UNDERSTANDING DESTINATION IMAGE: THE CASE OF LINZ,
EUROPEAN CAPITAL OF CULTURE 2009

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By

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Abstract

In an industry that sells experiences rather than tangible products, destination image is an important strategic marketing tool through which destinations, such as Linz, Austria, compete with each other, strengthen their positioning on the market and attract potential visitors.

A literature review suggests a lack of agreement among destination image researchers as to how to define, conceptualise and operationalise tourism destination image since it is of a "complex, multiple, relativistic and dynamic nature" (Gallarza et al., 2002: 56).

Initially, an exploratory online survey was conducted to unveil the destination image of Linz held by its potential visitors and to identify its cognitive and affective dimensions. The findings of this first stage influenced the formation of the questionnaire used to collect data from 400 visitors during the European Capital of Culture Event in Linz in 2009 during the summer month of August. Different statistical techniques such as t-tests, ANOVAs, MANOVAs and factor analysis were employed to analyse the collected data.

This thesis contributes to the existing body of knowledge on destination image by presenting and discussing a conceptual framework of Linz's multi-staged ("a priori" and "on situ") process of image formation and development. This model is also linked with consumer behaviour and a set of image determinants (including information sources, socio-demographic and psychological factors, and a major cultural event) elicited from the literature related to destination image.

The proposed conceptual framework has implications for marketers, tourist destination planners and authorities.

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I would like to dedicate this thesis to my precious daughter, Aurora, the joy of my life. This is for you, my little angel!

Author's declaration

I declare that the work in this thesis is my own.

The jointly authored paper "Cultural Events – A way of cities' image improvement, Linz – European Capital of Culture 2009" (written by Iordanova-Krasteva, E. and Wickens, E.) presented at the International Tourism Conference "Cultural and Event Tourism: Issues and Debates (Alanya, Turkey, 05 – 09 November 2008) is based on Chapters Two, Three and Five. The purpose of this paper was to examine the theoretical basis of tourist destination image and to identify the key methodological issues concerning this phenomenon.

The jointly authored article "The Ambiguous Image of Linz" (written by Iordanova-Krasteva, E., Wickens, E. and Bakir, A.) presented at the International Tourism Conference "Cities As Creative Spaces for Cultural Tourism" (Istanbul, Turkey, 19 – 21 November 2009) and published in 2010 in Pasos: Journal of Tourism and Cultural Heritage is based on Chapters Four and Six, and presents and discusses the results of the first phase of this research. The online survey and its data analysis were conducted entirely by me.

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Chapter One: Introduction

1.1. Introduction

Over the past decades, many small and medium sized European towns believed to have found a "saviour" in the form of tourism development as a major source of economic benefits, along with improved local communities' quality of life (Dumont et al., 2010).

Nevertheless, establishing a place as a competitive and attractive tourist destination on the highly overcrowded with popular tourism "bastilles" European map is a demanding activity. In this competitive environment, visuality is a key issue as destination marketers invest much effort and resources in creating an image that will establish a destination as attractive in tourists' minds (Dumont et al., 2010; Kneesel et al., 2010; Calantone et al., 1989). Besides, the intangible nature of tourism product makes it unfeasible to be tested prior purchasing; therefore, potential consumers are believed to base their buying decisions on the mental images they have of places (Buhalis, 2000). This intangibility makes the tourism destination image a major marketing tool in the tourism industry (Kent, 1990; Baloglu and Mangaloglu, 1999) used to differentiate destinations from their competitors and positively position them in the minds of their potential visitors (Echntner and Ritchie, 1993) because only destinations with strong and positive images have a chance of being evaluated and consequently chosen by tourists (Goodrich, 1978; Chen and Kerstetter, 1999; Hunt, 1975).

It is also believed that tourist gaze is of paramount importance in developing tourism policies (Dumont et al., 2010), which in turn, requires a good understanding of tourists' images of places in order to effectively and efficiently target appropriate market segments (Calantone et al., 1989). This knowledge proves useful in improving or strengthening destinations' tourism images which might further support cities' tourism development.

Hence, if a destination image is to be used as a promotional marketing tool, a profound understanding of destination image formation and its intervening determinants is of vital importance for the success of every destination in

terms of increased number of visitors, and consequently increased profitability and support for the local economy. Indeed, knowing the degree of influence socio-demographic and psychological factors and information sources exert over the process of destination image formation and its development could prove beneficial for destination marketers in their efforts to reach the market and strengthen the tourism destination image in time and cost effective ways.

1.2.   Justification for the Research

Cultural tourism is seen as a way for urban cities revival, differentiation from other cities and a reason for altering their tourism destination image (Herrero et al., 2006; Kastenholz et al., 2005; Bianchini, 1993). The constantly increasing number of major cultural events has attracted the attention of a sufficient number of researchers seeking to understand their impact on host destinations (Richards, 2000; Garcia, 2010). Regardless of the central function of tourism and culture in destination image creation, and the positive effects of major cultural events on destinations, destination image improvement or regeneration are less investigated due to their intangible and difficult to measure nature.

There is a significant number of attempts to define "destination image", but providing a precise definition still remains a challenging task that was firstly recognised as such by Mazanec and Schweiger (1981). The roots for this uncertainty could be found in the way the term "image" is used a) as the beliefs and expectations of visitors and b) as the advertised and promoted image of a place (Mazanec and Schweiger, 1981). The former use relates to the process of image formation in individuals' minds, whereas the latter is linked with marketers' deliberate attempts to develop and promote destinations. These usages of the term "image" can be regarded as two ends of a continuum – visitors build a tourism destination image based on information transmitted by destinations' marketers, whereas destinations' marketers develop and strengthen the image of the destination based on their knowledge of the visitors' destination image. Hence, Gallarza's et al.

(2002: 58) criticism that "there are almost as many definitions of image as scholars devoted to its conceptualisation" has its merits.

Tourism destination image is described to be of a "complex, multiple, relativistic and dynamic nature" (Gallarza et al., 2002: 56). Complexity relates to the numerous definitions in the body of literature surrounding tourism destination image and its formation process, and the lack of agreement among researchers as to what constitutes tourism destination image and what types of reciprocal relationships exist among its components (Gallarza et al., 2002). Indeed, numerous destination image definitions exist in the literature which would indicate that either there is a substantial level of uncertainty towards what constitutes tourism destination image and how it is formed amongst the researchers fascinated by this topic, or as Gallarza et al., (2002) suggest tourism destination image is multidimensional and complex. The variety of determinants that create the identity of a destination's image and the multidisciplinary approach required to understand its formation explain its multiple nature, whereas its relativistic nature emanates from its subjective character, and the dynamic element stems from the notion that image is a dynamic and not a static construct, and changes over time (Gallarza et al., 2002).

Tourism destination image is generally recognized to be the end product of a fusion between cognitive and affective image elements. Knowledge/beliefs about a destination (Gartner, 1993; Baloglu, 1999; Pike and Ryan, 2004), or even memories, evaluations and interpretations of a destination (Tasci et al., 2009) represent the cognitive image components (Gartner, 1993; Baloglu, 1999; Pike and Ryan, 2004). Affective components, on the other hand, are defined in the literature as "the appraisal of the affective quality of environments" (Hanyu, 1993:161) or as emotional reactions (Walmsley and Young, 1998), responses (Pocock and Hudson, 1978) and feelings (Russel, 1980) towards tourist destinations.

Despite the notion in the tourism literature that tourism destination image should be seen as multi-dimensional comprising of both beliefs and knowledge about the destination's attributes and people's feelings towards it (Martin and Bosque, 2008), and the fact that investigating and focusing only

on the cognitive dimension of tourism destination images might lead to erroneous and inconsistent results (Baloglu and Brinberg,1997) since "the meaning of a place is not entirely determined by its physical properties" (Ward and Russell, 1981:123), there are a lot of studies still focusing only on its cognitive components (Pike 2002). There is another image component, the conation, related to the "decision stage" of image formation and dependant on both the cognitive and affective stages (Gartner, 1993).

Another aspect of tourism destination image that is still debated in the literature concerns its formation process and determinants (Baloglu and McCleary, 1999; Beerli and Martin, 2004; Mackay and Fesenmaier, 1997).

Gunn (1972) was the first who proposed a multiple-staged process of image formation - organic, induced and modified-induced, based on variety of information sources and destination experiences. Fakeye and Crompton (1991), Selby and Morgan (1996), Gartner (1993) slightly modified Gunn's work, but still focused on the effect different information sources (non-tourist and commercial information) have over the process of destination image formation.

It could be, however, argued that it is very unlikely for consumers to rely on only one of those streams while searching for information. Moreover, it might be neither crucial, nor feasible for them to make the difference between the two streams of information (Li et al., 2009; Tasci and Gartner (2007). Even though these models consider the importance of personal experience with the destination and the variety and type of information sources, they offer only a partial explanation of the process of destination image formation since the role and importance of socio-demographic characteristics, and the "pull" and "push" factors are disregarded.

Chon's model (1990) postulates the destination image construction to depend on individuals' "push" and "pull" factors, but still does not take into consideration the importance of socio-demographic characteristics of travellers and their impact on the process of tourism destination image formation.

Baloglu and McCleary (1997) filled the gap in Chon's model (1990) by proposing a model of image formation before the actual destination experience occurs and differentiate between stimulus factors (travellers' socio-demographic characteristics and psychological identity) and personal factors (quantity and type of information sources used by the traveller and his/her previous experience with a destination). This model, however, explains the tourism destination image formation prior to departure which corresponds to Gunn's organic and induced image, but lacks detail on how the image gets modified once travellers experience the destination.

Stabler (1988), on the other hand, examines the process of tourism destination image formation within the context of economic theory and splits the factors that are considered to have an effect over the formation of a tourism destination image into supply (different information sources) and demand factors (individuals' motivation, socio-economic and psychological characteristics), but again falls short in showing the dynamics of the process of tourism destination image formation and the various phases it passes through.

In a similar way, Beerli and Martin (2004) building upon Baloglu and McCleary's concept (1999) proposed a model which explains the degree to which a set of factors (primary and secondary information sources, motivation, level of experience with the destination and socio-demographic characteristics) affects the formation of a destination's post-image only. Their concept, similarly to the models highlighted above, does not shed light onto the destination image formation process or onto the factors affecting it prior or during tourists' actual experience.

Tasci and Gartner's (2007) tourism destination image model puts forward the thought of three-staged tourism destination image reflecting the varying consumer behaviours at the "pre-visit", "during visit" and "post visit" stages. This model, despite the fact that it integrates the dynamic nature of tourism destination image formation, lacks explanatory power on the composite structure of tourism destination image and how various determinants influence its affective and cognitive dimensions during the three different stages of formation.

Notwithstanding the variety of destination image formation models existing in the literature, the majority of them focus on investigating the "a priori" or "pre-travel" phase of destination image formation; whereas some of them consider the image formation to comprise cognitive and affective elements, while others investigate it in a holistic way as a multi-dimensional phenomenon.

Some work has also been conducted onto the evaluation of a destination's post-travel experience and the consequent behavioural intentions of travellers (Ross, 1993, Bigne et al., 2001; Alcaniz et al., 2009; Chen and Tsai, 2007). Nevertheless, one could argue that the formation of a destination image does not cease once travellers begin their actual experience, but as Gunn suggested in 1972 it goes through a "modification", or "on-site" stage, which in turn, affects the post-travel evaluation and image, and subsequently the intentions to recommend or re-visit the place.

The literature broadly acknowledges the impact of information sources (see Baloglu and McCleary, 1999; Beerli and Martin, 2004; Mackay and Fesenmaier, 1997; Gartner 1993), previous experience (see Chon, 1991; Dann, 1996; Pearce, 1982a; Fakeye and Crompton, 1991; Baloglu and McCleary, 1999; Milman and Pizam, 1995; Phelps, 1986; Baloglu and Mangaloglu, 2000; Beerli and Martin, 2004; Tasci and Gartner, 2007), socio-demographic characteristics (see MacKay and Fesenmaier, 1997; Walmsley and Jenkins, 1993; Baloglu, 2001; Baloglu, 1997; Beerli and Martin, 2004; Chen and Kerstetter, 1999; Stern and Krakover, 1993; Rittichainuwat et al., 2001; Fakeye and Crompton, 1991; Hunt, 1975), motivation (Dann, 1996; Gartner, 1993; Walmsley and Jenkins, 1993; Stabler, 1990; Um, 1993; Um and Crompton, 1990; Baloglu and McCleary, 1999; Mill and Morrison, 1992; Martin and Bosque, 2008; Moutinho, 1987) play on the way people create their "visual representations" of places, but still little is known about the impact of these factors on the "on-site" stage of destination image formation. Questions on the degree of influence of information sources, motivation, socio-demographic characteristics and on-site experience in terms of attending events, or visiting attractions on a destination's "on situ" image still remain unanswered.

Therefore, it could be concluded that there is still very little, if any, research conducted on investigating the development and improvement of cognitive and affective image dimensions of a particular destination in the context of a major cultural event such as the European Capital of Culture Event in Linz in 2009 during the "pre-travel" and "on-site" travellers' experiences, their intervening determinants and the correlations with travellers' behavioural intentions.

1.3. Research Aims and Objectives

Gallarza et al., (2002) have identified three different research categories of destination image formation: segmentation analysis (Baloglu, 1997; Crompton, 1979), competitive analysis (Oppermann, 1996) and analysis of image components (Baloglu and Brinberg, 1997; Echtner and Ritchie, 1991; Gartner, 1989). The current research could be positioned within the third category, since it attempts to explore from psychological perspective the image of Linz as a tourist destination in the context of the European Capital of Culture Event 2009 from its visitors' point of view and aims to assist the further understanding of tourism destination image formation and development.

The main objectives of the research are:
- To discover Linz's cognitive and affective destination image components;
- To identify Linz's tourism destination image determinants (e.g. socio-demographic characteristics, familiarity, information sources, motivation, trip characteristics) and their significance in the process of Linz's destination image formation and development;
- To analyse the process of Linz's destination image formation and development, and
- To examine the importance of the European Capital of Culture Event in the process of Linz's tourism destination image formation and development.

It is hoped that this research will support destination marketers and tourism researchers in adding to their understanding of the tourism destination image formation process in the context of a major public event on which ground more effective marketing strategies for creating and improving tourism destination images can be developed and put into practice.

1.4.   Methodology

Critical evaluation of the existing literature on tourism destination image formation suggested that no single research method could elicit "the multidimensional, complex, relativistic and dynamic" (Gallarza et al., 2002: 56) nature of a destination image and its determinants. Therefore, two-staged research was conducted during this resaerch. This approach is relatively new to the tourism destination image literature, despite Jenkins' appeal (1999) for a mixed method research in destination image studies due to its multi-dimensional nature.

The first phase of the research was a qualitative exploration of Linz's destination image by eliciting its destination image dimensions (common and unique) from its potential visitors. The data analysis technique utilised in the first stage was content analysis. The results of this phase were then used to construct a questionnaire which was utilized for collecting data in Linz from 400 respondents during the European Capital of Culture Event in 2009. A variety of statistical tests and procedures (e.g. factor analysis, t-test, ANOVAs, MANOVAs) was used to explore the process of Linz's multi-staged destination image formation process and its shaping determinants.

1.5.   Setting the Scene: Definitions and Background Information on Linz and the European Capital of Culture Event

The present research examines the formation of tourism destination image from visitors' perspective; hence, the following concepts fundamental to this work need to be more closely examined.

A destination, in general, can be defined from a variety of perspectives. From a geographer's perspective, it could be recognised as an area visited by tourists within its recognizable geographic or administrative boundaries. A destination, on the other hand, has a different meaning from an economist's perspective – it is viewed as a place in which tourist streams have a significant effect on the economy of the area, whereas from a psycho-graphical perspective it mainly represents the reason for the trip. Furthermore, different types of destinations exist – whole countries, regions, islands, villages, towns or cities, etc. (Manente, 2008). In the tourism marketing literature destination is seen as amalgam of tourism products/services offered at one location (Buhalis, 2000; Pearce, 1992), but despite this notion, it is also argued that the distinction between the tourism products/services and the destination itself is difficult to be made by tourists (Keller, 2000).

The destination investigated in this research is Linz - an Austrian town situated astride the Danube River, with population of 190 000 and is Austria's third largest town (a map of Austria is provided in Appendix 18). In Chapter Four Linz's attractions, cultural life and reasons for hosting the European Capital of Culture Event are presented in greater detail.

Upon a thorough review of existing definitions of tourism destination image Kim and Richardson's (2003:218) definition "totality of impressions, beliefs, ideas, expectations and feelings accumulated towards a place over time" appeared as the most appropriate one for the purposes of this research.

Tourists have been defined as: "...persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes" (WTO, 2005).

The initiator of the European Capital of Culture Event is Mrs. Melina Mercouri - a former Greek Minister of Culture and her initial purpose was to bring the European Union citizens closer together through culture (European Commission, 1985). The European Capital of Culture Event has earned itself a reputation as a "display place" of the rich cultural life in Europe and due to the enormous attention and public it attracts, the competition among

European cities to host the event is vigorous (European Commission - Culture 2008 a, b) and comparable to the competition for an Olympic Games nomination (Richards, 2000).

The nomination of Linz for the title of European Capital of Culture was submitted on 14 December 2004. The main focus of its presentation was on its attempts since 1985 to change itself, and consequently, its image, from an industrial to a high-tech cultural city. Linz's representatives, therefore, presented the Austrian town as a creative, cultural and dynamic one, having worldwide significance (The Selection Panel for the European Capital of Culture 2009). Recently, the mixture of stable local economy, modern technology and culture has become the trademark of Linz, the most undervalued city in Austria that is often called the heart of the EU – the crossroads of Europe from east to west and from north to south (Lewonig, 2007). The panel evaluation of Linz's nomination for hosting the European Capital of Culture Event in 2009 made a recommendation that recent history (e.g. Nazi's past) should find a place in the programme of the event (The Selection Panel for the European Capital of Culture 2009) in contrast to Linz's authorities' main concern after 1945 to distance themselves from the Nazi's culture and Hitler by highlighting their traditionally humanist cultural values (Linz Cultural Development Plan, 2000, cited in Iordanova-Krasteva et al., 2010).

Despite Linz's diverse cultural life, the recently built museums for modern art (e.g. Lentos, Ars Electronica) and three big hallmark festivals (e.g. the "Cloud of Sound", the "International Street Artist Festival" and the "Ars Electronica Festival"), this destination has witnessed over the past years a rather stable number of visitors (see Appendix 1) which was hoped to be improved by hosting the European Capital of Culture Event (The Selection Panel for the European Capital of Culture 2009).

1.6. Thesis Outline

This thesis is organised into nine chapters. Chapters two, three and four contain a review on the available literature.

Chapter two discusses the nature of tourism destination image and presents a thorough examination of its problematic dimensions – variety of definitions, conflicting concepts, fragmented models of destination image formation and development, and inconclusive set of determinants.

Chapter three highlights the history and selection criteria of the European Capital of Culture Event and the overall importance of cultural tourism. It also explores the links between cultural tourism and the European Capital of Culture, and provides examples of previous European Capitals of Culture and their performance during such a major event. Furthermore, past studies on the impact of similar events on tourism destination images and the profile of the modern cultural tourist are incorporated in Chapter Three.

Chapter four briefly presents the case study of Linz (Austria) and Linz09 and concludes with the key findings of Linz's image monitoring survey conducted by its destination marketer before the beginning of the European Capital of Culture Event.

Chapter five outlines the methodology of this research. It explains and provides justification for the underpinning research philosophy and techniques used to collect and analyse primary data. It goes on to discuss its explorative and explanatory phases and the development of the open-ended and closed questions used in them. The chapter concludes with a section on reflexivity of research and research limitations wherein the clash of cultures and stereotypes experienced during the data collection in Linz reported and explained by applying Hofstede's model on cultural differences among countries.

Chapter six presents the results of the first, explorative research stage conducted online and simultaneously discusses the key findings on Linz's cognitive and affective destination image components. The main aim of this stage was to elicit Linz's image as a tourism destination from the potential visitors' point of view and integrate these results into the questionnaire used in the second stage of the research.

