 2.7 below provides a breakdown of important statistics of the O.R. Tambo International Airport, followed by a discussion based on those statistics.

Table 2.7: OR Tambo International Airport Statistics

Annual passenger volumes	19,004,001
Annual passenger capacity	28,000,000
Annual cargo capacity	650,000 tons
Air traffic movements	212,580
Hourly air traffic movement capacity	53
Parking bays	16,300
Airport employees	> 1,000

Stakeholder airport-based employees	> 27,000
Airlines	47
Domestic terminal	90,000 sq.m
Central terminal building	110,000 sq.m
On-time performance	90,58%

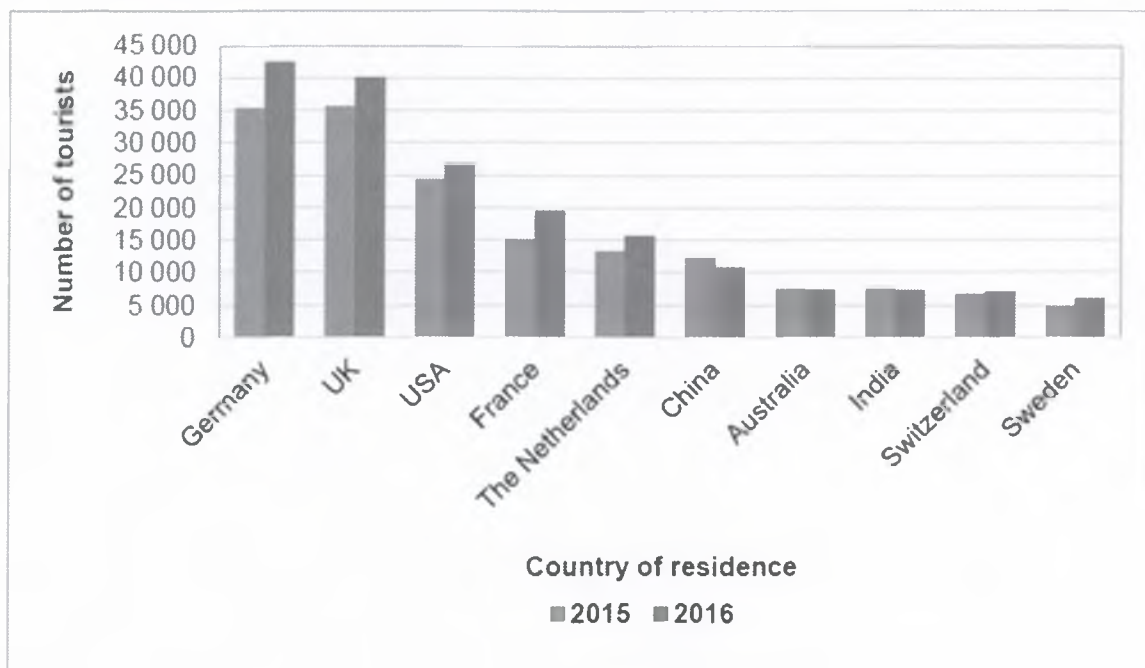
Source: ACSA (2017)

Table 2.7 above illustrates some statistics from the O.R. Tambo International Airport, at which the field work was conducted. Annual passengers numbered 19,004,001, annual passenger capacity was 28,000,000, and the annual cargo was 650,000 tons. In addition, air traffic movements were 212,580, while the average hourly air traffic capacity was 53. The airport had 16,300 parking bays, and an employee complement of less than 1,000. Furthermore, the stakeholder airport-based employee complement was a lot more significant than that of the employees of the airport management company, as it had almost 27,000 employees. The O.R. Tambo International Airport was also responsible for 47 airlines that land there, and has a domestic terminal of 90,000 sq.m and a central terminal building of 110,000 sq.m. Lastly, the airport's one-time performance was measured at 90,58%. In the following section 2.3, additional information on the South African tourism sector is provided.

2.3 ADDITIONAL INFORMATION ON SOUTH AFRICAN TOURISM

Tourism is considered as one of the most pre-eminent industries responsible for the largest contribution to the economic development of countries (Alcázar, Sicilia Piñero, Ruiz de Maya, 2014). In addition, the tourism sector contributes to social income and employment generation and to the enhancement of other aspects of the economy that are related to it (Alcázar et al., 2014). Figure 2.7 illustrates the number of tourists that came from the top 10 countries in terms of tourist visits for the period November 2015 to November 2016.

Figure 2.6: Number of tourists from the top 10 overseas countries in November 2015 and November 2016

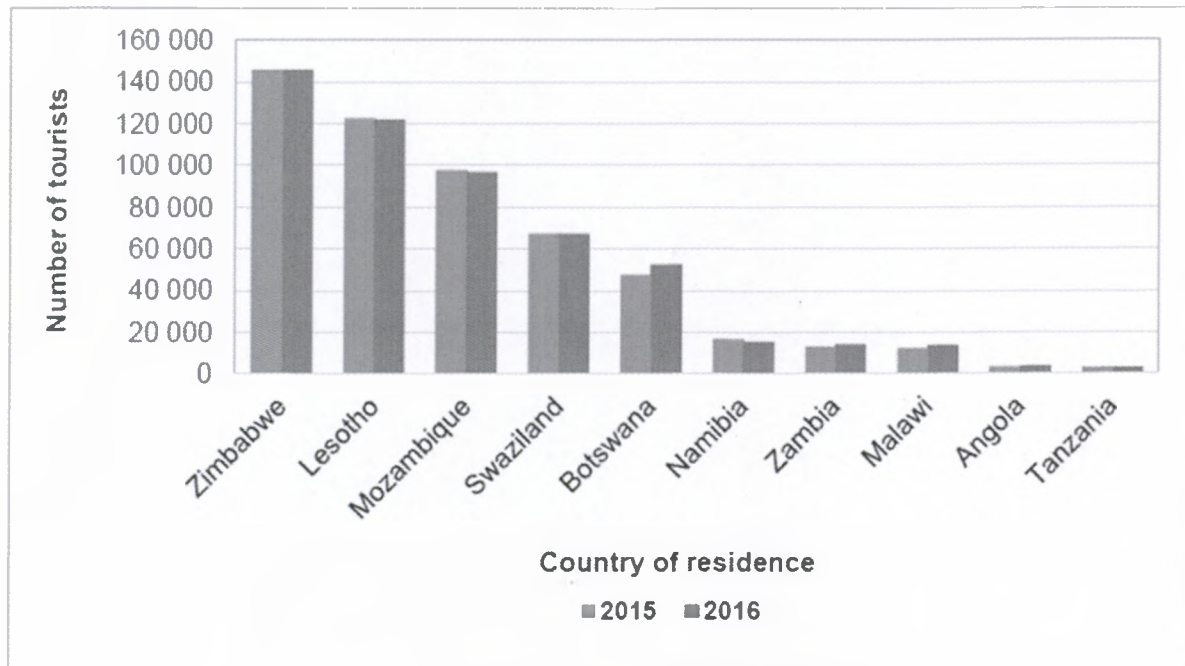


Source: Statistics South Africa (2016)

As indicated in Figure 2.6, international tourists from the top 10 nations come from Germany, the United Kingdom (UK), USA, France, The Netherlands, China, Australia, India, Switzerland, and Sweden. Germany had the most visitors to South Africa (42 500) and the UK was second with 40 000 visitors in 2016. It is interesting to note that Germany and the UK had the exact same tourist visits to South Africa (35 000) in 2015. However, the following year in 2016 there was a noticeable increase in German tourist traffic to South Africa as compared to the UK who sent about 2 500 visitors.

In third place, the USA had over 25 000 tourist visitors to South Africa in 2016, which was then followed by France who had 20 000 tourists that visited South Africa, clearly a visible increase of 5 000 visits from the previous year. The Netherlands was fifth in terms tourist traffic into South Africa with 15 000 visitors. It was also important to note that in 2016, China actually had a drop in tourist visits to South Africa over the previous year, which had more than 10 000 visitors, to below 10 000. Also in 2016, Australia had about 7 500 visitors to South Africa, which barely changed from the previous year. India, Switzerland, and Sweden were on the lower-end in terms of bringing tourists to South Africa, for both 2015 and 2016, all lower than 10 000 visitors.

Figure 2.7: Number of tourists from the top 10 Southern African Development Community countries in November 2015 and November 2016



Source: Statistics South Africa (2016)

Figure 2.7 above indicates the top 10 Southern African Development Community (SADC) countries in terms of tourist visits to South Africa. Most of the visitors came from Zimbabwe. It is important to note that the number of visits from Zimbabwe did not change from 140 000 from 2015 to 2016. In 2016 Lesotho sent 120 000 visitors, which is barely a change in terms of the number of its 2015 visitors. Mozambique sent slightly less than 100,000 visitors in both 2015 and 2016. Swaziland had between 60 000 and 80 000 visitors for 2015 and 2016 respectively. Botswana sent between 40 000 to 60 000 visitors, however this saw a visible increase of the number of visitors in 2016, making it slightly different to most of the other SADC countries that never saw a noticeable increase. Below Table 2.8 is a presentation of the visitor profile of tourists to South Africa from November 2015 to November 2016.

Table 2.8: Visitor Profile for the November 2015 to November 2016

Travel Direction	November 2015	October 2016	November 2016	% Change	
				Oct – Nov 2016	Nov 2015 – Nov 2016
Total	3 337 233	3 527 820	3 347 065	-5,1%	0,3%
South African residents	789 949	925 796	795 059	-14,1%	0,6%
Arrivals	398 968	480 961	391 557	-18,6%	-1,9%
Departures	390 175	444 061	402 766	-9,3%	3,2%
Transit	806	774	736	-4,9%	-8,7%
Foreign travellers	2 547 284	2 602 024	2 552 006	-1,9%	0,2%
Arrivals	1 305 140	1 336 973	1 294 020	-3,2%	-0,9%
Departures	1 173 778	1 193 994	1 189 434	-0,4%	1,3%
Transit	68 366	71 057	68 552	-3,5%	0,3%
Foreign arrivals	1 305 140	1 336 973	1 294 020	-3,2%	-0,9%
Non-visitors	102 602	89 970	81 921	-8,9%	-20,2%
Visitors	1 202 538	1 247 003	1 212 099	-2,8%	0,8%
Visitors	1 202 538	1 247 003	1 212 099	-2,8%	0,8%
Arrivals only	259 415	291 300	272 590	-6,4%	5,1%
Single trips	478 163	444 139	444 547	0,1%	-7,0%
Multiple trips	464 960	511 564	494 962	-3,2%	6,5%
Visitors	1 202 538	1 247 003	1 212 099	-2,8%	0,8%
Same-Day	428 160	396 047	402 750	1,7%	-5,9%
Overnight (Tourists)	774 378	850 956	809 349	-4,9%	4,5%

Source: Statistics South Africa (2016)

Table 2.8 above indicates that South African residents that travelled to tourist destinations in South Africa were 789 949, 925 796, and 795 059 respectively for November 2015, October 2016, and November 2016 respectively. In 2015, these travellers were placed into arrivals, departures, and transit categories. South African residents were presented as follows: 398,968 arrivals, 390 175 departures and 806 transit travellers. Foreign travellers were presented as follows: 1 305 140 arrivals, 1 173 778 departures, and 68 366 transit travellers. Furthermore statistics on foreign arrivals were as follows: 102 602 non-visitors and 1 202 538 visitors. Visitors were presented as follows: 259 415 single trips, 478 163 and 464 960 multiple trips. Lastly, same-day visitors and overnight (tourists) numbered 428 160 and 774 378 respectively. The following section presents Table 2.9 which provides both domestic and international tourist traffic figures in relation to major South African airports for the year 2016.

Table 2.9: Domestic and International Tourist Traffic at South Africa's Major Airports 2016

Travel direction	Nov . 2016	Air					Road	Sea
		Cape Town	King Shaka	O.R. Tambo	Other Airports	Total		
Total	3 347 065	213 439	28 396	742 289	7 201	991 325	2 345 135	10 605
South African residents	795 059	41 910	15 381	235 327	4 638	297 256	497 115	688
Arrivals	391 557	21 192	7 157	116 116	2 159	146 624	244 672	261
Departures	402 766	20 712	8 224	118 481	2 479	149 896	252 443	427
Transit	736	6	-	730	-	736	-	-
Foreign travellers	2 552 006	171 529	13 015	506 962	2 563	694 069	1 848 020	9 917
Arrivals	1 294 020	84 686	5 419	216 740	1 077	307 922	979 618	6 480
Departures	1 189 434	86 738	7 595	221 776	1 486	317 595	868 402	3 437
Transit	68 552	105	1	68 446	-	68 552	-	-
Visitors	1 212 099	80 868	3 768	205 290	773	290 699	919 536	1 864
Same day	402 750	525	31	17 341	106	18 003	384 672	75
Tourist	809 349	80 343	3 737	187 949	667	272 696	534 864	1 789

Source: Statistics South Africa (2016)

Table 2.9 above indicates the domestic and international tourist traffic at South Africa's three largest airports, namely the O.R. Tambo International Airport in Johannesburg, the Cape Town International Airport, and the King Shaka International Airport in Durban. The total travellers in November 2016 were 3 347 065. Additionally the Cape Town International Airport received 213 439 travellers, while King Shaka International Airport and the O.R. Tambo International Airport received 28 396 and 742 289 travellers respectively. Lastly, the other airports combined received 7 201 travellers. The total road and sea travellers were 2 345 135 and 10 605 respectively.

It should be noted that of all the three major South African airports, the O.R. Tambo International Airport receives the most travellers. This airport received a total of 235 327 South African residents, foreign travellers numbered 506 962 while visitors numbered 2 015 290 in total. The travellers were grouped into South African residents (arrivals, departures, and transit), foreign travellers (arrivals, departures, and transit), and visitors (same day and tourist). South African residents were presented as follows: arrivals numbered 391 557, departures numbered 402 766, transit numbered 736, foreign travellers were categorised as follows: arrivals 1 294 020, departures 1 189 434, and transit 68 552.

Table 2.10: Purpose of Visit - November 2015 and 2016

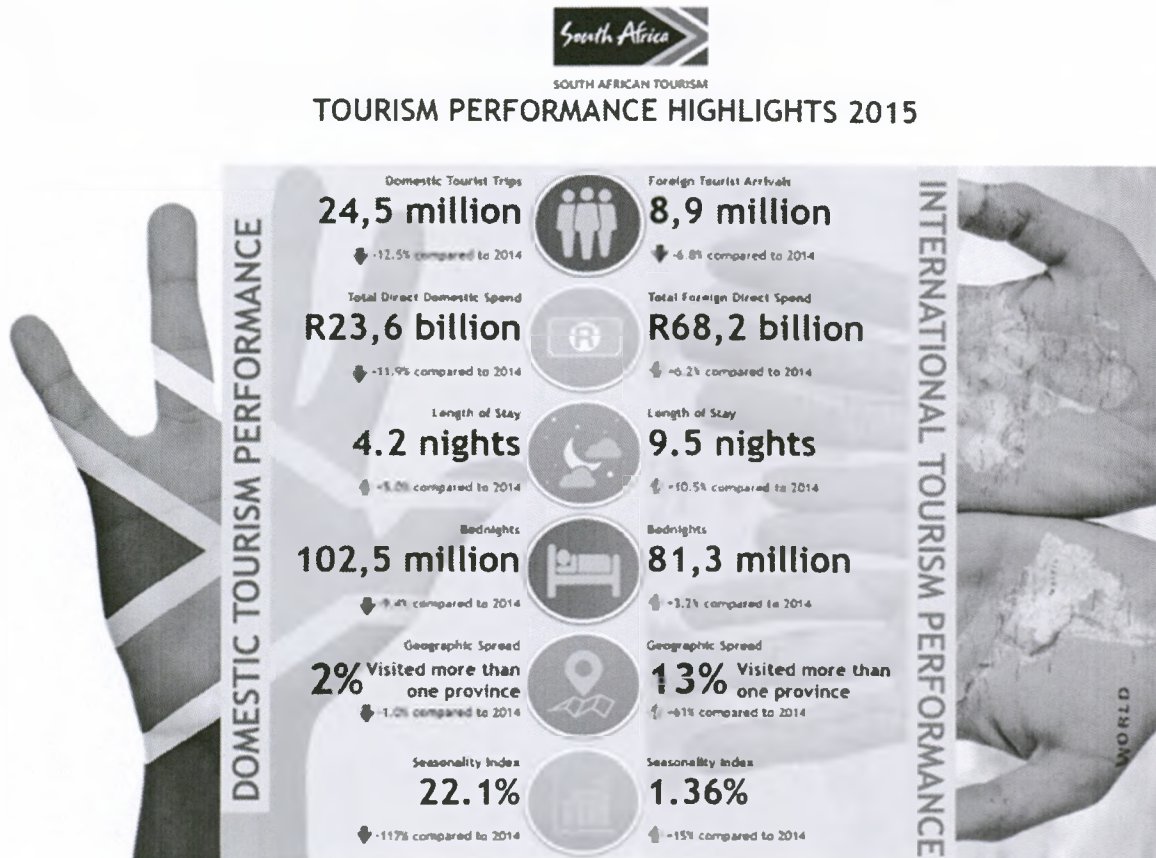
Country of residence	November		Purpose of visit (November 2016)		
	2015	2016	Business	Holiday	Study
Total	774 378	809 349	25 644	780 390	3 315
Overseas	221 149	250 017	9 819	239 677	521
Europe	146 224	170 081	5 949	163 876	256
Austria	3 458	3 371	75	3 293	3
Belgium	4 877	5 023	157	4 861	5
Denmark	2 532	2 803	116	2 682	5
France	15 103	19 531	584	18 914	33
Germany	35 370	42 489	939	41 465	85
Ireland	2 450	2 794	109	2 685	-
Italy	4 521	4 467	297	4 159	11
Norway	1 939	2 087	78	1 998	11
Portugal	3 768	3 823	121	3 699	3
Spain	2 864	3 316	170	3 138	8
Sweden	4 782	6 089	221	5 864	4
Switzerland	6 739	7 192	111	7 071	10
The Netherlands	13 340	15 726	445	15 265	16
UK	35 641	40 086	1 778	38 273	35
Other	8 840	11 284	748	10 509	27
North America	30 794	32 306	1 081	31 161	64
Canada	6 365	5 459	207	5 243	9
USA	24 429	26 847	874	25 918	55
Central and South America	4 025	7 157	141	6 993	23
Argentina	467	836	10	825	1
Brazil	2 205	4 522	50	4 463	9
Mexico	301	351	26	322	3
Other	1 052	1 448	55	1 383	10

Source: Statistics South Africa (2015)

As observed from the table above, most of the tourists, as indicated by the number of 780 390 (96,4%), were in South Africa on holiday in comparison to the 25 644 (3,2%) travellers and 3 315 (0,4%) travellers who were in South Africa for business and for study purposes respectively. The total number of tourists significantly rose from 809 349 to 774 378, which was an increase of 34 971. As for November 2016, the travellers were grouped in terms of purpose of visit and these were business, holiday, and study. Business visits to South Africa represented 25 644 travellers, holiday visits involved 780 390 travellers, while study visits numbered 3 315. In total, all the visitors recoded in Table 2.11 above were from Europe, North America, and Central and South America. Europe represented the most visitors that came to South Africa, and these numbered 146 224. A distant second was North America that had 30 794 visitors in total, with Canada accounting for 6 365 travellers, and the USA accounting for 24 429. It was notable that study visits were significantly lower than business

and holiday travel to South Africa. The following section explores the tourism performance highlights for 2015.

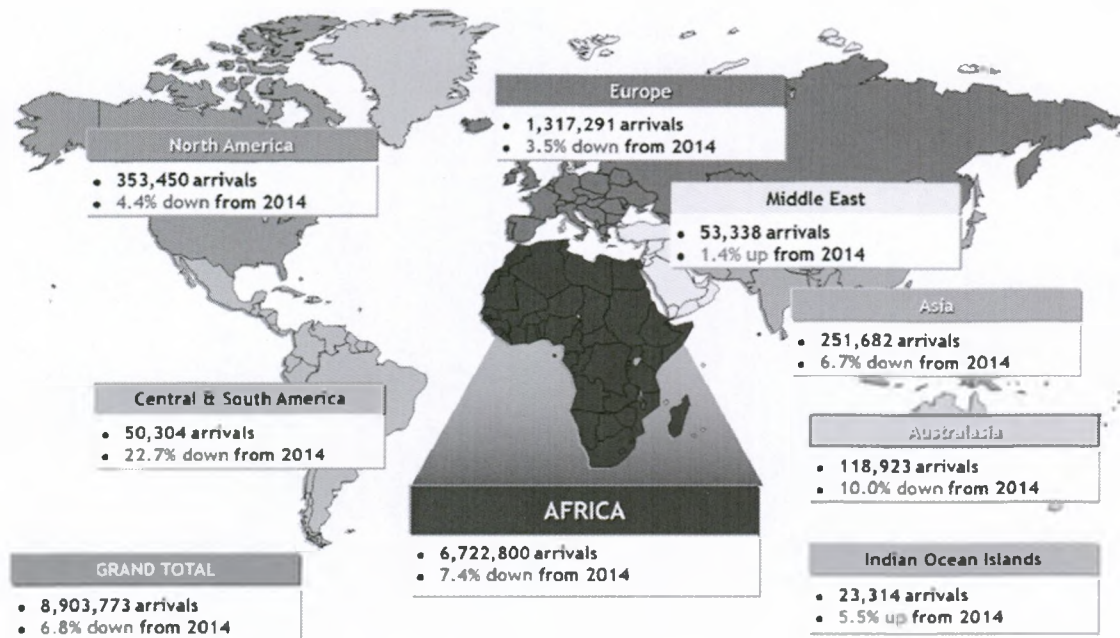
Figure 2.8: Tourism Performance Highlights



Source: South African Tourism (2015)

Figure 2.8 displays the performance highlights of South African tourism for 2015 in terms of domestic tourism performance and international tourism performance. Domestic tourist trips numbered 24,5 million as compared to 8,9 million foreign tourist arrivals. Total direct domestic spend was R23,6 billion and total foreign direct spend was R68,2 billion. On the other hand, as far as the lengths of stay were concerned, domestic tourism posted 4,2 nights while international tourism posted more than double, as indicated by the 9,5 nights per stay as indicated in Figure 2.9. Domestic tourism performance in 2015 revealed 102,5 million bed nights, while international tourism performance in the same year showed 81,3 million bed nights. As for the geographic spread in terms of domestic tourism, it was shown that in 2015, at least 2% of the travellers visited more than one province. On the other hand, geographical spread in terms of international visits indicated that more than 13% of the visitors visited more than one place.

Figure 2.9: Global Tourism



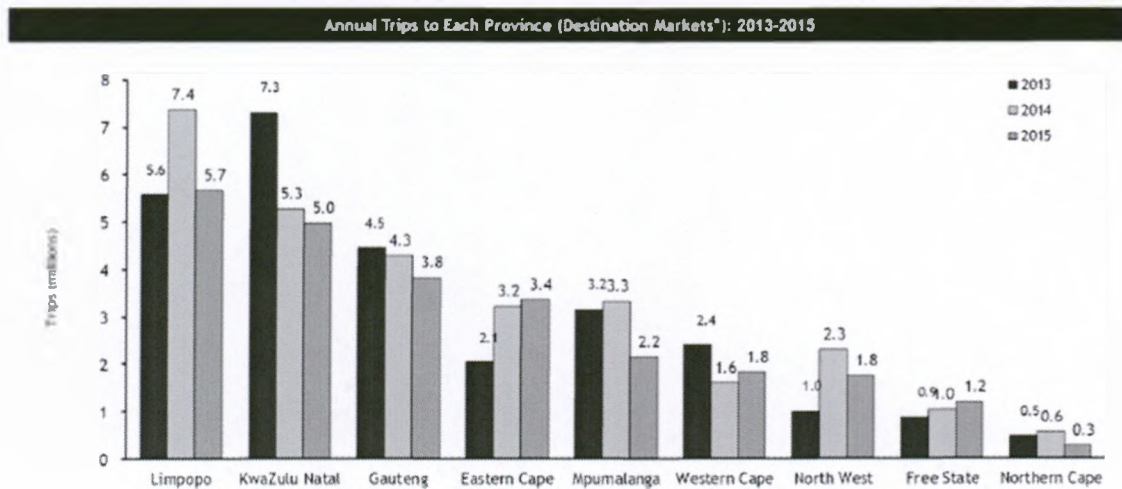
Source: South African Tourism (2015)

Figure 2.9 above presents global tourism where North America, Europe, Central and South America, Africa, the Middle East, Asia, Australasia, and the Indian Ocean Islands are covered. It is noticeable that Africa had the most tourist arrivals with 6 772 800. However, this was a drop of 7.4 % from 2014. This was followed by Europe, which had 1,317,291 arrivals. Europe also had a drop in arrivals, which sat at 3.5%. In third place, was North America, which saw the arrival of 353 450 tourists. This was down by 4.4% from 2014. The fourth highest recipient of tourist arrivals was Asia. Asia experienced 251 682 arrivals, which saw a drop of 6.7% from 2014.

In addition, the bottom four regions in terms of tourist arrivals were Australasia, the Middle East, Central and South America, and the Indian Ocean Islands respectively. Australasia had 118,923 tourist visits in 2015, which was a drop of 10% from 2014. This was followed by the Middle East that had 53 338 arrivals, and is indicated as an increase of 1.4%. Central and South America received 50 304 tourist arrivals, which saw a drop of 22.7% from 2014. Lastly, the lowest recipient of tourist arrivals in 2015 was the Indian Ocean Islands that received 23 314 tourists, however, this was an increase of 5.5% from the previous year.

It is important to note that the Indian Ocean Islands and the Middle East were the only global tourist regions that received an increase in percentage in terms of tourist arrivals to their regions in 2015. Figure 2.10 below demonstrates annual trips to South African provinces.

Figure 2.10: Annual Trips to South African Provinces



Source: South African Tourism (2015)

In Figure 2.10, which represents annual trips to South African provinces, it is evident that Limpopo had the most number of trips, as indicated by 7.4 million. However, between 2013 and 2015 Limpopo did not show much difference, in 2013 it had 5,6 million trips while in 2015 it had 5,7 million trips. KwaZulu Natal had the most trips in 2013, as indicated by 7,3 million trips. KwaZulu Natal eventually witnessed a gradual decline in arrivals with 5,3 million trips in 2014 and 5,0 million trips in 2015. Gauteng province had 4,5 million visits in 2013 while in 2014 they had 4,3 million visits. In 2015 Gauteng province had 3.8 million tourist trips.

The Eastern Cape had a noticeably lower number of arrivals for 2013 in comparison to the top three provinces which were Limpopo, KwaZulu Natal, and Gauteng. The Eastern Cape received 2.1 million annual trips to its province in 2013 while it received 3.2 million trips in 2014 as indicated in Figure 2.10. In 2015 tourist trips to the Eastern Cape province rose by 0,2 to reach 3,4 million. Mpumalanga province had 3.2 million tourist visits in 2013, which was then followed by 3,3 million tourist trips to the province in 2014. Mpumalanga saw 2,2 million tourist trips to the province in 2015. The Western Cape had 2,4 million tourist trips in 2013, but experienced a significant drop to 1,6 in 2014. However, there was a slight increase in tourist trips for the Western Cape province, which ultimately lead to 1,8 million tourists in

2015. The North West province had 1 million tourist trips to its province in 2013. This number increased by more than double the following year, to 2,3 million tourist trips. The South African provinces that received the least number of tourist trips to their provinces were the Free State and the Northern Cape respectively. These two provinces had noticeably lower number of trips in comparison to the other provinces. In 2013, the Free State province received 0,9 million tourist trips to its province, while the following year it received 1 million tourist trips. This was then followed by an increase of tourist trips to 1,2 million. The province that received the least tourist trips, was the Northern Cape, which had 0,5 million trips to its province in 2013, and this was then followed by 0,6 million tourist trips in 2015. Lastly, the Northern Cape received 0,3 million tourist trips to its province.

2.3 SUMMARY OF CHAPTER 2

The chapter reviewed nine major components of the research context. Firstly, an overview of the tourism industry and the importance of international tourism to South Africa and its contribution to South Africa was provided. Challenges to South African tourism were explored. The concept of destination marketing was discussed, including its past definitions from various authors. Furthermore, popular tourist destinations were also explored in this chapter. Lastly, the airport industry was reviewed. In this section international airport management, South African airport management, and international passenger traffic at the OR Tambo International Airport were discussed.

Key Findings from the Literature

Key findings from the literature are that airports play a central role in providing connections for travellers and also create jobs and contribute immensely to a nation's GDP (Luke & Walters, 2010). Another major finding from the literature was that it is imperative for destinations to find ways of clearly distinguishing themselves from rivals, as failure to do this could arise in negative consequences, such as increased direct competition or confusion among marketers as to the needs of customers. It was also found that at least 96% of all European airports play an active role in the marketing of their airports to airlines (Halpern & Graham, 2015).

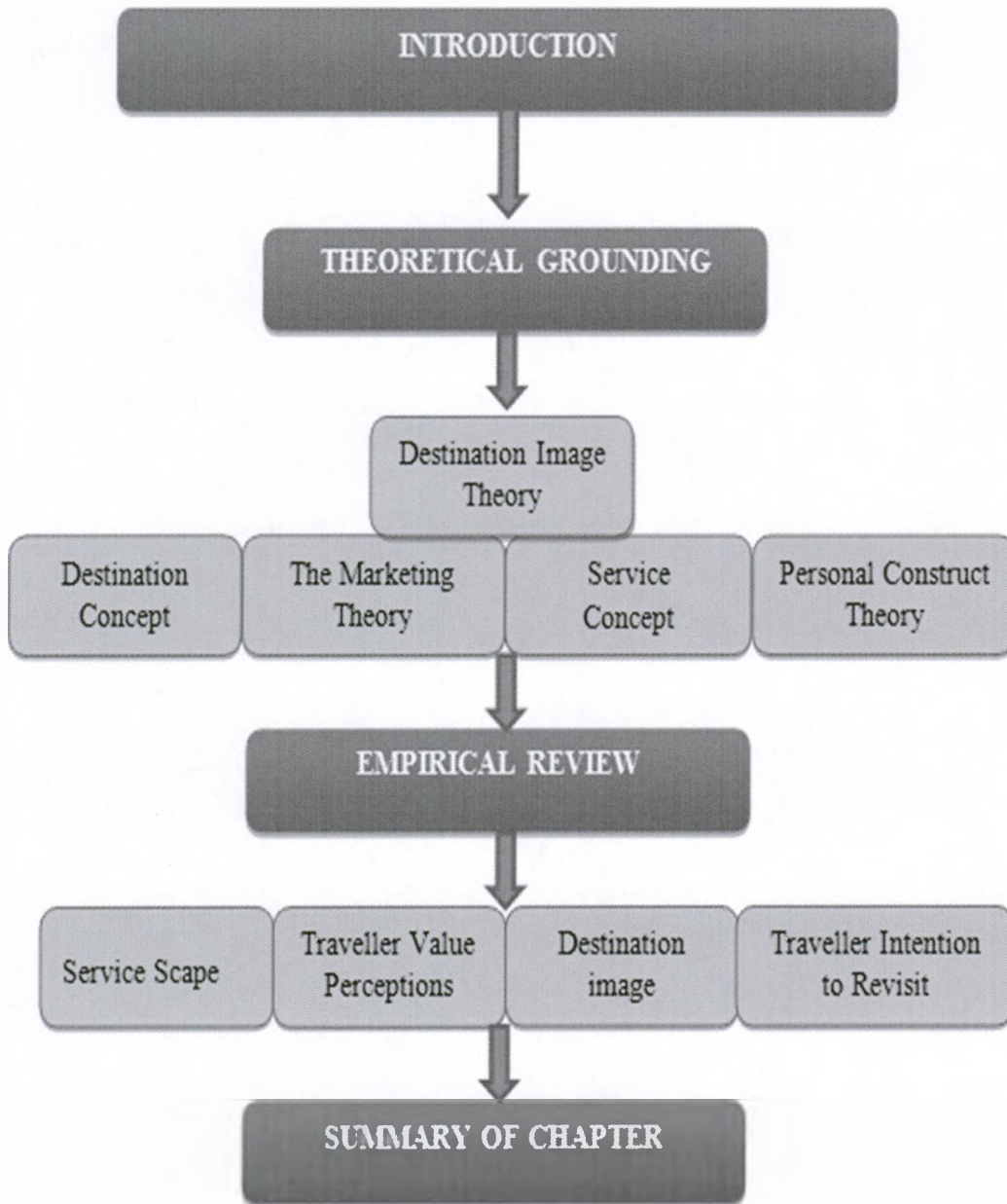
Other findings that were noteworthy, were that airports are of importance to tourists as they are the first place the tourist encounters at a visited destination (Florida *et al.*, 2015), and over 90% of all European airports undertake the marketing of their own airports to airlines (Halpern & Graham, 2015). This literature finding reflects one of the motivations for this

study as it calls for a further understanding of how airports can be marketed for greater commercial success. This study could potentially provide commercial strategies useful for airport management companies. Various prior definitions of destination marketing and their corresponding authors were provided in this chapter.

Chapter 2 provided an in depth analysis of destination marketing as well as making the case for studying destination marketing within a South African context. An overview of the tourism industry with special attention to South Africa was provided. Popular tourist destination sites in South Africa were also explored in great detail. The airport industry was discussed, more specific the South African airport management as well as the associated challenges that face the industry. Lastly, chapter 3 will provide the literature review for the study.

CHAPTER3: LITERATURE REVIEW

Figure 3.1 Diagrammatic Representation of Chapter 3



3.1 INTRODUCTION

The previous chapter (Chapter 2) provided the research context of the study. Chapter 3 was divided into two main sections; theoretical grounding and empirical literature review. The present study draws on literature from the following concepts, servicescape, traveller perceived value, cognitive destination image, affective destination image, conative destination image and lastly traveller intention to revisit. Creswell (2013) posits that literature serves the purposes of sharing findings of other studies related to the study at hand, relating the study to a larger ongoing conversation in literature as well as fillings gaps and extending prior studies (Chenail, Cooper, & Desir, 2010; Marshall & Roseman, 2011).

3.2 THEORETICAL GROUNDING

For the purpose of this study, the following theoretical framework will be employed.

3.2.1 Destination Image Theory

The theory of destination image is well established research area among both tourism marketers and travellers (Hyun & O'Keefe, 2012). Image in tourism research image was introduced in the early 1970s Frías, Rodríguez, Alberto Castañeda, Sabiote and Buhalis (2012). However Frías et al. (2012), postulated that the concept of destination image has the theory of destination image is of complexity, subjectivity and elusive nature. Prayag (2009) stated that there is no single definition destination image but it is generally assumed that the construct comprises of three components—namely cognitive, affective, and conative. The present study focused on cognitive, affective and conative elements of destination image.

San Martín and Rodríguez del Bosque, 2008; Frías et al., (2012). Tourists' interpretations of a place are developed to a large extent on the basis of images prior to and during the visit (Prayag, 2009). Numerous contributions have been made to the theory of destination image which include Terms, such as 'impression', 'perception' or 'mental representation' of a tourist destination are generally used to conceptualize destination image in tourism research (Frías *et al.*, 2012). Destination Image in tourism refers to the effects of beliefs, notions, and impressions that an individual has of a destination (Elliot & Papadopoulos, 2016).

Destination image theory has received great attention the marketing scholarship in tourism studies (Cherifi, Smith, Maitland & Stevenson, 2014; Fu, Ye, & Xiang, 2016; Stepchenkova & Li, 2013; Sun, Ryan & Pan, 2015; Stylidis, Shani & Belhassen, 2017). Destination image is one of the most prominent elements of a tourist thus emerging as an essential factor for the

success or failure of tourism management (Lopes, 2011). Madden, Rashid and Zainol (2016) suggested that destination image was important to marketing due to the increased competing among destinations. Agapito, Valle and Mendes (2013) postulated that destination image influences tourist behaviour before, during and after travel, as it is an central factor that impacts on tourists' loyalty.

According to (Matos *et al.*, 2012) destination image is then created from outcome of the knowledge the tourist acquired about the destination (cognitive component), the feelings or attachment the tourist develops towards a destination (affective) and his or her intention or actions in the future (conative).

3.2.1.1 The Importance of the Destination Image Theory

Destination image is widely viewed as an essential aspect in successful tourism management and destination marketing (Molina, Gomez & Martín-Consuegra, 2010). Elliot and Papadopoulos (2016) posited that destination image is concept of significance since tourism is fuelled by image therefore making destination image a central theme in tourism studies for over 40 years. Image is an important feature of tourism destination marketing since it influences tourists' behaviour affected by multiple creative activities and experiences (Nicoletta & Servidio, 2012).

This study focused on tourist perceptions of South Africa as a travel destination. Destination image was a keep component of the study's conceptual model in which it comprised of cognitive, affective and conative destination image. It was therefore imperative to adopt the destination image theory for purposes of examining tourists' perceptions of South Africa as a desirable destination mainly based on the experience they receive at their airport. However, this theory was also applicable in that tourism was also a central part of the study since the study not only had a focus on marketing and the airport environment but also on tourism.

3.2.1.2 Relevance of the Destination Image Theory to the Study

Stylidis, Shani and Belhassen (2017) utilised an integrated model of destination image to analyse destination image constructs for the study. This model is of relevance to this study in that it assessed the relationship between cognitive component and affective component of destination image. Furthermore, it investigated the impact that both the cognitive component and affective component of destination image had on overall destination image. In addition, the integrated model of destination image also assessed the direct impact of both the

cognitive component and affective component of destination image on intention to recommend.

These constructs are similar to that of this study's research conceptual model in that it examines similar constructs and these are cognitive components and affective components. Both these components have a direct influence on the intention to recommend a destination image according to (Stylidis *et al.*, 2017). To further substantiate the use of cognitive destination image and affective destination image Wu and Du (2011) found that perceptive image of a destination is made-up of cognitive image and emotional image.

3.2.1.3 Destination Image Theory Explored

Destination image has been one of the central themes of tourism research for over forty years (Stepchenkova & Mills, 2010; Rajesh, 2013). Sonnleitner (2011) suggested that the starting point for developing a strong destination brand image is the comprehension of tourists' images of the destination. Studies on image are a prerequisite to an overall successful marketing strategy (Sonnleitner, 2011). Destination image consists of all that the journey's end evokes in the traveller; any idea, belief, feeling or attitude that tourists associate with the place (Bigné, Sánchez & Sanz, 2009; Matos *et al.*, 2012).

According to Matos *et al.* (2012) affective images involve feelings aroused by a destination therefore travellers with different motives may assess a destination in similar ways. Furthermore, the affective component is the value that tourist place on destinations based on motivations (Matos *et al.*, 2012). In a prior study, Lopes (2011), suggested that the image of a destination could be separated into two stages where the primary image is established after visiting a tourist destination and a secondary image where the image created before a tourist has travelled to a certain destination. In relation to destination image Jin and Sparks (2017) conducted on a study that focused on barriers tourism organisations face in offering special interest tour products.

These special interests products were dependent on factors such as time, destination image, marketing demand, social trends and impacts of promotion. Participants in a study by Jin and Sparks (2017), associated low market demand to promotional activities, suggesting that demand is likely to be related to perceived destination image promotion by destination marketing organisations. Special interest tourism aids in building a lasting impression on the traveller's perception of a destination therefore creating destination image and loyalty to a destination through revisits according to (Jin & Sparks, 2017). Television is generally

considered to play a key role in the construction of destination image, informing and influencing visitors (Stoleriu, 2013). In addition, destination image contributes to the creation a destination brand and also to its realisation (Sonnleitner, 2011). In the past the term destination image has been used to illustrate an individual's views and perceptions about a destination (Papadimitriou, Apostolopoulou & Kaplanidou, 2015), who additionally stated that destination image has been viewed as a concept formed by the traveller's reasoned and emotional interpretation of the varied elements of the destination (Papadimitriou *et al.*, 2015). According to Papadimitriou et al (2015) affective destination image has a direct influence of on the overall image of the destination and also on tourist intention to revisit. Actually, Papadimitriou et al. (2015) that the relationship between destination image and tourist intention to visit was mediated by overall image.

Zhou (2014) the value of marketing is central to the interpretation and presentation of a destination's image however it is only one element of that interpretation and presentation. Destination image does not only present how the marketers respond to the tourist market but they also display the greater socio- cultural and political ideology of a destination (Zhou, 2014). Destination image is important for tourism organizations/businesses and tourism related businesses as they post destination related material for promotional, re-collection, and information-sharing purposes, but individuals and non-tourism also post microblogs about a tourism destination (Zhou, 2014). Other authors such as Hyun et al. (2012) have suggested that destination marketing has a serious influence on travellers and is known to emphasise on the promotion of a desirable destination image, which can provide travellers with indirect experiences before an actual visit. Destination marketing therefore often centres on encouraging a positive destination image, which can provide travellers with indirect experiences before an actual visit (Alcázar *et al.*, 2014).

On the other hand destination image was postulated to be a blend of the cultural, natural and social features as well as tourism infrastructure of a that destination in question (Gibson, Qi & Zhang, 2008). According to Hyun et al. (2012), the development of destination image relies heavily on various forms of information for it to desirable to travellers and in addition destination image also established that destination image formation model is structurally interrelated among cognitive image, affective image, overall image, and conation directed effort by the tourist to positively interact with the actual destination.

del Bosque and San Martín (2008) stressed that image is described as a person's mental interpretation of information, feelings and global perceptions about a destination. The greatest predictor of destination image was considered to be generally the actual experience, resulting from an uninterrupted engagement through experiencing visual auditory, taste, smell and touch sensations (Hyun *et al.*, 2012). Destination image development is made from cognitive, affective/ emotional and conative, offline and web travel information thereby having a vital impact on tourist's destination choice processes and is a crucial method of differentiating destinations among competitors (Hyun *et al.*, 2012).

Destination image comprises of two aspects of image which are organic images and induced images, where organic images refer to images that are created through past experiences with destinations and genuine sources of information and induced images that refer to images that are created through external sources such as destination advertising (Rajesh, 2013). In an attempt to offer some conceptual objectivity and further comprehension as to how destination images are created, there are three types of image: perceptual/cognitive, affective, and overall image according to Gibson, Qi and Zhang (2008). Perceptual/cognitive images involve to the attitudes and understanding that individuals possessed of a destination while affective image refers to the emotions or attachment individuals have towards a destination, and overall image is a combination of the two (Gibson *et al.*, 2008).

3.2.1.4 Contemporary Academic Research on the Destination Image Theory

This section of the destination image theory discussion reviews contemporary academic research that made reference to the destination image theory. In table 3.1 there is a representation of current/ modern academic research on the destination image theory. The title of the paper, names of authors as well as the journal in which that paper was published is also provided.

Table 3.1: Destination Image Theory Contemporary Academic Research (A)

Author(s)	Title	Journal
Park, Hsieh and Lee (2017)	Examining Chinese College Students' Intention to Travel to Japan Using the Extended Theory of Planned Behavior: Testing Destination Image and the Mediating Role of Travel Constraints	<i>Journal of Travel & Tourism Marketing</i>
Bruwer, Pratt, Saliba and Hirche (2017)	Regional destination image perception of tourists within a winescape context	<i>Current Issues in Tourism</i>
Becken, Jin, Zhang and Gao (2017)	Urban air pollution in China: destination image and risk perceptions.	<i>Journal of Sustainable Tourism</i>
Mak (2017)	Online destination image: Comparing national tourism organisation's and tourists' perspectives.	<i>Tourism Management</i>
Stylidis, Shani and Belhassen (2017)	Testing an integrated destination image model across residents and tourists	<i>Tourism Management</i>
Stylos, Bellou, Andronikidis and Vassiliadis (2017)	Linking the dots among destination images, place attachment, and revisit intentions: A study among British and Russian tourists	<i>Tourism Management</i>
Garay Tamajón and Cánoves Valiente (2017)	Barcelona seen through the eyes of TripAdvisor: Actors, typologies and components of destination image in social media platforms	<i>Current Issues in Tourism</i>
Whang, Yong and Ko (2016)	Pop culture, destination images, and visit intentions: Theory and research on travel motivations of Chinese and Russian tourists.	<i>Journal of Business Research</i>

Source: The Researcher (2017)

More contemporary research on destination image theory is presented in the following section.

Table 3.2: Destination Image Theory Contemporary Academic Research (B)

Author(s)	Title	Journal
Suhartanto and Triyuni (2016)	Tourist loyalty toward shopping destination: the role of shopping satisfaction and destination image	<i>European Journal of Tourism Research</i>
Chen, Lai, Petrick and Lin (2016)	Tourism between divided nations: An examination of stereotyping on destination image	<i>Tourism Management</i>
Hunter (2016)	The social construction of tourism online destination image: A comparative semiotic analysis of the visual representation of Seoul	<i>Tourism Management</i>
Lee and Bai (2016)	Influence of popular culture on special interest tourists' destination image	<i>Tourism Management</i>
Ryu, Decostal and Andéhn (2016)	From branded exports to traveler imports: Building destination image on the factory floor in South Korea	<i>Tourism Management</i>
Kim and Chen (2016)	Destination image formation process: A holistic model	<i>Journal of Vacation Marketing</i>
Zeugner-Roth and Žabkar (2015)	Bridging the gap between country and destination image: Assessing common facets and their predictive validity	<i>Journal of business research</i>
Avraham (2015)	Destination image repair during crisis: Attracting tourism during the Arab Spring uprisings.	<i>Tourism Management</i>

Source: The Researcher (2017)

The following section of this study presents more studies conducted on destination image theory.

Table 3.3: Destination Image Theory Contemporary Academic Research (C)

Author(s)	Title	Journal
King, Chen and Funk (2015)	Exploring destination image decay: A study of sport tourists' destination image change after event participation	<i>Journal of Hospitality & Tourism Research</i>
Tseng, Wu, Morrison, Zhang and Chen (2015)	Travel blogs on China as a destination image formation agent: A qualitative analysis using Leximancer	<i>Tourism Management</i>
Llodrà-Riera, Martínez-Ruiz, Jiménez-Zarco, Izquierdo-Yusta, and (2015)	A multidimensional analysis of the information sources construct and its relevance for destination image formation	<i>Tourism management</i>
Papadimitriou, Kaplanidou and Apostolopoulou (2015)	Destination image components and word-of-mouth intentions in urban tourism: A multigroup approach.	<i>Journal of Hospitality & Tourism Research</i>
Rodríguez-Molina, and Frías-Jamilena, and Castañeda-García (2015)	The contribution of website design to the generation of tourist destination image: The moderating effect of involvement	<i>Marketing Places and Spaces</i>
Tigre Moura, Gnoth and Deans (2015)	Localizing cultural values on tourism destination websites: The effects on users' willingness to travel and destination image.	<i>Journal of Travel Research</i>

Source: The Researcher (2017)

As observed from Table 3.1 to Table 3.3 above there has been a broad range of research conducted concerning the marketing theory and four purposes of this study only a select number of papers were selected, all ranging from 2015 to 2017. This contemporary research presented in Table 3.2, 3.2 and 3.3 was covered in numerous academic journals that included the journal of travel research, marketing places and spaces, journal of hospitality and tourism research, tourism management, journal of vacation marketing and the journal of business research. The following section 3.2.2 explores the destination concept which was also one of the grounding theories of this study.

3.2.2 Destination Concept

Destination as a term can be seen as a notion of place (Framke, 2002). One of the most commonly used concepts in tourism is destination, but different players in the tourism industry and among tourism researchers use it very variedly (Framke, 2002). Place marketing has become very prominent since the early 1990s in some countries and globally (Codato & Franco, 2006; Avraham & Ketter, 2008).

Destination is a concept that delivers gratification to tourists through maximum utilisation of the aspects of space, activities and products and services beginning from a tourist's country of origin all the way to the desired tourism destination (Anuar, Ahmad, Jusoh & Hussain, 2012). Kock, Josiassen and Assaf (2016) hypothesised what they referred to as the destination content model and model comprised of four constructs. The first being the predictor construct, destination imagery, while destination affect and image were mediator constructs. Lastly, the outcome construct was tourists behavioural intentions. Kock et al. (2016) had similarities to the one used for this study in that destination image is present and also plays the mediator role as well in this study.

3.2.2.1 The Importance of the Destination Concept

The destination concept was one of the central themes of this study. The researcher deemed its exploration pertinent to the thesis since it was grounded in destination marketing. The importance of how tourists viewed South Africa as a destination was highlighted in the study.

3.2.2.2 Relevance of the Destination Concept to the Study

This thesis is founded on the marketing of South Africa as a tourist destination. This thereby provided sufficient motivation for the researcher to adapt the destination concept for the research in question. Destinations serve to attract tourists because since a rise in tourism

provides gains such as increased employment and wealth to the destination (Josiassen *et al.*, 2015).

3.2.2.3 Destination Concept Explored

The competitiveness of cities as tourist destinations depends greatly upon building unique brand image and identity (Sahin & Baloglu, 2014). Over the past six decades tourism has evolved into one of the world's most influential forces (Telfer & Sharpley, 2015). Furthermore, tourism has been considered as a lucrative avenue for business in many parts of the developing world. Destination image is commonly accepted as an important concept in successful tourism development and destination marketing due to its effect on both supply- and demand side elements of marketing (Tasci & Gartner, 2007).

Bornhorst, Ritchie and Sheehan (2010) defined a tourism destination as geographical region or central attraction, which seeks to provide visitors with a range of satisfying to unforgettable traveller experiences. Tourism is about destinations that are entrenched in cultures, economies, and social lives of communities (Saraniemi & Kylänen, 2010). The increasing rivalry among tourism destinations is a key trend that seems to become more and more relevant over time (Mariani & Baggio, 2012 and Mariani, Buhalis, Longhi & Vitouladiti, 2014).

Destinations appear to be referred to in terms of content of attractions, facilities and services but in varying ways, and thus there are divergent opinions about the importance of each factor (Framke, 2002). Mariani *et al.*, (2014) globalization, technological development and the rise in competition among destinations have led to fast changes in the markets and destination management organizations should be able to anticipate these changes through more comprehensive market research. The signification of destination image is widely acknowledged in tourism literature (Tasci *et al.*, 2007).

King, Chen and Funk (2015) pointed out that there are a number of stakeholders that play a role in the creation of a destination's image, including local residents, existing and future tourists (Bornhorst, Ritchie & Sheehan, 2010; Merrilees, Miller, & Herington, 2009 and Papadimitriou, Kaplanidou & Apostolopoulou, 2015). Tourism destination supply encompasses a multidimensional concept that includes not only tourism economic services, such as overnight stays and entertainment, but also environmental attractors that serve as the foundation for tourism development and typically are a primary attraction for potential tourism demand (Mihalić, 2013).

3.2.3 The Marketing Theory

The marketing theory was initially established as a branch of applied economics devoted to the study of distribution channels, however over time the concept of marketing evolved into a management discipline dedicated to driving an increase in sales for organisations (King, 2001). Marketing is essentially a negotiation and exchange between two players: supply side and demand side (Pike, 2015). Kim, Vogt and Knutson (2015) consider customer satisfaction to be a fundamental element of marketing in that for profit to increase the presence of customer satisfaction is necessary and in turn leads to customer loyalty.

3.2.3.1 The Importance of the Marketing Theory

Another important theme of this study was the Marketing Theory, where special mention of how airports could market better their services and products throughout various sections of this study. The researcher viewed the discussion of the Marketing Theory as necessary to the study since customer/ traveller persons of airports commercial/ retail products and services were the focus of this research.

3.2.3.2 Relevance of the Marketing Theory to the Study

The marketing theory was deemed relevant to this study as it had a focus on how tourist experiences at airports could inform marketing decisions that could possibly improve the airport experience.

3.2.3.3 The Marketing Theory Explored

Webster (1994) stated that to survive in the future, every business will have to be customer-focused, market-driven, and global in scope and adjust in order to render premium value with new product offerings to customers whose preferences change continuously. The supply side is the travel and visitor industry, which aims to stimulate demand for products and services (Pike, 2015). Customer needs constitutes a foundation of the marketing concept, (Homburg, Wieseke & Bornemann, 2009). The marketing concept posits that firms with the ability to address consumer requirements more efficiently and effectively will achieve a competitive advantage in the marketplace over their rivals (Line & Wang, 2016). The demand side is concerned consumer-travellers who seek travel products and services to satisfy needs (Pike, 2015).

The marketing era arose in the early 1950s as companies started to appreciate that efficient production and extensive promotion of products did not guarantee that customers would buy

them (Dibb, Simkin, Pride & Ferrell, 2001 and Halpern & Pagliari, 2007). In actual fact businesses realised that they had to establish what customers wanted before producing it (Halpern & Pagliari, 2007) which led to the development of the marketing concept, a philosophy of business management that is the cornerstone of marketing thought (Halpern & Pagliari, 2007).

However, Nakata and Sivakumar (2001) argue that the marketing concept is of limited use as an ideology unless it is operationalised. Operationalisation of marketing occurs through three main actions searching for market intelligence, disseminating it, and responding to it (using the information to develop, and then execute plans) according to (Kohli & Jaworski, 1990; Nakata & Sivakumar, 2001). According to (Halpern & Pagliari, 2007) the chief weakness of the marketing concept is that it is based on idealistic commercial policies and has restricted practical or operational value (Halpern, & Pagliari, 2007).

The marketing concept has two fundamental themes; customer focus and a coordinated approach to marketing but with an emphasis on gathering, disseminating and responding to market intelligence (Halpern, & Pagliari, 2007). Gummesson (2008) posits that the concept of marketing requires rejuvenation considering and that for half a century it has suggested that satisfaction of customer needs and wants is the foundation of business and that market-orientation is superior to product-orientation. Marketing as a theoretical discipline cannot just settle for simplistic consumer surveys and statistics or the teaching of cause and effect models with two or a few constructs but more thinking is required (Gummesson, 2008).

According to King (2001) the focus of marketing has evolved over the years from being commodity centric (manufactured products and services); to an institutional focus (producers and retailers); to a functional focus (procurement, selling, promoting, transporting, storing and pricing) to a managerial focus (analysing, planning, organising and controlling) and a social focus (market efficiency, product quality and social impact). Critics of the marketing have raised the concern that broadening concept could deter its intended purposes and dilute its content (King, 2001). Marketing orientation appears to be a central factor that influences organisational activities and performance (O'Cass, 2001). King (2000) posits that the marketing concept included decentralisation of product businesses into self-sufficient operations; provision of technically competent functional services to do innovative research, education and counselling; development of a more skilled approach to managing; and a marketing concept which would aim each operation and the company to the customer.

3.2.3.4 Contemporary Academic Research on the Marketing Theory

This section of the marketing theory discussion reviews contemporary academic research that made reference to the marketing theory. In table 3.4 there is a representation of current/modern research on the marketing theory. The title of the paper, names of authors as well as the journal in which that paper was published is also provided.

Table 3.4: Marketing Theory Contemporary Academic Research (A)

Author(s)	Title	Journal
Srivastava and Luthia (2017)	Contemporary Conceptualization of Customer Orientation in Indian Banking and Financial Services	<i>Journal of Business Management Studies</i>
Brodie (2017)	Commentary on “Working consumers: Co-creation of brand identity, consumer identity, and brand community identity”	<i>Journal of Business Research</i>
Line and Wang (2017)	Market-Oriented Destination Marketing: An Operationalization	<i>Journal of Travel Research</i>
Lin and Lin (2016)	Effects of visual servicescape aesthetics comprehension and appreciation on consumer experience	<i>Journal of Services Marketing</i>
Farquhar and Robson (2016)	Selective demarketing: When customers destroy value.	<i>Marketing Theory</i>
Hill, Canniford and Mol (2014)	Non-representational marketing theory	<i>Marketing Theory</i>

Source: The Researcher (2017)

Table 3.5: Marketing Theory Contemporary Academic Research (B)

Author(s)	Title	Journal
Harrison and Kjellberg (2016)	How users shape markets	<i>Marketing Theory</i>
Schieman and Mlambo (2016)	An Exploration Into Marketing within the Construction Industry in the Eastern Cape Province of South Africa	<i>International Journal of Economics, Commerce and Management</i>
Tadajewski & Jones (2016)	Hyper-power, the marketing concept and consumer as 'boss'.	<i>Marketing Theory</i>
Lanier and Rader (2015)	Consumption experience An expanded view	<i>Marketing Theory</i>
Frow, McColl-Kennedy, Hilton, Davidson, Payne and Brozovic (2014)	Value propositions: A service ecosystems perspective.	<i>Marketing Theory</i>

Source: The Researcher (2017)

As observed in Table 3.5 above there has been a broad range of research conducted concerning the marketing theory and four purposes of this study only a select number of papers were selected, all ranging from 2015 to 2017. This contemporary research presented in Table 3.5 was covered in numerous academic journals that included the journal of business management studies, journal of business research, journal of travel research, journal of services marketing, marketing theory, international journal of economics, commerce and management. The following section explores the service concept which was also one of the grounding theories of this study.

3.2.4 Service Concept

The service concept refers to the aspects of service design, and helps facilitate between customer needs and an organization's strategic intent (Goldstein, Johnston, Duffy & Rao, 2002). Organisational roles marketing, selling, human resources, operations, and research and development must operate in sync to create effective services marketing strategy (Zeithaml, Bitner, & Gremler, 2010).

3.2.4.1 The Importance of the Service Concept

This Service Concept was another central theme of the present research. Most of the research instrument's questions were about air travellers perceptions of the services at the airport. Service as a research area impacts essentially all aspects of life, and it is estimated that 80 per cent of the gross domestic product (GDP) of developed countries originates from service-related activities (Gustafsson, Aksoy, Brady, McColl-Kennedy, Sirianni, Witell, & Wuenderlich, 2015).

3.2.4.2 Relevance of the Service Concept to the Study

The importance of service quality to consumers is undoubtable (Dabholkar, 2015). Customers are constantly pursuing service quality both in their purchases as well as in their lives (Dabholkar, 2015). Marketers have long understood the importance of investigating customer perceptions of the performance of specific features of a product or service, not just the product/service in general (Sheng, Sheng, Siguaw, Siguaw, Simpson, & Simpson, 2016). Creating and marketing value in the recent service and knowledge-intensive economy requires an understanding of the powerful design and packaging of 'intangible' benefits (Wirtz & Lovelock, 2016). Wirtz and Lovelock (2016) went on to state that high-quality products, services and customer information management processes as well as competent front-line staff and loyal customers are important assets necessary for business performance.

3.2.4.3 The Service Concept Explored

The development of service-oriented concepts and models commenced in the 1970s, however, it was Shostack's (1977) article in the *Journal of Marketing* that really promoted service marketing as an interesting and acceptable area of research (Grönroos, 2006). In addition, Grönroos (2011) considered service is the foundation of any business. Service as a concept enables firms to expand the scope and content of their marketing in excess of normal conventional marketing frameworks and models (Grönroos, 2011).

Futhermore, Grönroos (2006) for quite some time it had already been established that the variations between goods and services may not be of much significance. The service concept plays a central role in service design and development. Kaura, Prasad and Sharma (2013) stated that service in organisation is comprised of service convenience, decision convenience, convenient access, transaction convenience, benefit convenience and post-value convenience. Services marketing places an emphasis delivering processes, experiences, and intangibles to customers rather than tangible goods and transactions as well as involving the integration of a

focus on the customer throughout the firm and across all functions (Zeithaml, Bitner & Gremler, 2010).

Gummesson (2008) posits that service is not merely a creation of the supplier and the customer but it is a creation of a network of activities involving a host of stakeholders such as intermediaries, employees, the media, neighbours and society in general through such infrastructure networks as roads, electricity grids internet connections. Services marketing, a sub discipline of marketing seeks to address more than just the exchange of manufactured goods (Vargo & Lusch, 2004). Cova and Dalli (2009) suggest that the more the customer is involved throughout the process of service production and delivery, the higher the perceived value and satisfaction.

3.2.4.4 Customer Complaints Regarding Service at Airports

As alluded to earlier in this study in chapter 1, customer complaints were briefly mentioned but in this position of the thesis they were explored to greater depths. Also mentioned earlier in chapter 1 the researcher deemed it necessary to state the need for discussing airport complaints in association with the importance of airport research. Table 3.6 below presents the complaints tabled by airport customers at the Taoyuan International Airport.

Table 3.6: Airport Complaints and Corresponding Frequency of each complaint (A)

Airport Complaint	Frequency of Complaint
The personality of airport receptionists.	66
Airline timetables.	88
Passenger check-in.	85
Airport information broadcasting.	74
Baggage check-in and hauling service.	72
The accuracy of airline programme displayed on the screens at the airport.	29
The security inspection prior to boarding.	50
The convenience of the public transportation.	79

Source: Chang et al. (2008)

Table 3.7: Airport Complaints and Corresponding Frequency of each complaint (B)

Airport Complaint	Frequency of Complaint
The level of hygiene concerning washrooms at the airport.	47
The restaurant quality in the airport.	59
The cleanliness and beauty of the airport.	42
The airline company's service manner.	71
Airport service facilities.	88
The service operating hours at the airport.	30
The space design of the airport lounge.	41
Retail or business hours or service delivery.	82
Airport signage or direction line arrangement.	135

Source: Chang et al. (2008)

Table 3.7 above presented a list of airport complains with their corresponding frequencies as found in a study by Chang et al. (2008) which was conducted at the Taoyuan International Airport. The following section 3.2.4.5 is a discussion of the contemporary academic research that was conducted on the servicescape construct.

3.2.4.5 Contemporary Academic Research on the Service Concept

This section of the service concept discussion reviews contemporary academic research that made reference to the service concept. In recent years the service concept has received a lot of attention in academic research. Table 3.8 provides an illustration of contemporary research that made reference to the service concept. Topic of the papers, names of authors as well as the journal in which that paper was published is also provided.

Table 3.8: Service Concept Contemporary Academic Research (A)

Author(s)	Topic	Journal
Beltagui, Sigurdsson, Candi and Riedel (2017)	Articulating the Service Concept in Professional Service Firms.	<i>Journal of Service Management.</i>
Huang, Li, Mou, and Liu (2017)	Effects of flow on young Chinese consumers' purchase intention: a study of e-servicescape in hotel booking context.	<i>Information Technology & Tourism</i>
Hanks, Line and Kim (2017).	The impact of the social servicescape, density, and restaurant type on perceptions of interpersonal service quality	<i>International Journal of Hospitality Management</i>
Hanks, Line and Yang (2017)	Status seeking and perceived similarity: A consideration of homophily in the social servicescape	<i>International Journal of Hospitality Management</i>
Huang, Mou and Liu (2017)	Effects of flow on young Chinese consumers' purchase intention: a study of e-servicescape in hotel booking context	<i>Information Technology and Tourism</i>

Source: The Researcher (2017)

Table 3.9 Service Concept Contemporary Academic Research (B)

Author(s)	Topic	Journal
Schau, Dang and Zhang (2017)	Learning to navigate the American retail servicescape: Online forums as consumer acculturation platforms and consumer gift systems	<i>Journal of Business Research</i>
Lunardo, Roux and Chaney (2016)	The evoking power of servicescapes: Consumers' inferences of manipulative intent following service environment-driven evocations.	<i>Journal of Business Research</i>
Liu and Ceder (2015).	Analysis of a new public-transport-service concept: Customized bus in China	<i>Transport Policy</i>
Ylimäki and Vesalainen (2015)	Relational development of a service concept: dialogue meets efficiency	<i>Journal of Business & Industrial Marketing</i>
Ranaweera, C., & Sigala, M. (2015).	From service quality to service theory and practice	<i>Journal of Service Theory and Practice</i>
Chen, Batchuluun and Batnasan (2015)	Services innovation impact to customer satisfaction and customer value enhancement in airport.	<i>Technology in Society</i>
Rosa and Sánchez (2015)	Is the ecosystem service concept improving impact assessment? Evidence from recent international practice.	<i>Environmental Impact Assessment Review</i>

Source: The Researcher (2017)

As observed in Table 3.9 above there has been a broad range of research conducted concerning the service concept and for interests of this research only a certain number of papers were selected, all ranging from 2015 to 2017. This contemporary research presented in Table 3.9 was covered in numerous academic journals that included the journal of service management, information technology & tourism, international journal of hospitality management, ecosystem services, journal of business research, transport policy, journal of business & industrial marketing, journal of service theory and practice, technology in society, environmental impact assessment review and expert systems with applications. The following section explores the personal construct theory which was also one of the grounding theories of this study.

3.2.5 Personal Construct Theory

The psychology of personal constructs is grounded upon the philosophical assumption of “constructive alternativism,” which posits that “all of our present interpretations of the universe are subject to revision or replacement” (Kelly, 1955: 15) as stated by (Winter, 2016) Winter (2016) adds that the existence of a real universe is not doubted, but it should be believed that no individual can experience this universe directly, rather one could view it through one’s own templates and then attempt to fit over the realities that make up the world. Personal construct theory is based on the assumption that individuals’ present interpretations of the world or environment around them are subject to revisions or replacement (Kelly, 1955; Winter, 2016).

3.2.5.1 The Importance of the Personal Construct Theory

Since individuals potentially view the same world around them differently it therefore becomes imperative to comprehend how they make decisions regarding their preferences. This study examined how different travellers would potentially perceive the same commercial products and services differently at the airport.

3.2.5.2 Relevance of the Personal Construct Theory to the Study

The personal construct theory looks at how individuals perceive the world in their own views such as tourist could potentially perceive the same service differently. However, some tourists may also share common perspectives on experiences (Caputi, Hunter & Tan, 2009). This is similar to tourists since they also would have potentially common perceptions in some cases.

3.2.5.3 The Personal Construct Theory Explored

Kelly's (1955) theory of personal constructs further posits that as much as a real world exists individuals are not able to experience it directly but however do so through their own transparent templates that they try to apply it to the realities of the world. A person's mental processes are operationalised based on manner in which that person anticipates events (Winter, 2016). According to Winter (2016) these transparent templates are what are known as personal constructs. Personal constructs are the foundation of the individuals predictions of certain occurrences. The personal construct theory (PCT) views individual predictions of events to be bipolar (for example "constructivist" and "realist"), each providing a choice in the way in which an event is construed (Winter, 2016). As far as the PCT is concerned individual's choices are directed towards maximising his or her ability to anticipate the world (Winter, 2016).

Winter (2016) postulated that an individual's predictions may or may not be confirmed by his or her construing of subsequent events. Failure to confirm predictions may lead to individuals reformulating new predictions but this is dependent of the individual as well as the nature of the constructs involved in the predictions (Winter, 2016). According to Winter (2016) Kelly's personal construct theory was very unusual as it suggested that an individual's processes are psychologically allocated by the ways in which that individual anticipates events. In addition Winter (2016) states that an individual's choices are directed towards maximising his or her capacity to predict the world and that those predictions may or may not be validated by his or her interpretation of subsequent events. Kelly's personal construct theory of (1955/1991b) postulates ten types of weeping as techniques that individuals use to regulate anxiety and guilty as stated by (Raskin, 2006) in the following section. The following sections presents there personal construct theory as conceptualised by Kelly in 1955.

Table 3.10: Kelly (1955/1991b) Personal Construct Theory’s 10 Types of Weeping (A)

Diffuse-inarticulate weeping	Is exemplified in an individual who cannot express him or herself coherently or even say what he or she is crying about.
Infantile weeping	In contrast to Diffuse-inarticulate weeping appears to be an attempt to express oneself emphatically without the words to do so
Regressive weeping	Is associated with childlike overtures such as baby talk, frowning, and whining.
Loose weeping	Usually involves ideational content which seems not to suite the behaviour well.
Situational weeping	Occurs when the specific situation the client experiences seems to define the limits of his area of disorganisation.
Histrionic weeping	According to Kelly (1955/1991b), is common in “conversion hysteria” and “psychopathic personality” (p. 389). The histrionic weeper acts out his or her confusion in order to put on an exhibition, but is betrayed by his use of ‘hammy’ devices and artistry.
Hostile weeping	In common in “conversion reaction” and “hypochondriasis” cases. With its protest-like elements, this weeping appears as if it is designed to embarrass the therapist

Source: Raskin (2006)

Table 3.11 Kelly (1955/1991b) Personal Construct Theory's 10 Types of Weeping (B)

Constrictive weeping	Is characterised by withdrawal; as the client cries he or she actively disengages from the world.
Agitated weeping	The client cries as an expression of efforts at adventure and aggressive exploration.
Façade weeping	Similar to histrionic and hostile weeping, but its purpose is to convince the therapist that the client's problems are genuine. The client magnifies his or her confusion in one area as a façade against exploration in another area.

Source: Raskin (2006)

Raskin (2006) argued and criticises Kelly's typology of weeping as he implies that it contradicts the personal construct psychology's process orientation in that it revealed more about him as a person than it did about weeping. According to Winter (1996) the personal construct theory was presented by Kelly (1955) as an alternative to already established psychological theories. Furthermore, Winter (1996) suggested that the personal construct theory is a fundamental philosophical assumption that suggests that all interpretations of the world are replaceable. Individuals are considered to be operating as scientists, formulating hypotheses, testing these out, and revising those which are invalidated (Winter, 1996). Kelly's personal construct theory (PCT) emphasises the ability of individuals to actively characterise and shape their environments thereby deriving personal constructs that are useful for making sense of the world (Raskin, 1995). An approach in which one can attempt to obtain a comprehension of how individuals differentiate a competitive set of destinations is through the personal construct theory (Pike & Kots, 2016).

Burr, King and Butt (2014) used personal construct psychology to enable participants to articulate their experience in their study. The construction of personal experience continuously evolves and these transitions are themselves construed by the person (Chiari,

2013). Burr et al. (2104) were also guided by personal construct psychology in how those experiences may be utilised as part of detailed in-depth interviews. On the other hand the personal construct theory has been criticised for disregarding the role of emotion in human life (Chiari, 2013). The present study adopts the personal construct theory for purposes of a quantitative study however (Burr *et al.*, 2104) used it for a qualitative study as they stated that it was previously overlooked in terms of qualitative studies when it actually was suitable qualitative studies. The PCT views individuals as scientists, whose goal is to anticipate possible happenings and control their own world (Pike & Kots, 2016).

Pike and Kots (2016) further added that individuals perceive their world through patterns that are personally formed and re-formed during a lifetime of experiences that are unique to them. The psychology of personal constructs is based upon the philosophical hypothesis of “constructive alternativism,” which posits that all of an individual’s present interpretations of the universe are subject to revision or replacement (Winter, 2016). According to Burr et al., (2014) posit that personal construct psychology establishes a fair analysis of the relationship between researcher and participants and to represent the participant’s ‘voice’. The personal construct theory, Kelly (1955) suggests that the individual’s ability to represent, anticipate and initiate occurings should be acknowledged and not that human behaviour is simply determined (Raskin, 1995).

3.2.5.4 Contemporary Academic Research on the Personal Construct Theory

This section of the personal construct theory discussion reviews contemporary academic research that made reference to the personal construct theory. In recent years the personal construct theory has received a lot of attention in academic research. Table 3.12 provided an illustration of contemporary research that made reference to the personal construct theory. Titles of the papers, names of authors as well as the journal in which that paper was published is also provided.