Chapter seven presents the results from the quantitative and qualitative data collected in Linz during the second stage of the research. It begins with a

report on the respondents' profile and an analysis of the difference between Linz's "a priori" and "on situ" image. The chapter then continues with an analysis of the type and degree of influence of different image determinants (e.g. country of origin, previous experience, familiarity, information sources, motivations, number of activities at Linz, socio-demographic and trip characteristics) on Linz's "a priori" and "on situ" tourism destination image. It also goes on to significantly reveal the relationship between the level of loyalty towards Linz in terms of intention to revisit or recommend, and Linz's overall "on situ" tourism destination image. Various techniques were employed to analyse the data at this stage – factor analysis, t-tests, ANOVAs and MANOVAs, frequencies tables, cross-tables and content analysis.

Chapter eight reveals the key findings from the quantitative and qualitative data collected in Linz and sets them in the wider context of the existing body of literature.

Chapter nine summarises the key findings of research and links them to the main thesis objectives.   It also presents a conceptual framework of destination image formation and development from psychological point of view, which evolved from the key findings of this research and represents an original contribution to the existing knowledge of literature on destination image. This chapter also suggests important practical implications of this research and makes recommendations for further research based on the suggested conceptual framework of a destination image formation process. Furthermore, a reflection on the research constraints and objective limitations is provided.

Chapter Two: Literature Review on Tourism Destination Image

2.1   Introduction

Image is presented as a vital influential factor in conceptual frameworks elucidating the travellers' decision making process (Stabler, 1990; Gartner, 1989; Goodall, 1988; Molina and Esteban, 2006; Butler, 1990; Sirgy and Su, 2000; Yüksel and Akgül, 2007) and is recognised to be "...what attracts people" (Butler, 1990: 45). Goodrich (1978), for example, empirically showed that "the more favourable the perception of a given vacation destination is, the more preferred that destination will tend to be" (p. 11). More than twenty years later, Leisen (2001) came to the same conclusion during a research aimed to segment the travel market based on the image of New Mexico as a tourist destination held by non-residents. Similarly, Chen and Kerstetter (1999) unveiled that people intending to visit a particular destination are more likely to have a positive image of it than those who are not planning to visit it. Nevertheless, this positive image must not necessarily reflect the reality (Whynne-Hammond, 1985), but needs to be strong enough in visitors' minds in order for the destination to be considered as a possible place to be visited (Hunt, 1975).

Still, despite the significant number of work done so far on destination image and its well recognised importance for destinations' differentiation and positioning, there is still no unified definition or theoretical framework on it (Baloglu and McCleary, 1999; Gallarza et al., 2002; Tasci et al., 2007; Deslandes et al., 2007; Stepchenkova and Mills, 2010; Rodrigues et al., 2011) mainly because of its "complex, multiple, relativistic and dynamic nature" (Gallarza et al., 2002: 56), which is reflected in the following critical evaluation of the literature.

The first section of this chapter presents and assesses various definitions of image and destination image in an attempt to shed light on the complexity of destination image. In addition, the issue of using perceptions, impressions,

attitudes and image synonymously to define destination image in past studies is critically approached and argued that this practice is one of the sources leading to perplexity among tourism researchers and practitioners.

The chapter then continues with destination's image "multiple, relativistic and dynamic" (Gallarza et al., 2002: 56) nature and explains the various schools of thoughts on what constitutes tourism destination image, the interlaced relationships between its constituent parts and multiple determinants.

Despite the hundreds of definitions of destination image and the lack of consensus as to how to define it, the different ways of conceptualising tourism destination image proved to be another source of confusion and hence affecting the range of models of tourism destination image formation discussed in the third section of this chapter. The identified models appear as partial to some extent since they show either the dynamic nature of the image formation process, the information sources affecting this process or a combination of information sources and travellers' socio-demographic and psychological characteristics.

2.2   Defining Image and Tourism Destination Image

The concept of image has been analysed from a variety of perspectives, where "different aspects are covered by different disciplines" (Rodrigues et al., 2011: 105).

In philosophy, for example, where the roots of the interest in the process of image formation could be traced back to the Greek philosophers Plato and Aristotle, image is a reflection of the relationship between reality and individual's perception of it (Rodrigues et al., 2011: 105). Plato describes this process in a metaphorical way by comparing it to "an artist painting pictures in the soul" (Philebus 39c, cited in Thomas, 2009, c). Plato's successor Aristotle, on the other hand, suggests that mental images take an important place in our memory and thoughts: people's minds use their memory to recall images of past events (Thomas, 2011) and describes images as basic elements of thought which are based on an initial perception through senses

(Rodrigues et al., 2011) and could arise emotions and efforts in people (Thomas, 2009b).

The existence and nature of the relationship between objects and their images in people's minds has been also investigated and explained from psychological perspective where mental imagery is generally delineated as:

> *quasi-perceptual experience: that is, experience that subjectively resembles perceptual experience, but which occurs in the absence of the relevant perceptual stimuli. It is generally acknowledged that imagery may occur in any sense mode or even in several simultaneously.*
>
> (Thomas, 2009a: 457)

Visual mental imagery is an ordinary, everyday experience for human beings. We have the skills to evoke past experience, or to visualize possible situations by forming mental images. The main difference between image and perception is the fact that while images can take place in the absence of the object, perceptions cannot. Images, therefore, function as mental representations, supporting human beings to evoke memories, to make plans for the future and to speculate about the unknown (Thomas, 2009a).

Geographers, on the other hand, see place images in a more holistic way associated with the place impressions, knowledge, emotions, values and beliefs, whereas marketers relate image to consumer behaviour and travellers' decision making process (Jenkins, 1999).

In the field of tourism, destination image, however, has spawned a diversity of definitions and conceptualizations. A substantial number of tourism destination image definitions exist in the literature, which would indicate that either there is a substantial level of uncertainty towards what constitutes tourism destination image and how it is formed amongst the researchers fascinated by this topic, or that tourism destination image is "multidimensional and complex" (Gallarza et al., 2002: 56) construct that can be explained by all these competing definitions. Indeed, defining tourism destination image is still not well understood and is still considered as a challenging task that was firstly recognized as such by Mazanec and Schweiger (1981). These researchers describe image as a widely employed,

yet ambiguous construct whose ambiguity lies in the use of the term image in two different ways: firstly, as the advertised and promoted image of a product or destination and secondly, as the beliefs and expectations of consumers. In fact, it is these two facets of the construct – the destination marketer's and the visitor's – that serve as inputs to its creation.

Echtner and Ritchie (1991) found in a comprehensive analysis of tourism destination image studies that definitions of tourism destination image are often missing or fairly blurred, if mentioned. Their point of view was supported by other researchers (Fakeye and Crompton, 1991, Gartner, 1993 and Kim and Richardson, 2003; Rodrigues et al., 2011) who also point out that while the term "image" is widely used in the literature and practice, it is lacking a theoretical and conceptual structure, thus confirming the elusiveness of this complex concept mentioned by Mazanec and Schweiger (1981).

In fact, as the table in appendix 7 suggests, substantial number of definitions exists in the literature regarding tourism destination image – some of them are complementary to each other, while others are fully contradictory. The definitions provided by Oxenfeldt (1974), Dichter (1985) and Mazursky and Jacoby (1986) do not represent the image of a destination, but are frequently borrowed by tourism researchers to define and explain tourism destination images (Baloglu and McCleary, 1999, Hahm, 2004). Definitions of "store images" were also used by Echtner and Ritchie (1991) to describe the three-dimensional structure of tourism destination image.

Ko and Park (2000) recognised three major research streams in the definition of tourism destination image. By defining destination image, some researchers emphasise on its composite structure and suggest that it is "the sum of beliefs, ideas and impressions that a person has of a destination" Crompton, (1979: 18), or use cognitive and affective elements to portray the concept of image (see for example Mazursky and Jakoby's definition, 1986). Tourism destination image can be also perceived as an overall impression of a place, a product or experience (Milman and Pizam, 1995; Fridgen, 1987). Reynolds (1965: 69), in a similar way describes an image as a "mental construct developed by the consumer on the basis of a few selected

impressions among the flood of total impressions; it comes into being through a creative process in which these selected impressions are elaborated, embellished and ordered".

By analysing existing definitions of tourism destination image (see appendix 7) three noteworthy issues emerged. Firstly, the majority of the researchers define image as a static construct (Hunt, 1975; Chen and Tsai, 2007; Bigne et al., 2001), while just a few embrace in their definitions the dynamic structure (i.e. "over time") of tourism destination image (Kim and Richardson, 2003 and Assael, 1984).

Secondly, some of the definitions express individual's image of a place or product (Baloglu and McCleary, 1999), whereas others deal with stereotype "images" shared by a large group of individuals (Milman and Pizam, 1995). There are also definitions that do not specify which point of view is represented – the one of the general public or of the individuals (Gartner, 1989; Calantone et al., 1989).

Thirdly, in many studies impressions and perceptions of a place are used interchangeably (Phelps, 1986; Tapachai and Waryszak, 2000) or complementary to each other (Baloglu and McCleary, 1999; Echtner and Ritchie, 1991). Moreover, perception, impression and attitudes are used synonymously in a considerable amount of tourism destination image studies, which calls for clarification between these different concepts. This issue has attracted the attention of Tasci et al., (2007) and White (2004). White (2004), for instance, points out that it is of vital importance for managers and researchers to understand how these two concepts differentiate from each other in order to get better knowledge on customers' buying behaviour and levels of satisfaction. He gives (2004:309) the following examples to illustrate his point of view - do questions such as, "what is your perception of London as a tourist destination? What is your attitude towards London as a tourist destination? and what image comes to mind when you think of London as a tourist destination? provide different insights into London as a tourist destination?".

Hume (2010) posits that impressions and ideas are derivatives of perceptions and differ from each other based on:

> *...the degree of betwixt these consists in the degrees of force and liveliness, with which they strike upon the mind, and make their way into our thought or consciousness. Those perceptions, which enter with most force and violence, we may name impressions...by ideas I mean the faint images of these in thinking and reasoning.*
>
> Hume (2010:19)

Under the category of impressions he includes "sensations, passions and emotions" (Hume, 2010:19) as they get formed in our "souls". Golledge and Stimson (1987: 12), in a similar vein, argue that "information signals are filtered through perception, then further filtered through the cognitive representation given to these in relation to previous cognitive structure in the brain".

Fridgen (1987:102), on the other hand, in his definition of image as "a mental representation of an object, person, place or event which is not physically before the observer" also points out to the distinction between image and perception – environmental stimuli are required for perceptions to take place, whereas this is not a prerequisite for an image to exist (Fridgen, 1987; Thomas, 2009a). Moreover, image does not necessarily include perceptions. Therefore, the use of perceptions to understand tourism destination images is theoretically incorrect for studies where the participants have not experienced the destination (Tasci et al., 2007). The current study allies with the psychological point of view that despite the fact that perceptions and images are different concepts they can be used synonymously since people psychologically cannot make the difference between these two concepts (Golledge and Stimson 1987, cited in Baloglu, 1997).

There is also a need to draw attention to the use of the term "attitude" in definitions of tourism destination image. Even though a variety of definitions of attitudes exists in the surrounding body of literature, there is an agreement that "person's attitude represents his or her evaluation of the entity in question" (Ajzen and Fishbein, 1977: 889). This evaluation of people, objects, event, activities and ideas can be positive or negative (Zimbardo et

al., 1999: 745). Attitudes have one fundamental attribute – they are subjective because they reflect how a person sees an object and not necessarily how the object actually looks like in reality (Olson and Maio, 2004). Consequently, attitudes should be considered a part of subjective self, which is the stream of thoughts, feelings, and actions that govern how someone lives (James, 1890, cited in Olson and Maio, 2004).

The following diagram is based on the reviewed literature on attitudes, perceptions, impressions, ideas and images and shows how they differ, but still influence each other.
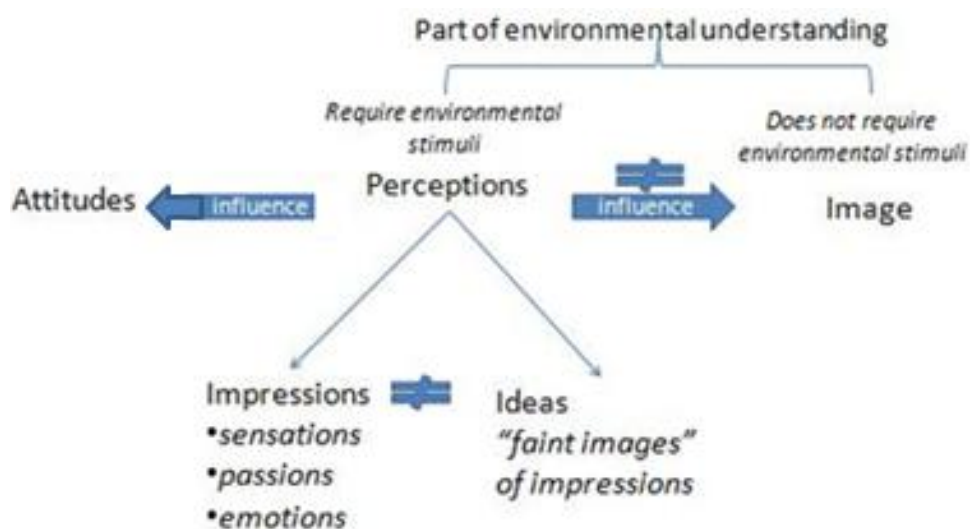
Figure 1: Differences between attitudes, perceptions, image, impressions and ideas.
Source: the author

From the above figure it can be seen that perceptions formed in the presence of environmental stimuli (e.g. information sources, experience) are in a direct relationship with attitudes, whereas perceptions are not a necessity for an image to exist. Perceptions, on the other hand, form impressions and ideas, where the former includes sensations, passions and emotions individuals feel about objects and the latter is a "faint reproduction" of them. Impressions and ideas as derivatives of perceptions also require environmental stimuli to get formed, which contrasts with the concept of image where no environmental stimuli are needed. Thus, what emerged as a source of dilemma with tourism destination image definitions has its roots in

the interchangeable use of attitudes, perceptions, ideas and impressions to define it. Throughout the course of this critical evaluation of tourism destination image definitions, it was unveiled that these related, but still different concepts cannot be used synonymously in order to define tourism destination images as they represent different stages in the process of its formation.

2.3   Conceptualizing Image and Tourism Destination Image

Boulding (1956) in his work "The Image: Knowledge in Life and Society" enters into a dialogue with himself and proposes a theory of human behaviour from psychological perspective based on perceptions of the world. He argues that our knowledge of the world is, in fact, our image of the world since knowledge has an implication of validity and truth and hence what we believe is true is subjective and based on our own knowledge. Consequently, our actions depend on the image we have of the world and occur as a result of all our past experiences.

Boulding (1956) also postulates that people's subjective knowledge consists not only of images of "fact", but also images of "value". In other words, there is a difference between the image we hold of physical objects and our valuations of them, which is the way we rate the different parts of our image of the world. He, therefore, was among the first who recognised the existence of cognitive (knowledge) and affective dimensions (emotions) of images.

Another principal theory of image formation proposed by Kelman (1965) also describes images as a connection of different impressions of an object that produce a unified whole where the number of impressions might vary. Apart from cognitive, images posses an affective evaluation or an attitude towards an object.

In tourism studies, people's beliefs and/or knowledge of destination attributes are linked to cognitive image components (Gartner, 1993, Baloglu, 1999; Pike and Ryan, 2004) which are "...awareness, knowledge or beliefs, which may or may not have been derived from a previous visit" (Pike and Ryan,

2004: 334). Tasci et al., (2007), on the other hand, broaden the definition of the cognitive dimension of tourism destination image to a mental response that involves not only beliefs/knowledge, but also memories, evaluations and interpretations and decisions. These cognitive images need not to be representative of the reality or be accurate since beliefs reflecting the attributes are based on personal views, and not on objective truth, and are therefore, subjective (Neal et al., 1999).

Affective image components are defined in the tourism literature as "the appraisal of the affective quality of environments" (Hanyu, 1993:161) or as emotional reactions, (excitement, pleasure, etc.) (Walmsley and Young, 1998), responses (Pocock and Hudson, 1978) and feelings (Russel, 1980) towards tourist destinations. Affective images can also be categorised into semi-affective and pure-affective. The semi-affective images have characteristics typical for both cognitive and affective responses, whereas pure-affective are similar to the conventional affective images (Park and Ko, 2002). Nevertheless, even though in everyday life, people do not resolve image into cognitive and affective components unless they are asked to do so (Baloglu and Brinberg, 1997), from a theoretical point of view, the decomposition of image into cognitive and affective parts gives better understanding of its structure and supports consecutive analyses (Bagozzi and Burnkrant, 1985).

Nowadays, there seems to be an agreement in the literature, that destination image is a subjective interpretation of reality made by the tourists (Bigne et al., 2001) and both cognitive and affective evaluations are of equal importance for the process of tourism destination image formation (Baloglu and Brinberg, 1997; Uysal et al., 2000; Baloglu and McCleary, 1999a; Beerli and Martin, 2004; Kim and Richardson, 2003). Tourism destination image, therefore, should be seen as multi-dimensional comprising of both beliefs and knowledge about the destination's attributes and people's feelings toward it (Martin and Bosque, 2008).

Still, in the late eighties, early nineties, the cognitive structure of tourism destination image was comprehensively examined by researchers, thus overwhelming the literature with one-dimensional models of tourism

destination image focused on its cognitive dimension (measurable tangible physical attributes) only (Gartner, 1989; Oppermann, 1996; Schroeder, 1996; Baloglu, 1997). This tendency was strongly opposed by Baloglu and Brinberg's (1997) argument that investigating and focusing only on the cognitive dimension of tourism destination images might lead to erroneous and inconsistent results since "the meaning of a place is not entirely determined by its physical properties" (Ward and Russell, 1981:123). Pike's (2002a) review, of 142 academic papers on tourism destination image, nonetheless, confirmed this trend since only 6 of 142 studies considered the affective images.

From psychological point of view, there is a link between emotion and cognition. Emotions have the strength to influence and determine cognitions, whereas "cognitions can and do occur in the absence of emotion...in some cases one will be more significant or dominant than the other and there is a constant interplay between the two" (Strongman 1987:245).

The cognitive-affective sequence of tourism destination image was initially suggested by Russell (1980). Stern and Krakover (1993) and Baloglu and McCleary (1999) were among the first who illustrated empirically that cognitive and affective image components are not only in a relationship with the overall tourism destination image, but also that the cognitive evaluation of a place influence its image indirectly through its affective evaluation. Kim and Park (2001) offer support for their findings by discovering that affective evaluations are influenced by cognitive appraisals, and that the overall image is shaped by both cognitive and affective images. Furthermore, the literature also suggests that cognitive components are antecedent of the affective components, which are derivatives of the cognitive components (Russel and Pratt 1980; Woodside and Lysonski, 1989; Stern and Krakover 1993; Sonmez and Sirakaya, 2002) and are positively and significantly influenced by them (Yuang, 2009). Recent empirical studies dealing with the affective image components also unravelled that they are not only more influential than the cognitive ones in the process of tourism destination image formation (Kim and Yoon, 2003), but are also better predictors of consumers' behaviour (White, 2003; Yu and Dean, 2001). Thus, affective evaluations of

places' attributes might become even more important than objective knowledge (Kim and Richardson, 2003).

Another stream of authors (Fishbein, 1967; Boulding, 1956) support the belief that image consists of cognitive, affective and conative components, where in tourism context, conation represents the "decision stage" of image formation and depends on the cognitive and affective stages (Gartner, 1993;Baloglu & McCleary, 1999; Gallarza et al., 2002; Tasci et al. , 2007).

Echtner and Ritchie (1991) showed the conceptualisation of tourism destination image from a different angle than those discussed above. Their model shows tourism destination image to consist of thee continuums. The "attribute-holistic" continuum shows in a progressive way how general, tangible (cognitive) items such as weather, price and locals' attitudes towards foreign visitors and more intangible, holistic elements related to emotions and feelings toward a destination affects the formation of its image. Moreover, the attributes represent traits by which most destinations can be compared. "Functional-psychological" shows that some items (price levels, climate, etc.) are functional, while others are psychological (e.g. level of friendliness).

Additionally, Echtner and Ritchie's (1991) conceptualization of tourism destination image indicates that images could incorporate unique features such as iconic events (e.g. the European Capital of Culture Event, the Olympic Games), feelings or auras (e.g. the romantic atmosphere of Paris or Venice) typical only for a particular destination.
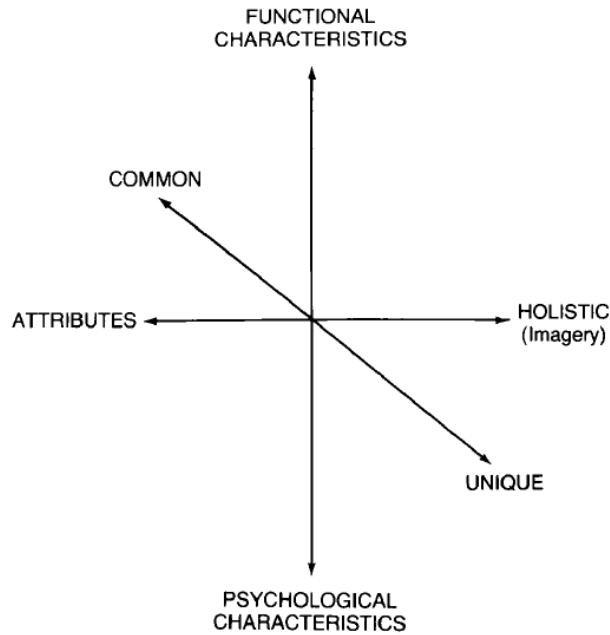
Figure 2: Echtner and Ritchie's conceptualisation of tourism destination image (1991)
Source: Echtner and Ritchie (1991)

Choi et al., (1999) used Echtner and Ritchie's framework (1991) to measure the images of Hong Kong as a tourist destination. Hong Kong's Star Ferry and the Victoria Peak were provided as examples of features unique only to Hong Kong. On the other hand, Hong Kong's skyscrapers were considered as present in many other destinations around the world, hence, not unique just to Hong Kong. Moreover, Hong Kong's spectacular nightlife was used to illustrate the functional attribute of Hong Kong's image, whereas the attitude of the host community towards foreigners was provided as an example of less observable and therefore, psychological in nature element of Hong Kong's image. Stepchenkova and Morrison (2008), on the other hand, applied Echtner and Ritchie's conceptualisation of tourism destination image (1991) to investigate the image of Russia held by American travellers and enriched the analysis of the open-ended questions on Russia's stereotypical holistic, affective and unique images. The results indicated that Americans have more negative images of Russia than positive mainly due to insufficient awareness about Russia as a tourist destination.

Tasci et al., (2007) proposed a dynamically interactive and reciprocal system of tourism destination image components at which the core cognitive knowledge of destination's common and unique attributes and their

respective affective evaluations are positioned, and "every item could be both a cause and an effect of a change at any time" (Tasci et al., 2007:199). Through the interaction between cognitive and affective attributes, a composite holistic or overall image is formed and where the more detailed and knowledge based the core is (the cognitive and affective attributes), the less stereotypical the image is.

Figure 3: Tasci ' et al. interactive system of Image components (2007)
Source: Tasci et al., (2007)

In this sub-section, complementing each other concepts of tourism destination image were presented and discussed. As in the previous section examining the abundance of vague definitions of tourism destination image, it was displayed that there is still no unified concept of destination image, which could be seen as another impediment for the understanding of destination image formation process.

2.4 Models of Destination Image Formation

Another aspect of tourism destination image that set a variance among diverse tourism researchers is that of the process of tourism destination image formation and its determinants. The following section begins with the process of image or perceptions formation from psychological point of view, whose main principles are woven into the variety of models visualising the process of tourism destination image formation existing in the literature and described later on in this chapter. The image shaping determinants (information sources, socio-demographic and psychological factors) indentified in the models discussed below are of a major importance for reaching the research objectives and are discussed in greater detail in section 2.5.

Boulding (1956) in his dialogue with himself on human behaviour based on perceptions of the world suggested that our actions depend on the image we have of the world and occur based on all our past experiences. From our birth, we are exposed to constant streams of messages that consist of "information in the sense that they are structured experiences. The meaning of a message is the change that it produces in the image" (Boulding,1956: 7). When an image gets reached by a message three outcomes are possible: the image may remain unaffected, the image might go through a minor or a revolutionary change. The first situation is probably the most frequently one – the message goes out without hitting and changing the image of the receiver. In the second one, however, the message amends the image by adding information to receiver's knowledge without making him/her to substantially revise it. The final outcome represents a revolutionary change – the receiver gets a message, which contradicts what he/she believed to know about the world and causes a drastic change in his/her behaviour (Boulding, 1956). In short, Boulding's theory suggests that images are shaped by individuals past experience, their view of past and future – their memories, expectations, beliefs and opinions.

According to Bruner's theory (1951), perceptions formation goes through a three-stage cycle including hypothesis, input and check. The first stage is the

expectancy stage and depends on individual's previous experience (e.g. ability to see, hear, smell and taste things) or knowledge. The second stage, the input stage, is the individual's reaction to stimulus related to the perceived object and is followed by a check stage, at which the initial expectance is compared with the input stage.

The formation of tourism destination image is one of the least investigated areas (Beerli and Martin, 2004), since there are only few empirical studies trying to explain its formation and determinants (Baloglu and McCleary, 1999; Mackay and Fesenmaier, 1997).

Building on Bruner's model of perception formation (1951), Gunn (1972) proposes a two staged model consisting of organic and induced images, which was later on expanded to a seven-step process of image formation (Gunn, 1988) based on the variety information sources individuals get confronted with throughout their lives and postulates that different types of information sources affect tourism destination image differently (see Figure 1). Organic images are formed by non-commercial information sources and represent:

> *...the totality of what a person already knows or perceives about that destination ....accumulated over time from newspapers, radio and TV news, documentaries, periodicals, dramas, novels, and non-fictional books and classes on geography and history.*

<div align="right">(Gunn, 1997: 37)</div>

Induced images are based on promotional information published in travel brochures or advertisements, whereas personal experience of the destination modifies the induced images. Organic and induced image formation agents differ from each other based on the degree of influence destination marketers have over the nature of the disseminated information (Gunn, 1972). More specifically, even though organic and induced images are constructed from general information about the place, "these images are always highly personal" (Gunn, 1988: 23), thus adducing that not only information sources take part in the tourism destination image formation process, but also other, more personal and travellers related determinants exist, which were not part of this model.

1. accumulation of mental images of a place through life	ORGANIC IMAGE
2. modification of images through researching prior to the decision to travel	INDUCED IMAGE
3. the decision to travel based on image efficiency, anticipated experience but kept within time, money and other constraints	
4. travel to attraction may condition the image (for example read sights, landscapes, guides)	
5. participation or experience at the destination, the activities, accommodation and other services all influence the image	MODIFIED-INDUCED IMAGE
6. return travel allows reflection and evaluation, including discussing experiences with fellow travellers.	
7. new accumulation occurs after the visit because the process is circular, the end image may be the same or different to the original one	

Figure 4: Gunn's model of tourism destination image formation

Source: Jenkins, 1999 (adapted from Gunn, 1988)

Fakeye and Crompton's work (1991) slightly refined Gunn's (1972) model by suggesting that individuals develop organic images from various non-tourism information sources and with the desire to travel (motivation) and through the process of active information search they develop induced images. Then, after experiencing the selected destination, the tourist will get a more complex image of the place.
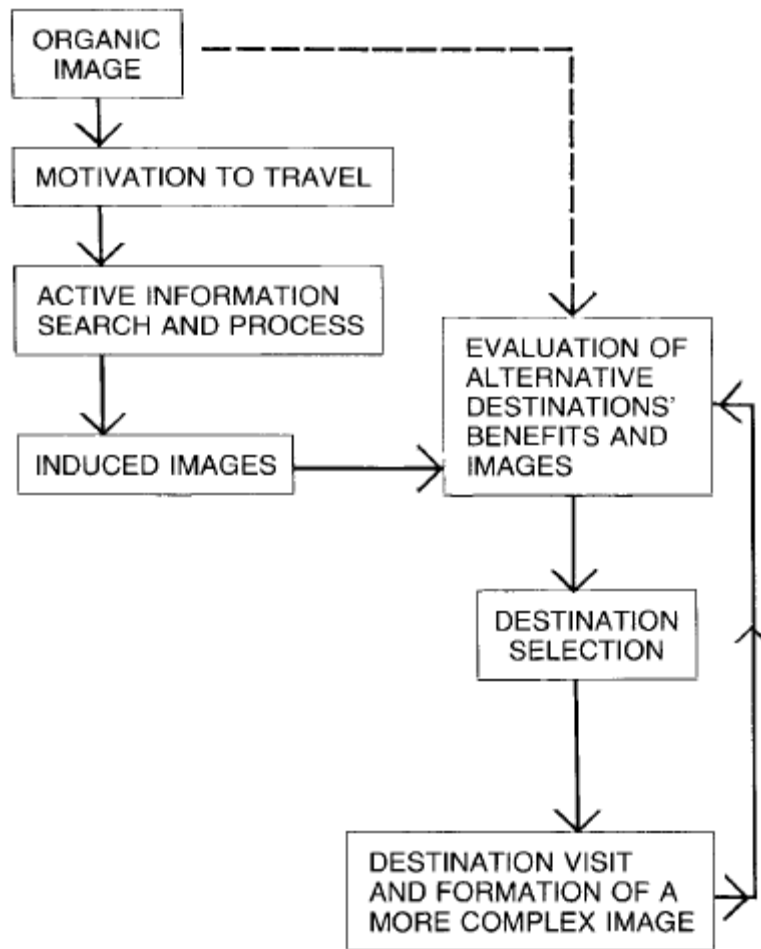
Figure 5: Fakeye and Grompton's (1991) model of tourist's image formation process
Source: Fakeye and Grompton (1991)

Selby and Morgan (1996) suggested an analogous model of place image formation where images "are constructed by the amount, source and objectivity of the available information" (Selby and Morgan, 1996: 288). These images are "organic" (derives from non-tourist information sources such as popular culture, the media, literature and education), "projected" (disseminated by official tourist organisations through guidebooks, advertisements, etc.) and "re-evaluated" (based on actual experience).

Selby and Morgan, however, point out to the strong links between numerous tourist organization and the media, for example, and note that "this categorization of images into 'projected' and 'organic' may not be mutually exclusive" (Selby and Morgan 1996: 288).

Gartner (1993), in contrast, argues that:

> *... the image formation process can be viewed as a continuum of separate agents that act independently or in some combination to form a tourism destination image unique to the individual.*
>
> Gartner (1993:197)

He suggests a continuum of eight possible information sources agents "with induced and organic anchoring each end" (Gartner, 1989: 16) depending on the degree of change they cause on tourism destination images. His typology distinguished information sources based on the level of control exercised by the destination marketers, the desired level of market penetration and perceived credibility by the travellers. Because of its importance to this research, Gartner's typology is discussed later on in the chapter (see Section 2.5.2).

Gunn (1972), Gartner (1993) and Selby and Morgan (1996) models propose that consumers rely on two main streams of information – non-tourist information and commercial information deliberately disseminated by marketers. However, it is very unlikely, that consumers would rely only on one of those streams while searching for information. Moreover, it might be neither crucial nor feasible for them to make a difference between the two streams of information. Marketers, nowadays, are broadcasting their messages through non-commercial approaches such as the social media and the Internet. Consequently, the differences and borders between organic and induced images, in the sense used by Gunn (1972), Gartner (1993), Selby and Morgan (1996) are becoming more and more blurred and elusive (Li et al., 2009), or as Tasci and Gartner (2007: 414) emphasize "mutual exclusivity of organic, induced and autonomous agents are practically nonexistent". To solve this issue, Li et al., (2009) proposed another two-dimensional representation of the tourism destination image formation process that consists of baseline image and enhanced image. Baseline image represents the tourism destination image held by potential tourists based on inert information search. Intentional and active information collection, on the other hand, results in an enhanced tourism destination

image. The model even though empirically tested with some robust results is still in its infant stage and is limited in its explanatory power since the size and the characteristics of the sample (30 students) are not adequate to claim any generalisations.
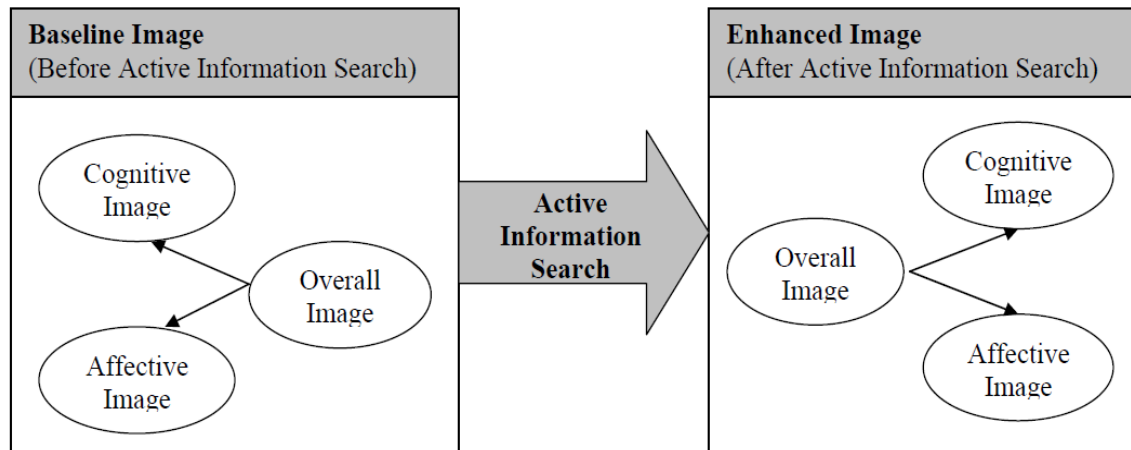
Figure 6: Li' s et al. conceptual model of tourism destination image formation (2010)
Source: Li et al., (2010)

Chon (1990), from a different perspective, presents an integrated model of tourism destination image formation by taking into consideration the linkages between tourism destination image, traveller's decision making process, traveller's satisfaction or dissatisfaction with the destination and the process of comparison between performance expectancy and performance outcome (evaluative congruity theory). Chon (1990) postulates that the construction of primary image depends on individuals' "push" and "pull" factors, which are described in detail later on in the chapter (see section 2.5). Once desire to travel is recognised and a set of potential destinations is formed the individual modifies his/her images of these places through a process of information collection and hence a performance expectancy is developed. In the selection process, the various destinations and their images are compared and contrasted in relation to the motivation to travel until only the one whose image fits with the basic motivation to travel remains. Traveller's primary image is re-conditioned once he/she experiences the destination and returns back home and the evaluation process takes place, which could result with congruity or incongruity. Chon (1990), however, did not specify

whether any other image exists prior to the formation of primary image (and how it was formed), which should be the case since we, human beings start receiving messages from the moment we are born as argued by Boulding (1956). As for the models described above, Chon's model (1990) does not take into consideration the importance of socio-demographic characteristics of travellers and their impact upon the process of tourism destination image formation and the composite elements of tourism destination image.

Perceived image of destination	Perceived reality of destination	Evaluative congruity	Degree of satisfaction/dissatisfaction
Negative	Positive	Positive incongruity	High Satisfaction
Positive	Positive	Positive Congruity	Moderate Satisfaction
Negative	Negative	Negative Congruity	Moderate Dissatisfaction
Positive	Negative	Negative Incongruity	High Dissatisfaction

Table 1: Evaluative congruity theory
Source: Chon (1990)
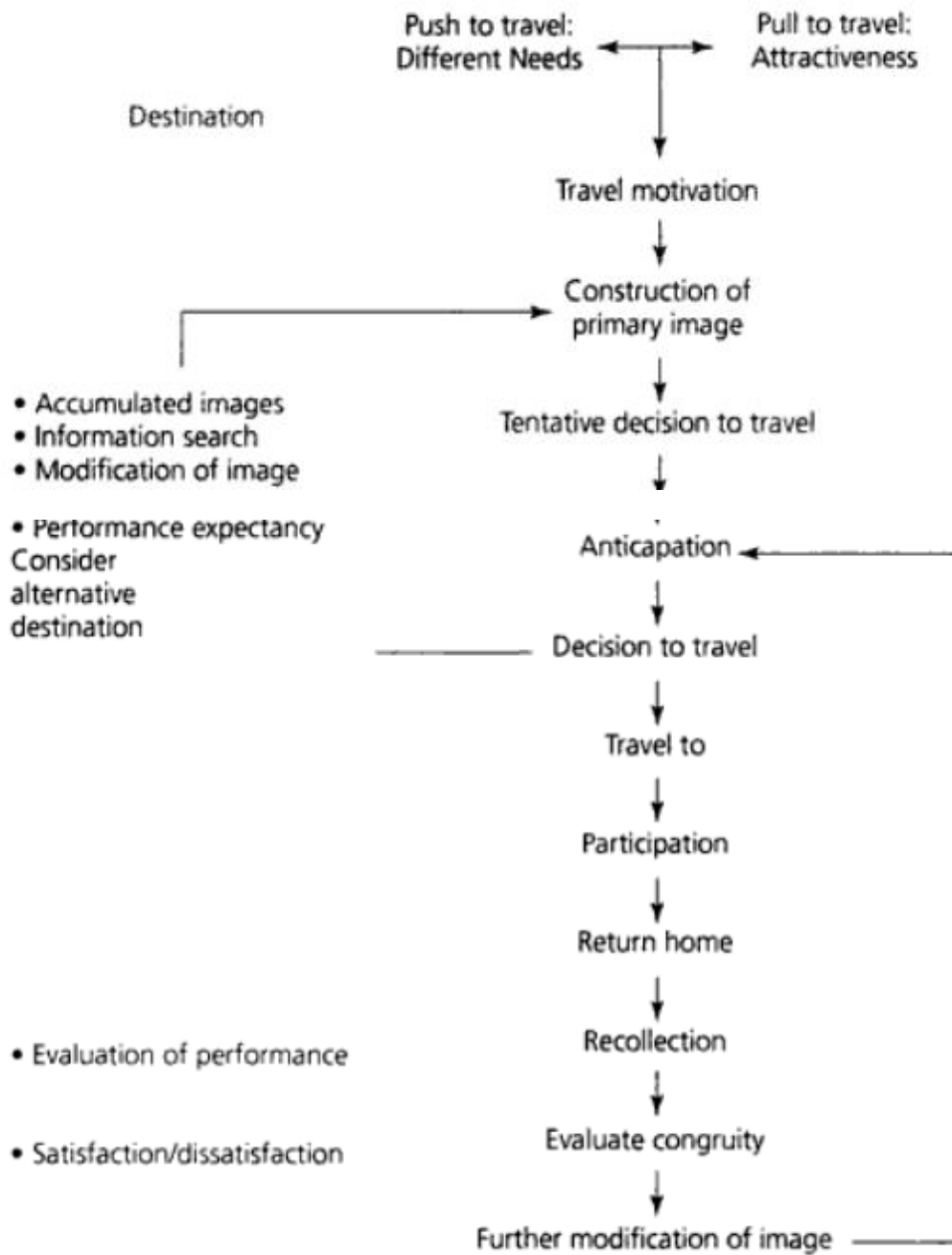
Figure 7: Chon's model of tourism destination image formation (1990)

Source: Chon (1990)

Chon's (1990) speculation that primary image exists as an aspect of tourism destination image was empirically tested by Lubbe (1998). It was discovered that potential tourists might have a "push" or "pull" orientation at the moment their primary images of destinations are constructed. The data for this empirical study, however, was collected in a qualitative way from 29 respondents only.