Table 3.12: Personal Construct Theory Contemporary Academic Research

Author(s)	Title	Journal
Kawgan-Kagan and Daubitz, (2017)	Individually constructed criteria for perception of urban transportation means—An approach based on Kelly’s personal construct theory. Transportation research part F	<i>traffic psychology and behaviour</i>
Chiari (2017)	Psychological Constructivism Under Investigation: Relevant or Trifling?	<i>Journal of Constructivist Psychology</i>
Philippe, Sagar, Gerber and Hauw (2016)	Players’ perceptions of coaches’ contributions to their mental toughness	<i>International Journal of Coaching Science</i>
Chiari (2016).	To Live Is to Know, to Know Is to Change: Change in Personal Construct Psychology and Psychological Constructivism	<i>Journal of Constructivist Psychology</i>
Peck (2015)	The personal construct and language: Toward a rehabilitation of Kelly’s “inner outlook”	<i>Theory & Psychology</i>
Kovářová and Filip (2015)	Integrating the Differentiated: A Review of the Personal Construct Approach to Cognitive Complexity	<i>Journal of Constructivist Psychology</i>

Source: The researcher (2006)

It was observed in Table 3.12 above there has been a wide range of research conducted regarding the personal construct theory and for purposes of this study only a select number of papers were chosen, all ranging from 2015 to 2017. This contemporary research presented in Table 3.12 was published in various academic journals that included journal of constructivist psychology. The following section 3.3 covers the empirical literature review of the study.

3.3 EMPIRICAL REVIEW

The following empirical review of the research constructs will be conducted

3.3.1 Servicescape

The study of servicescape was developed from environmental psychology, which researched the interrelationship between physical surroundings and human behaviours (Jeon and Kim, 2012). Bitner (1992) developed the phrase 'servicescape', defining it as the physical environment in which services are offered to customers (Jeon & Kim, 2012). Servicescape plays important roles in services organizations as they help to create a competitive advantage according to (Kotler, 1973; Morrison, Gan, Dubelaar, & Oppewal, 2011; Yang, 2015). In addition Yang (2015) also states that servicescape plays an important role in forming customers' impression of a place (Bitner, 1992). Nguyen, DeWitt, and Russell-Bennett (2012) service convenience refers to as a customer's perception of the time and effort required to purchase a service. Nguyen et al. (2012) also considered service convenience and servicescape to directly influence each other. An international airports servicescape is typically fitted out with various facilities such as support buildings, infrastructure for aircrafts and terminals for passengers to provide international flights to customers (Jeon & Kim, 2012).

Fodness and Murray (2007) posit that passengers' expectations of environmental settings and functionality influence their airport service quality perceptions. Bezerra and Gomes (2016) proposed a model on airport business dynamics with closely related aspects that address relevant issues related to passenger perception regarding airport service quality. It involves the performance of primary airport processes (check-in and security screening), along with aspects associated to the passenger-airport engagement on his/her way through the terminal, leisure/convenience choices, and airport servicescape (Bezerra & Gomes, 2016). The availability of signs and flight displays (Liou, Tang, Yeh & Tsai, 2011; Pantouvakis & Renzi, 2016) as well as the delivery of clear and frequent information for flights and assistance for airport facilities (De Barros *et al.*, 2007; Pantouvakis & Renzi, 2016) are expected to be

necessary prerequisites contributing to high perceived service quality (Pantouvakis & Renzi, 2016).

Chow, Lau, Lo, Sha and Yun (2007) examined the relationships between service quality, customer satisfaction, and frequency of attendance within the context of restaurant whereby they explored three dimensions of service quality (i.e. interaction quality, physical environment quality, outcome quality). Servicescape has been studied in many settings in the past for example Lucas (2003) looked at casinos, Countryman and Jang (2006) studied hotels. Furthermore, Ryu and Jang (2008) assessed restaurants while Ballantine *et al.*(2010) looked at retail outlets.

Yang (2015) posited that servicescape takes various forms in which numerous authors over the decades that included Kotler (1973), Baker (1986), Bitner (1992) and Ariffin *et al.* (2013) as illustrated in the following tables and discussions that follow. For purposes of this thesis the term servicescape was used to describe the physical service environment of the airport however this was a term that started with Bitner (1992) at which other terms were in use in prior studies. The other terms that were later referred to as servicescape were atmospherics as postulated by Kotler (1973) and Baker (1986). In the following section, Table 3.13 presents Kotler (1973) description of servicescape dimensions.

Table 3.13: Dimensions of Servicescape/Atmospherics According to Kotler (1973)

Author	Kotler (1973)		
Term used	Atmospherics		
Dimensions	Visual elements: color, brightness, size, shapes	Aural elements: volume, pitch factory dimensions: Scent, Cleanliness	Tactile elements: softness, levelness, temperature
Type	Conceptual		
Topic	Atmospherics in general		

Source: Yang (2015)

Table 3.13 presents servicescape dimensions as suggested by Kotler (1973), where visual elements, brightness, size and shapes. Other dimensions included aural elements such as volume and pitch. Factory dimensions were also included in Kotler (1973) that referred to scent and cleanliness. In Table 3.14 that follows, Baker (1986), presented an approach to studying servicescape.

Table 3.14: Dimensions of Servicescape/Atmospherics According to Baker (1986)

Author	Baker (1986)		
Term used	Atmospherics		
Dimensions	Ambient features: air quality (temperature, humidity, ventilation), noise (level, pitch), scent, sanitation	Design features: (1). Aesthetic: architecture, colour, scale, materials, texture, design, shape, style, decorations (2). Functional: layout, comfort, signage	Social features: (1). Audience, number, appearance, behaviour (2). Service personnel: number, appearance, behaviour
Type	Conceptual		
Topic	Atmospherics in general		

Source: Yang (2015)

In Table 3.14, Baker (1986), suggested that physical service environment was defined atmospherics which it had three primary dimensions, namely ambient characterists, design features and social traits. The ambient features referred to air quality which included temperature, humidity and ventilation), noise, scent and hygiene situation of the service environment. Table 3.15 presents servicescape according to Bitner (1992).

Table 3.15: Dimensions of Servicescape/Atmospherics According to Bitner (1992)

Author	Bitner (1992)		
Term used	Servicescape		
Dimensions	1. Ambient conditions: temperature, air quality, noise, music, odor, etc.	2. Space and function: layout, equipment, fittings, etc.	3. Sign, symbol and artifacts: signage, personal artifacts, style of décor
Type	Conceptual		
Topic	Servicescape in general		

Source: Yang (2015)

Above is Table 3.15, Bitner (1992) considered the physical service environment to be referred to as servicescape. This was the first time the term “servicescape” had been used in

research. This approach to assessing servicescape had three main pillars. The first being ambient conditions which referred to temperature, air quality, noise, music and odor. The second pillar was that of space and its functionality which referred to the display facilities and how the fittings were installed. The third and last pillar was the signage, symbols and artifacts present in that service environment also including the style of décor. Below is Table 3.16 which presents the approach to studying servicescape according to Ariffin et al. (2013).

Table 3.16: Dimensions of Servicescape/Atmospherics According to Ariffin et al. (2013)

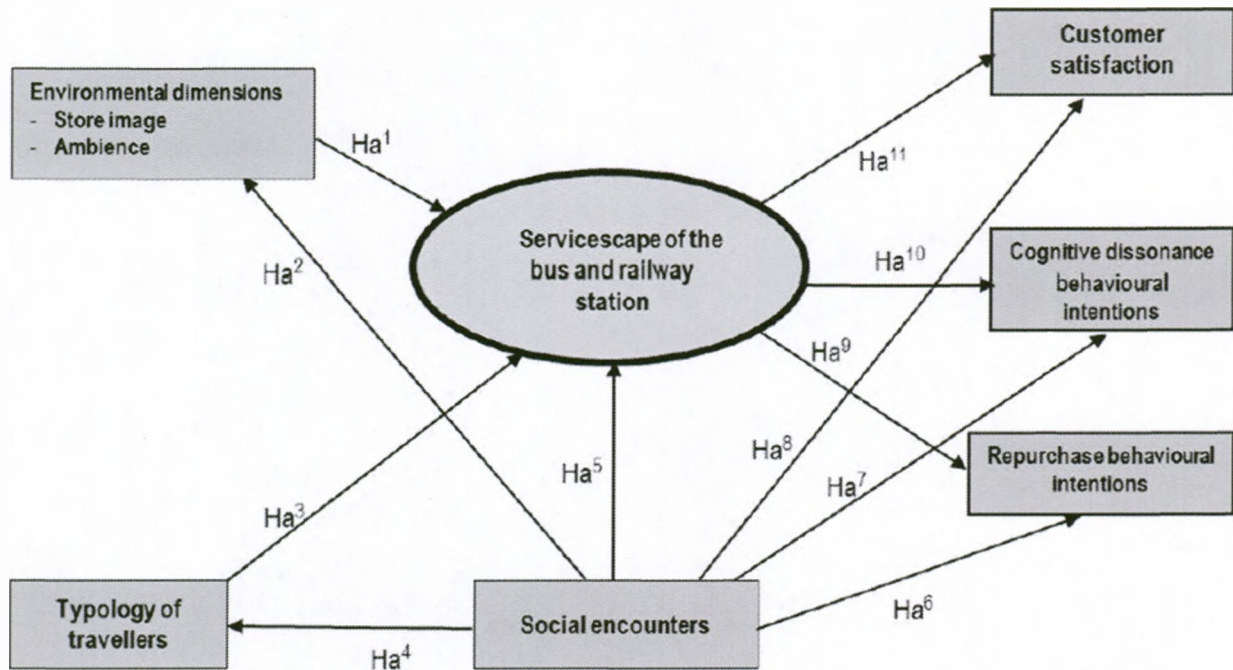
Author	Ariffin et al. (2013)			
Term used	Services cape			
Dimensions	1. Facility aesthetics	2. Lighting	3. Ambience	4. Layout
Type	Empirical			
Topic	Hotel			

Source: Yang (2015)

3.3.1.2 Past Conceptual Models on Servicescape

This section of the study will review past conceptual models that involved servicescape. Prior researchers such as Fodness and Murray (2007), Kumar, Tat Kee and Charles (2010) and Mazibuko et al. (2014) are some of the researchers that have utilised and/or investigated servicescape in one form or the other. Below is a diagrammatic illustration of examining servicescape as suggested by (Mazibuko *et al.*, (2014).

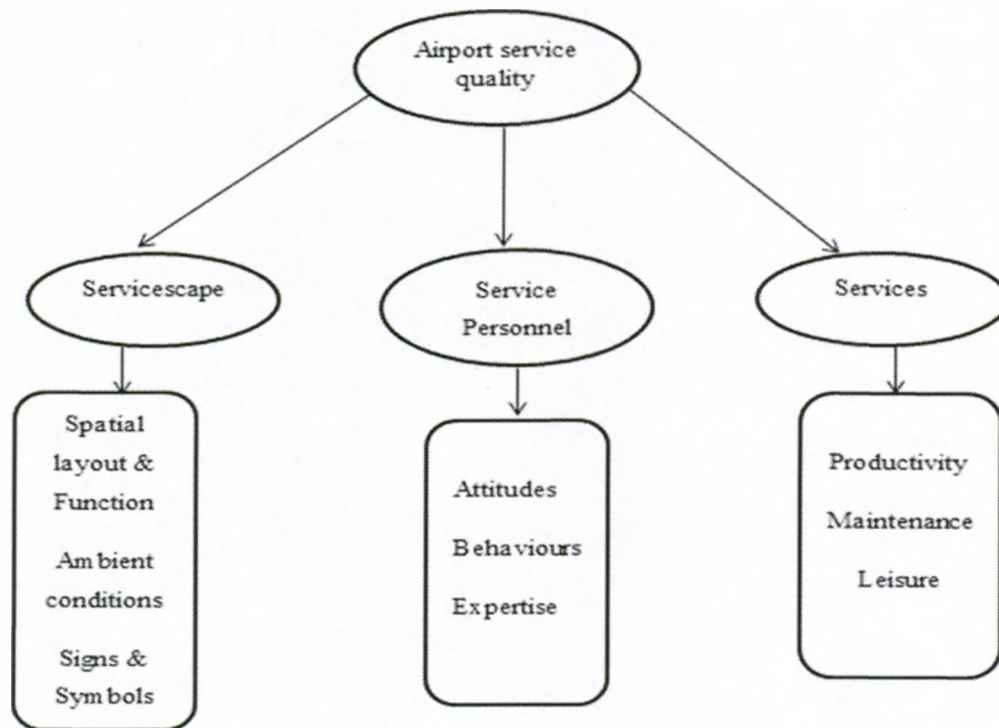
Figure 3.2: Mazibuko et al. (2014) Approach to Servicescape



Adapted from Mazibuko et al. (2014)

In Figure 3.2 illustrated above, servicescape of the bus and railway station was seen to have a direct effect on customer satisfaction, cognitive dissonance behavioural intentions and repurchase behavioural intentions. Social encounters, typology of travellers were observed as having a direct influence on servicescape of the bus and railway environment. In addition, environmental dimensions such as store environment and ambience were also seen to have a direct influence on the servicescape construct. Social encounters had a direct impact on five of Mazibuko et al. (2014)'s constructs, typology of travellers, repurchase behavioural intentions, environmental dimensions, servicescape and lastly, customer satisfaction. The following section will present the approach to assessing servicescape as proposed by (Fodness and Murray, 2007).

Figure 3.3: Fodness and Murray (2007) Approach to Servicescape

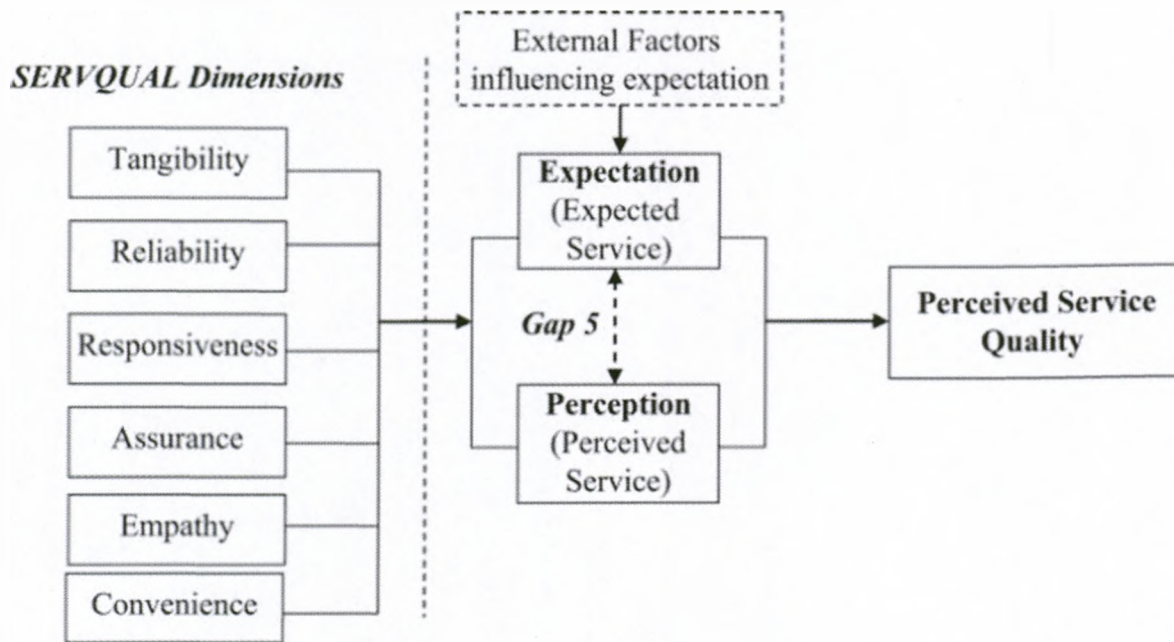


Adapted from Fodness and Murray (2007)

Figure 13 above which became part of the basis of this study represents the approach used by Fodness and Murray (2007) in assessing servicescape in relation to other constructs in their conceptual model. Service was suggested to have three dimensions, namely Sp (spatial) layout and function, ambient conditions and lastly, signs and symbols. Additionally, servicescape and all its components were believed to be directly influenced by airport service quality. Aside from airport service quality having an influence on servicescape it also had a direct influence of service which too had its own dimensions, productivity maintenance and leisure.

In addition to influencing servicescape and services, the airport service construct was also directly associated with service personnel. The service personnel involved namely three constructs and these were attitudes, behaviours and expertise. Futhermore, additional researchers that included Kumar et al. (2010) explored servicescape and the section that follows discusses their conceptual model.

Figure 3.4: Kumar et al. (2010) Approach to Servicescape



SERVQUAL Dimensions: Service quality dimensions

Source: Adopted from Kumar et al., (2010)

Kumar et al. (2010), in their approach to examining servicescape in the banking environment proposed a conceptual framework that suggested that SERVQUAL Dimensions such as tangibility, reliability, responsiveness, assurance, empathy and convenience all had an impact on expectations (expected service) and perception factors (perceived service). In addition, both the expected service and perceived service had an impact on perceived quality (Kumar *et al.*, 2010).

3.3.2 Traveller Perceived Value

Zeithaml's (1988) characterisation of perceived value, perceived value is based on the trade-off between perceived benefits and perceived costs, thus these two constructs are important determinants of perceived value. The perceived value of a service pertains to the benefits customers believe they receive relative to the costs associated with its consumption (Pike & Bianchi, 2016). In addition, perceived value is an overall assessment of a service's utility, based on customer's opinions on what is received on what price.

Past studies have established that perceived value positively influences intention or willingness to buy (Sweeney, Soutar & Johnson, 1997; Liu, Leach & Bernhardt, 2005). Liu *et*

al. (2005) also stated that perceived value leads to satisfaction which is substantiated by Hsu (2008). Consumer perceived value refers to the consumer's overall assessment of the usefulness of a product based on perceptions of what is received and what is given (Zeithaml, 1988; Adeola & Adebisi, 2014).

Al-Refaie, Fouad, Eteiw (2013) posit that perceived value is the customer's overall assessment of the usefulness of a product (or service) based on perceptions of what is received and what is provided. Furthermore, Al-Refaie, Fouad and Eteiw (2013) add that more specifically perceived value can be viewed as a trade-off between perceived benefits and perceived costs. According to Al-Refaie et al. (2013) perceived value is an important construct of customer satisfaction and buying behaviour. In prior literature perceived value has been measured as both customer utility and as the proportion of perceived incentives relative to sacrifice, quality, worth and so forth. From a behavioral perspective, Zeithaml (1988) defined perceived value as the consumer's overall evaluation of the utility of a product based on perceptions of what is received and what is given (Petrick & Backman, 2002 and Yang et al. (2014). According to the utilitarian perspective, perceived value is a function of acquisition convenience and transaction convenience (Petrick & Backman, 2002; Yang *et al.*, 2014).

Yang et al. (2014) stated that travellers' destination loyalty is driven primarily by their perception of trip value. Perceived value has been often been considered as multi-dimensional, therefore it is expected that each of the aspects of perceived value would play a different role in forming the travellers' attitudes and behaviours (Lee, Yoon & Lee, 2007; Peña, Jamilena & Molina, 2013). Lee et al. (2012) and Yang et al. (2014) define tourists' perceived value as being comprised of three dimensions: quality value, emotional value, and price value. Quality value is the convenience derived from the perceived quality and expected performance of the product (Sweeney & Soutar, 2001). Yang et al. (2014) state that price value price value is the usefulness derived from the product due to the reduction of its perceived short-term and longer term costs (Sweeney & Soutar, 2001). Emotional value is refers to the convenience derived from an alternative's ability to arouse feelings or affective states in a tourist (Bansal & Eiselt, 2004).

3.3.3 Destination Image

Destination image is defined as an attitudinal theory consisting of the beliefs, ideas and perceptions that a tourist holds of a destination (Hosany, Ekinci & Uysal, 2006). Destination

image holds a significant role in tourists' decision making and subsequent travel behaviour (Zhang, Fu, Cai & Lu, 2014). Prayag and Ryan (2012) postulated that destination image was an antecedent of place attachment and overall satisfaction while in-turn also was being influenced by personal involvement. Due to the increasing competition in tourism, destination marketers have had to seriously consider branding to differentiate their destinations to convey a positive message that will motivate tourists to visit them (Roodurmun & Juwaheer, 2010; Chen, & Phou, 2013). In the following table is a presentation of past definitions of destination image is provided.

Table 3.17: Past Definitions of Destination Image

Definition	Author/s
1. Perceptions that an individual or group of individuals hold about a place in which they do not reside	Hunt (1971)
2. A display of knowledge, impressions, prejudice, imaginations and emotional judgments an individual has of a specific item or region	Lawson and Bond-Bovy (1977)
3. The collection of beliefs, ideas, and impressions that a person has of a particular destination	Crompton (1979)
4. Ideas or thoughts held individually or collectively of a destination under exploration	Embacher and Buttle (1989)
5. The opinions of individual destination features and the holistic picture made by the destination	Echtner and Ritchie (1991)
6. Destination images are developed by three hierarchically interrelated elements which are cognitive, affective, and conative	Gartner (1993) (1996)
7. An individual's mental representation of knowledge, emotions, and global perceptions about a destination	Baloglu and McCleary (1999)
8. A combination of links and fragments of information connected to a destination, which would include multiple elements of the destination and personal perception	Murphy, Pritchard and Smith (2000)
9. The subjective analysis of real events made by the tourist	Bigné et al. (2001)
10. An entirety of impressions, philosophies, notions, expectations, and emotions accumulated toward a place over time	Kim and Richardson (2003)

Source: Zhang, Fu, Cai and Lu (2014)

Tourism activities take place at destinations, therefore destinations form the foundation of any modelling of the tourism system and has developed as the fundamental unit of analysis in tourism (Pike, 2008; Wang & Pizam, 2011). Due to the increase in destination choices at tourists' disposal a destination must be distinguished from its rivals if it is to be successful (Sun, Ryan & Pan, 2014). Destination image is of importance to marketers (Sun *et al.*, 2014) and is interpreted varyingly by tourists from different nations based on culture and nationality (Beerli & Martin, 2004).

Some researchers suggest that destination image includes two main features, that is, controllable and uncontrollable features (Sirgy & Su, 2000; Sun *et al.*, 2014). Controllable features refer to the classical marketing four Ps (product, price, place and promotion) and uncontrollable features relate to tourists' personal attributes that shape their selection and evaluation of images as possessing importance (Sun *et al.*, 2014). Understanding how tourists perceive a destination could potentially aid the creation an effective marketing strategy designed to attract larger numbers or specific categories of tourists (Sun *et al.*, 2014). The marketing of places and their promotion are the leading as areas of research used by marketers and researchers to create a positive image for places (Avraham & Ketter, 2008). According to Hosany, Ekinici and Uysal (2006) studies on destination image commenced in the early 1970s, when Hunt's (1975) ground-breaking research examined the role of image in tourism development. Over the years destination image has become one of the prominent areas of tourism research (Hosany *et al.*, 2006).

Destination image is a set of perceptions, ideas, expectations and emotional thoughts an individual has of a specific place (Assaker, 2014; Beerli & Martin, 2004; Kim & Richardson, 2003; Stylos, Vassiliadis, Bellou & Andronikidis, 2016). King *et al.* (2015) propose a tri-pate approach of representing destination image dimensions that comprises of cognitive image, affective image and conative image. Cognitive image, affective image and conative image collectively, represent what (potential or actual) tourists know about the destination (cognitive), how they feel about what they know (affective), and how they act on this information (conative) (King *et al.*, 2015). Despite a tripartite approach to destination image research on the three dimensions has limited (King *et al.*, 2015). According to Chon (2015) the role played by destination image has a greater role in tourism when viewed from the perspective of the travelling buyer. Destination image is formed through a merger of an

individual's cognitive and affective evaluations of the tourist destination (San Martín & Del Bosque, 2008).

However, Echtner and Ritchie (1991) and Stepchenkova and Morrison (2006) argue that exact meaning of the destination image is complex to define. A general consensus among scholars exists that destination image is a multi-dimensional, construct, which consists of interrelated cognitive and affective evaluations woven into overall impressions (Stepchenkova & Morrison, 2006). Other researchers such as (Pike & Ryan, 2004; White, 2004) stressed the influence of destination image on destination choice and contended that the image construct follows a three-element attitude model from psychology, which includes cognitive, affective, and behavioural elements (Stepchenkova & Morrison, 2006). Destination image is strategically important not only in the design of appropriate marketing initiatives but also in the comprehension of tourists' travel behaviours (Campon-Cerro, Hernández-Mogollón & Alves, 2016).

3.3.3.1 Cognitive destination image

Cognitive image refers to tourists' potential knowledge of a destination Chen et al. (2016). Destination image is primarily made of cognitive image components (Rajesh, 2013). Cognitive destination image was viewed by Hosany et al. (2006) as the beliefs and knowledge that tourists hold about the physical qualities of a destination. According to King et al. (2015) the cognitive image component is defined as the known features of the destination in reference to information or beliefs (King *et al.*, 2015). Although in service research have mostly a cognitive bias in their structure, they have also highlighted on the role of affective elements of customer responses in the service environment (Nikbin & Hyun, 2014). Cognitive image considers a person's individual interpretations, beliefs and attitudes regarding the destination visited (Tan & Wu, 2016). These cognitive images may be functional/tangible (e.g. landscape and cultural fascinations) or psychological/abstract (e.g. feelings of hospitality and physical environment), while affective images in relation to destinations is associated with feelings and emotions that a visited destination evokes within the traveller (Tan & Wu, 2016).

Cognitive loyalty is founded on purely functional features, such as costs and benefits and is fixated on product performance (Kim, Vogt & Knutson, 2015). Rajesh (2013) considered cognitive image to be the beliefs, impressions, ideas, views and knowledge that individuals hold about objects. The overall image that a destination holds in tourist's mind has the most

influence on that tourist's loyalty, followed by affective image and cognitive image (Zhang *et al.*, 2014). Some researchers suggest that destination image is a multidimensional construct comprising of two primary dimensions: cognitive and affective (e.g., Lawson & Band-Bovy, 1977; Hosany *et al.*, 2006). The cognitive aspect of destination image can be interpreted as beliefs and knowledge about the physical qualities of a destination, while the affective component refers to the appraisal of the affective quality of emotions towards the attributes and the surrounding environments (Baloglu & McCleary, 1999; Hosany *et al.*, 2006). According to King *et al.* (2015) the cognitive component has received the most attention of all the three dimensions of destination image. Cognitive images are what potential tourists know about a destination (Chen, Lai, Petrick & Lin, 2016). However Chen *et al.* (2016) also stated that cognitive images are also negatively influenced by international stereotypes as far as cognitive images were concerned. Dann (1996) argued that cognitive appraisal of the destination is to be explored through mental comparison and found that the affective dimension reveals a vocabulary of motive. Agapito, Oom do Valle and da Costa Mendes (2013) suggested that the cognitive image significantly influences the conative image of a destination. In their study Josiassen *et al.* (2015) provided a range of cognitive destination image measures. These are provided in the following tables, Table 3.18 and Table 3.19.

Table 3.18: Destination Imagery Measures - Cognitive/Perceptual (A)

Accessibility	Adventure events	Atmosphere	Attractiveness
Reality of experience	Basic requirements	Beaches and water activities	Climate
Availability of travel information	Community	Crowdedness	Environment
Comfort	Cultural attractions	Cultural diversity	Culture
Destination's brand	Development	Economic situation	Entertainment
Escape	Events	Friendly locals	Fun
General level of service	Gastronomy	Exoticness	Night life

Source: Josiassen *et al.* (2015)

Table 3.19: Destination Imagery Measures - Cognitive/Perceptual (B)

General mood	Historical tourist attractions	Hospitable environment	Industrial products
Infrastructure	Language	Local cuisine	Museums
Natural attractions	Nature	Outdoor activities	
Open air activities Price	Popularity	Reputation	Quality of accommodation
Quality of experience	Relaxation	Scenic natural beauty	Restaurants
Safe	Sand	Social conditions	
Service	Shopping	Sun, Peacefulness	Sociocultural amenities
Socio-economic Situation		Vacation atmosphere	
Standard hygiene	Travel environment	Various tourism facilities	Transportation
Unique architecture	Urbanization	Value for money	Variety of accommodation

Source: Josiassen et al. (2015)

3.3.3.2 Affective destination image

Affective images refer to potential tourists' perceptions about the destination (Chen, 2016). The affective image component refers to the positive or negative feelings provoked by a destination (King *et al.*, 2015). Affective loyalty is an enhanced liking for competitive brands, which is relayed through imagery and association utilised in competitive communications (King *et al.*, 2015). Prior research such as that of Nikbin and Hyun (2014) focused on service failure in regards to how affective emotions experienced by customers responded in reaction to that service failure. Similarly to this research affective emotions were a major part of how customers responded to service at the airport.

Comprehension of the manner in which tourists evaluate and select destinations is considered a central aspect to tourism (Josiassen *et al.*, 2015). According to Baloglu and McCleary (1999) and Hosany et al. (2006) the affective element of destination image refers to the appraisal of the emotional or sentimental characteristics of attitudes towards the attributes and the surrounding environments. Affective images are measured based on the extent to which

the tourist destination is pleasant, exciting, relaxing, positive, enjoyable, favourable and lastly boring or fun (Stylos *et al.* 2016).

Zhang *et al.* (2014) states that affective image has an influence on tourists loyalty to a destination. Affective effects are a process by which the destination’s image directly affects product evaluations (Brijs, Bloemer & Kasper, 2011). Agapito *et al.* (2013) argued that cognitive and conative images are directly and positively related. Agapito *et al.* (2013) further argued that the affective dimension of a destination’s image mediates the relationship between the cognitive and the conative dimension of a destination image. In addition to the cognitive destination image measure provided in Table 3.20 (Josiassen *et al.*, 2015) also provided a list of affective destination measures.

Table 3.20 Destination Imagery Measures - Affective

Attractive	Stimulates interest	Busy	Comfort
Commercialized	Cultural distance	Fast	Good weather
Emotions	Exotic atmosphere	Outdoor recreation activities	Lack of natural tourist sites
Hospitality	Interesting	Pleasant destination	Recommendations
Lack of tourists facilities	Local attraction	Scenic beauty of destination	Stylish
Perceived value of tourists trip	Relaxation	Socioeconomic distance	Tourists facilitation
Safety			

Source: Josiassen *et al.* (2015)

3.3.3.3 Conative destination image

According to Gerdes and Stromwall (2008) conation is the manner in which an individual with any degree of motivation goes about acting on that motivation. Conative loyalty also referred to as behavioural intention to repurchase takes into consideration serious commitment to particular brands (Kim *et al.*, 2015). The conative image component is referred to as visit intention which incorporates the probability of potential tourists to visit or revisit the destination in the future that emerges from cognitive and affective images of a destination (King, Chen, & Funk, 2015). Stylos *et al.* (2016) posited that conative image directly and positively influences tourist's intention to revisit a destination. Conative images

are measured based on attractive conditions of the destination, essential conditions available to travellers, appealing activities for travellers and the natural environment that those travellers are exposed to (Stylos *et al.*, 2016).

3.3.4 Traveller Intention to Revisit

Destination revisit intention has been viewed as an essential area of research both in academia and the tourism industry (Jang & Feng, 2007). Some of the founding work on traveller destination revisit intention dates back to exploratory research by (Gyte & Phelps, 1989). In their study, Gyte and Phelps (1989) focused on British travellers that had visited Spain where they found that most of those British tourists were willing to revisit Spain. Jang and Feng (2007) state that it is of paramount importance to observe tourists' revisit intentions taking a close look at time as those intentions are likely to change over time. Repeat purchase has been regarded as one of the most central concepts in contemporary marketing according to (Jang & Feng, 2007). Benefits of repeat purchases are often as (1) retaining previous customers is more cost-efficient than obtaining new ones; (2) 5% increase in customer retention could increase profit by 25–85%; and (3) customer retention tends to yield positive word-of-mouth referral (Jang & Feng, 2007).

In tourism, repeat visits have also been viewed as an important element of the economy as a whole and for the individual attraction (Darnell & Johnson, 2001). Darnell and Johnson (2001) further postulate that most travel destinations depend immensely on repeat visitors (Darnell & Johnson, 2001). Intention to revisit a tourism destination has been described as an individual's preparedness or willingness to make a repeat visit to the same destination, providing the most precise prediction of a decision to revisit and for buying of a vacation package to the same destination (Han & Kim, 2010; Stylos *et al.* 2016). Destination revisit intention has been viewed as an important research topic both in academia and the tourism industry. Han and Kim (2016) conducted a study to provide a detailed explanation of how travellers' intention to visit a hotel are formed through the application of an extended version of the theory of planned behaviour (TPB), which is rooted in the theory of reasoned action (TRA).

The extended version of the TPB model incorporates important constructs in consumer behaviour and marketing literature such as service quality, customer satisfaction, overall image and frequency of past behaviour into the model (Han & Kim, 2010). Tan and Wu (2016) suggested that destination familiarity, destination image and future revisit intention

are appropriate marketing variables into the differences in the perceptions between previous visitors and non-visitors toward a destination.

White (2004) argued that more work was necessary to clarify understandings of what constitutes an image therefore practitioners are to focus on consumer attitudes of a destination or the product and tri-component model of attitudes (perceptions, feelings and intentions to visit) as this was a more understood and established approach. Murdy and Pike (2012) suggested that maintaining meaningful dialogue with previous visitors is a more effective use of resources for destination marketers than the typical above the line advertising to attract a continual stream of new visitors. Prior research has revealed that marketing is a competitive construct in influencing visitor numbers (Prideaux & Cooper, 2003; Hvass, 2014), and that it has several aspects that include the promotion, distribution, and pricing of the destination (Cox & Wray, 2011; Hvass, 2014).

3.4 SUMMARY OF CHAPTER 3

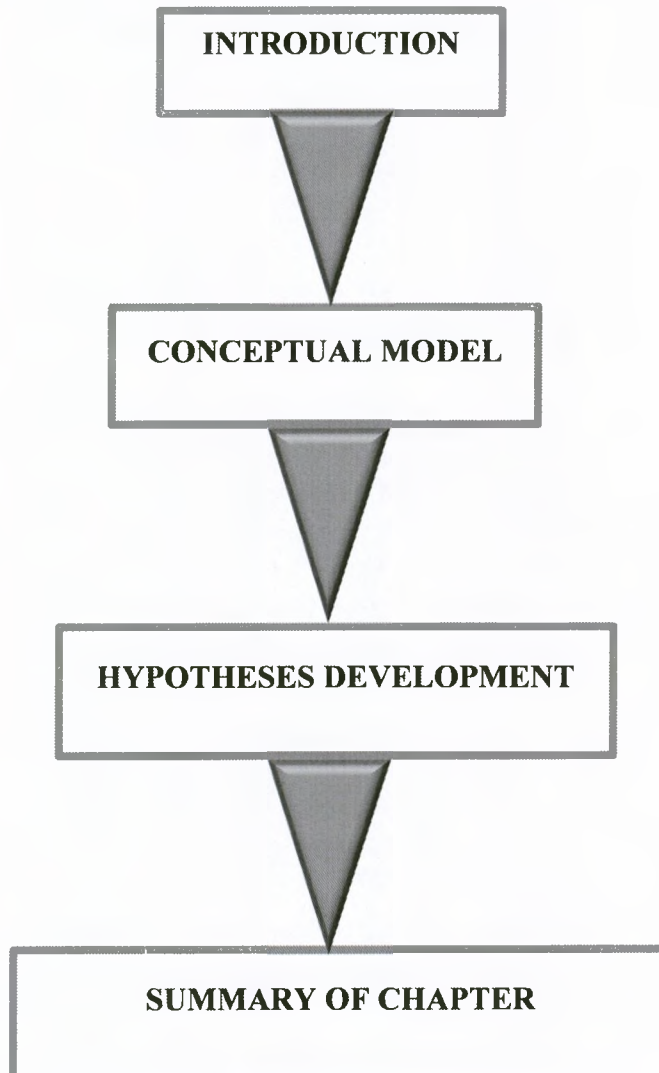
Chapter 3 was divided into three main sections. The first section explored the theoretical grounding of the study that comprised of four theories; destination concept, service concept, marketing concept and the personal construct theory. The second main section explored the study's empirical literature review of the research constructs in great detail. The research constructs included servicescape and traveller perceived value as the predictor variables. In addition to the predictor variables the mediator variables were cognitive destination image, affective destination image and conative destination image. Lastly literature on the outcome variable – traveller intention to revisit a destination was also conducted.

Findings from Literature

The main findings from literature of chapter three were varied. For example authors such as Murdy and Pike (2012) postulated it is imperative to understand tourists past prior in order to anticipate their future behaviour so as to possibly address their needs better. It was found from the literature that television is generally considered to play a key role in the construction of destination image, informing and influencing visitors (Stoleriu, 2013). This would suggest that tourism organisations should utilise projecting positive images through television to prospective tourists in their home countries.

CHAPTER 4: THE CONCEPTUAL MODEL AND HYPOTHESES DEVELOPMENT

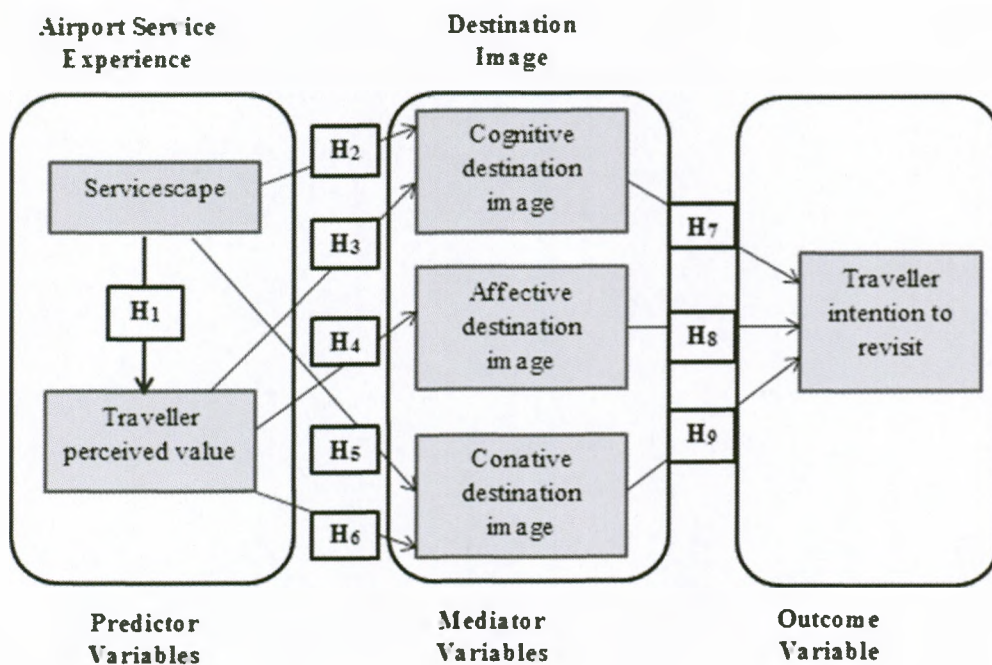
Figure 4.1: Diagrammatic Illustration of Chapter 4



4.1 INTRODUCTION

Drawing from the literature review explored in Chapter 3, namely particular the theoretical and empirical literature, a research model was conceptualised. Hypothesised relationships between research constructs were developed for further empirical investigation thereafter. In the conceptual model: airport service experience variables (servicescape and traveller perceived value) are the independent variables, destination image variables (cognitive destination image, affective destination image and conative destination image) are the mediators and lastly traveller intention to revisit is the outcome variable. Servicescape was adopted from Fodness and Murray (2007), while the traveller perceived value adapted from Murphy (2000). These two predictor constructs made-up what the researcher referred to as, "airport service experience." Futhermore, the mediators were cognitive, affective and conative destination image all adapted from Stylos et al. (2016). Lastly the traveller intention to revisit which was the outcome variable was adopted from Gallarza and Saura (2006) becoming the outcome variable.

Figure 4.2: Conceptual Model



4.2 HYPOTHESES DEVELOPMENT

The conceptual model depicted in Figure 4.2 above presented the study's proposed hypothesis and later on in chapter 6 (Data analysis and discussion of results) this model will be used for structural equation modeling (SEM). SEM will be explored in great detail in

chapter 5 (Research Methodology). Raykov and Marcoulides (2004) recommended that in order to successfully implement the SEM approach the proposed model should be consistent with all available theoretical and research-accumulated knowledge in a given field. Hence following the recommendation by (Raykov & Marcoulides, 2004) past literature was used to substantiate the proposed hypothesis in this study's model. Based proposed conceptual model (figure 5) conceptual model the following hypotheses are developed.

4.2.1 Servicescape and traveller perceived value

A broad body of literature has revealed that product quality and service quality serve as predictors of customer perceived value (Bolton & Drew, 1991; Chen & Hu, 2010; Lai Griffin & Babin, 2009; Zeithaml, 1988). Physical environments, also known as servicescapes, play a crucial role, both positive and negative, in customers' perception formation (Bitner, 1992; Lin, 2004). Bogicevic (2014) stated that besides the need to obtain value for money travellers also assess airport service attributes (ambient, conditions, spatial layout and functionality and signs, symbols and artefacts) and airport environment.

4.2.1.2 Theory that forms the basis for the servicescape and traveller perceived value relationship

The theory that formed the basis of this relationship is the service concept. Servicescape and traveller perceived value are both grounded in the service concept as these two constructs are concerned in how service is delivered and perceived. To relate the service concept to the present study it can be said that tourists' perceptions of service quality are to some extent dependent upon the environment in which those services are being offered (servicescape).

4.2.1.3 Empirical evidence on the proposed relationship

Rajesh (2013) suggested that servicescape more specifically shopping, dining environment and attractions had an impact on the intention to revisit a destination. However Rajesh (2013) further argued that shopping environment had no directly influence on revisit on intention to revisit a destination but it was through satisfaction of the tourist. Siu, Wan & Dong (2012) suggest that servicescape is linked to customer perceived value through positive affective customer responses and satisfaction. Bogicevic (2014) found that in the airport environment servicescape features such as scent and design positively influence the traveller enjoyment in that airport.

4.2.1.4 Prior research on the relationships that involved servicescape and traveller perceived value

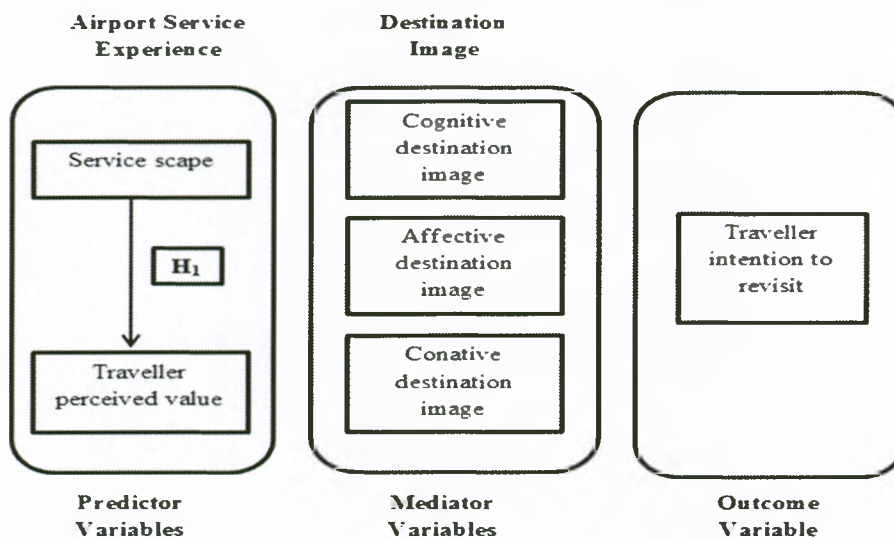
Servicescape and traveller perceived value are constructs that have been utilised in prior research. These constructs have been adapted for research areas that vary in terms of context. Table 4.1 below presents those relationships that involved the usage of servicescape and traveller perceived value and the authors of those studies.

Table 4.1 Servicescape and Traveller Perceived Value

Relationship	Author
Perceived quality value is related to satisfaction	Yang et al. (2014)
Perceived price value is related to satisfaction	
Perceived quality value is related to loyalty	
Perceived quality value is related to loyalty	

Figure 4.3 presented below illustrates the conceptual model's highlight of the servicescape - traveller perceived value relationship.

Figure 4.3: Servicescape and traveller perceived value relationship



4.2.1.5 Justification of the potential relationship between servicescape and traveller perceived value relationship

Product quality and service quality service are antecedents customer perceived value (Davidson, McPhail & Barry, 2015). According to Ryu et al. (2012) state that past research indicated that food, physical environment, and employee service should be viewed as

essential elements of restaurant experience in forming the perceptions of the restaurant service quality in the restaurant industry (Chow et al., 2007; Jang & Namkung, 2009; Namkung & Jang, 2008; Ryu & Han, 2010). Dedeoğlu, Küçükergin and Balıkçioğlu (2015) suggested that servicescape directly impacted perceived value. In addition, Dedeoğlu et al. (2015) also stated that service does not only have an influence on perceived value but also on pleasure, image and behavioural intentions. Therefore, inferring from the literature and the empirical evidence mentioned above, the study hypothesised the statements below:

Hypothesis 1 Statements

H₁: Servicescape is directly and positively related to traveller perceived value

H_{1A}: Servicescape is not directly and positively related to traveller perceived value

4.2.2 Servicescape and cognitive destination image

Past studies have shown that physical environment, also referred to as servicescape plays a crucial role both positive and negative, in customers' impression formation (Bitner, 1992; Lin, 2004). According to Lin (2004) servicescape is related to cognitive images however this relationship is moderated by the micro-perspective (personality traits, expectations, goal behaviours and cognitive-style involvement) and the macro-perspective (socio-cultural, individualism vs collectivism and demographics).

4.2.2.1 Theory that forms the basis for the servicescape and cognitive destination image relationship

The theory that forms the basis of the relationship between service and cognitive destination image is the destination image theory. The two constructs are closely related with cognitive destination image highlighting what is important to know about a destination (Chen *et al.*, 2016) and servicescape looking at the physical environment in which that service is actually being offered (Balakrishnan *et al.*, 2016).

4.2.2.2 Empirical evidence on the proposed relationship

Lin (2004) further argued that servicescape positively influences cognitive processing (organize perceptual image). Lin (2004) posited that affective processing (emotions) are directly and positively related to cognitive processing and in-turn cognitive processing affects behaviour. According to Bitner (1992) servicescape is indirectly associated with cognitive beliefs through customer and employee actions.

4.2.2.3 Prior research on the relationships that involved servicescape and cognitive destination image

Servicescape and cognitive destination image value are constructs that have been used in past studies. These constructs have been adapted for research areas that vary in terms of context and settings. Table 4.2 below presents those relationships that involved the usage of servicescape and cognitive destination image and the authors of those studies.

Table 4.2 Servicescape and cognitive destination image

Relationship	Author
Physical environment (servicescape) is positively related to restaurant image	Ryu et al. (2012)
Servicescape components had a positive impact on overall image	Durna, Dedeoglu and Balikcioglu (2015)
Cognitive image positively influenced the visitor's overall image of a destination.	Qu, Kim and Im (2011)
Destination image is jointly formed by the traveller's cognitive and affective assessments of the tourist destination.	San Martín and Del Bosque (2008)

Figure 4.3: Illustration of servicescape and cognitive destination image relationship

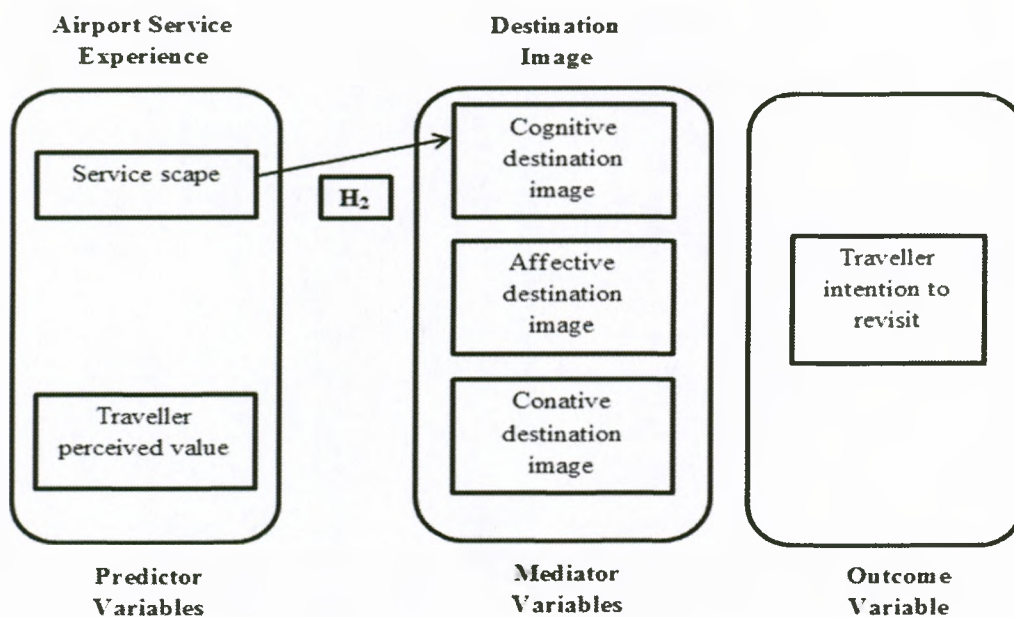


Figure 4.3 presents the relationship between servicescape and cognitive destination image. The two constructs are closely related with cognitive destination image highlighting what is important to know about a destination (Chen *et al.*, 2016) and servicescape looking at the physical environment in which that service is actually being offered (Balakrishnan *et al.*, 2016).

4.2.2.4 Justification of the potential relationship between affective destination image and traveller intention to revisit

Ryu *et al.* (2012) postulated that a firm's servicescape has a direct relationship with cognitive responses, such as customer beliefs and perceptions. Therefore, inferring from the literature and the empirical evidence mentioned above, the study hypothesised the following statements:

Hypothesis 2 Statements:

H₂: Servicescape is directly and positively related to cognitive destination image.

H_{2A}: Servicescape is not directly and positively related to cognitive destination image.

4.2.3 Traveller perceived value and cognitive destination image

The fascination towards researching tourist experiences at the destination derives from the fact that those experiences have a significant influence on future behaviour, because they determine customer satisfaction (Kim, 2014). Castellanos-Verdugo, Vega-Vázquez, Oviedo-García, & Orgaz-Agüera, (2016) argued that perceived value is a concept that explains consumer opinions and their subsequent responses (Moliner, Saura & Molina, 2011; Castellanos-Verdugo *et al.*, 2016).

4.2.3.1 Theory that forms the basis for the traveller perceived value and cognitive destination image relationship

According to Sylos *et al.* (2016) destination image theory is the theory that provided a basis for the relationship that existed between traveller perceived value and cognitive destination image was. Authors such as Assaker (2014) explored destination image in great detail. According to Assaker (2014) destination image is a multi-construct theory that comprises of cognitive, affective and conative elements.

4.2.3.2 Empirical evidence on the proposed relationship

In addition Castellanos-Verdugo *et al.* (2016) pointed out that comprehension of the drivers of the perceived value of a destination is imperative. Customer perceived value is viewed as a

cognitive construct since it is determined through a cognitive exchange between quality and sacrifice (Ryu *et al.*, 2012). According to Pike and Bianchi (2016) perceived value is positively related to satisfaction and loyalty. However, in this study perceived value was observed to be positively and directly associated with cognitive destination image.

4.2.3.3 Prior research on the relationships that involved traveller perceived value and cognitive destination image

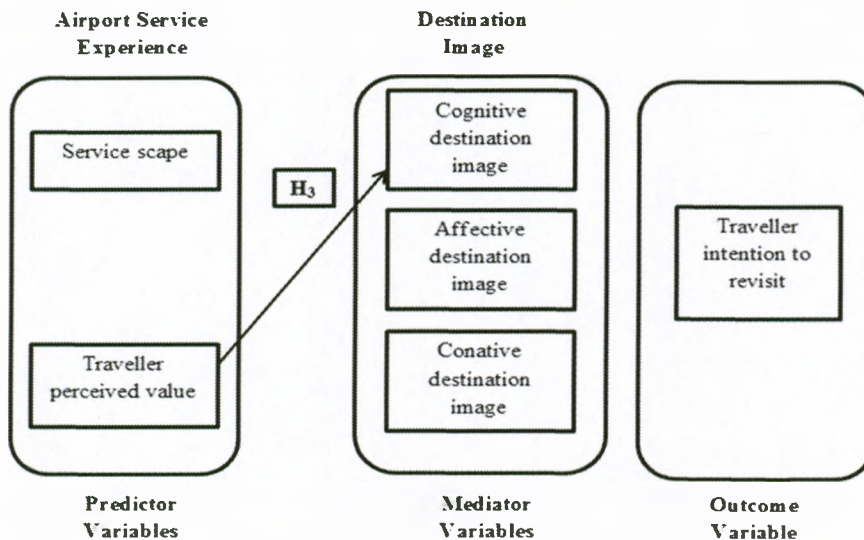
Traveller perceived value and cognitive destination image that have been utilised in prior research. These two variables have been linked to other variables that are different to those that were used in this study's variables. Table 4.3 below presents those relationships that involved the usage of traveller perceived value and cognitive destination image and the authors of those studies

Table 4.3 Traveller Perceived Value and cognitive destination image

Relationship	Author
Perceived value directly influences passenger satisfaction	Al-Refaie et al. (2013)
Destination image positively and direct affects the traveller's perception of value	Chen and Tsai (2007)

Figure 4.4 presented below illustrates the conceptual model's highlight of the Traveller perceived value and cognitive destination image relationship.

Figure 4.4: Traveller perceived value and cognitive destination image relationship



In Figure 4.4 illustrated above it can be observed that servicescape is directly influencing conative destination image. Prior literature supporting this relationship was provided in section previously. Lastly, justification for the potential relationship traveller perceived value and cognitive destination image is provided in the following section.

4.2.3.3 Justification of the potential relationship between traveller perceived value and cognitive destination image relationship

It is important to a travellers cognition (reasoning) as far as a destination is concerned has an impact on that travellers perception of value obtained from purchasing services at that destination. This is supported by empirical evidence and prior literature for example (Ryu *et al.*, 2012) who made a case for the relationship between customer perceptions of value and a traveller's cognitive abilities. Therefore, inferring from the literature and the empirical evidence mentioned above, the study hypothesised the following statements:

Hypothesis 3 Statements:

H₃: Traveller perceived value is directly and positively related to cognitive destination image

H_{3A}: Traveller perceived value is not directly and positively related to cognitive destination image

4.2.4 Traveller perceived value and affective destination image

Hsu (2008) suggests that value perceptions are influenced by expectations and perceived quality. Hsu (2008) further added that those value perceptions in turn influence satisfaction. Additionally, Banki, Ismail, Dalil and Kawu (2014) posited that affective destination image directly and positively tourist behavioural intention.

4.2.4.1 Theory that forms the basis for the traveller perceived value and affective destination image relationship

Similar to the previously stated hypothesis (traveller perceived value and cognitive destination image) the theory that also forms the basis for the relationship between traveller perceived value and affective destination image is the destination image theory (Sylos *et al.*, 2016).

4.2.4.2 Empirical Evidence on the Proposed Relationship

According to Xie and Lee (2013) affective which refers to the traveller's evaluation of the emotional quality of feeling regarding features of the surrounding environment. Furthermore

Xie and Lee (2013) implied that traveller perceived value was therefore related to affective destination image. Stepchenkova and Mills (2010) researched on familiarity and desirability of a destination in the eyes of the traveller were they also assessed affective destination images and found that there was a relationship between affective and cognitive images.

4.2.1.4 Prior Research on the relationships that involved traveller perceived value and affective destination image

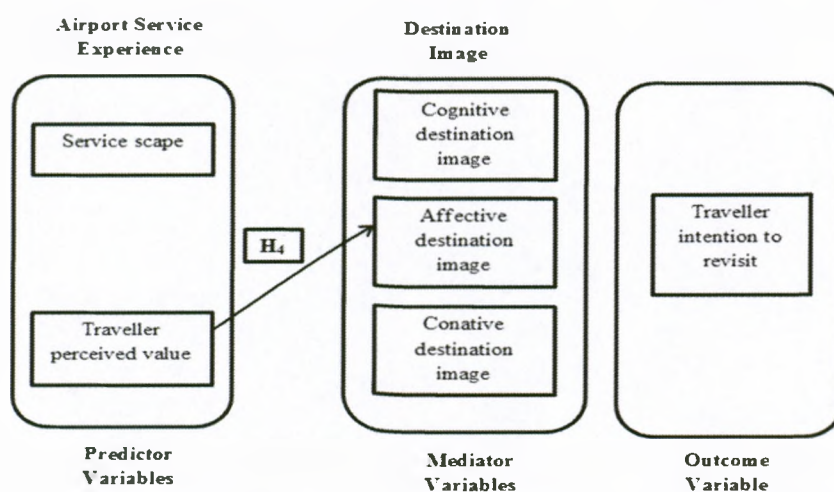
Traveller perceived value and affective destination image are constructs that have been utilised in prior research. These constructs have been adapted for research areas that vary in terms of context. Table 4.4 below presents those relationships that involved the usage of servicescape and traveller perceived value and the authors of those studies.

Table 4.4 Traveller perceived value and affective destination image

Relationship	Author
Cognitive destination image contributes to affective destination image	Chen and Phou (2013)
Affective destination image is influenced by cognitive destination image	Papadimitriou, Kaplanidou and Apostolopoulou (2015)

Figure 4.5 presented below illustrates the conceptual model's highlight of the traveller perceived value and affective destination image.

Figure 4.5: traveller perceived and affective destination image relationship



In figure 4.5 illustrated above it can be observed that traveller perceived value and is directly affective destination image. Prior literature supporting this relationship was provided in

previous sections. Lastly, justification for the potential relationship between traveller perceived value and affective destination image is provided in the following section.

4.2.4.3 Justification of the potential relationship between traveller perceived value and affective destination image relationship

However, Stylos et al. (2016) actually found that holistic images (emphasis of the destination's entire image) actually acted as a mediator between affective destination image and traveller intention to revisit that destination. As proven in the above section with the empirical research cited such as Xie and Lee (2013), it is conceivable that affective destination images are related to traveller intention to revisit a destination. Therefore, deducing from the literature and the empirical evidence mentioned above, the study hypothesises the following statements:

Hypothesis 4 Statements:

H₃: Traveller perceived value is directly and positively related to affective destination image

H_{4A}: Traveller perceived value is not directly and positively related to affective destination image

4.2.5 Servicescape and conative destination image

Shopping environment, accessibility to facilities and relaxation all have an influence on the destination image as well as destination loyalty (Rajesh, 2013). Han, Kim & Kim (2011) argued that service quality and satisfaction have an influence on conative image.

4.2.5.1 Theory that forms the basis for the servicescape and conative destination image

Sylos et al. (2016) suggested that the destination image theory is associated to the relationship that exists between conative destination image and servicescape.

4.2.5.2 Empirical Evidence on the Proposed Relationship

Wang, Minor & Wei (2011) established that conative outcomes can be significantly triggered by stimuli from a pleasant environment. Sung Moon, Kim, Jae Ko, Connaughton and Hak Lee (2011) suggested that conative destination image is closely associated with the services that travellers receive as far as tourism research is concerned.

4.2.5.3 Prior Research on the relationships that involved servicescape and conative destination image

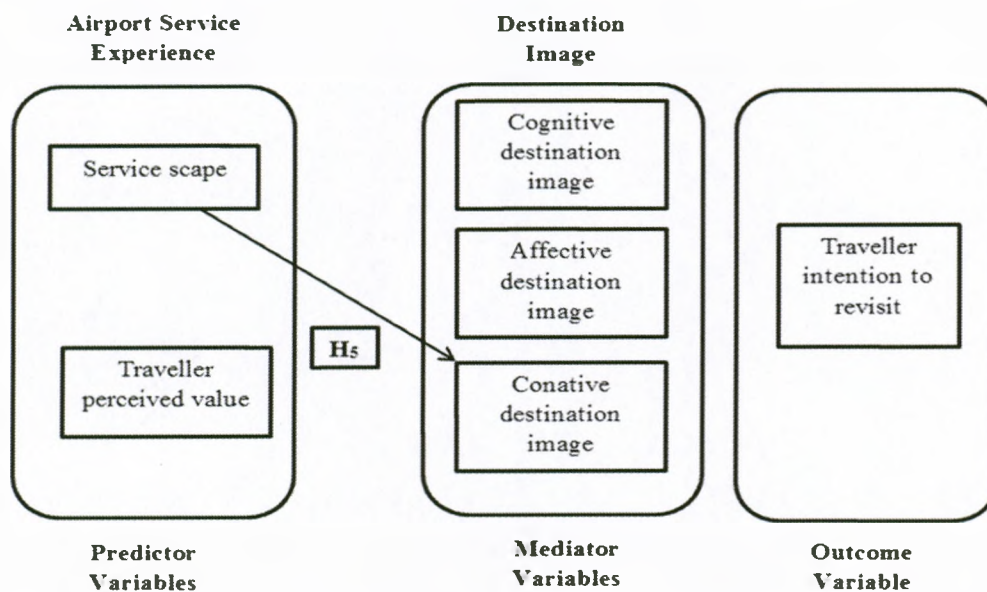
Servicescape and conative destination image are variables that have been utilised in prior research. These variables have been adapted for research areas that vary in terms of context. Table 4.5 below presents those relationships that involved the usage of servicescape and traveller perceived value and the authors of those studies.

Table 4.5 Servicescape and conative destination image

Relationship	Author
Servicescape is directly and positively affected by servicescape.	Fodness and Murray (2007)
Conative destination image positively affects traveller intention to revisit.	Stylos et al. (2016)

In the following section an illustration of the potential relationship that exists between servicescape and conative destination image is provided. This is then followed by justification of the relationship and statements of the hypothesis.

Figure 4.6: Illustration of servicescape and conative destination image relationship



In Figure 4.6 illustrated above it can be observed that servicescape is directly influencing conative destination image. Prior literature supporting this relationship was provided in previous sections. Lastly, justification for the potential relationship between servicescape and conative destination image is provided in the following section.

4.2.5.3 Justification of the potential relationship between servicescape and conative destination image

This therefore makes this relationship important and relevant for the study. Therefore, inferring from the literature and the empirical evidence mentioned above, the study hypothesised the following statements:

Hypothesis 5 Statements:

H₅: Servicescape is directly and positively related to conative destination image

H_{5A}: Servicescape is not directly and positively related to conative destination image

4.2.6 Traveller perceived value and conative destination image

The destination concept is the theory that is most closely associated with the relationship that exists between traveller perceived value and conative destination image. Destination image is a shared system of thoughts, opinions, feelings, conceptions, and intentions toward a destination” which not only identifies the multiplicity of elements (cognitive, affective, and conative) but also their influence on the purchase decision process (Prayag & Ryan, 2012).

4.2.6.2 Theory that forms the basis for the traveller perceived value and conative destination image relationship

Rajesh (2013) stated that traveller influence has an impact on destination image. The success of destinations primarily relies on experiential qualities of their offerings (Hosany & Gilbert, 2010). Customer perceived value is positively associated service quality attributes with was a notion (e.g., tangibles, empathy, reliability, and responsiveness) (Eggert & Ulaga, 2002; Ryu *et al.*, 2012).

4.2.6.3 Prior Research on the relationships that involved traveller perceived value and conative destination image

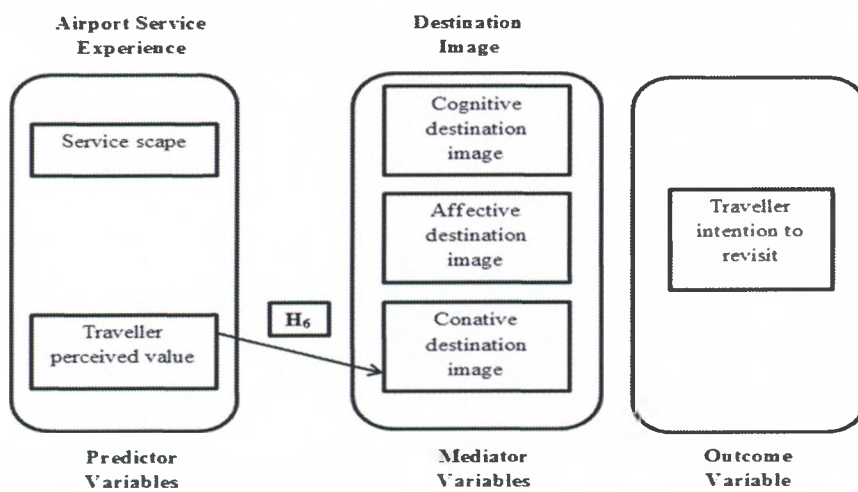
Traveller perceived value and conative destination image are constructs that have been used in past studies whereby they have been associated to different variables as to those of this study. Table 4.6 presents those relationships that involved the usage of traveller perceived value and traveller and conative destination image the authors of those studies.

Table 4.6 Traveller perceived value and conative destination image

Relationship	Author
Conative destination image positively affects traveller intention to revisit	Stylos et al. (2016)
Image directly impacts perceived value	Ryu et al. (2012)

Figure 4.7 presented below illustrates the conceptual model’s highlight of traveller perceived value and conative destination image.

Figure 4.7: Servicescape and conative destination image relationship



In Figure 4.7 illustrated it can be observed that servicescape is directly influencing conative destination image. Prior literature supporting this relationship was provided in previous sections. Finally, justification for the potential relationship traveller perceived value and conative destination image is provided in the following section.

4.2.6.2 Justification of the potential relationship between traveller perceived and conative destination image

It is of significance to assess the relationship that exists between traveller perceived value and conative destination image as tourists perceptions are continuously changing due to impulse and desire for certain products and services. (Matos *et al.*, 2012) suggested that as far as overall image was concerned, conative destination image was influenced by cognitive and affective destination images. Destination image is hierarchically formed by cognitive, affective, and conative/behavioral components (Matos *et al.*, 2012).

Therefore, deducing from the literature and the empirical evidence mentioned above, the study hypothesised the statements below:

Hypothesis 6 Statements:

H₆: Traveller perceived value is directly and positively related to conative destination image

H_{6A}: Traveller perceived value is not directly and positively related to conative destination image

4.2.7 Cognitive destination image and traveller intention to revisit

The cognitive or perceptual components are concerned with the beliefs or knowledge about a destination's features evaluations (Stepchenkova & Mills, 2010). The present study hypothesised that cognitive destination image was directly and positively associated with traveller intention to revisit a destination. This assumption was supported by Qu, Kim and Im (2011) who postulated that that cognitive image has an impact on intention to revisit. However, Qu et al. (2011) suggested that the relationship between cognitive image and revisit intention is mediated by overall image.

4.2.7.1 Theory that forms the basis for the cognitive destination image and traveller intention to revisit relationship

According to a study by Sylos et al. (2016) the relationship between cognitive destination image and the intention to revisit that destination is grounded in the concept of destination image. Tan and Wu (2016) went on further to analyse the relationship that existed between destination familiarity, destination image and future intention to revisit. To substantiate this statement, Park, Hsieh and Lee (2017) proposed a link between destination image and traveller intention and found that the two were positively related. Additionally Park et al. (2016) also observed that there was an alternate option in which destination image and traveller intention were mediated by traveller constraints in which this became a negative linkage.

4.2.7.2 Empirical evidence on the proposed relationship

Tourists' perceptions of a destination are developed to a large extent on the basis of images prior to and during the visit (Prayag, 2009). In addition Qu et al. (2016) postulated that cognitive image leads to the intention to recommend. This relationship is mediated by the overall image that the traveller has of the destination. Cognitive image positively influences traveller intention according to (Chen, Lai, Petrick & Lin, 2016). Alegre and Cladera (2009) suggested that antecedents of tourist intention to revisit a destination are satisfactory prior experience, perceived quality, a previous repeat visit to a destination and tourist motivations. Repeat vacations at the same destination and a declared intention to revisit it are two

indications of destination loyalty that are often taken into account in literature (Oppermann, 2000; Alegre & Cladera, 2009).

Tran (2011) suggested that tourist satisfaction and loyalty intention positively influences intention to revisit a tourist destination. Alegre and Cladera (2009) further added that the main factors that determine a declared intention to revisit a destination appeared to be tourist satisfaction with their visit, specific motivations in choosing a destination and tourist attachment to that destination. Qu et al. (2011) suggested that cognitive images had a positive effect on a visitor's image of that destination. Researchers such as Stylos et al. (2016) discussed cognitive destination image and how it would related to travellers perceptions regarding their intentions to return to a destination. Figure 4.8 presented below illustrates the conceptual model's highlight of the cognitive destination image-traveller intention to revisit relationship. Eusébio and Vieira (2013) hypothesised that the likelihood of tourists to make future visits is influenced by overall satisfaction. The likelihood of tourists to make future visits then ultimately leads to the likelihood of recommendation for that destination (Eusébio & Vieira, 2013)

4.2.7.3 Prior research on the relationships that involved cognitive destination image and traveller intention to revisit

Cognitive destination image and traveller intention to revisit are constructs that have been utilised in prior research. These constructs have been adapted for research areas that vary in terms of context. Table 4.7 below presents those relationships that involved the usage of cognitive image and traveller intention to revisit and the authors of those studies.

Table 4.7 Cognitive destination image and traveller intention to revisit (A)

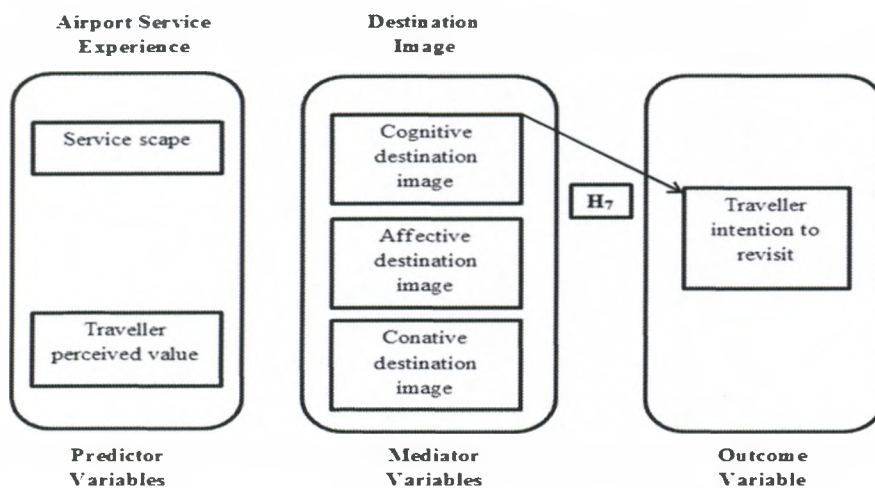
Relationship	Author(s)
Cognitive image influences affective image directly	Whang et al. (2016)
Cognitive image has a direct impact on overall image	
Cognitive image has an indirect impact on intention to revisit	
Overall image mediates the relationship between cognitive image and visit intention	

The table and figure below presents more research that was conducted concerning the relationship between cognitive destination image and traveller intention to revisit and destination.

Table 4.8 Cognitive destination image and traveller intention to revisit (B)

Relationship	Author(s)
Cognitive destination image influences affective destination image.	Tan & Wu (2016)
Cognitive destination image influences future visit intention	
Affective destination image directly influences future visit intention	
Familiarity influences cognitive destination image	
Familiarity influences affective destination image	
Cognitive destination image has an impact on familiarity	
Affective destination image has an impact on familiarity	

Figure 4.8: Cognitive destination image and traveller intention to revisit relationship



In Figure 4.8 illustrated it can be observed that cognitive destination image directly influences traveller intention to revisit a particular destination. Prior literature supporting this

relationship was provided in sections in previous sections of this study. Lastly, justification for the potential relationship between cognitive destination image and traveller intention to revisit is provided in the following section.