Baloglu and McCleary (1997) filled the void in Chon's model (1990) by proposing a model of image formation before the actual destination experience takes place and differentiated between stimulus factors and personal factors. Personal factors refer to travellers' socio-demographic characteristics and their psychological identity. Stimulus factors are based on the quantity and type of information sources used by the travellers and their previous experience with the destination. This model is also not free from limitations. Firstly, it explains the tourism destination image formation prior to departure, which corresponds to Gunn's organic and induced image, but lacks the information on how the image gets modified once travellers experience the destination. Secondly, the reciprocity between the investigated variables was not scrutinized. Thirdly, as Baloglu and McCleary (1997) acknowledge, the sample had homogenous characteristics, which could have compromised the revealed effects of personal variables (demographic and socio-psychological) on the process of tourism destination image formation.
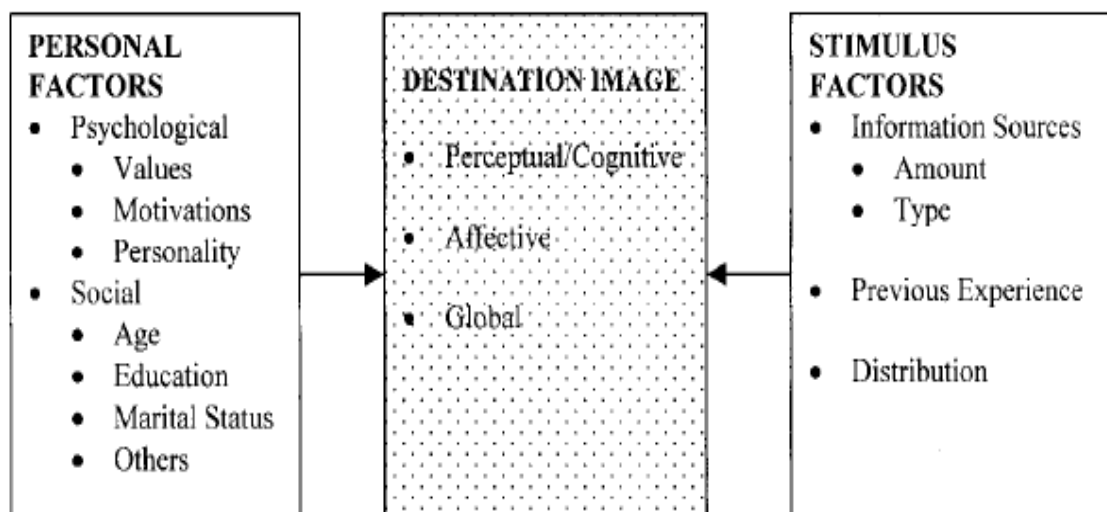
Figure 8: Baloglu and McCleary's general framework of tourism destination image formation (1997)

Source: Baloglu and McCleary (1997)

Stabler (1988) examines the process of tourism destination image within the context of economic theory and splits the factors that are considered to have an effect over the formation of a tourism destination image into supply and demand factors. The supply factors refer to the different information sources (e.g. promotional campaigns, previous experience and information received from others) used by the individual to shape his/her image of the destination, whereas the demand determinants are individuals' motivation, socio-economic and psychological characteristics. This model, similar to Baloglu and McCleary's model (1997) fails to show the dynamics in the process of tourism destination image formation and the different phases it goes through. Moreover, the way it depicts tourism destination image ignores its composite structure and considers it as one-dimensional construct.
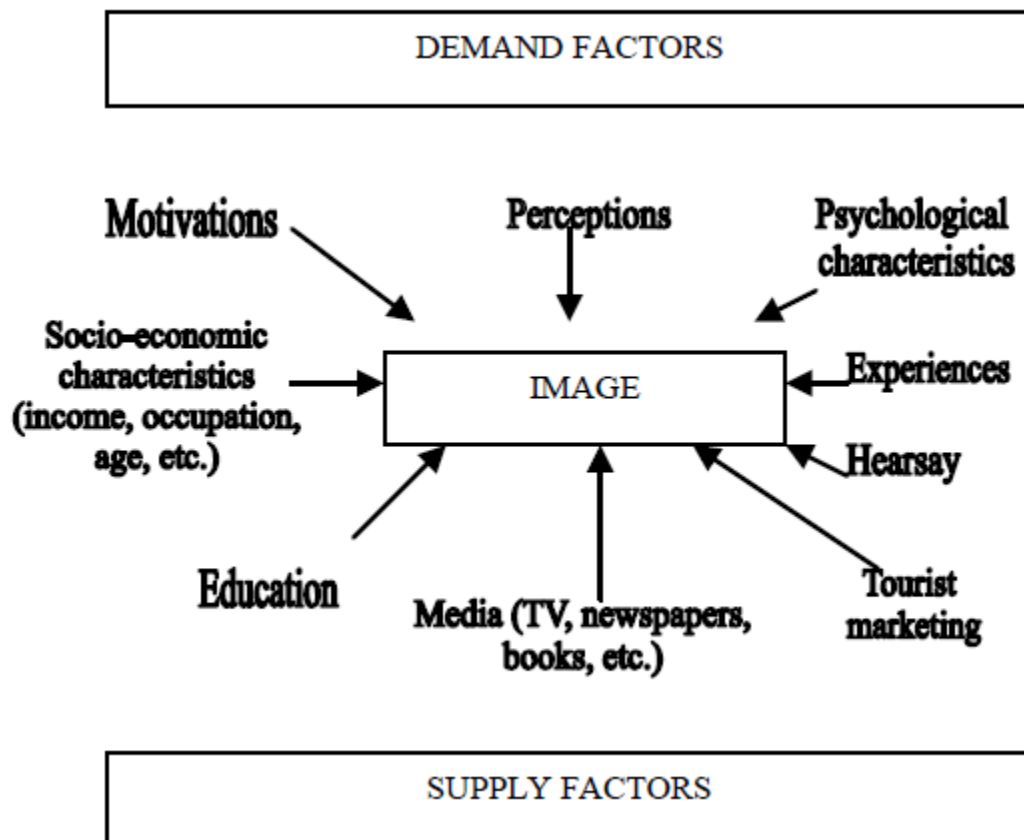
Figure 9: Stabler's model of tourism destination image formation (1988)

Source: Stabler (1988)

Another theoretical model was suggested by Gallarza et al., (2002) where tourism destination image is depicted as complex, multiple, relativistic and dynamic. The model intended to further develop our understanding of tourism destination image *"... when applied to tourist destinations and to aid selection of the best research methodologies for measuring the TDI construct"* (Gallarza et al., 2002: 57-58).

Complexity or "a complex" concept is one "which allows for more than one interpretation, or whose comprehension lacks a unique meaning" (Gallarza et al., 2002: 68). Tourism destination image complexity lies in the numerous definitions in the body of literature surrounding tourism destination image and its formation process and in the lack of agreement among researchers as to what constitutes tourism destination image and what types of reciprocal relationships exist among its components (see Baloglu and MacCleary, 1999; Dann, 1996). This issue is fundamental to the understanding of tourism destination image and is broadly investigated in section 2.5. The multiple nature of tourism destination image represents the existence of a variety of determinants that create the identity of a destination's image and the multidisciplinary approach required to understand its formation (Gallarza et al., 2002). The relativistic nature of destination image according to Gallarza et al.,(2002) refers to its subjective and comparative character, whereas the dynamic element reveals that image is dynamic and not static construct and changes over time (see Gunn 1972; Chon, 1991; Fesenmaier and MacKay 1996, etc.) and spatial distance (see Telishman – Kosuta, 1989). Gallarza's et al. study (2002) relied on a thorough review and discussion of previous theoretical and empirical works on tourism destination image formation and appealed for more unified conceptualisation and measurement of tourism destination images, but did not provide any empirical evidence of the reliability and validity of their concept. Also, due to its rather theoretical nature, it appears as more appropriate to assist researchers in the choice of research methods and data analysis techniques to understand and measure tourism destination image from different angles rather than destination marketers (Gallarza et al., 2002)

Literature Review	TDI Nature	Taxonomies

Cognitive, Affective or/and conative elements
Crompton (1979) Stabler (1988)
Embacher and Buttle (1989) Gartner (1993)
Baloglu and McCleary (1999) Dann (1996)

COMPLEX
TDI HAS AN ANALYTICAL DIMENSION

Figure 1 and Table 3 tridimensional format

Collective images vs personal impressions
Emabcher and Buttle (1989) Markin (1974)
Hunt (1975) Crompton (1979)
Lawson and Bond-Bovy (1977)

Need of considering 3 different variables

Multiple attributes (functional and psychological)

Selective images vs additive images
Reynolds (1985) Fakeye and Crompton (1991)
Crompton (1979) Kotler, Haider and Rein (1994)

Comparisons of different destinations for different subjects

Need of a Multidisciplinary focus on TDI
Bramwell and Rawding (1996) Baloglu 1997)

MULTIPLE
TDI HAS AN ACTION DIMENSION

Image as a multi-item construct or/and as a gestalt
Ahmed (1991,1996) Schroeder (1996)
Baloglu (1997) Carmichael (1992)
Reilly (1990) Echtner and Ritchie (1991,1993)

Figures 2 and 3 Satistical Procedures

Static and Dynamic Structure of TDI

Combination of complex statistical techniques

TDI varies accross people (segmentation)
Ahmed (1996) Baloglu (1997) Crompton (1979)
Fakeye and Crompton (1991)
Schroeder (1996) Sternquist (1985)

RELATIVISTIC
TDI IS A STRATEGIC TOOL

Different techniques choosen for different strategic purposes

TDI involves comparisons among objects (positioning)
Ahmed (1991) Haahti (1986) Goodrich (1982)
Gartner (1989) Guthrie and Gale (1991)
alantone et al. (1989) Oppermann (1996a,1996
Crompton et al. (1992)

Comparisons Tests among different samples

Time affects TDI
Gunn (1972) Gartner (1986)
Gartner and Hunt (1987) Selby and Morgan (1996)
Fesenmaier and MaCay (1996)

DYNAMIC
TDI IS A TACTICAL VARIABLE

Distance affects TDI
Crompton (1979) Telisman-Kosuta (1989)
Schroeder (1996) Sternquist (1985)

Legend:
Direct relation →
Indirect relation →

Figure 10: Gallarza's et al., theoretical model of tourism destination image formation (2002)

Source: Gallarza et al., (2002)

Beerli and Martin (2004) while building upon Baloglu and McCleary's concept (1999) described above, developed and empirically confirmed a model, which explains the degree to which a set of factors (primary and secondary information sources, motivation, level of experience with the destination and socio-demographic characteristics) affects the formation of destination's post-image.
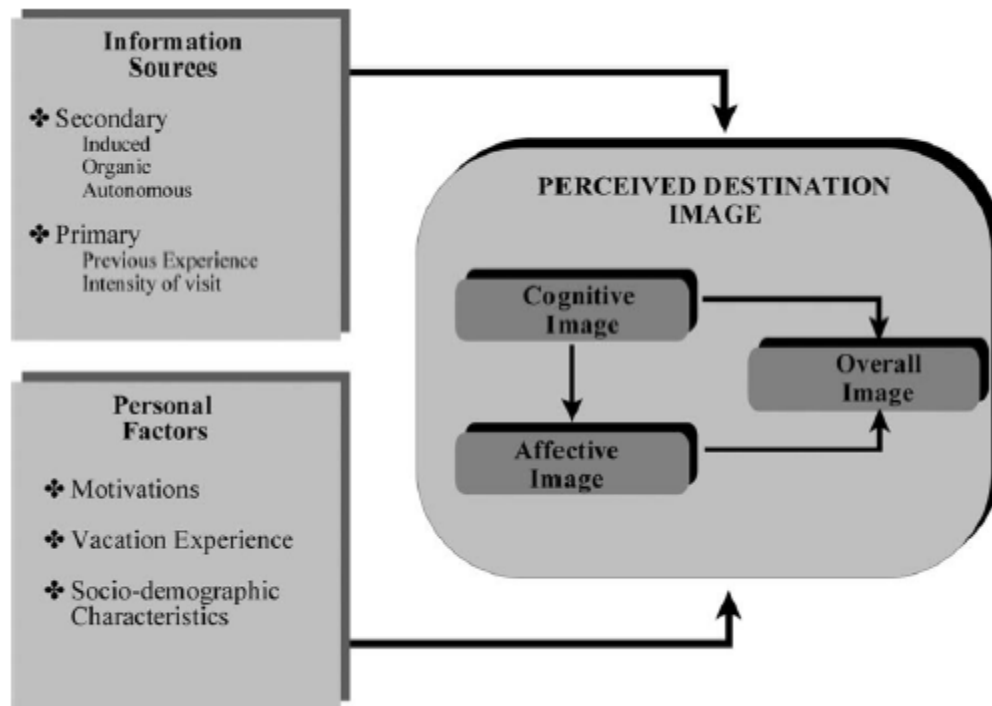
Figure 11: Beerli and Martin's Model of the Formation of Tourism destination image (2004)

Source: Beerli and Martin (2004)

The nature of this concept did not allow Beerli and Martin (2004) to investigate the pre-visit image of Lanzarote in order to assess the degree to which secondary and primary information sources and individual's socio-demographic and psychological factors contribute to an image modification.

Stylidis et al., (2010), on the other hand, overcame this shortcoming by proposing a model of islands' image consisting of "pre" and "post visit" tourism destination image and destinations' unique characteristics. The "pre" image is the image travellers' posit before actually visiting the island and is formed through information sources, self-image, socio-psychological factors,

motivation, demographic characteristics, personal experience, destination's marketing and travel intermediaries. The post-visit image is the output of the actual visitation, the intensity of visit, the psychological condition and the gap between visitation and expectation. These two image components are directly affected by the unique characteristics of the island, which are explained to be island's remoteness, culture, traditions, smallness, security, etc. and largely correspond with the cognitive image components discussed above. This model, however, lacks any empirical evidence and secondly does not consider the composite structure of tourism destination image and does not explain how its compound parts get affected by information sources, socio-psychological and demographic factors, travel motivations, etc on pre-visit and post-visit stage. More specifically, destination's "on situ" image is overlooked in this conceptual framework.
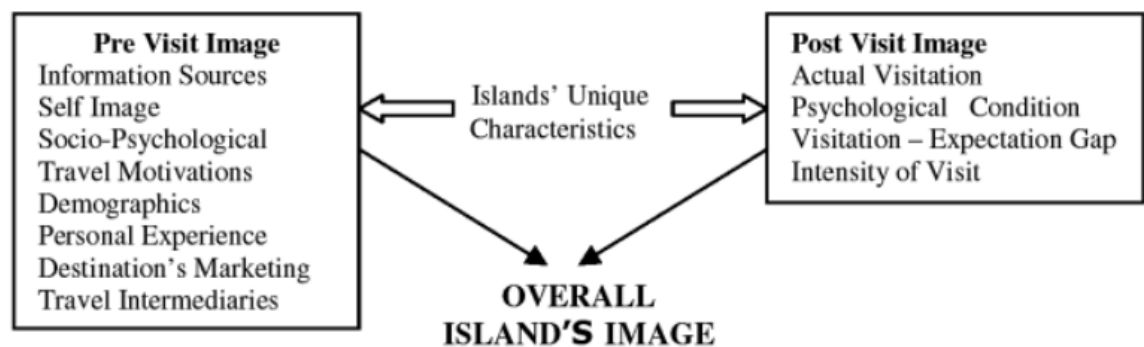
Figure 12: Stylidis' et al., Islands' tourism destination image formation model (2010)
Source: Stylidis et al., (2010)

Tasci and Gartner (2007) constructed a model comprising of tourism destination image and consumer behaviour, where tourism destination image is presented as a complex construct consisting of different types of information sources, supply side (the destination itself) and demand side (visitor's socio-demographic and psychological characteristics). These factors are grouped into controllable (marketing, strategy, positioning, promotion), semi-controllable (the image capital – historical, social, physical etc. characteristics of the destination) and uncontrollable (the perceiver's characteristics) inputs based on the degree of control exercised by the destination marketers. The tourism destination image is then linked to the

effects it has on pre-, during-, and post-trip consumer behaviour. This complex amalgam of image capital, image formation factors, tourism destination image, consumer behaviour and constraints on behaviour has not been empirically tested yet. This model was evaluated as not fully appropriate for this particular research as it incorporates elements, which are not subject to investigation (consumer behaviour, constraints on behaviour and destinations promotions). Again, as with the models evaluated above, it lacks explanatory power on the composite structure of tourism destination image and how the various determinants affect its composite parts. Nevertheless, Tasci and Gartner (2007)'s proposition of the interlink between the three-staged consumer behaviour (pre-visit; during visit; post-visit) and tourism destination image put forward the thought of three-staged tourism destination image reflecting the different consumer behaviour at the different stages.
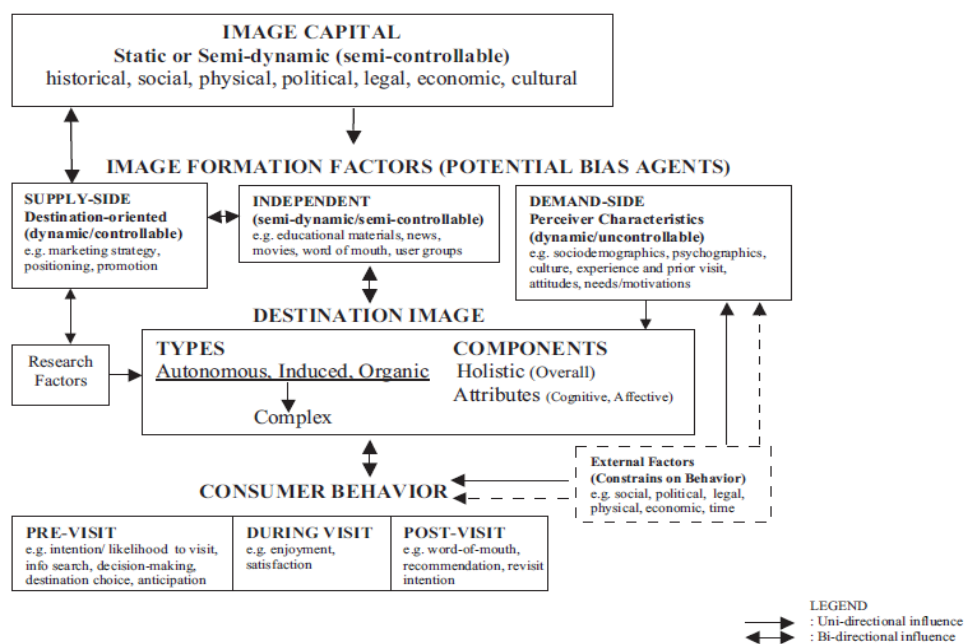
Figure 13: Tasci and Gartner's model of destination image and its' relationships (2007)
Source: Tasci and Gartner (2007)

2.5   Determinants of Destination Image

The factors depicted in the discussed models above as influential in the process of tourism destination image formation are considered in what

follows. These factors are grouped into internal and external factors, stimulus factors and tourists' characteristics (Baloglu and McCleary, 1999) or demand and supply factors (Stabler, 1988).

2.5.1 Previous Visitation

Since Gunn's (1972) proposition that there are differences between the image of a destination held by its potential visitors, repeat visitors and non-visitors, a substantial number of researchers and practitioners explored the affect of previous destination experience over tourism destination image (Chon 1991; Dann 1996; Pearce 1982a; Fakeye and Crompton 1991; Baloglu and McCleary 1999; Hu and Ritchie 1993; Milman and Pizam 1995; Phelps 1986; Baloglu and Mangaloglu 2000; Beerli and Martin, 2004; Tasci and Gartner, 2007; Gartner and Hunt, 1987; MacKay and McVetty 2002).

Gunn's idea received sufficient empirical support to infer that returned visitors tend to have more realistic, complex and differentiated images. Pearce (1982a) and Phelps (1986), for example, by comparing tourists' pre- and post-travel images uncovered that as a result of the actual visitation some differences occurred. Dann (1996), on the other hand, compared tourists' pre-travel and on-travel images and also discovered some differences between them. Post-visitors' images were also found to be more favourable than pre-visitors' images (Chon, 1991). Fakeye and Crompton (1991) analysed the images of potential visitors, first-timers, and repeat visitors to the lower Rio Grande Valley in Texas. Their findings suggest that images of non-visitors are significantly different from those of first-time and repeat visitors, but there are not many dissimilarities between the images of first-visitors and repeat visitors. They implied that, in fact, the first visit to a certain place is the most influential and most image-inducing one.

According to Baloglu and McCleary's empirical study (1999) previous experience is one of the stimuli factors that influence tourism destination images. Previous visitation, however, was found not only to positively affect tourism destination images, but also to positively affect the likelihood to revisit the same place (Milman and Pizam, 1995). Other researchers, though,

did not find any significant correlation between previous visitation and tourism destination image (Chen and Kerstetter, 1999; Young, 1999).

Apart from some minor inconsistencies in the research findings discussed above, it could be concluded that actual, first-hand destination experience results in more realistic image of it. The literature, however, does not unveil whether there are significant differences in the tourism destination image held by its first-time visitors, second-time visitors and frequent visitors. In other words, how many visits are required to saturate the tourism destination image in travellers' minds beyond which an image change is difficult to be recorded?

Previous experiences should also be considered in terms of previous visits to other, similar destinations within the country they are situated as it also might give some destination "pre-taste" and form perceptions that are different from those of tourists who have never experienced that country before. Mayo and Jarvis (1981) suggested and empirically proved that people are likely to generalise when thinking about destinations with similar characteristics. Gartner (1996), in a similar vein, showed that visitors' cognitive image component of a destination could be based on other destinations images. Still, there are insufficient up-to-date studies that focus on this generalization effect in the context of tourism industry.