4.2.7.3 Justification of the potential relationship between cognitive destination image and traveller intention to revisit

It is imperative to consider that emotions are associated with a traveller's intention to revisit a destination. This notion was supported by Qu, Kim and Im (2011) stated that destination image relies greatly on the ability of that destination to attract traveller revisits or recommendations which are crucial for tourism development. Tourists' emotional experiences play a function in influencing satisfaction levels and intention to recommend (Hosany & Gilbert, 2010). Therefore, inferring from the literature and the empirical evidence mentioned above, the study hypothesised the following statements:

Hypothesis 7 Statements:

H₇: Cognitive destination image is directly and positively related to traveller intention to revisit.

H_{7A}: Cognitive destination image is not directly and positively related to traveller intention to revisit.

4.2.8 Affective destination image and traveller intention to revisit

In a recent study that that investigated the relationship between affective destination image and traveller intention to revisit (Stylos et al., 2016) found a link between these two constructs. Affective image positively influences traveller intention according to (Chen *et al.* 2016). Stylos et al. (2016) posited that affective image directly and positively influences a tourist's intention to revisit a destination. This assumption was supported by Qu et al. (2011) who hypothesised that that affective image had an impact on intention to revisit. Qu, Kim and Im (2011) suggested that affective image influences a traveller's intention to revisit. However, it was noted that in Qu, Kim and Im (2011) the relationship between affective image and intention to revisit is mediated by overall image.

4.2.8.1 Theory that forms the basis for the affective destination image and traveller intention to revisit relationship

Destination image theory is the theory that grounds the relationship between affective destination image and traveller intention to revisit a destination (Sylos et al., 2016). Further, Sylos et al. (2016) suggested that affective image influences a traveller's intention to revisit.

However, it was noted that in Qu, Kim and Im (2011) the relationship between affective image and intention to revisit is mediated by overall image.

4.2.8.2 Empirical evidence on the proposed relationship

However Qu et al (2011) suggested that the relationship between affective image and revisit intention is mediated by overall image. Affective image is positively related to the intention to recommend the destination to other travellers (Qu et al, 2011). However, this is not a direct relationship as it is mediated through the overall image that the traveller has of the destination. Chen et al. (2016) stated that affective images are also negatively influenced by international stereotypes. Usakli and Baloglu (2011) state that destination personality positively affects intention to return and recommend a destination. Hosany (2006) and Usakli, et al. (2011) define destination personality as the combination of personality traits that accompany a destination.

According to Chen et al. (2016) both destination quality and destination uniqueness directly and positively influence affective destination image. Liu et al. (2015) argued that tourists' overall image is significantly and positively related to their affective image. Stylos et al. (2016) argued that affective destination image influences a holistic image (overall image) which in-turn influences a traveller's intention to revisit a tourist destination. Qu, Kim and Im (2011) suggested that cognitive images had a positive effect on a visitor's image of that destination. Banki et al. (2014) suggested that affective destination image directly and positively tourist behavioural intention. Affective destination images are necessary for tourist revisit intention to be possible (Banki *et al.*, 2014).

4.2.8.3 Prior research on the relationships that involved affective destination image and traveller intention to revisit

Affective destination image and traveller intention to revisit are variables that have been previous research were they have been linked to various other variables. New relationships were developed for purposes of this study however in the following section, Table 4.9 depicted similar and different uses of those variables in relation to this thesis.

Table 4.9: Affective destination image and traveller perceived value

Relationship	Author
Affective image directly affects visit intention	Whang et al. (2016)
Affective image directly influences overall image	
Affective image influences overall image which in-turn impacts visit intention	
Both affective and cognitive images have a positive effect on overall images and visit intention	
Overall image impacts the intention to return to that destination	Alcañiz et al. (2009)

Figure 4.9 presented below illustrates the conceptual model's highlight of the cognitive destination image-traveller intention to revisit relationship. This is then followed by a comprehensive discussion that involved the justification of this relationship that was substantiated by literature. The hypothesis statements are also provided.

Figure 4.9: Affective destination image and traveller intention to revisit relationship

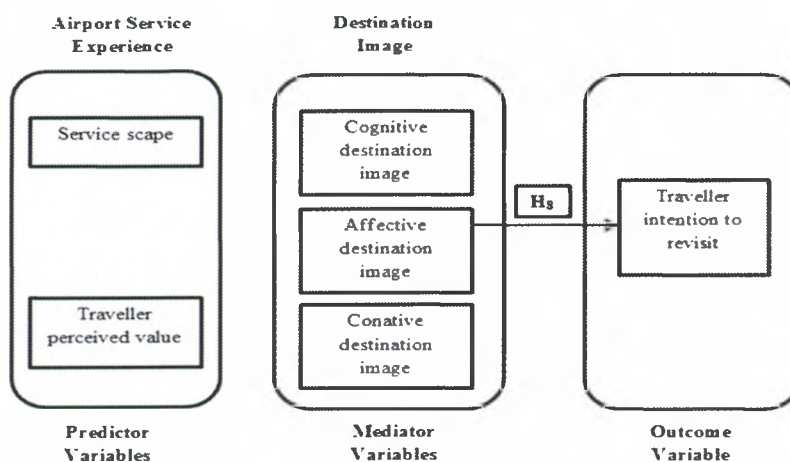


Figure 4.9 illustrates that that affective destination image directly influences traveller intention to revisit. Prior literature supporting this relationship was provided in previous sections. Lastly, justification for the potential relationship that exists between affective destination image and traveller perceived value is provided in the following section.

4.2.8.4 Justification of the potential relationship between affective destination image and traveller intention to revisit

Based on the empirical evidence provided in the previous section it could be deduced that there is a relationship between affective destination image and the traveller's intention to revisit the same destination. Kock, Josiassen and Assaf (2016) proposed a possible connection between affective destination images and tourist behavioural intentions. Kock et al. (2016) found that the two were actually positively related. It can be justified that affective destination image and traveller intention to revisit are related in that emotions that a tourist would have play a key role in shaping their willingness to come to South Africa. Therefore, inferring from the literature and the empirical evidence mentioned above, the study hypothesised that:

Hypothesis 8 Statements:

H₈: Affective destination image is directly and positively related to traveller intention to revisit.

H_{8A}: Affective destination image is not directly and positively related to traveller intention to revisit.

4.2.9 Conative destination image and traveller intention to revisit

According to Stylos et al. (2016) conative destination image influences traveller intention to revisit significantly in two ways, first directly and second indirectly through holistic image. In addition personal normative belief also acts as a moderator between holistic image and traveller intention to revisit, however its moderating effect is non-significant (Stylos *et al.*, 2016). Li *et al.* (2016) further argued that tourists' overall image is significantly and positively related to their conative image. However Ekinçi, Sirakaya-Turk and Baloglu (2007) suggested that the image of the host (destination) has a positive effect on visitor intention to return

4.2.9.1 Theory that forms the basis for the conative destination image and traveller intention to revisit

As suggested by Stylos et al. (2016) the destination image theory provides the foundation of the relationship between conative destination image and traveller intention to revisit a destination. Pike and Ryan (2004) argued that conation is to be measured based on stated intent to visit. Li, Petrick and Zhou (2008) pointed out that conative images positively and significantly affect destination overall image.

4.2.9.2 Empirical evidence on the proposed relationship

Han et al. (2011) argued that conative image is directly related to both loyalty and revisit intention. Stylos et al. (2016) further argued that as far as the relationship between conative destination image and holistic image is concerned personal normative belief is involved. Prior research concerning conative destination image and traveller intention to revisit is provided.

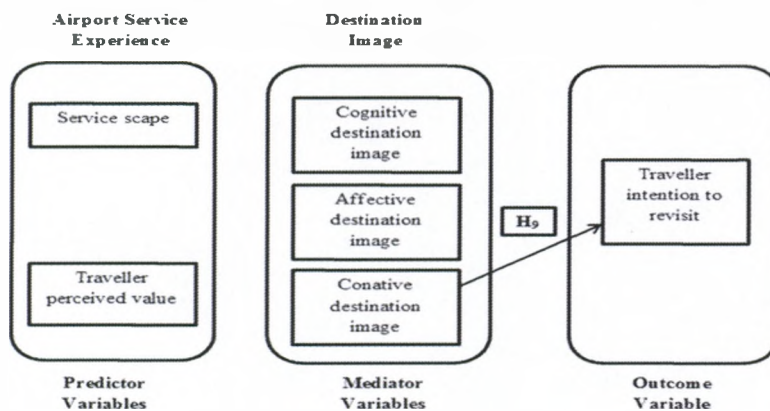
4.2.9.3 Prior Research on the relationships that involved Conative destination image and Traveller Intention to Revisit

Conative destination image and traveller intention to revisit are constructs that have been utilised in prior research. These constructs have been adapted for research areas that vary in terms of context. Table 4.10 below presents those relationships that involved the usage of conative destination image and traveller intention to revisit in one form or the other. The authors of that prior research are also provided.

Table 4.10 Conative Destination Image and Traveller intention to Revisit

Relationship	Author
Destination image positively affects intention to visit	Josiassen et al. (2015)
Destination image influences intention to recommend to destination to others	
Destination Image directly and positively affects revisit intention	
Overall image influences both intention to revisit and the intention to recommend	Alcañiz et al. (2009)
Overall image positively influences the intention to return to that destination	
Intention to return mediates the relationship between overall image and intention to recommend	
Intention to return to a destination moderates overall image's impact on intention to recommend	

Figure 4.10 Conative Destination Image and Traveller intention to Revisit



In Figure 4.10 illustrated it can be observed that conative destination image has a direct impact on traveller intention to revisit a destination. Previous literature supporting this relationship was provided in chapter 4, justification for the potential relationship between conative destination image and traveller intention to revisit a destination was provided in the section that follows.

4.2.9.3 Justification of the potential relationship between conative destination image and traveller intention to revisit

Josiassen et al. (2015) suggested that destination image has an influence on the outcome behavioural intention action which is divided into three components: revisit intention, recommendation of destination and intention to visit. Therefore, inferring from the literature and the empirical evidence mentioned above, the study hypothesised the following statements:

Hypothesis 9 Statements:

H₇: Conative destination image is directly and positively related to traveller intention to revisit

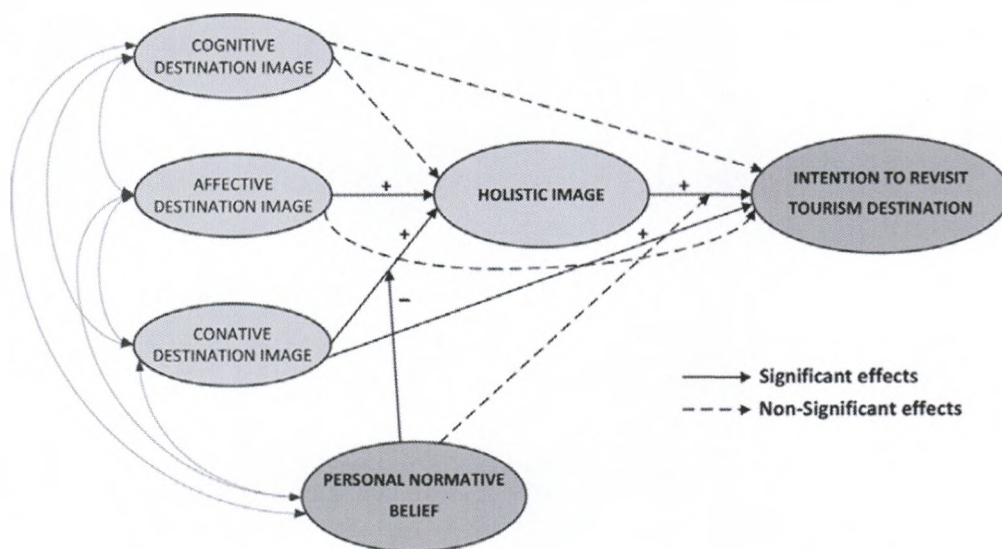
H_{7A}: Conative destination image is not directly and positively related to traveller intention to revisit

4.2 PREVIOUS MODELS RELATED TO THE STUDY'S CONCEPTUAL MODEL

To develop the research conceptual model prior varied models were consulted. This section of the study provides further justification to the use of the variables as well as the hypotheses proposed in this thesis. Models that were used in prior research as well as the source are provided. More importantly the variable and relationships that were partially or wholly adopted are also presented in the figures depicted in this study. These models are discussed in

great detail in the sections that followed. Stylos (2016) whereby cognitive destination image, affective destination image, conative destination image and the intention to revisit a destination were adapted however utilised in a different approach. Figure 4.11 depicts the above mentioned variables as predictor variables however in this thesis they are utilised as mediator variables that are actually in fact influence by two predictor variables which are servicescape and traveller perceived value respectively. Figure 4.11 is presented below.

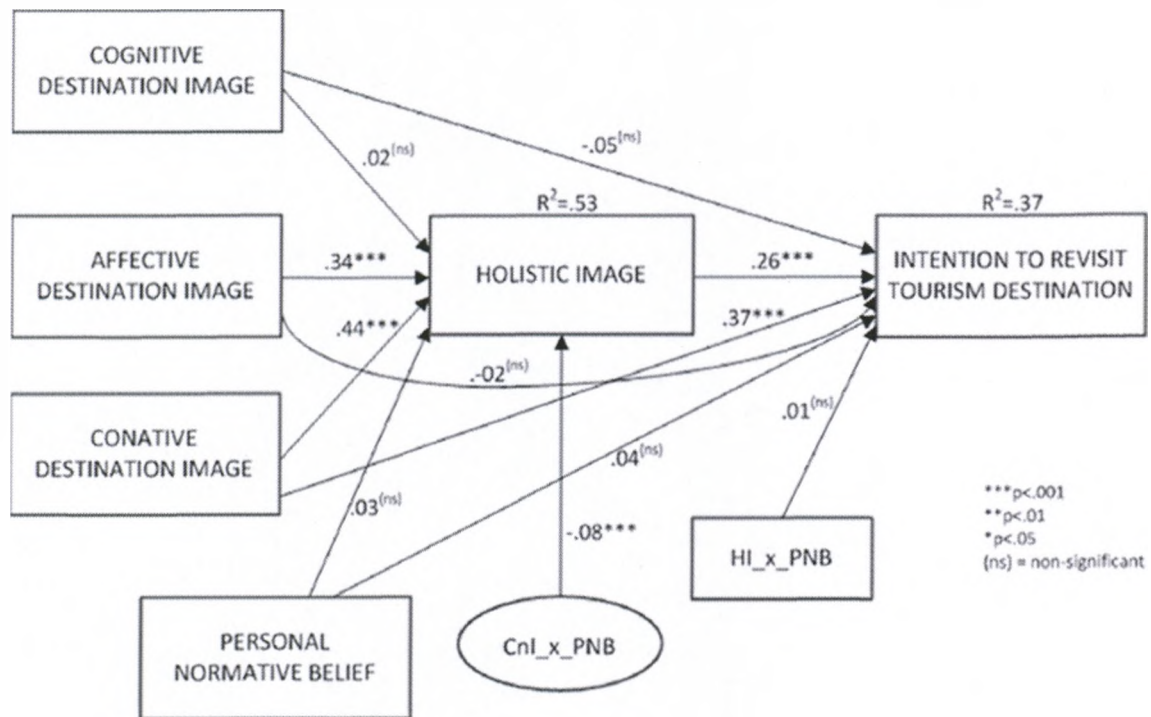
Figure 4.11: Stylos et al. (2016) Conceptual model



As depicted in Figure 4.1 above the conceptual model by Stylos et al. (2016) depicted the relationship that existed between cognitive destination image, affective destination image, conative destination image and holistic image whereby holistic image was directly impacted by all these destination image variables. Additionally, personal normative belief was also in the model acting as a moderator between the conative destination image and holistic image variables. Lastly, the intention to revisit tourism destination image was the outcome variable which was directly influenced by holistic images.

Certain aspects of this model were adopted for use in this thesis and in particular the three predictors, conative destination image, affective destination image and conative destination image (see Figure 4.2: Conceptual Model). In Figure 4.11 these predictor variables are seen to impact holistic image whereby for the thesis in question it they impact intention to revisit which is actually the outcome variable of both the research model of this thesis and that of Figure 4.11 which was partially utilised to develop this study’s conceptual model.

Figure 4.12: Stylos et al. (2016) Structural Model



As seen in Figure 4.12 the results showed that affective destination image had the strongest and most significant relationship at $p < 0.001$ with a path coefficient of 0.34 and there were also weak relationship such as that of personal normative belief and holistic image as well as that of cognitive destination image respectively. This thesis also involved use of a structural model which was presented and explored in its entirety in chapter 6 (see: Structural model). The following model that was also consulted in order to develop the research conceptual model for this thesis was that developed by Tan et al. (2016), which presented cognitive destination image and affective destination image as both components of destination image.

In the thesis in question not only cognitive destination image and affective destination image are presented as independent variables but conative destination image was also added by the researcher. Future visit intention was the outcome variable for the model depicted in figure 26 which is similar the model used for this thesis however it is worded as “intention to visit.” Figure 4.13, presented in the following section has a familiarity variable which is divided into part 1 and part 2 that both influences and is influenced by destination image. However the present thesis does not have a familiarity variable in its conceptual model. Figure 4.13 is presented if the following section.

Figure 4.13: Tan et al. (2016) Conceptual Model

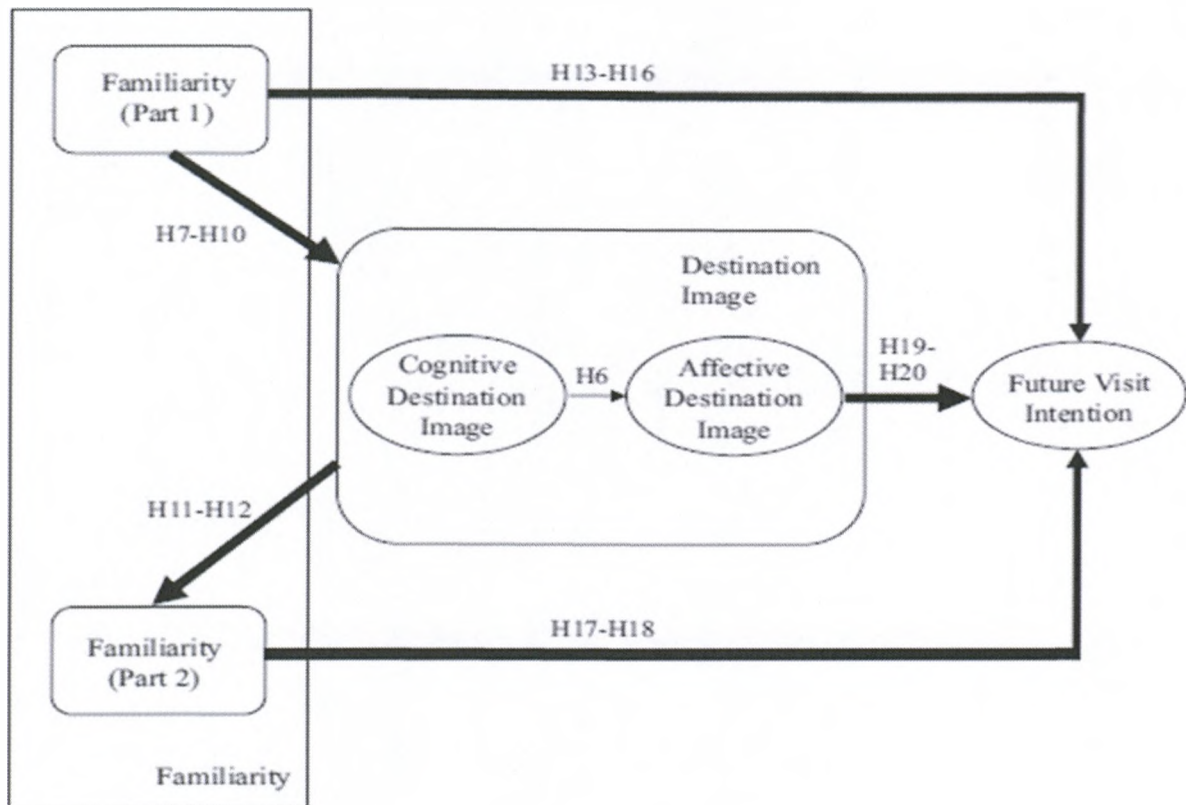
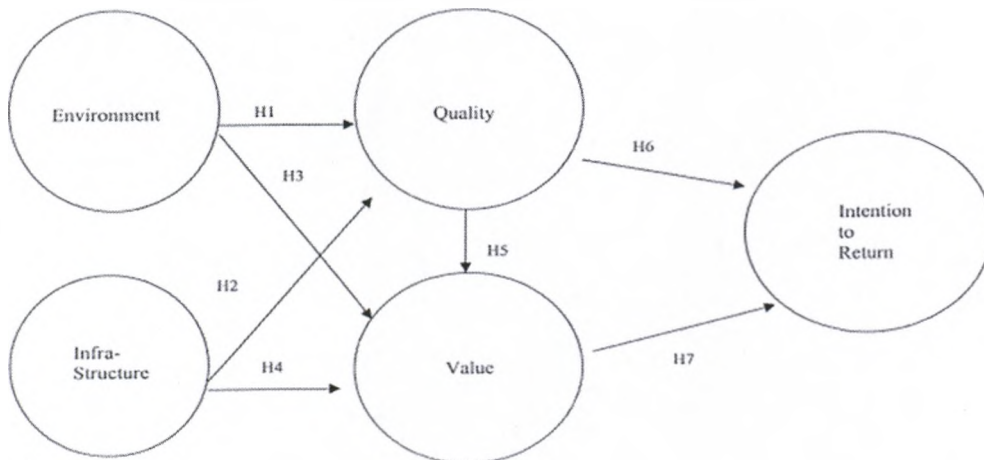


Figure 4.13 above had noticeably more hypothesis as compared to this thesis in fact it had 20 hypothesis whereby this thesis had 9, however destination image which is depicted as a mediator variable in Figure 4.13 was also depicted as mediator variable in this thesis. Another similarity between the model presented in Figure 4.13 to that of the thesis is that future intention to revisit is seen not only influenced directly by destination image but it is the outcome variable of the conceptual model. In the following section Figure 4.14 is depicted as well as followed by a discussion that links it to this study's research conceptual model (see Figure 4.14: Conceptual Model). The diagram comprises of constructs that include environment and infrastructure and predictors while quality and value are mediators. Quality is seen to directly influence value. Lastly, intention to return is the outcome which is found to be influenced by both mediator variables (quality and value).

Figure 4.14: Murphy et al. (2000)



In Figure 4.14 above certain variables were adapted for the purposes of the research in question. For instance environment was worded as servicescape (physical environment) for this thesis. This environment is illustrated as having a direct impact on value (presented as traveller perceived value in this thesis). This is similar to this thesis first hypothesis (see figure 6: Hypothesis 1). Furthermore, value in Figure 4.14 is seen to have a direct impact on intention to return also similar to this thesis in that traveller perceived value has an impact on intention to revisit (presented as traveller intention to revisit in this thesis). Below is Figure 4.15 which presents the model by Fodness and Murray (2007), which also provided one of the bases for this thesis. This model was particularly of great interest to this research since it was for an airport study similar to the research environment for this thesis. Figure 4.15 is presented below.

Figure 4.15: Fodness and Murray (2007)



Figure 18 can be seen to depict servicescape elements such as layout and function as well as symbols. These elements were adapted for purposes of this study (see research instrument). Figure 18 suggested that servicescape was affected by airport service quality and this became similar to one of the central themes of this study in that servicescape was seen an important aspect of service quality at airports thus making it suitable for its inclusion in the study's research conceptual frame work.

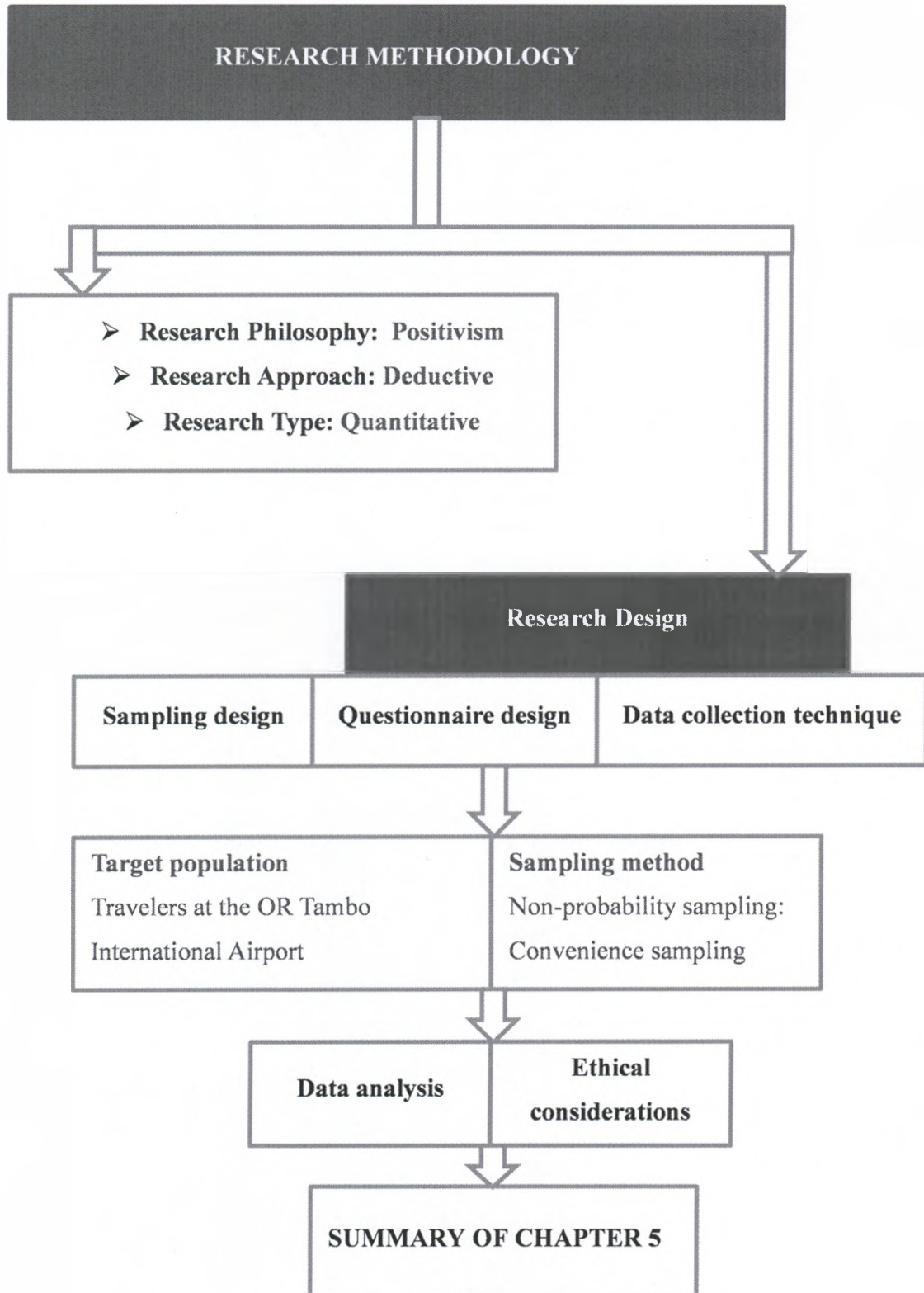
4.3 SUMMARY OF CHAPTER 4

Chapter 4 provided the conceptualised model for the research study that constituted this thesis. Furthermore, the research hypotheses for the research study were developed. The aim of this chapter was to present the framework forming the basis of this study, as well as to formulate and develop the proposed hypotheses, while supporting them through supporting it with existing literature. The chapter comprised of two sections. In the first section, the research model was depicted and the hypothesised relationships indicated. In the second section, the hypothesised relationships were developed and further substantiated. In the section a diagrammatic representation of the chapter is provided.

The main findings from literature were that servicescape has an influence traveller perceived value and conative destination image. Furthermore, traveller perceived value was observed to have an influence on destination image (cognitive destination image, affective destination image and conative destination image). Lastly it was observed that traveller intention to revisit a particular destination was influenced by destination image (cognitive destination image, affective destination image and conative destination image). The following chapter will explore the research methodology adopted for the present study. It was of paramount importance to provide theories that were associated with the variables of the study as this aided in the comprehension of the relationships formed by those variables. The destination concept was central in the hypothesis development and discussion for this study. This required numerous sources to be consulted and critiqued.

CHAPTER 5: RESEARCH METHODOLOGY AND DESIGN

Figure 5.1 Diagrammatic Representation of Chapter 5



5.1 INTRODUCTION

The previous chapter (Chapter 4) provided a detailed theoretical model that formed the basis of the research and explained the variables within the model that was adopted. Research methodology explores the methods adopted to acquire and analyse data to generate new knowledge (Petty, Thomson and Stew, 2012). Furthermore, Research methodologies have an impact on the validity and overview of a study, and play a crucial part in knowledge development (Yang, Wang & Su, 2006). According to Yang, Wang and Su (2006) research methodologies have an influence on the validity and overview of a study, and play a crucial part in knowledge development. According to Malhotra & Birks (2007) research design refers to a plan for carrying out a marketing research project. Malhotra and Birks (2007) further state that a methodology maps out procedures for collecting information that will be utilised to answer questions and solve problems.

5.2 RESEARCH PHILOSOPHY: POSITIVIST PARADIGM

This study adopted the positivist research paradigm. According to Collins (2010), research philosophy is involved with the nature of knowledge and its progression. The concept of the paradigm is fundamental to the research process in all areas of study (Mangan, Lalwani & Gardner, 2004). The positivist paradigm is a philosophy in agreement with the empiricist perspective that knowledge is developed through human experience (Collins, 2010). Furthermore, Collins (2010) stated that positivism is an atomistic, ontological view (nature of reality) of the world comprising discrete, observable constructs and occurrences that interact in an observable, determined and regular manner. The positivist approach pursues the goal of eliminating social phenomena as well as providing simplified models that capture underlying patterns with the goal to illustrate the problem (Lamsfus, Wang, Alzua-Sorzabal, & Xiang, 2015). More discussion on research philosophy is provided later in the chapter.

5.2.1 Research Paradigms

The researcher deemed it necessary to adopt the positivist approach for purposes of the study as it was viewed most appropriate since objective findings and conclusions had to be achieved. However, there are numerous other paradigms such as the post-positivism, interpretivism and the critical theory discussed in the tables that follow.

Table 5.1 Ontology

Ontology	
Positivism	Reality is constant
Post-positivism	The world is well-organised according to an principal objective truth
Interpretivism	Reality is subjective and is constantly changing. There is no one ultimate reliaty
Critical theory	Reality may be objective but truth is continually contested by competing groups

Adapted from Bunniss and Kelly (2010)

As presented in the table above ontology focuses on the understanding questions that refer to understanding the nature of reality. It is then believed that the reality is stagnant and does not change in relation to positivism. Also as far as ontology is concerned in reference to post-positivism the world is based exclusively objectivity. With interpretivism, ontology posits that reality is subjective and is constantly evolving. Lastly, with critical theory it is believed that reality may be proven but however it is always open to challenges. The following sections will discuss epistemology and methodology in relation to positivism, post-positivism, interpretivism and critical theory which will be discussed in table 5.2 and 5.3 respectively.

Table 5.2 Epistemology

Epistemology	
Positivism	Objective, generalisable theory can be established to accurately describe the world. Knowledge is assumed to be neutral or to not have any value
Post-positivism	Objective knowledge of the world is not necessarily fully accessible. Seeks to establish credible truth.
Interpretivism	Knowledge is subjective There are multiple, diverse interpretations of

Epistemology	
	reality There is no one ultimate or ‘correct’ way of knowing
Critical theory	Knowledge is co-constructed between individuals and groups. Knowledge is mediated by power relations and therefore continuously under revision

Adapted from Bunniss and Kelly (2010)

As presented in Table 5.2, above Epistemology focuses on the understanding questions that refer to understanding the nature of knowledge. It is then assumed that. Also as far as epistemology is concerned in reference to post-positivism the world can be objectively described. With interpretivism, epistemology posits that reality is subjective and that reality is open to interpretation. Lastly, with critical theory it is believed that reality co-constructed with individuals and groups. A brief take on methodology is provided in table 5.3 below.

Table 5.3 Methodology

Methodology	
Positivism	The aim is to identify what exists through prediction and control
Post-positivism	Seeks to establish knowledge through the manipulation of hypotheses
Interpretivism	Focus on better comprehension of information and utilises inductive reasoning
Critical theory	Focus on freedom and research is used to predict how things could change

Adapted from Bunniss and Kelly (2010)

Table 5.3 presents methodology’s association with positivism in that it aims to identify information that is already there as well as anticipating occurrences and ultimately managing whatever is found. Post-positivism as far as methodology is concerned aims to establish new understanding through manipulation of research assumptions. Another take awas from interpretivism is that it seeks to emphasise comprehension of situation. Lastly, critical theory is used to anticipate future changes in situations. The relationship between methods, positivism, post-positivism, interpretivism and critical theory is provided in table 5.4 below.

Table 5.4: Methods

Methods	
Positivism	Is usually biased towards quantitative techniques, often including statistical testing of hypotheses (e.g. randomised controlled trials, questionnaires)
Post-positivism	Quantitative and qualitative methods: systematically collected and analysed data from representative samples for example from questionnaires
Interpretivism	Often biased towards qualitative methods to capture numerous interpretations of a phenomenon (e.g. naturalistic observation, interviews, use of narrative)
Critical theory	May adopt both quantitative and qualitative techniques, usually in a participatory manner. Often uses iterative research design for example case studies, focus groups and participant observation

Adapted from Bunniss and Kelly (2010)

As indicated in Table 5.4, Bunniss and Kelly (2010) posited that methods refer to the approaches used to collect data. Positivism as far as methods are concerned they tend to be both quantitative and qualitative in nature. Post-positive with methods is only qualitative while critical theory involves interactive designs that include case studies and observation of research subjects. Characteristics of the positivist paradigm which involved world view, the participation of the researcher, the researcher's power according to Blumberg, Cooper and Schindler (2008) are presented in Table 5.5 in the following section.

Table 5.5: Characteristics of the Positivist Paradigm

Basic Principles	Paradigm	Assumptions
World view	The world is examined objectively	What is observed
Participation of researcher	The researcher is independent	How is knowledge created?
Researcher's power	Research is value-free	Objective, usual quantitative and fact based

Source: Blumberg, Cooper and Schindler (2008)

5.3 RESEARCH DESIGN

Denscombe (2014) posits that there is no formula to perfect research because there are numerous options that can be considered. The design of this study was quantitative in nature. Seven-point likert-scales were utilised in the collection of the data from respondents. The researcher decided to use a seven-point likert-scale, because this study adopted questions from similar prior studies that had been measured by a seven point likert scale, where the researcher established that it was most appropriate to use the same measurement scales. A research questionnaire was self-administered to willing participants. The research questionnaire was administered to travellers at the OR Tambo International Airport who had received some service or purchased products at the airport. It will map out procedures for gathering information that will be used to answer questions and solve problems (Malhotra & Birks, 2007).

The research design establishes the foundation for the entire research project (Malhotra & Birks, 2007). The design of this study will be quantitative in nature. Seven point likert -scales will be used to collect data from respondents. The research design explored issues such as the information required on how data was to be collected and nature of the study (descriptive, exploratory or causal)? The research instrument (research questionnaire) development was also discussed in this section of the study. Clarity on whether the study was quantitative or qualitative was also provided. According to Malhotra and Birks (2007) the research design is central in the development of a strategy in which the quantitative data would be analysed. Understanding and use of relevant methodology for this study critical in order to identify the unit of analysis and adapt well-suited techniques that that would provide meaningful outcomes. The following section provides a discussion on the factors that are critical when considering how to select a research approach. Factors that include suitability, feasibility and ethics are explored in great depth in table 5.6.

Table 5.6 Factors to Consider when Choosing a Research Strategy

Factor	Explanation
1. Suitability	Has the purpose of the study been clearly identified?
	Is there a clear connection between the chosen research strategy and the purpose that study?
	Will the research produce results that can address the research questions?
2. Feasibility	Is it practical to actually design the research gather data as well as analyse it in time?
	Are there enough resources to fund the research? For example printing
	Is it practical to obtain access to the potential participants, data, and necessary the paperwork?
	Will the chosen research approach be viewed positively by the key examiners of the study?
3. Ethics	Can the researcher prevent an injury from occurring to the participants?
	Is it possible for the researcher to obtain consent from the participants?
	Will the strategy enable the researcher to operate within an appropriate code of ethics?
	Will the researcher be able to guarantee anonymity and confidentiality to the respondents regarding the information they provide?

Source: Denscombe (2014)

5.4 QUANTITATIVE RESEARCH

The present study adopted a quantitative research approach. A quantitative research approach will be conducted for the purpose of this study. According to Polit and Hungler (1995) a quantitative approach utilizes an organized procedure and techniques to gather information under controlled conditions and highlights objectivity through statistical analysis. As such, a quantitative approach is more appropriate given the nature of the current study.

5.5 SAMPLING DESIGN

A sampling design should be simple to implement, efficient and cover various approaches to measure the sample to be generally applicable (Grafström, 2010). For purposes of the present study the quota Convenience/purposive sampling sampling technic was adopted as it is most widely used sampling method (Acharya, Prakash, Saxena & Nigam, 2013). Furthermore Acharya et al. (2013) posit that the sample is selected on the basis of the accessibility of the respondents whereby these respondents are selected for being at the right place and time. Convenience sampling is an approach that has be explored to great depth in clinical research where patients who meet the inclusion criteria are recruited for the research (Acharya et al., 2013). Even though the present study utilised convenience sampling due to the nature of the study since it was not possible for the researcher to have a list of potential respondents at the airport there are many other sampling methods at the disposal of researchers. Table 5.7 discusses important sampling terms.

Table 5.7 Important Sampling Terms (A)

Convenience sampling:	Sample is selected ease or convenience rather than through random sampling. It is generally used for short-term projects that usually do not allow for sufficient time to obtain a probability sample. Findings cannot be generalised to the entire population
Generalisability:	The ability to utilise sample findings as if they applied to the whole population – this must be based on sound sampling processes
Multi-stage cluster sampling:	In the process of obtain a sample from a geographically dispersed population cluster sampling is often recommended. The sampling frame is categories into clusters (eg geographic areas), and a random or systematic sample taken. Then the population of each cluster is sampled randomly to provide random sampling which is practical.

Adapted from Greener and Martelli (2015)

The table below explored more imported terms associated with sampling.

Table 5.8 Important Sampling Terms (B)

Non-probability sample:	Random selection in this case is not used so some units in the population may have had a higher chance of being selected for example throwing water into a crowd and every individual in that crowd stands a chance of getting wet.
Non-sampling error:	Sampling error is not caused by the sample but rather occurs as an outcome of the sampling process (e.g. non-response, errors in sample frame, wording of questions, data analysis).
Population:	The complete world of potential participants (people or items) from which the sample is selected
Probability sample:	This approach requires a random sample so that each unit in the population has a known (e.g. a 1% or 5%) chance of being chosen. Probability samples maintain a low sampling error and usually offer a sample which can be seen to be representative
Quota sampling:	This approach is commonly used in market research and opinion polling. Similar to stratified sampling, this sample is selected to include a particular proportion of certain factors such as e.g. gender, age group, race, socio-economic group). However different from stratified sampling, random sampling is not available; the selection of participants is up to the interviewer given that the profile/quota is accurate.
Representative sample:	This is a population that is an accurate description of the sample—showing the same distribution of elements or variables as the entire population.
Sample:	This involves choosing a portion of the population chosen for study
Sampling error:	The variance of results between a sample and that of the entire population
Purposive sampling:	This is when the researcher uses his or her own intuition. This approach is commonly adopted in qualitative research with small samples. However this approach does not allow for statistical inferences on the population.

Adapted from Greener and Martelli (2015)

The tables in the previous section discussed important sampling terms such as sampling methods, representative sample (vital for quantitative research) and well as the population which is also paramount for quantitative studies. The following table, Table 5.9 presented the differences between descriptive writing and critical analytical writing.

Table 5.9 Descriptive writing and Critical analytical writing

Descriptive writing	Critical analytical writing
Presents what happened	Recognises the significance
Simply presents what something is like	Assess strengths and weaknesses
Presents the story to a certain point	Compares one piece of information to another
States the order in which events occurred	Makes rational judgements
States how something is done	Argues a case according to the evidence
Describes what a theory says	Shows why something is relevant or suitable
Explains how something functions	Indicates why something will work (best)
States when something occurred	Identifies why the timing is of essence
States the different elements	Balances up the importance of component units
States options	Gives reasons for selecting each option
Lists details	Evaluates the relative importance of particulars
Lists information in any order	Structures information in order of relevance
Gives information	Draws conclusions

Adapted from Greener and Martelli (2015)

Throughout this research there was evidence of both descriptive and analytical writing (see research methodology chapter and research analysis section of the study respectively). It was necessary to have both approaches as it helped break down the sample of tourists that were used for this study at the airport. Table 5.9 above presented the difference between descriptive and analytical writing as proposed by (Greener & Martelli, 2015). Table 5.10 below presents the advantages and disadvantages of sampling to research.

Table 5.10: Advantages and Disadvantages of Sampling

Sampling Advantages	Sampling Disadvantages
Provides data at a lower cost complete record	Sampling is very prone to errors
Time saving – Results can be provided much faster	Accuracy concerns
Decisions can be made from partial information	Generally challenging to obtain a representative sample
Sampling provides capacity for adaptability and flexibility	Great possibility for biases

Source: Singh (2012)

The present study used the present study convenience sampling through mall intercepts at the OR Tambo International airport at the convenience of the participants. Some key advantages of convenience samples are that they are most generally used, save money and there is no requirement for a list of all the population elements (Acharya *et al.*, 2013). However, Acharya *et al.* (2013) state that convenience samples are not without limitations; the foremost being variability and bias cannot be measured or controlled and findings from the data cannot be generalised beyond the sample.

5.6 TARGET POPULATION

Air travellers intercepted at the OR Tambo International Airport will be the target population for the study. According to Airports Company South Africa (2016) 2 155 582 passengers arrived at the OR Tambo International Airport in 2015. This is equal to 179 631 per month. The study will use 179 631 passengers as the target population.

5.7 SAMPLE FRAME

A sample frame refers to the researched environment and the subjects used in a study (Yang *et al.*, 2006). For purposes of the current study a sample frame could not be used since the researcher did not have a list of names containing tourists that pass through the OR Tambo

International Airport. Justification on the sample size was provided through an estimate of 179 631 provided in 5.1.5 as well as studies that made a case for the lack of a sample frame such as Maduku (2011) and Hair, Black, Babin and Anderson (2010).

5.8 SAMPLE SIZE

Sample size determination is crucial in planning a statistical study and challenging as well (Length, 2001). The sample size was determined using the Raosoft© sample size calculator. Raosoft© is statistical software that is used to calculate sample size. Raosoft© takes into the following factors; account the margin of error, the confidence level, the population size and the response distribution. The researcher chose the default settings on Raosoft© which had a margin of error at 5%, confidence level at 95% population size at 179 631 and a response distribution of 50%. Raosoft© then calculated that the sample size needed for the survey would be 380 respondents.

5.9 SAMPLE METHOD

Convenience sampling a form of non-probability sampling was adopted for the selecting respondents used for study. Respondents were intercepted inside the airport where they were asked a screening question to determine whether they were international travellers. The study only focused on international travellers at the airport. Research questionnaires were distributed to willing respondents at different intervals during the day to ensure that the sample was a true reflection of all travellers at the airport as recommended by (Lubbe *et al.*, 2011).

5.10 QUESTIONNAIRE DESIGN

This section provides an extensive discussion on the questionnaire design. The present study's questionnaire is presented where the original measurement items are compared against the adapted measurement items. Thereafter, justification for using a questionnaire is provided in great detail in order to substantiate its use for the present study.

5.11 PRESENT STUDY'S RESEARCH QUESTIONNAIRE

In order to collect research data a questionnaire was utilised. The justification of using a questionnaire was that it is a fairly low cost approach to reach a wider spectrum of participants (Trochim & Donnelly, 2008; Holyk, 2008; Ruparathna & Hewage, 2015). The questionnaire was developed by the researcher and is to be self-administered to willing air travellers at the OR Tambo International Airport. The researcher made the decision to use a

questionnaire to collect data from respondents as this was seen to be the most appropriate tool for collecting the data. The questionnaire was designed based on the study’s research model. The questionnaire consists of seven sections all on 7 point likert scales: section A (Demographic information), section B (Servicescape), section C (Traveller perceived value), section D (Cognitive destination image), section E (Affective destination image), section F (Conative destination image), and section G (Traveller intention to revisit). The following tables below illustrates the research instruments that were adapted from published academic articles taken from accredited journals used to develop the research questionnaire for the current study.

Table 5.11: Adapted and Original Measurement Items (Servicescape)

Research Construct	Servicescape Adapted Measurement Item	Servicescape Original Measurement Item
SS1	An airport’s external signs should clearly direct me to airport services such as parking, car rentals, terminals, etc.	An airport’s external signs should clearly direct me to airport services such as parking, car rentals, terminals, etc.
SS2	I like many signs to be visible throughout an airport directing me to airport facilities (baggage, ticket counter, security, rest rooms, rental cars, transportation services, etc.	I like many signs to be visible throughout an airport directing me to airport facilities (baggage, ticket counter, security, rest rooms, rental cars, transportation services, etc.
SS3	An airport’s physical layout should make it easy for passengers to find what they need (i.e. restaurants, rest rooms, gates, etc.)	An airport’s physical layout should make it easy for passengers to find what they need (i.e. restaurants, rest rooms, gates, etc.)
SS4	A variety of ground transportation options to the nearest city should be available	A variety of ground transportation options to the nearest city should be available

Research Construct	Servicescape Adapted Measurement Item	Servicescape Original Measurement Item
SS5	I expect baggage carts to be conveniently located	I expect baggage carts to be conveniently located
SS6	I should be able to easily reach my connecting flight	I expect baggage carts to be conveniently located
SS7	It upsets me when I have to wait more than ten minutes to receive my baggage after a flight	I should be able to easily reach my connecting flight
SS8	It upsets me when I have to wait in line more than ten minutes during the check-in process	It upsets me when I have to wait in line more than ten minutes during the check-in process
SS9	I should be able to exit the airplane within ten minutes of landing	I should be able to exit the airplane within ten minutes of landing
Source: Fodness & Murray (2007)		

The table below presents the adapted and original traveller perceived value scales.

Table 5.12: Adapted and Original Measurement Items (Traveller perceived value)

Research Construct	Traveller perceived value Adapted Measurement Item	Traveller perceived value Original Measurement Item
TPV1	South Africa offers reasonable prices	Offers reasonable prices
TPV2	South Africa offers value for the money	Offers value for the money
TPV3	South Africa offers value for trip	Offers value for trip
TPV4	South Africa value relative to my	Value relative to my home
Source: Murphy, Pritchard & Smith (2000)		

In the section that follows, in Table 5.13 original and adapted measurement scales are provided for the cognitive destination image variable which forms a third of the destination image construct.

Table 5.13: Adapted and Original Measurement Items (Cognitive Destination Image)

Cognitive Destination Image		
Research Construct	Adapted Measurement Item	Original Measurement Item
(CGDI)	This country has modernized metropolis/ cities	Modernized metropolis
(CGDI2)	South Africa has a convenient local transport system	Convenient local transport system
(CGDI3)	There is a good night life and entertainment	Good night life and entertainment
(CGDI4)	I believe this country has a good reputation	Reputation
(CGDI5)	There is excellent tourism infrastructure in South Africa	Excellent tourism infrastructure
(CGDI6)	The locals friendly	Friendly locals
(CGDI7)	There is suitable accommodation	Suitable accommodation
(CGDI8)	There is good service quality here	Good service quality
(CGDI9)	The environment/ surroundings are clean	Cleanliness
Source: Tan & Wu (2016)		

Table 5.13 above illustrates the original and adapted measurement scales for original measurement items is one of the predictor variables forming the airport service experience

construct. Table 5.14 presents the adapted and original measurement items for affective destination image.

Table 5.14: Adapted and Original Measurement Items (Affective Destination Image)

Affective Destination Image		
Rate South Africa as a tourism destination for the following set of feelings:		
Research Construct	Adapted Measurement Item	Original Measurement Item
(ADI1)	Unpleasant → Pleasant	Unpleasant → Pleasant
(ADI2)	Gloomy → Exciting	Gloomy → Exciting
(ADI3)	Distressing → Relaxing	Distressing → Relaxing
(ADI4)	Negative → Positive	Negative → Positive
(ADI5)	Unenjoyable → Enjoyable	Unenjoyable → Enjoyable
(ADI6)	Unfavourable → Favourable	Unfavorable → Favorable
(ADI7)	Boring → Fun	Boring → Fun
Source: Stylos <i>et al</i> (2016)		

Table 5.14 explored the adapted and original measurement items for conative destination image. These measurement items covered aspects as negative/ positive feelings, excitement, fun/ boredom. In addition some questions ranged from favourability of a destination to its favourability. Table 5.15 presents the adapted and original measurement items for conative destination image.

Table 5.15: Adapted and Original Measurement Items (Conative Destination Image) (A)

Conative Destination Image		
Research Construct	Conative Destination Image Adapted Measurement Item	Conative Destination Image Original Measurement Item
(CNDI1)	South Africa as a tourism destination fits in with my personal needs and style	Greece as a tourism destination fits in with my personal needs and style
(CNDI2)	South Africa as a tourism destination was one of my dreams to visit it sometime during my lifetime	Greece as a tourism destination was always a dream-destination to visit sometime during my lifetime
(CNDI3)	South Africa as a tourism destination expresses myself as a suitable vacation choice	Greece as a tourism destination expresses myself as a suitable vacation choice
(CNDI4)	South Africa as a tourism destination helps me put knowledge that I have in general	Greece as a tourism destination helps me put knowledge that I have in general
(CNDI5)	South Africa as a tourism destination was always/ or constitutes a personal goal for vacations	Greece as a tourism destination was always/ or constitutes a personal goal for vacations
Source: Stylos <i>et al.</i> (2016)		

Table 5.16: Adapted and Original Measurement Items (Conative Destination Image) (B)

Conative Destination Image		
Research Construct	Conative Destination Image Adapted Measurement Item	Conative Destination Image Original Measurement Item
(CNDI6)	South Africa as a tourism destination choice stems from a personal need of mine that had to be fulfilled	Greece as a tourism destination choice stems from a personal need of mine that had to be fulfilled
(CNDI7)	South Africa as a tourism destination was more desirable for me to get to in comparison to a potential doubt I had that it may not prove a good experience	Greece as a tourism destination was more desirable for me to get to in comparison to a potential doubt I had that it may not prove a good experience
(CNDI8)	South Africa as a tourism destination has not been affected, as potential option for vacations, by negative experiences of the past	Greece as a tourism destination has not been affected, as potential option for vacations, by negative experiences of the past
Source: Stylos <i>et al</i> (2016)		

Table 5.16 above illustrates the original and adapted measurement scales for original measurement items for one of the mediator variables under destination image – conative destination image. In the following section, Table 5.17 presents the original as well as the adopted measurement scales for the outcome variable, traveller intention to revisit.

Table 5.17: Adapted and Original Measurement Items (Traveller Intention to Revisit)

Traveller intention to revisit		
Research Construct	Adapted Measurement Item	Original Measurement Item
(TIR 1)	Likelihood to return to the same destination in the next 5 years	Likelihood to return to the same destination in the next 5 years
(TIR 2)	Likelihood to return to same area in the next 5 years	Likelihood to return to same area in the next 5 years
(TIR 3)	Likelihood to recommend the destination to friends and relatives	Likelihood to recommend the destination to friends and relatives
(TIR 4)	Likelihood to recommend the agency to friends and relatives	Likelihood to recommend the agency to friends and relatives
(TIR 5)	Same situation, same choice of agency	Same situation, same choice of agency
(TIR 6)	Same situation, same choice of destination	Same situation, same choice of destination
Source: Gallarza and Saura (2006)		

After all the adapted questions together with the original versions of those question justification for using a research questionnaire was provided in the section that follows.

5.3.2 Justification for using a research questionnaire for the present study

Questionnaires are one of the most extensively used tools for collecting data and therefore many researchers in business, management and social sciences view questionnaires as related to research (Rowley, 2014). The table that follows, Table 5.18 illustrates questions that could be used for the justification of using a questionnaire in collecting data.

Table 5.18: Questions and Reasons for Using a Questionnaire

Question	Reason
1. Why would one choose questionnaires for conducting research?	Questionnaires are widely adapted in conducting quantitative research, in situations where the researcher seeks to profile a sample of respondents.
2. What forms of research can be facilitated through a questionnaire?	Profiling and descriptive research, Predictive and investigative research and lastly for the development and testing of the measurement instruments.
3. How does one select the questions to ask?	First, the questions have to gather data that will answer the research questions. Second, the questions are supposed to be in the respondent's language. Finally the questions should be able to address constructs that are of interest to the researcher.
4. How would a researcher ensure that the participants answer my questions accurately?	It is almost impossible to ensure that respondents provide accurate information. However sufficient knowledge of participants and adherence to research design guidelines could aid in obtaining accurate data.
5. How long should a questionnaire be and how many questions are necessary?	The length of a questionnaire is dependent on the questionnaire design and the approach in which that questionnaire as well as the expected results.

Adapted from Rowley (2014)

5.4 DATA COLLECTION

The following section maps-out the approach that will be adopted in the collection of data.

5.4.1 Data Collection Techniques

The data collection technique that will be used for purposes of this research will include primary and secondary data collection techniques. Primary data refers to original data that is collected for a specific research purpose (Hox & Boeije, 2005). Secondary data is data that is

collected for a purpose different to its originally intended purpose and reused for another research question (Hox & Boeije, 2005). The survey questionnaire will be distributed to willing respondents who would have purchased products or received services at the OR Tambo International Airport. Data collection will be conducted on site at the OR Tambo International Airport in Johannesburg, South Africa.

5.5 DATA ANALYSIS APPROACH

Data analysis is a statistical process in which raw data is prepared and structured so that valuable information can be extracted from it (Ullah, 2010). Firstly, the collected data will be coded in an Excel spread sheet before analysis. To gain comprehension of the attributes of each variable, descriptive statistics analysis will be utilized which will be shown by the mean and standard deviation of each factor. The researcher will be responsible for analysing the data. Statistical Packages for the Social Sciences (SPSS 23) will be used to analyse the data.

5.5 DATA CLEANING AND CODING

Before the data collected from study can be analysed certain checks for the legitimacy of the data have to be conducted and the researcher has to take this into consideration so that so incorrect data was entered on to the excel spread sheet and if entered be removed. Trochim (2000) stated that immediately after receiving the collected data the researcher must screen it for accuracy. This will enable the researcher to identify any errors that the sample might have. Trochim (2000) added that the following questions had to be asked by the researcher in order to successfully check for discrepancies and inconsistencies:

- Are the responses written visibly?
- Did the respondent respond to all necessary questions?
- Did the answer the questionnaire to completion?
- Does the questionnaire encompass all the relevant contextual information such as data, time, place and the researcher's details?

5.6 RELIABILITY AND VALIDITY OF MEASUREMENT SCALES

Reliability and validity both relate to the logic and accuracy of a test (Wilckens, 2010). Reliability requires better comparable experiments, while validity asks the question if the experiment is tailored to appropriately answer the questions being asked; i.e. if the experiment is valid in logic terms (Wilckens, 2010). In particular, the factor loadings, the Cronbach's alpha values and Composite Reliability (CR) values will be determined using

Statistical Package for the Social Sciences (SPSS 23) and Analysis of Moment Structures (AMOS 23) software in order to assess measurement items reliability. Convergent validity of the research constructs will be determined by checking the inter-correlation values between the research constructs and discriminant validity would be assessed through comparing the average variance extracted (AVE) with the highest shared variance (HSV). As recommended by Nusair & Hua (2010), discriminant validity is obtained when the (HSV) between two variables is lower than the corresponding AVE value. As for convergent validity, the item total correlation values, item loading and average variance extracted will be utilized as indicators.

5.7 DESCRIPTIVE STATISTICS

Trochim (2000) defined descriptive statistics as information that is used to describe the basic characteristics of the data in the study. Descriptive statistics involve simple summaries about the samples and the dimensions of the data. The descriptive statistics could take the form of pie charts, or tables that show the basic data of the main components of the study for example demographic or biographical data.

5.8 THE STRUCTURAL EQUATION MODELING APPROACH

This section of the study will explore the structural equation modeling approach extensively (SEM). Justification for adopting the structural equation modeling approach was also provided. The first stage, confirmatory factor analysis was discussed followed up by a discussion on the second stage – hypothesis testing.

5.8.1 Stage 1: Confirmatory Factor Analysis

Confirmatory factor analysis (CFA) is a form of structural equation modeling that particularly works with measurement models; that is, the relationships between observed measures or indicators (e.g., test results, behavioral observation scores) and latent variables or factors Brown (2015).

5.8.1.2 Justification for Confirmatory Factor Analysis

Byrne 2013 advised that confirmatory factor analysis is most appropriate when the researcher has a certain amount of information regarding the underlying latent variables (unobserved variables). Based on existing theories and empirical studies relationships can be conceptualised between the observed variables and the latent variables (Byrne, 2013). The

present study adopted variables that had both the support of empirical research and theory therefore were deemed to be appropriate for confirmatory factor analysis.

5.8.2 Stage 2: Hypothesis Testing

After confirmatory factor analysis the testing of the hypothesis follows. An examination of the proposed conceptual model is conducted making use of the same data set (Chinomona, 2011). The purpose of testing the hypothesis was to establish whether the proposed conceptualised relationships were supported or not.

5.8.2.1 Justification for Hypothesis Testing

It was important to test the proposed hypothesis in order to establish if scales adopted for the study would still have the same outcome as that of previous study (supported or not supported). This allowed for the researcher to make informed decisions based on empirical evidence (reject or fail to reject). Ultimately, it was then possible to make intelligent and useful inferences from these results.

5.8.3 Importance and Significance of Structural Equation Modeling

(SEM) in recent years has emerged as leading statistical approach to test theory in a number of academic disciplines (Nusair & Hua, 2010). SEM is the standard approach for simultaneously measuring latent factors and assessing multiple cause-effect relationships among these factors (Chiou & Chen 2010; Hsu, Yen, Chang & Woon, 2016). There is an increasing interest in the SEM approach to account for the complex relationships among the various facets of service quality and passenger attitude (Fodness & Murray, 2007; Jen, Hsieh, & Chan, 2013; Jeon & Kim, 2012; Lubbe *et al.*, 2011; Nettet & Helgesen, 2014; Park and Jung, 2011; Bezerra & Gomes, 2016). It is a technique of multivariate statistical analysis capable of measuring the underlying latent constructs identified by factor analysis and assessing the paths of the hypothesized relationships between the constructs (Nusair & Hua, 2010).

5.8.1 Structural Equation Modeling Key Components (Measurement Model and Structural Model)

According to Brown (2015) SEM models comprise of two key components which are the measurement model and the structural model. These models will be presented in the following chapter (chapter 6) and explored in great depth. First, the measurement model specifies the number of factors, relationships between those indicators and the factors as well

as the links between indicator errors (Brown, 2015). The second component is the structural model which specifies linkages among variables so as to establish whether direct, indirect effects exist or not effects exist at all (Brown, 2015).

5.8.2 Justification for using Structural Equation Modeling

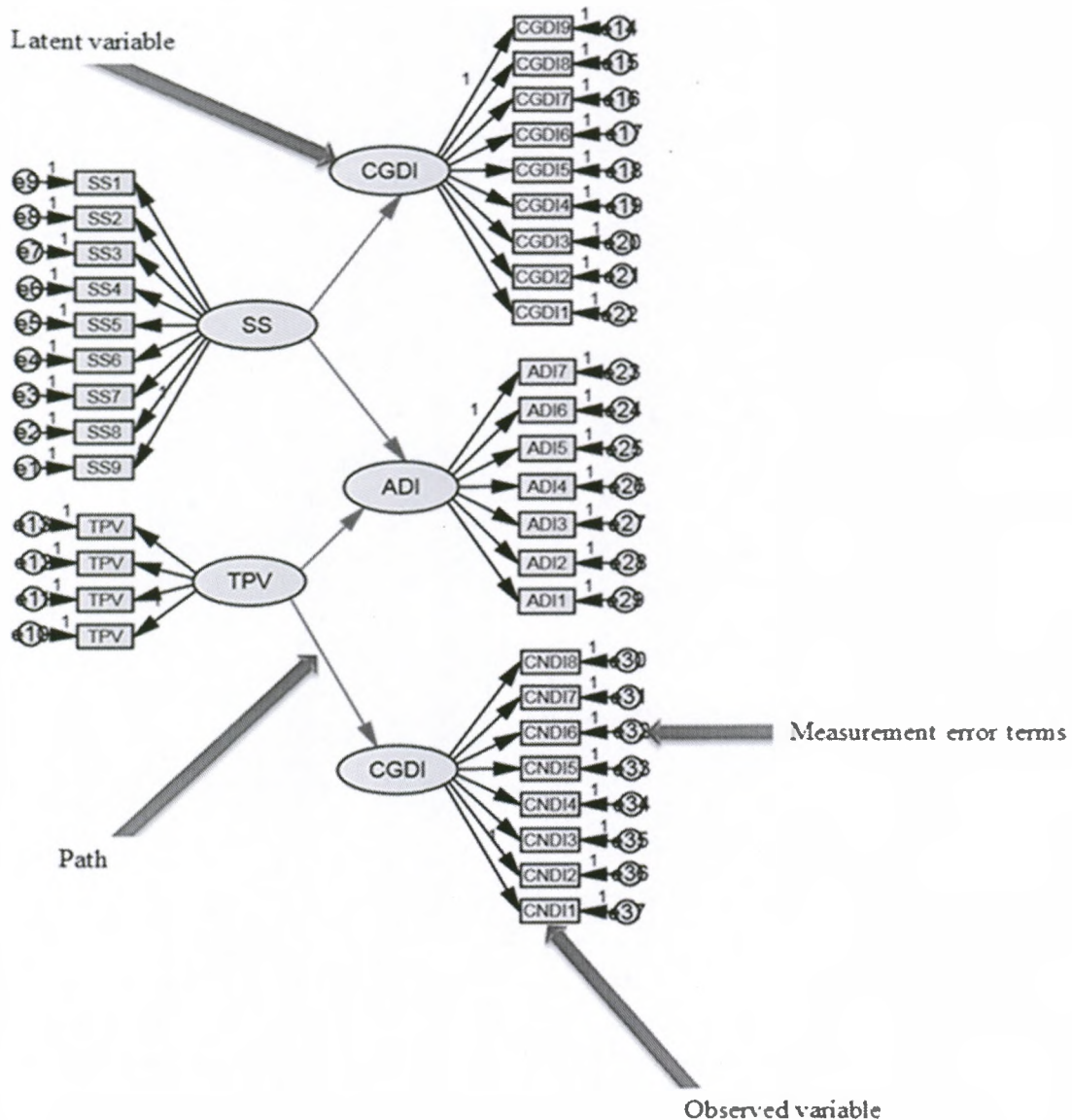
Structural equation modeling (SEM) is a statistical approach that utilises confirmation (hypothesis testing) to the analysis of theory based on some occurrence (Byrne, 2013). It was relevant for the present study as the researcher sort to analyse causal relationships that potentially existed among the proposed variables of the study's conceptual model. According to Nusair and Hua (2010) SEM is a statistical technique that utilises measurement models and structural models to address complex behavioral relationships. SEM is a statistical technique that combines elements of traditional multivariate models, such as regression analysis, factor analysis and simultaneous equation modelling (Wothke, 2010). One of the chief reasons for the frequent use of SEM is that it allows one to readily account for measurement error and to model complex multivariable relations among observed and latent variables whereby direct and indirect relationships are assessed (Raykov & Marcoulides, 2004).

Raykov and Marcoulides (2004) suggested that as the complex multivariable relations are evaluated the indexes of their estimation precision are also generated. Overall, SEM has serves two principle purposes: (1) it allows for the approximation of a series, but independent, multiple regression equations simultaneously, and (2) it has the ability to incorporate latent variables into the analysis and accounts for measurement errors in the estimation process (Nusair & Hua, 2010). It is important to check for reliability, validity and model Fit (goodness of fit) before any path modelling (hypothesis testing) is conducted. This study will mainly require the use of Structural Equation Modelling to conduct Confirmatory Factor Analysis and Path Modelling (Hypothesis Testing). The adoption of SEM with a number of indicator variables may aid researchers in modeling the chief latent variables simultaneously resolving the unreliability of indicators (Marsh, Wen, Nagengast & Hau, 2012). Therefore, the impact of SEM may be derived from its capacity to model unreliability, and in so doing, it clearly takes unreliability of indicators into consideration.

SEM as an analysis approach has two essential elements which are: (a) causal relationships are presented by a sequence of structural (regression equations) and these relationships can be modelled pictorially to facilitate a clear conceptualisation of the theory under investigation (Byrne, 2013). SEM was deemed necessary for the present study as it has numerous

advantages as compared to other older multivariate methods. For example it utilises confirmatory allows for multiple inferences rather than exploratory data analysis which only allows for descriptive data analysis (Byrne, 2013). In addition Byrne (2013) cite that with earlier multivariate methods hypothesis testing is almost impossible.

Figure 5.2: Demonstration of Structural Equation Modeling using Analysis of Moment Structures (AMOS)



Source: The Researcher (2017)

Key: (CGDI): Cognitive Destination Image, (SS): Servicescape, (ADI): Affective Destination Image, (TPV): Traveller perceived value

The diagram in the previous section, (Figure 5.2), presented an AMOS model and how all the essential elements of that model were connected. The paths, measurement error terms, covariances, observed variables and lastly latent variables are indicated. Definitions of the elements are provided.

Table 5.19: Elements of the AMOS Model and their Corresponding Definitions

Element of the AMOS Model	Definition	Author
1. Measurement error term	Shows other variation for a certain observed variable	(Bian, 2011)
2. Path	Route in which data goes through for the successful calculations	(Bian 2011)
3. Latent variable	This is an unobserved or unmeasured variable	(Bollen, 2014)
4. Observed variable	Variables that can be measured directly	(Bollen, 2014)

Source: The researcher (2017)

5.8.3 Model Fit (Goodness of fit)

Chi-squared tests are used as goodness of fit tests (Galpin, 2011). The Chi-Square value is the traditional measure for evaluating overall model fit and as it assesses the magnitude of discrepancy between the sample and fitted covariance matrices. A good model fit would provide an insignificant result at a 0.05 threshold (Barrett, 2007). The tables in the following section provide a description of the model fit criteria and the acceptable model fit thresholds for each model fit indicator.

Table 5.20: Model Fit criteria, Description, Acceptable level & Source (A)

Model fit criteria	Description	Acceptable level	Source
Chi-square (χ^2 /DF)	Method used to assess the general fit of the model.	Value must be below 3	Chinomona (2011)
Goodness of Fit Index (GFI)	The (GFI) is the degree of fit between the hypothesized	Ranges between 0 and 1, with a cut-off value of 0.9	Baumgartner and Hombur (1996)

	model and the observed covariance matrix.		
Normed Fit Index (NFI)	The (NFI) evaluates the discrepancy between the chi-squared value of the hypothesised model and the chi-squared value of the null model.	Value must be greater than 0.9	Bentler and Bonett (1980)

Table 5.21: Model Fit criteria, Description, Acceptable level & Source (B)

Model fit criteria	Description	Acceptable level	Source
Tucker-Lewis Index (TLI)	The TLC utilises simpler models and is known to address the issue of sample size associated with NFI.	Value must meet or exceed 0.9	Hooper, Coughlan and Mullen (2008)
Incremental Fit Index (IFI)	The IFI's purpose is to correct the issue of parsimony and sample size related to NFI.	Value must meet or exceed 0.9	Bollen (1989)
Comparative Fit Index (CFI)	The (CFI) assumes that all latent variables are uncorrelated	Value must meet or exceed 0.9	Hu and Bentler (1999)

Table 5.22: Model Fit criteria, Description, Acceptable level & Source (C)

Model fit criteria	Description	Acceptable level	Source
Relative Fit Index (RFI)	The (RFI) compares the chi-square for the hypothesised model to one from a “null”, or “baseline” model.	Value must meet or exceed 0.9	McDonald and Ho (2002)
Root mean square error of approximation (RMSEA)	The (RMSEA) informs how well the model, with indefinite but optimally selected parameter estimates, would fit the population covariance matrix (Byrne, 1998).	Value must fall below 0.05 or at least 0.08	Byrne (1998)

5.7.3 Chi-square (χ^2 /DF)

According to Nevitt and Hancock (2000) the chi square fit statistic tests a hypothesis of precise fit of the proposed model in the population. A chi-square value below three (3) is considered to be an acceptable model fit as suggested by (Chinomona, 2011).

5.7.4 Goodness-of-fit Index (GFI)

The Goodness of Fit is one of many criterion values for indicating satisfactory model fit suggested by researchers (Cheung and Rensvold, 2002). GFI varies from 0-1, but theoretically can yield meaningless negative values. Through general consensus GFI should be equal to or greater than 0.90 to accept the model (Bollen, 1990).

5.7.5 Normed Fit Index (NFI)

The Normed Fit Index (NFI) assesses the inconsistency between the chi-squared value of the hypothesised model and the chi-squared value of the null model (Bentler and Bonett, 1980).

It is generally agreed upon that NFI values below 0.90 indicate a need to re-specify the model (Hu & Bentler, 1999).

5.7.6 Tucker-Lewis Index (TLI)

The Tucker-Lewis Index (TLI) uses simple models and is known to address the issue of sample size associated with The Normed Fit Index (NFI). Recommended value must meet or exceed 0.9 (Hooper et al., 2008; Chinomona, 2011).

5.7.7 Incremental Fit Index (IFI)

Bollen (1989) introduced the IFI in order to address the issue of parsimony and sample size, which was known to be associated with the NFI. Chinomona (2011) stated that the recommended IFI should be equal to or greater than 0.9 in order to accept the model.

5.7.7 Comparative Fit Index (CFI)

According to Gatignon (2010) the comparative fit index (CFI) analyses the model fit through assessing the discrepancy between the data and the hypothesised model. The CFI is a revised version of the normed fit index (NFI), which is responsible for the sample size (Byrne, 1998). The CFI also addresses sample size issues normally associated with the chi-square test and the normed fit index (Bentler, 1990), and functions well, even when the sample size being used for the study is small (Tabachnick & Fidell, 2007). According to Hu et al. (1999) and Chinomona (2011), a value equal or greater than 0.9 is an indication of acceptable model fit.

5.7.8 Root Mean Square Error of Approximation (RMSEA)

The root mean square error of approximation (RMSEA) fit index was introduced by Steiger and Lind (1980) for evaluating covariance structure models (Steiger, 1998). It reduces problems and inconsistencies commonly found in testing models with large sample sizes, and have therefore become a helpful tool for guiding complex judgments about model utility, rather than functioning as a replacement for such judgements (Steiger, 1998). A good model fit if RMSEA is considered to be less than or equal to 0.5 and an adequate fit if RMSEA is less than or equal to 0.8 (Chinomona, 2011).

5.8 CONFIRMATORY FACTOR ANALYSIS

Confirmatory factor analysis is an analytical tool that allows the researcher to explore hypotheses about what constructs the test in question is measuring and provides an empirical basis for clinical interpretation (Burton, Ryan, Axelrod, Schellenberger & Richards, 2003). It involves the separation of a large number of variables into a smaller number of factors within

which all variables are related to each other. The purpose of factor analysis is to investigate the underlying variance structure of a set of correlation coefficients. Confirmatory factor analysis will be performed to obtain the standard regression weights. Model fit indicators such as Chi-square/degrees of freedom, Goodness of Fit Index (GFI), Augmented Goodness of Fit Index (AGFI), Normed Fit Index (NFI), Incremental Fit Index (IFI), Tucker-Lewis Index (TLI), Composite Fit Index (CFI) and the Random Measure of Standard Error Approximation (RMSEA) will be used to assess the model fit.

5.9. PATH MODELLING/ HYPOTHESIS TESTING

Path modelling describes the relationships between observed or measured variables and theoretical constructs (Roche, Duffield and White, 2011) and tests the structural paths of the conceptualized research model. Once the model fit has been assessed using confirmatory factor analysis (CFA), this study will proceed to perform Path Modelling using AMOS 23 software package. The SEM technique demonstrates and tests the theoretical underpinnings of a proposed study and the significance of the relationships between models constructs. SEM stipulates a technique where separate relationships are allowed for each set of dependent variables and provides an estimation technique for a series of separate multi regression equations to be estimated concurrently. It further contains two mechanisms namely the structural model, which is the path where independent, and dependent variables are being linked and the measurement model enables this study to use several indicators for a single independent variable. In this study several attributes are to be identified as having an effect on performance. The multi-item scales for each construct can be developed. Thus by assessing each relationship simultaneously rather than separate by incorporating all the multi scale items to account for measurement errors with each scale.

5.10 THE NET PROMOTER SCORE

The net promoter score (NPS) was calculated for servicescape - the variable that was directly associated with service quality at the OR Tambo International Airport. The NPS is a customer loyalty metric score that was introduced by (Reichheld, 2003) as a predictor of growth in organisations (Keiningham, Cooil, Andreassen & Aksoy, 2007). According to Reichheld (2003) the NPS is obtained in two stages the first requiring calculation of the percentage of participants who select 9 to 10 (based on a 0-10 Likert scale survey), this group is known as promoters then calculation of the percentage of participants who select 0 to 6

(based on a 0-10 Likert scale survey), this group is known as the detractors. The second stage is subtracting the percentage of the detractors from the promoters (Reichheld, 2003).

Promoters (score 9–10) are committed enthusiastic customers who will keep buying and refer others, fueling growth while passives (score 7–8) are pleased but unenthusiastic customers who are vulnerable to competitive offerings (Titko, & Lace, 2010). Detractors (score 0–6) are dissatisfied customers who can damage your brand and obstruct growth through negative word-of-mouth (Titko & Lace, 2010). For purposes of the present study participants who chose 1 to 3 were the detractors and those that chose 4 & 5 were the passives and finally 6 & 7 were the promoters as this study used a 1-7 point Likert scale survey.

5.10.1 Importance of the Net Promoter Score

This section of the study focused on highlighting and emphasising the significance of the NPS to organisations and research. The NPS was designed as an innovative way in which companies could measure how well they treated their customers as well as how well they would generate relationship loyalty with those customers they serve (Reichheld & Markey, 2011). According to Reichheld & Markey (2011) numerous companies including Apple, American Express, eBay, Facebook and Jet Blue Airlines have all adopted the NPS in their business strategies. The NPS was not only easy for companies to understand but it went on to secure employee commitment and ultimately revolutionised the companies that adopted it (Reichheld & Markey, 2011).

Prior literature on the net promoter score was widely reviewed across various scenarios. Mecredy, Feetham and Wright (2016) stated that the net promoter score is a customer loyalty metric that has been effectively utilised in commercial market research due to its simplicity and user-friendliness. However, Mecredy et al. (2016) cite the lack of academic support and methodological concerns as common criticisms of the NPS. Despite these criticisms the net promoter score has been used in major multinational co-operations such as eBay, American Express and Apple (Mecredy *et al.*, 2016). The NPS also aids shareholders in decision making regarding employee pay in contracts (Mecredy *et al.*, 2016)

5.10.2 Relevance and Justification of the Net Promoter Score to this Study

The net promoter score is appropriate to this study since it is a customer loyalty metric as mention in the previous section. Customer loyalty is consider to be as a genuinely held commitment to rebuy or re-patronise a preferred product or service consistently in the future,

despite circumstances and marketing efforts having the potential to cause switching behaviour (Kim *et al.*, 2015). According to Kim et al. (2015) customer loyalty is related to high profits and customer satisfaction. This study focused on travellers' (customers') intention to revisit a destination based on their experience at an airport. It is therefore imperative to measure traveller's loyalty as customers in relation to the services that they receive at an airport in order to understand if they might be willing to return to the destination. This metric (the NPS) is also relevant to the present study because it is mainly centred on customer loyalty and this study's ultimate outcome is revisit intention. It can be inferred that travellers with the intension to revisit a destination have possible developed some loyalty due to the particular service experience at the airport. However, the calculation of the NPS was conducted in the following chapter. Table 23 below presents some prior studies in which the net promoter score was utilised. This table incorporated a fusion of research that supported as well as provided criticism to the NPS. Finally the table also made reference to a study that had a very balanced approached to discussing the NPS.

Table 5.23: Prior Studies in which The Net Promoter Score was Adopted

Articles that Advocated for the NPS	Author
1. Sentiment analysis on social media to predict Net Promoter Score	van Velthoven (2010)
2. Competing on talent analytics	Davenport, Harris and Shapiro (2010)
3. Is the net promoter score a reliable performance measure?	Kristensen, and Eskildsen (2011)
4. The Ultimate Question 2.0: How net promoter companies thrive in a customer-driven world.	Reichheld and Markey (2011).
5. Satisfaction as a predictor of future performance: A replication.	Van Doorn, Leeftang and Tijs (2013)
6. Measuring donor loyalty: key reasons why Net Promoter Score (NPS) is not the way	Schulman and Sargeant (2013).

Articles that Advocated for the NPS	Author
7. The Net Promoter Score—an asset to patient experience surveys?	Krol, Boer, Delnoij and Rademakers (2015)
8. Net Promoter Score Integration Into The Enterprise Performance Measurement And Management System-A Way To Performance Methods Development	Faltejsková, Dvoráková and Hotovcová (2016)
9. Can we get more out of Net-Promoter data?	Mecredy et al. (2016)
Articles that Criticised the NPS	Author
1. The Net Promoter Score: Let Us Not Forget The Past	Hayes (2012)
2. Measuring donor loyalty: key reasons why Net Promoter Score (NPS) is not the way	Schulman and Sargeant (2013)
Articles that were Neutral towards the NPS	Author
1. Net Promoter Score: Key Metric of Customer Loyalty	Bălan (2012)

Source: (researcher)

According to Kristensen and Eskildsen (2011) Customer satisfaction and customer loyalty have emerged as paramount concepts in modern service quality models. This statement was also supported by Bălan (2012). Bălan (2012) stated that NPS is fundamental metric of attitudinal customer commitment and may positively influence customer behavioural loyalty. In addition Bălan (2012) stressed that it would not be sufficient to base a company's growth and evaluate purchase intentions solely on the NPS. It was highlighted in chapter 1 of this study that would be beneficial to airport management companies in terms of more informed approaches to operation. This therefore allows for the investigation of a customer loyalty metric such as the NPS. Since the introduction of the NPS to business and research an ongoing debate among academics and practitioners has occurred regarding its effectiveness (Van Doorn, Leeflang & Tijs, 2013).

The debate has centred around comparing the NPS to other customers loyalty metrics such as customer satisfaction in anticipating growth rates of organisations (Van Doorn et al., 2013). It has been established that the NPS not only calculates and assesses customer satisfaction but it can also be used a management system which can also influence the company's performance

(Faltejsková, Dvoráková & Hotovcová, 2016). Davenport, Harris and Shapiro (2010) emphasised that the best companies in the world use the information they know about their customers. van Velthoven (2010) posited that the NPS is the most widely acknowledged and adapted metric in measuring customer loyalty. Based on the empirical evidence and literature review conducted in this study it was deemed appropriate to include the NPS as a customer loyalty metric. This metric would serve in assessing how travellers at the airport used for purposes of this study would rate its services. In the following chapter (chapter 5) a detailed analysis of the NPS was conducted. In the following section the banking business of USSA could be seen dominating the financial services sector in the United States of America with an NPS of 81%. The corporation with the lowest NPS in this sector was the credit card business of Citigroup having an NPS OF 18%. The gap of 61% between the top performer and weakest performer in the American financial services as far as the NPS is concerned was worth noting.

Table 5.24: Top Financial Services and Insurance Net Promoter Scores for 2014

Financial Services		
Company	Category	Net Promoter Score
USAA	Banking	81 %
SunTrust Bank	Banking	45%
HSBC	Banking	14 %
Vanguard	Brokerage/ investment	65%
Morgan Stanley Wealth Management	brokerage/investment	29%
Discover	credit card company	52%
American Express	credit card company	45%
Citigroup	credit card company	18%
Insurance		
Company	Category	Net Promoter Score
USAA	home/contents insurance	84 %
USAA	automotive insurance	81%
State Farm	Insurance	60%
Travelers	Insurance	28 %
21st Century	Insurance	29 %

Kaiser Permanente	health insurance	40%
Humana	health insurance	32%
Medicare	health insurance	27%

Source: Satmetrix (2014)

In the table above insurance companies were ranked from the highest to the lowest in terms of their NPS. It was observed that USAA again dominated this category with its home/contents insurance an NPS 84 %. This was then followed by another USAA business the automotive insurance portfolio which had an NPS of 81%. In third place still in the insurance category was State Farm with an NPS of 60%. On the other hand the bottom three NPS for the American insurance firms was Kaiser Permanente health insurance with an NPS of 40%, Humana health insurance having an NPS of 32%. Lastly the bottom three was sealed off by Medicare health insurance that had an NPS of 27%.

Table 5.25: Top Technology and Online Services Net Promoter Scores for 2014

Technology		
Company	Category	Net Promoter Score
Apple iPad	tablet computers	66%
Kindle	tablet computers	59 %
Microsoft	tablet computers	51%
Apple	laptop computers	72%
HP	laptop computers	46%
Apple iPhone	Smart phones	67%
Samsung	Smart phones	54
TurboTax	Software and apps	58%
Adobe Creative Suite	Software and apps	36%
McAfee	Software and apps	7%
Online Services		
Company	Category	Net Promoter Score
Pandora	Online entertainment	56%
Netflix	Online entertainment	54%
Blockbuster On Demand	Online entertainment	11%
Amazon.com	Online shopping	64%
Zappos.com	Online shopping	60%

eBay	Online shopping	54%
Google Shopping	Online shopping	19%
Target.com	Online shopping	32%

Source: Satmetrix (2014)

The Apple iPad was dominant in the technology (tablet computer) sector with an NPS of 66%. Still in the technology sector the weakest player was McAfee (software and apps) with an NPS of 7%. The best performing firm in the software and apps was Turbo Tax which was surprisingly number three overall in the technology category netting an NPS of 58%.

Table 5.26: Top Travel and Hospitality Net Promoter Scores for 2014

Travel and Hospitality		
Company	Category	Net Promoter Score
Southwest	Airlines	62%
Westin	hotels	59%
TripAdvisor	Travel websites	46%
Hotels.com (36 points)	Travel websites	36%
Orbitz (20 points)	Travel websites	20%
Super 8	hotels	4%
US Airways	Airlines	-8%
Motel 6	hotels	-15%

Source: Satmetrix (2014)

The table above presents the top travel and hospitality performing companies as per Net promoter score. Leading the pack was Southwest (Airline industry) with an NPS of 62%, this was followed by Westin (hotel industry) that had an NPS of 59%. In the top three the first entry for the travel websites industry was Trip advisor scoring an NPS of 46%. The bottom three was topped-off by Super 8 that had an NPS of 4% also in the hotel business followed by US airways in the airline line business which had an NPS of -8%. Finally, the bottom three was closed-off by Motel 6 which had a NPS which had an NPS of -15 %.

Table 5.27: Top Communications Companies Net Promoter Scores for 2014

Communications		
Company	Category	Net Promoter Score
DirecTV	Cable/satellite TV	34%
Verizon	Cable/satellite TV	32%
Comcast	Cable/satellite TV	-3%
Time Warner Cable	Cable/satellite TV	-5%
TracFone	Cellular phone service	39%
Cricket	Cellular phone service	34%
US Cellular	Cellular phone service	16%
Sprint	Cellular phone service	5%
Brighthouse Networks	Internet services	20%
Mediacom	Internet services	-22%

Source: Satmetrix (2014)

The table that follows presented the highest ranked 2015 retail outlets as far as the net promoter score was considered. This particular study utilised 14 companies and a sample of 3 132 consumers in the United States of America (Satmetrix, 2015). Trader Joe's a player in the grocery/ supermarkets sector was number 1 in the United States (US) market with an NPS of 62 %. It was important to note that the lowest NPS which was 60% less than the leading company was Safeway sitting at a 2% NPS.

Table 5.28: Top Retail Outlet Net Promoter Scores for 2015 (A)

Retail		
Company	Category	Net Promoter Score
Trader Joe's	Grocery/ supermarkets	62 %
H-E-B	Grocery/ supermarkets	55%
Wegmans	Grocery/ supermarkets	54%
Publix	Grocery/ supermarkets	50%
Kroger	Grocery/ supermarkets	47%
Shoprite	Grocery/ supermarkets	38%
Meijer	Grocery/ supermarkets	36%
Whole Foods	Grocery/ supermarkets	31%

Source: Satmetrix (2015)

Table 5.29: Top Retail Outlet Net Promoter Scores for 2015 (B)

Retail		
Company	Category	Net Promoter Score
Walmart	Grocery/ supermarkets	25%
Stop & Shop	Grocery/ supermarkets	15%
Food Lion	Grocery/ supermarkets	14%
Giant Eagle	Grocery/ supermarkets	13%
Food lion	Grocery/ supermarkets	14%
Giant Eagle	Grocery/ supermarkets	13%
Albertsons	Grocery/ supermarkets	8%
Safeway	Grocery/ supermarkets	2%

Source: Satmetrix (2015)

5.10.3 Criticism of the Net Promoter Score

Some authors including Hayes (2012) and Schulman and Sargeant (2013) raised certain concerns in the past with regards to the NPS and this section will explore what those authors brought forward in their own research. The pioneer of the NPS Fred Reichheld made exaggerated claims that the NPS was the most accurate predictor of growth, most notably better than overall satisfaction Hayes (2012). In support of this accusation Hayes (2012) stated that the results of the NPS in Reichheld (2003) were never replicated. Schulman and Sargeant (2013) suggested that using only one metric to assess growth of a company as well as developing multiple recommendations from that single metric should be concerning.

Additionally, Schulman and Sargeant (2013) also noted that adopting the NPS for the non-profit sector would result in suspiciously large numbers of detractors ultimately producing a worthless NPS. However, regardless of the studies cited above that criticised the NPS the researcher adopted it as it was best suited for the study as a customer loyalty metric. Studies in which the NPS provided useful insights into customer loyalty and company growth became the justification of its adoption for this study.

5.11 ETHICAL CONSIDERATIONS

According to Denscombe (2014) the importance of ethics in contemporary research cannot be over-expressed for example no participant should be harmed throughout the process. An ethics clearance form will be applied for and obtained as it is one of the requirements of the research. This is so because a human element will be involved in the study therefore

measures have to be put in place that ensure the protection of peoples' privacy as well as the reputation of the University of the Witwatersrand.

The University of the Witwatersrand ethics committee decided to grant ethical clearance for the research given that no fabrication, falsifying or misrepresenting of research data occurred and if that so was to happen the committee would take appropriate action. No participant will be forced to take part in the study and no incentives such as money will be used into luring participants into taking part. Participants were free to pull out of the study at any given stage. All the procedures as far as ethical conduct throughout the research were be adhered to by the researcher. The researcher maintained all collected data as confidential and not use it for any other purposes other than those of the research. The researcher ensured that not only ethical procedures of the University of the Witwatersrand were followed but also those of the Airport governing body authority in South Africa (Airport Company South Africa). This was done in order to maintain the integrity of the research process as well of the organisation that granted the permission. Only surveys from international passengers were used for research analysis. The data collection and eventual analysis also ensured that only potential respondents stipulated in the study's research methodology were utilised which meant that passengers that fell out of the bounders of the proposed research population were left out. For example passengers that were in transit were left out of the study. Table 5.30 and Table 5.31 present important pointers as far as conducted an ethical research study is concerned.

Table 5.30: Business Research Ethics Criteria (A)

Pointer 1	Honesty and avoidance of fraud (underground studies will rarely be approved by a higher education institution and would always require ethical committee approval)
Pointer 2	Adherence to ethical codes of any professional body involved or associated with this kind of research
Pointer 3	Complete details about the purpose of the study and the researcher's status and role
Pointer 4	No harm or injury (including embarrassment, stress, discomfort, pain) by any action or omission of any aspects of the research study
Pointer 5	Obtaining informed consent to participate in the research

Adapted from Greener and Martelli (2015)

Table 5.31: Business Research Ethics Criteria (B)

Pointer 1	Obtaining informed consent to participate in the research
Pointer 2	Respecting respondents' right to decline to take part (at any stage)
Pointer 3	Respecting research respondents' request or need for anonymity and confidentiality
Pointer 4	Making it clear to the study's subjects and gatekeepers potential restrictions on anonymity and confidentiality
Pointer 5	Respecting assurances given to respondents and gatekeepers concerning anonymity, confidentiality and use of data
Pointer 6	Ability to remain objective during data collection, analysis and report stages
Pointer 7	Provide transparency for the data collection and analysis by offering an offer an audit trail.
Pointer 8	Where any possible concerns emerge from of the other stated 11 points, the researcher is advised to seek the advice of the university or college ethical committee (though this may be a requirement of all research).

Adapted from Greener and Martelli (2015)

In addition to providing useful pointers for conducting ethical research Greener and Martelli (2015), also provided useful notes on how researchers can predict and ultimately address issues that arises throughout the research process. These issues are outlined as follows:

- Access in terms of getting the right authority that can grant permission can be a challenge.
- Participant acceptance can be difficult as those potential respondents might not be familiar with the researcher.
- Time is also a challenges as it might not be of the respondent's best interest to participant in the study.
- At some point it might be necessary to re-phrase research questions if the initial questions fail to work in terms of getting permission to conduct research.
- Convenience sampling can also pose challenges in that in some cases researcher restrict themselves to participants that they know and avoid troublesome participants.

The problem is that it could result in simplistic answers and the opportunity to understand and address difficult problems is lost.

- If a data recording device fails it would mean that the researcher might be forced to recreate the data using notes and it might raise ethical concerns regarding its accuracy and legitimacy.

The research process went through numerous stages over a two-year period from commencement to eventual submission. The following section presents the timeline of the entire thesis in Table 5.32.

Table 5.32: Research Process Timeline

August 2015		September 2015	October 2015	November 2015	December 2015	January 2016
Registration						
Research Proposal Development						
February 2016	March 2016	April 2016	May 2016	June 2016	July 2016	August 2016
Research proposal development						
Proposal defense						
Correction of proposal to supervisors' satisfaction						
		Ethical clearance application and approval				
September 2016	October 2016	November 2016	December 2016	January 2017	February 2017	March 2017
	Data Collection					
Submission of first draft						

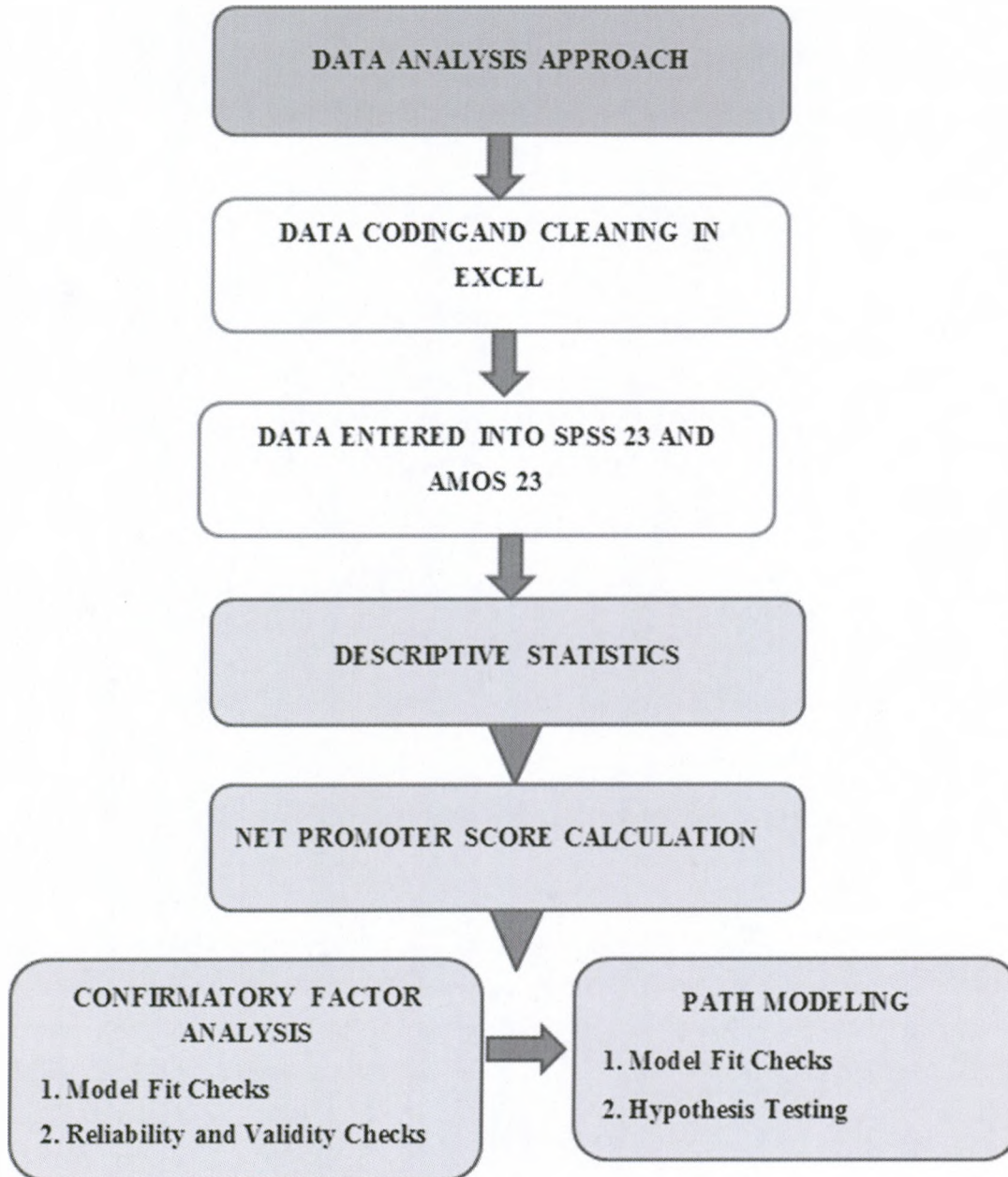
** The write-up of the thesis was on-going throughout the duration of the study*

** The final submission is dependent on the faculty and examination process*

In the following section a diagrammatic presentation of the data analysis approach is provided highlighting all the key steps involved throughout the process. The data analysis

approach was categorised into six main stages as shown in figure 5. Various statistical tests were conducted on the data obtained. Figure 5.3 presented below is a diagrammatic illustration of the steps followed in conducting those tests.

Figure 5.3: Diagrammatic Illustration of the Data Analysis Approach



The following section provides the summary of the chapter. All the major highlights of the chapter are briefly mentioned. In addition key sources used for the chapter are also referred to as well as discussion of the main findings from the literature.

5.10 SUMMARY OF CHAPTER 5

Chapter 5 explored the research methodology and design used in this study, and defined this as a quantitative study. A self-administered questionnaire was used in order to assess how customers perceive the purchasing of counterfeit products. In total, 508 questionnaires were collected and 503 usable questionnaires were captured, cleaned and analysed. The chapter was divided into 5 main sections. The first section was the introduction, the second, a discussion of the research design, the third, data collection, and the fourth explored the data analysis approach. In the fifth section, chapter 6 explores the data analysis process as well as discusses the results of the study. Chapter 6 was concluded by a summary of the entire chapter.

Findings from the Literature

The main findings from literature of chapter 5 were that the research data analysis approach adopted for this study (SEM) has been considered to be one of the pre-eminent statistical methods in research analysis (Nusair & Hua, 2010). The structural equation modeling approach was used to great extent in which numerous sources were consulted that included (Tabachnick & Fidell, 2007; Hooper, Coughlan & Mullen, 2008; Roche, Duffield & White, 2011). Another central finding from the literature was the discovery of the impact that the NPS had made in both research as well as in practice. Similar to SEM, numerous sources were also consulted for the review of the NPS. The sources included but were not limited to (van Velthoven, 2010; Reichheld & Markey, 2011; Van Doorn, Leeflang & Tijs, 2013; Mecredy *et al.*, 2016). It was observed in literature that the NPS had not only played a role as a customer loyalty metric but went on further to transform the companies that used it (Reichheld & Markey, 2011)

CHAPTER 6: DATA ANALYSIS AND DISCUSSION OF RESULTS

Table 6.1: Diagrammatic Representation of Chapter 6

INTRODUCTION					
1: Data screening (cleaning of research data)					
2: Demographic Statistics (Sample description)					
3. Net Promoter Score Calculation					
4. Accuracy Analysis Statistics (Mean, Standard deviation, reliability and validity tests)					
Validity Tests			Reliability Test		
Inter-Construct Correlation Matrix	Confirmatory factor analysis		Cronbach's alpha test	Composite reliability test	Average variance extracted test
	Model Fit Assessment				
		Hypothesis Testing			
SUMMARY OF CHAPTER					

6.1 INTRODUCTION

Chapter 5 discussed the methods and techniques that were used to obtain the findings that will be presented in this chapter. This chapter presents and discusses the findings that were obtained through empirical research. This chapter presents statistical analysis of data that was acquired through the data collection tool (research questionnaire). To analyse the data, the SPSS 23 and AMOS 23 was utilised. In this chapter, descriptive statistics were discussed, and the reliability of all the constructs in the model used to develop the questionnaire was also discussed. Structural Equation Modeling was also conducted, where Confirmatory Factor Analysis and Path Modeling were conducted. Confirmatory Factor Analysis (CFA) was conducted so as to check for Model Fit, Reliability and Validity of the scales used in the research questionnaire. To check the validity of the scales, shared variance was compared to average variance extracted (AVE). Path Modeling (PM) was conducted to check for model fit, and to test the hypothesis of the study.

Chapter 6 will commence by exploring the data screening process, followed by the presentation of data analysis procedures employed by the current study. Thereafter, the sample description is provided. Following the sample description, a test of measures and accuracy analysis statistics is provided. This section of the chapter mainly tests for the measures' reliability and validity, using a variety of methods to ascertain accuracy. To assess measure reliability, the Cronbach's Alpha, the Composite Reliability (CR) value, and the Average Value Extracted (AVE) were calculated. Furthermore, the AVE was compared to the Highest Shared Variance (HSV) to check for discriminant validity.

The approach of assessing discriminant validity through comparison of the AVE and the HSV is suggested by (Nusair & Hua, 2010). Further validity checks were factor analysis which was used to check convergent validity whereby factor loadings are supposed to exceed 0.5 as recommended by (Anderson & Gerbing, 1988), the inter-construct correlation matrix and chi-square which is recommend to be lower than 3 according to (Chinomona, 2011), where CFA difference was used to check for evidence of discriminant validity. This section is followed by a presentation of the research models fit. Numerous indicators such as the chi-square value, Goodness of Fit Index (GFI), Normed Fit Index (NFI), Incremental Fit Index (IFI), Comparative Fit Index (CFI) and Root Mean Square Error of Approximation (RMSEA), were used to ascertain whether the research model fit the data. In conclusion, a summary of Chapter 5 is provided.

6.2. DATA SCREENING

After data collection, the researcher employed the data screening process recommended by Malhotra (1993) and Churchill (1999), which was done to ensure data was cleaned before conducting any further statistical analysis. Screening the data is the preliminary step towards obtaining insight into the characteristics of the data. It is crucial to ensure the accuracy of data entries and assessment of outliers, before proceeding to analyse summary statistics for the survey responses. The major analytical tasks in the data screening process include questionnaire checking, editing, coding, and tabulation. Using SPSS, each data field was tested for mean and standard deviation, so as to detect any typographical errors and possible outliers. Data was cleaned after errors in data entry were rectified.

6.3. DATA ANALYTICAL PROCEDURES

To analyse the empirical data, several statistical methods were employed. Firstly, coefficient alpha and adjusted item-to-total correlations were used in assessing the internal consistency

of each construct. Data was analysed using SPSS 23. For the assessment of final measures, confirmatory factor analysis was performed using the AMOS 23. Statistical procedures used to validate measures involved the assessment of items and scale reliability, convergent and discriminant validity. Details of structural equation modeling will be analysed in this chapter, along with the interpretation of results. Figure 10 demonstrates the procedures of statistical analysis, as well as the key tasks that will be undertaken in Chapter 6

6.4 DESCRIPTIVE STATISTICS

Kneale and Santy (1999) have stated that any study should commence by explaining the demographic or descriptive traits of the sampled population, and that it ought to present this in a comprehensible way. The purpose of descriptive statistics is to search for patterns, to put together and present a set of data describing the characteristics of the sample so as to make comparisons (Hsu & Shine, 2007). Descriptive statistics involve simple summaries about the samples and the dimensions of the data. The descriptive statistics could take the form of pie charts or tables, showing the basic data of the main components of the study for example demographic or biographical data.

6.4.1 Demographic Statistics

This study made use of demographic statistics in order to better profile the respondents in terms of their travel behaviour as far as visiting South Africa. Other elements of the data collected such as the number of male or female, as well as gender representation. Overall understanding gender, age groups and frequency of travels and holidays was ultimately used to make inferences from the sample of respondents used for the study. Lastly as far as demographic statistics are concerned respondents' purpose of this trip will be discussed.

Figure 6.1: Gender Distribution

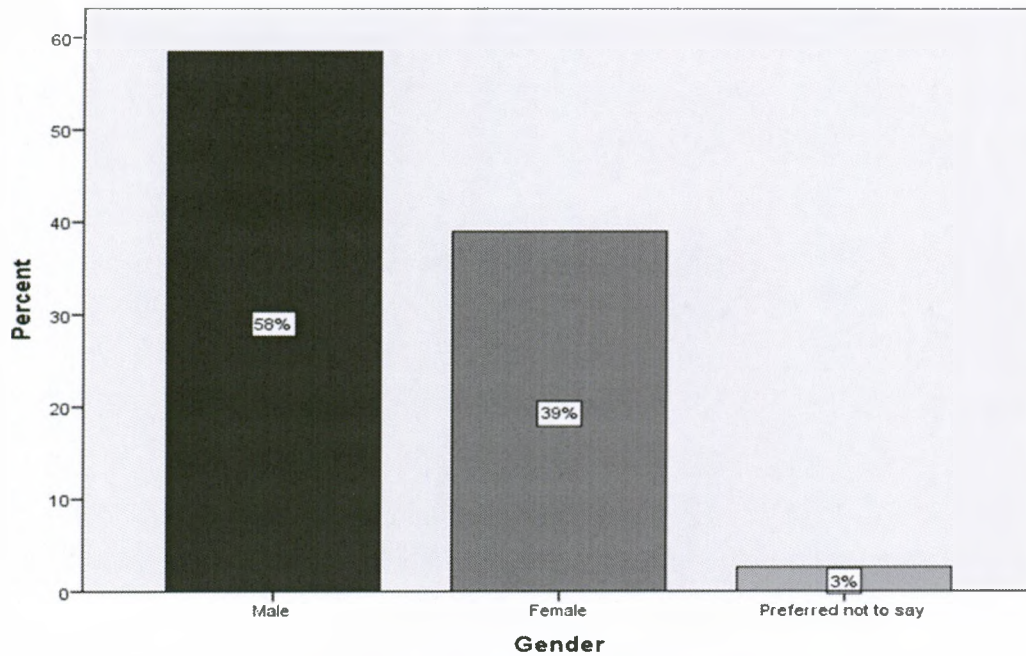


Figure 6.1 above illustrates the gender distribution between male and female international travellers at the OR Tambo who participated in the study. The total number of participants was 503 of which 294 were male, 196 were female and 13 preferred not to state their gender. Male respondents were the largest individual group accounting for 58% of the total sample. This group was followed by female participants who accounted for 39% of the total sample. The smallest group in reference to gender was that of those who preferred not to provide their gender identity. This group consisted of 3 % of the total sample.

Figure 6.2: Age Distribution

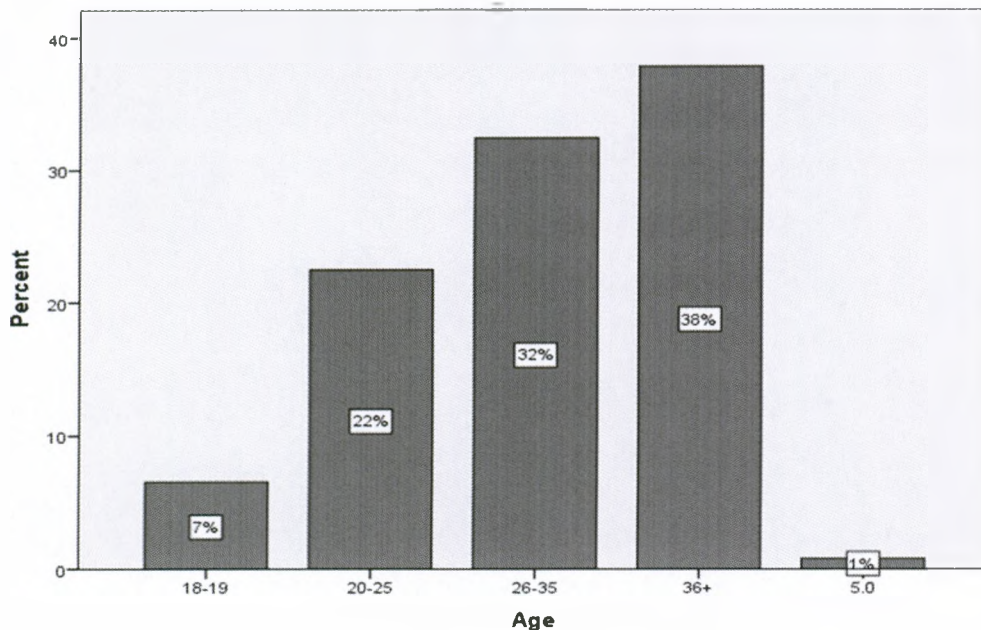


Figure 6.2 presented the age distribution of all the participants of the study. Most of the travellers were 36 years or older as indicated by 38% representing 190 out of the total 503 participants. This group was followed by the 26 to 35 age group representing 32% which added up to 163 of the total 503 participants. The third largest group was the 20 to 25 age group as indicated by 22% representing 113 of the total 503 travellers surveyed. The last two smallest groups in relation to age distribution were the 18 to 19 (7%) and those that preferred not to state their age 1% respectively.

Figure 6.3: Frequency of travels

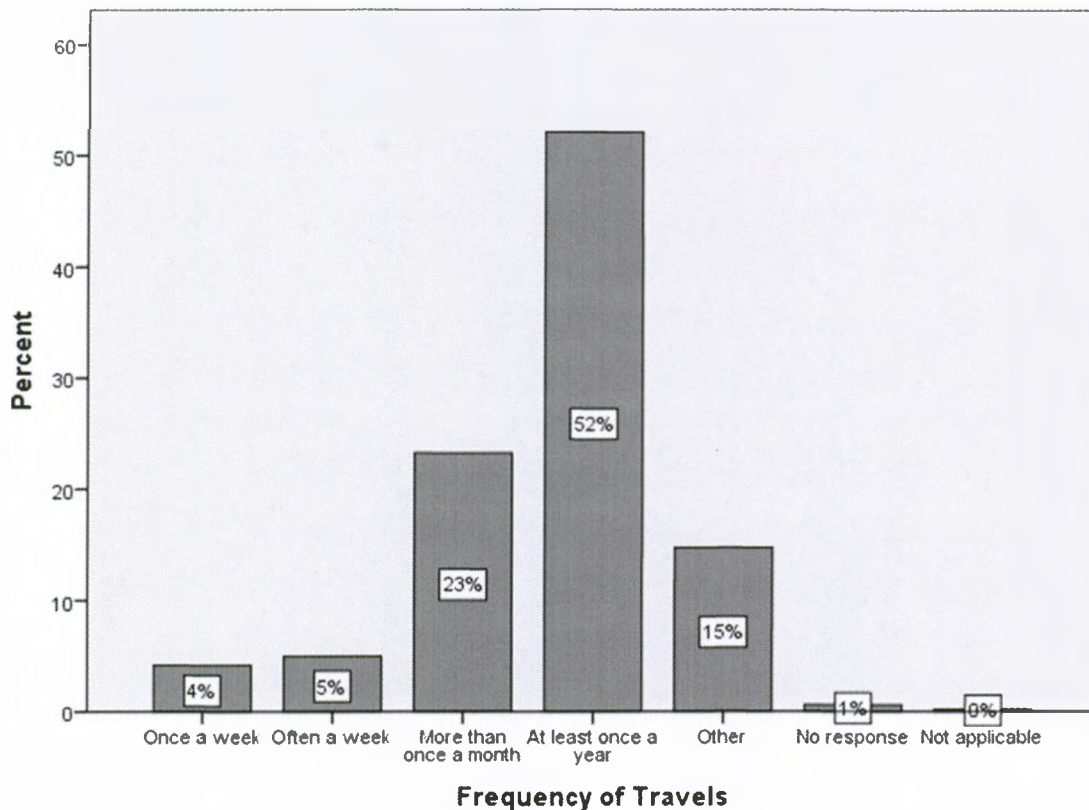
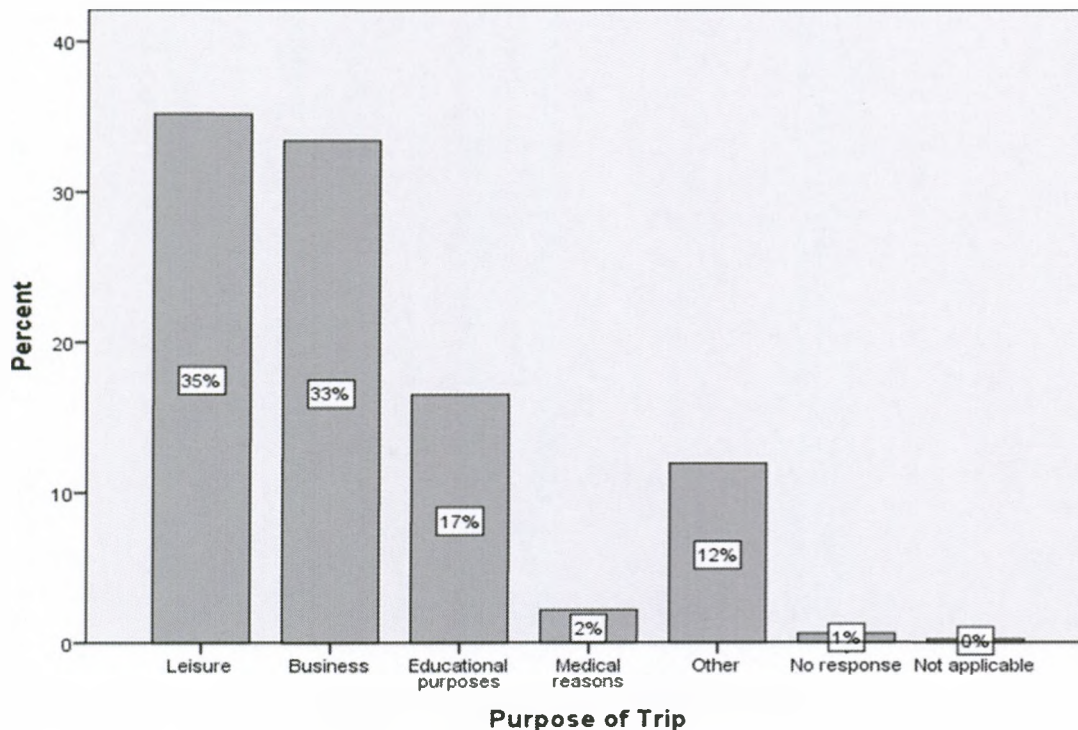


Figure 6.3 above illustrates the frequency of the travels conducted by the international tourists that participated in this study. The largest single group the travellers indicated that they travelled at least once a year. This was the largest group in this category indicated by 52% which accounted for 262 of the total 503 travellers. The second largest group in terms of frequency of travels was that of those who travelled more than once a month and this group accounted for 23% as indicated in figure 16 whereby 117 members constituted the group. This group was followed by those that opted to state the “other” constituting of 74 participants out of the total 503 indicated 15%. The fourth largest group as far as frequency of travels were concerned where those that mentioned the often travel of 5%. This group

consisted of 25 out of the total 503 participants. The last three smallest groups comprised of those that travel once a week (4%), those that declined to provide their frequency of travels (1%) and lastly, participants who stated that the question was not applicable to them (0%).

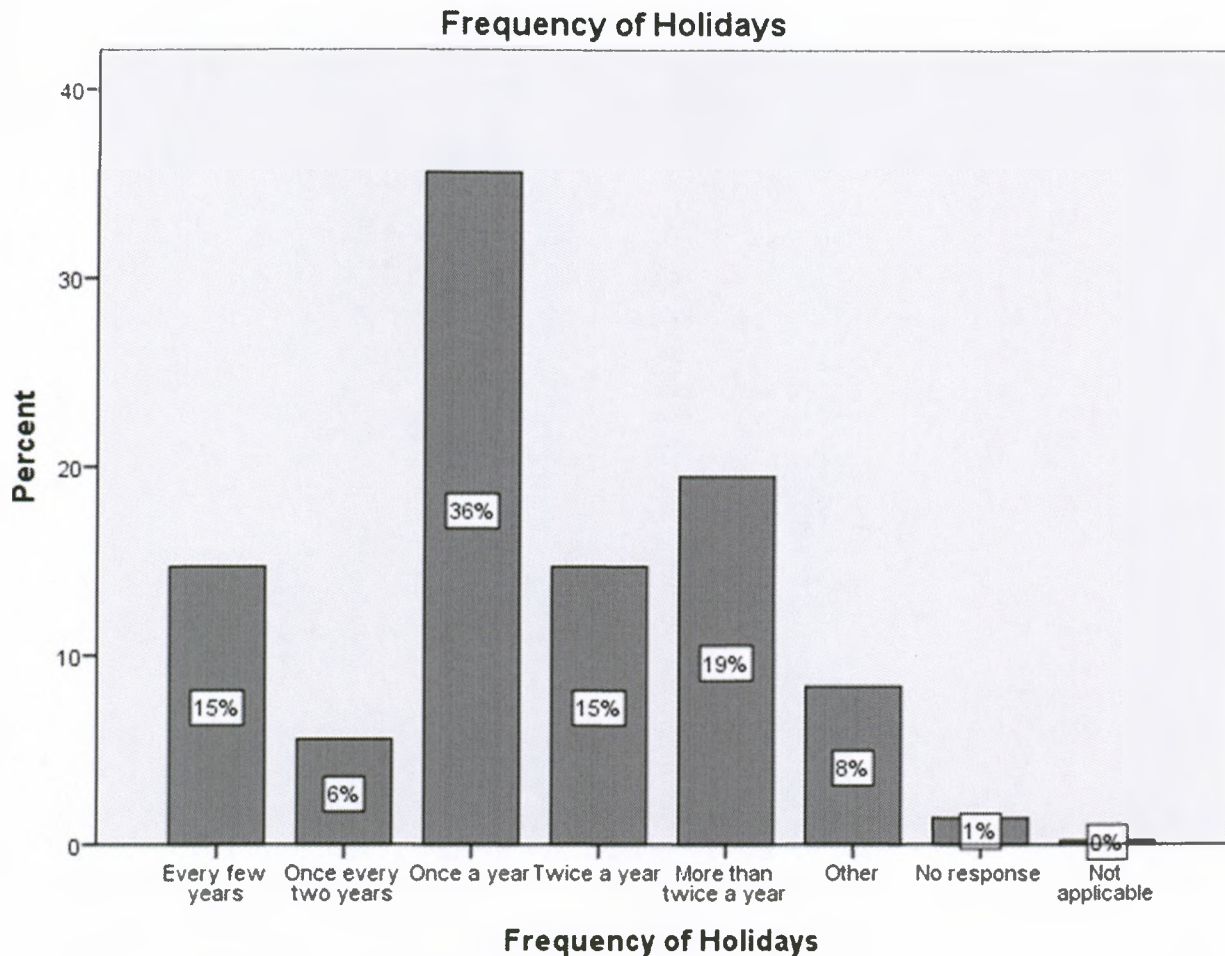
Figure 6.4: Purpose of Trip



As observed in Figure 6.4 above the purpose of the trip was divided into seven categories. The largest category in terms of the purpose of their trip to South Africa was that of leisure as indicated by 35%. This group represented 177 of the total 503 international travellers surveyed at the OR Tambo International airport. This group was closely followed by that of those who stated that they made the trip to South Africa for business purposes as indicated by 33% in figure 34.

The group of business travellers were 168 in total. The third most prominent group in the category of purpose of trip were those that cited educational purposes as indicated by 16.50%. This group represented 83 of the total 503. The fourth largest group was those that opted to select the “other” option on the survey as indicated by 12% (60 out of 503). The fifth largest group consisted of those who travelled to South Africa for medical reasons indicated by 2% (11 out of 503). The last two groups were those that declined to provide a response and those that stated the question was not applicable to them 1% (3 out of 503) and 0% (2 out of 503) respectively.

Figure 6.5: Frequency of Holidays



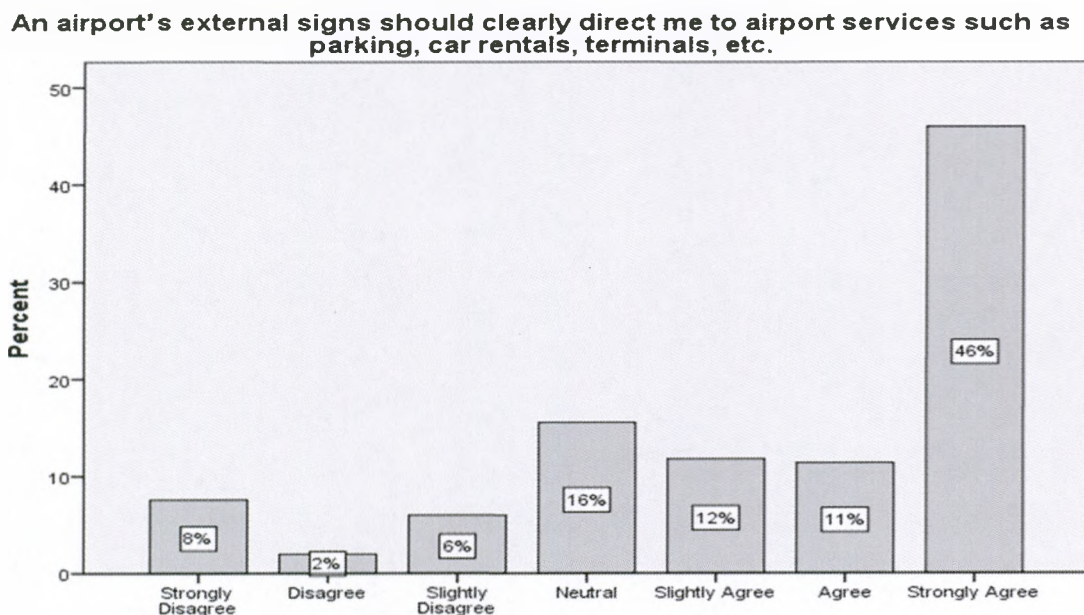
It can be observed in Figure 6.5 above that most of the largest single group of travellers in terms of frequency of holiday accounted for 36% (179 out of 503). This group mentioned that they travel at least once a travel once a year. The second largest group was that of those that stated that the travel more than twice a year as indicated by 19% (98 out 503). This was jointly followed by two groups both having 74 out of 503 members accounting for 15% of the total sample each. These two groups consisted of those travellers that stated that the travel every few years and also those that travel twice a year. The “other” group followed with representation of 42 out of 503 as indicated by 8%. This was then followed by both those that refused to respond to the question and those state mentioned that mentioned that it was not applicable to them. Those travellers represented 1% (7 out of 503) and 0% (2 out of 503) respectively.

6.4.2 Summary of Likert Scale Results

The sections that follow provide diagrammatic representations of how the international tourists responded to the individual questions. These questions form section b of the research instrument (see Appendix B). These questions were on servicescape, traveller perceived value, cognitive destination image, affective destination image, conative destination image and lastly traveller intention to revisit. The section that follows presents the individual responses for servicescape. The graph below presents individual responses to the statement “An airport external signs should clearly direct me to airport services such as parking, car rentals, terminals, etc.”

6.4.2 Servicescape Items

Figure 6.6: Servicescape Question 1



As indicated in the bar graph above most of the respondents agreed with the statement that an airport's external signs should clearly direct them to important airport services as indicated by 46 % of all the participants. This group was followed by those who were neutral about the statement and were represented by 16% of all the participants. The segment that followed had consumers who slightly agreed with the statement as indicated by 12%. In addition, the third largest category was that of tourists who agreed with the statement accounting for 11% of all the tourists that participated in the survey. This was then followed by travellers who strongly agreed with the statement. It was also observed that slightly disagree and strongly disagree had the same representations at .5% each. Lastly, the lowest represented group was that those that accounted for and 2% covering disagree and.

Figure 6.7: Servicescape Question 2

I like many signs to be visible throughout an airport directing me to airport facilities (baggage, ticket counter, security, rest rooms, rental cars, transportation services, etc).

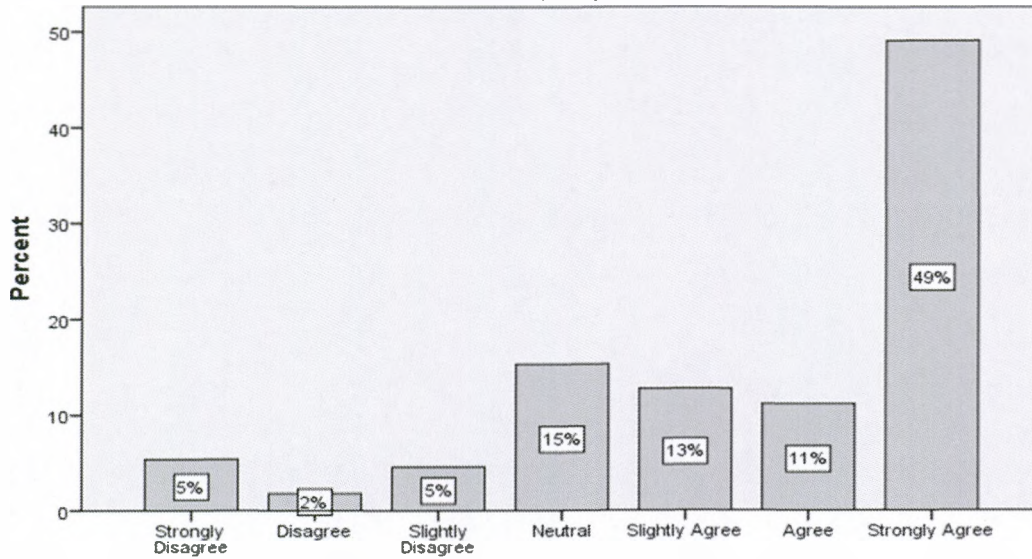
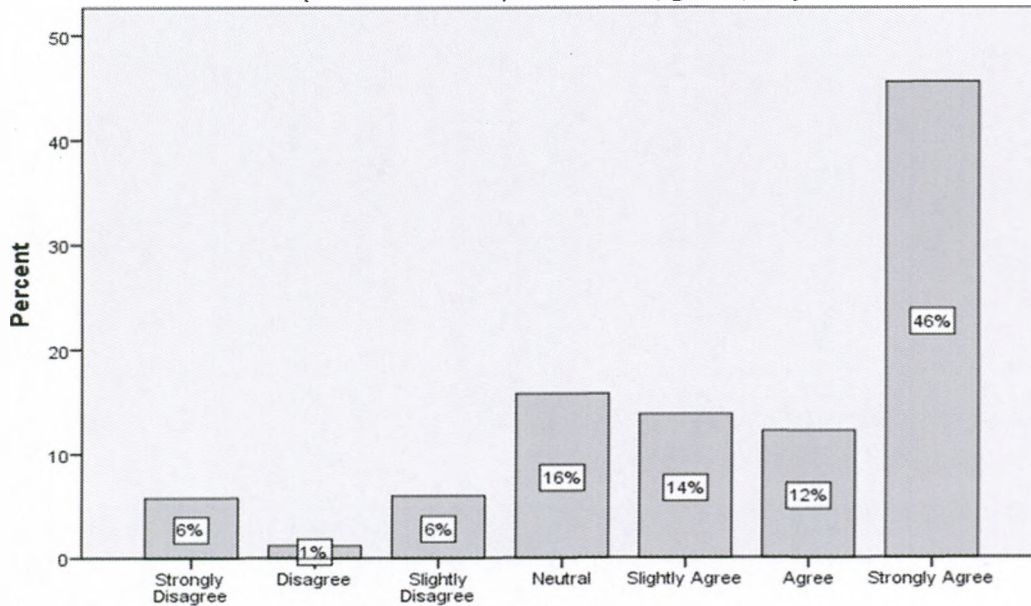


Figure 6.8: Servicescape Question 3

An airport's physical layout should make it easy for passengers to find what they need (i.e. restaurants, rest rooms, gates, etc).



The bar graphs above illustrate how tourists responded to the following statement, “I like many signs to be visible throughout an airport directing me to airport facilities such as baggage, ticket counters, security and rest rooms.” Most of the respondents strongly agreed with the statement and represented 46% of all tourists surveyed. This group was notably larger than all the other 6 groups that comprised of the remaining 54%. These other groups were broken down as follows: Neutral responses from tourists became the second largest

group represented by 16%, while those who slightly agreed and agreed were 14% and 12% respectively.

Figure 6.9: Serviscape Question 4

A variety of ground transportation options to the nearest city should be available.

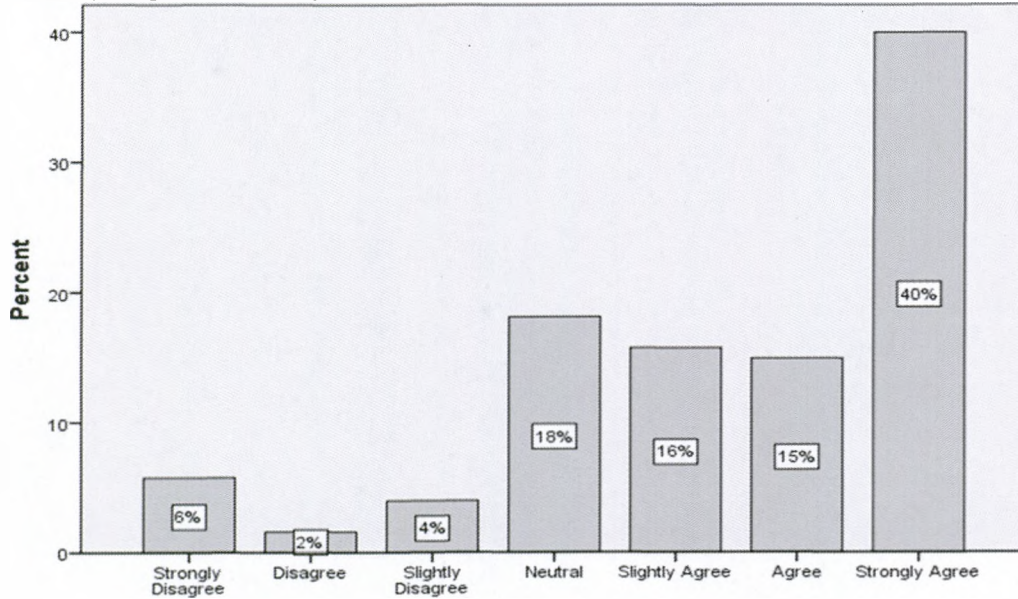
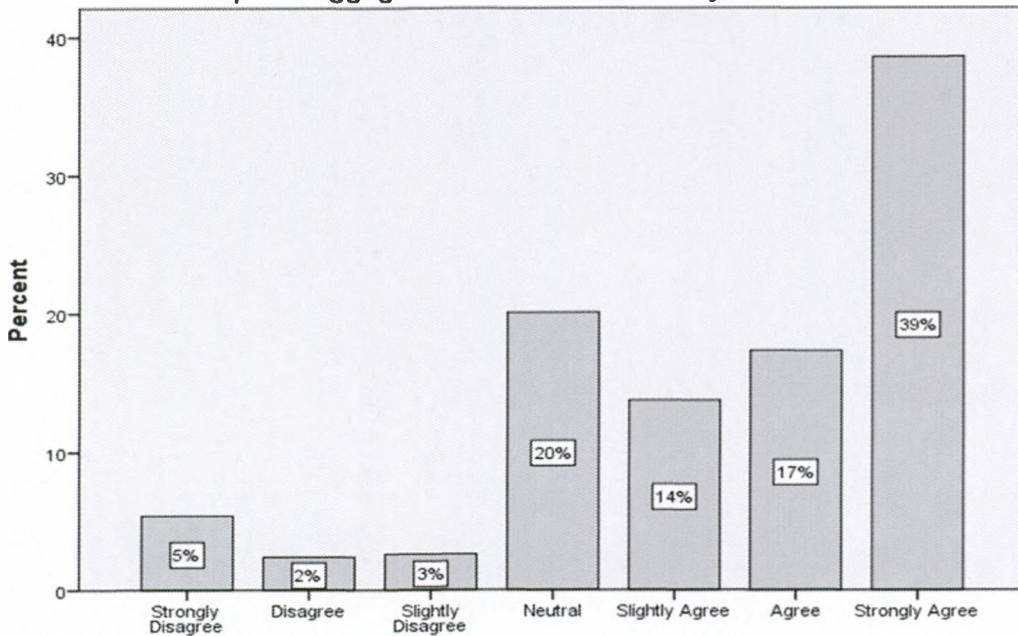


Figure 6.10: Serviscape Question 5

I expect baggage carts to be conveniently located.



The illustrations presented in this section of the study were covered the question on ground transportation and baggage carts. As for ground a variety transportation options being accessible at the nearest city, 40% of the tourists surveyed stated that they strongly agreed with the statement while only 6% of all tourists that responded strongly disagreed. 18% of all

the tourists were neutral regarding that question. As far as the expectation of baggage carts being conveniently located, 39% of all the tourists in the study agreed that baggage carts should be conveniently located. Neutral responses regarding the same question were 20% while those that strongly disagreed were 5%.

Figure 6.11: Servicescape Question 6

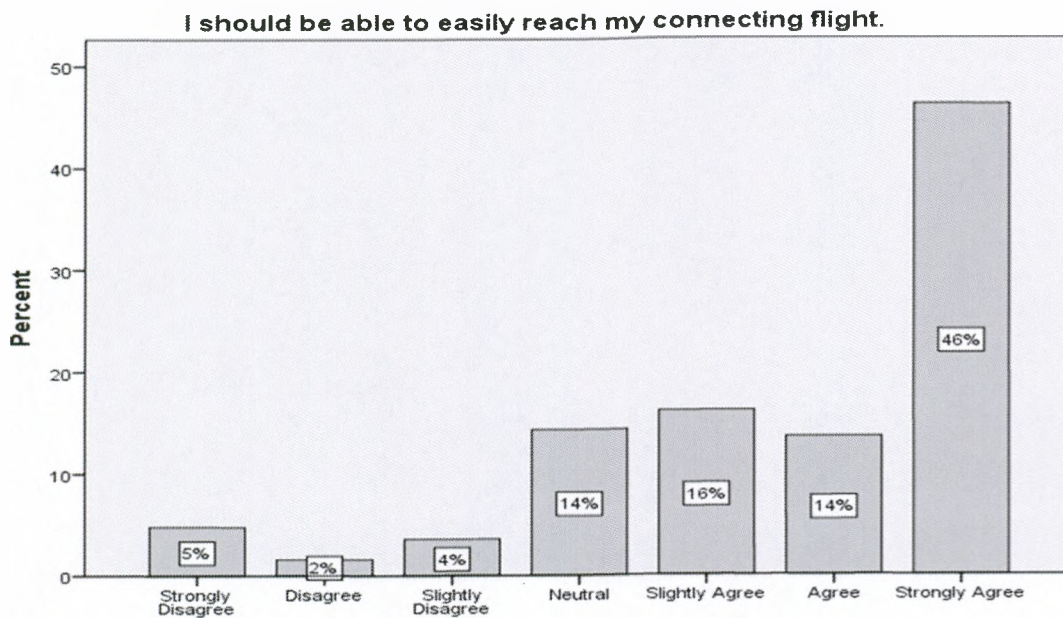
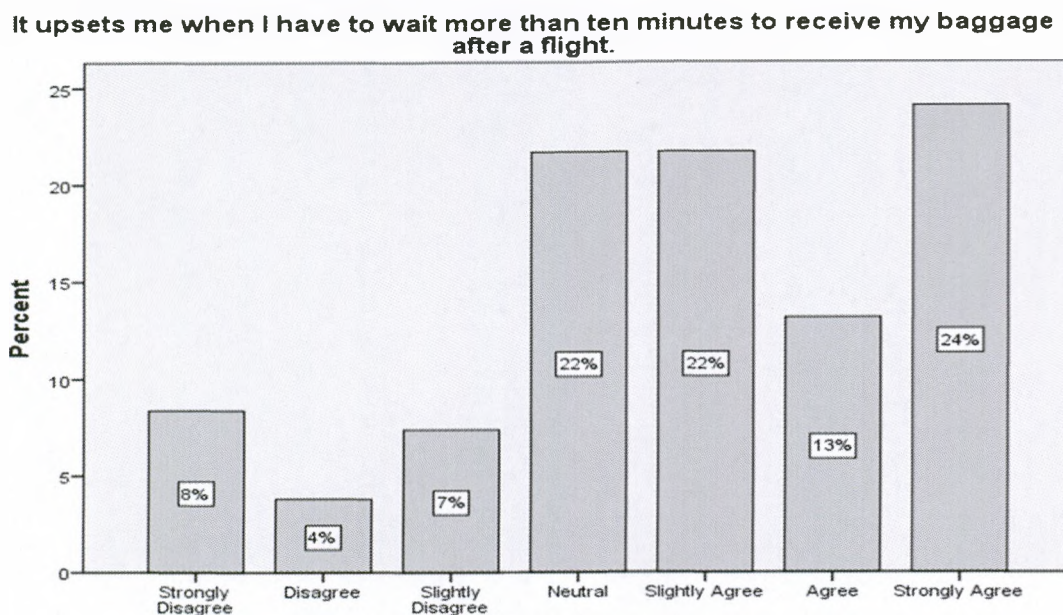


Figure 6.12: Servicescape Question 7



As observed in the first graph on this page, 46% of the tourist stated that they believe that they should effortlessly access their connection flights while 5% strongly disagreed with this notion. The second graph demonstrated that 24% of the respondents stated that the strongly

agreed with the idea that they do not like to wait for more than ten minutes to receive their baggage after a flight. On the other hand some of the tourists surveyed stated that they strongly disagree with this idea and do not mind waiting for their baggage for more than 10 minutes as indicated by 8%.

Figure 6.13: Serviscape Question 8

It upsets me when I have to wait in line more than ten minutes during the check-in process.

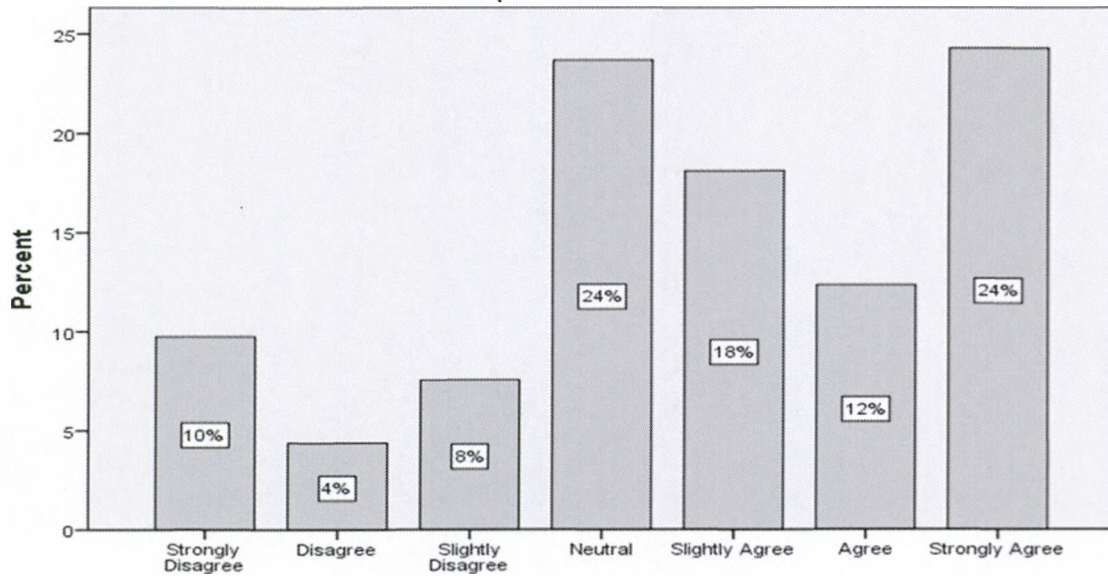
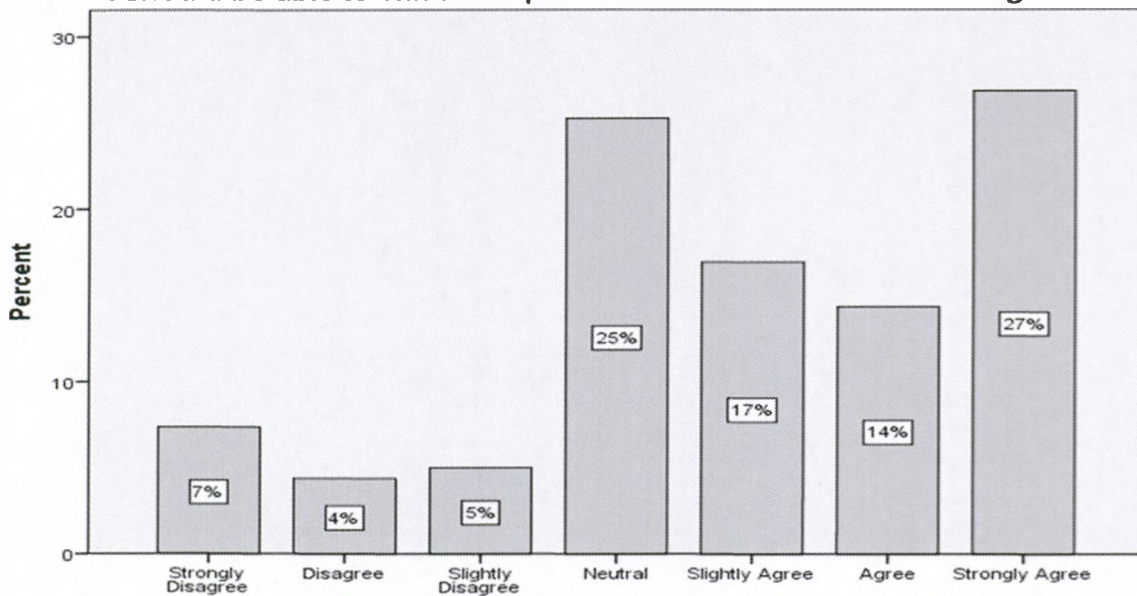


Figure 6.14: Serviscape Question 9

I should be able to exit the airplane within ten minutes of landing.



The first graph on this page presented that 24% of the tourists do not like to wait for more than 10 minutes in the check-in process while 10% strongly disagreed with that sentiment.

The second graph showed that 27% of the tourists strongly agreed with the idea that they should be able to leave the plane ten minutes after landing while 7% of the tourist strongly disagreed with this idea. Table 6.2, below presents services scape responses.

Table 6.2: Servicescape Likert Scale Responses

Variable	Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
SS1	8%	2%	6%	16%	12%	11%	46%
SS2	5%	2%	5%	15%	13%	11%	49%
SS3	6%	2%	6%	16%	14%	12%	46%
SS4	6%	2%	4%	18%	16%	15%	40%
SS5	5%	2%	3%	20%	14%	17%	39%
SS6	5%	2%	4%	14%	16%	14%	46%
SS7	8%	4%	7%	22%	22%	13%	24%
SS8	10%	4%	7%	24%	18%	12%	24%
SS9	7%	4%	5%	25%	17%	14%	27%

SS: Servicescape

SS1: An airport's external signs should clearly direct me to airport services such as parking, car rentals, terminals, etc.

SS2: I like many signs to be visible throughout an airport directing me to airport facilities (baggage, ticket counter, security, rest rooms, rental cars, transportation services, etc).

SS3: An airport's physical layout should make it easy for passengers to find what they need (i.e. restaurants, rest rooms, gates, etc).

SS4: A variety of ground transportation options to the nearest city should be available.

SS5: I expect baggage carts to be conveniently located.

SS6: I should be able to easily reach my connecting flight.

SS7: It upsets me when I have to wait more than ten minutes to receive my baggage after a flight.