In an attempt to fill these gaps in the existing body of literature, one question on number of visits to Linz was added in the questionnaire with the intention to statistically test the correlations between these determinants and Linz's image.

2.5.2 Information Sources

The intangible and experiential nature of tourism products is widely recognized in the literature. It engages consumers in an ongoing information search and synthesis and thus makes destination tourist images to become more important than reality (Leemans, 1994, Gallarza et al., 2002).

Therefore, information sources (also called stimulus factors by Baloglu and McCleary (1999), image forming agents by Gartner (1993) or internal (past experiences) and external information (travel agents, friends and relatives) by (Gursoy, 2011), are all considered as major image determinants in the literature and are incorporated in various models explaining the process of tourism destination image formation.

Moreover, various researchers unveiled that information sources, in general, take an important role in the travel decision making process (Fakeye and Crompton 1991; Gartner 1993; Woodside and Lysonsky 1989). Nevertheless, the body of literature pertaining to this topic is still lacking empirical studies that investigate the role different types of information sources play in the process of tourism destination image formation (Baloglu and McCleary, 1999; Beerli and Martin, 2004; Mackay and Fesenmaier, 1997). Goodall (1990) pointed out to the importance of a better understanding of the influence different information sources exert over tourism destination images in order to reach target markets more effectively and efficiently. This issue is, therefore, thoroughly investigated in this research.

In addition, nowadays, despite the significant presence of the Internet in people's lives, its role in the tourism destination image formation process still remains unclear (Li. et al., 2008). The Internet used as a source of information shows signs of differences compared to other information sources, such as easy access, up-to-date information, interactive communications (Bonn et al.,1999, Pan and Fesenmaier, 2006), and was therefore, recognised to have become the newest communication channel within the tourism industry (Law et al., 2004).

Gartner's (1993) detailed typology of tourism destination image agents is based on the level of control, penetration and credibility and is listed below as it was used to develop the set of information sources used in the research questionnaire.

　　　　Overt Induced I

Overt Induced I agents represent the traditional forms of advertising (television, radio, brochures, billboards, and print media advertising) attempting to create a particular image in the minds of prospective destination visitors (Gartner, 1993).

Overt Induced II

Information received or requested from tour operators and wholesalers represents the overt induced II category. Destination marketers can exercise some level of control over the type of disseminated information (Gartner, 1993).

Recent studies (Suarez, 2007) point out to the limited importance of induced agents (tour operators, travel agencies, brochures) in the process of tourism destination image formation, which is in a sharp contrast with the notion originated in the 1990s of the major role travel agencies play in the selection of a holiday destination (e.g. Baloglu and Mangaloglu, 2001; Gartner, 1993; Snepenger et al., 1990) and the consecutive positive effect they have on destinations images.

Several authors also support the notion that the Internet has lessened the significance of travel agencies as information providers (Barnet and Standing, 2001; Buhalis, 1998), which defies another stream of researchers advocating the important role of travel agencies and their potential to grow, since they can "collate, organize and interpret large amounts of data in a way that delivers the best value and the most exciting travel experiences for the customer" (O'Connor, 1999: 114). This argument was generally supported by Baloglu and Mangaloglu's findings (2001) showing travel intermediaries are a major information source that could influence tourism destination image. Frias et al., (2008), on the other hand, carried out a study aiming to provide a deeper insight into image determinants with a special reference to the competition between the use of the Internet and travel agencies as information sources. The results indicated that tourism destination image tends to be more positive when travellers rely only on the information provided by travel agencies and not on a combination of the Internet and the travel agencies.

Covert Induced I

The use of recognizable destination ambassadors (known celebrities) is an example of covert Induced I. This type of advertising endeavours to conquer the credibility issue inherited from the Overt Induced I category described above (Gartner, 1993). Nevertheless, there is no study on this image formation agent.

Covert Induced II

Covert Induced II consists of reports, stories about a particular place or articles, from supposedly independent sources with no obvious interest in developing an increased demand for a particular destination. Familiarization tours for travel writers or special interest media groups are the vehicle used by many destination area promoters to project a particular image through the writings of the people who are hosted (Gartner, 1993).

Autonomous

Autonomous agents are reports, documentaries, movies, and news articles produced by independent authors or organisations (Gartner, 1993).

According to Suarez (2007) autonomous information sources (newspapers, and television), which represent the most important source of information, were also frequently selected by travellers as primary sources of information in the process of tourism destination image formation. Gartner and Shen (1992) not only confirmed the notion that autonomous agents can have an effect on tourism destination images, but also suggested that their effect is more immediate than the effect of other information agents; nevertheless   it still depends on the media coverage and events' importance.

Unsolicited Organic

Unsolicited information received from people who have visited the destination, or believe to know it. Dinner with friends, discussions during business meetings or wherever the topic of conversation focuses on a specific place results in unsolicited organic image formation (Gartner, 1993).

Suarez's (2007) study provided support for Beerli and Martin's (2004) conclusion that organic agents such as own experience are essential information sources and were the second most significant source of information that participants acknowledged to have used after the Internet.

Solicited Organic

For example, "word of mouth" was found to have a direct effect on destination's overall image in the study of Baloglu and McCleary (1999). This result was not confirmed by Boo and Busser's (2005) and nor by Kim and Park's works (2001). Moreover, Beerli and Martin (2004) discovered that advice from friends or relatives is in a relationship mainly with the affective domain, whereas the autonomous agents mainly influence the general and touristic infrastructures. Suarez (2007), in opposite, despite his recognition of the cognitive-affective nature of the tourism destination image and incorporated attributes related to feelings and emotions used to characterise Galicia (Spain) as a tourist destination in his study, did not investigate the correlations between this domain and different information sources. Nevertheless, he discovered that "friends and relatives" (organic source) and "tourist brochures" (induced source) as sources of information of a statistically significant importance for the formation of the cognitive domain of tourism destination image.

Organic

The final end of the image formation continuum is labelled Organic and includes collected information about a destination based on previous, first-hand experiences of the destination (Gartner, 1993). The positive relationship between experience and destination image was identified and described by Baloglu and McCleary, (1999), Vogt and Andereck (2003), Milman and Pizam (1995) and Chon (1991) and was discussed above. Yet, there is a lack of a substantial body of research over previous experience as an information source and its impact upon the destination "on site".

Gartner (1993) and Govers et al., (2007) proposed that diverse image formation agents change the tourism destination images in different ways. Moreover, information sources different from tourism promotion have been

found to be much more important for the formation of a tourism destination image (Govers et al., 2007). Hanlan and Kelly's (2005) research, for example, shows that the formation of respondents' image of Byron Bay (Australia) was influenced by word-of-mouth and autonomous independent information sources and not by the mass media. However, due to the fact that these studies defined tourism destination image holistically without considering its composite structure, the level of influence different information sources have over cognitive and affective image dimensions was not taken into consideration.

Even though the studies conducted to date on this issue show somewhat inconclusive results, most researchers appear to concur that the affective aspect of image is harder to change via external information. Gartner (1993), Holbrook (1978), Um and Crompton (1990) and Woodside and Lysonski (1989) came to the conclusion that the amount or type of information has an impact over the cognitive image of a destination, but not over the affective evaluation of it.

The results of these studies were only partially supported by Baloglu and McCleary (1999) who found that the sort of information source significantly influences perceptual/cognitive evaluations of destinations, yet in a limited way. In addition, in Kim and Park's study (2001) information sources were found to be in a direct relationship with both cognitive images and affective images. Beerli and Martin (2004), on the other hand, confirmed that induced, organic and autonomous information sources exercise a significant level of influence over destinations cognitive image components, but analysed only the effect of previous experience (organic source) over the affective tourism destination image domain.

In sharp contrast with the above findings, are the results of Li et al., (2008) study on the tourism destination image formation of China. It was empirically proven that only the effective domain of China's image was modified in a positive way after respondents gathered online information about China as a tourist destination. A possible explanation of this new and contrasting to what has already been discovered in this area phenomenon could be the specific nature of the Internet (dynamic and interactive), which enables websites to

convey affection-related information more successfully than conventional (off-line) type of information (Kim and Fesenmaier, 2008). Li et al., (2008) also indicated that while it is easier for destinations marketers to bombard visitors with "hard facts" about a destination, consumers do not easily absorb such information and use it to change the way they evaluate the cognitive part of tourism destination images.

Boo and Busser's research (2005) refute empirically the above discussed outcomes of previous studies and conclude that information sources are neither in a relationship with the cognitive nor with the affective components.

This inconsistency among existing studies calls for a research incorporating all information sources identified in the literature and the degree of power they exert in the process of shaping destinations cognitive and evaluative image dimensions in individuals' minds. Another lacuna in the existing knowledge is the degree to which information sources used to inform the initial, pre-travel image of the destination penetrate to the "on site" destination image and influence the way people evaluate it.

2.5.3 Familiarity

Both previous experiences and information sources (sometimes called level of knowledge) are frequently used to describe visitors' level of familiarity with the destination. As it was discussed above (see section 2.5.1 and section 2.5.2) these two factors were found to be in a direct relationship with tourism destination images. Crompton (1979), for example, suggests that image dissimilarities might be caused by the varying levels of respondents' knowledge of destinations, whereas Pearce (1982a) and Dann (1996) argue that previous experience modifies destinations perceptions. Thus, first-hand experience is likely to shape visitors' images of a destination and the activities available there (Marino, 2008). The majority of studies, however, depict familiarity as one-dimensional construct consisting of previous experience (Pearce, 1982a, Dann, 1996, Milman and Pizam, 1995) or level of knowledge and use of information sources (Crompton, 1979), whereas only a few studies examine it as a two-dimensional construct consisting of knowledge level and previous experience with the destination.

Fridgen (1987), therefore, calculated a familiarity index by including both knowledge level and previous destination experience and proved empirically that familiarity is positively related with tourism destination images, which was subsequently confirmed by Yang et al., (2009). The technique used by Fridgen (1987), however, was criticised for being subjective as he applied self-rated scales to measure the degree of familiarity (Park et al., 1994). Baloglu (2001) overcame this weakness as he calculated a destination familiarity index by using experiential (previous experience) and informational familiarity and where he relied on number of information sources used and amount of previous visits and not on respondents' subjective evaluation of their familiarity. Baloglu (2001) also argues that from theoretical and practical point of view, familiarity should be calculated as multidimensional rather than one-dimensional, because the use of prior experience to define and measure familiarity is not sufficient to capture the familiarity level of travellers with a specific destination. His findings suggest a positive relationship between familiarity and image - that the higher the familiarity level, the more positive the tourism destination image. Nonetheless, Baloglu's (2001) study is not free from weaknesses. His sample was split into non-visitors, first-time visitors and repeat visitors, while the latter could have been expanded to different multiple visitor groups such as 3, 4, 5 times depending on the sample distribution. Secondly, in the information sources he did not include the "word of click" or the Internet as a possible option to gather information about Turkey. These shortcomings call for further studies on familiarity with destinations that resulted from variety of sources and the number of previous, first-hand experiences with the place. As it was argued above, the literature does not disclose how many visits are required to saturate the tourism destination image in travellers' minds beyond which an image change is difficult to be made.

2.5.4 Motivations

Crompton and McKay (1997: 427) define motivation "as a dynamic process of internal psychological factors (needs and wants) that generate a state of tension or disequilibrium within individuals". Tourist motivation is broadly

acknowledged as an amalgam of tourists' needs and desires that influences their predisposition for travelling (Meng et al., 2008).

Several different concepts have been used in the literature to define and classify individual motives – Maslow's hierarchy of needs, the escape-seeking dichotomy suggested by Iso Ahola (1980, 1982) and the theory of push-pull factors (Dann, 1977). Nonetheless, Pearce (1982a) argues that none of these frameworks could explain tourists' behaviour on its own. Moreover, it is also recognized that trips for pleasure are very unlikely to be the result of a single motive (Crompton, 1979; Uysal et al., 1993). For example, a tourist might simultaneously want to interact with his/her family and to strive for cultural enrichment (Crompton and McKay, 1997).

Dann (1977, 1981) and Crompton's (1979) push and pull concept is frequently adapted in tourism studies to explain the motives underlying tourist behaviour. Push factors, according to this theory are internal forces that force individuals to travel, whereas pull factors are external to individuals and guide them towards the process of destination choice. Therefore, it could be said that push factors are linked to the travellers' emotions about the trip (Goossens, 2000). Escape, relax, entertainment, social interaction, knowledge or prestige are examples of push factors used in tourism to explain travellers' motivation (Baloglu and McCleary, 1999; Beerli and Martin, 2004; Martin and Bosque, 2008; Zhang and Lam, 1999). Beerli and Martin (2004), for example, used four major groups of motivations: knowledge, relaxation, entertainment and prestige. Zhang and Lam (1999), on the other hand, included 22 motives in their study which were grouped into five categories: knowledge, prestige, enhancement of human relations, relaxation and novelty. Kozak's (2002) factor analysed 14 items describing travellers' psychological motivation and split them into four dimensions: culture, pleasure seeking, relaxation and physical, and suggested that the motives for visiting a destination differ based on respondents' country of origin. Baloglu and McCleary (1999) identified relaxation/escape, knowledge, social, prestige, excitement/adventure, whereas Martin and Bosque (2008) discussed leisure (e.g. to seek adventures, to live exciting experiences), physical motivations (e.g. to take rest/to relax), knowledge (e.g. to discover

new places) and social interaction (e.g. to meet new people) as major motivation groups in their study.

The escape-seeking dichotomy proposed by Iso-Ahola and the theory of pull-push factors are seen as interconnected. The escaping and seeking that Iso-Ahola discusses in his work (1980, 1982) are "two motivational forces...: (1) the desire to leave the everyday environment behind oneself, and (2) the desire to obtain psychological (intrinsic) rewards through travel in a contrasting (new or old) environment." Iso-Ahola (1980) also argues that tourists go on a holiday because this behaviour "provides certain intrinsic rewards, such as feelings of mastery and competence, and helps them leave the routine environment behind themselves" (p. 258). The escape-seeking dimensions are, therefore, parallel to the push (escape) and pull (seeking) factors discussed above.

Getz (1991) used Maslow's (1943) hierarchy of needs as a theoretical basis to justify his categories of motivation. He distinguished between physical, interpersonal or social and personal travel motivation. Maslow's hierarchy of needs postulates that individuals' motivations are in a hierarchical order of five stages where individuals cannot move onto the next level without fully satisfying the needs on the previous one. The lowest level, which deals with biological needs, is followed by safety and security needs. On the third level relationship and extension needs are positioned, whereas special interest and self-development needs, fulfilment and self-actualization needs are on the fourth and fifth levels, respectively.

For this particular study, however, attention has to be paid not only to general motivations to travel but also to the motivations for experiencing cultural activities as the data was collected during the European Capital of Culture in 2009.

Uysal et al., (1993) distinguished between five categories of motivation of special events visitors: escape, excitement/thrills, event novelty, socialization, and family togetherness. Mohr et al., (1993) confirmed the results of the former study by deriving the same five motivation domains. Nevertheless, Crompton and McKay (1997) found four other domains:

"cultural exploration, regression, known-group socialization, and external interaction/socialization" (p. 438), which had not previously been reported in the festivals literature and enriched in this way Mohr's et al., (1993) and Uysal's et al., (1993) findings. Therefore, it can be concluded that, in fact, six motivation domains should be used to investigate festival motivations: "cultural exploration, novelty/regression, recover equilibrium (rest and relaxation/escape), known-group socialization, external interaction/socialization, and family togetherness (enhancing kinship relationships)" (Crompton and McKay, 1997: 438).

Silberberg (1995) on the other hand, launched four levels of cultural tourists' motivation (see Figure 14), arguing that "just as not every cultural product is willing, ready or able to attract tourists, not every person is interested in culture" (Silberberg 1995: 362). At the centre he positions the smallest segment consisting of people that are greatly motivated by culture – to visit museums, cultural festivals, etc. In part, tourists are only partly motivated by culture. For example, they travel to the destination for cultural opportunities and to visit friends/relatives. Adjunct level of motivation includes people whose interest in culture is in addition to another major motivation. Finally, accidental tourists are not motivated by culture in their travels and would not plan a visit to a cultural attraction under any condition. Silberberg's model also recognises the role promotion plays in boosting consumer motivation to take part in cultural activities.
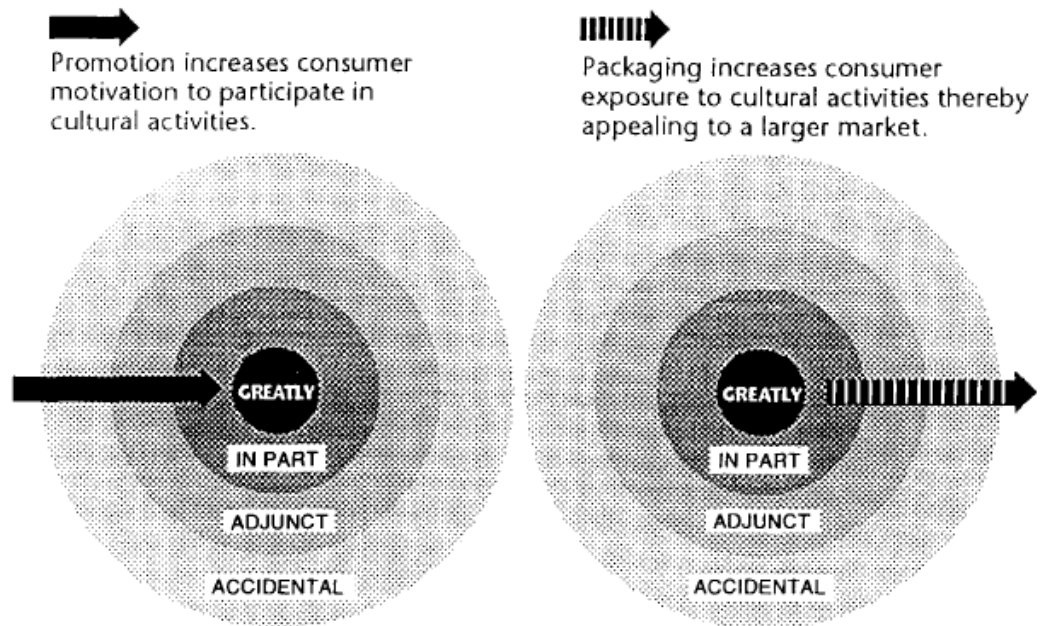
Figure 14: Levels of motivation for cultural tourism
Source: Silberberg (1995: 362)

Another form of categorisation based on visitors' motivation was developed by Richards (1996b) where the cultural market was split into "general tourists" who look for different types of experience and "specific cultural tourists" who are only interested in participation at cultural activities.