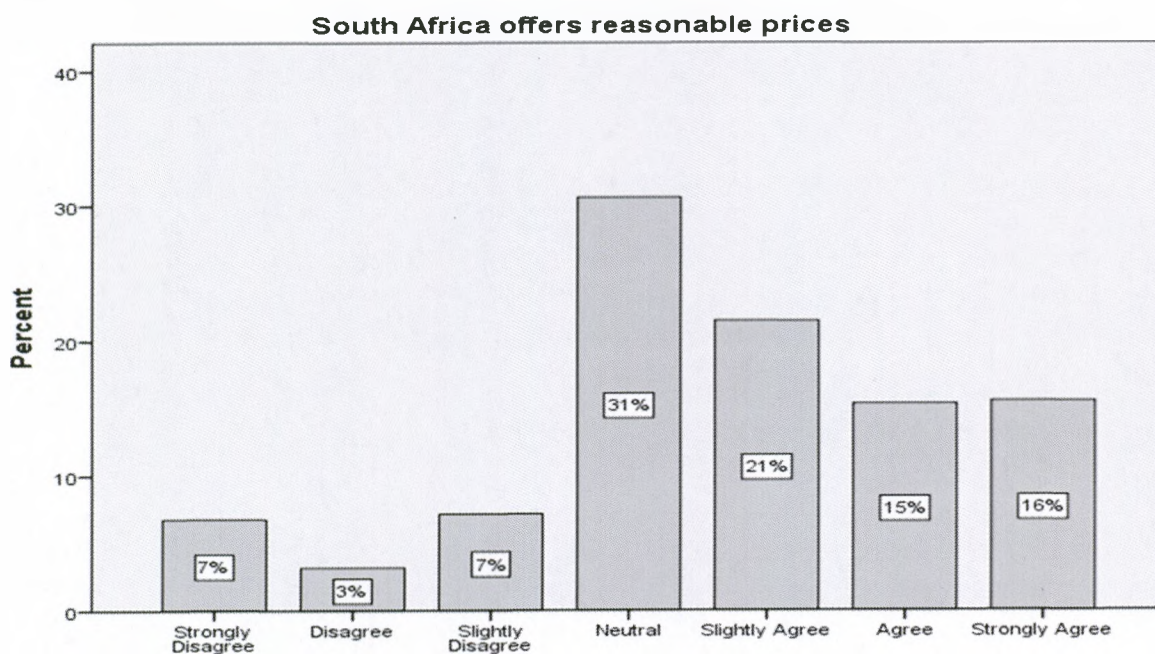
SS8: It upsets me when I have to wait in line more than ten minutes during the check-in process.

SS9: I should be able to exit the airplane within ten minutes of landing.

Table 6.2, presents individual tourist responses for servicescape questions. It could be observed that more than half of the respondents believed that an airport’s external signs should clearly direct them to airport services such as parking, car rentals, terminals (SS1). This was indicated by 46 % of them stating that they strongly agreed with the statement and 11% stating that they agreed with the statement. This was similar to the remaining eight servicescape questions that also had more than half of the respondents agreeing to the statements. Most notably both SS2 and SS6 had 60% of the total respondents agreeing with the statements that signs to be visible throughout an airport and that it should be easy to reach my connecting flight. In the following section Figure 6.15 presents traveller perceived value followed by a discussion on that variable.

6.4.3 Traveller Perceived Value Items

Figure 6.15: Traveller Perceived Value Question 1



As indicated in the graph above most of the respondents regarding the question, “South Africa offers reasonable prices”. The largest group of tourists stated that they were neutral while only 3% disagree. Those who slightly agreed with the statement accounted for 21% of all the tourists. Other tourist stated that they strongly disagreed with the idea that South Africa offered reasonable prices. This was indicated by 7%. Some of the tourists surveyed stated that they slightly disagreed that South Africa offered reasonable prices and they were indicated by 7%. On the other hand 15% of the tourists stated that they agreed with the idea

that South Africa offers reasonable prices while 16% of all the tourists surveyed believed that South Africa offers reasonable prices.

Figure 6.16: Traveller Perceived Value Question 2

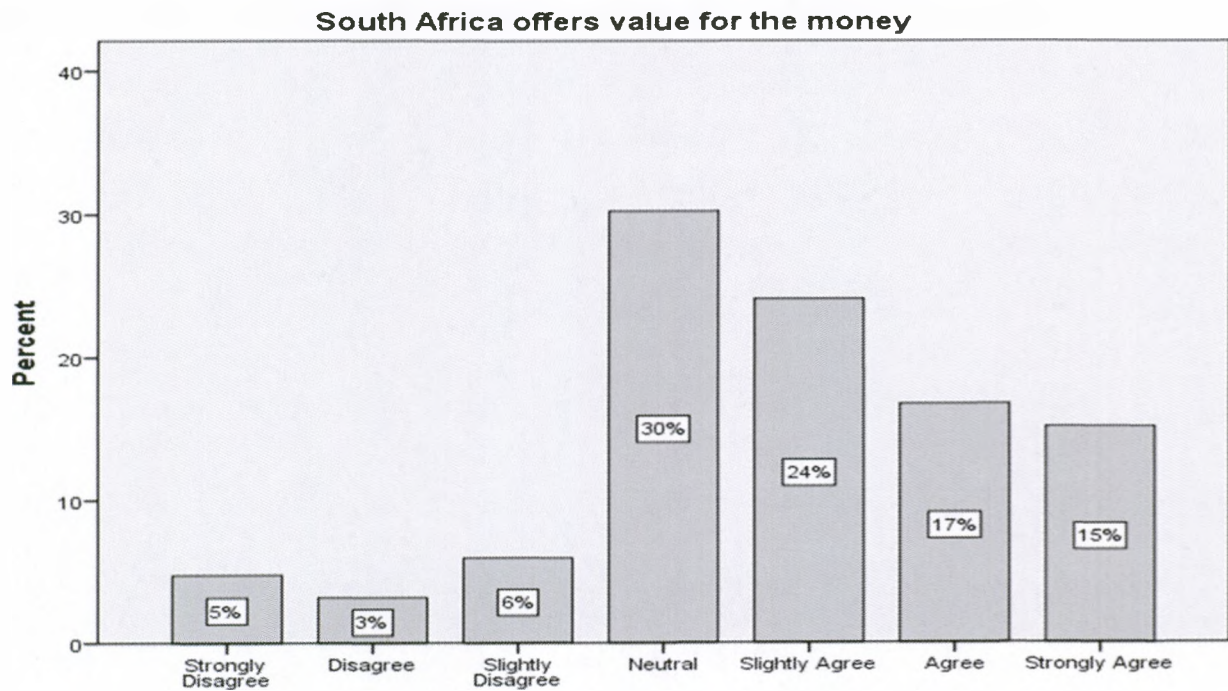
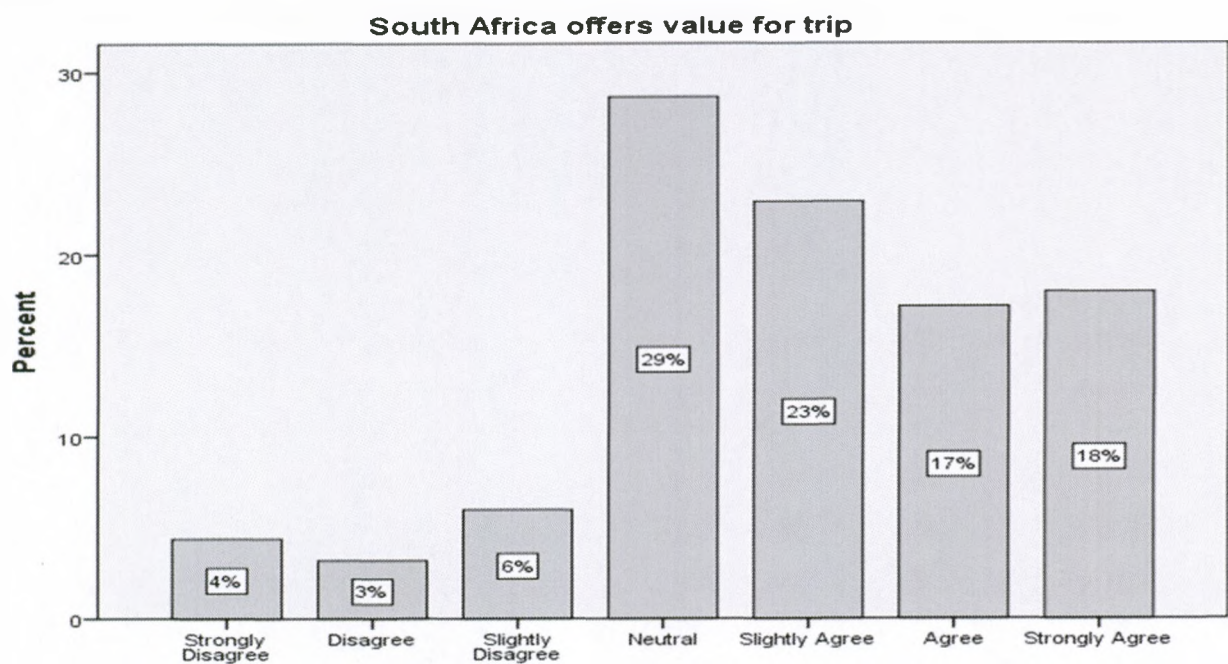


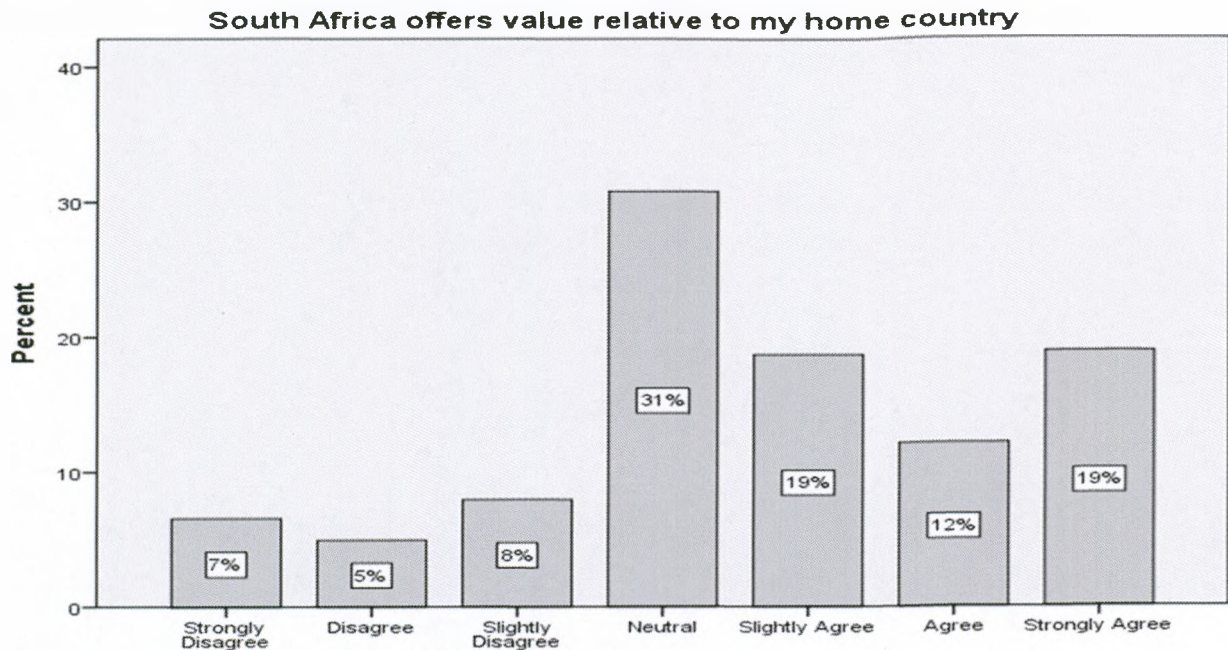
Figure 6.17: Traveller Perceived Value Question 3



It can be observed in the first graph that 30% of the tourists felt that South Africa offered reasonable prices while only 3% stated that it did not. In the second graph on this page it was indicated that most of the respondents regarding the question, “South Africa offers value for

trip". The single largest group of tourist were neutral as indicated by 29%. Those who disagreed with the statement were noticeably less as they were 3%, 4% and 6% respectively.

Figure 6.18: Traveller Perceived Value Question 4



As indicated in the graph above 19% of the tourists stated that they strongly agree with the idea that South Africa offers value relative to their home countries. However, 7% of the tourists stated that they strongly disagree with the notion that South Africa offers value relative to their home countries.

Table 6.3: Traveller Perceived Value Likert Scale Responses

Variable	Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
TPV1	7%	3%	7%	31%	22%	15%	16%
TPV2	5%	3%	6%	30%	24%	17%	15%
TPV3	4%	3%	6%	29%	23%	17%	18%
TPV4	7%	5%	8%	31%	19%	12%	19%

TPV: Traveller perceived value

TPV1: South Africa offers reasonable prices

TPV2: South Africa offers value for the money

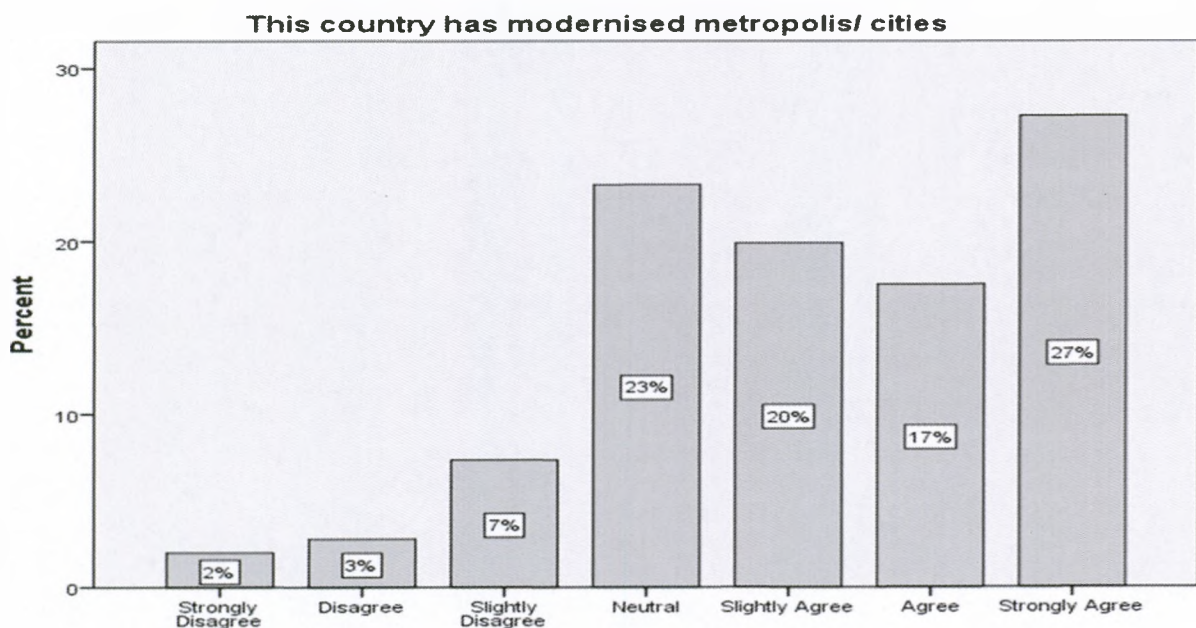
TPV3: South Africa offers value for trip

TPV4: South Africa value relative to my home country

As presented in Table 6.3, traveller perceived value had a significantly higher percentage of participants who agreed with the statements as compared to those who disagreed with them. For instance more than twice of the participants believed that South Africa offered reasonable prices as indicated by the 16 % in favour of the statement as compared to the 7% not in favour of the statement. Across the board more travellers had a positive view of the value South Africa brought to them indicated by the higher percentages of those who agreed with the statements and high percentages of those that were neutral. On average at least a third of all travellers agreed with all the statements associated with the traveller perceived value (TPV1 to TPV4). The following section depicts cognitive destination image likert scale responses in Table 6.4 which was then followed by an in-depth discussion.

6.4.3 Cognitive Destination Image Items

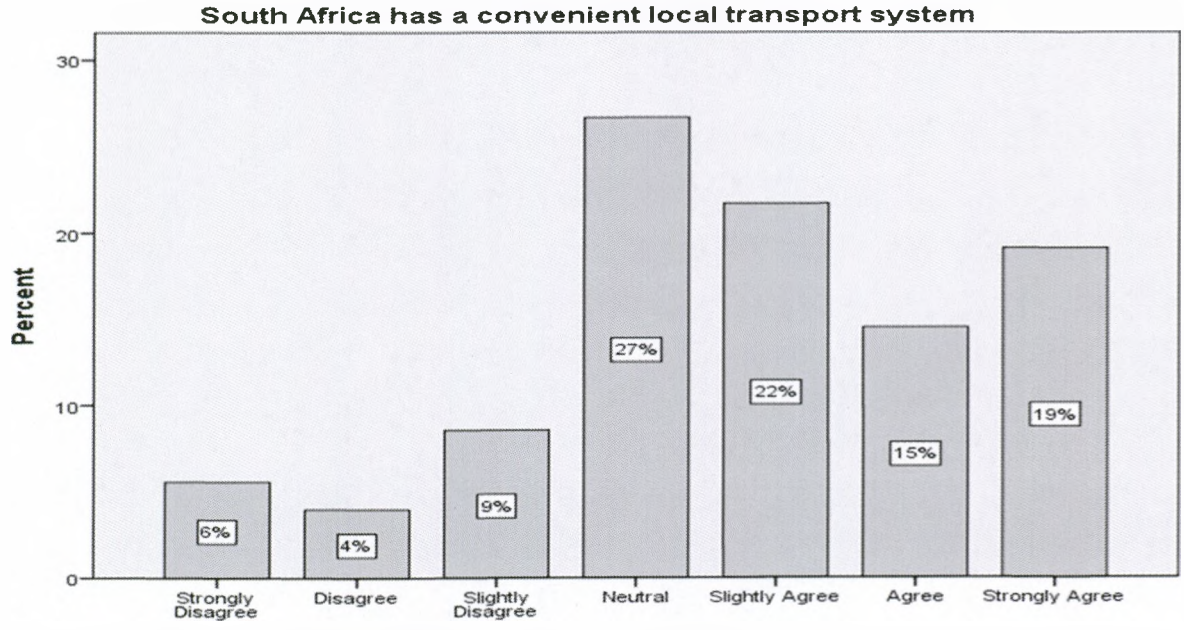
Figure 6.19: Cognitive Destination Image Question 1



The graph above presents responses on the South Africa having modernised metropolis/ cities. 27% of all the tourists surveyed stated that they strongly believed that South Africa had cities that were modern while only 2% believed that South Africa did not have modernised cities. 23% of all the tourists surveyed stated that they were neutral regarding the statement of South Africa having modernised cities. 20% of the tourists stated that they slightly agreed with the notion of South Africa having modernised cities while 7% slightly disagreed with the notion of South Africa having modernised cities. The following section will look at the discussion

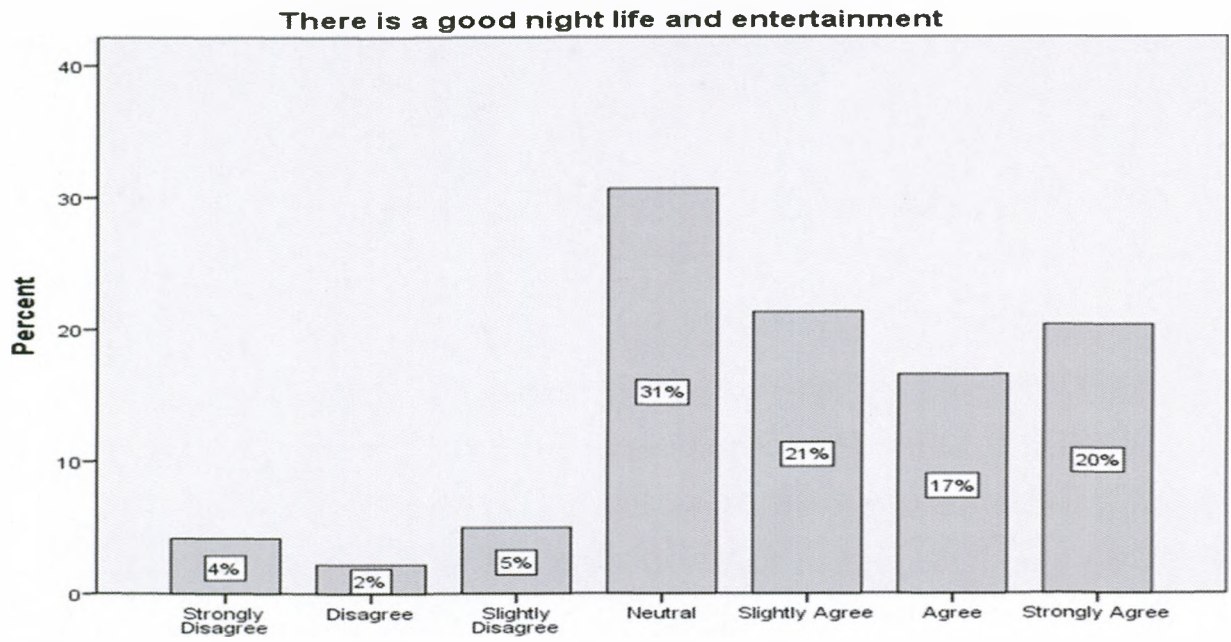
on South Africa's local transport system from a tourist's perspective based on the findings of the study.

Figure 6.20: Cognitive Destination Image Question 2



It can be observed in the first graph that 19% of the tourists felt that South Africa has a convenient transport system while 6% stated that the strongly believed that South Africa does not have a good transport system.

Figure 6.21: Cognitive Destination Image Question 3



As indicated in the graph above it was observed that 21% of the tourists surveyed strongly believed that South Africa had a good night life base on the evaluation of their stay. On the other hand 4% strongly believed that South Africa did not have a good night life. The largest single group regarding tourists' views on the South African night life experience was that of those that chose to remain neutral and this group had 31% of all the tourists surveyed.

Figure 6.22: Cognitive Destination Image Question 4

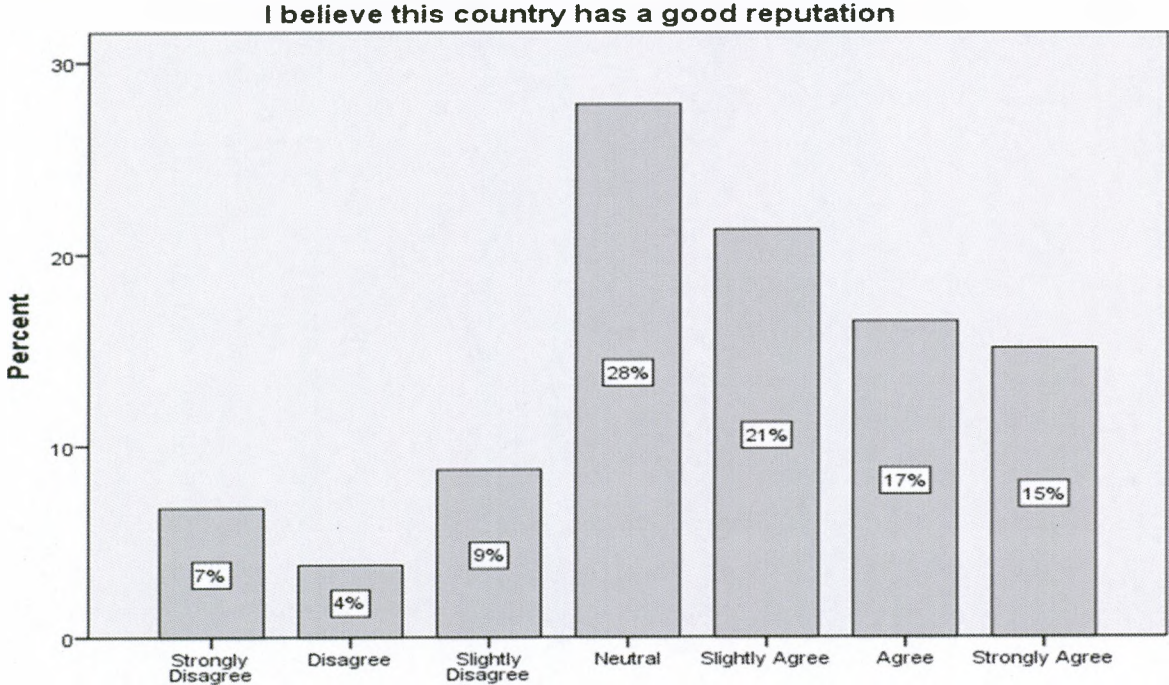
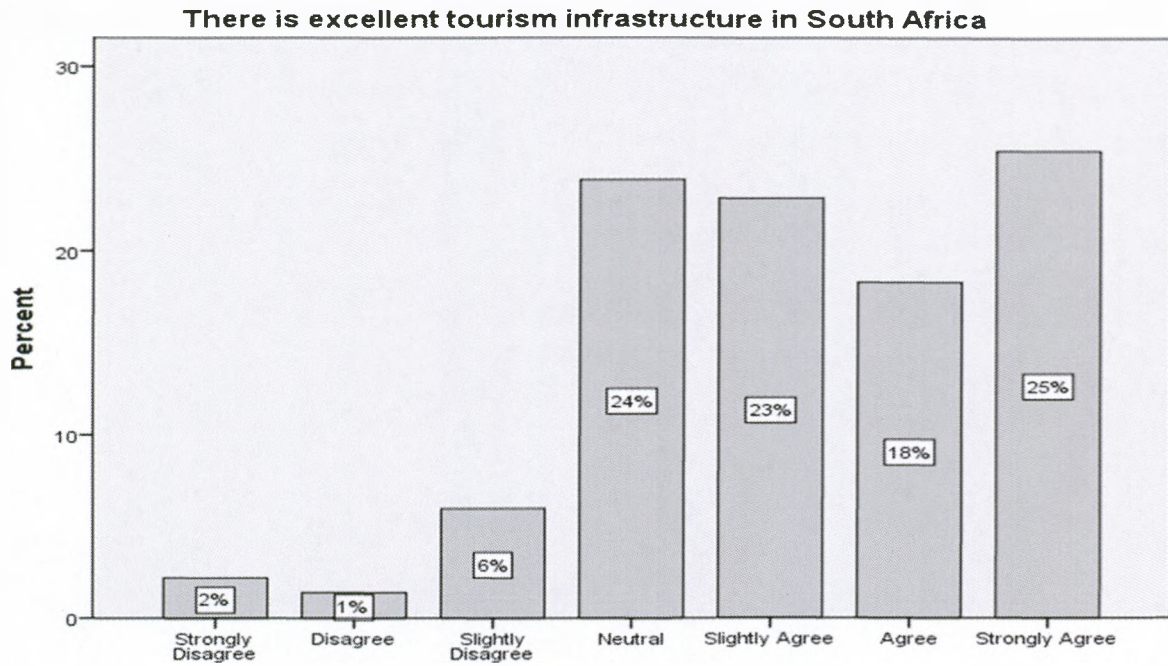


Figure 6.23: Cognitive Destination Image Question 5



The first graph asked tourists if they believed South Africa had a good reputation. Most of the participants ranged from neutral to strongly agreed. These values ranged from 15% to 28%. As for the tourists who believed that South Africa did not have a good reputation were 4%, 7% and 9% respectively. The second graph illustrated responses to the question on South Africa having relevant tourism infrastructure. Most respondents agreed that South Africa has excellent tourism infrastructure as indicated. Those that strongly agreed with the statement accounted for 24% and 25% of all tourists surveyed.

Figure 6.24: Cognitive Destination Image Question 6

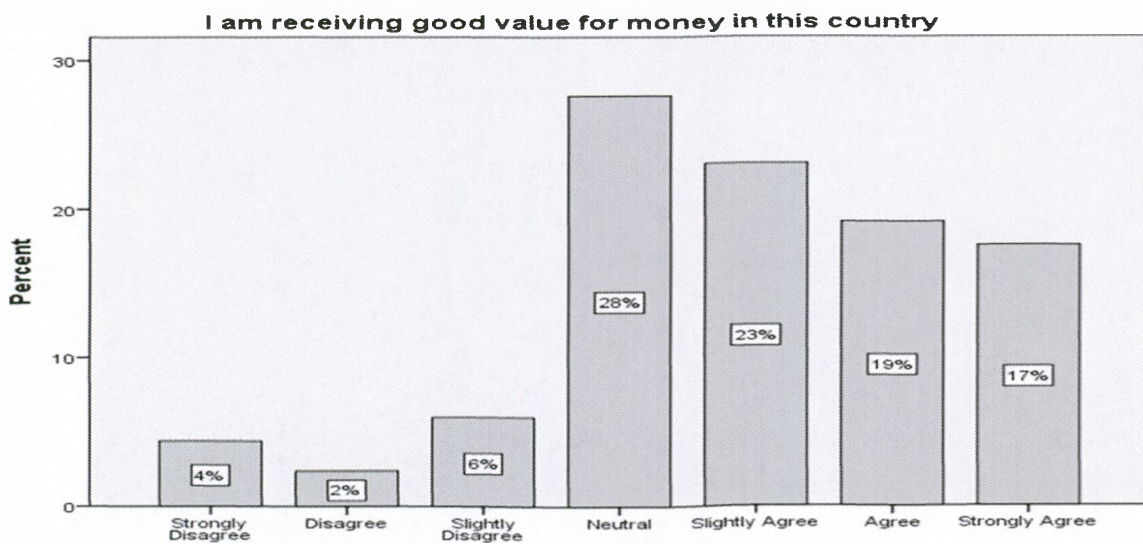
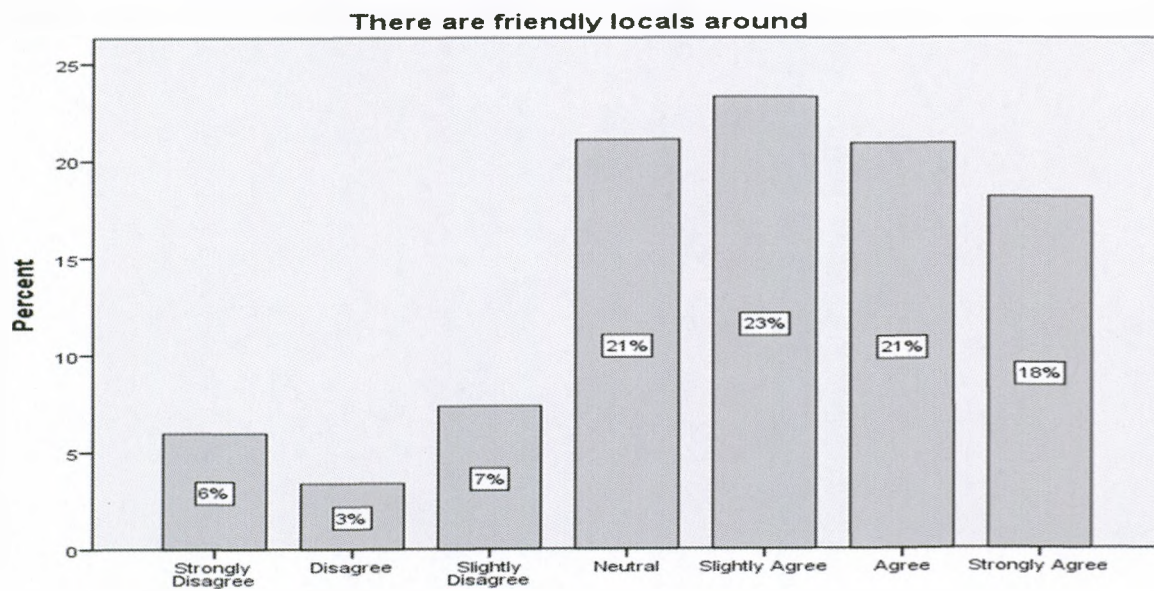


Figure 6.25: Cognitive Destination Image Question 7



The first graph presents tourists' responses to the question, "I am receiving good value for money in South Africa". Most of the participants ranged from neutral, slightly agree and agree. These values were 21%, 21% and 23% respectively. The other question, participants slightly agreed are used to 3%. Furthermore, tourists who slightly disagreed that, "the locals are friendly" accounted for 7%, 6 % and 3%.

Figure 6.26: Cognitive Destination Image Question 8

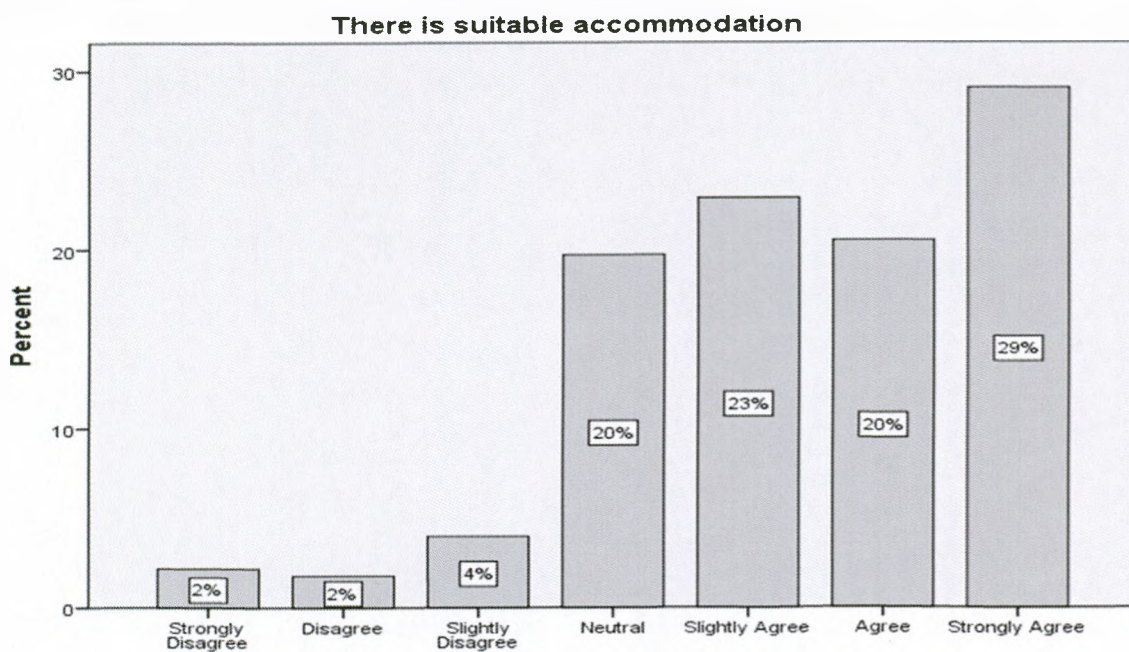
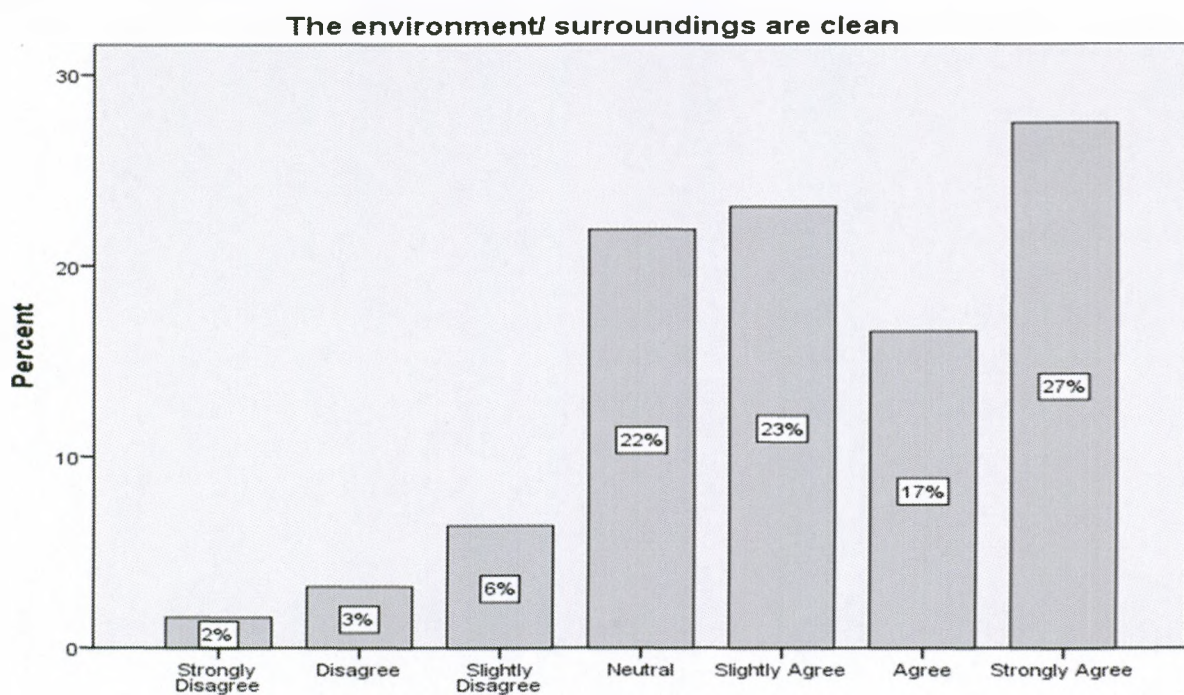


Figure 6.27: Cognitive Destination Image Question 9



As for the first graph, tourists were asked to provide responses on whether they received good accommodation in South Africa. 29% of the participants stated that there is suitable accommodation while those that disagreed with that notion were indicated by 2% in the bar graph. The second question asked whether there is good service quality in South Africa.

Figure 6.28: Cognitive Destination Image Question 10



As indicated in the table above. The largest group that participated accounted for 27% of all the participants. On the other hand tourists who strongly disagreed with the statement accounted for 2% of all participants.

Table 6.4: Cognitive Destination Image Likert Scale Responses

Variable	Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
CGDI1	2%	3%	7%	23%	20%	18%	27%
CGDI2	6%	4%	9%	27%	21%	15%	19%
CGDI3	4%	2%	5%	31%	21%	17%	20%
CGDI4	7%	4%	9%	28%	21%	17%	15%
CGDI5	2%	1%	6%	24%	23%	18%	25%
CGDI6	4%	2%	6%	28%	23%	19%	18%
CGDI7	6%	3%	7%	21%	23%	21%	18%
CGDI8	2%	2%	4%	20%	23%	21%	29%
CGDI9	3%	1%	6%	22%	23%	21%	24%
CGDI10	2%	3%	6%	22%	23%	17%	27%

CGDI: Cognitive destination image

CGDI1: This country has modernised metropolis/ cities

CGDI2: South Africa has a convenient local transport system

CGDI3: There is a good night life and entertainment

CGDI4: I believe this country has a good reputation

CGDI5: There is excellent tourism infrastructure in South Africa

CGDI6: I am receiving good value for money in this country

CGDI7: There are friendly locals around

CGDI8: There is suitable accommodation

CGDI9: There is good service quality here

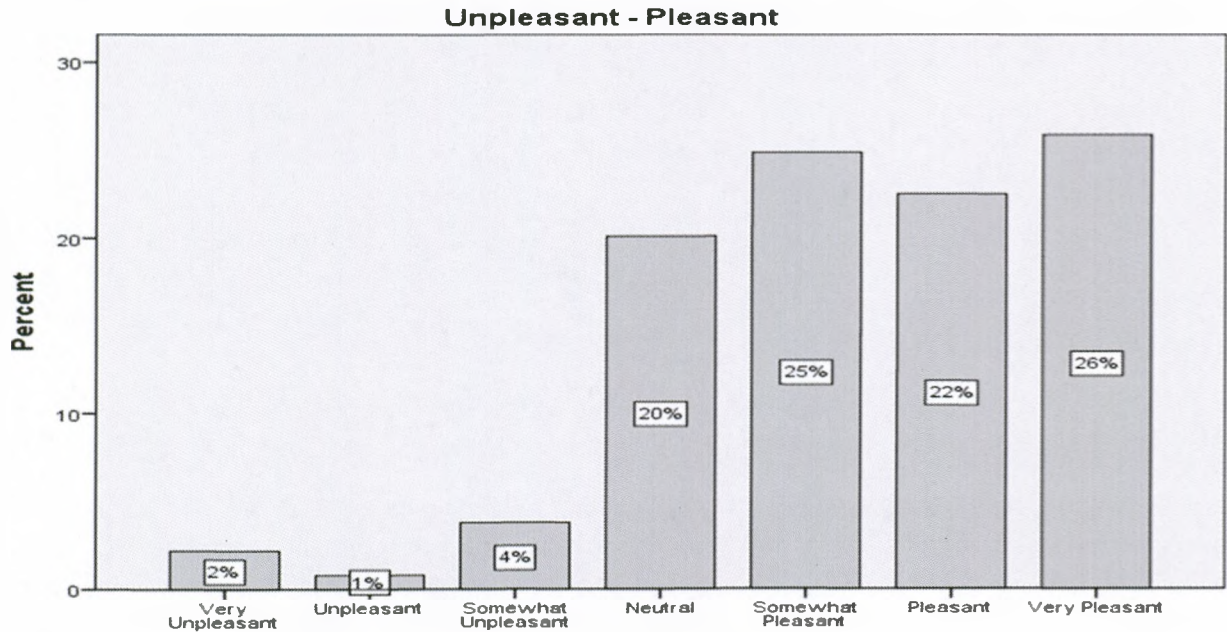
CGDI10: The environment/ surroundings are clean

As presented in Table 6.4, cognitive destination image responses per traveller are presented. A key observation was that only 2% of all the travellers believed that South Africa did not modernised metropolis/ cities while 65% of the traveller thought that South Africa indeed had modernised metropolis/ cities. On the other hand regarding the issue of modernised metropolis 23% had no opinion regarding it. Another important finding was that only 10% of the travellers believed that there was no good service quality in South Africa. This finding

was also similar to the 10% who stated that there was no good tourism infrastructure in South Africa. In the section that follows Table 6.5, illustrates the individual responses for each question on the affective destination image variable. The table was then followed-up by detailed discussion.

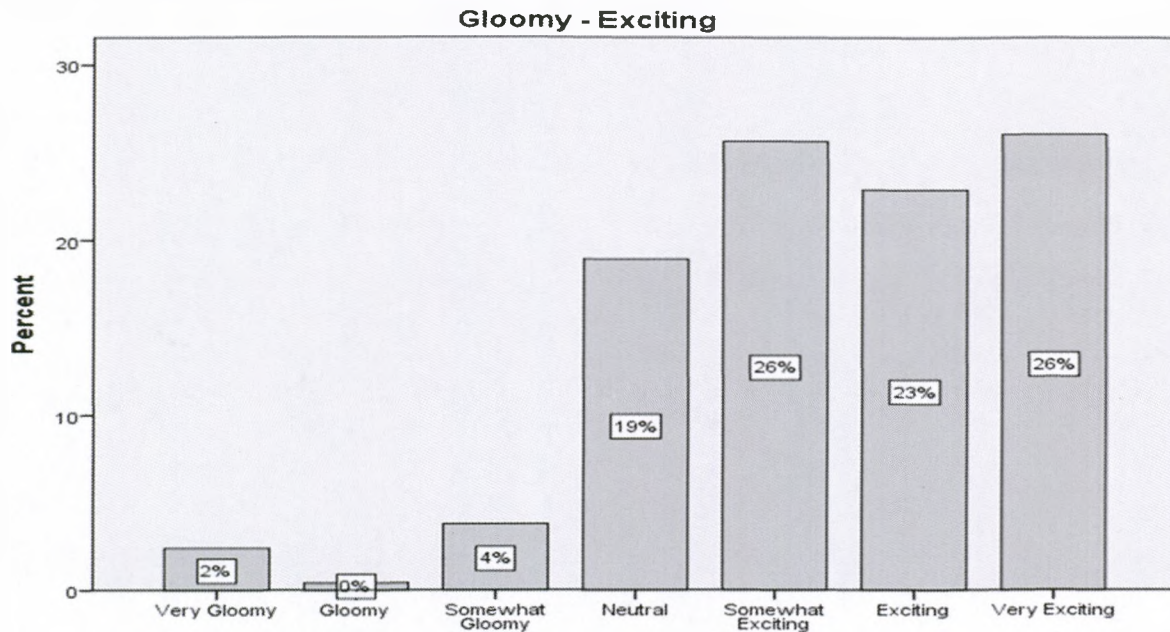
6.4.4 Affective Destination Image Items (1-4)

Figure 6.29: Affective Destination Image Question 1



Affective destination image was illustrated using graphs with question regarding (unpleasant to pleasant), (gloomy to exciting), (distressing to relaxing) questions. 26% of the tourists stated that their stay in South Africa was pleasant while 2% stated that it was very unpleasant. The graph illustrates that also 26% of the tourists viewed South Africa as a very exciting destination in comparison to 2% who felt that it was a very gloomy destination.

Figure 6.30: Affective Destination Image Question 2



The other categories that were worth noting was that of the tourists who mentioned South Africa being a gloomy destination, somewhat gloomy and that remained neutral. It was surprising that none of the tourists (0%) stated that it was gloomy. In addition, 14 % of the tourists stated that South Africa was somewhat gloomy. At the same time 14% of the tourists decided to remain neutral in the response to whether the South Africa was a gloomy or an exciting destination. The sections that follow present and discuss findings on tourists' responses regarding South Africa being a distressing or relaxing destination as well as negative or positive feelings associated with visiting South Africa.

As for question on (distressing to relaxing), 25% of all the tourists stated that South Africa was somewhat relaxing as a destination while 5 % stated that it was somewhat distressing. The group of tourists that stated South Africa being distressing was the smallest with a representation of only 1%.

Figure 6.31: Affective Destination Image Question 3

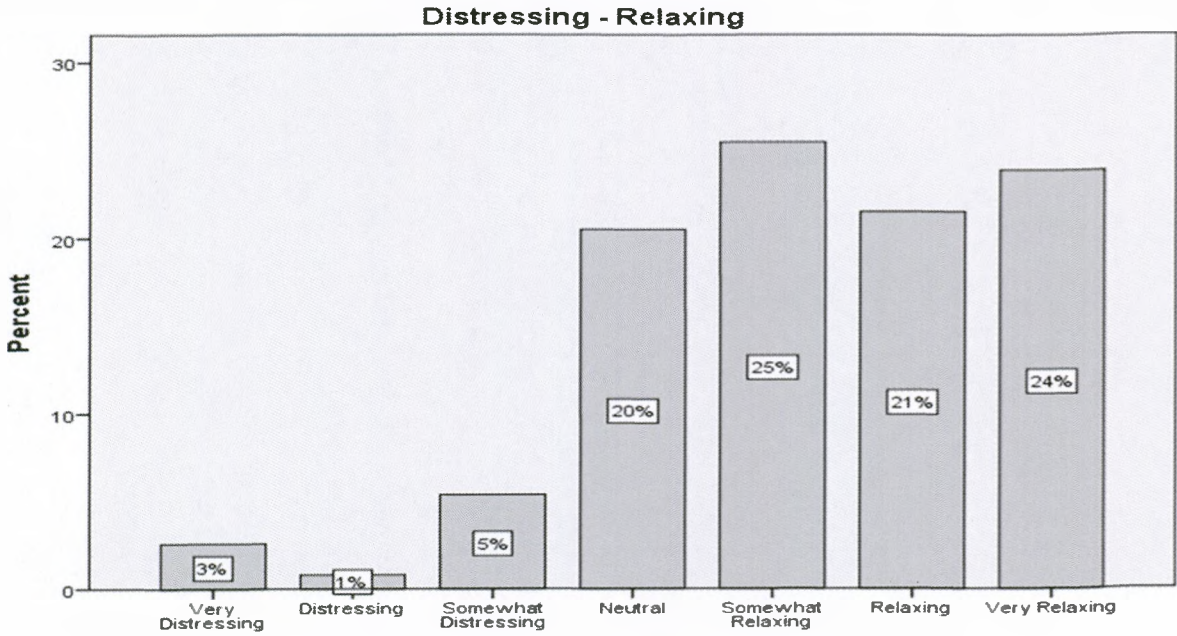
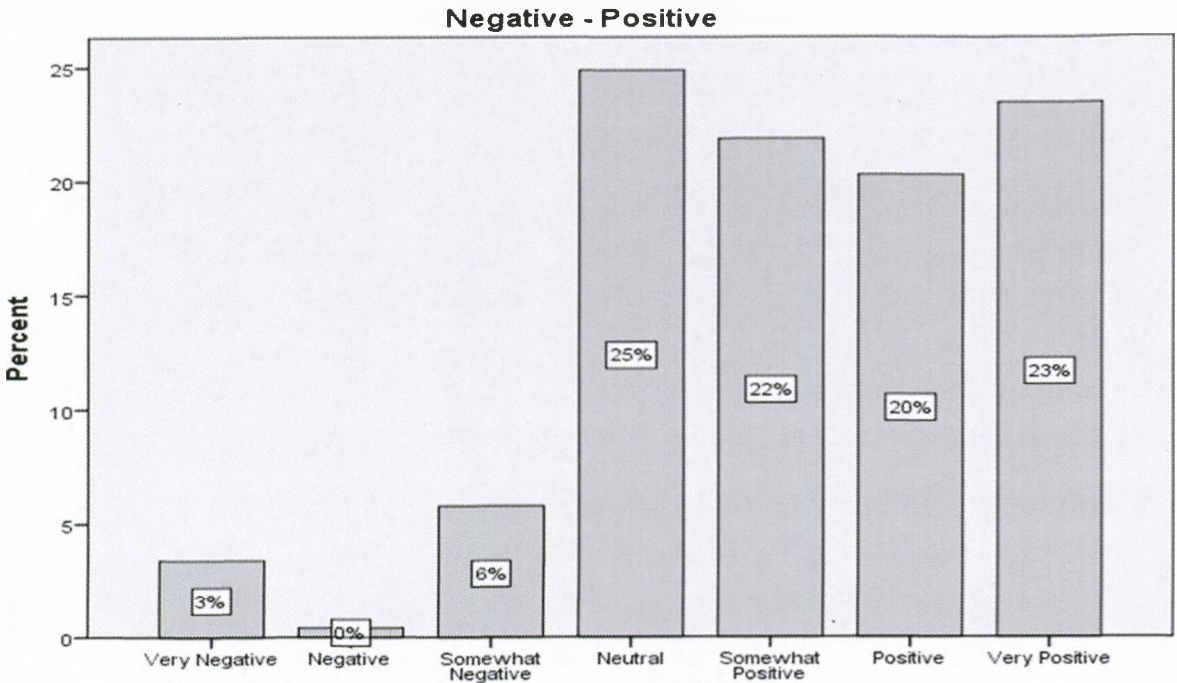


Figure 6.32: Affective destination Image Question 4



The graph above looked at tourists reactions to questions on perceived negative to positive emotions associated with their trip to South Africa. 25% of the tourists surveyed stated that they were neutral regarding South Africa making them feel positive or negative about the destination while 23% stated that they were very positive about South Africa. 3% of the tourists stated that they were very negative about South Africa being a travel destination.

Table 6.5: Affective destination Image Likert Scale Responses (1-4)

Variable	Very Unpleasant	Unpleasant	Somewhat Unpleasant	Neutral	Somewhat Pleasant	Pleasant	Very Pleasant
ADI1	2%	1%	4%	20%	25%	23%	26%
Rating South Africa as a tourism destination							
	Very Gloomy	Gloomy	Somewhat Gloomy	Neutral	Somewhat Exciting	Exciting	Very Exciting
ADI2	2%	0%	4%	19%	26%	23%	26%
Rating South Africa as a tourism destination							
	Very Distressing	Distressing	Somewhat Distressing	Neutral	Somewhat Relaxing	Relaxing	Very Relaxing
ADI3	3%	1%	5%	21%	25%	22%	24%
Rating South Africa as a tourism destination							
	Very Negative	Negative	Somewhat Negative	Neutral	Somewhat Positive	Positive	Very Positive
ADI4	3%	0%	6%	25%	22%	20%	24%
Rating South Africa as a tourism destination							

ADI: Affective destination image

Ratings South Africa as a tourism destination for the following set of feelings:

ADI1: Unpleasant - Pleasant

ADI2: Very Gloomy - Very Exciting

ADI3: Distressing - Relaxing

ADI4: Negative - Positive

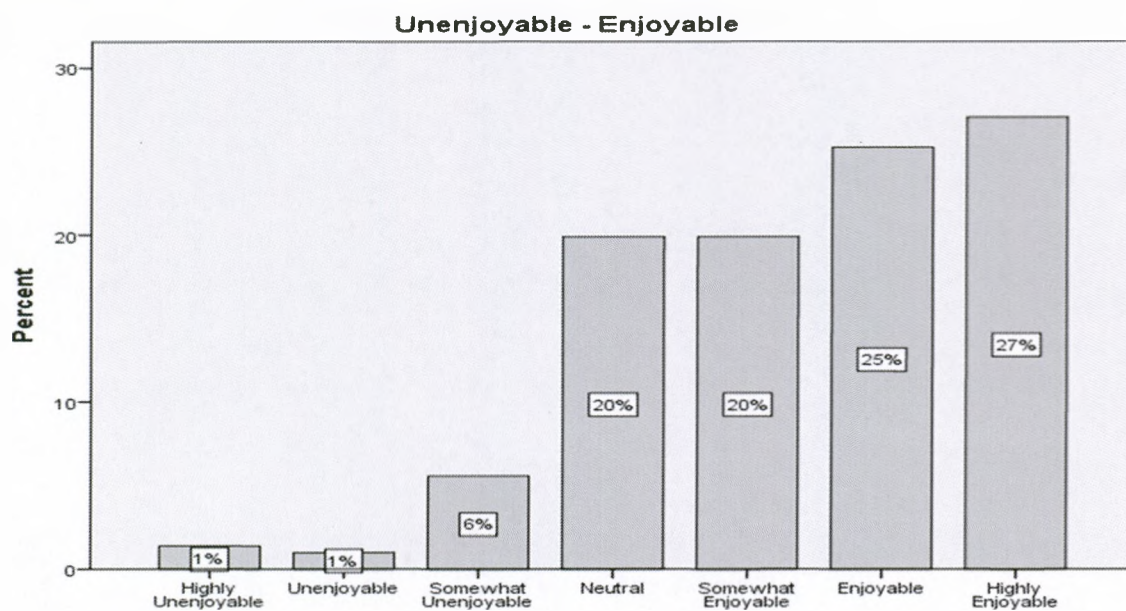
Table 6.5 shown above presents individual tourist responses for affective destination image questions. These questions focused on rating South Africa as an unpleasant to pleasant destination, very gloomy to very exciting destination, very distressing to a very relaxing destination. Lastly, the questions in the table were concerned with rating South Africa as a very negative destination to a very positive destination. Out of the total sample, 2% tourists considered South Africa to be unpleasant and 26% considered it to be very pleasant. In addition, 3% stated that South Africa as a destination was very distressing compared to 24%

who stated that it was very relaxing. Furthermore, 3% of all the respondents rated South Africa as a very negative destination in comparison to 24% who viewed it as a very positive destination.

Table 6.5 depicted in the following section also explored the findings from affective destination image questions. These questions were centred on rating South Africa as a tourism destination from highly unenjoyable to highly enjoyable and highly unfavourable to highly favourable. Lastly, this set of questions on affective destination image also considered responses covering very boring to a lot of fun. Only 8% of the travellers considered South Africa to be an unenjoyable destination while 72% of the travellers survey believed South Africa to be an enjoyable travel destination. The graph below presents affective destination image likert scale responses (unenjoyable to enjoyable).

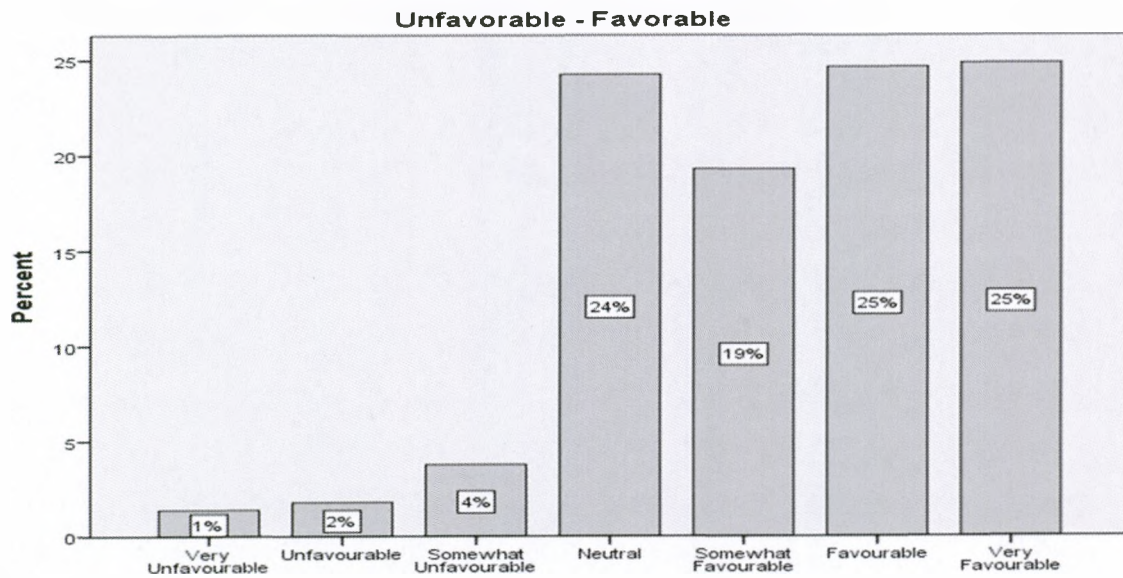
6.4.5 Affective Destination Image Items (5-7)

Figure 6.33: Affective Destination Image Question 5



As indicated in Figure 6.33, the single largest group of tourists that responded to the survey stated that their experience in South Africa was highly enjoyable as indicated by the 27%. This was in sharp contrast to those that stated that it was highly unenjoyable as indicated by 1% of all the tourists surveyed for the study. In the middle there were numerous responses for example, 25% of the tourists stated that South Africa was an enjoyable destination while 1% stated that it was unenjoyable. In addition, 6% stated that their visit to South Africa was somewhat it unenjoyable. At the same time, 20% of the tourists stated that it was somewhat enjoyable. .

Figure 6.34: Affective Destination Image Question 6



As indicated in Figure 6.34, responses from tourists are provided were 25 % of the tourists surveyed agreed with the statement suggesting that South Africa was a favourable destination. This value was similar to that of those who said South Africa was a very favourable destination. The list represented group was that of the tourists that said South Africa is a very unfavourable as indicated by 1% of all the tourists.

Figure 6.35: Affective Destination Image Question 7

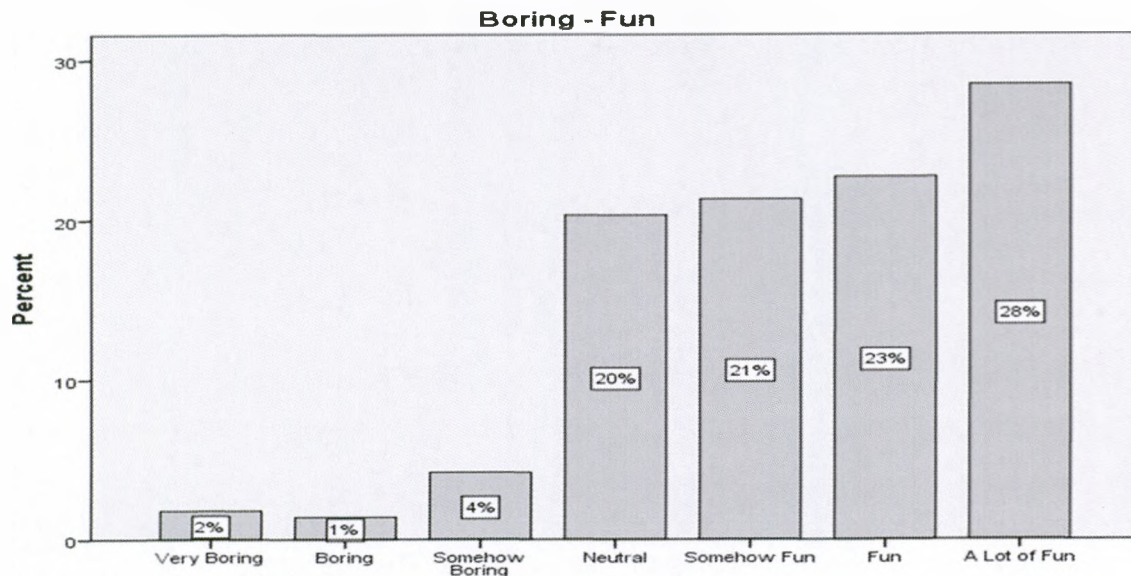


Figure 6.35, illustrated how tourists responded to questions relating to fun at the destination. 28% of the tourists said that it was a lot of fun at the destination while only 2% said that it

was very boring. A presentation of affective destination image responses in table format is presented below.

Table 6.6: Affective destination Image Likert Scale Responses (5-7)

Variable	Highly Unenjoyable	Unenjoyable	Somewhat Unenjoyable	Neutral	Somewhat Enjoyable	Enjoyable	Highly Enjoyable
ADI5	1%	1%	6%	20%	20%	25%	27%
Rating South Africa as a tourism destination							
	Very Unfavourable	Unfavourable	Somewhat Unfavourable	Neutral	Somewhat Favourable	Favourable	Very Favourable
ADI6	1%	2%	4%	24%	19%	25%	25%
Rating South Africa as a tourism destination							
	Very Boring	Boring	Somewhat Boring	Neutral	Somewhat Fun	Fun	A Lot of Fun
ADI7	2%	1%	4%	20%	21%	23%	28%
Rating South Africa as a tourism destination							

ADI: Affective destination image

ADI5: Unenjoyable - Enjoyable

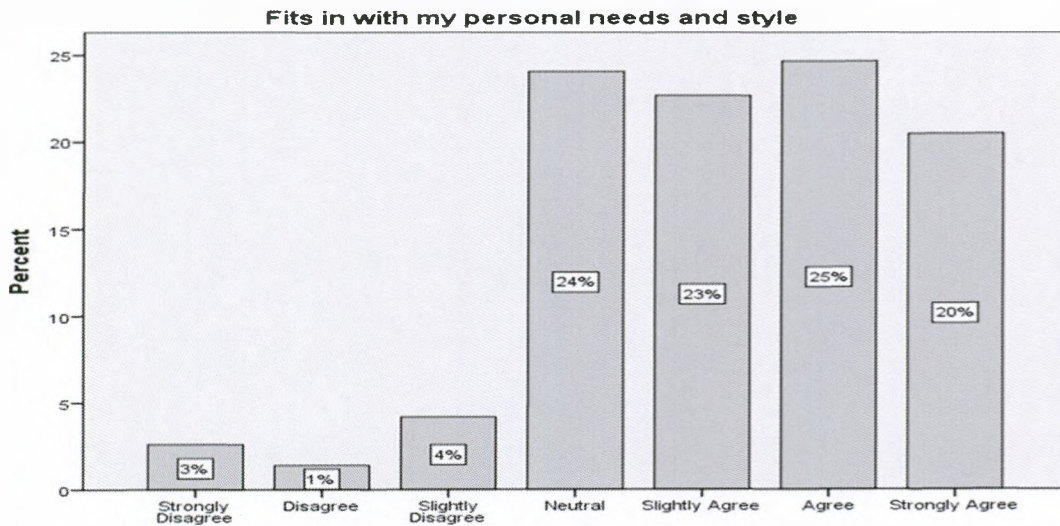
ADI6: Unfavourable - Favourable

ADI7: Boring - Fun

Table 6.6 shown above also presents individual tourist responses for affective destination image questions. As observed in the table 1% of the respondents viewed South Africa as a highly unenjoyable destination, whereas 27% of the participants viewed it as Highly Enjoyable. In addition, 1% of the participants considered South Africa as a very unfavourable destination in comparison to 25% who considered it to be a very favourable destination. The last question on affective destination image established that 2% of all the tourists surveyed in the study viewed South Africa as a very boring destination while 28% viewed it as being a lot of fun.

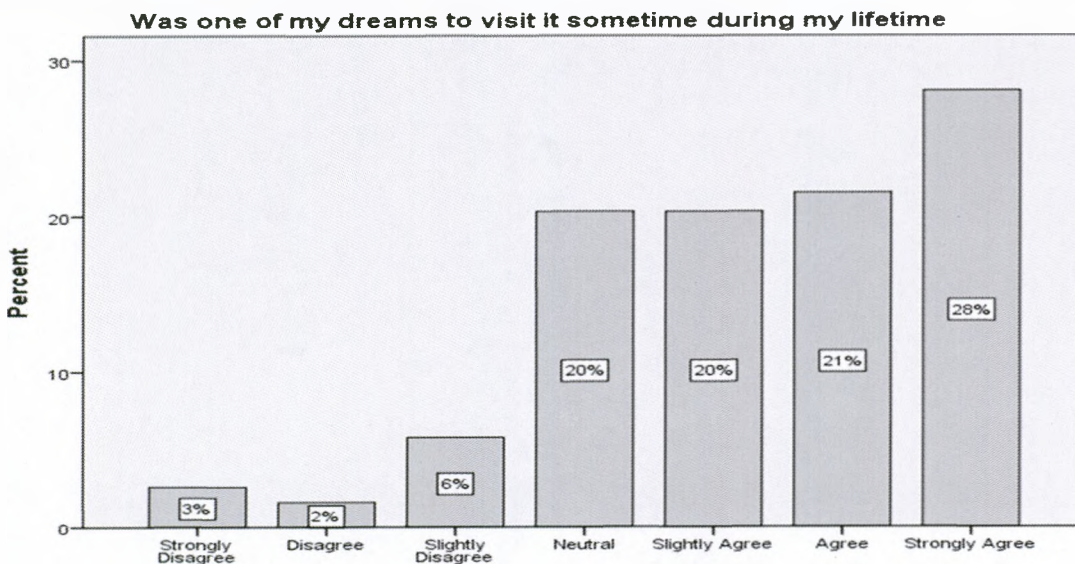
6.4.6 Conative Destination Image Items

Figure 6.36: Conative Destination Image Question 1



As indicated in Figure 6.36, above most of the tourists were either neutral or strongly agreed with the statement, “The destination fits in with my personal needs and style.” This was indicated by 24%, 23%, 25% and 20% for neutral, slightly agree, agree and strongly agree respectively.

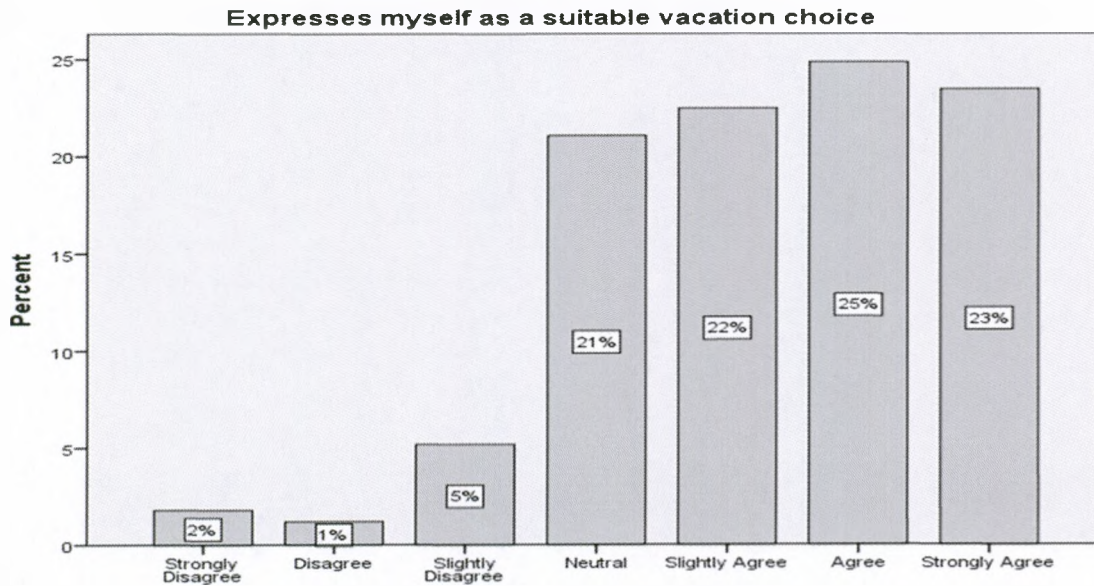
Figure 6.37 Conative Destination Image Question 2



As indicated in Figure 6.37, most of the tourists were either neutral or strongly agreed with the statement, “The destination was one of my dreams to visit it sometime during my lifetime.” This was indicated by 20%, 20%, 21% and 28% for neutral, slightly agree, agree and strongly agree respectively. The graph that is presented next is Figure 6.38 which

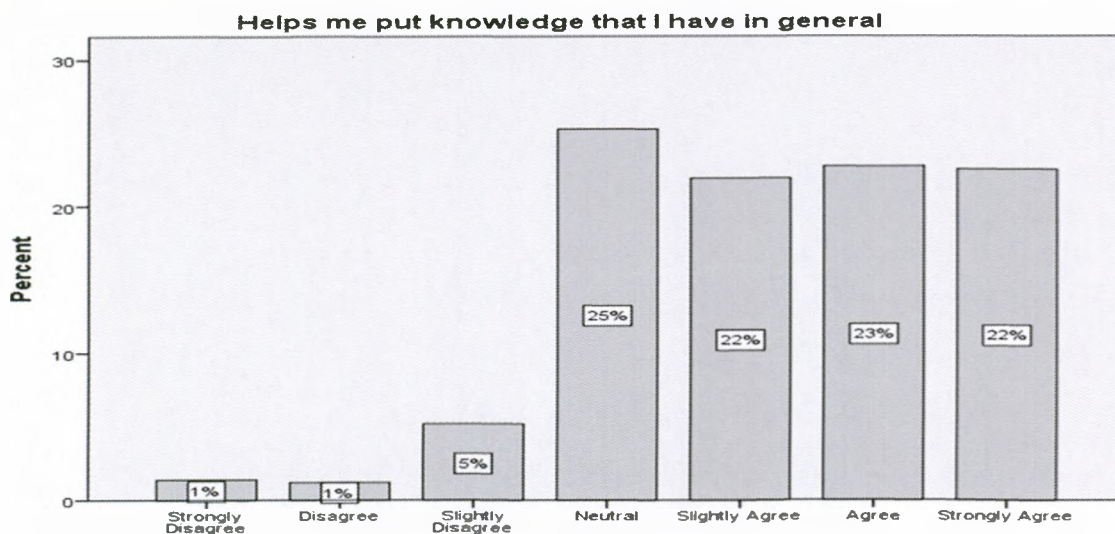
assessed how tourists viewed the destination in terms of how it expresses them as a suitable vacation choice.

Figure 6.38 Conative Destination Image Question 3



Shown above in Figure 6.38 are responses to the statement, “This destination expresses myself as a suitable vacation choice.” Most of the tourists agreed with the statement. This was indicated by 21%, 22%, 25% and 23% for neutral, slightly agree, agree and strongly agree respectively. Figure 6.39 follows.