McKercher and du Cros (2002), more recently, proposed five types of cultural tourists by relying on the importance of cultural activities in the decision making process and the level of depth of the experience sought (see Figure 15).
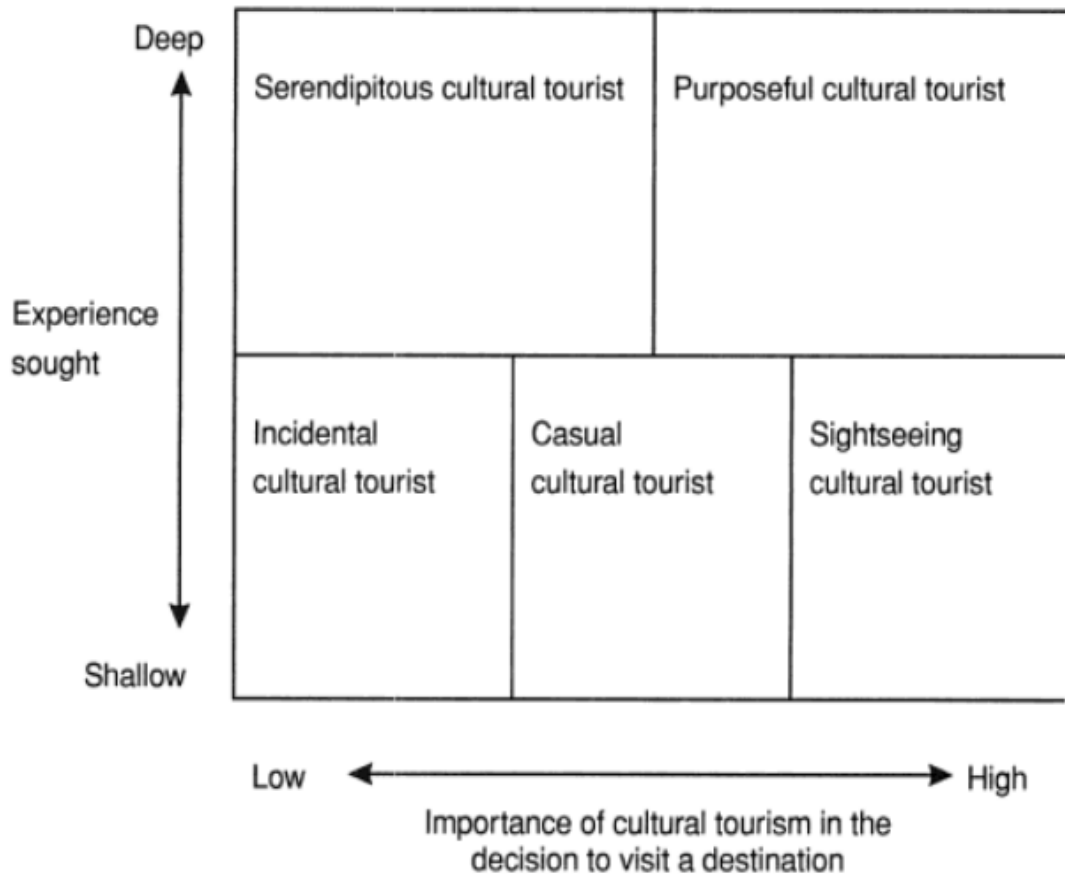
Figure 15: McKercher and du Cros' Cultural Tourist Typology
Source: McKercher and du Cros (2002:140)

- Purposeful cultural tourists visit a particular destination for cultural tourism mainly and the experience they have is deep.
- Sightseeing cultural tourists also visit a particular destination mainly for cultural activities, but the experience is more shallow.
- Serendipitous cultural tourists do not travel to satisfy their "hunger" for cultural activities, but end up having a deep experience after participating.
- Casual cultural tourists are less likely to have culture-related motive to visit a destination and the experience that he/she has is shallow.
- Accidental cultural tourists do not travel pushed by interest in culture, but still take part in some cultural activities and have rather shallow experience.

McKercher and du Cros (2002) also indicate that depending on motivation for travel and the trip itself, an individual could be placed in all five categories of a cultural tourist. For example, someone travelling mainly to visit an art gallery could be identified as a purposeful or sightseeing cultural tourist, but if the same individual goes on a family holiday that includes a cultural element he/she could be labelled as a casual or incidental cultural tourist.

Lohmann and Mundt (2001:219), on the other hand, consider education as "the most important variable to determine the propensity to any kind of cultural tourism" and have proposed six types of cultural travellers:

People on strictly educational trips:

- Classical learning travels,
- Tourists visiting festivals, recitals, art exhibitions,
- Travels for the purpose of having a cultural experience,
- Tourists who are also interested in culture (visit cultural sites and/or events during their holidays),
- Business travellers who take the opportunity to enjoy some cultural activities.

Motivations are considered to be a vital factor in models illustrating the process of tourism destination image formation (Stabler 1990; Um 1993; Um and Crompton 1990), because as Baloglu and McCleary (1999) note tourism destination image is related to the benefits sought, or in other words, it is related to the travellers motivations, which in turn influence pre-travel and post-travel tourism destination images (Mill and Morrison 1992; Martin and Bosque, 2008). Moutinho (1987), indeed, showed that motivations influence in conscious or unconscious ways destinations' pre-visit images. Therefore, there is a notion in the literature that motivations have a direct effect over tourism destination image affective dimension (Beerli and Martin, 2004; Dann, 1996; Gartner, 1993; Walmsley and Jenkins, 1993; Baloglu, 1997; Martin and Bosque, 2008). People with different motivations to travel, however, might have similar destination affective images as long as their perceptions of the place satisfy their needs (Beerli and Martin, 2004; Baloglu and McCleary, 1999; Beerli and Martin 2004).

If destinations' cognitive attributes affect their evaluative (affective) domain which was found to be influenced by individuals' psychological characteristics, then motivations and cognitive (attribute-based) image elements are also in a direct relationship. This issue represents a significant lacuna in the tourism literature, thus, the current study investigates the degree to which respondents' motivation to visit Linz affects its cognitive and affective image domains in the context of the European Capital of Culture Event. The current study also aims at unveiling whether there is a relationship between motives for travelling and "on site" destination images. Moreover, the reason to visit Linz because of the European Capital of Culture Event and its effect over Linz's destination tourism image is also part of this study since the literature is rather silent as to what degree major cultural events pull people to travel and shape cognitive and affective tourism destination images.

2.5.5 Socio-Demographic Characteristics

Not only previous experience and information sources, but also visitors' socio-demographic characteristics are believed to take part in the process of tourism destination image formation and have been broadly explored in the literature, because as Mayo and Jarvis (1981: 42) assert, "no two people see a destination in exactly the same way". In a similar way, travellers' tourism destination image assessments depend on age and social class (Pearce, 1982b). Um and Crompton (1990) also suggest that beliefs about destinations' attributes are shaped by the external stimuli (e.g. information sources) affecting the individuals, but the nature of those beliefs fluctuates based on the individuals' internal factors.

Various studies have discussed the influence of age (MacKay and Fesenmaier, 1997; Walmsley and Jenkins, 1993; Baloglu, 2001; Baloglu, 1997; Beerli and Martin; 2004), gender (Walmsley and Jenkins, 1993; MacKay and Fesenmaier, 1997; Chen and Kerstetter, 1999), household status (Chen and Kerstetter, 1999), education (Chen and Kerstetter, 1999; Rittichainuwat et. al., 2001; Stern and Krakover, 1993), income (MacKay and Fesenmaier, 1997), geographic distance or country of origin (Beerli and

Martin; 2004; Rittichainuwat et al., 2001; Chen and Kerstetter, 1999; Fakeye and Crompton, 1991; Hunt, 1975; MacKay and Fesenmaier, 2000) and marital status (Baloglu, 1997; Rittichainuwat et al., 2001) on tourism destination image, but with some inconclusive results. Besides, the role of socio-demographic characteristics as a determining factor on tourism destination image is analysed only on its pre-visit stage, whereas the impact they might have on the way people perceive destinations once they actually experience them has not yet been investigated.

There appears to be an agreement in the literature that destination/country of origin has a significant impact over tourist destinations perceptions. According to Hunt's empirically supported study (1975), tourism destination image is partly affected by the spatial distance between the country of origin and the destination, because individuals are more likely to have visited destinations close to their countries of origin or regions, or to have passively gained information about them through the mass media and friends or relatives. Beerli and Martin (2004) and Hsu et al. (2004) confirmed that the distance from a destination significantly affects its attribute-based and affective-based components of image. Respondents living far away from a destination were found to lack a vivid image of it (Reilly, 1990). Similar results shows the Fakeye and Crompton' study (1991) in which differences caused by the distance in terms of infrastructure, food and friendliness of the locals were found.

On the other hand, the studies dealing with the rest of the socio-demographic image determinants show somewhat inconsistent results. Baloglu (1997) analysed image dissimilarities of the United States based on socio-demographic characteristics of West German tourists and suggested a few image differences due to age, marital status and occupation, but not due to gender, level of education and income. Baloglu (1997) has made the point that education does not significantly shape tourism destination images. His findings were supported by Boo and Busser (2005) who have come to the same conclusion. Walmsley and Jenkins (1993) discovered that affective evaluations depend not only on gender, but also on age. The former was

refuted by Hui and Wan (2003), whereas the latter was confirmed by Boo and Busser's study (2005).

Despite Baloglu and McCleary' suggestion (1999) that age and education seem to be major factors in the process of tourism destination image formations, their findings suggest that age does not have a significant influence over the affective image dimensions, but over the perceptual/cognitive image dimensions. Their results also only partially support the hypothesis that education significantly influences both affective and cognitive image components as it was shown that only a moderate relationship exists between respondents' education and attribute-based evaluations in terms of value/ environment. Similarly, Stern and Krakover (1993) also found some variations in respondents' cognitive, affective and overall tourism destination image to exist due to different educational level.

Beerli and Martin (2004) found a positive relationship between the affective image domain and female visitors and between the cognitive domains and age – the higher the age, the better the image. The affective domain, however, was found to be in a negative correlation with education – the higher the level of education, the lower the evaluations of this image element.

Enough evidence exists in the literature to conclude that socio-demographic characteristics exert an impact upon "pre-travel" destinations' images, but if Mayo and Jarvis (1981: 42) ascertained that "no two people see a destination in exactly the same way", then it could be concluded that the extent to which socio-demographic sources affect destinations "on site" images has not been investigated in the literature.

2.5.6 Trip Characteristics

Recently, little research has been done to assess the impact of trip characteristics on tourism destination image. Fridgen (1984), for instance, suggested that there may be a relationship between tourism destination images and trip features such as length of stay. Baloglu, in the late nineties (1997), unveiled that there are variations in the USA image as a destination caused by trip characteristics. The trip variables used in his study include the

season of the trip, the party size and the trip companion. Another trip-related variable studied by tourism destination image researchers is the length of stay. Fakeye and Crompton (1991) concluded that long-stayers have better tourism destination image than short-stayers as they found significant differences in terms of tourism destination image between long-stayers (over 8 weeks) and short-stayers.

A study conducted by Vogt and Andereck (2003), on the other hand, investigated the level of change in the holidaymakers' destination perception during their holidays. Destination knowledge was used to measure the cognitive attributes, whereas destination desirability represented affective evaluations of the destination. Previous destination experience and holiday duration were examined as independent variables in several ANOVA tests to measure the level of change. The findings showed that previous experience had a significant effect on increasing destination knowledge. Desirability, on the other hand, showed only a minor change, which could be explained by previous experience or length of stay. Therefore, it could be concluded that even though the affective image domain is generally strong before the beginning of a trip, it is hard to get affected and modified during a trip, whereas the cognitive image domain picks up during the duration of the visit.

This grey area in the tourism literature closely related to tourism destination image is further investigated in this research.

2.5.7 Number of Activities at the Destination

The relationship between the number of activities at a destination and tourism destination image is another area that has not attracted sufficient researchers' attention yet, and is still not well understood. However, despite the lack of research interest, it is conceivable that in addition to previous visitation, trip characteristics, information sources, socio-demographic characteristics and motivation, number of activities undertaken by the tourists at the destination can affect tourism destination image. Ashworth (1989) argues that there is a relationship between tourism destination images and activities travellers hope to engage in at the destination. Also the findings of Fakeye and Crompton (1991) indicate the existence of such a relationship.

They found that the longer tourists stay, the more things they do and the more differentiated images they have. Thus, the literature is inconclusive on whether, and to what extent, the number of activities (e.g. number of visited museums, galleries, events, etc.) impacts upon the formation of a tourism destination image. Besides, the limited number of existing studies does not acknowledge the destination's image composite and multidimensional nature.

2.5.8 Behavioural Intentions

For the market saturated with destinations, loyalty is an enormous issue – loyal holidaymakers provide stable profit and reduced marketing costs as it is much cheaper to retain existing customers, then to target new markets (Korte, 1995). Repeat visitors are also considered to be destinations ambassadors and to provide free advertising to fellow travellers (Oppermann, 2000). Therefore, it is crucial to understand the correlation between tourism destination image and behavioural intentions. Several researchers have suggested that behavioural intentions are suitable indicators of place loyalty measurement and empirically examined the relationship between tourism destination image and people's intention to recommend (Ross, 1993; Bigne et al., 2001) or revisit particular destinations (Court and Lupton, 1997; Bigne et al., 2001; Alcaniz et al., 2009). Two decades ago, Ross (1993) found that there is a link between positive image and intention to revisit the destination. His findings were supported by Court and Lupton (1997) as they discovered that the positive image of New Mexico positively influenced respondents' intention to re-visit the destination in the near future. More recently, Bigne et al., (2001), Alcaniz et al., (2009) and Chen and Tsai (2007) also confirmed that the more favourable the tourism destination image, the higher the probability that the tourist will return to or recommend the destination.

Furthermore, Konecnik and Gartner (2007) discuss two types of destination loyalty - behavioural and attitudinal. The first category (affecting travellers' behaviour) suggests that previously gained experience with the destination affects destination choice, whereas the second one is based on the

traveller's attitude towards a particular destination and affects their intention to visit or suggest the destination to others. More specifically, the attitudinal loyalty might not result in re-visitation, but could still act as a "word of mouth" disseminator.

The existing studies in this area perceive tourism destination image as a uni-dimensional construct (overall image) and have not conducted any statistical tests on the relationship between behavioural intentions and destination's cognitive and affective domains. Besides, loyalty is perceived as an intention to return, recommend or both, but no satisfactory results are provided to explain which components of tourism destination image cause "non-loyalty". The answer to this question is of a major importance for destination marketers aiming to convert non-loyal visitors into repeat visitors and destination ambassadors.

This analysis and critical discussion shows that research findings on tourism destination image determinants are often competitive and similarities between them are exceptional, thus, failing to provide a generally accepted conceptual framework showing the whole set of image determinants existing in the literature, and their impact on the process of tourism destination image formation. Furthermore, the fragmented character of the existing literature is a consequence of the different stages of tourism destination image formation at which the studies were conducted. For example, while some studies deal with tourism destination image before actual visitation, others investigate the post-trip travellers' behaviour and the degree of loyalty they develop towards the visited destination. Last, but not least, despite the multidimensional nature of a tourism destination image, a substantial number of studies focuses only on its cognitive components, or treat it as a whole, overall impression of a place, disregarding its composite structure.

The models described above have attempted to support a thorough understanding of the tourism destination image formation process and to provide theoretical and empirical evidence for their robustness. Even though the principles of an image are suggested to be transferable (Hunt, 1975) as are many other concepts and theories sampling issues (type, size, characteristics and consequent representativeness), limited level of possible

generalisation, methodological concerns including secondary and primary sources of attribute-based measurements of tourism destination image are sources for weaknesses and limitations. Baloglu and Brinberg's work (1997), for example, despite its quantitative nature, used a small sample of students who are not representative of the entire population of interest. Similar issues were identified in MacKay and Fesenmaier (2000), Tapachai and Warysak (2000), and Chen and Kerstetter's works (1999).

2.6   Destination Brand and Identity

The concepts of destination brand and identity are beyond the scope of this thesis, however, since they are closely related, but still different from the concept of tourism destination image, a short overview of the main differences is provided below.

Despite the fact that destination brand is in its infancy stage of development as a concept in the tourism studies, it has already called for a dispute regarding the differences between "destination brand" and "tourism destination image" (Tasci and Kozak, 2006). For Pritchard and Morgan (2001), for example, destination branding is very much linked to tourism destination image, whereas according to Cai (2002) image constitutes the core of branding, but it is not the same. Support for Cai's claim (2002) was provided by Pike (2009) who sees tourism destination image as an antecedent of destination branding. Besides, Jamrozy and Walsh (2008) proposed that tourists perceive tourism destination images, whereas destination brand:

...is the holistic reputation a tourism destination has achieved... .[it] may be based on a core identity that is identified by the residents. The brand/destination image may then be reflection of how well that identity is represented through marketing strategies.

(Jamrozy and Walsh, 2008: 134)

Therefore, developing a destination brand can be related to tourism destination image management which requires good knowledge of destination resources, potential visitors' needs and wants, and competitor destinations images in order to position a destination on the travel market

(Scott et al., 2000). More specifically, destination brand is a mixture of elements that are consistent and reinforcing each other, such as name, logo, sign, symbol, slogan, package, etc. which is used to identify and distinguish a destination from its main competitors (Cai, 2002). Destination identification could be achieved through a destination's tangible (e.g. beaches, landscape) and intangible attributes (e.g. culture, history), while destination differentiation is achieved based on the meaning and attachment it has for its visitors (Qu et al., 2011).

Brand identity is another concept causing confusion as to what degree it differs from tourism destination image. The relationship between these concepts is recognised to be a reciprocal one - brand identity is positioned at the senders' side (destination marketers) and tourism destination image is perceived by the potential visitors (Kapferer, 1997). Visitors build a tourism destination image based on what the sender transmits to them, whereas the sender creates brand identity based on their knowledge of the visitors' image of a destination (Qu et al., 2011).

2.7   Conclusion

The foregoing critical review clearly demonstrates the complex, multidimensional, and multidisciplinary structure of tourism destination image. It has been observed that despite the wide spectrum of theoretical works or empirically supported studies, still there is no generally accepted definition and conceptual framework of tourism destination image formation, even though many researchers have devoted their time to develop a better understanding of this multifaceted phenomenon.

The reading of the literature on tourism destination image formation models and tourism destination image determinants also showed the importance of splitting its formation process into different levels (a priori, on situ and a posteriori) where the series of image determinants influence the cognitive and affective components at each level, but in a different way and with a different strength.

Tourism destination image "a priori" could be seen as individual's mental representation of the place with or without having physically experienced it. The "on situ" tourism destination image gets shaped during the time of the actual tourists' destination experience and the "posteriori" image is the image, which stays with the individual once the experience is over and influences their post-trip intentions such as revisit and recommendation as in Tasci and Gartner's model (2007). Besides, even if a determinant might be dominant at one particular point (e.g. information sources at "a priori" level), its dominance might increase with the emergence of another determinant (e.g. motivation) or retire with the move onto the next stage ("on-situ" image). This changeable nature of image determinants is not well investigated in the literature.

There are sufficient studies, the majority of them contradictory though, discussing the "a priori" and "posteriori" tourism destination images, while the middle stage, or the "on situ" tourism destination image and its determinants is still lacking rigorous analysis and understanding.

Chapter Three: The Importance of Cultural Tourism and the European Capital of Culture Event

3.1. Introduction

The number of destinations hosting special events and the European Capital of Culture in particular as part of, or an enhancement to their tourism products, is growing. Such events have become a major element of destination marketing and are set to accomplish various roles for a particular destination. Most of the research studies, however, focus on the economic impact only of special events and the European Capital of Culture Event. This chapter gives a brief overview of the importance of cultural tourism for tourist destinations along with the profile of the "cultural" visitors, since the European Capital of Culture Event is a representative of a cultural tourism – it provides pure cultural experience and attracts visitors with interests in culture. The chapter also sheds light over the European Capital of Culture Event origin and history and some of the most prominent European Capital of Culture case studies. The diversity of events impacts on host destinations is highlighted at the end of this chapter.

3.2. Cultural Tourism and its Importance

Cultural tourism is recognised as one of the biggest and fastest growing sectors of global tourism by the WTO (2005) and is also considered as the oldest type of tourism. About twenty centuries ago, Roman philosopher Seneca stated that "men travel widely to different places seeking different distractions because they are tired of soft living and always seek after something which eludes them" (Cabezas, 2000: 45). Cultural tourism is argued to have "…a variety of meanings" (Tighe, 1985: 234), which consequently affects the significant number of conflicting each other definitions in the literature (Kastenholz et al., 2005; Medlik 2003).

Richards (1996: 99) even argues that "cultural tourism is a difficult concept, partly because of its potentially wide scope, but also because the term "culture" itself has many possible meanings".

This research adopts Medlik's (2003) definition of cultural tourism as:

> special interest holidays (vacations) essentially motivated by cultural interests, such as trips and visits to historical sites and monuments, museums and galleries, artistic performances and festivals, as well as lifestyles of communities.
>
> Medlik (2003: 48)

Apart from these conceptual difficulties, cultural tourism is considered unconditionally as a factor for prosperity and hence for economic development. Cultural tourism is seen also as a way for urban cities revival, whose heritage restoration and new cultural facilities have become a way to set them apart from other cities and a cause for altering their city image (Herrero et al., 2006; Kastenholz et al., 2005). Arts and cultural industries have been progressively exploited particularly by declining cities more as successful way of city marketing (Bianchini and Parkinson, 1993). Therefore, culture-led strategies started to play more essential role in cities' regeneration plans.

3.3. The European Capital of Culture Event: Brief origin, history and analysis of importance

The initiator of the European Capital of Culture Event is Mrs. Melina Mercouri - a former Greek Minister of Culture and the first European Capital of Culture took place in 1985 in Athens (CityMayors 2008).