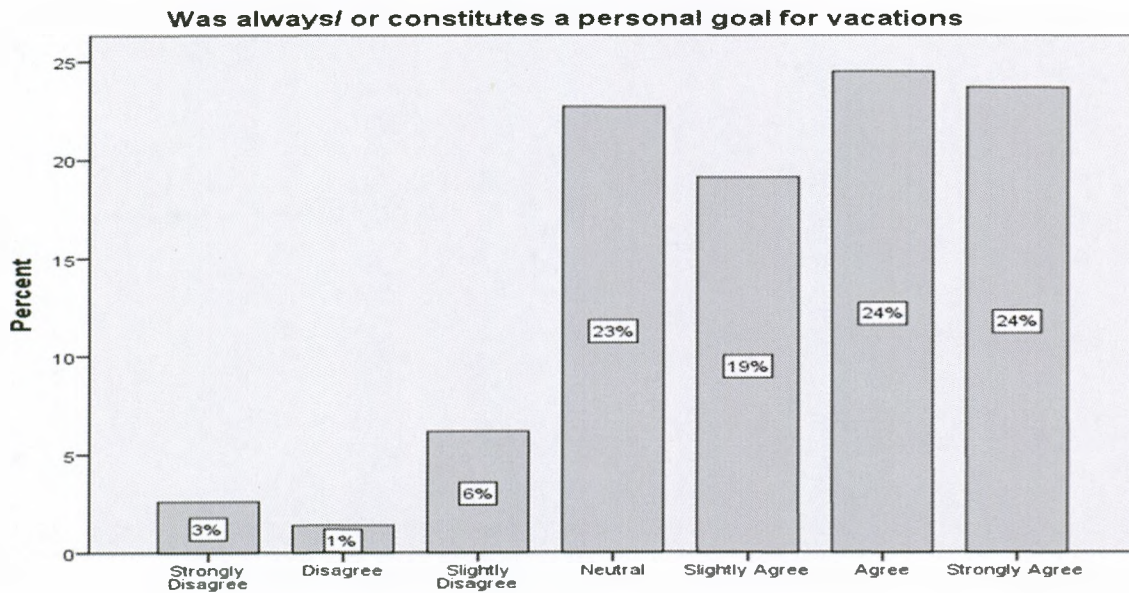
Figure 6.39 Conative Destination Image Question 4



As indicated in Figure 6.39, most of the tourists were either neutral or strongly agreed with the statement, “The destination helps me put knowledge that I have in general.” This was

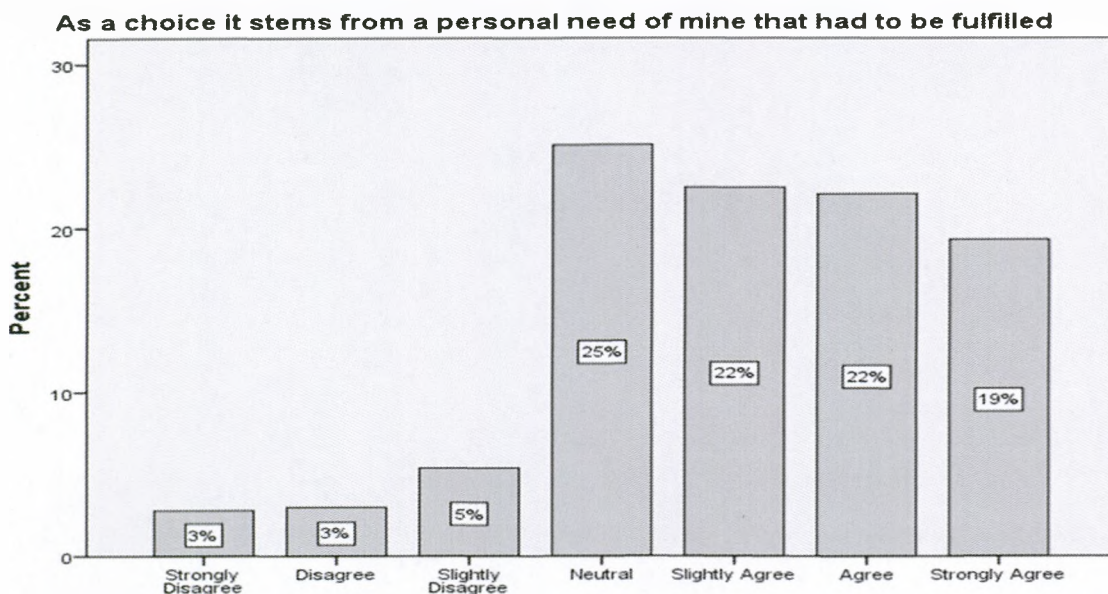
indicated by 25%, 22%, 23% and 22% for neutral, slightly agree, agree and strongly agree respectively. Figure 6.40 is presented in the section that follows.

Figure 6.40 Conative Destination Image Question 5



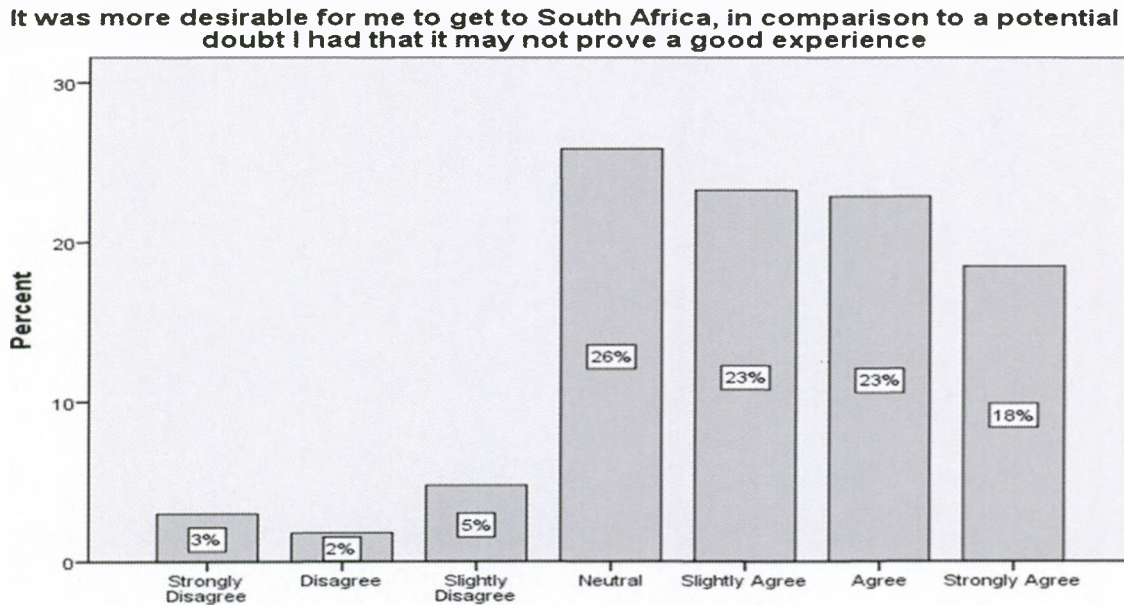
As indicated in Figure 6.40, the majority of the tourists were either neutral or strongly agreed with the statement, “The destination was always/ constitutes a personal goal for vacations.” This was indicated by 23%, 19%, 24% and 24% for neutral, slightly agree, agree and strongly agree respectively. Figure 6.41 is presented in the section that follows.

Figure 6.41 Conative Destination Image Question 6



It could be observed that Figure 6.39 above most of the tourists were either neutral or strongly agreed with the statement, “The destination as a choice it stems from a personal need of mine that had to be fulfilled.” This was indicated by 25%, 22%, 22% and 19% for neutral, slightly agree, agree and strongly agree respectively.

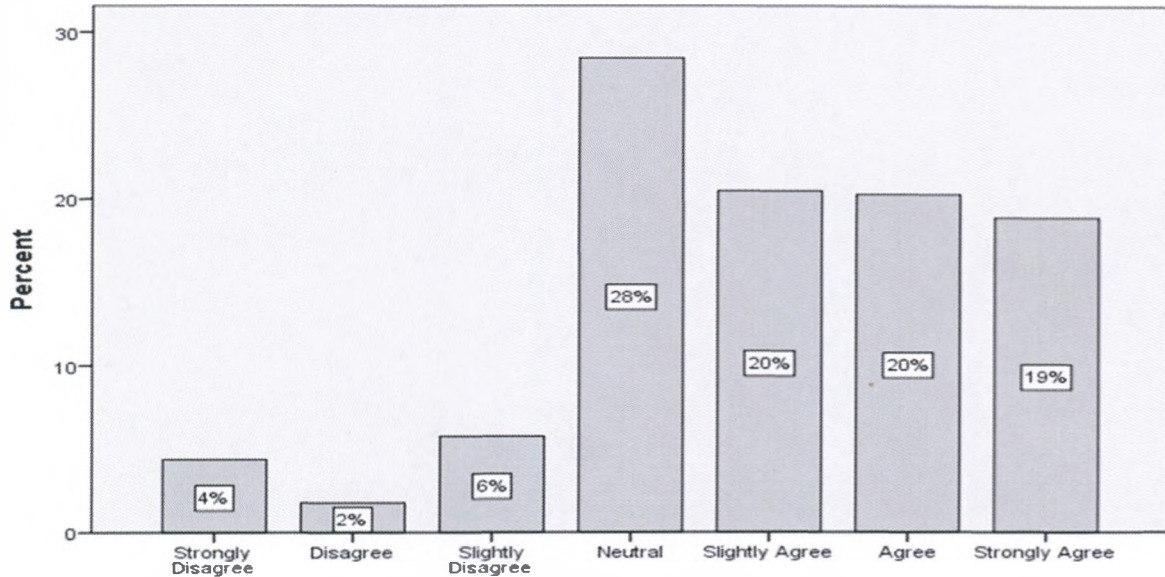
Figure 6.42 Conative Destination Image Question 7



As indicated in Figure 6.42 above most of the tourists were either neutral or strongly agreed with the statement, “The destination it was more desirable for me to get to South Africa, in comparison to a doubt I had that it may not prove a good experience.” This was indicated by 26%, 23%, 23% and 18% for neutral, slightly agree, agree and strongly agree respectively.

Figure 6.43 Conative Destination Image Question 8

Has not been affected, as potential option for vacations, by negative experiences of the past



As indicated in figure 6.43 above most of the tourists were either neutral or strongly agreed with the statement, “The destination has not been affected, as a potential option for vacations, by negative experiences of the past.” This was indicated by 28%, 20%, 20% and 19% for neutral, slightly agree, agree and strongly agree respectively.

Table 6.7: Conative destination image destination Image Likert Scale Responses

Variable	Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
CNDI1	3%	1%	4%	24%	23%	25%	20%
CNDI2	3%	2%	6%	20%	20%	21%	28%
CNDI3	2%	1%	5%	21%	22%	25%	23%
CNDI4	1%	1%	5%	25%	22%	23%	22%
CNDI5	3%	1%	6%	23%	19%	24%	24%
CNDI6	3%	3%	5%	25%	22%	22%	19%
CNDI7	3%	2%	5%	26%	23%	23%	18%
CNDI8	4%	2%	6%	28%	20%	20%	19%

CNDI: Conative destination image

CNDI1: Fits in with my personal needs and style

CNDI2: Was one of my dreams to visit it sometime during my lifetime

CNDI3: Expresses myself as a suitable vacation choice

CNDI4: Helps me put knowledge that I have in general

CNDI5: Was always/ or constitutes a personal goal for vacations

CNDI6: As a choice it stems from a personal need of mine that had to be fulfilled

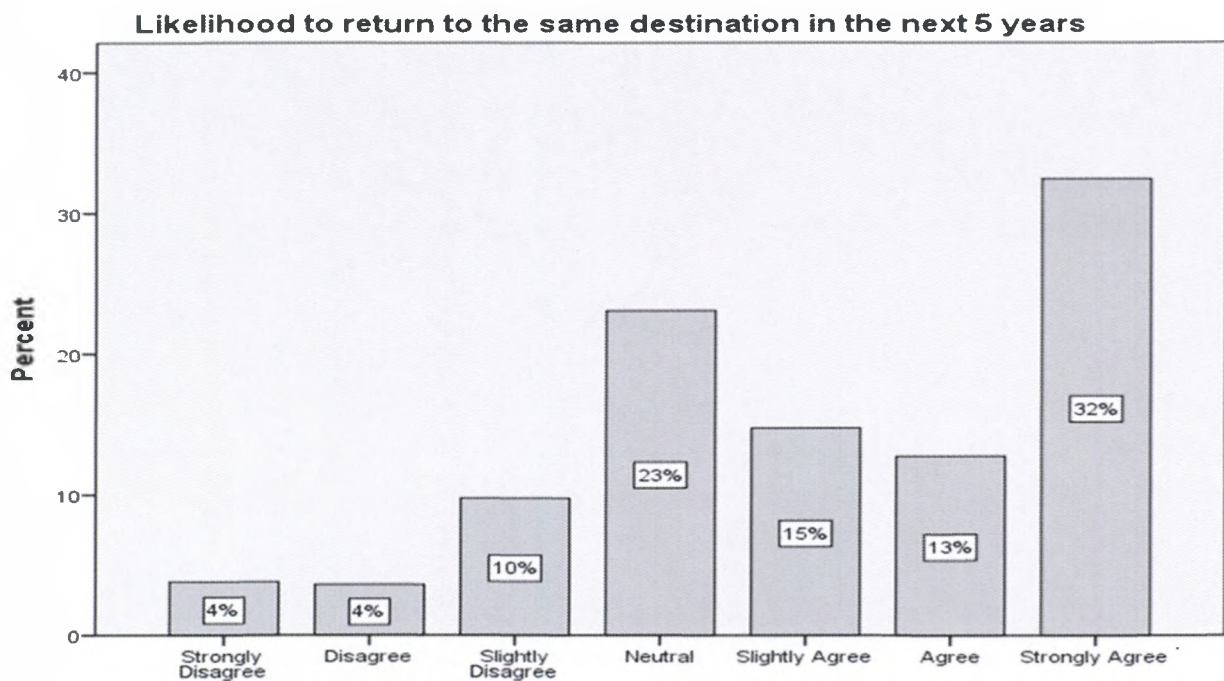
CNDI7: It was more desirable for me to get to South Africa, in comparison to a potential doubt I had that it may not prove a good experience

CNDI8: Has not been affected, as potential option for vacations, by negative experiences of the past

As indicated in Table 6.7, (CNDI1), 3% of all the tourists surveyed for the study stated that the destination did not fit at all with their personal needs and style, while 20% of the tourists strongly felt that the destination fit well with their personal needs and style. In addition, section CNDI8 indicated that 4% of the tourists did not believe that South Africa had not been affected as a potential destination for vacations by negative experiences of the past. On the other hand, 19% of the tourists believed that South Africa had definitely been affected as a destination by negative experiences of the past.

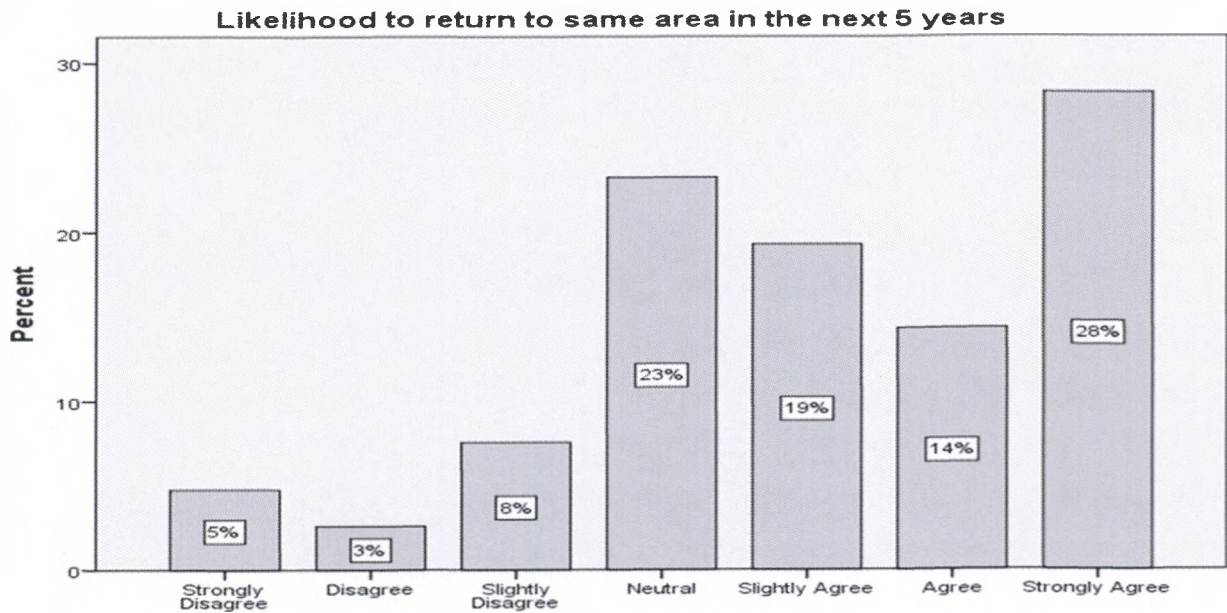
6.4.6 Traveller Intention to Revisit Responses

Figure 6.44: Traveller Intention to Revisit Question 1



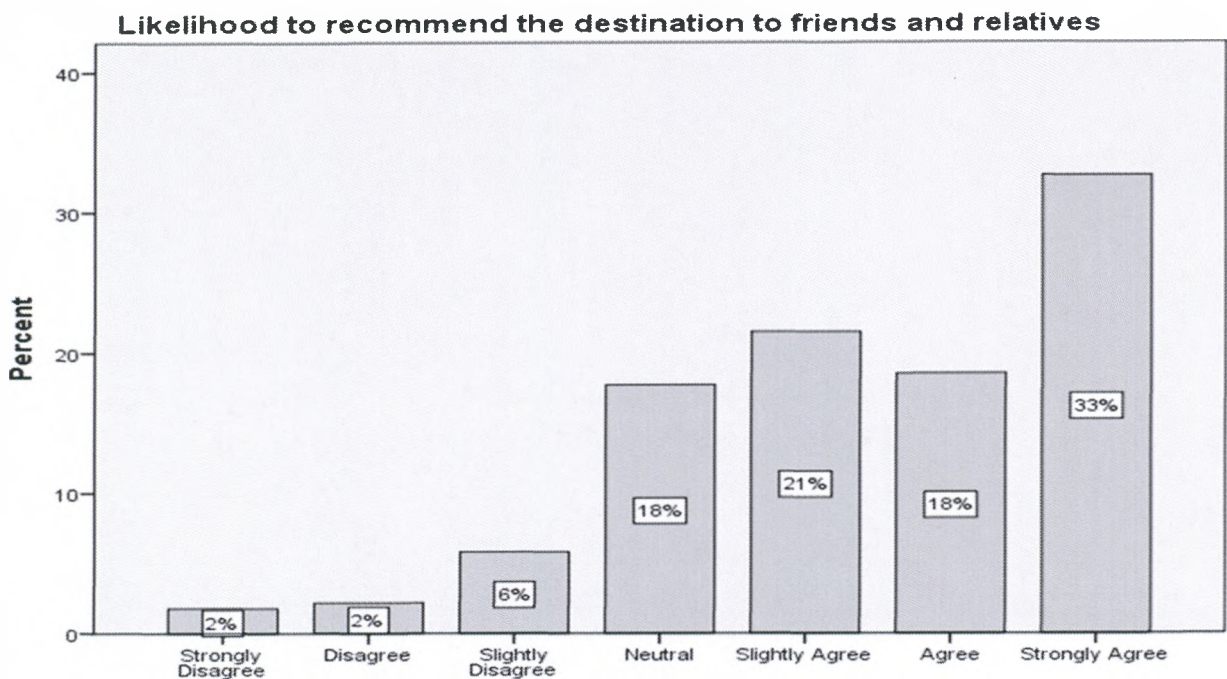
As indicated in figure 6.44 above most of the tourists were either neutral or strongly agreed with the statement, "The likelihood to return to the same destination in the next 5 years." This was indicated by 23%, 15%, 13% and 32% for neutral, slightly agree, agree and strongly agree respectively.

Figure 6.45: Traveller Intention to Revisit Question 2



As observed in Figure 6.45, 28% of the tourists surveyed stated that they would most likely return to South Africa as compared to 5% who strongly disagreed with the idea of returning to South Africa within the next 5 years.

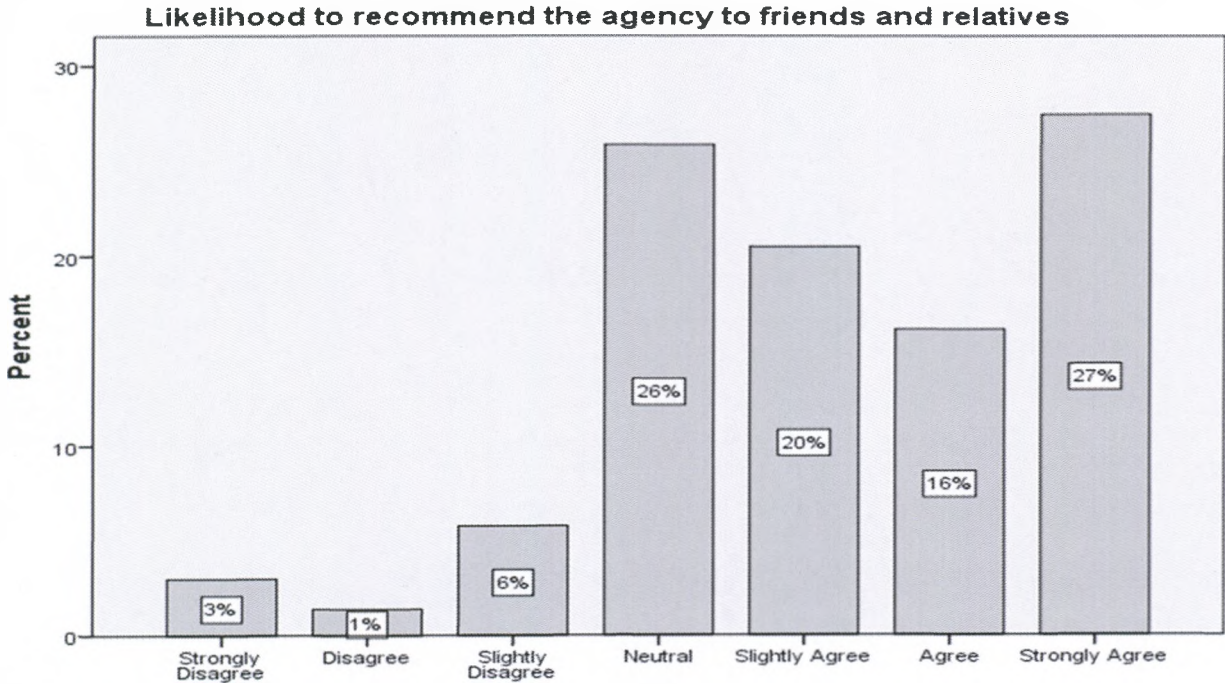
Figure 6.46: Traveller Intention to Revisit Question 3



In Figure 6.46, it was indicated that 33% of the tourists that took part in the study stated that they would seriously recommend the same destination they visited in South Africa to their

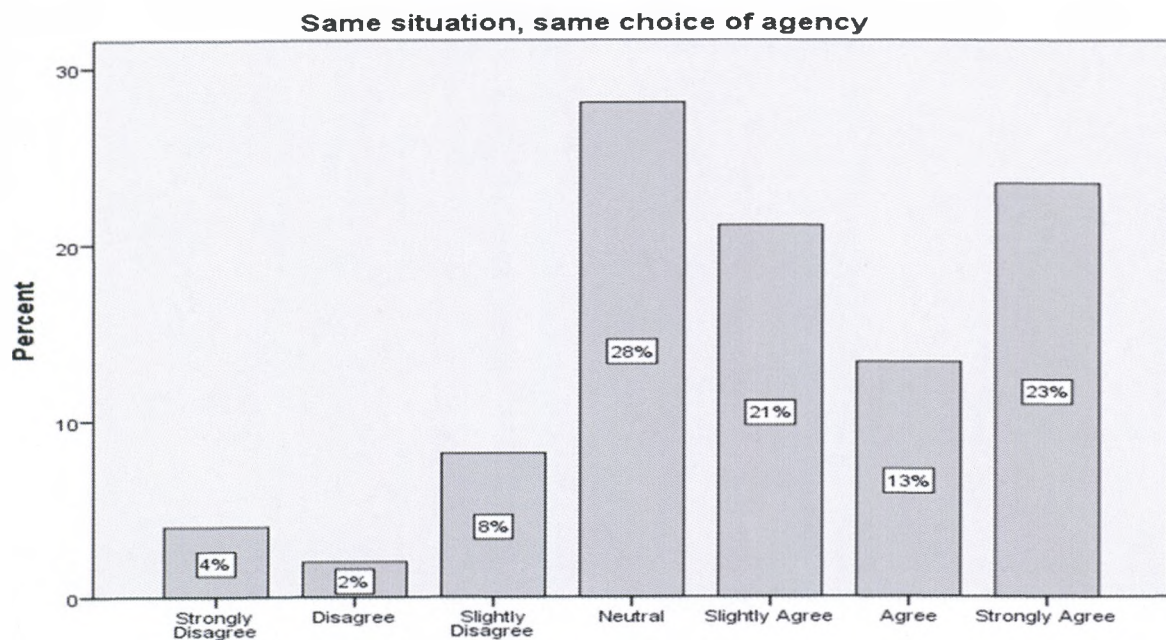
friends and relatives while only 2% strongly disagreed with recommending the destination they visited in South Africa to their friends and family.

Figure 6.47: Traveller Intention to Revisit Question 4



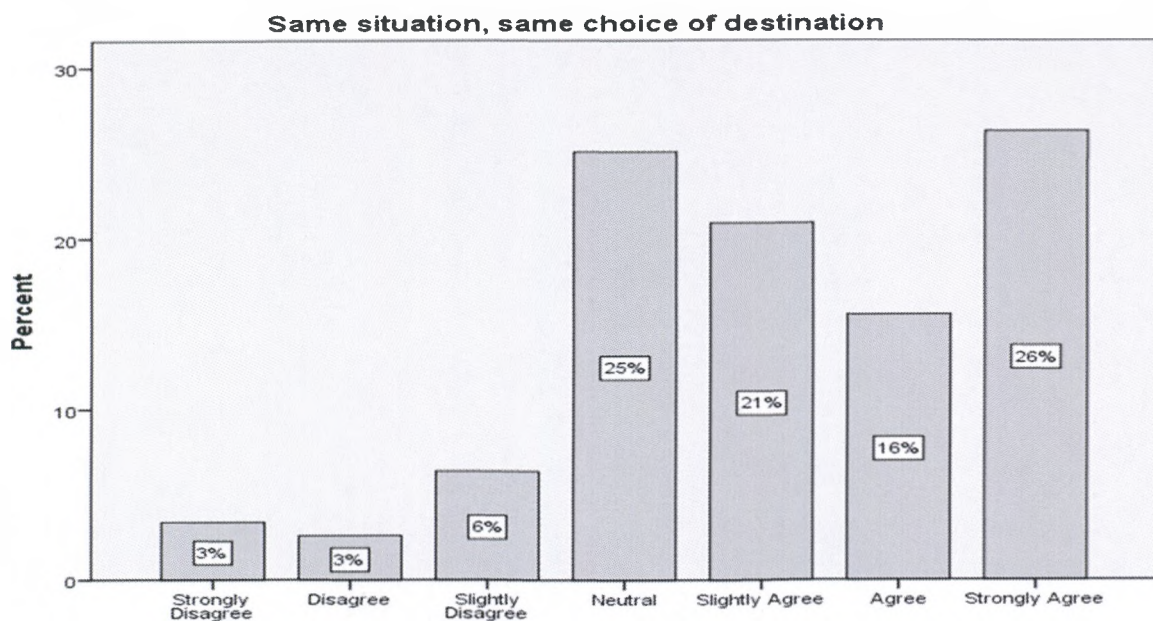
As indicated in Figure 6.47, above most of the tourists were either neutral or strongly agreed with the statement, “The likelihood to recommend the agency to friends and relatives.” This was indicated by 26%, 20%, 16% and 27% for neutral, slightly agree, agree and strongly agree respectively.

Figure 6.48: Traveller Intention to Revisit Question 5



As indicated in figure 6.48 above most of the tourists were either neutral or strongly agreed with the statement, "I would return to the same situation, same choice of agency." This was indicated by 28%, 21%, 13% and 23% for neutral, slightly agree, agree and strongly agree respectively.

Figure 6.49: Traveller Intention to Revisit Question 6



As indicated in Figure 6.49, above most of the tourists were either neutral or strongly agreed with the statement, "I would return to the same situation, same choice of destination." This

was indicated by 25%, 21%, 16% and 26% for neutral, slightly agree, agree and strongly agree respectively.

Table 6.8: Traveller Intention to Revisit Likert Scale Responses

Variable	Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
TIR1	4%	4%	10%	23%	13%	15%	32%
TIR2	5%	3%	8%	23%	19%	14%	28%
TIR3	2%	2%	6%	18%	21%	18%	33%
TIR4	3%	1%	3%	26%	20%	16%	27%
TIR5	3%	4%	8%	28%	21%	16%	26%
TIR6	4%	2%	8%	28%	21%	18%	33%

TIR: Traveller intention to revisit

TIR1: Likelihood to return to the same destination in the next 5 years

TIR2: Likelihood to return to same area in the next 5 years

TIR3: Likelihood to recommend the destination to friends and relatives

TIR4: Likelihood to recommend the agency to friends and relatives

TIR5: Same situation, same choice of agency

TIR6: Same situation, same choice of destination

As presented in Table 6.8 most of the travellers showed interest in returning to South Africa as a travel destination. About 4% (TIR1) indicated that they strongly disagreed with the idea of returning to South Africa as a tourist destination. At the same time on the other hand, at least 32% (TIR1) strongly agreed with the idea of returning to South Africa within the next 5 years. Furthermore, at least 33% (TIR6), stated that they would not mind being in the same situation they were in during their stay in South Africa as well as choosing the same destination while 4% completely disagreed.

6.4.3 Additional Findings

This section was designed to unpack extra findings that the researcher felt needed special attention given their uniqueness. First there was only one responded who decided to remain anonymous. This responded did not prefer to state gender or any identifying information but provided responses to all the variable items of the study. Highlighting such responses could give an indication of how a completely anonymous person felt about his or her stay in South

Africa and is worth taking note. Those responses of the one completely anonymous respondent are provided below.

6.4.4 Special Finding

One of the respondents stated that the survey would have greatly benefited from having a qualitative aspect to it that would allow for respondents to write-in their own opinions. This could be a recommendation for future researchers as the respondent suggested that it could enhance our understanding of why travellers would come to South Africa as well as their individual experiences. However below is the tourist's profile and how that tourist responded to the questions in the survey

6.4.5 Net Promoter Score Calculation

Another important test that was calculated for the test was the net promoter score. This test has a direct contribution to the airport management company that is responsible for the airport in which the study was actually conducted since it is a customer loyalty metric that is used to determine growth as discussed in a previous section of this study. As mentioned earlier in this study. The net promoter score is a test that involves promoters (% of the respondents that chose 6 & 7 responses) on the Likert scale, passives (% of the respondents that chose 4 & 5 responses) on the Likert scale and lastly detractors (% of the respondents that chose 1 to 3 responses) on the Likert scale. For purposes of calculating the net promoter score the questions from the servicescape variable were utilised.

Net Promoter Score Calculation

(% of promoters) minus (% of detractors)

Table 6.9: The Net Promoter Scores for the Study

	Promoters Count out of 503	Detractors Count out of 503	Promoters Score	Detractors Score	Net Promoter Score
Servicescape 1	288	78	57%	16%	42%
Servicescape 2	303	59	60%	12%	49%
Servicescape 3	290	65	58%	13%	45%
Servicescape 4	276	57	55%	11%	44%
Servicescape 5	281	52	56%	10%	46%
Servicescape 6	300	50	60%	10%	50%
Servicescape 7	187	98	37%	19%	18%
Servicescape 8	184	109	37%	22%	15%
Servicescape 9	207	84	41%	17%	24%

Overall Average Net Promoter Score (NPS)

Formula:

Total of individual NPS scores / Number of servicescape questions

Stage 1: (42% + 49% + 45% + 44 %+46% + 50% + 18% + 15% + 24%) = 331

Stage 2: 331/9

NPS= 37%

The net promoter score calculations were conducted solely for the study based on tourist responses to airport service quality at the OR Tambo International Airport. It therefore important to note that this net promoter scores including the overall average net promoter was neither an official evaluation nor reflection of how the OR Tambo International Airport operates or serves its customer. This net promoter score was calculated only for research purposes. The net promoter score was adapted to suit the nature of the questions used therefore for purposes of the study it could be considered a modified approach to the net promoter score. However the basics of the metric were kept in place for instance it was calculated based on the standard formula which is as follows: % of promoters minus % of detractors.

After calculation of the net promoter score more tests were conducted such as the composite reliability and the average variance extracted. In that section details on how the composite reliability (CR) test values were calculated as well as a detailed calculation of the test. Illustrations on how the test was calculated were provided in which the formula was also provided. This was then immediately followed by the average variance extracted value calculation also with the aid of illustrations.

6.4.6 The Composite Reliability (CR) Test

Internal reliability of each construct was also evaluated using the Composite Reliability (CR) index test. According to the literature a Composite Reliability index greater than 0.7 depicts a passable internal consistency of the construct (Hair, Anderson, Tatham & Black, 2006). It can be observed in table 41 that the composite reliability values ranged from 0.888 to 0.920.

Table 6.10: Composite Reliability Calculation

				summation of error terms		$CR\eta = \frac{(\sum\lambda\gamma_i)^2}{[(\sum\lambda\gamma_i)^2 + (\sum\epsilon_i)]}$	
				$(\sum\lambda\gamma_i)^2$	$\sum\epsilon_i$		CR
SS	<---	SS1	0.739	41.887	0.454	3.978	0.913
	<---	SS2	0.884		0.219		
	<---	SS3	0.899		0.192		
	<---	SS4	0.863		0.255		
	<---	SS5	0.875		0.234		
	<---	SS6	0.884		0.219		
	<---	SS7	0.400		0.840		
	<---	SS8	0.421		0.823		
	<---	SS9	0.507		0.743		
TPV	<---	TPV1	0.756	8.880	0.428	1.126	0.888
	<---	TPV2	0.822		0.324		
	<---	TPV3	0.792		0.373		
	<---	TPV4	0.610		0.628		
CDGI	<---	CGDI1	0.716	45.064	0.487	5.433	0.892
	<---	CGDI2	0.632		0.601		
	<---	CGDI3	0.707		0.500		
	<---	CGDI4	0.601		0.639		
	<---	CGDI5	0.743		0.448		
	<---	CGDI6	0.582		0.661		
	<---	CGDI7	0.522		0.728		
	<---	CGDI8	0.741		0.451		
	<---	CGDI9	0.767		0.412		
	<---	CGDI10	0.702		0.507		
ADI	<---	ADI1	0.743	29.257	0.448	2.803	0.913
	<---	ADI2	0.700		0.510		
	<---	ADI3	0.742		0.449		
	<---	ADI4	0.770		0.407		
	<---	ADI5	0.868		0.247		
	<---	ADI6	0.793		0.371		
	<---	ADI7	0.793		0.371		
CNDI	<---	CNDI1	0.728	35.557	0.470	3.496	0.910
	<---	CNDI2	0.749		0.439		
	<---	CNDI3	0.825		0.319		
	<---	CNDI4	0.856		0.267		
	<---	CNDI5	0.846		0.284		
	<---	CNDI6	0.700		0.510		
	<---	CNDI7	0.659		0.566		
	<---	CNDI8	0.600		0.640		
TIR	<---	TIR1	0.798	23.629	0.363	2.048	0.920
	<---	TIR2	0.784		0.385		
	<---	TIR3	0.819		0.329		
	<---	TIR4	0.911		0.170		
	<---	TIR5	0.791		0.374		
	<---	TIR6	0.758		0.425		

According to Yang & Lai (2010) it is recommended that composite reliability values must exceed 0.7. The internal reliability of each construct for the present study was also assessed through composite reliability test aside from the Cronbach's alpha test. It is calculated using the following formula:

$$(CR): CR_{\eta} = (\sum \lambda_{yi})^2 / [(\sum \lambda_{yi})^2 + (\sum \epsilon_i)]$$

Composite Reliability = (square of the summation of the factor loadings) / {(square of the summation of the factor loadings) + (summation of error variances)}.

The results in Table 11 indicate that composite reliability (C.R.) indexes were between 0.888 and 0.920. These values surpassed the estimate criteria used by past literature.

6.4.6.1 Servicscape Composite Reliability Calculation

$$\text{Step1: } (\sum \lambda_{yi})^2 = (0.739 + 0.884 + 0.889 + 0.863 + 0.875 + 0.884 + 0.400 + 0.421 + 0.507)^2$$

$$\text{Step2: } \sum \epsilon_i = (1 - 0.739^2) + (1 - 0.884^2) + (1 - 0.889^2) + (1 - 0.863^2) + (1 - 0.875^2) + (1 - 0.884^2) + (1 - 0.400^2) + (1 - 0.421^2) + (1 - 0.507^2)$$

$$\text{Step3: } CR_{\eta} = \text{Step1} / [(\text{Step1} + \text{Step2})]$$

$$= 0.913$$

6.4.6.2 Traveller Perceived Value Composite Reliability Calculation

$$\text{Step1: } (\sum \lambda_{yi})^2 = (0.756 + 0.822 + 0.792 + 0.610)^2$$

$$\text{Step2: } \sum \epsilon_i = (1 - 0.756^2) + (1 - 0.822^2) + (1 - 0.792^2) + (1 - 0.610^2)$$

$$\text{Step3: } CR_{\eta} = \text{Step1} / [(\text{Step1} + \text{Step2})]$$

$$= 0.888$$

6.4.6.3 Cognitive Destination Image Composite Reliability Calculation

$$\text{Step1: } (\sum \lambda_{yi})^2 = (0.716 + 0.632 + 0.707 + 0.601 + 0.743 + 0.582 + 0.522 + 0.741 + 0.767 + 0.702)^2$$

$$\text{Step2: } \Sigma \epsilon_i = (1 - 0.716^2) + (1 - 0.632^2) + (1 - 0.707^2) + (1 - 0.601^2) + (1 - 0.743^2) + (1 + 0.582^2) + (1 - 0.522^2) + (1 - 0.741^2) + (1 - 0.767^2) + (1 - 0.702^2)$$

$$\text{Step3: } CR_\eta = \text{Step1} / [(\text{Step1} + \text{Step2})]$$

$$= 0.892$$

6.4.6.4 Affective Destination Image Composite Reliability Calculation

$$\text{Step1: } (\Sigma \lambda_{yi})^2 = (0.743 + 0.700 + 0.742 + 0.770 + 0.868 + 0.793 + 0.793)^2$$

$$\text{Step2: } \Sigma \epsilon_i = (1 - 0.743^2) + (1 - 0.700^2) + (1 - 0.742^2) + (1 - 0.770^2) + (1 - 0.868^2) + (1 - 0.793^2)$$

$$\text{Step3: } CR_\eta = \text{Step1} / [(\text{Step1} + \text{Step2})]$$

$$= 0.913$$

6.4.6.5 Conative Destination Image Composite Reliability Calculation

$$\text{Step1: } (\Sigma \lambda_{yi})^2 = (0.728 + 0.749 + 0.825 + 0.856 + 0.846 + 0.700 + 0.659 + 0.600)^2$$

$$\text{Step2: } \Sigma \epsilon_i = (1 - 0.728^2) + (1 - 0.749^2) + (1 - 0.825^2) + (1 - 0.856^2) + (1 - 0.846^2) + (1 - 0.700^2) + (1 - 0.659^2) + (1 - 0.600^2)$$

$$\text{Step3: } CR_\eta = \text{Step1} / [(\text{Step1} + \text{Step2})]$$

$$= 0.910$$

6.4.6.6 Traveller Intention to Revisit Composite Reliability Calculation

$$\text{Step1: } (\Sigma \lambda_{yi})^2 = (0.798 + 0.784 + 0.819 + 0.911 + 0.791 + 0.758)^2$$

$$\text{Step2: } \Sigma \epsilon_i = (1 - 0.798^2) + (1 - 0.784^2) + (1 - 0.819^2) + (1 - 0.911^2) + (1 - 0.791^2) + (1 - 0.758^2) = 0.040 + 0.047 + 0.033 + 0.008 + 0.044 + 0.056$$

Step3: $CR\eta = \text{Step1} / [(\text{Step1} + \text{Step2})]$

= 0.920

Table 6.10: Average Variance Extracted Calculation

			Estimate	$\lambda\gamma_i^2$	$\sum\lambda\gamma_i^2$	ϵ_i	$\sum\epsilon_i$	$\sum\lambda\gamma_i^2 / (\sum\lambda\gamma_i^2 + \sum\epsilon_i)$
SS	<---	SS1	0,739	0,546	5,022	0,454	3,978	0,558
	<---	SS2	0,884	0,781		0,219		
	<---	SS3	0,899	0,808		0,192		
	<---	SS4	0,863	0,745		0,255		
	<---	SS5	0,875	0,766		0,234		
	<---	SS6	0,884	0,781		0,219		
	<---	SS7	0,400	0,160		0,840		
	<---	SS8	0,421	0,177		0,823		
	<---	SS9	0,507	0,257		0,743		
TPV	<---	TPV1	0,756	0,572	2,247	0,428	1,753	0,562
	<---	TPV2	0,822	0,676		0,324		
	<---	TPV3	0,792	0,627		0,373		
	<---	TPV4	0,610	0,372		0,628		
CGDI	<---	CGDI1	0,716	0,513	4,567	0,487	5,433	0,457
	<---	CGDI2	0,632	0,399		0,601		
	<---	CGDI3	0,707	0,500		0,500		
	<---	CGDI4	0,601	0,361		0,639		
	<---	CGDI5	0,743	0,552		0,448		
	<---	CGDI6	0,582	0,339		0,661		
	<---	CGDI7	0,522	0,272		0,728		
	<---	CGDI8	0,741	0,549		0,451		
	<---	CGDI9	0,767	0,588		0,412		
	<---	CGDI10	0,702	0,493		0,507		
ADI	<---	ADI1	0,743	0,552	4,197	0,448	2,803	0,600
	<---	ADI2	0,700	0,490		0,510		
	<---	ADI3	0,742	0,551		0,449		
	<---	ADI4	0,770	0,593		0,407		
	<---	ADI5	0,868	0,753		0,247		
	<---	ADI6	0,793	0,629		0,371		
	<---	ADI7	0,793	0,629		0,371		
CNDI	<---	CNDI1	0,728	0,530	4,504	0,470	3,496	0,563
	<---	CNDI2	0,749	0,561		0,439		
	<---	CNDI3	0,825	0,681		0,319		
	<---	CNDI4	0,856	0,733		0,267		
	<---	CNDI5	0,846	0,716		0,284		
	<---	CNDI6	0,700	0,490		0,510		
	<---	CNDI7	0,659	0,434		0,566		
	<---	CNDI8	0,600	0,360		0,640		
TIR	<---	TIR1	0,798	0,637	3,952	0,363	2,048	0,659
	<---	TIR2	0,784	0,615		0,385		
	<---	TIR3	0,819	0,671		0,329		
	<---	TIR4	0,911	0,830		0,170		
	<---	TIR5	0,791	0,626		0,374		
	<---	TIR6	0,758	0,575		0,425		

The average variance extracted revealed that the overall amount of variance in the indicators were accounted for by the latent construct. Values for the average variance extracted were above 0.4 demonstrating that the indicators adequately represented the latent construct.

Overall, most of the average variance extracted (AVE) values ranged from 0.558 to 0.659, thus within the marginal to acceptable threshold of 0.5 recommended by (Fraering & Minor, 2006).

The formula below is used to calculate Average Variance Extracted (AVE):

$$V\eta = \frac{\sum \lambda_{yi}^2}{(\sum \lambda_{yi}^2 + \sum \epsilon_i)}$$

AVE = {(summation of the squared of factor loadings) / {(summation of the squared of factor loadings) + (summation of error variances)}}

6.4.6.7 Servicescape Average Variance Calculation

$$\text{Step 1: } \sum \lambda_{yi}^2 = (0.739^2 + 0.884^2 + 0.884^2 + 0.863^2 + 0.863^2 + 0.875^2 + 0.884^2 + 0.400^2 + 0.400^2 + 0.507^2)$$

$$\text{Step 2: } \sum \epsilon_i = (1 - 0.739^2) + (1 - 0.884^2) + (1 - 0.889^2) + (1 - 0.863^2) + (1 - 0.875^2) + (1 - 0.884^2) + (1 - 0.400^2) + (1 - 0.421^2) + (1 - 0.507^2)$$

$$\text{Step 3: } V\eta = \text{Step1} / [(\text{Step1} + \text{Step2})]$$

$$= 0.558$$

6.4.6.8 Traveller Perceived Value Average Variance Calculation

$$\text{Step 1: } \sum \lambda_{yi}^2 = (0.756^2 + 0.822^2 + 0.792^2 + 0.610^2)$$

$$\text{Step 2: } \sum \epsilon_i = (1 - 0.756^2) + (1 - 0.822^2) + (1 - 0.792^2) + (1 - 0.610^2)$$

$$\text{Step 3: } V\eta = \text{Step1} / [(\text{Step1} + \text{Step2})]$$

$$= 0.562$$

6.4.6.9 Cognitive Destination Image Average Variance Calculation

$$\text{Step 1: } \sum \lambda_{yi}^2 = (0.716^2 + 0.632^2 + 0.707^2 + 0.601^2 + 0.743^2 + 0.582^2 + 0.522^2 + 0.741^2 + 0.767^2 + 0.702^2)$$

$$\text{Step 2: } \sum \epsilon_i = (1 - 0.716^2) + (1 - 0.632^2) + (1 - 0.707^2) + (1 - 0.601^2) + (1 - 0.743^2) + (1 - 0.582^2) + (1 - 0.522^2) + (1 - 0.741^2) + (1 - 0.767^2) + (1 - 0.702^2)$$

Step 3: $V_{\eta} = \text{Step1} / [(\text{Step1} + \text{Step2})]$

= 0.457

6.4.6.10 Affective Destination Image Average Variance Calculation

Step 1: $\sum \lambda_{yi}^2 = (0.743^2 + 0.700^2 + 0.742^2 + 0.770^2 + 0.868^2 + 0.793^2)$

= Step 2: $\sum \epsilon_i = (1 - 0.743^2) + (1 - 0.700^2) + (1 - 0.742^2) + (1 - 0.770^2) + (1 - 0.868^2) + (1 - 0.793^2)$

Step 3: $\text{Step1} / [(\text{Step1} + \text{Step2})]$

= 0.600

6.4.6.11 Conative Destination Image Average Variance Calculation

Step 1: $\sum \lambda_{yi}^2 = (0.728^2 + 0.749^2 + 0.825^2 + 0.856^2 + 0.846^2 + 0.700^2 + 0.659^2 + 0.600^2)$

Step 2: $\sum \epsilon_i = (1 - 0.728^2) + (1 - 0.749^2) + (1 - 0.825^2) + (1 - 0.856^2) + (1 - 0.846^2) + (1 - 0.700^2) + (1 - 0.659^2) + (1 - 0.600^2)$

Step 3: $V_{\eta} = \text{Step1} / [(\text{Step1} + \text{Step2})]$

= 0.563

6.4.6.12 Traveller Intention to Revisit Average Variance Calculation

Step 1: $\sum \lambda_{yi}^2 = (0.798^2 + 0.784^2 + 0.819^2 + 0.911^2 + 0.791^2 + 0.758^2)$

Step 2: $\sum \epsilon_i = (1 - 0.798^2) + (1 - 0.784^2) + (1 - 0.819^2) + (1 - 0.911^2) + (1 - 0.791^2) + (1 - 0.758^2)$

Step 3: $V_{\eta} = \text{Step1} / [(\text{Step1} + \text{Step2})]$

= 0.659

The above demonstrated steps were carried out when calculating the AVE of each of the research constructs. As indicated in the accuracy analysis table, a good representation of the latent construct by the item is identified when the variance extracted estimate is above 0.5 (Fraering and Minor, 2006). The results of AVE range from 0.730 to 0.833 in Table 12 thereby confirm an acceptable representation of the latent construct by the items.

6.4.7 Convergent validity Test

Convergent validity was assessed by checking if individual item loadings for each corresponding research construct was above the recommended value of 0.5 (Anderson & Gerbing, 1988). As indicated in Table 6.11 the factor loadings/ estimates for each item were above 0.500 (see Accuracy analysis statistics – table 51). Therefore, all the items finally used had a loading of more than the recommended 0.5, indicating acceptable individual item convergent validity as more than 50 percent of each item’s variance was shared with its respective construct. This evidence supported the convergent validity of all scale items. Moreover, the Composite Reliability was above the recommended threshold of 0.6, and therefore further confirming the existence of convergent validity.

Table 6.12: Highest Shared Variance Calculation (Part A)

Squaring correlations; highest construct value on vertical						
	SS	TPV	CGDI	ADI	CNDI	TIR
SS	1	0,151	0,181	0,152	0,389	0,383
TPV	0,151	1	0,245	0,154	0,407	0,301
CGDI	0,181	0,245	1	0,386	0,643	0,527
ADI	0,152	0,154	0,386	1	0,586	0,582
CNDI	0,151	0,166	0,413	0,343	1	0,651
TIR	0,147	0,091	0,278	0,339	0,651	1

***.* Correlation is significant at the 0.01 level (2-tailed).

The highest shared variance for each correlation is indicated in bold.

Table 6.13: Inter-construct Correlation Matrix

	SS	TPV	CGDI	ADI	CNDI	TIR
SS	1					
TPV	0.389**	1				
CGDI	0.425**	0.495**	1			
ADI	0.390**	0.392**	0.621**	1		
CNDI	0.389**	0.407**	0.643**	0.586**	1	
TIR	0.383**	0.301**	0.527**	0.582**	.651**	1

***.* Correlation is significant at the 0.01 level (2-tailed).

Table 6.13, the inter-correlation values for all paired latent variables are less than 1, therefore, indicating the existence of discriminant validity as recommended by Poee, Mafini and Loury-Okoumba (2015) thereby confirming the existence of discriminant validity. The section below presents the individual variables of the proposed research conceptual model and their estimates. Tables 6.14 to 6.19 illustrate these estimates as per variable followed by a brief discussion below each table.

Table 6.14: Servicescape Standardised Regression Weights

Variable		Item	Estimate
SS	→	SS1	0,739
	→	SS2	0,884
	→	SS3	0,899
	→	SS4	0,863
	→	SS5	0,875
	→	SS6	0,884
	→	SS7	0,400
	→	SS8	0,421
	→	SS9	0,507

SS: Servicescape

Table 6.14 above illustrates the individual estimates of the servicescape. These estimates ranged were generally above the recommended threshold of 0.500 with majority of them being above 0.800. This showed the existence of reliability for servicescape items.

Table 6.15: Traveller Perceived Value Standardised Regression Weights

Variable		Item	Estimate
TPV	→	TPV1	0,756
	→	TPV2	0,822
	→	TPV3	0,792
	→	TPV4	0,610

TPV: Traveller Perceived Value

Table 6.15 above illustrates the individual estimates of the servicescape. These estimates ranged were generally above the recommended threshold of 0.500 with all the estimates ranging from 0.610 to 0.822. This showed the existence of reliability for servicescape items.

Table 6.16: Cognitive Destination Image Standardised Regression Weights

Variable		Item	Estimate
CGDI	→	CGDI1	0.716
	→	CGDI2	0.632
	→	CGDI3	0.707
	→	CGDI4	0.601
	→	CGDI5	0.743
	→	CGDI6	0.582
	→	CGDI7	0.522
	→	CGDI8	0.741
	→	CGDI9	0.767
	→	CGDI10	0.702

CGDI: Cognitive Destination Image

Table 6.16 above illustrates the individual estimates of the servicescape. These estimates ranged were generally above the recommended threshold of 0.500 with majority of them being above 0.800. This showed the existence of reliability for servicescape items.

Table 6.17: Affective Destination Image Standardised Regression Weights

Variable		Item	Estimate
ADI	→	ADI1	0.743
	→	ADI2	0.700
	→	ADI3	0.742
	→	ADI4	0.770
	→	ADI5	0.868
	→	ADI6	0.793
	→	ADI7	0.793

ADI: Affective Destination Image

Table 6.17 above illustrates the individual estimates of the affective destination image. These estimates ranged were generally above the recommended threshold of 0.500 with the estimates being in the range of 0.700 and 0.868.

Table 6.18: Conative Destination Image Standardised Regression Weights

Variable		Item	Estimate
CNDI	→	CNDI1	0.728
	→	CNDI2	0.749
	→	CNDI3	0.825
	→	CNDI4	0.856
	→	CNDI5	0.846
	→	CNDI6	0.700
	→	CNDI7	0.659
	→	CNDI8	0.600

CNDI: Conative Destination Image

Table 6.18 above illustrates the individual estimates of the conative destination image (CNDI). These estimates ranged were generally above the recommended threshold of 0.500. The values were 0.728, 0.749, 0.825, 0.856, 0.846, 0.700, 0.659 and 0.600 for CNDI1, CNDI2, CNDI3, CNDI4, CNDI5, CNDI6, CNDI7 and CNDI respectively.

Table 6.19: Traveller Intention to Revisit Standardised Regression Weights

Variable		Item	Estimate
TIR	→	TIR1	0,798
	→	TIR2	0,784
	→	TIR3	0,819
	→	TIR4	0,911
	→	TIR5	0,791
	→	TIR6	0,758

Table 6.19 above illustrates the individual estimates for traveller intention to revisit a destination (TIR). These estimates were significantly above the recommended threshold of 0.500 also reflective of items of the other variables. These estimates were from 0.798 to 0.911.

Table 6.20: Accuracy Analysis Statistics

Research Construct		Descriptive Statistics				Cronbach's Test		C.R. Value	AVE Value	Highest Shared Variance	Estimate
		Mean Value		Standard Deviation		Item-total	α value				
SS	SS1	5,396	5,254	1,893	1,780	0,689	0,915	0,913	0,558	0,181	0,739
	SS2	5,581		1,761		0,796					0,884
	SS3	5,489		1,771		0,802					0,899
	SS4	5,410		1,730		0,784					0,863
	SS5	5,406		1,713		0,780					0,875
	SS6	5,604		1,677		0,822					0,884
	SS7	4,801		1,802		0,544					0,400
	SS8	4,700		1,871		0,543					0,421
	SS9	4,903		1,799		0,608					0,507
TPV	TPV1	4,648	4,721	1,617	1,593	0,692	0,833	0,888	0,562	0,245	0,756
	TPV2	4,761		1,520		0,705					0,822
	TPV3	4,853		1,543		0,689					0,792
	TPV4	4,620		1,692		0,575					0,610
CGDI	CGDI1	5,177	5,024	1,527	1,537	0,620	0,888	0,892	0,457	0,245	0,716
	CGDI2	4,748		1,645		0,600					0,632
	CGDI3	4,932		1,532		0,645					0,707
	CGDI4	4,630		1,639		0,567					0,601
	CGDI5	5,205		1,454		0,702					0,743
	CGDI6	4,899		1,521		0,590					0,582
	CGDI7	4,873		1,639		0,517					0,522
	CGDI8	5,368		1,450		0,684					0,741
	CGDI9	5,201		1,465		0,700					0,767
	CGDI10	5,209		1,496		0,645					0,702
ADI	ADI1	5,354	5,322	1,382	1,405	0,717	0,914	0,913	0,600	0,386	0,743
	ADI2	5,378		1,374		0,708					0,700
	ADI3	5,252		1,419		0,711					0,742
	ADI4	5,161		1,475		0,739					0,770
	ADI5	5,398		1,383		0,814					0,868
	ADI6	5,316		1,386		0,753					0,793
	ADI7	5,396		1,412		0,727					0,793
CNDI	CNDI1	5,187	5,164	1,407	1,445	0,676	0,913	0,910	0,563	0,643	0,728
	CNDI2	5,306		1,496		0,691					0,749
	CNDI3	5,296		1,383		0,768					0,825
	CNDI4	5,229		1,366		0,787					0,856
	CNDI5	5,223		1,469		0,780					0,846
	CNDI6	5,048		1,474		0,713					0,700
	CNDI7	5,072		1,433		0,699					0,659
	CNDI8	4,952		1,529		0,618					0,600
TIR	TIR1	5,091	5,127	1,723	1,594	0,745	0,917	0,920	0,659	0,651	0,798
	TIR2	5,056		1,675		0,775					0,784
	TIR3	5,408		1,489		0,761					0,819
	TIR4	5,175		1,524		0,777					0,911
	TIR5	4,940		1,579		0,773					0,791
	TIR6	5,089		1,575		0,772					0,758

* Scores: 1 –Disagree completely; 4 –Neutral; 7 –Agree completely.

*Scores: 1 = very unpleasant feeling to 7= very pleasant feeling

C.R.: Composite Reliability; AVE: Average Variance Extracted; S.V.: Shared Variance.

a significance level $p < 0.05$; b significance level $p < 0.01$; c significance level $p < 0.001$

Measurement model fits: $\chi^2/df = 1.690$; GFI= 0.901; CFI= 0.966; IFI=0.967; TLI= 0.958; RFI= 0.904; NFI= 0.922;

RMSEA= 0.037

6.4.8 The Cronbach's Alpha (A) Test

Internal reliability of each construct was assessed through the Cronbach's coefficient alpha. Higher values of Cronbach's coefficient alpha represented higher reliability of the scale. As presented in Table 51 the Cronbach's alpha coefficients ranged from 0.833 to 0.917 surpassing the 0.7 threshold recommended by (Nunnally and Bernstein, 1994). While reviewing how the variables of this study compare to prior studies in terms of the Cronbach's alpha coefficient, cognitive destination image could be used as an example. It could also be noticed that cognitive destination image had Cronbach's alpha coefficient of 0.888 which was close to a recent prior study by Stylidis (2017) that adopted an integrated destination image model which obtained a Cronbach's alpha coefficient of 0.85. Furthermore, higher inter-item correlations revealed statistical agreement among the measured items. As can be seen, item-to-total values ranged from 0.517 to 0.822 and therefore, were above the cut-off point of 0.500 (often ≤ 0.3) endorsed by Dunn, Seaker and Waller (1994).

6.4.9 Discriminant Validity Test

To check for discriminant validity the AVE values were compared to the highest shared variance values. As recommended by Nusair & Hua, 2010, discriminant validity is obtained when the square of the highest shared variance between two variables is lower than the corresponding AVE value. As can be seen in table 10, the average variance extracted (AVE) of traveller perceived value (TPV) is 0.562 which is greater than the square of the shared variance of traveller perceived value (TPV) and traveller intention to revisit (TIR) [$(0.301)^2 = 0.091$]. This proves the existence of discriminant validity according to (Nusair & Hua, 2010). The average variance extracted estimate demonstrates that the overall amount of variance in the indicators accounted for by the latent construct (Fraering and Minor, 2006). Higher values for the variance extracted estimate (greater than 0.50) reveal that the indicators well represent the latent construct (Fraering and Minor, 2006).

6.5 MODEL FIT ASSESSMENT (CONFIRMATORY FACTOR ANALYSIS STAGE)

After completion of the confirmatory factor analysis procedures it was observed that all model fit estimates met the acceptable criterion. The Chi-square (CMIN/DF) was 1.690, falling below the recommended threshold of 3 by (Chinomona, 2011). The rest of the model fit indices were as follows: The Comparative fit index (CFI) was 0.966 exceeded the acceptable level of 0.900 suggested by (Hooper, Coughlan & Mullen, 2008), the goodness of fit index (GFI) was 0.901 exceeding the acceptable 0.9 level according to (Baumgartner &

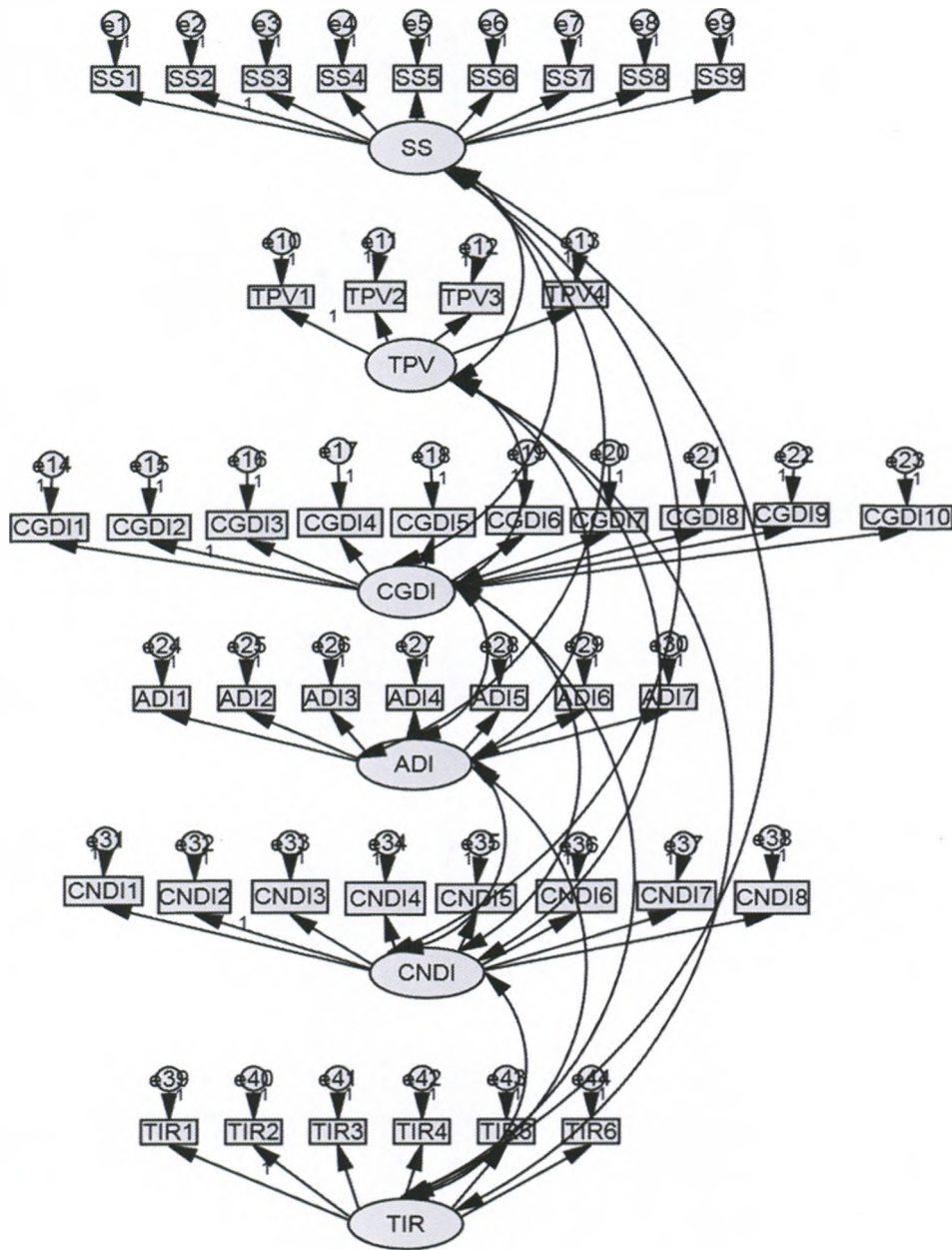
Hombur, 1996). The Relative fit index (RFI) was 0.904 also exceeding recommend value of 0.9 by (McDonald & Ho, 2002). Furthermore, the normed fit index (NFI) was 0.922 surpassing the 0.900 point as endorsed by (Bentler & Bonett, 1980) and the incremental fit index (IFI) was 0.967 also surpassed the 0.9 point as advised by (Bollen, 1989). The Tucker-Lewis Index (TLI) was 0.958, which was above the required 0.900 according to (Hooper *et al.*, 2008). Finally the root mean square error of approximation (RMSEA) was falling below the recommended thresholds of 0.08 and 0.05= 0.037. Model fit indicators are presented in Table 6.21.

Table 6.21: Model Fit Indicators (CFA Model)

CMIN/DF	GFI	NFI	RFI	IFI	TLI	CFI	RMSEA
1,690	0,901	0,922	0,904	0,967	0,958	0,966	0,037

CFA Model: Confirmatory factor analysis model; CMIN/DF: Chi-square; GFI: Goodness of fit index; NFI: Normed Fit index; RFI: Relative Fit Index; IFI: Incremental Fit Index; TLI: Tucker Lewis Index; CFI: Comparative Fit Index. RMSEA: Root Measure Standard Error Approximation

Figure 6.40: Confirmatory Factor Analysis (CFA) Model



CFA Model: Confirmatory factor analysis model; CMIN/DF: SS: Servicescape; TPV: Traveller perceived value; Cognitive destination image; affective destination image; conative destination image; Traveller intention to revisit.

6.6 HYPOTHESIS TESTING AND DISCUSSION

This section explores the second stage of structural equation modeling which involves the testing of the hypothesised relationships. Model fit for the structural model that was tested in which all the indexing shown in table 54 met their required thresholds. Each relationship is discussed and objectives are assessed to whether they we achieved or not? Below is table 54 presenting model fit for the structural model.

Table 6.22: Model Fit Assessment (Structural Model)

CMIN/DF	GFI	NFI	RFI	IFI	TLI	CFI	RMSEA
1.661	0.901	0.922	0.905	0.967	0.96	0.967	0.036

CMIN/DF: Chi-square; GFI: Goodness of fit index; NFI: Normed Fit index; RFI: Relative Fit Index; IFI: Incremental Fit Index; TLI: Tucker Lewis Index; CFI: Comparative Fit Index. RMSEA: Root Measure Standard Error Approximation

Figure 19 presented below illustrates the hypothesised relationships of this study’s conceptual model in which the corresponding path coefficients/ estimates are presented followed-up by table that presents the p-value, estimates and outcome of each hypothesised relationship.

Figure 6.41 is an illustration of the structural model also known as the path model which depicts the results of the tested hypothesis of the study’s research conceptual model. In the structural model servicescape (SS) is depicted to have a direct and positive impact on both cognitive destination image (CGDI) and conative destination image (CNDI). Traveller perceived value (TPV) is seen to have a direct and positive impact on cognitive destination image (GGDI), affective destination image (ADI) conative destination image (CNDI) and lastly, it is observed that cognitive destination image (CGDI), affective destination image (ADI) conative destination image (CNDI) on traveller intention to revisit (TIR).

Figure 6.41: Structural Model

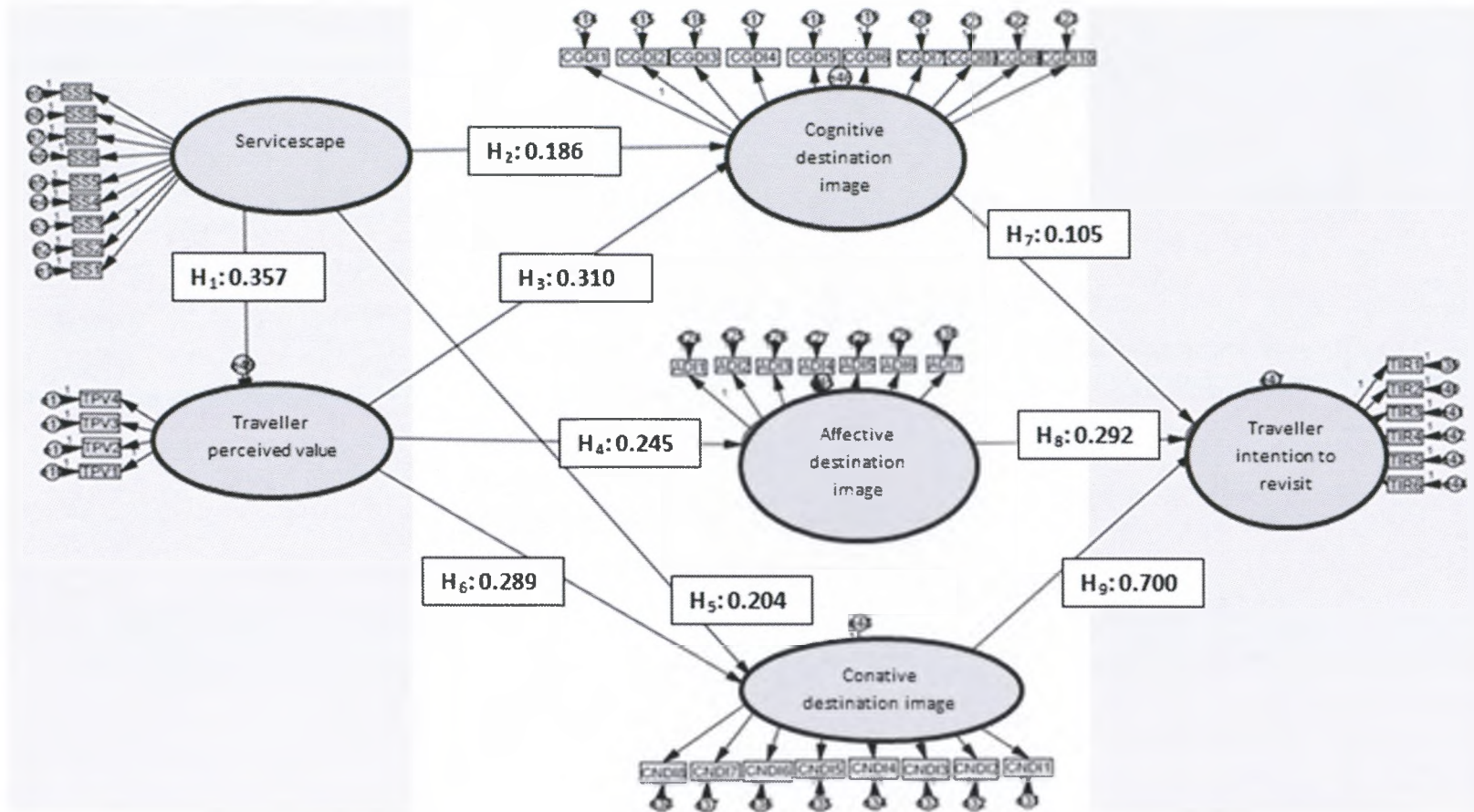


Table 6.23: Hypothesised Relationships and Resulting Outcomes

Hypothesised Relationship		Estimate	P - Value	Outcome
Servicescape (SS) ↓ Traveller perceived value (TPV)	H₁	0.357	***	Supported and Significant
Servicescape (SS) ↓ Cognitive Destination Image (CGDI)	H₂	0.186	***	Supported and Significant
Traveller perceived value (TPV) ↓ Cognitive Destination Image (CGDI)	H₃	0.310	***	Supported and Significant
Traveller perceived value (TPV) ↓ Affective Destination Image (ADI)	H₄	0.245	***	Supported and Significant
Servicescape (SS) ↓ Conative Destination Image (CNDI)	H₅	0.204	***	Supported and Significant
Traveller perceived value (TPV) ↓ Conative Destination Image (CNDI)	H₆	0.289	***	Supported and Significant
Cognitive Destination Image (CGDI) ↓ Traveller Intention to Revisit (TIR)	H₇	0.105	0.208	Supported but not Significant
Affective Destination Image (ADI) ↓ Traveller Intention to Revisit (TIR)	H₈	0.292	***	Supported and Significant
Conative Destination Image (CNDI) ↓ Traveller Intention to Revisit (TIR)	H₉	0.700	***	Supported and Significant

P-value level of significance: p<0.01; p<0.05; p<0.1

SS: Servicescape; TPV: Traveller Perceived Value; CGDI: Cognitive Destination Image; ADI: Affective Destination Image; CNDI: Conative Destination Image; TIR: Traveller Intention to Revisit

6.6.1 Discussion of the Findings from each proposed hypothesised relationship

This section of the study explored the findings of each hypothesised relationship. All the proposed hypotheses H1, H2, H3, H4, H5, H6, H7, H8 and H9 were discussed based on the findings obtained from the hypothesis testing. Later on in this study the implications of the finding was also examined and investigated further.

6.6.1.1 (H1) Findings from servicescape and traveller perceived value

As indicated in Table 6.23 above servicescape and traveller perceived value are positively associated with an estimate of 0.357. This relationship was supported confirming the hypothesis made for this relationship in chapter 4 that servicescape had a positive influence on traveller perceived value. In addition, the relationship was also significant at the p-value level of significance ($p < 0.001$) as indicated by a p-value of ***. This meant that travellers viewed servicescape as an important factor in their enjoyment of the airport thus adding value to their airport experience.

6.6.1.2 (H2) findings from servicescape and cognitive destination image

It could be observed in Table 6.23 above servicescape directly and positively impacts cognitive destination image as indicated by an estimate of 0.186. This relationship was also supported confirming the hypothesis stated in chapter 4 confirming the link between these two variables. In addition, the relationship was also significant at the p-value level of significance ($p < 0.001$) as indicated by a p-value of ***. This suggested that travellers viewed servicescape with great significance as to how it would influence their experience would be at the arrived destination.

6.6.1.3 (H3) Findings from traveller perceived value and cognitive destination image

As indicated in Table 6.23 traveller perceived value and cognitive destination image are directly and positively related. This finding confirmed the proposed hypothesis in chapter 4 that traveller perceived value and cognitive destination image are positively related having an estimate of 0.310. The relationship that existed between these two variables was therefore supported and significant at the p-value level of significance ($p < 0.001$) as indicated by a p-value of ***. This posited that tourists travelling to South Africa based their expectations of the destination bring value to them based on what they already think about the destinations. This possibly suggested that the more positively they perceive South Africa to be a desirable destination that adds value to their visit experience the more they will actually consider it.

6.6.1.4 (H4) Findings from traveller perceived value and affective destination image

It was observed in Table 6.23 that traveller perceived had an impact on affective destination image. This relationship matched the proposed hypothesis associated with these two variables (see chapter 4). The outcome of this relationship was that it was supported and significant at the p-value level of significance ($p < 0.001$) and an estimate of 0.245. Furthermore, it could be said that traveller perceived value at the South African airport at which this study was conducted is closely associated with the emotions that tourists have in relation to mental images they hold of South Africa as a travel destination.

6.6.1.5 (H5) Findings from servicescape and conative destination image

As seen in in Table 6.23, servicescape and conative destination image are directly and positively associated with each other. This relationship was both supported and significant at the p-value level of significance ($p < 0.001$) with an estimate of 0.204. This also then confirmed the proposed assumption that these two variables were related. The more servicescape at the airport is perceived by travellers the more positive their view of the South Africa as a tourist destination becomes.

6.6.1.6 (H6) Findings from traveller perceived value and conative destination image

Based on the findings in Table 6.23, traveller perceived value positively and directly affects conative destination image. This relationship was significant at the p-value level of significance ($p < 0.001$). The estimate was 0.289 thereby further affirming the proposed assumption that traveller perceived value and conative destination image are connected. This then suggested that travellers' perception of the service experience obtained at an airport would give an indication of how they would feel about the destination actually visited.

6.6.1.7 (H7) Findings from cognitive destination image and traveller intention to revisit

According to the findings in Table 6.23, cognitive destination image is positively and directly related to traveller intention to revisit. This relationship was supported as it had a positive estimate of 0.105 suggesting that what travellers think about a destination is related to their willingness to return to that same destination. However this relationship was not significant as any of the three p-value level of significance as it had a p-value of 2.08 exceeding the thresholds which were $p < 0.01$; $p < 0.05$; $p < 0.1$ respectively. It was also important to note that of all the relationships this was the only one that was not significant. Further it could be inferred that possibly what travellers thought about a destination was solely not enough to

make the decision to return to a destination. Later on in this research reference to this finding was made under the recommendations section.

6.6.1.8 (H8) Findings from affective destination image and traveller intention to revisit

Based on the findings of the research it was established that affective destination image positively and directly affected traveller intention to revisit a destination. This relationship was both supported and significant level of significance ($p < 0.001$) as indicated by a p-value of 0.292. This finding posits that emotions that traveller hold due to prior knowledge as well as their experience at the airport is associated to their willingness to return to that destination. Furthermore, it could be inferred that the more emotionally connected they are to their airport experience the stronger their feelings about willing to return to South Africa becomes. This suggests that if travellers have disgruntled feelings at the airport the more unlikely they would want to return to South Africa and on the other hand the more emotionally satisfied they are with their airport experience the more likely they would want to revisit South Africa as a tourist destination.

6.6.1.9 (H9) Findings from conative destination image and traveller intention to revisit

As indicated in Table 6.23, conative destination image and traveller intention to revisit positively associated with an estimate of 0.700. This relationship was supported confirming the hypothesis made for this relationship in chapter 4 that servicescape had a positive influence on traveller perceived value. In addition, the relationship was also significant at the p-value level of significance ($p < 0.001$) as indicated by a p-value of ***. I would therefore be of paramount significance to understand why the existing knowledge that travellers have of South Africa was clearly their most important aspect affecting their intention to revisit South Africa.

6.6.1.10 Similarities and Differences of Findings from Prior Research

The section of the findings explored past research that was conducted within the same research area as of this study. Similarities and differences were then established. Section 6.6.1.10.1 and 6.6.1.10.2 below discuss those similarities and differences in great detail.

6.6.1.10. 1 Similarities

Prayag (2009) and Matos et al. (2012) considered destination image as comprising of cognitive images, affective images and conative images. This was similar to the approach taken by this study as the destination image variables were cognitive destination image,

affective destination image and conative destination image. Kock et al 2016 theorised a model on destination image and their model included variables similar to the ones used in this study. The first being destination image which was a mediator variable in Kock et al 2016, was also used as a mediator in this study however this study had three mediator variables instead of just one destination image variable. Second, Kock et al 2016, had tourists' behavioural intention as an outcome, this had a similar context to the outcome of this study which was intention to revisit.

The present research established that conative destination image has significant influence on a traveller's intention to revisit a destination. Therefore, implying that travellers' perceptions of a destination should be influenced prior to visiting a destination. This would then require media such as TV viewing in their home country about the destination they would eventually visit. This finding was similar to that of Tan and Wu (2016) who observed that film and TV can be essential sources for creating a destination image.

6.6.1.10. 2 Differences

Lee, Hsu, Han & Kim (2010) found that affective images had a positive impact on revisit intention. However, this was an indirect relationship between affective images and revisit intention that was mediated by overall image. This differed from this research in that a direct and positive relationship between affective destination images and revisit intention was established.

Image is shaped through three sequential phases: cognitive, affective and overall images Lee et al. (2010). This view of image was different from the one adopted for purposes of this study as it did not consider overall images. This study viewed destination image as comprising of constructs such as cognitive destination image, affective destination image and conative destination image

6.6.1.10 Overall finding of the proposed hypothesised relationships

After all the proposed hypothesised relationships were individually discussed based on the findings from the study a conclusion was reached. The overall finding was that as previously proposed all the relationships were actually both supported and significant. However, only that of cognitive destination image and traveller intention was not significant even though it supported the proposed hypothesis. Overall what could be deduced from the findings was that travellers considered servicescape to be a crucial factor in their overall assessment of the kind

of value an airport would offer to them and ultimately their overall impression of South Africa as a destination.

In addition, travellers were also willing to return to South Africa based on their emotions, knowledge and thoughts relating to South Africa as a tourist destination. It very was important to note that conative destination image which is centred on tourist's existing knowledge on South Africa turnout-out to be the strongest motivator for their intention to revisit South Africa. The section below, Table 6.24 and Table 6.25 present the findings of the research object both theoretical empirical respectively.

Table 6.24: Findings of the Theoretical Objectives of the Study

THEORETICAL OBJECTIVE	STATUS
To review literature on servicescape.	Achieved
To examine literature on traveller perceived value.	Achieved
To review literature on cognitive destination image	Achieved
To investing the literature on affective destination image.	Achieved
To review literature on conative destination image	Achieved
To assess literature on traveller intention to revisit	Achieved

In Table 6.24, it could be seen that all the six proposed theoretical objectives of the study's conceptual model were achieved. Below Table 6.25, presents the status of each proposed relationship in which they were ranked in descending order.

Table 6.25: Findings of the Empirical Objectives of the Study

EMPIRCAL OBJECTIVE	STATUS
To investigate the influence of conative destination image on traveller intention to revisit	Strongest relationship
To examine the influence of servicescape on traveller perceived value	Second strongest relationship
To investigate the influence of traveller perceived value on cognitive destination image	Third strongest relationship
To examine the influence of traveller perceived value on affective destination image	Fourth strongest relationship
To investigate the influence of traveller perceived value on conative destination image	Fifth strongest

EMPIRICAL OBJECTIVE	STATUS
To assess the influence of servicescape on conative destination image	Sixth strongest relationship
To review the influence of affective destination image on traveller intention to revisit	Seventh strongest relationship
To review the influence of servicescape on cognitive destination image	Eighth strongest relationship
To investigate the influence of cognitive destination image on traveller intention to revisit	Weakest relationship

In table 6.24, it could be seen that all the nine proposed empirical objectives of the study's conceptual model were achieved. The relationship between conative destination image and traveller intention to revisit was the strongest while cognitive destination image and traveller intention to revisit was the weakest of all the proposed relationships.

6.8 SUMMARY OF CHAPTER 6

Chapter 6 commenced with an introduction of what was to be covered in the chapter. Research data analysis procedures were provided which included screening of the data, calculation of demographic statistics, data reliability and validity checks as well as accuracy analysis statistics (Mean, Standard deviation, reliability and validity tests).

A key metric for the study, the net promoter score was calculated so as to assess how the customers in this case the travellers rated the OR Tambo International Airport as an organisation in regards to its service quality. Structural equation modelling was conducted in a two part process which included the first was confirmatory factor analysis and then the second was path modeling. In confirmatory factor analysis model fit was checked though assessing whether certain thresholds were met for the various model fit indices that included, the chi-square, CFI, GFI, NFI, RFI, TLI, IFI and the RMSEA.

In addition to checking model fit at the confirmatory factor analysis stage standardised regression weights (estimates/ items) generated by the AMOS 23 software were also examined as to whether they met the required threshold of 0.500. The second stage of the structural equation modeling process focused on path model. This is when the path model/ structural modeling was presented in the same way as the conceptual model (see chapter 4) so

that the proposed hypotheses could be tested. After testing of the hypotheses it was then established whether the proposed hypothesis were supported or not and significant or not?

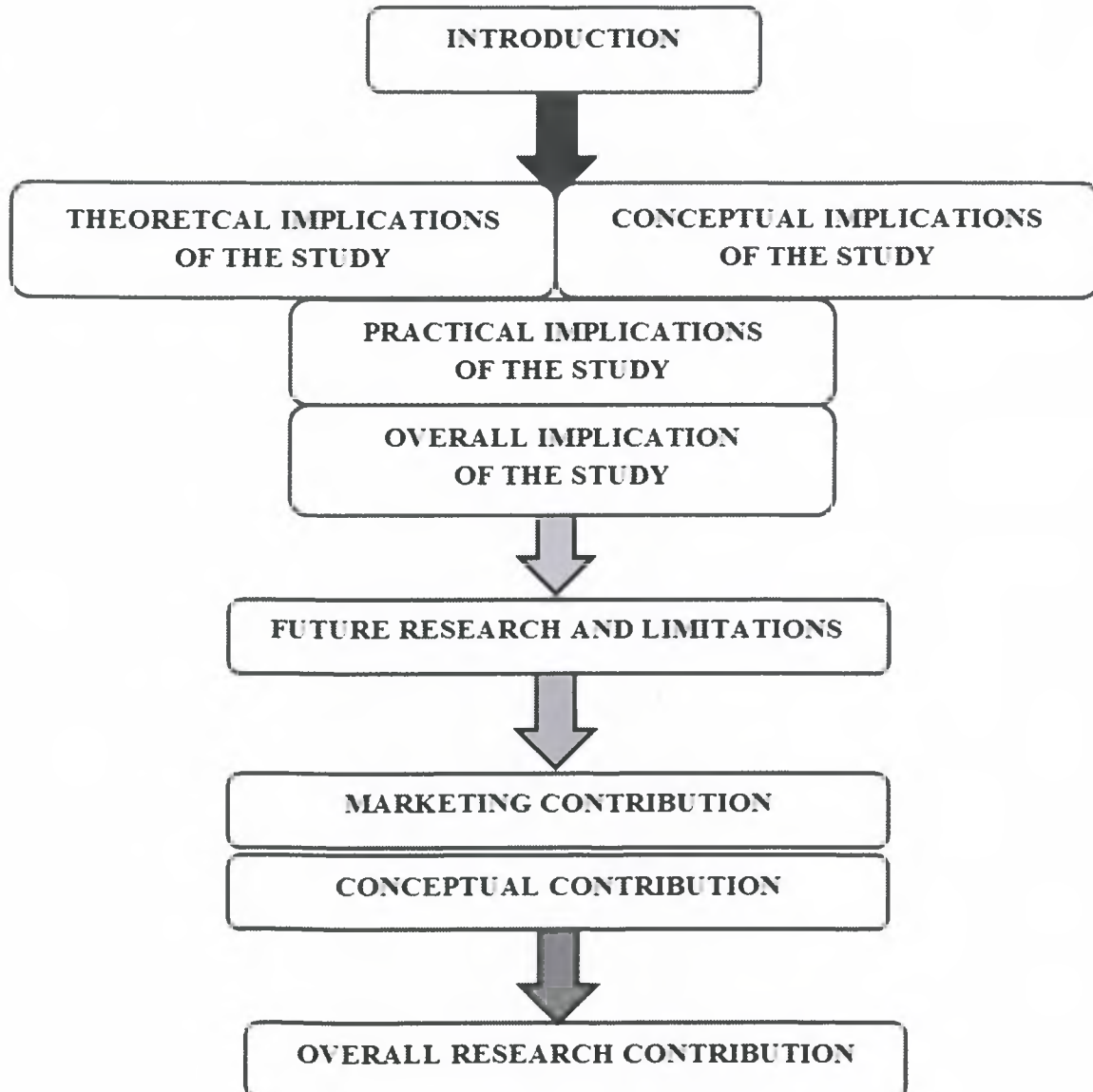
Findings from the Literature

Certain findings were observed from the literature regarding this chapter. First, it was found that destination image variables such have cognitive, affective and conative destination image all directly and positively influence travellers' intention to revisit that destination resembling the findings of Sylos et al. (2016). The other key take away from literature was that was that servicescape appeared to pay a central role regarding how travellers rated their experience at the airport suggesting that servicescape was indeed an important variable for the conceptual model that was tested.

This was similar to the study by Fodness and Murray (2007) in the sense they viewed servicescape an important variable for a study they did that examined traveller perceptions in the airport environment. It was important to note that Nicoletta & Servidio (2012) found that destination image formation effect on travellers' thinking and feeling. This finding was reflected in this study as both cognitive and affective destination image were related to tourists' perception of the destination.

CHAPTER 7: CONCLUSIONS, RECOMMENDATIONS AND FUTURE RESEARCH

Figure 7.1: Diagrammatic Representation of Chapter 7



7.1 INTRODUCTION

This chapter explores the findings of the study, limitations, implications and possible future research. Chapter 7 also provides a comprehensive conclusion of the entire study. The purpose of this study was to investigate the relationship between servicescape, traveller perceived value, destination image and traveller intention to revisit a tourist destination. Structural equation modeling (SEM) was applied to assess the proposed research model and hypothesis.

7.2 IMPLICATIONS

The current research has both academic and practical implications. Academically, the current study contributes to existing literature on the relationship between servicescape and traveller perceived value (airport service experience). Furthermore, additional literature on the relationship between as airport service experience and destination image and lastly destination image and traveller intention to revisit will be improved. Marketing and management implications of this study are also explored in the sections that follow based on the findings of this research.

7.2.1 Theoretical Implications of the Study

It was imperative to recognise the basic role that tourists' intention to revisit a destination would have on the success of airports and the tourism sector therefore the study adopted the destination image theory. The implication of this theory in the context of this study was to enhance of comprehension of the motivations of tourists to revisit a destination. Similar to prior research (Stylos *et al.*, 2016), who adopted the destination image theory so as to explore constructs that generated revisit intention when used as a component of a research conceptual model. Theoretical implications for academia also exist in that a depth understanding of the destination image theory was provided in the context of the present study in that researchers and academics alike could adopt the conceptual model of this study for future research to establish whether the same findings of this study could be replicated.

7.2.2 Conceptual Implications of the Study

This study used a model that partly utilised servicescape adapted from Fodness and Murray (2007) as one of the key variables. This variable was relevant for the conceptual model as it too was previously used by Fodness and Murray (2007) to measure service quality within the airport environment similar to this study. The conceptual implication brought about this study was that not only servicescape in the airport environment was measured but destination

image and intention to revisit that destination was also incorporated into the model to add onto what Fodness and Murray (2007) had already assessed regarding the servicescape in the airport environment. The researcher believed that incorporating destination image and intention to revisit that destination would enhance how servicescape within the airport environment is assessed by travellers.

7.2.3 Practical Implications of the Study

In addition to the theoretical implications stipulated in the previous section, practical implications of this study also emerged. First, airport management organisations could benefit from the various tourist responses and views that were discussed in great depth in the data analysis chapter (see chapter 6). Similar to airport management organisations, tourist and destination marketing organisations in South Africa stand to also gain competitive advantages over competitors. This is because specific attitudes of international travellers regarding their perceptions of airport service quality and South Africa as a tourist destination were revealed in the findings of the study. Furthermore, governments also benefit in that tourism contributes significantly to gross domestic product (GDP). This statement is supported by Lopes (2011) who pointed out that, over the past years, tourism has emerged as one of the leading sectors of the global economy, not only due to its contribution to the (GDP) of numerous states, but also because of the employment it generates for those states.

This then implies that governmental efforts towards tourism incentives should become more aggressive. Most notably since this study had a special focus on the airport environment, which is essentially run by the respective governments it serves the best interests of those governments by having a better understanding of how their airport services are rated and ranked by international tourists. This evaluation of airport services as to how tourists rated them was provided through an established customer loyalty metric, the net promoter score.

7.2.1 (H1) Implications based on Servicescape and Traveller Perceived Value

As indicated in Table 6.22 servicescape directly impacted traveller perceived value (see figure 14 and table 52). The implication of this outcome was that travellers associated the value they obtain from airport services with the physical environment of that airport (servicescape). This would mean that the more they perceive the servicescape to be of use to them the more they are likely to consider it to add value to their airport experience.

7.2.2 (H2) Implications based on Servicescape and Cognitive Destination Image

It was found that servicescape and cognitive destination image actually had a relationship. The relationship was positive and significant. The implication of this outcome was that since servicescape (physical environment) of an airport is seen to affect what tourists think about a destination airport managers should possibly consider making the environment at airports conducive for travellers as this could set the overall impression of South Africa as a destination in the eyes of those travellers. If the experience of facilities and services at the airport do not impress the travellers they would also have a negative attitude of South Africa as a destination. However this also implied that if the of facilities and services at the airport impress the travellers they would also have a positive attitude of South Africa as a destination. The implications for marketers in the tourism industry are that they also have to consider perceptions of travellers in the airport environment as they would probably be receiving them in their capacity as tour guides. How tourism practitioners interact with tourists at the airport could be crucial in shaping their views of airport experience and tourism in South Africa. Most importantly tourism marketers would be affected negatively if tourists have a bad or undesirable experience at the airport implying that tourism marketers should work in close sync with airport management organisations.

7.2.3 (H3) Implications based on Traveller Perceived Value and Cognitive Destination Image

It was also discovered that traveller perceived value had a positive, direct and significant effect on cognitive destination image as previously suggested in the proposed hypothesis linking these two variables. This implied that what travellers already know about the destination influenced their perception of the value they received at the airport as well as the value the destination brought to them.

7.2.4 (H4) Implications based on Traveller Perceived Value and Affective Destination Image

As indicated in Figure 6.41 and Table 6.41, traveller perceived value had a direct and positive impact on affective destination image. The implication of this result was that travellers considered the value of service they received at the airport to be connected to feelings they have about the destination meaning that the more useful they believed the services to be the more emotionally satisfied they became at the destination. The also meant that they would perceive a destination more positively if they believed they were getting value for their money and trip as this had an emotional connection with them.

7.2.5 (H5) Implications based on Servicescape and Conative Destination Image

It was found in this study that servicescape positively and directly influenced conative destination image. This finding was actually closely associated with the one that follows (traveller perceived value and conative destination image). First the estimate for this relationship was 0.204 and the following relationship had an estimate of 0.284. This implied that tourists associated the level of service quality with their personal beliefs. If the quality of service at the airport matches how they would personally want to be treated they would consider that airport and ultimately the destination to be desirable.

7.2.6 (H6) Implications based on Traveller Perceived Value and Conative Destination Image

As observed in Table 6.22 it was discovered that traveller perceived value and conative destination image were directly as positively associated. This implied that the manner in which a tourist with any knowledge of South Africa would react to a given situation. This meant that the tourist's behaviour or nature had an impact on whether he or she believed that they were receiving value for their money at the destination. This further implied that the more the services at the airport suited well their needs personally the more they believed those services to be of value to them as a traveller.

7.2.7 (H7) Implications based on Cognitive Destination Image and Traveller Intention to Revisit

Based on the findings of the study it was observed that cognitive destination image was positively associated with traveller intention to revisit the same destination. This finding was unique in the context of this study in that it was the only relationship that was not significant and further investigation into this outcome would be beneficial. The possibility of revisiting or recommending a destination was observed as a result of both cognitive and affective components of destination image (Matos *et al.*, 2012). The implications affect the academic environment, practitioners who are in the tourism industry and those in the aviation industry. First, academicians state to adapt their thinking to findings of this relationship by incorporating this finding into the research they currently conduct in relation to tourism. Possible reasons for why this relationship was not significant could be established further academic research. As for practitioners in the tourism industry it is important for them to understand why the relationship between what tourists think about South Africa not enough on its own to make them want to return. This could imply that they might have to introduce

new experiences associated with their products and services to help encourage tourist visit intention. Lastly as far as the aviation industry is concerned this should be alarming that tourist image of South Africa as a destination is not simply enough to encourage revisits as this would probably not only lead to potential revenue loss for South African airlines, airport management companies but also players in the South African tourism sector.

7.2.8 (H8) Implications based on Affective Destination Image and Traveller Intention to Revisit

It was found that affective destination image had a positive, direct impact on traveller intention to revisit South Africa that was also significant. This meant that travellers link their emotions to their intention to revisit destinations. The implication is airport management companies, organisations in the tourism sector such as tour agencies and other destination marketing organisations should ensure that their products, services and experiences for tourists are able to emotionally connect with them in order to provide value for them. This would in-turn encourage repeat visits by those tourists due the memorable prior experiences in South Africa. On the academic front researchers could also conduct studies that focus in more depth regarding the relationship between affective destination image and traveller intention thereby not only adding to the body on knowledge in destination marketing research as well as sharing such research with government and corporate organisations that benefit business associated with tourism. The probability of revisiting or recommending a destination was viewed as a result of both cognitive and affective components of destination image (Matos *et al.*, 2012).

7.2.9 (H9) Implications based on Conative Destination Image and Traveller Intention to Revisit

It was observed the conative destination image influenced traveller intention to revisit a destination in a significant way. As previously discussed it was observed that this was the strongest relationship of all the relationships implying that further investigation would be necessary so as to understand why it was significantly stronger than any other relationship. Concerned parties such as those in academia and those in the tourism sector stand to benefit from this finding and the implication would be that most of their efforts would be targeted at achieving results similar to this relationship for the other relationships.

7.2.10 Overall Implication of the Study

The overall implication of the study was that key players that can affect tourist experience in South Africa such as the government, tourism organisations as well airport management organisations should focus their efforts in ensuring that South Africa as a destination is portrayed positively as this was established through empirical research to as a driver of Tourism related visits to South Africa. Tourists' existing knowledge of South Africa (conative destination image) became the strongest influence on their intention to revisit the country as a travel destination. This implied that it is not only necessary to ensure that tourists are afforded the best treatment at the airport and within the nation's borders but more importantly images of South Africa abroad should be positive as this helps create preconceived ideas of the country in the minds of the travellers before they even visit South Africa.

7.3 FUTURE RESEARCH AND LIMITATIONS

Based on the findings of the study a number of recommendations emerged. First it could be suggested that more descriptive metrics are required in later studies for instance a question on race, nationality, income status, money spent and direct question asking whether tourists would wish to return to South Africa. This would aid concerned parties such as tourism organisations and airport management companies understand how many people in terms of nationality or racial breakdown visit their country. In addition it could also be interesting to establish whether trends would emerge from tourists of the same country or region of the world.

A question of income status and money spent at the destination would directly inform concerned parties as to which tourist could be categorised as high value tourist based on how much money they would bring to South Africa. A direct question that will ask tourists whether they intend to return to South Africa will give an indication of how many tourist potential enjoyed their visit in South Africa as this could lead to repeat business for South African tourist attractions and tourist traffic at South African airport. This could also have a ripple effect when tourists return to their home countries as they would potentially recommend South Africa as a travel destination to their friends and family.

It is also recommended that future researchers consider other locations other than the airport environment for instance at tourist attractions or facilities such as holiday resorts in order to establish if the results of similar results would be obtained as of this study. The reason being

that it was highly likely that the international tourists surveyed in this study also had a stay at South African holiday resorts and surveying them before they return to the airport on their way back might not have any potential biases that could be caused by anxiety or frustration at the airports. The other reason as observed during the data collection was that tourists are sometimes very busy at the airport and would potential respond differently if they are in an environment their fell more comfortable such as game resort or in a tour bus where they can actually compare what`s on the survey to what they would be experiencing in real time.

As stated in the findings section it was observed that cognitive destination image did not had a significant impact on traveller intention to revisit South Africa as a tourist destination. This suggested that possible what travellers thought about South Africa was solely not enough to make them make the decision to return. This then provides a gap or opportunity for future researchers to possibly develop a conceptual model that combines cognitive destination image with affective destination image or with conative destination image or all three together to see if different findings could be obtained.

Another recommendation for future research goes back to the research conceptual model developed for this study. The relationship between servicescape and affective destination image was not analysed, analysing this relationship could potentially yield interesting results that could alter other relationships of the model and potential alter results of the entire model. In addition to the relationship between cognitive destination image, affective destination image and conative destination image could also be analysed to see what outcome would result of such an analysis. Another important recommendation for future research in the same study area as of this study would be to include customer experience as one of the variables as this would directly measure how airport customers rate their experiences at the airports. A direct relationship between servicescape and traveller intention to revisit a destination or a direct relationship between traveller perceived value and traveller intention to revisit a destination. In addition future research could involve a comparative study between domestic tourists and international tourists.

An important recommendation developed from the study that was linked to literature was that visuals/ images of South Africa projected through TV to the world should be positive as it helps in the creation of destination image. This recommendation was supported by Stoleriu, (2013) who stated that television is an important tool in the construction of a destination`s

image where tourists are informed and persuaded to visit a destination. Furthermore, this is then also related to the finding of this study that conative destination image (image based on what tourists already know about a destination) had the strongest influence on their intention to revisit a destination.

Lastly, suggestions for future research could explore potential relationships that were not analysed in this study. A direct relationship between servicescape and traveller intention to revisit a destination could be analysed in future research as well as a direct relationship between traveller perceived value and traveller intention to revisit a destination. In addition, a comparative study of domestic and international travellers within the airport environment could also yield interesting findings.

The last recommendation came from one of the many international tourists that participated in this study. The participant stated that this research could have greatly benefited from having a qualitative aspect to it that would allow follow for respondents to write-in their own opinions. This could also be a suggestion for future researchers as the respondent suggested that it could enhance our understanding of why travellers would come to South Africa as well as their individual experiences.

7.4 MARKETING CONTRIBUTION

This research made a significant contribution to marketing. It provided new understanding on how tourists perceived their experience at South African international airport, the OR Tambo airport. The most significant relationship was that of conative destination image (image based on what travellers already know) and traveller intention to return to a destination. This suggested that pre-conceived images that tourists held of airport experience and South Africa as a destination had the most influence on their intention to revisit South Africa. This finding further implied that organisations responsible for tourism and airport management in South Africa are to direct marketing efforts in changing perceptions of tourists regarding South Africa and South African airports in their home country before they actually visit the South Africa.

7.5 OVERALL RESEARCH CONTRIBUTION

The overall contribution of this doctoral dissertation was that a unique previously untested conceptual model was developed to analyse the potential relationships between servicescape, traveller perceived value, destination image and the intention to revisit South Africa.

Furthermore, new understanding the proposed relationships was brought forwards as well as adding to knowledge to the existing body of knowledge regarding destination marketing conducted within the South African airport environment. Recommendations provided from findings based on empirical research stand to inform concerned players in the South African as well as the global tourism community as this research utilised responses collected from actual international travellers in the actual airport environment.

7.5 SUMMARY OF CHAPTER 7

This chapter concludes the entire study. It was divided into four main parts. The first, being the introduction which was then followed by implications of the study. These implications had a special section solely dedicated to the study's overall implication. The third section comprised of future research and limitations. Last, this chapter concludes with the overall contribution that was made by this thesis. The main findings from literature of chapter 7 were that the destination image variable of the conceptual model (cognitive, affective and conative destination image) all had positive impact of traveller intention to revisit a destination.

Findings from the literature:

Chapter 1:

It was observed that a number of findings from literature were present in chapter 1. First, destination marketing was explored whereby numerous sources were consulted. For instance Assaker et al. (2011) made a case for why destinations had become such a paramount issue and that revisit intention was at the centre of marketing destinations.

Chapter 2:

Chapter two which was focused on the study's research context also had its fair share in terms of take-aways from the literature. Statistics regarding both the tourism and airport environment were provided.

Chapter 3:

The main findings from the literature regarding chapter 3 were concerned with the grounding theory and the research construct. According to Hyun and O'Keefe (2012) destination marketing had been a well-established field.

Chapter 4:

Central findings from the literature concerning chapter 4 which was focused on the conceptual model and hypothesis Servicescape is directly and positively affected by

servicescape (Fodness & Murray, 2007). Furthermore it also found that conative destination image positively affects traveller intention to revisit (Stylos *et al.*, 2016).

Chapter 5:

Key findings from the literature were that discovered concerning the methodology part. According to Petty *et al.*, (2012) research served the purpose of advising on the best approach for collecting and analysis data. Maduku (2011) made a case for justifying the use of convenience sampling in certain situations particularly.

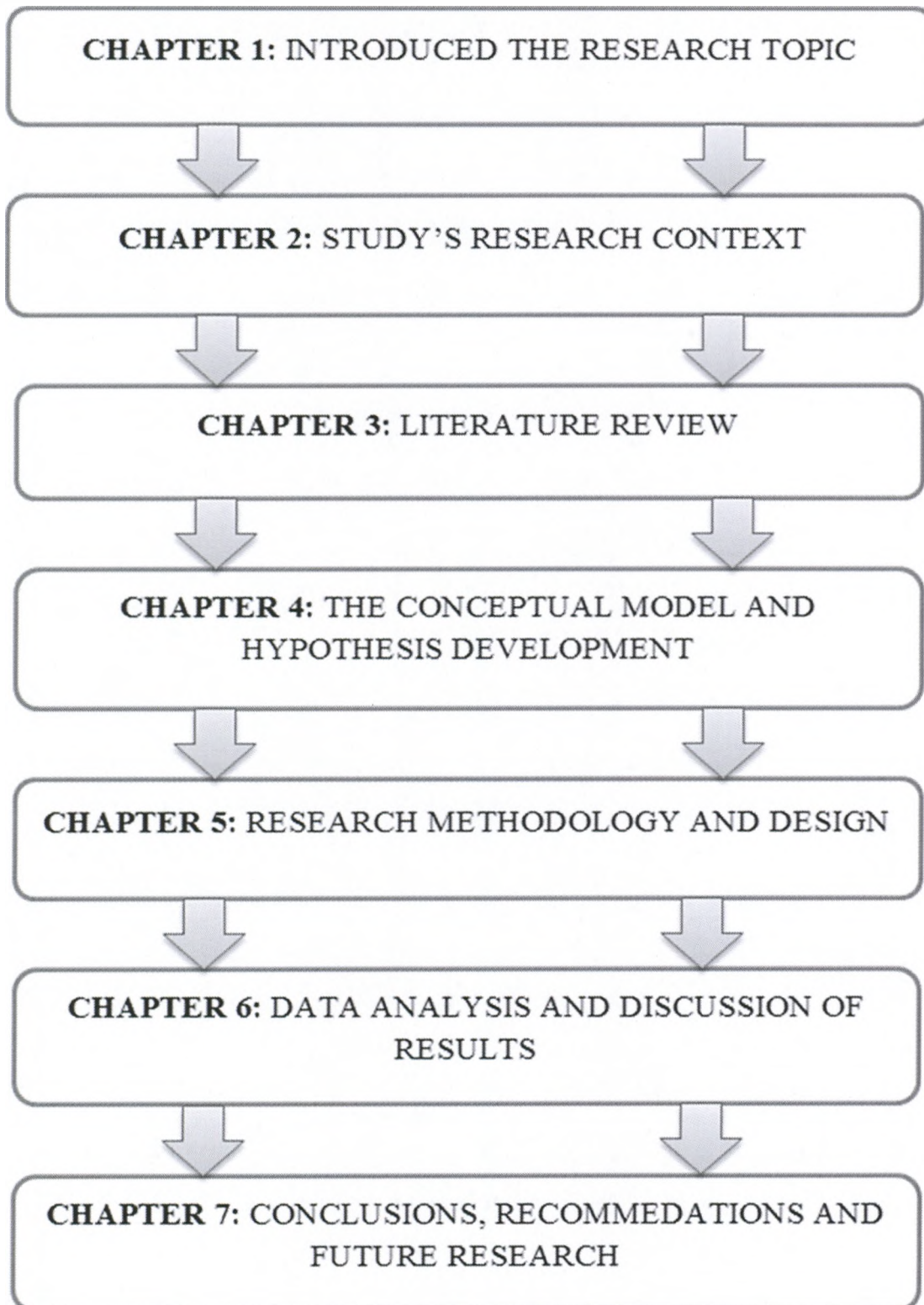
Chapter 6:

Nicoletta and Servidio (2012) suggested that destination image formation had a direct influence on traveller to revisit while Lee *et al* (2010) established that emotional associations with a destination marketing influences visiting intention.

Chapter 7:

Lastly, the final the chapter of the study also brought about some key findings from the literature. The tourism sector is critical to most nations as it contributes employment and their gross domestic product (gdp) (Lopes, 2011).

Figure 7.2 Diagrammatic Representation of the Thesis



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Roodurmun & Juwaheer, 2010

APPENDIX A: ETHICS CLEARANCE CERTIFICATE



Research Office

HUMAN RESEARCH ETHICS COMMITTEE (NON-MEDICAL)
R14/49 Chuchu

CLEARANCE CERTIFICATE

PROTOCOL NUMBER: H16/06/05

PROJECT TITLE

Destination marketing: A study into international airport service experience, destination image and intention to revisit South Africa

INVESTIGATOR(S)

Mr T Chuchu

SCHOOL/DEPARTMENT

Economics and Business Science/

DATE CONSIDERED

24 June 2016

DECISION OF THE COMMITTEE

Approved unconditionally

EXPIRY DATE

17 July 2019

DATE 18 July 2016

CHAIRPERSON


(Professor J Knight)

cc: Supervisor : Professor R Chinomona

DECLARATION OF INVESTIGATOR(S)

To be completed in duplicate and ONE COPY returned to the Secretary at Room 10005, 10th Floor, Senate House, University.

I/We fully understand the conditions under which I am/we are authorized to carry out the abovementioned research and I/we guarantee to ensure compliance with these conditions. Should any departure to be contemplated from the research procedure as approved I/we undertake to resubmit the protocol to the Committee. I agree to completion of a yearly

STATUS REPORT


Signature

21,07,2016
Date

PLEASE QUOTE THE PROTOCOL NUMBER ON ALL ENQUIRIES

APPENDIX C: EDITING CERTIFICATE

Recruits - learn to 'shoot' - low frequency, memory
and reluctant satisfaction - main factor.
It is instinct to put things into mouth - top, deep
sugar, etc. discovered sugar was sweet
to agreeable - formed habit of putting candy
in mouth - it is a habit - it is a habit - it is a habit



CORPORATE * ACADEMIC * LITERARY EDITING

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March 2017

TO WHOM IT MAY CONCERN

Dear Sir/Madam,

CERTIFICATE OF EDITING – Tinashe Chuchu - Student Number 731094

I hereby confirm that Tinashe Chuchu's dissertation entitled "Destination Marketing: A Study into International Airport Service Experience, Destination Image and Intention to Revisit South Africa" for the University of the Witwatersrand was edited by me in March 2017.

I have not had final sight of the document accepting or rejecting editorial changes made.

Sincerely

M. I. MORRIS

Isabella Morris

Editor

Associate Member of the South African Professional Editors' Group

APPENDIX D: RESEARCH QUESTIONNAIRE



Participant Information Sheet

Good day,

My name is Tinashe Chuchu student number 731094 and I am currently completing my Doctor of philosophy (PhD) in Marketing at the University of the Witwatersrand, Johannesburg. My current research is titled “**Destination Marketing: A Study into International Airport Service Experience, Destination Image and Intention to Revisit South Africa**”. Through my research, I aim to explore tourists’ perceptions of South Africa through their experience at the airport. The findings of this study will contribute to the literature in destination marketing. I am inviting you to be a participant in my current research study.

By being a participant in this research study I would request you to complete the questionnaire attached to this information sheet. With your permission, I ask that you complete this questionnaire and kindly return it to the researcher. This should not take more than 8 minutes of your time.

Your participation in this research is voluntary and I can guarantee that your personal details will remain anonymous throughout this research study as well as in the final research dissertation. You as the participant may refuse to answer any questions which you feel uncomfortable with and may also feel free to withdraw from this study at any time. By being a participant in this research you will not receive payment of any form and the information you disclose will be used in the research report.

This research will be written into a Doctor of philosophy in marketing dissertation and will be available through the University’s website. Should you require a summary of the research; the researcher can make it available to you.

Should you have any further questions or queries you are welcome to contact the researcher or the Supervisors, Professor Richard Chinomona and Dr Norman Chiliya at any time at the contact details provided below.

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QUESTIONNAIRE

Please answer the following questions by marking the appropriate answer(s) with an X. This questionnaire is strictly for research purpose only.

Section A: General Biographical Information

This section is asking about your background information. Please indicate your answer by ticking (X) on the appropriate box.

A1 Please indicate your gender

Male	
Female	
Prefer not to say	

A2 Please indicate your age category

18-19		20-25		26-35		36+
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A3 Please indicate the frequency of your travels

Once a week	
Often a week	
More than once a month	
At least once a year	
Other (Specify)	

A4 Please indicate the purpose of this trip

Leisure	
Business	
Educational purposes	
Medical reasons	
Other (Specify)	

A5 How often do you go on holidays?

Every few years	
Once every two years	
Once a year	
Twice a year	
More than twice a year	
Other (Specify)	

Please indicate the extent to which you agree/disagree with each statement as the statement relates to your perceptions of servicescape at airports

Section B: Servicescape

1 = Strongly Disagree; 4 = Neutral and 7 = Strongly Agree

1	An airport's external signs should clearly direct me to airport services such as parking, car rentals, terminals, etc.	1	2	3	4	5	6	7
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2	I like many signs to be visible throughout an airport directing me to airport facilities (baggage, ticket counter, security, rest rooms, rental cars, transportation services, etc).	1	2	3	4	5	6	7
3	An airport's physical layout should make it easy for passengers to find what they need (i.e. restaurants, rest rooms, gates, etc).	1	2	3	4	5	6	7
4	A variety of ground transportation options to the nearest city should be available.	1	2	3	4	5	6	7
5	I expect baggage carts to be conveniently located.	1	2	3	4	5	6	7
6	I should be able to easily reach my connecting flight.	1	2	3	4	5	6	7
7	It upsets me when I have to wait more than ten minutes to receive my baggage after a flight.	1	2	3	4	5	6	7
8	It upsets me when I have to wait in line more than ten minutes during the check-in process.	1	2	3	4	5	6	7
9	I should be able to exit the airplane within ten minutes of landing.	1	2	3	4	5	6	7

Section C: Traveller perceived value

1 = Strongly Disagree; 4 = Neutral and 7 = Strongly Agree

10	South Africa offers reasonable prices	1	2	3	4	5	6	7
11	South Africa offers value for the money	1	2	3	4	5	6	7
12	South Africa offers value for trip	1	2	3	4	5	6	7
13	South Africa value relative to my home country	1	2	3	4	5	6	7

Section D: Cognitive Destination Image

1 = Strongly Disagree; 4 = Neutral and 7 = Strongly Agree

14	This country has modernised metropolis/ cities	1	2	3	4	5	6	7
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15	South Africa has a convenient local transport system	1	2	3	4	5	6	7
16	There is a good night life and entertainment	1	2	3	4	5	6	7
17	I believe this country has a good reputation	1	2	3	4	5	6	7
18	There is excellent tourism infrastructure in South Africa	1	2	3	4	5	6	7
19	I am receiving good value for money in this country	1	2	3	4	5	6	7
20	There are friendly locals around	1	2	3	4	5	6	7
21	There is suitable accommodation	1	2	3	4	5	6	7
22	There is good service quality here	1	2	3	4	5	6	7
23	The environment/ surroundings are clean	1	2	3	4	5	6	7

Section E: Affective destination image

Please rate South Africa as a tourism destination for the following set of feelings

24	Unpleasant - Pleasant	1	2	3	4	5	6	7
25	Gloomy - Exciting	1	2	3	4	5	6	7
26	Distressing - Relaxing	1	2	3	4	5	6	7
27	Negative - Positive	1	2	3	4	5	6	7
28	Unenjoyable - Enjoyable	1	2	3	4	5	6	7
29	Unfavourable - Favourable	1	2	3	4	5	6	7
30	Boring - Fun	1	2	3	4	5	6	7

Section F: Conative destination image

1 = Strongly Disagree; 4 = Neutral and 7 = Strongly Agree

South Africa as a tourism destination	1	2	3	4	5	6	7
--	---	---	---	---	---	---	---

31	Fits in with my personal needs and style	1	2	3	4	5	6	7
32	Was one of my dreams to visit it sometime during my lifetime	1	2	3	4	5	6	7
33	Expresses myself as a suitable vacation choice	1	2	3	4	5	6	7
34	Helps me put knowledge that I have in general	1	2	3	4	5	6	7
35	Was always/ or constitutes a personal goal for vacations	1	2	3	4	5	6	7
36	As a choice it stems from a personal need of mine that had to be fulfilled	1	2	3	4	5	6	7
37	It was more desirable for me to get to South Africa, in comparison to a potential doubt I had that it may not prove a good experience	1	2	3	4	5	6	7
38	Has not been affected, as potential option for vacations, by negative experiences of the past	1	2	3	4	5	6	7

Section G: Traveller intention to revisit

1 = Strongly Disagree; 4 = Neutral and 7 = Strongly Agree

39	Likelihood to return to the same destination in the next 5 years	1	2	3	4	5	6	7
40	Likelihood to return to same area in the next 5 years	1	2	3	4	5	6	7
41	Likelihood to recommend the destination to friends and relatives	1	2	3	4	5	6	7
42	Likelihood to recommend the agency to friends and relatives	1	2	3	4	5	6	7
43	Same situation, same choice of agency	1	2	3	4	5	6	7
44	Same situation, same choice of destination	1	2	3	4	5	6	7

Thank you for completing the questionnaire. All information will be treated with the utmost confidentiality and not disclosed without your discretion.

APPENDIX E: LIKERT SCALE TABLE RESPONSES

Responses to Servicescape Questions

An airport's external signs should clearly direct me to airport services such as parking, car rentals, terminals, etc.					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	38	8	8	8
	Disagree	10	2	2	10
	Slightly Disagree	30	6	6	16
	Neutral	78	16	16	31
	Slightly Agree	59	12	12	43
	Agree	57	11	11	54
	Strongly Agree	231	46	46	100
	Total	503	100	100	

I like many signs to be visible throughout an airport directing me to airport facilities (baggage, ticket counter, security, rest rooms, rental cars, transportation services, etc).					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	27	5	5	5
	Disagree	9	2	2	7
	Slightly Disagree	23	5	5	12
	Neutral	77	15	15	27
	Slightly Agree	64	13	13	40
	Agree	56	11	11	51
	Strongly Agree	247	49	49	100
	Total	503	100	100	

An airport's physical layout should make it easy for passengers to find what they need (i.e. restaurants, rest rooms, gates, etc).					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	29	6	6	6
	Disagree	6	1	1	7
	Slightly Disagree	30	6	6	13
	Neutral	79	16	16	29
	Slightly Agree	69	14	14	42
	Agree	61	12	12	54
	Strongly Agree	229	46	46	100
	Total	503	100	100	

A variety of ground transportation options to the nearest city should be available.

		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	29	6	6	6
	Disagree	8	2	2	7
	Slightly Disagree	20	4	4	11
	Neutral	91	18	18	29
	Slightly Agree	79	16	16	45
	Agree	75	15	15	60
	Strongly Agree	201	40	40	100
	Total	503	100	100	

I expect baggage carts to be conveniently located.

		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	27	5	5	5
	Disagree	12	2	2	8
	Slightly Disagree	13	3	3	10
	Neutral	101	20	20	30
	Slightly Agree	69	14	14	44
	Agree	87	17	17	61
	Strongly Agree	194	39	39	100
	Total	503	100	100	

I should be able to easily reach my connecting flight.

		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	24	5	5	5
	Disagree	8	2	2	6
	Slightly Disagree	18	4	4	10
	Neutral	72	14	14	24
	Slightly Agree	81	16	16	40
	Agree	68	14	14	54
	Strongly Agree	232	46	46	100
	Total	503	100	100	

It upsets me when I have to wait more than ten minutes to receive my baggage after a flight.

		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	42	8	8	8
	Disagree	19	4	4	12
	Slightly Disagree	37	7	7	19
	Neutral	109	22	22	41
	Slightly Agree	109	22	22	63
	Agree	66	13	13	76
	Strongly Agree	121	24	24	100
	Total	503	100	100	

It upsets me when I have to wait in line more than ten minutes during the check-in process.

		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	49	10	10	10
	Disagree	22	4	4	14
	Slightly Disagree	38	8	8	22
	Neutral	119	24	24	45
	Slightly Agree	91	18	18	63
	Agree	62	12	12	76
	Strongly Agree	122	24	24	100
	Total	503	100	100	

I should be able to exit the airplane within ten minutes of landing.

		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	37	7	7	7
	Disagree	22	4	4	12
	Slightly Disagree	25	5	5	17
	Neutral	127	25	25	42
	Slightly Agree	85	17	17	59
	Agree	72	14	14	73
	Strongly Agree	135	27	27	100
	Total	503	100	100	

Responses to Traveller Perceived Value Questions

South Africa offers reasonable prices					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	34	7	7	7
	Disagree	16	3	3	10
	Slightly Disagree	36	7	7	17
	Neutral	154	31	31	48
	Slightly Agree	108	21	21	69
	Agree	77	15	15	84
	Strongly Agree	78	16	16	100
	Total	503	100	100	

South Africa offers value for the money					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	24	5	5	5
	Disagree	16	3	3	8
	Slightly Disagree	30	6	6	14
	Neutral	152	30	30	44
	Slightly Agree	121	24	24	68
	Agree	84	17	17	85
	Strongly Agree	76	15	15	100
	Total	503	100	100	

South Africa offers value for trip					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	22	4	4	4
	Disagree	16	3	3	8
	Slightly Disagree	30	6	6	14
	Neutral	144	29	29	42
	Slightly Agree	115	23	23	65
	Agree	86	17	17	82
	Strongly Agree	90	18	18	100
	Total	503	100	100	

South Africa offers value relative to my home country					
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		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	33	7	7	7
	Disagree	25	5	5	12
	Slightly Disagree	40	8	8	19
	Neutral	155	31	31	50
	Slightly Agree	94	19	19	69
	Agree	61	12	12	81
	Strongly Agree	95	19	19	100
	Total	503	100	100	

Responses to Cognitive Destination Image Questions

This country has modernised metropolis/ cities					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	10	2	2	2
	Disagree	14	3	3	5
	Slightly Disagree	37	7	7	12
	Neutral	117	23	23	35
	Slightly Agree	100	20	20	55
	Agree	88	17	17	73
	Strongly Agree	137	27	27	100
	Total	503	100	100	

South Africa has a convenient local transport system					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	28	6	6	6
	Disagree	20	4	4	10
	Slightly Disagree	43	9	9	18
	Neutral	134	27	27	45
	Slightly Agree	109	22	22	66
	Agree	73	15	15	81
	Strongly Agree	96	19	19	100
	Total	503	100	100	

There is a good night life and entertainment					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	21	4	4	4
	Disagree	11	2	2	6
	Slightly Disagree	25	5	5	11
	Neutral	154	31	31	42
	Slightly Agree	107	21	21	63
	Agree	83	17	17	80

	Strongly Agree	102	20	20	100
	Total	503	100	100	

I believe this country has a good reputation					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	34	7	7	7
	Disagree	19	4	4	11
	Slightly Disagree	44	9	9	19
	Neutral	140	28	28	47
	Slightly Agree	107	21	21	68
	Agree	83	17	17	85
	Strongly Agree	76	15	15	100
	Total	503	100	100	

There is excellent tourism infrastructure in South Africa					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	11	2	2	2
	Disagree	7	1	1	4
	Slightly Disagree	30	6	6	10
	Neutral	120	24	24	33
	Slightly Agree	115	23	23	56
	Agree	92	18	18	75
	Strongly Agree	128	25	25	100
	Total	503	100	100	

I am receiving good value for money in this country					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	22	4	4	4
	Disagree	12	2	2	7
	Slightly Disagree	30	6	6	13
	Neutral	139	28	28	40
	Slightly Agree	116	23	23	63
	Agree	96	19	19	83
	Strongly Agree	88	17	17	100
	Total	503	100	100	

There are friendly locals around					
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	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	30	6	6	6
Disagree	17	3	3	9
Slightly Disagree	37	7	7	17
Neutral	106	21	21	38
Slightly Agree	117	23	23	61
Agree	105	21	21	82
Strongly Agree	91	18	18	100
Total	503	100	100	

There is suitable accommodation				
	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	11	2	2	2
Disagree	9	2	2	4
Slightly Disagree	20	4	4	8
Neutral	99	20	20	28
Slightly Agree	115	23	23	50
Agree	103	20	20	71
Strongly Agree	146	29	29	100
Total	503	100	100	

There is good service quality here				
	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	14	3	3	3
Disagree	7	1	1	4
Slightly Disagree	28	6	6	10
Neutral	112	22	22	32
Slightly Agree	116	23	23	55
Agree	106	21	21	76
Strongly Agree	120	24	24	100
Total	503	100	100	

The environment/ surroundings are clean				
	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	8	2	2	2
Disagree	16	3	3	5
Slightly Disagree	32	6	6	11
Neutral	110	22	22	33
Slightly Agree	116	23	23	56
Agree	83	17	17	73
Strongly Agree	138	27	27	100

Total	503	100	100	
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Responses to the Affective Destination Image Statement

Ratings of South Africa as a tourism destination (Part A)

Unpleasant - Pleasant					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Very Unpleasant	11	2	2	2
	Unpleasant	4	1	1	3
	Somewhat Unpleasant	19	4	4	7
	Neutral	101	20	20	27
	Somewhat Pleasant	125	25	25	52
	Pleasant	113	22	22	74
	Very Pleasant	130	26	26	100
	Total	503	100	100	

Ratings of South Africa as a tourism destination (Part B)

Gloomy - Exciting					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Very Gloomy	12	2	2	2
	Gloomy	2	0	0	3
	Somewhat Gloomy	19	4	4	7
	Neutral	95	19	19	25
	Somewhat Exciting	129	26	26	51
	Exciting	115	23	23	74
	Very Exciting	131	26	26	100
	Total	503	100	100	

Ratings of South Africa as a tourism destination (Part C)

Distressing - Relaxing					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Very Distressing	13	3	3	3
	Distressing	4	1	1	3
	Somewhat Distressing	27	5	5	9
	Neutral	103	20	20	29
	Somewhat Relaxing	128	25	25	55
	Relaxing	108	21	21	76
	Very Relaxing	120	24	24	100
	Total	503	100	100	

Ratings of South Africa as a tourism destination (Part D)

Negative - Positive					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Very Negative	17	3	3	3
	Negative	2	0	0	4
	Somewhat Negative	29	6	6	10
	Neutral	125	25	25	34
	Somewhat Positive	110	22	22	56
	Positive	102	20	20	77
	Very Positive	118	23	23	100
	Total	503	100	100	

Ratings of South Africa as a tourism destination (Part E)

Unenjoyable - Enjoyable					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Highly Unenjoyable	7	1	1	1
	Unenjoyable	5	1	1	2
	Somewhat Unenjoyable	28	6	6	8
	Neutral	100	20	20	28
	Somewhat Enjoyable	100	20	20	48
	Enjoyable	127	25	25	73
	Highly Enjoyable	136	27	27	100
	Total	503	100	100	

Ratings of South Africa as a tourism destination (Part F)

Unfavourable - Favourable					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Very Unfavourable	7	1	1	1
	Unfavourable	9	2	2	3
	Somewhat Unfavourable	19	4	4	7
	Neutral	122	24	24	31
	Somewhat Favourable	97	19	19	50
	Favourable	124	25	25	75
	Very Favourable	125	25	25	100
	Total	503	100	100	

Ratings of South Africa as a tourism destination (Part G)

Boring - Fun					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Very Boring	9	2	2	2
	Boring	7	1	1	3
	Somehow Boring	21	4	4	7
	Neutral	102	20	20	28
	Somehow Fun	107	21	21	49
	Fun	114	23	23	72
	A Lot of Fun	143	28	28	100
	Total	503	100	100	

Responses to Conative Destination Image Questions

South Africa as a tourism destination

Fits in with my personal needs and style					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	13	3	3	3
	Disagree	7	1	1	4
	Slightly Disagree	21	4	4	8
	Neutral	121	24	24	32
	Slightly Agree	114	23	23	55
	Agree	124	25	25	80
	Strongly Agree	103	20	20	100
	Total	503	100	100	

Was one of my dreams to visit it sometime during my lifetime					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	13	3	3	3
	Disagree	8	2	2	4
	Slightly Disagree	29	6	6	10
	Neutral	102	20	20	30
	Slightly Agree	102	20	20	50
	Agree	108	21	21	72
	Strongly Agree	141	28	28	100

	Total	503	100	100	
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Expresses myself as a suitable vacation choice					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	9	2	2	2
	Disagree	6	1	1	3
	Slightly Disagree	26	5	5	8
	Neutral	106	21	21	29
	Slightly Agree	113	22	22	52
	Agree	125	25	25	77
	Strongly Agree	118	23	23	100
	Total	503	100	100	

Helps me put knowledge that I have in general					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	7	1	1	1
	Disagree	6	1	1	3
	Slightly Disagree	26	5	5	8
	Neutral	127	25	25	33
	Slightly Agree	110	22	22	55
	Agree	114	23	23	78
	Strongly Agree	113	22	22	100
	Total	503	100	100	

Was always/ or constitutes a personal goal for vacations					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	13	3	3	3
	Disagree	7	1	1	4
	Slightly Disagree	31	6	6	10
	Neutral	114	23	23	33
	Slightly Agree	96	19	19	52
	Agree	123	24	24	76
	Strongly Agree	119	24	24	100
	Total	503	100	100	

As a choice it stems from a personal need of mine that had to be fulfilled					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	14	3	3	3
	Disagree	15	3	3	6
	Slightly Disagree	27	5	5	11
	Neutral	126	25	25	36
	Slightly Agree	113	22	22	59
	Agree	111	22	22	81
	Strongly Agree	97	19	19	100
	Total	503	100	100	

It was more desirable for me to get to South Africa, in comparison to a potential doubt I had that it may not prove a good experience					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	15	3	3	3
	Disagree	9	2	2	5
	Slightly Disagree	24	5	5	10
	Neutral	130	26	26	35
	Slightly Agree	117	23	23	59
	Agree	115	23	23	82
	Strongly Agree	93	18	18	100
	Total	503	100	100	

Has not been affected, as potential option for vacations, by negative experiences of the past					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	22	4	4	4
	Disagree	9	2	2	6
	Slightly Disagree	29	6	6	12
	Neutral	143	28	28	40
	Slightly Agree	103	20	20	61
	Agree	102	20	20	81
	Strongly Agree	95	19	19	100
	Total	503	100	100	

Responses to Traveller Intention to Revisit Questions

Likelihood to return to the same destination in the next 5 years					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	19	4	4	4
	Disagree	18	4	4	7
	Slightly Disagree	49	10	10	17
	Neutral	116	23	23	40
	Slightly Agree	74	15	15	55
	Agree	64	13	13	68
	Strongly Agree	163	32	32	100
	Total	503	100	100	

Likelihood to return to same area in the next 5 years					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	24	5	5	5
	Disagree	13	3	3	7
	Slightly Disagree	38	8	8	15
	Neutral	117	23	23	38
	Slightly Agree	97	19	19	57
	Agree	72	14	14	72
	Strongly Agree	142	28	28	100
	Total	503	100	100	

Likelihood to recommend the destination to friends and relatives					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	9	2	2	2
	Disagree	11	2	2	4
	Slightly Disagree	29	6	6	10
	Neutral	89	18	18	27
	Slightly Agree	108	21	21	49
	Agree	93	18	18	67
	Strongly Agree	164	33	33	100
	Total	503	100	100	

Likelihood to recommend the agency to friends and relatives

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	15	3	3	3
Disagree	7	1	1	4
Slightly Disagree	29	6	6	10
Neutral	130	26	26	36
Slightly Agree	103	20	20	56
Agree	81	16	16	73
Strongly Agree	138	27	27	100
Total	503	100	100	

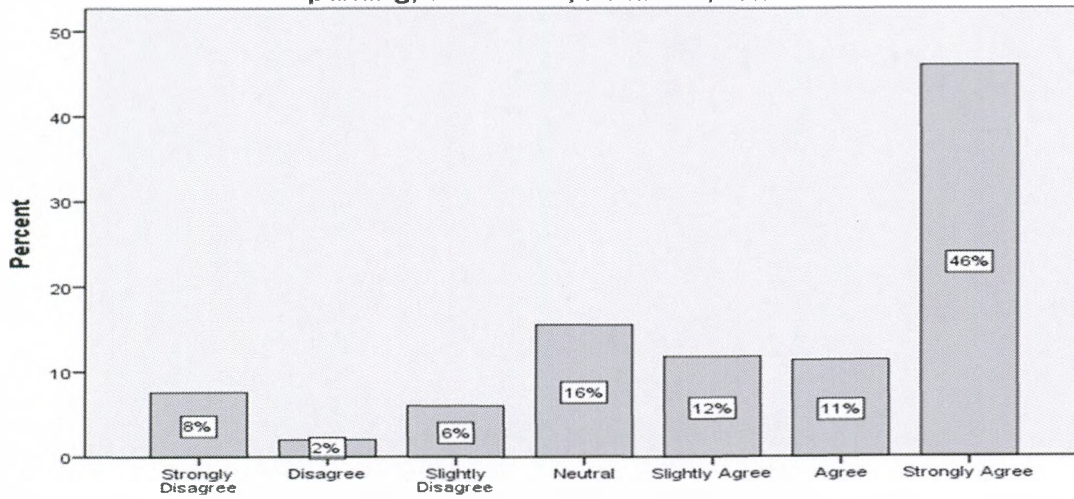
Same situation, same choice of agency				
	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	20	4	4	4
Disagree	10	2	2	6
Slightly Disagree	41	8	8	14
Neutral	141	28	28	42
Slightly Agree	106	21	21	63
Agree	67	13	13	77
Strongly Agree	118	23	23	100
Total	503	100	100	

Same situation, same choice of destination				
	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	17	3	3	3
Disagree	13	3	3	6
Slightly Disagree	32	6	6	12
Neutral	126	25	25	37
Slightly Agree	105	21	21	58
Agree	78	16	16	74
Strongly Agree	132	26	26	100
Total	503	100	100	

APPENDIX D: GRAPHICAL PRESENTATION OF QUESTIONS

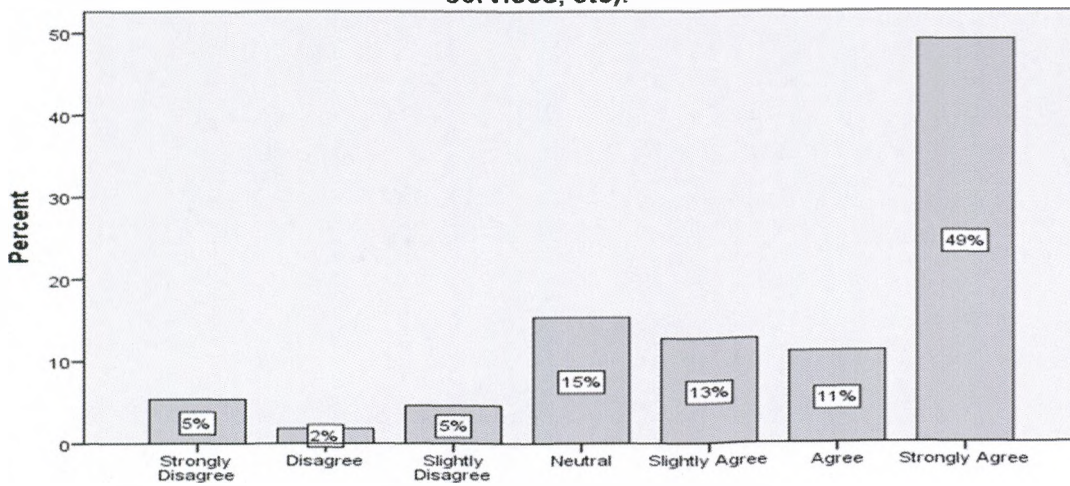
Servicescape Graph 1

An airport's external signs should clearly direct me to airport services such as parking, car rentals, terminals, etc.



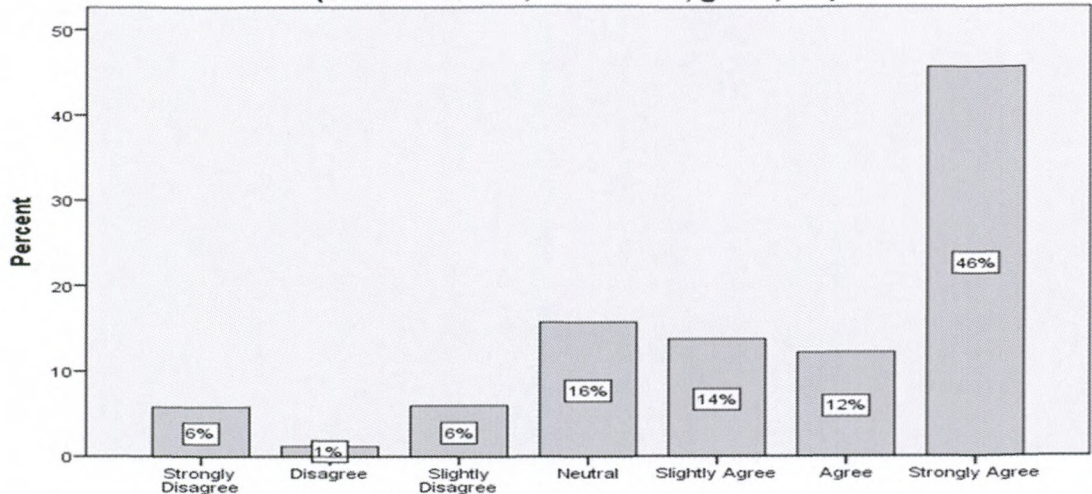
Servicescape Graph 2

I like many signs to be visible throughout an airport directing me to airport facilities (baggage, ticket counter, security, rest rooms, rental cars, transportation services, etc).



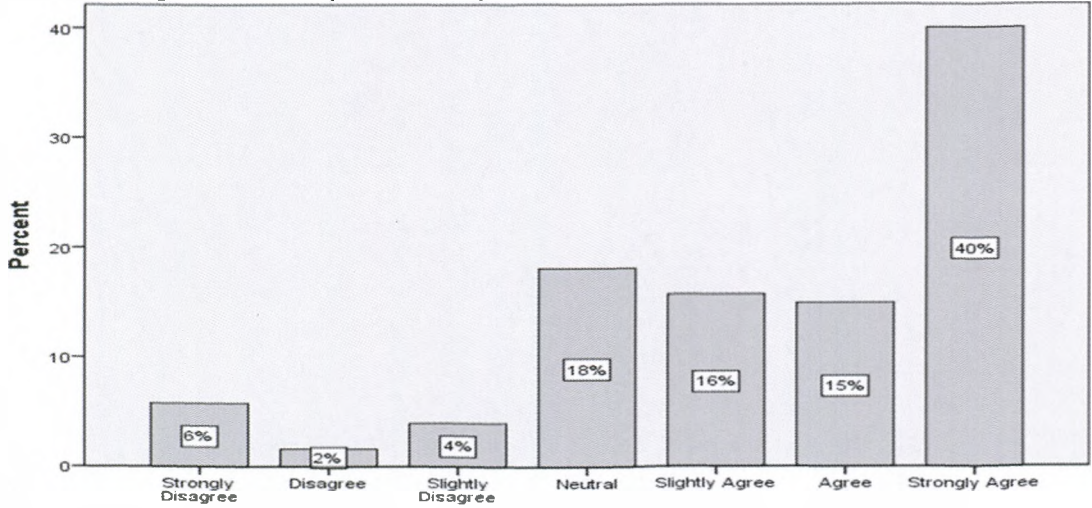
Servicescape Graph 3

An airport's physical layout should make it easy for passengers to find what they need (i.e. restaurants, rest rooms, gates, etc).



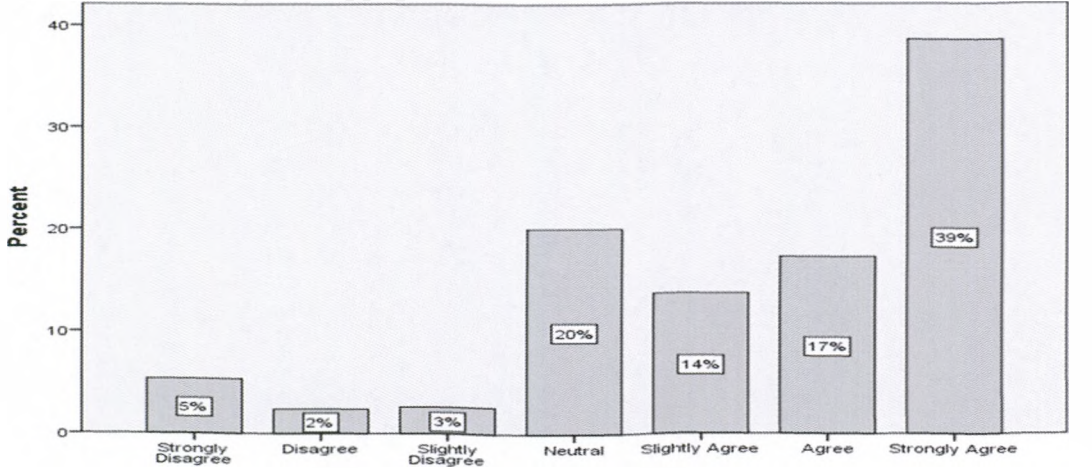
Servicescape Graph 4

A variety of ground transportation options to the nearest city should be available.

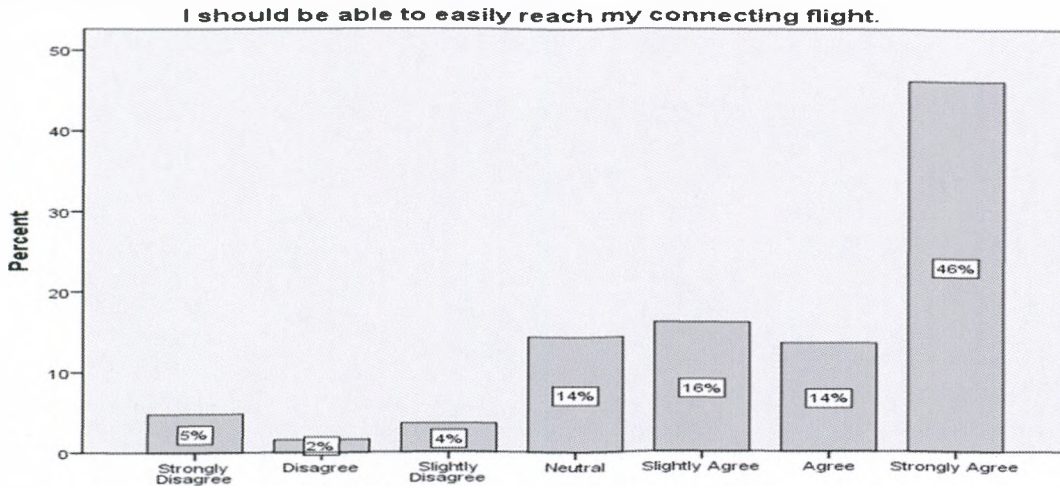


Servicescape Graph 5

I expect baggage carts to be conveniently located.

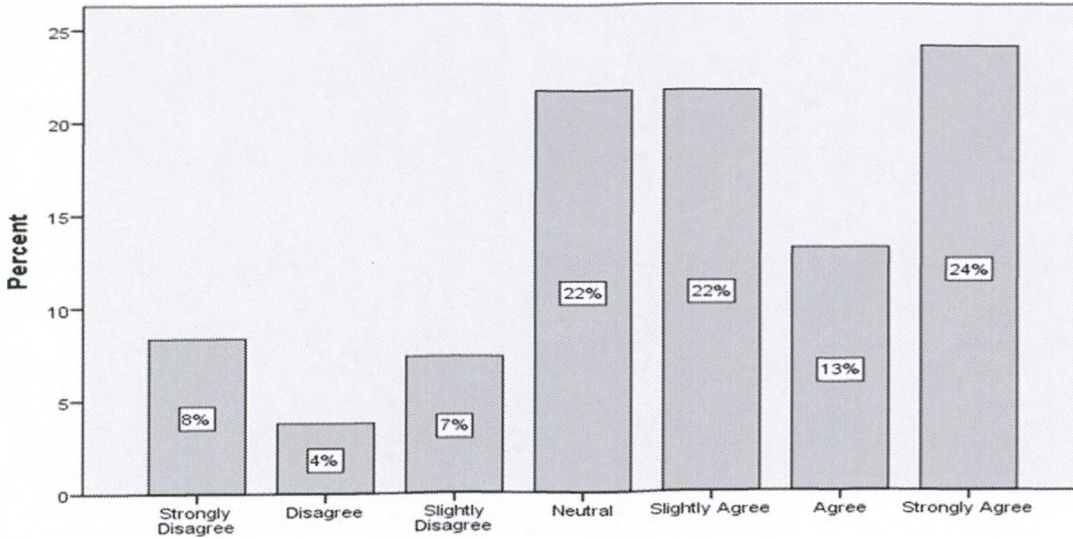


Servicescape Graph 6



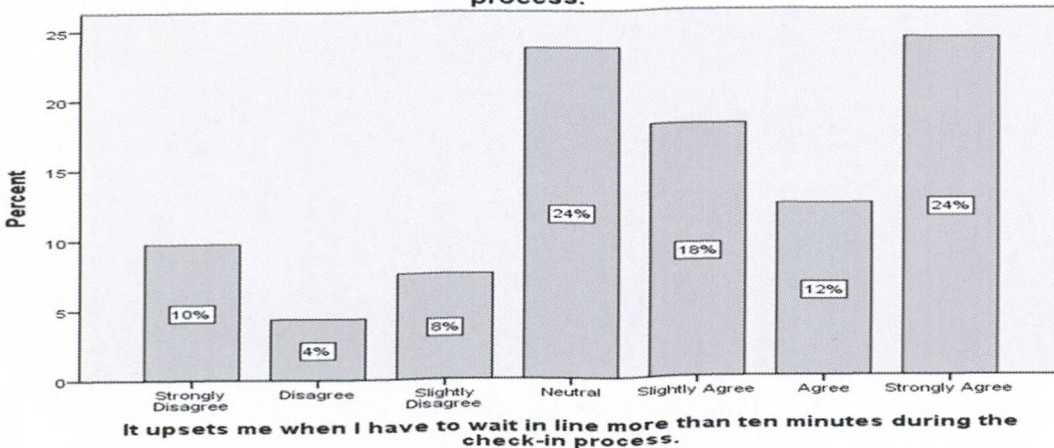
Servicescape Graph 7

It upsets me when I have to wait more than ten minutes to receive my baggage after a flight.