The European Capital of Culture Event initially sought to bring the citizens of European Union closer together, but afterwards the social and the economic effects resulted from it made the event a desired instrument in cities image regeneration. The ECC has earned itself a reputation as a platform for sharing the diverse cultural wealth in Europe (Iordanova-Krasteva et al., 2010) and due to the enormous attention and public it attracts the competition among European cities to host the event is a warm contest (European Commission - Culture 2008 a, b). This matches fairly closely the

comment of Richards (2000) that the European Capital of Culture event has become very popular among diverse policy-makers leading to an intense competition for awarding the European Capital of Culture Event, which can only be compared to the competition for the Olympic Games nomination (Richards, 1996b). The variety of interpretation and implementation of the European Capital of Culture Event made the programme every year an exceptionally unique experience and created various new models for the up-comers. The majority of European Capital of Culture hosting cities made the most of the event in order to improve the international profile of the city and its region, to have attractive cultural programme, to attract new visitors to the destination, to promote themselves and their countries as cultural centres and earn a solid spot on the cultural map of Europe (Palmer/Rae Associates, 2004 a, cited in Iordanova-Krasteva et al., 2010).

Corijn and Van Praet (1994, cited in Richards 2000) draw attention to the varieties of ways in which different cities exploit the event. For instance, Athens ignored ancient Greek art and focused on big foreign names. Florence presented its own historic significance, while the policy-makers of Amsterdam decided to project the city as a European art city. Berlin and Paris, however, were strongly criticized; the former for having a non-egalitarian approach and the latter for its failure in promoting of the European Capital of Culture Event because it was almost inconspicuous in the normal cultural background of Paris. Moreover, Athens, Berlin and Paris had already established themselves as European Cultural Capitals before hosting the European Capital of Culture Event.

A complete contrast to the former European Capital of Culture host cities of Paris and Berlin was Glasgow – elected to host the event in 1990. Glasgow was not a capital city or city that has already found its place on the culture map of Europe. Its selection represents a turning point in the history of the European Capital of Culture Event and was followed by the selection of similar 'less-cultural' famous cities such as Antwerp, Thessaloniki, Bergen, Reykjavik, Rotterdam, Proto and Genoa (Palmer/Rae Associates, 2004 a). By hosting the European Capital of Culture Event in 1990, Glasgow was the first city to exploit the European Capital of Culture Event for urban

regeneration purposes (Lavanga 2006) and is, therefore, cited in the literature as a turning point in this field, since the city was suffering from "declining city" syndromes (Gomez 1998). Nowadays, it served as a model for urban regeneration for many new comers (Garcia 2004 a, b; Garcia, 2005 and Myerscough 1988). Also Bologna (2000), Bruges (2002) and Genoa (2004) used the European Capital of Culture Event to renovate their images (Garcia 2004 a, b; Garcia, 2005, Palmer/Rae Associates, 2004a).

As already mentioned, attracting visitors by improving the city image or by adding a "cultural" image to the existing image it is not among the main aims of the European Capital of Culture Event. Nevertheless, this turns to be one of the most important aims for almost all hosting cities as image enhancement is more or less indirectly related to increased visitor numbers (Palmer/Rae Associates, 2004 a).

3.4.   Impacts of Events and the European Capital of Culture Event on Destinations

Changing or improving destination image has been suggested to be a long process (Gartner and Hunt, 1987) unless something happens and receives attention from the popular media (Gartner and Shen, 1992). Gartner and Hunt (1987) in a long-attitudinal investigation (12 years) of Utah's image noticed some positive image changes. Gartner and Shen (1992), in contrast, based on a data collected in two consecutive years, empirically proved that the Tiananmen Square conflict in China in 1992 modified the overall destination image of the country quickly, but did not influence all image components equally.

The constantly increasing number of major cultural events has attracted the attention of a number of researchers seeking to understand their impacts on host destinations. However, the prevailing number of studies is focused on showing the positive economic impacts of major cultural events (Ahlert 2006; Bakers and Associates, 2007; Snowball and Willis, 2006; Crompton and MacKay 1994; Vrettos, 2006; Jura Consultants, 2006 and Lee and Taylor 2005) due to their easily measurable results. Indeed, a study conducted by

Sherwood et al., (2005) shows that since 1980, special event impact appraisals and academic studies have been carried out primarily by focusing on the economic outlook of events. Hence, it could be concluded that the tendency of concentrating only on the economic aspect of events restricts the understanding of events potential and importance.

There are, however, a few other studies that deal with less tangible effects of major cultural events. Hamilton et al., (2008) evaluated the success of the Highland year of Culture before, during and after the festival in terms of its cultural, economic and social impacts by combining different research methods (e.g., surveys, interviews, focus groups). Waitt (1999), in his study "Playing Games with Sydney: Marketing Sydney for the 2000 Olympics", mentioned that from a political perspective, the value of hosting hallmark events rests not with the residue of investments in infrastructure, but with its symbolic qualities of informing the rest of the world of countries' achievements and progress and offering an opportunity "to improve the reputation of a city beyond its boundaries and to demonstrate civic pride and the ability to mobilise resources" (Armstrong, 1986: 11).

Recently, a few studies on image impact of events were conducted. Jun and Lee (2008) analysed Korean undergraduates' attitudes toward Germany as a result of the impact of a variety of events. The findings showed that sport and art events had a positive impact over respondents' attitudes, but there was no relationship between business events and festivals, and Germany's image. These results, however, should be considered with caution, since the sample consisted of students living far away from Germany and the literature on destination image suggests that cultural distance or country of origin has an impact over people's perceptions towards destinations (Beerli and Martin; 2004; Chen and Kerstetter, 1999; Fakeye and Crompton, 1991; MacKay and Fesenmaier, 2000) and people living far away from a destination might lack a vivid image (Reilly, 1990). On the other hand, Ritchie and Smith's (1991) investigated the image effects of the Calgary Winter Olympics on the city and stated that many non-resident respondents have changed their image of Calgary after the event. Also, despite the fact, that Glasgow managed to establish more positive cultural image during the ECC Event and the year

after, its policy makers couldn't maintain it in the long run (Myerscough, 1991). A study on Budapest's destination image during its Spring Festival (Puczko and Ratz, 2001) showed a positive relationship between event attendance and image.

Four years prior to the launch of the European Capital of Culture Event in Liverpool, the city showed some significant improvement in its image among the UK population (from 53% to 60% reporting positive impressions and from 20% to 14% responding negative impressions) and increased numbers of people considering Liverpool as a place they would like to visit in the future (64%, a rise from 58% in 2005). The Liverpool European Capital of Culture programme generated an income of £130 million over six year, which is the highest income generated so far by a city hosting the European Capital of Culture Event. 2.6 million visits were made to Liverpool because of the European Capital of Culture Event in 2008 (Garcia et al., 2010).

European Capital of Culture Event stakeholders in Liverpool acknowledged that 2008 was an exceptionally successful year for the city and the Event significantly supported the existing attempts to regenerate the place. For example, Liverpool's residents were more likely to agree with the claim that the city was a better place after the European Capital of Culture award (85%, a 20% rise on 2007). Also up to 78% of North West residents said that Liverpool 'benefited' or 'benefited a great deal' from being an European Capital of Culture in 2008 (Garcia et al., 2010).

The success of Liverpool has even inspired the UK Government to launch its own scheme – the UK City of Culture initiative (the first City of Culture being awarded in 2012) and to apply the lessons learned from Liverpool in putting culture at the heart of cities' strategies for development (Garcia et al., 2010).

Data collected in Luxembourg in 1995 showed that Luxembourg's well established images such as 'history and charm' (47%) were far more central than the city being described as a 'cultural centre' (9%). Research carried out in Bruges (2002), on the other hand, suggested that "representative" of cultural heritage such as 'like an open air museum' (47,5%) or 'traditional, old classic' (19,1%) predominated in respondents' image of the place. Adding a

"contemporary" cultural element to Bruges' image was a priority objective for its' authorities; however, respondents did not seem to have recognized their attempts (Palmer/Rae Associates, 2004 a).

Luxembourg generated 3.3 million visits in 2007, which could be considered as a relatively good performance compared to previous European Capitals of Culture and is the largest number of visits generated by a single European Capital of Culture Event since Helsinki hosted the event in 2000 and attracted over 5 million visits (Luxembourg, 2008).

Data collected on Rotterdam and Porto in 2001 indicated that Rotterdam had successfully improved since the perception of Rotterdam as a destination of culture and art raised by approximately a third in 2001. Porto, however, showed the opposite as it appeared to have a weaker international image after the European Capital of Culture Event than before it. Measurements of Weimar's image in 1999 and 2001 had similar results. It was found that the European Capital of Culture Event did not contribute at all to Weimar's international image. Thus, it could be concluded that image improvements as a result of hosting the European Capital of Culture Event do not happen automatically, but rather require hard work and commitment.

Garcia (2005) also investigated the impact of the European Capital of Culture Event over Glasgow's image and argued that the changes in Glasgow's image and identity are its key long-term legacy. This study used a multi-method approach based on a longitudinal data including press content, face-to-face interviews, focus groups with representatives of cultural/political/business groups). Nonetheless, Richards and Wilson's (2004) critique on recent studies of image effects caused by events for having adopted one-dimensional construct of the term "image" with little deliberation for the different dimensions of the host destinations' images has its merits, since none of the studies discussed above considered the composite structure of destination image.

3.5. The "European Capital of Culture" Visitor

The European Travel Commission (ETC) published a report in 2005 on Cultural visitors profiles, activities and motivation relying on ATLAS data gathered from 30,000 surveys, between 1992 and 2001 on over 200 sites of cultural attractions across Europe and the results of the EUROBAROMETER survey carried out through household surveys in each European Union country with a sample of 8,700 people.

The cultural tourists were defined to be better off than the average tourists, better educated and with professional or managerial occupations. Data on the age of visitors, however, indicated that cultural tourism is not a territory occupied solely by older people, since it was discovered that all age groups participate at cultural tourism activities in cities, where the peak age group in terms of participation was between 20 and 30, whereas those over the age of 50 visit cultural attractions more frequently than younger tourists (ETC, 2005). Another study conducted by the ATLAS Cultural Tourism Project Partners in 2007 and carried out at 20 locations with 4600 completed surveys confirmed these findings and described the average cultural tourist as young, female, well-educated and with well established professional life (Richards, 2007a, 2007b).

The profile of the "European capital of culture" visitor is, however, still vague and seems to be affected by the destination and the quality and variety of events and activities included in the programme. Luxembourg, for example, during its hosting of the European Capital of Culture in 2007 attracted equal numbers of male and female participants from all age groups and from the higher educational groups, particularly individuals with university qualifications (Luxembourg, 2008). Liverpool, The British Capital of Culture in 2008, on the other hand, attracted mainly people in full-time employment (48% of its visitors), where only 11% were between 16 and 24 years old and 13% over 65 (Garcia et al., 2010). Rotterdam hosted the European Capital of Culture in 2001 and the majority of its visitors were slightly older (40 years or older) than the average cultural visitor in Europe. The proportion of visitors with higher education was about 70%, whereas about 18% of the visitors

were students. On the other hand, Porto as a co-European Capital of Culture in 2001 tended to attract relatively younger people compared with Rotterdam and the cultural tourist in general with over half of its visitors being under 30 years old. Over 40% of the participants had a higher education qualification (Hitters, 2007).

Richards' (2007a) findings that recommendation from friends/relatives and guidebooks are the most important information sources for cultural tourists were confirmed ATLAS Cultural Tourism Project Partners conducted in 2007 and Richards and Fernandes' study published in 2007. Moreover, these studies independently confirmed the increasing role of the Internet, already being consulted by around 40% of cultural tourists, compared with 17% in 2002 and the decreasing role of brochures and traditional newspapers/magazines advertisements used by only about 10% of the cultural tourists. Yun's et al., research (2008), however, indicated that the Internet overwhelmed the use of any other information sources, as almost 58% of their respondents (sample size 3,139 cultural tourists) indicated to have used the web as a primary source of information.

The communication channels, which had the highest impact on the Luxembourg audience in 2007 were newspapers (about 60%), radio (about 40%) and TV (about 40%). Luxembourg 2007's website was used by only 20% of its visitors (Luxembourg, 2008). However, the survey does not indicate whether international and domestic visitors to Luxembourg used newspapers, radio, TV and the website equally to gather information for the event and its programme. In sharp contrast, however, are the findings of a study on the European Capital of Culture in Sibiu co-hosting the event together with Linz. The survey suggested that apart from personal contacts (advice from friends/relatives) and own experience, the most significant information source was the Sibiu website. Previous visits, the Internet and guide books were also found to be more crucial for foreign visitors than Romanians.
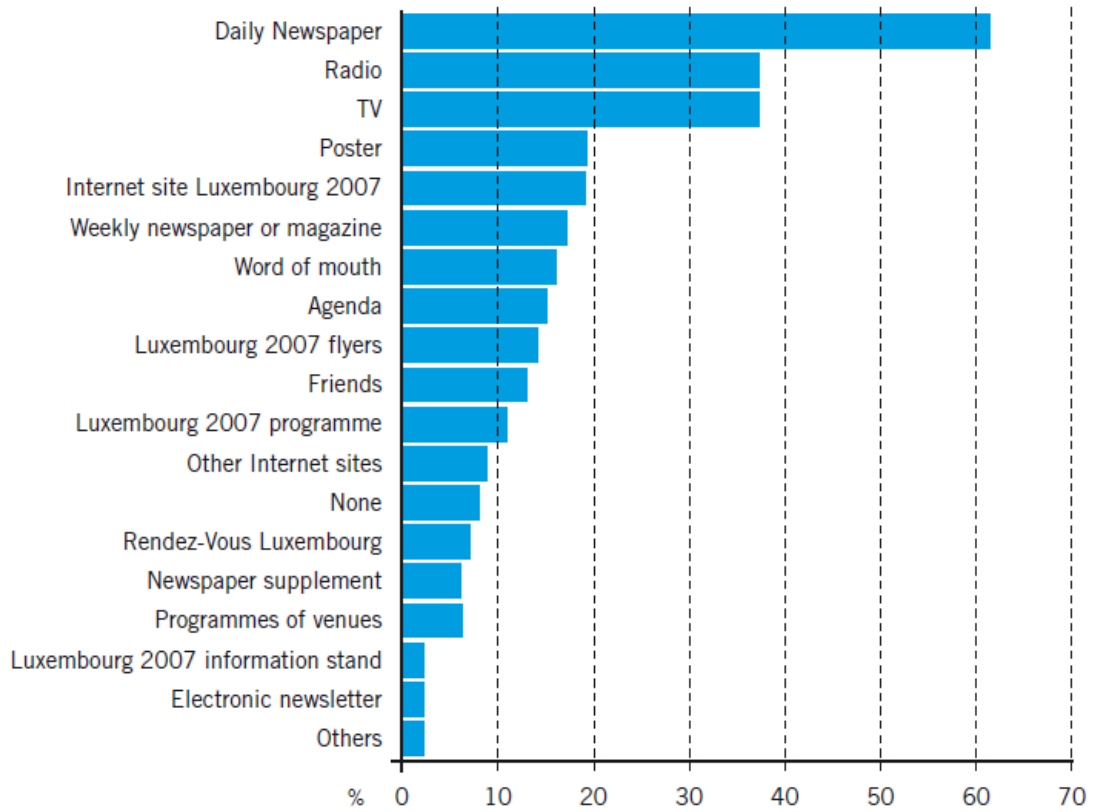
Figure 16: Information sources consulted by visitors to Luxembourg 2008

Source: Garcia et al., (2010)
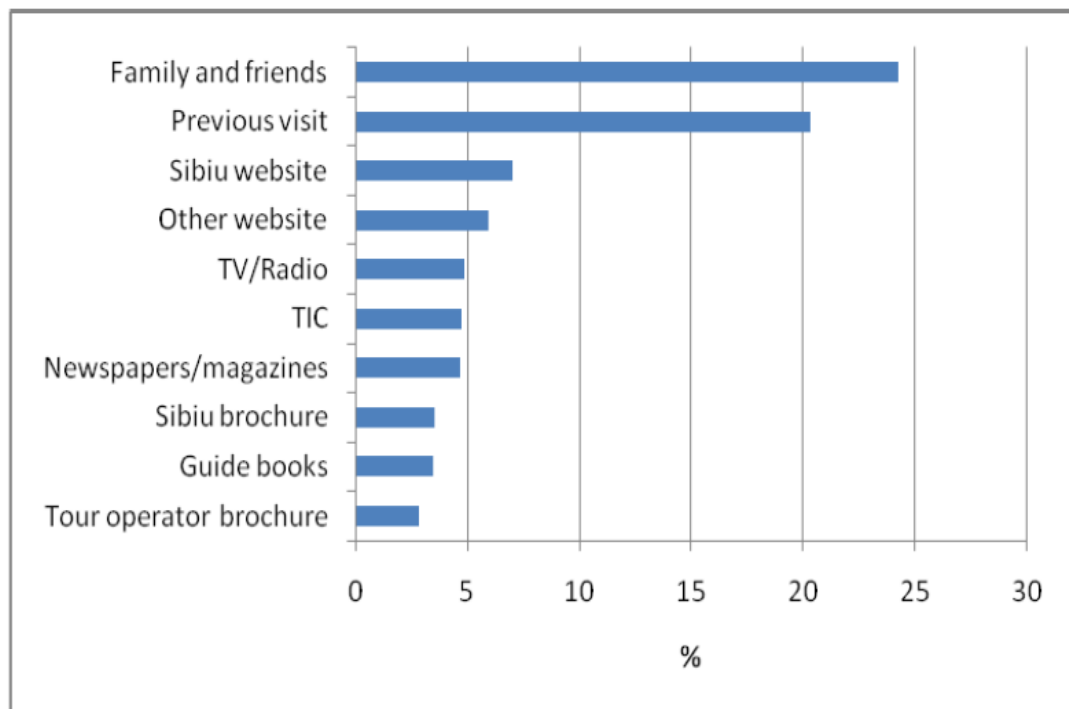
Figure 17: Information sources consulted by visitors to Sibiu 2009

Source: Richards and Rotariu, (2010)

As far as the main motivation for visiting cultural events is concerned, a study conducted by Richards (2007a) unveiled that "lots of interesting things to see" was the most frequently selected one by the 4600 respondents who have taken part in this survey in six European Countries, Mexico and Vietnam in 2007. This result, however, was slightly different from what was discovered in the previous years, when the vast majority of respondents opted for "atmosphere", followed by "lots of interesting things to see" as their prime motivator. The classical cultural tourist motivation to "learn", in the words of Richards (2007a) was the least frequently mentioned reason for travelling.

Only 7% of Rotterdam visitors acknowledged that the ECOC programme was a main motive to visit the city, although a larger proportion of the respondents (approximately 40%) came to Rotterdam specifically to enjoy at least one of the events in the programme. Over a third of Salamanca's visitors saw the European Capital of Culture Event as a key motivator for travelling (Palmer/Rae Associates, 2004 a).

Research in Bologna during the European Capital of Culture Event, showed that international visitors are more likely to be attracted by the European Capital of Culture Event itself - 25% of domestic visitors and almost 78% of international visitors were in the city for the first time (Palmer/Rae Associates, 2004 a).

3.6. Conclusion

Nowadays, events appear as successful means for cities image regeneration and investments in cultural capital are an exclusive opportunity for relatively fast return under the presence in national and international media, image and cultural infrastructure improvement and increased number of visitors. The European Capital of Culture Event initiative, therefore, represents a unique opportunity for cities to exploit culture to improve their image, increase their presence in the mass media and achieve high number of visitors.

The importance of positive impacts (economic, infrastructure and social impacts) that are resultant of cultural events is indisputable and well

recognized by destinations' marketers and planners. Nevertheless, there are a few reports on the image impact of events that do not explicitly explain what is understood by the term "image", what constitutes this image and represent it mainly as one-dimensional phenomenon. Consequently, further efforts should be made in order to understand how this major cultural event could be used as a strategic tool in the process of destination image formation and development.

Chapter Four: The Case Study: Linz09

4.1. Introduction

Linz, the capital of the Province of Upper Austria is situated astride the Danube and with a population of 190 000. Linz is also Austria's third largest city (Linz09 GmbH, 2010).

The growth of Linz from industrial city to future-oriented cultural and technological city was assured by the completion of a Cultural Development Plan published in 2000. Recently, the mixture of stable local economy, modern technology and culture has become the trademark of Linz, the most undervalued city in Austria that is often called the heart of the EU – the crossroads of Europe from east to west and from north to south (Lewonig, 2007).