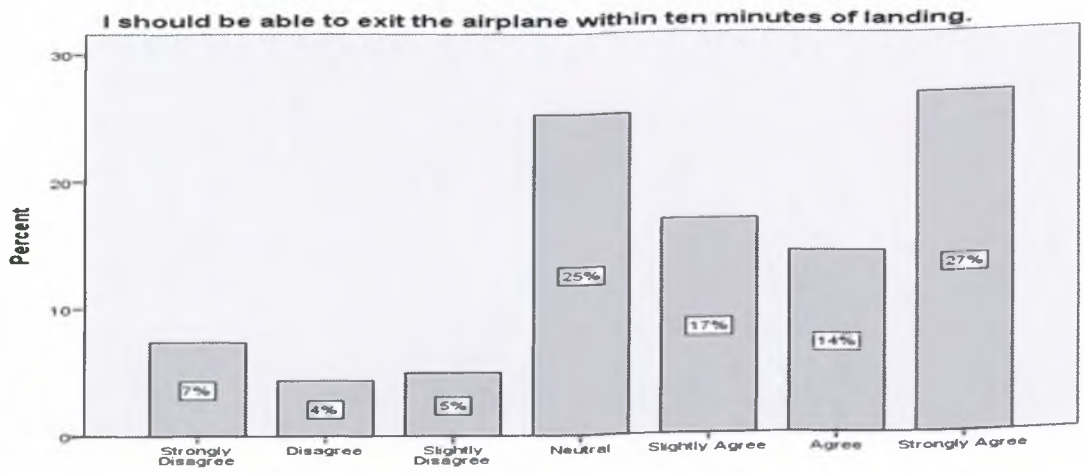


Servicescape Graph 8

It upsets me when I have to wait in line more than ten minutes during the check-in process.



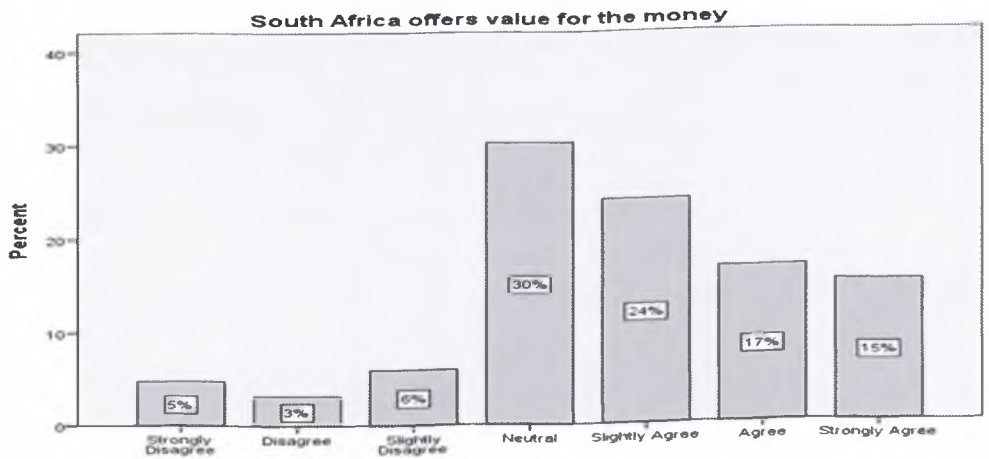
Servicescape Graph 9



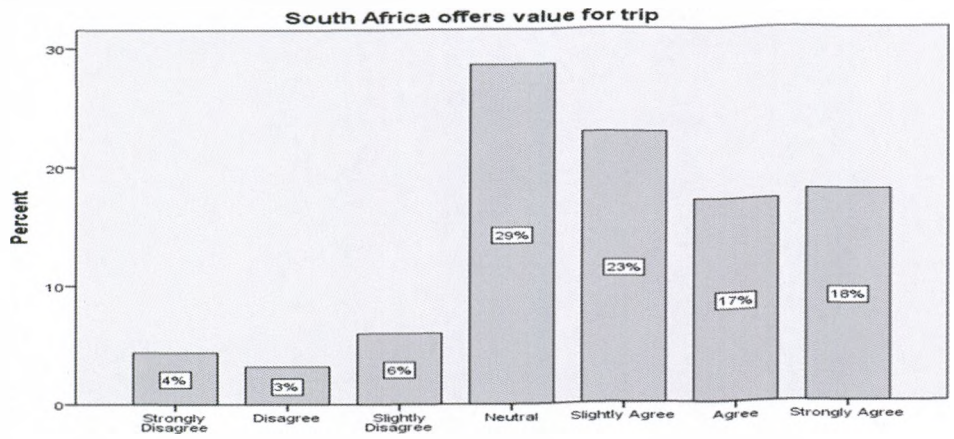
Traveller Perceived Graph 1



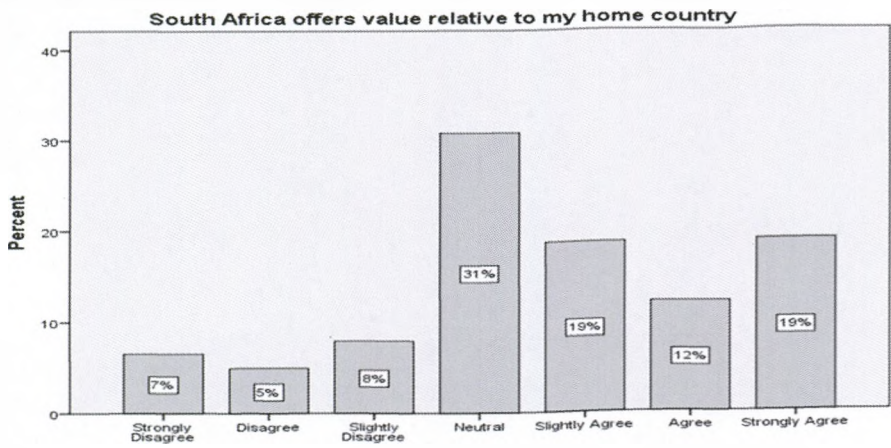
Traveller Perceived Graph 2



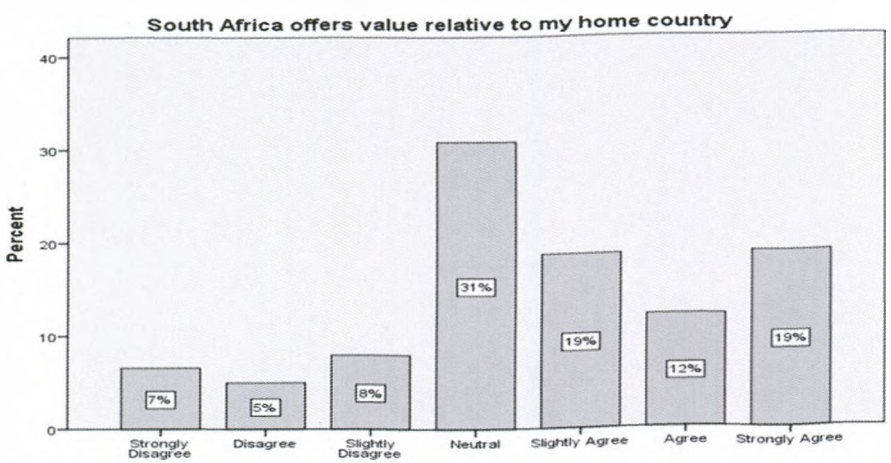
Traveller Perceived Graph 2



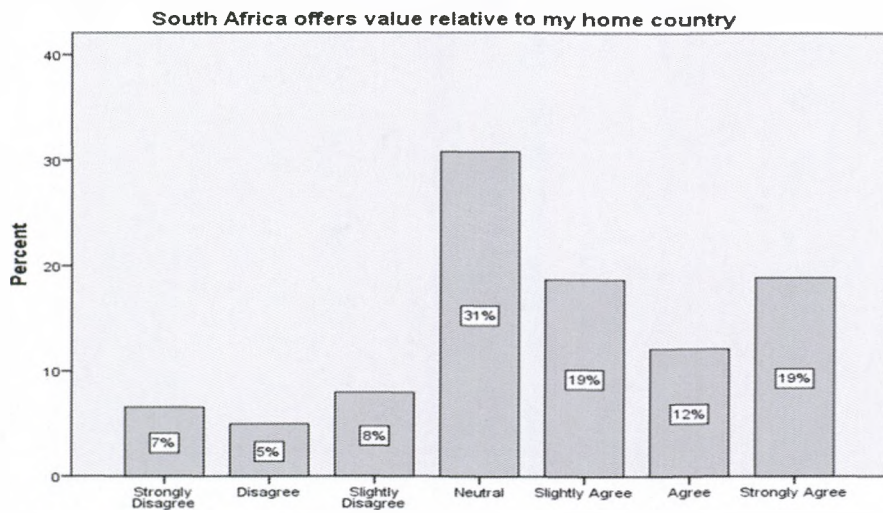
Traveller Perceived Graph 3



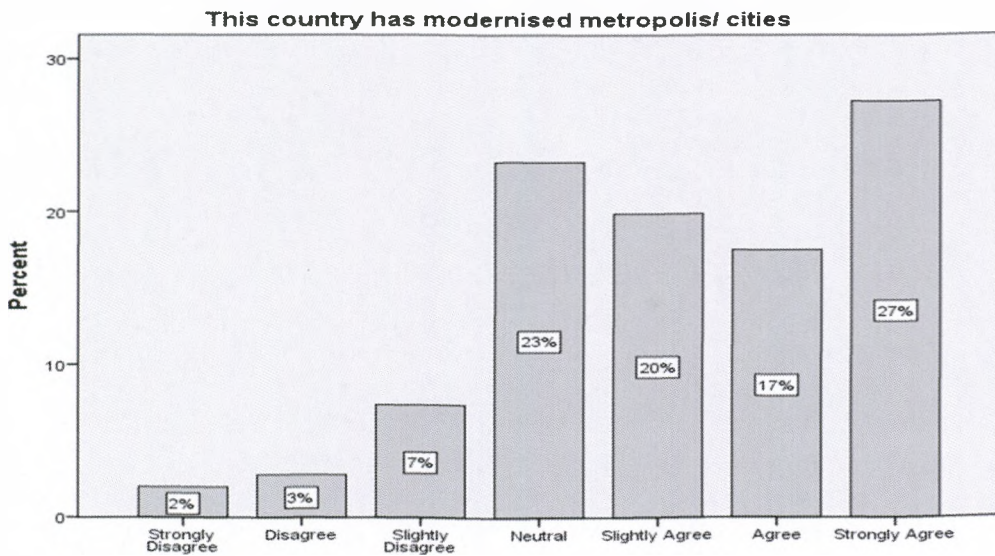
Traveller Perceived Graph 4



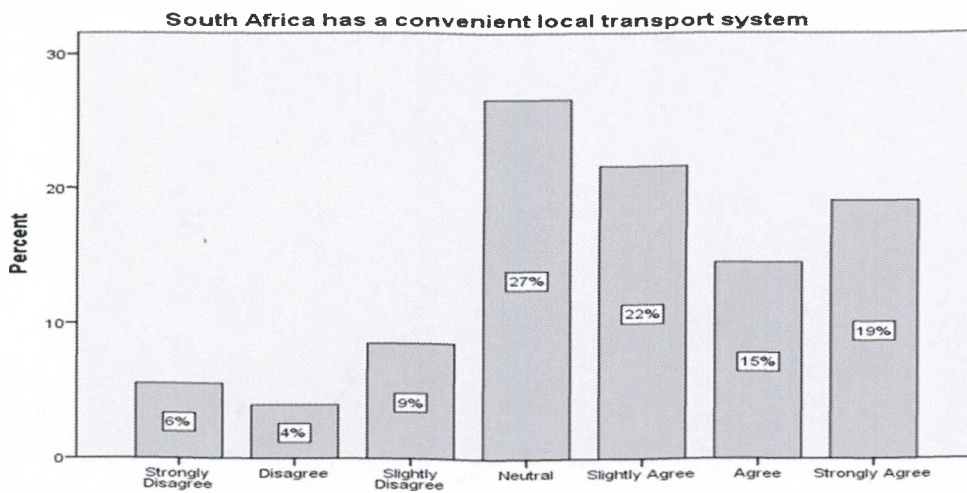
Traveller Perceived Graph 5



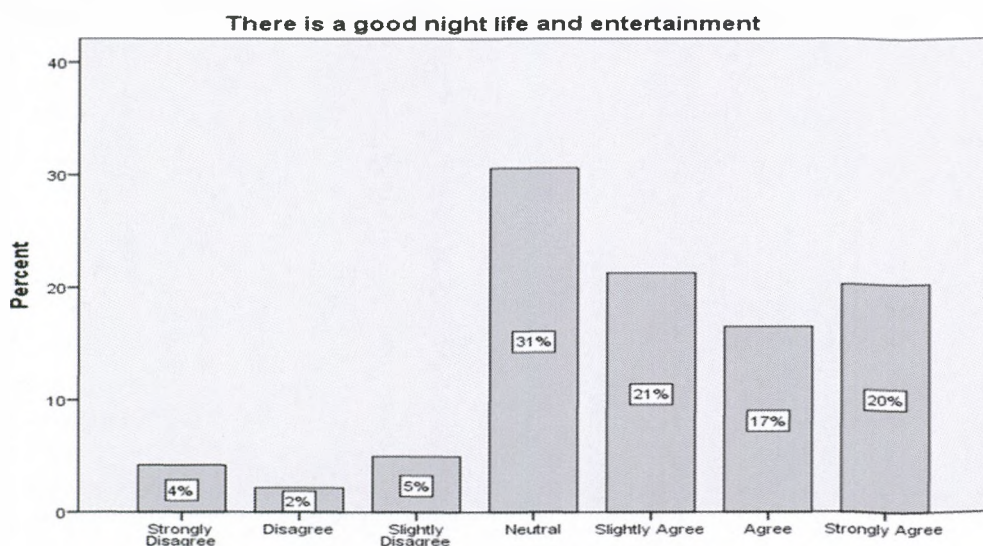
Cognitive Destination Image 1



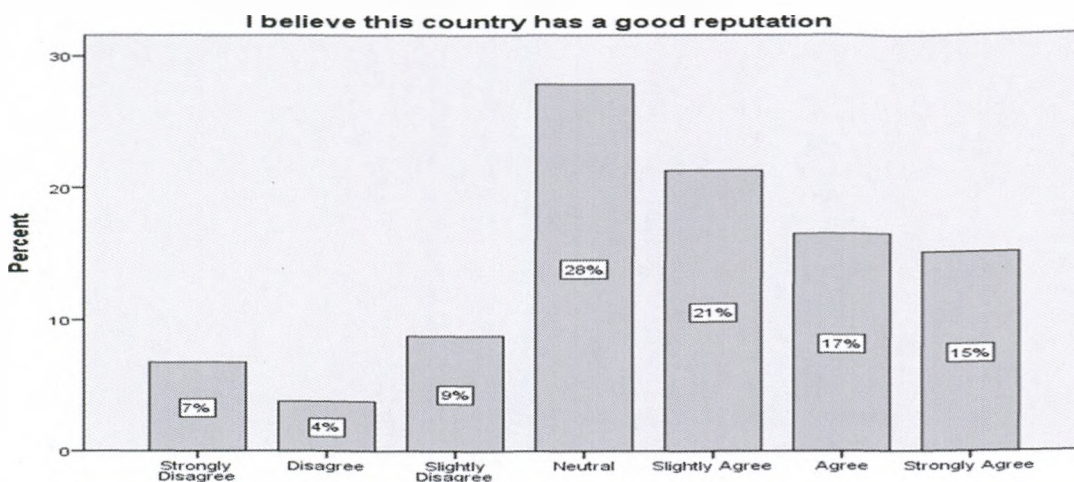
Cognitive Destination Image 2



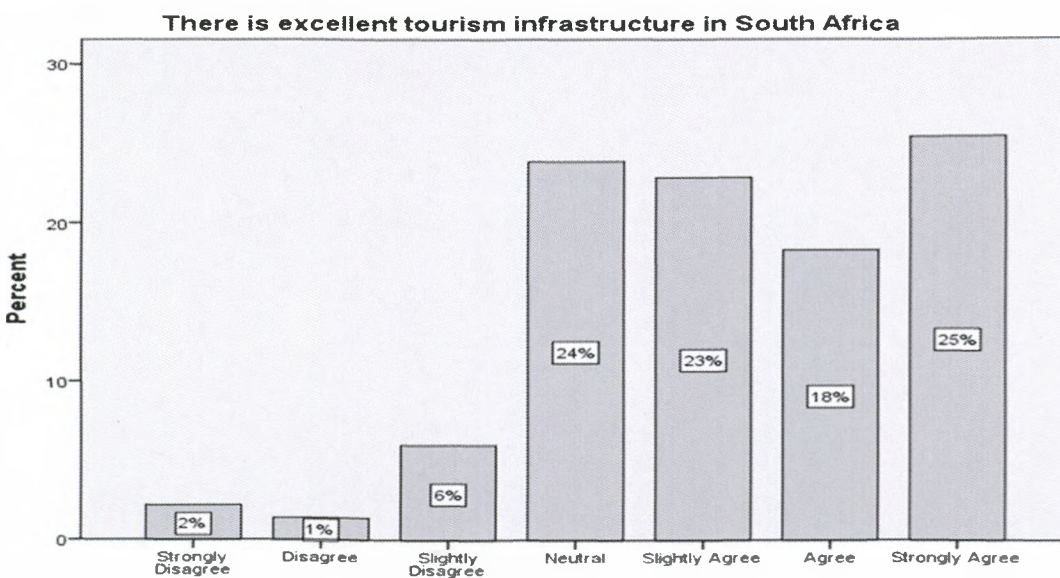
Cognitive Destination Image 3



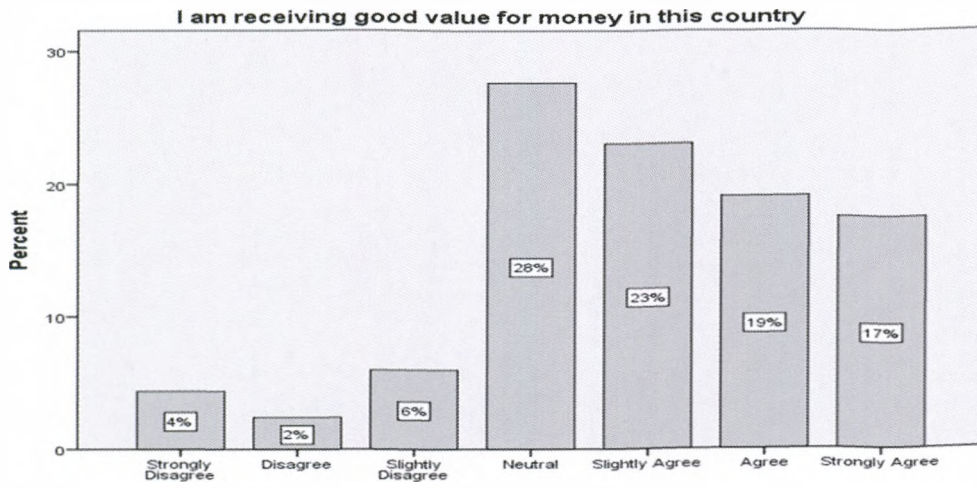
Cognitive Destination Image 4



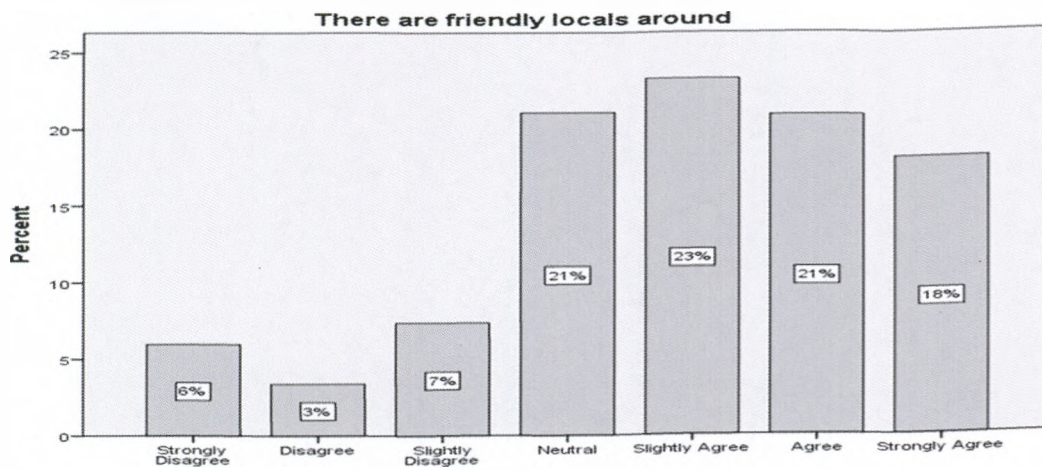
Cognitive Destination Image 5



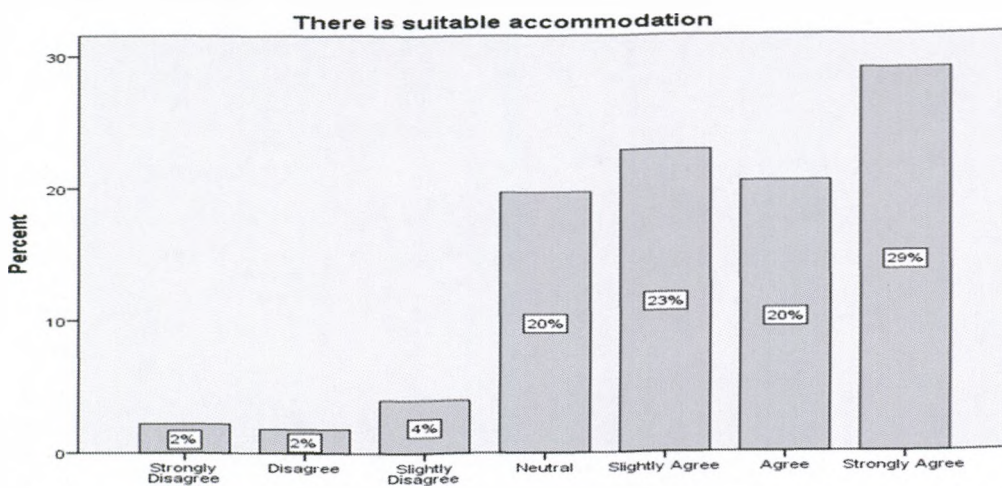
Cognitive Destination Image 6



Cognitive Destination Image 7



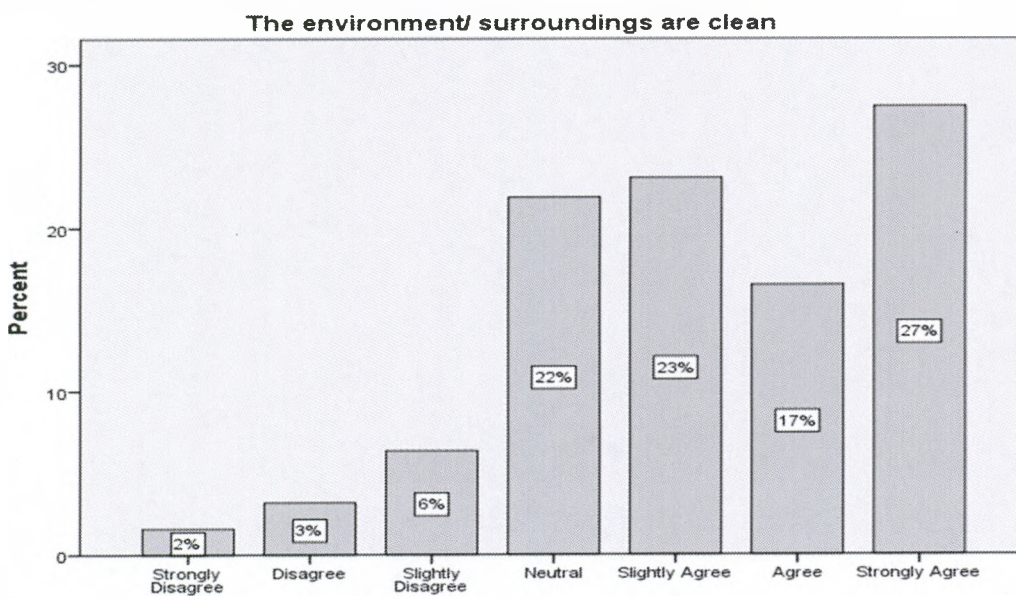
Cognitive Destination Image 8



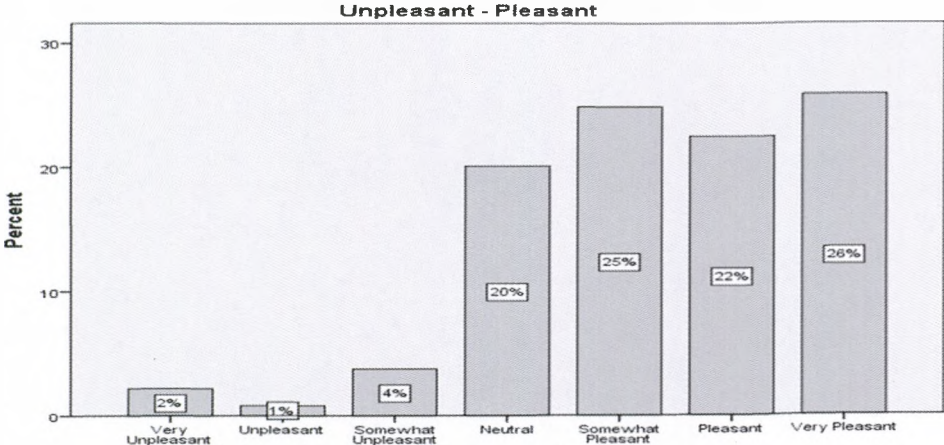
Cognitive Destination Image 9



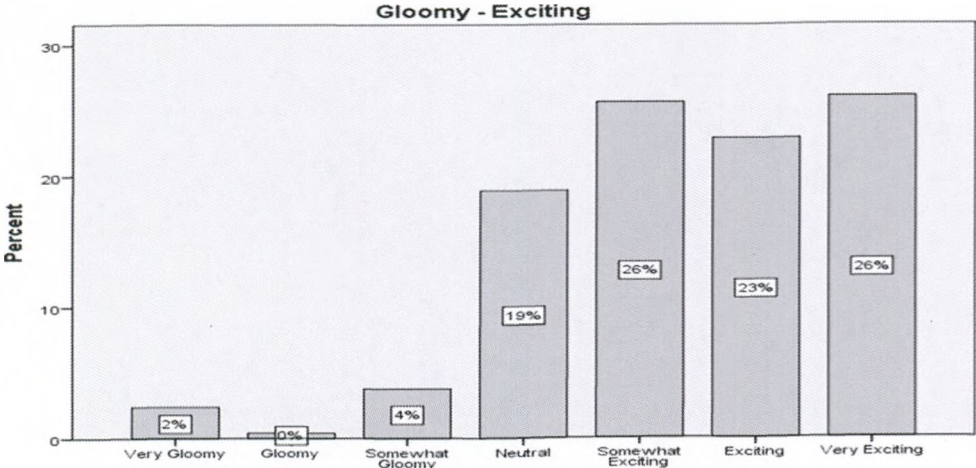
Cognitive Destination Image 10



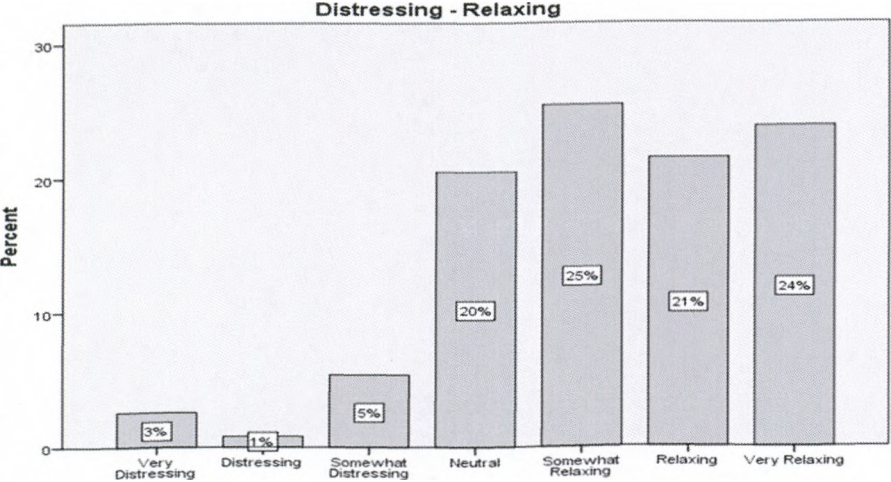
Affective Destination Image 1



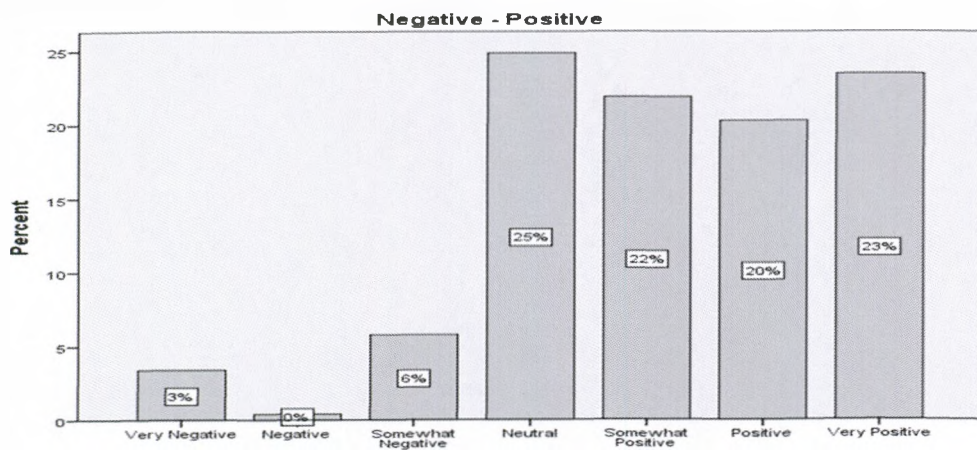
Affective Destination Image 2



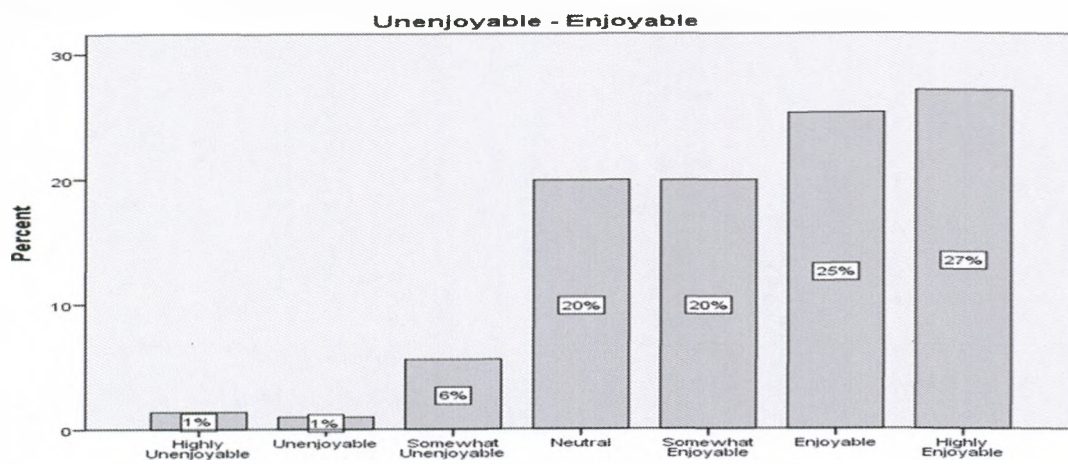
Affective Destination Image 3



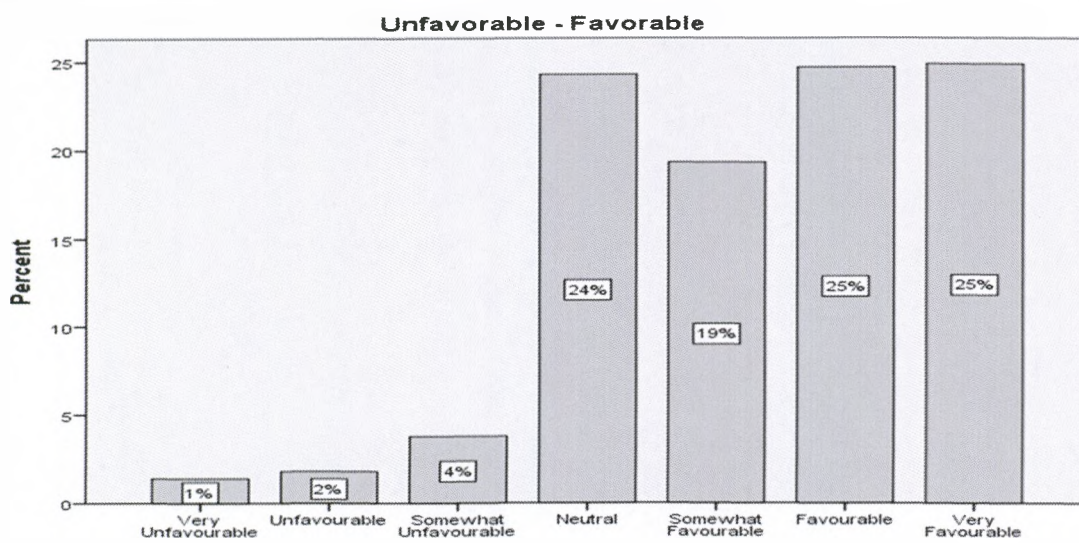
Affective Destination Image 4



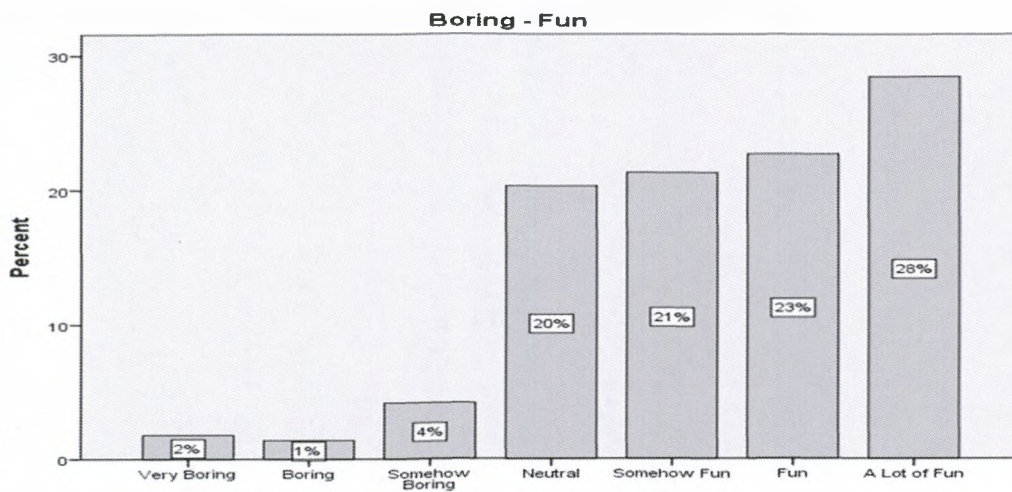
Affective Destination Image 5



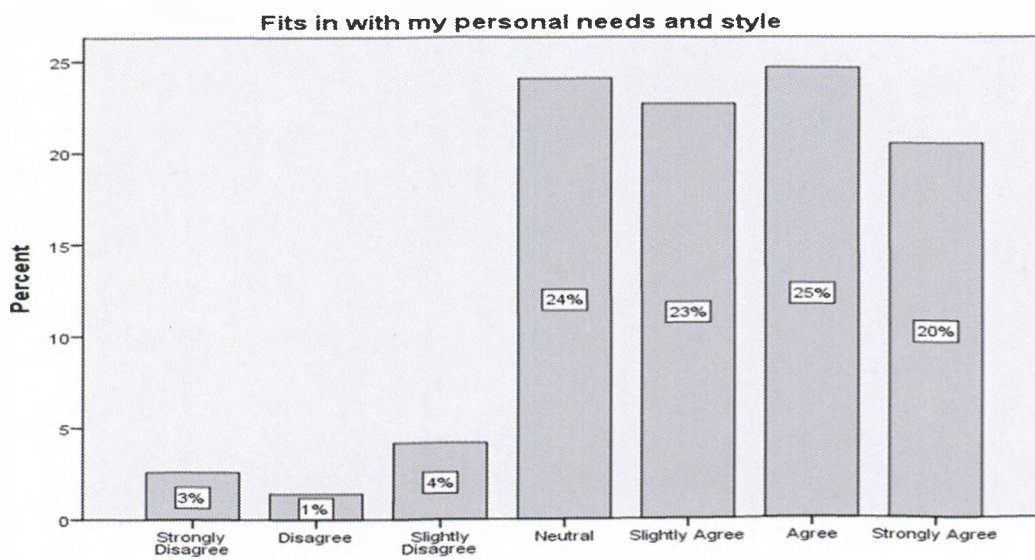
Affective Destination Image 6



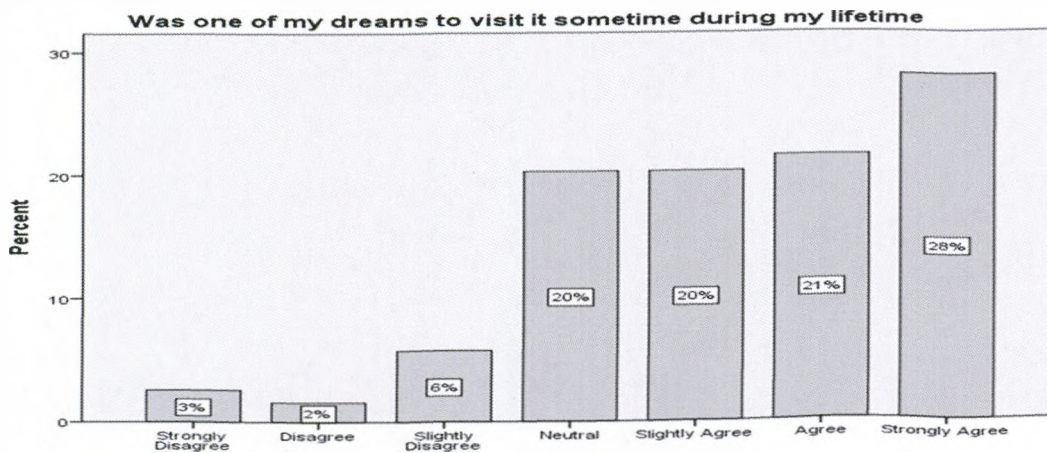
Affective Destination Image 7



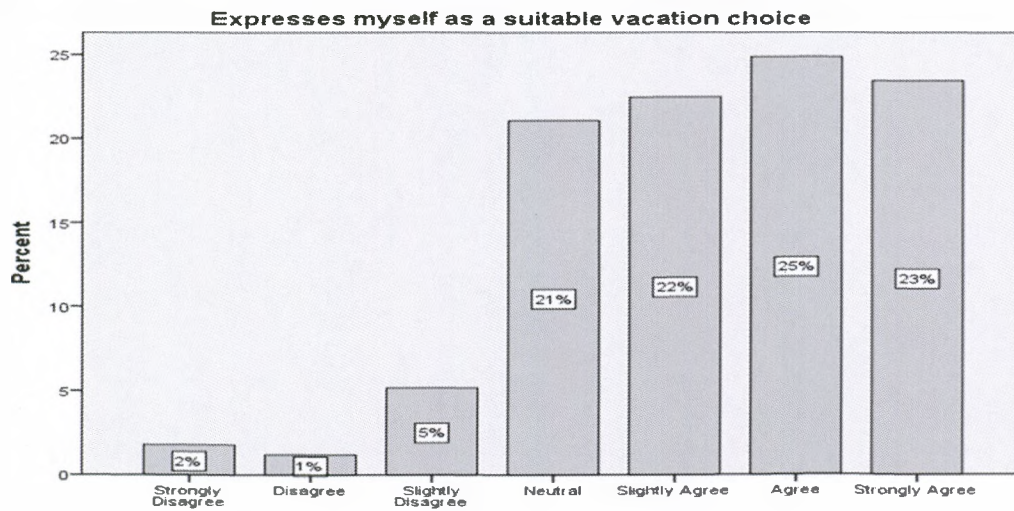
Conative Destination Image 1



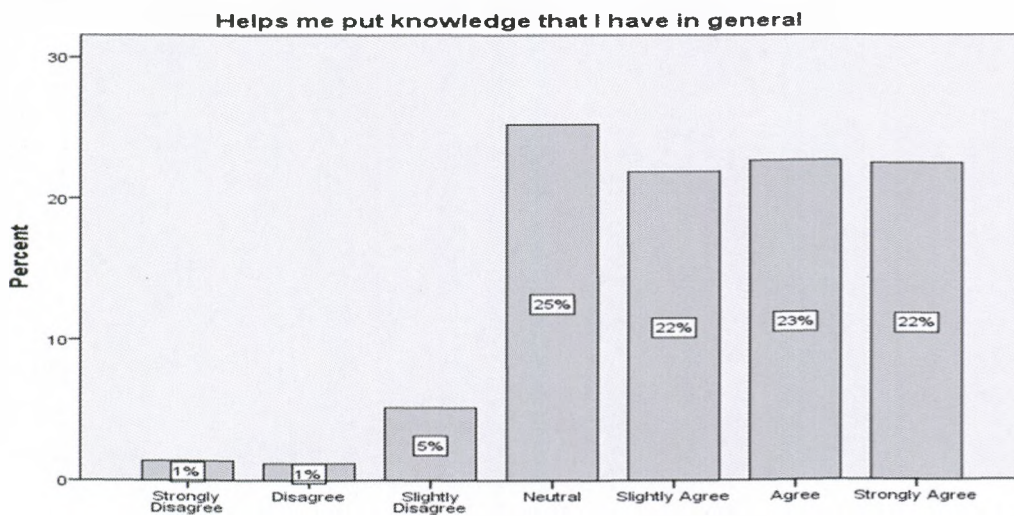
Conative Destination Image 2



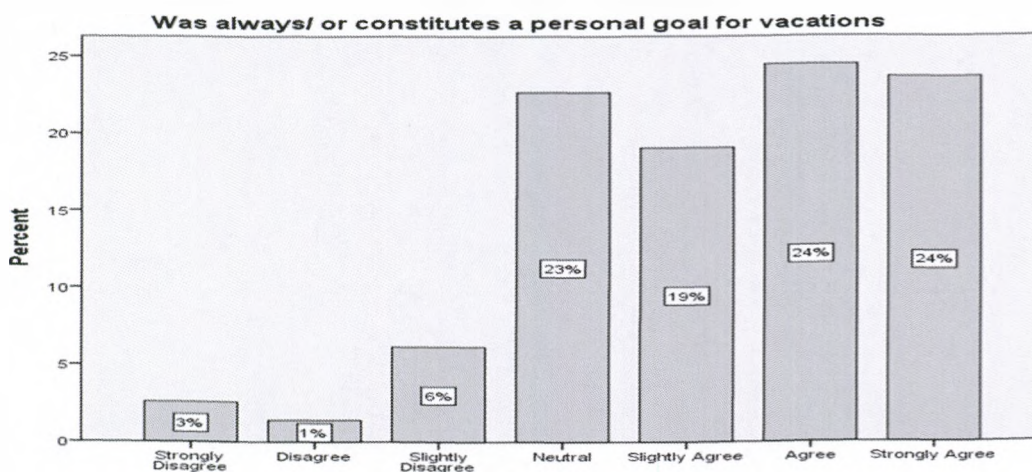
Conative Destination Image 3



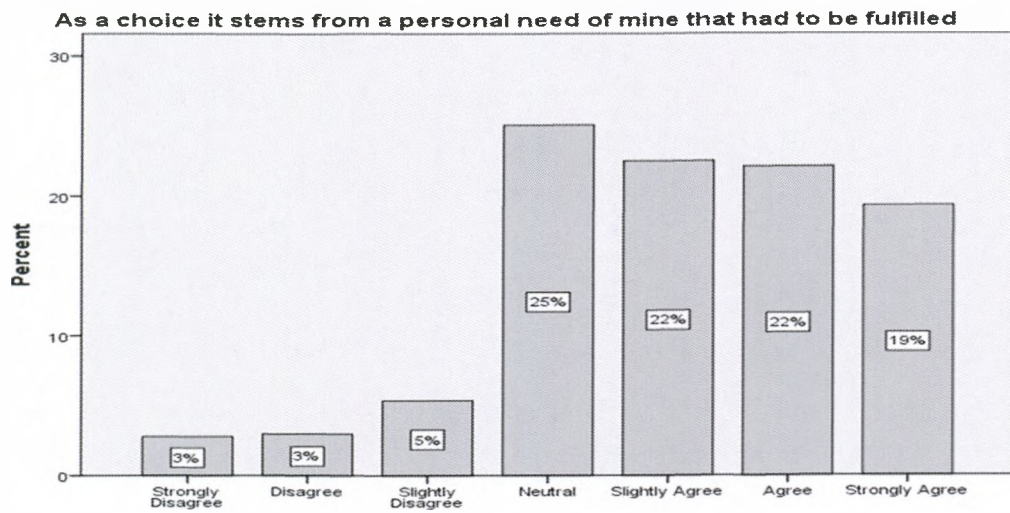
Conative Destination Image 4



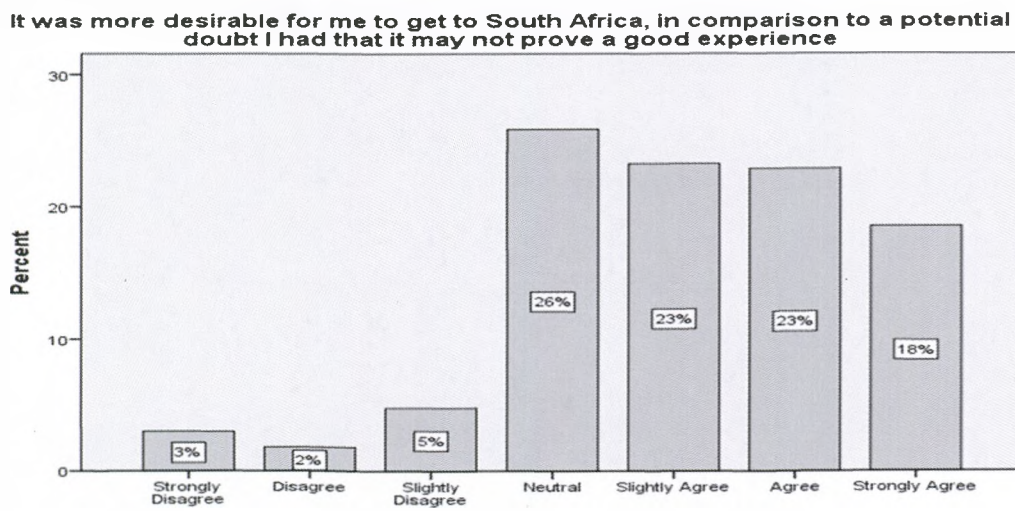
Conative Destination Image 5



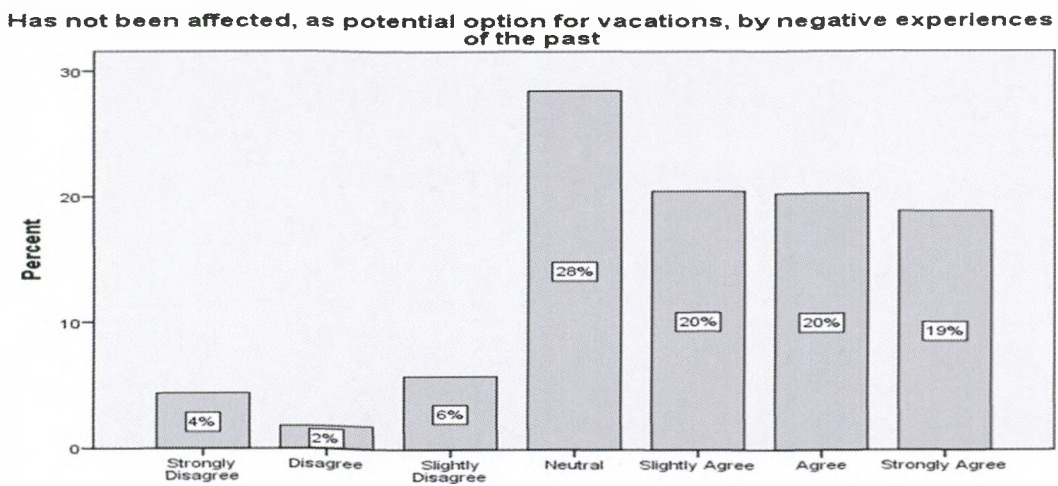
Conative Destination Image 6



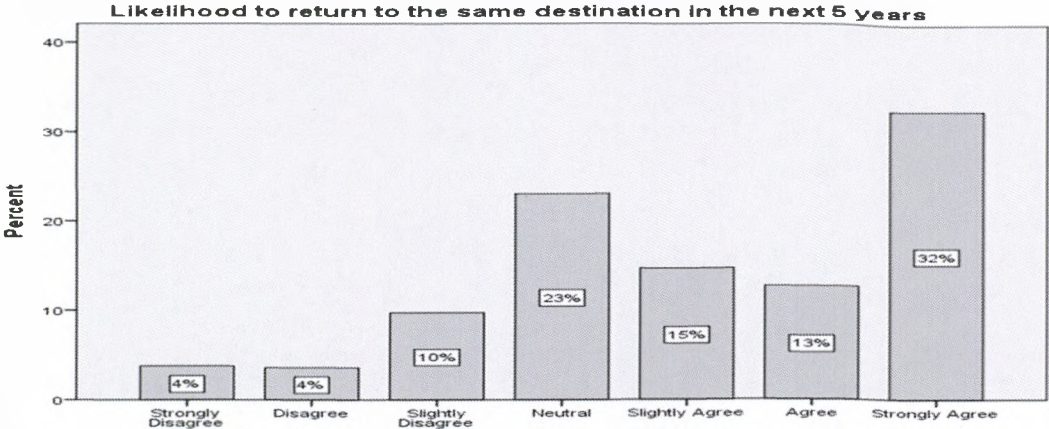
Conative Destination Image 7



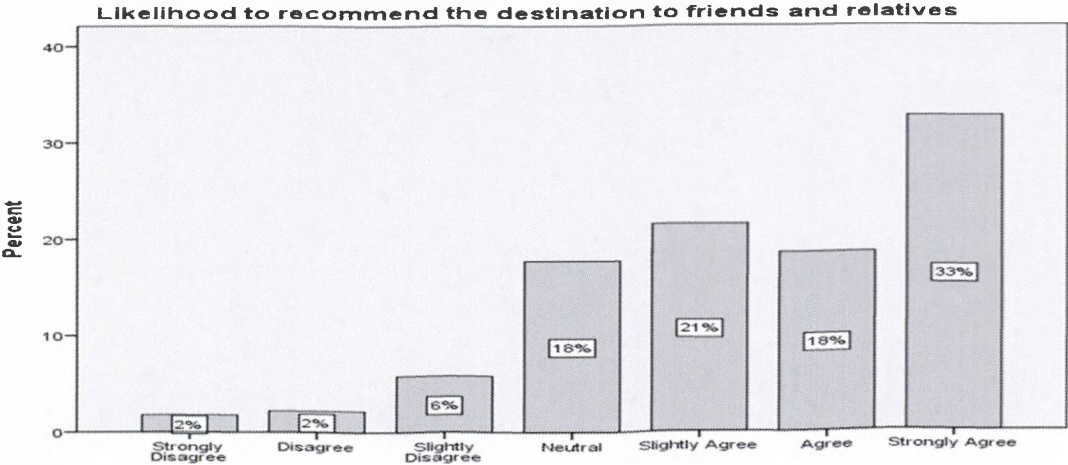
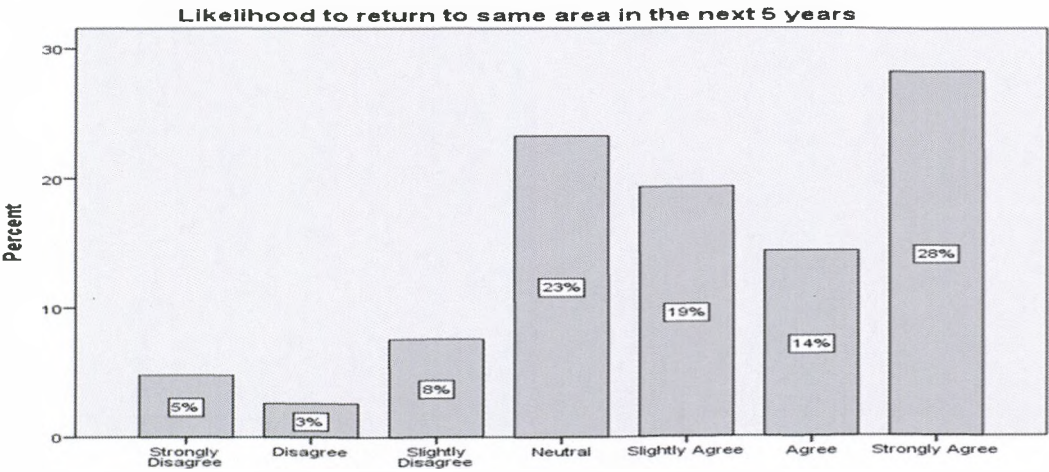
Conative Destination Image 8

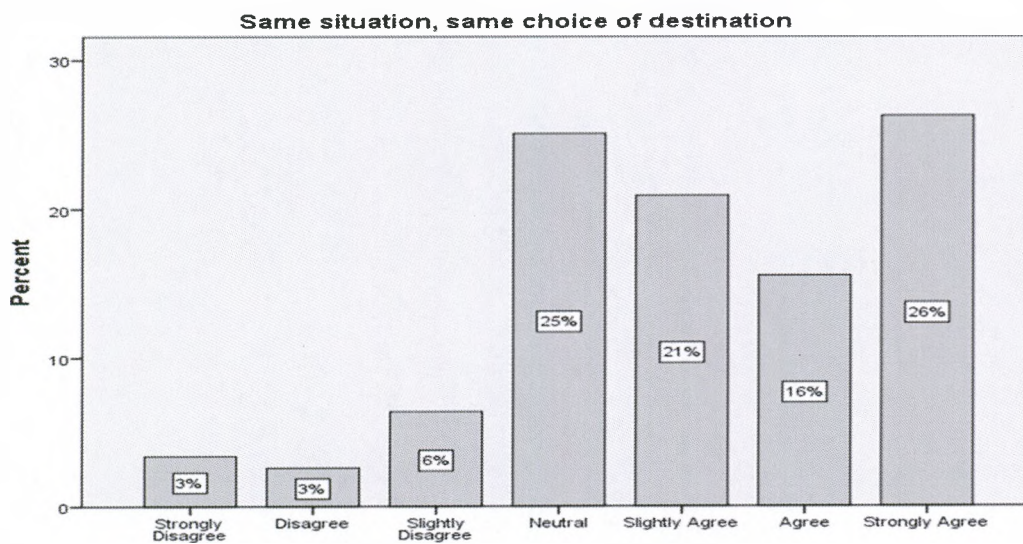
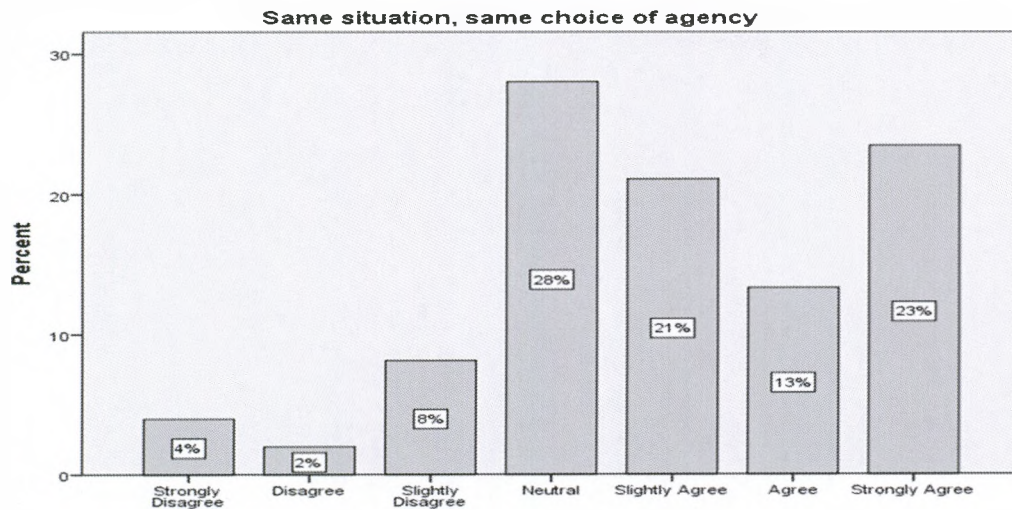


Traveller Intention to Revisit 1



Traveller Intention to Revisit 2





APPENDIX F: COVARIANCES

Covariances: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
SS	<-->	TPV	,754	,096	7,889	***	par_39
SS	<-->	CGDI	,745	,092	8,069	***	par_40
SS	<-->	ADI	,647	,082	7,935	***	par_41
SS	<-->	CNDI	,596	,080	7,458	***	par_42
SS	<-->	TIR	,763	,102	7,462	***	par_43
TPV	<-->	CGDI	,682	,083	8,224	***	par_44
TPV	<-->	ADI	,545	,071	7,670	***	par_45
TPV	<-->	CNDI	,559	,073	7,688	***	par_46
TPV	<-->	TIR	,514	,086	5,987	***	par_47
CGDI	<-->	ADI	,766	,079	9,748	***	par_48

			Estimate	S.E.	C.R.	P	Label
CGDI	<-->	CNDI	,795	,081	9,778	***	par_49
CGDI	<-->	TIR	,847	,094	9,006	***	par_50
ADI	<-->	CNDI	,680	,071	9,589	***	par_51
ADI	<-->	TIR	,869	,092	9,472	***	par_52
CNDI	<-->	TIR	,978	,097	10,081	***	par_53
e1	<-->	e2	,292	,056	5,256	***	par_54
e7	<-->	e8	1,793	,146	12,282	***	par_55
e7	<-->	e9	1,250	,124	10,061	***	par_56
e8	<-->	e9	1,401	,131	10,700	***	par_57
e41	<-->	e42	,027	,058	,468	,640	par_58
e41	<-->	e44	,032	,039	,808	,419	par_59
e43	<-->	e44	,473	,063	7,529	***	par_60
e40	<-->	e42	-,354	,053	-6,645	***	par_61
e39	<-->	e42	-,429	,059	-7,236	***	par_62
e39	<-->	e43	-,124	,066	-1,870	,061	par_63
e37	<-->	e38	,425	,063	6,786	***	par_64
e24	<-->	e25	,222	,041	5,414	***	par_65
e30	<-->	e40	,119	,037	3,245	,001	par_66
e29	<-->	e30	,123	,040	3,053	,002	par_67
e25	<-->	e36	,193	,042	4,596	***	par_68
e26	<-->	e30	-,133	,038	-3,458	***	par_69
e24	<-->	e29	-,108	,034	-3,140	,002	par_70
e21	<-->	e40	-,074	,046	-1,582	,114	par_71
e1	<-->	e10	,192	,059	3,241	,001	par_72
e3	<-->	e5	-,240	,041	-5,858	***	par_73
e3	<-->	e8	,107	,049	2,193	,028	par_74
e4	<-->	e23	,172	,045	3,853	***	par_75
e5	<-->	e7	,120	,063	1,901	,057	par_76
e5	<-->	e8	-,102	,060	-1,703	,089	par_77
e6	<-->	e27	-,142	,036	-3,988	***	par_78
e5	<-->	e10	-,143	,048	-2,990	,003	par_79
e5	<-->	e22	,109	,038	2,861	,004	par_80
e8	<-->	e37	-,181	,054	-3,335	***	par_81
e10	<-->	e22	-,114	,048	-2,344	,019	par_82
e11	<-->	e19	,588	,075	7,850	***	par_83
e11	<-->	e24	-,146	,040	-3,695	***	par_84
e11	<-->	e32	,156	,045	3,449	***	par_85
e12	<-->	e22	,136	,044	3,114	,002	par_86
e12	<-->	e40	,138	,043	3,226	,001	par_87
e14	<-->	e15	,179	,070	2,539	,011	par_88
e14	<-->	e20	-,250	,065	-3,835	***	par_89
e15	<-->	e21	-,205	,056	-3,689	***	par_90
e16	<-->	e17	,203	,073	2,781	,005	par_91

			Estimate	S.E.	C.R.	P	Label
e16	<-->	e22	-,214	,049	-4,351	***	par_92
e16	<-->	e23	-,231	,055	-4,166	***	par_93
e17	<-->	e21	-,319	,064	-5,007	***	par_94
e17	<-->	e20	,372	,080	4,629	***	par_95
e19	<-->	e20	,354	,067	5,321	***	par_96
e21	<-->	e43	-,015	,035	-,427	,670	par_97
e1	<-->	e14	,224	,057	3,899	***	par_98
e1	<-->	e28	,134	,040	3,332	***	par_99
e1	<-->	e34	,033	,040	,826	,409	par_100
e8	<-->	e20	,200	,067	2,989	,003	par_101
e10	<-->	e19	,539	,079	6,797	***	par_102
e13	<-->	e20	,292	,083	3,523	***	par_103
e14	<-->	e22	-,174	,047	-3,713	***	par_104
e18	<-->	e19	,248	,054	4,608	***	par_105
e18	<-->	e42	,129	,036	3,623	***	par_106
e19	<-->	e30	,178	,043	4,175	***	par_107
e20	<-->	e24	,214	,051	4,190	***	par_108
e21	<-->	e22	,214	,053	4,075	***	par_109
e22	<-->	e27	,115	,039	2,924	,003	par_110
e22	<-->	e28	-,136	,032	-4,270	***	par_111
e25	<-->	e26	,125	,041	3,016	,003	par_112
e25	<-->	e37	-,096	,040	-2,360	,018	par_113
e25	<-->	e42	,090	,032	2,798	,005	par_114
e26	<-->	e34	,095	,034	2,763	,006	par_115
e27	<-->	e41	,120	,036	3,331	***	par_116
e29	<-->	e39	-,138	,039	-3,539	***	par_117
e29	<-->	e41	,102	,034	2,981	,003	par_118
e32	<-->	e33	,167	,048	3,504	***	par_119
e32	<-->	e34	-,112	,037	-2,987	,003	par_120
e40	<-->	e43	,010	,055	,174	,862	par_121
e39	<-->	e44	-,091	,054	-1,690	,091	par_122
e39	<-->	e40	,475	,083	5,732	***	par_123
e36	<-->	e38	,268	,062	4,309	***	par_124
e36	<-->	e37	,312	,056	5,538	***	par_125
e35	<-->	e36	,125	,048	2,639	,008	par_126
e34	<-->	e36	-,047	,041	-1,163	,245	par_127
e33	<-->	e36	-,098	,039	-2,485	,013	par_128
e33	<-->	e35	-,108	,036	-2,967	,003	par_129
e31	<-->	e37	,160	,044	3,591	***	par_130
e31	<-->	e35	-,110	,040	-2,761	,006	par_131
e31	<-->	e33	,070	,039	1,810	,070	par_132
e30	<-->	e34	,053	,031	1,693	,090	par_133
e30	<-->	e31	-,109	,038	-2,865	,004	par_134

			Estimate	S.E.	C.R.	P	Label
e24	<-->	e39	,133	,039	3,424	***	par_135
e24	<-->	e34	-,030	,030	-,993	,321	par_136
e23	<-->	e24	,162	,043	3,766	***	par_137
e22	<-->	e23	,101	,050	2,049	,040	par_138
e21	<-->	e39	-,148	,048	-3,067	,002	par_139
e20	<-->	e21	,095	,058	1,632	,103	par_140
e19	<-->	e34	-,066	,037	-1,788	,074	par_141
e17	<-->	e27	,184	,053	3,473	***	par_142
e17	<-->	e22	-,193	,061	-3,179	,001	par_143
e16	<-->	e31	,156	,048	3,248	,001	par_144
e15	<-->	e38	,145	,068	2,124	,034	par_145
e15	<-->	e36	,156	,056	2,814	,005	par_146
e15	<-->	e17	,084	,077	1,096	,273	par_147
e14	<-->	e38	-,116	,057	-2,045	,041	par_148
e14	<-->	e26	-,131	,047	-2,806	,005	par_149
e14	<-->	e17	-,243	,068	-3,561	***	par_150
e13	<-->	e15	,071	,076	,933	,351	par_151
e13	<-->	e22	,140	,061	2,273	,023	par_152
e13	<-->	e21	-,092	,062	-1,474	,141	par_153
e21	<-->	e34	,032	,031	1,046	,296	par_154
e12	<-->	e19	,538	,073	7,394	***	par_155
e17	<-->	e37	-,038	,052	-,740	,459	par_156
e11	<-->	e18	-,041	,047	-,874	,382	par_157
e9	<-->	e19	,095	,064	1,480	,139	par_158
e9	<-->	e18	-,152	,057	-2,686	,007	par_159
e9	<-->	e12	,142	,058	2,461	,014	par_160
e8	<-->	e36	,105	,054	1,949	,051	par_161
e8	<-->	e27	-,125	,050	-2,526	,012	par_162
e6	<-->	e7	,145	,049	2,986	,003	par_163
e4	<-->	e14	,159	,046	3,486	***	par_164
e3	<-->	e14	,012	,044	,286	,775	par_165
e2	<-->	e25	,100	,034	2,971	,003	par_166
e2	<-->	e16	-,138	,042	-3,292	***	par_167
e2	<-->	e15	-,066	,047	-1,397	,162	par_168
e18	<-->	e38	-,138	,049	-2,786	,005	par_169
e16	<-->	e25	-,123	,044	-2,832	,005	par_170
e13	<-->	e25	,194	,054	3,624	***	par_171
e13	<-->	e19	,325	,081	4,002	***	par_172
e12	<-->	e33	,108	,038	2,879	,004	par_173
e10	<-->	e18	-,171	,054	-3,156	,002	par_174
e10	<-->	e17	,186	,063	2,957	,003	par_175
e9	<-->	e30	,156	,049	3,186	,001	par_176
e3	<-->	e34	,104	,032	3,299	***	par_177

			Estimate	S.E.	C.R.	P	Label
e2	<-->	e5	-,141	,039	-3,596	***	par_178
e3	<-->	e31	-,063	,039	-1,629	,103	par_179

APPENDIX F: P VALUES

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
TPV	<---	SS	.357	.042	8.533	***	par_38
CGDI	<---	SS	.186	.034	5.493	***	par_39
CGDI	<---	TPV	.310	.044	6.993	***	par_40
ADI	<---	TPV	.245	.045	5.496	***	par_41
CNDI	<---	TPV	.289	.044	6.608	***	par_42
CNDI	<---	SS	.204	.036	5.693	***	par_43
TIR	<---	CNDI	.700	.081	8.677	***	par_44
TIR	<---	ADI	.292	.072	4.065	***	par_45
TIR	<---	CGDI	.105	.083	1.259	.208	par_46
SS1	<---	SS	1.000				
SS2	<---	SS	1.091	.044	24.699	***	par_1
SS3	<---	SS	1.115	.052	21.466	***	par_2
SS4	<---	SS	1.047	.052	20.195	***	par_3
SS5	<---	SS	1.037	.051	20.155	***	par_4
SS6	<---	SS	1.044	.049	21.423	***	par_5
SS7	<---	SS	.560	.057	9.747	***	par_6
SS8	<---	SS	.581	.059	9.829	***	par_7
SS9	<---	SS	.643	.056	11.513	***	par_8
TPV1	<---	TPV	1.000				
TPV2	<---	TPV	.925	.061	15.114	***	par_9
TPV3	<---	TPV	.896	.061	14.601	***	par_10
TPV4	<---	TPV	.830	.061	13.504	***	par_11
CGDI1	<---	CGDI	1.000				
CGDI2	<---	CGDI	1.151	.092	12.473	***	par_12
CGDI3	<---	CGDI	1.125	.086	13.059	***	par_13
CGDI4	<---	CGDI	1.140	.105	10.897	***	par_14
CGDI5	<---	CGDI	1.217	.090	13.499	***	par_15
CGDI6	<---	CGDI	.693	.080	8.653	***	par_16
CGDI7	<---	CGDI	.926	.096	9.669	***	par_17
CGDI8	<---	CGDI	1.126	.082	13.681	***	par_18

			Estimate	S.E.	C.R.	P	Label
CGDI9	<---	CGDI	1.253	.100	12.540	***	par_19
CGDI10	<---	CGDI	1.091	.083	13.067	***	par_20
ADI1	<---	ADI	1.000				
ADI2	<---	ADI	.944	.051	18.459	***	par_21
ADI3	<---	ADI	1.021	.062	16.590	***	par_22
ADI4	<---	ADI	1.138	.063	18.138	***	par_23
ADI5	<---	ADI	1.159	.059	19.732	***	par_24
ADI6	<---	ADI	1.073	.063	17.081	***	par_25
ADI7	<---	ADI	1.051	.061	17.310	***	par_26
CNDI1	<---	CNDI	1.000				
CNDI2	<---	CNDI	1.016	.065	15.640	***	par_27
CNDI3	<---	CNDI	1.099	.059	18.609	***	par_28
CNDI4	<---	CNDI	1.106	.058	19.042	***	par_29
CNDI5	<---	CNDI	1.115	.065	17.193	***	par_30
CNDI6	<---	CNDI	.933	.064	14.526	***	par_31
CNDI7	<---	CNDI	.921	.062	14.967	***	par_32
CNDI8	<---	CNDI	.878	.066	13.294	***	par_33
TIR1	<---	TIR	1.000				
TIR2	<---	TIR	.910	.045	20.223	***	par_34
TIR3	<---	TIR	.951	.052	18.443	***	par_35
TIR4	<---	TIR	.949	.063	15.031	***	par_36
TIR6	<---	TIR	.911	.063	14.393	***	par_37
TIR5	<---	TIR	.903	.063	14.369	***	par_47