4.2. Linz's struggles and the European Capital of Culture Event

The nomination of Linz, the capital of the province Upper Austria, for the title of European Capital of Culture was submitted on the 14th December 2004. The main focus of its presentation was on its attempts since 1985 to change itself from an industrial to a high-tech cultural city. Linz's representatives, therefore, presented the Austrian town as a creative, cultural and dynamic one, having worldwide significance (The Selection Panel for the European Capital of Culture 2009, cited in Iordanova-Krasteva et al., 2010). Even though St. Polten/Krems, Salzburg and Innsbruck had shown some interest in applying for hosting the European Capital of Culture Event in 2009, Linz, in fact, was the only Austrian applicant. Martin Heller (Swiss) and Ulrich Fuchs (German) were appointed as Linz09 artistic directors and were described as "unbiased" in their assessment of Linz's resources due to their lack of previous involvement with Linz (Linz09 GmbH, 2010).

Linz's authorities were thinking of the event as a project that:

> *...is endowing its [Linz's] image with interesting new contours and is a driving force behind dynamic regional development… offers a big chance – already during the lead-in to the big year, but especially during the time thereafter … for an ambitious cultural programme and for tourism marketing. Linz09 has the potential to significantly increase international awareness for this city….*

<div align="right">(www.linz09.at)</div>

Martin Heller (2008), the artistic director of Linz09, argued that:

> *….Linz will be the most interesting city in Austria in 2015. That may sound utopian to many, yet it is also imaginable within the logic of contemporary reality. For Linz is already an interesting city today. A city with a brisk pace, a city that enables, an unconcernedly solution-oriented city, a social model city, a rural city, a wealthy city, a globally open-minded city. And a city where culture, industry and nature can enter into a symbiosis like hardly anywhere else…*

<div align="right">(www.linz09.at)</div>

However, the objectives required to reach this ambitious aim were generally two: firstly, to give international audiences an idea of what Linz is all about and secondly, to change the clichéd stereotype of Linz as a blue-collar town and chimney stacks (Linz Europa Tour, 2007 – 2009, cited in Iordanova-Krasteva et al., 2010).

A clear sign of image changing efforts is the attempt to establish a new slogan of Linz. The current slogan "Linz veraendert" (in English – "Linz Changes") will remove the eighteen years old slogan "Linz – Eine Stadt lebt auf" (in English – "A reviving city" [1] (Linz Changes 2009). This change emphasizes the undertaken process of image change and consolidates the ambitious plans of Linz's authorities.

The Selection Panel for the European Capital of Culture 2009 also draws attention to the slow growth rate of number of visitors in Linz over the past years (see Appendix 1) and stresses that the city should use the European Capital of Culture Event as a means to attract tourists (The Selection Panel for the European Capital of Culture 2009).

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[1] Translation from German has been made by the author

The number of arrivals (389,444 both foreign and domestic) in all forms of accommodation in Linz in 2008 shows a slight increase of only 0.5% as compared to 2007 and 0.3% as compared to 2006 respectively, despite all the efforts in establishing Linz as an attractive Austrian destination (TourmisInfo, 2008)

Compared with its domestic competitor destinations: Vienna, Salzburg, Bregenz, Eisenstadt, Graz, Innsbruck, Klagenfurt, St. Poelten , Linz was on the fifth place in terms of arrivals in all forms of accommodation in the last three years followed by Vienna, Salzburg, Innsbruck and Graz (see Appendix 2) (TourmisInfo, 2008).

A logical prolongation of the discouraging trend of the number of visitors to Linz is the attendance of its main attractions. The number of visitors of Schlossmuseum in Linz recorded a drastic decrease of 35% in 2008 in comparison to 2007 and has even reached one of the lowest levels observed in 1985 with 55,400 visitors.

 The number of visitors of Poestlingbergbahn started to decline in 2005 and in 2008 registered the lowest number of visitors since 1999 – less than 400 000 visitors for the whole year (see Appendix 3) (TourmisInfo, 2008).

Even the pride of Linz – the Lentos Museum of Modern Art could not attract a sufficient number of visitors since it was opened in 2003 and this negative trend is obvious from its visitors' records (see Appendix 4). The same doom is also shared by Ars Electronica Centre Museum (see Appendix 4) with its number of visitors since 2000 dropping at about 50% (TourmisInfo, 2008).

4.2.1. Linz's Cultural Life

Since the 1970's, new vibrant appreciation of the arts has led to an expansion of the cultural and social definition of the city's cultural policy with the main focus on culture and technology (the Ars Electronica Centre and Lentos Museum) and open space culture (Cultural Development Plan, 2000) represented by the three big hallmark events which dot its cultural calendar and are considered as the cultural trademarks of Linz - the Pflasterspektakel,

the Ars Electronica Festival and the Linz Cloud of Sound (Iordanova-Krasteva et al., 2010).

4.2.2. Linz Nazi's Past

The evaluation panel of Linz's nomination for hosting the European Capital of Culture Event in 2009 made a recommendation that recent history should find a place in the programme of the event and it would be a real benefit if materials referring to the city's history in the context of the Third Reich is included as part of the programme (The Selection Panel for the European Capital of Culture, 2009).

Until the time of the First Republic, the name Linz was associated with provincial culture. Even Adolf Hitler was born in the outlying village of Braunau and only grew up in Linz – Linz is Hitler's' town as Salzburg is Mozart's, for example. During the Nazi period, Linz was transformed from a small town into an industrial city with a potential to become a cultural metropolis on the Danube. After 1945 the main concern of Linz's authorities was to distance themselves from Nazi culture and Hitler, in particular, while highlighting traditionally humanist cultural values (Cultural Development Plan, 2000). However, traces of Nazi's past are still part of everyday life in Linz – in the appearance of the so-called "Hitlerbauten"[2], the industrial facilities of VOEST[3] founded as the "Hermann Göring Werke" during World War II and also in the materials used for buildings construction that raise an embarrassing point: Mauthausen granite was paid for with the lives of concentration camp prisoners (Mission Statement, 2009, cited in Iordanova-Krasteva et al., 2010).

Linz's policy makers have decided to accept the challenge and to make use of probably the most outrageous associations with the town as Adolf Hitler is one of the last "celebrities" that could be expected to find a place into a destination promotion campaign (Pierce, 2009, cited in Iordanova-Krasteva

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[2] Cheap homes that Hitler built for industrial workers
[3] VOEST is leading European processing group with own steelmaking facilities

et al., 2010), unless the destination attempts to establish itself as a dark tourism destination.

One of the first events of the European Capital of Culture programme, therefore, was an exhibition called the "Fuhrer's Capital of Culture" and was part of a therapy aiming to overcome Linz's dark history and audience's prejudices. Ulrich Fuchs, the deputy manager of Linz09, said with regard to Hitler's issue that: ".....whenever you come to Linz in the coming year, you will find something related to this topic. We are not sweeping Hitler under the carpet."

Developing this line of thought, Martin Heller, the artistic director of Linz 2009, stated that:

> ....we want to reflect back and show how cultural and political ambitions went together in the Nazi time," "Talking about culture always means talking about politics......the only way of dealing with Hitler is to be completely honest…

> (www.linz09.at)

The director of the Upper Austrian State Museums, Peter Assmann, recognized that an exhibition about Linz's Hitler past might be treated as going too far, because Hitler's legacy is still a very difficult and sensitive topic (Iordanova-Krasteva et al., 2010), but he defended the exhibition by arguing that:

> I don't see any glorification of Hitler in the exhibition. Hitler is fact, so we just face this fact and we face it with many arguments, with a lot of information about that time. People walk through the exhibition and they get impulses for discussion.

> (Pierce, 2009)

Making Hitler's and Nazi's past a part of Linz09 programme attempted to uncover new ways of talking about historical issues that seem to be relevant not only to the Austrian, but also to the whole humanity. Linz's task has less to do with guilt, but rather with reflecting on historical facts and embedding them in the concerns of today (Mission Statement, 2009). Coincidence or not, the year 2009 is the 120th anniversary of Hitler's birth and the 70th

anniversary of Hitler's war – both considerable important events for the human history.

4.3.   Linz's image monitoring survey

The organizers of Linz09 conducted Linz's image monitoring survey and presented its results approximately six months before the official start of Linz09. This survey had several objectives: to identify the position of Linz compared to its direct competitors – Graz, Innsbruck and Klagenfurt; to uncover the image held by the respondents; and to find out how strongly Austrians support Linz hosting the European Capital of Culture Event (Iordanova-Krasteva et al., 2010).

The sample consisted of three groups – 500 non-local Austrians, 500 people living in the Province of Upper Austria, and 513 citizens of Linz. For the purposes of this research stage, however, only the responses to questions related to the image of Linz are considered.

The first question was: "*I will read you out several Austrian Cities and your task is to tell me using a scale from 1 (very familiar) to 5 (not familiar at all), how familiar you are with these cities*", where Linz was evaluated as the most familiar city by all of the groups.

Another question sought to provoke respondent's spontaneous associations with Linz and the answers among the three groups of respondents were very similar. They all firstly associated Linz with its tourist sites (most frequently, Poestlingberg, the main square, the old town), and then with its cultural life (most frequently, the Brucknerhaus /Anton Bruckner/Bruckner Festival, the Ars Electronica Centre, the Cloud of Sounds, the Lentos Museum, the Pflasterspektakel and even the European Capital of Culture Event). Thirdly, Linz was associated with its shopping facilities (Iordanova-Krasteva et al., 2010).

The sixth question was designed to unveil Linz's attributes: *"I will read out several attributes and your task is to say which attributes fit which city - Linz, Innsbruck, Graz or Klagenfurt. One attribute can be applied to one, several or none of the cities"*

Linz was described as an industrial city (89 respondents), modern (65), with attractive cultural range (61), friendly city (60), high tech oriented city (59), famous for digital art in Europe (56), dynamic (56) and an interesting city (53) (Iordanova-Krasteva et al., 2010).

Another question of this survey was about the awareness among the respondents that Linz will host the European Capital of Culture Event in 2009. Half of the first group of respondents (non-local Austrians) were aware of the fact that an Austrian city will be the Cultural Capital of Europe in 2009, whereas the unaided awareness was 36% and the aided awareness 58%. The second group of respondents (individuals living in the Province Upper Austria) showed better awareness of Linz09 – 81% knew that an Austrian city will host the European Capital of Culture Event in 2009, 75% named Linz as the Cultural Capital in Europe in 2009 on the unaided awareness question and 89% said Linz on the aided awareness question. Not surprisingly, the locals were more informed about Linz09 than the other two groups with 93% unaided awareness and 96% aided awareness of that fact. Question number ten dealt with Austrians attitude to Linz host of the European Capital of Culture Event. The respondents were asked to use a scale from 1 (very positive) to 5 (not positive at all) to evaluate their attitude. The results of the three respondents' groups were very similar – between 20 and 30% of each group evaluated it as very positive and around 50% as positive. Negative attitude was recorded only by 2 to 4% of the respondents. Another question was about the visitors' potential of the European Capital of Culture Event in Linz. One fifth of the first group said that they will definitely attend the Event, which represent a potential of 1 340 000 Austrians based on the sample size and the total population of Austria. This percentage doubled in the second group representing 450 000 visitors from Upper Austria. Around 50% from Linz's group (or a potential of 80 000 visitors) were sure that they will attend one or another events of the programme of Linz09. The demographical profile of the Linz09 visitors confirmed the characteristics of the "cultural tourists" provided by ATLAS and their study of cultural tourism. The results showed that young people between 15 and 29 years old have the lowest level of interest in the European Capital of Culture Event, whereas people

above 50 are very interested in this event. It was also proven that people with lower level of education are less interested in attending the event.

Being closed in structure, the preselected set of answers to these questions predisposed respondents' answers. The resulting responses, therefore, represent "vox auctoritas" rather than "vox populi". The survey missed the opportunity to reveal a more comprehensive and nuanced account of the image of Linz that might have been held by these respondents. More worrying is the fact that even Linz's authorities are aware that "*Linz09 has the potential to significantly increase international awareness for this city….*" (www.linz09.at) and aim to make Linz *"….the most interesting city in Austria in 2015"* as Martin Heller says (2008), international tourists were not included in this image monitoring survey. Nor did the survey design allow respondents to express their opinions, feelings, and perceptions of Linz (Iordanova-Krasteva et al., 2010). More importantly, even Hitler and the Third Reich history of Linz were included as part of the European Capital of Culture Event programme, probably because of the recommendations of the evaluation panel for the event and of the policy makers of Linz who stated they are not going to hide such irrefutable historical facts. As a result, Linz's characteristics as historical city were not presented in the predefined answers of the image monitoring survey questions. Therefore, a logical question arises - have they conducted this survey to relieve Linz's guilty conscience and to portray it with vivid colours that suit the idealistic idea of the event by forcing respondents to evaluate predefined and mainly positive characteristics of Linz? It should also be noted that the predetermined responses did not allow the respondents to express their view of Linz's recent historical past, despite the recommendation of the European Capital of Culture Event evaluation panel and Linz authorities' response to that recommendation (Iordanova-Krasteva et al., 2010).

4.4. Linz09 and its' promotion

Linz09 aimed to position Linz as a modern and dynamic city with modern industry and vivid cultural life that is capable of competing with Austria's traditional cultural destinations – Salzburg and Vienna. Linz09 also endeavoured to boost the image of Linz within the boundaries of Austria and beyond and to increase the number of visitors to Linz. Linz09 programme, on the other hand, was designed to preserve Linz's traditional features and the areas surrounding Linz and to point out to Linz's present incarnation as a technology and knowledge based industrial city, while still acknowledging its Nazi past that was addressed in several projects - "Kulturhauptstadt des Fuerers", In Situ, Purimspil and Klange der Macht [4](Linz09 GmbH, 2010).

Linz's journey from chimneys stacks to contemporary culture with its iconic symbols "Ars Electronica", "Cloud of Sound" and "International Street Artist Festival", enabled Linz to stand out from "the obsolescent clichés of Austria as a whole - Alpine sunsets, the magic of mountain chalets, Mozart, Sissi, the Lipizzaners" (Linz09 GmbH, 2010: 32) were in the heart of Linz09 communications concept.

Linz09 was all about differences: differences not only compared to the rest of Austria, but also to the dark Nazi's past and to other cultural events that sought to confront Linz's traditional image as a "dull industrial city" (Linz09 GmbH, 2010: 32).

Initially, the main target groups identified by Linz09 organisers were: Linz and Upper Austria, Austria as a whole with special reference to Viennese, Other German-speaking countries, the Czech Republic, people with major interests in cultural themes such as festivals and fairs both in Austria and abroad and city tourists. In late 2008 and 2009, people holidaying and Austria and bicycle tourists were also considered as potential visitors of Linz09 (Linz09 GmbH, 2010).

A Spectra poll carried out in August 2009 showed that Linz's public image has gone through a substantial make-over since the launch of the European Capital of Culture Event. Linz was described as a dynamic modern city,

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[4] The Sound of Power

"whose strengths are its rootedness in industry and technology on the one hand and its vibrant cultural life on the other" (Linz09 GmbH, 2010: 75).

Projects such as LINZ TEXAS and print media, e-marketing and TV campaigns at national level in 2008 ensured Linz09's popularity in Austria. More than 200 press conferences and press trips abroad were organised to support relations with the press. Wikipedia entry was another vital step in the positioning of Linz09. Big street posters were placed both in Linz/Upper Austria and in Vienna. In December 2008, Linz09 groups were established at social media platforms (Facebook, Myspace, Youtube and Flickr). Linz09's website (www.linz09.at) also provided access to online booking of accommodation and tickets, a city map, an online shop, travel information and daily updated information on Linz09. In 2009, the website was visited 3.9 million times from people around the globe (Linz09 GmbH, 2010).

Linz's logo created by Thomas Maier was selected among 540 different designs created by students, advertising agencies, graphic designers and fully met the criteria set by Linz's organisers. Linz's logo was found to:

> *...express the self-perception of the future Culture Capital as a European cultural festival, guarantee a memorable, terse presence in a variety of contexts and offer scope for playful variations.*
>
> (Linz09 GmbH, 2010)

It represented a typographically oversized full stop and a comma, representing the ciphers 09. The logo was very versatile – illustrative elements usually associated with Linz (e.g. Linzer torte) were used to replace the full stop and facilitated the visual presence and memorisation of Linz09. Linz09's organisers provoked the general audience in October 2007, when Linz09's first Programme book was introduced with a cover showing a photo of a navel (See Appendix 6), which led to several symbolic interpretations: "Linz as the navel of the world" ... or Culture Capital Year as a process of the cutting of the cord...". (Linz09 GmbH, 2010: 39), (see Appendix 6 for some examples).

Linz09, despite its recent nature, has already being considered as a role model by the European Commission in Brussel and by ECOC – a network of

former, present and future European Capitals of Culture (Linz09 GmbH, 2009). Linz09 attracted 2 903 000 visitors and generated a revenue of 68 676 000 EUR (see Appendix 5 for more information).

4.5. Conclusion

Linz represents a typical example of a small, provincial town trying to reposition and differentiate itself from its main rivals that dominate the Austrian market – Vienna and Salzburg. Its application for the European Capital of Culture Event was mainly driven by the need to promote itself as a town that shied away from its "industrial charm" and turned into a future-oriented cultural and technological city. Linz09, despite its recent establishment, has already turned into a successful European Capital of Culture example. However, the main challenge for Linz's authorities now is to improve on the success of 2009 and to deliver the same variety of cultural events and joy for its visitors.

Chapter Five: Methodology

5.1. Introduction

This chapter sets out the methodological design of this research investigation and explains the operationalisation of the research problem. The first section offers a thorough discussion on the debates surrounding the two main philosophical paradigms in tourism studies – interpretivism and positivism and the use of quantitative and qualitative methods. The next section illustrates the practical considerations of the research and sheds light on data collection methods, sampling methods and questionnaires design. As next, various statistical analysis methods such as t-test, ANOVAs, MANOVAs and factor analysis and their implications in tourism studies concerning destination image formation in general and in this research in particular are presented. The chapter concludes with a reflexive section on researcher's field work experience and the clash of cultures that emerged between researcher's and respondents cultural differences. The data analysis and key findings of the research are presented and discussed in Chapters Six, Seven and Eight.

5.2. Philosophical Considerations of Research

The process of selecting an appropriate research methodology is a complicated procedure and is not simply a matter of choosing between the two broad methodological paradigmatic opponents – positivism and interpretivism (Roberts, 2004). Debates about the virtues of these contrasting paradigms have been occupying the attention of many researchers for many years (Sekeran, 2002; Maykut and Morehouse, 1994). Two terms, paradigm and postulates need elucidation before discussing the strengths and limitations, the tools and methods associated with positivism and interpretivism.

A paradigm is used as a universal term for a "set of overarching and interconnected assumptions about the nature of reality" where "the word

assumption is key" (Maykut and Morehouse, 1994: 4). Maykut and Morehouse also suggest that researcher's intention to test what reality is, must be supported by assumptions about the nature of reality, that are, in turn, based on researcher's understanding of that reality. However, philosophic assumptions that cannot be proven, but could be stipulated instead are called postulates. Therefore, a paradigm constitutes a series of postulates, and like its constructing parts, cannot itself be proven. The value of a postulate; nevertheless is that it provides the bedrock on which to conduct research, whereas the paradigm "provides the basis on which we build our verifiable knowledge" (Maykut and Morehouse, 1994: 4). One set of postulates represents the positivist paradigm, whilst another set of postulates constitutes and defines the interpretivist paradigm (Johnson, 1998).

The term paradigm appeared for the first time in Kuhn's work "The Structure of Scientific Revolutions" (1962) and is defined as a generally accepted pattern or unifying model of thought. Kuhn argues:

> *By choosing [the term paradigm], I mean to suggest that some accepted examples of actual scientific practice – examples which include law, theory, application, and instrumentation together – provide models from which spring particular coherent traditions of scientific research…*

> (Kuhn, 1962:10)

The interrelationships between postulates, paradigms, research methods and instruments are acknowledged as compound where paradigms provide the largest theoretical and methodological framework within which an empirical study takes place (Johnson, 1998).

5.2.1. Positivism

Comte[5]   introduced the term positivism in the 1830s and used it synonymously with science or with positive or observable facts. He argued that social sciences, could used the same logic of enquiry as that used to investigate the natural world (McLaughlin, 2007, Jary and Jary, 1991). The positivist approach stands for objective enquiry based on measurable variables and provable propositions (Maykut and Morehouse, 1994). Moreover, as Kingheloe (1991) argues the centre of science, from positivism point of view, is mainly on explanation and prediction of observable events. Positivism is objective collection of facts, aiming to obtain the "positive" truth and in a manner that allows predictions and generalizations about a particular phenomenon to be drawn (Sekeran, 2002; Burns, 2000; Pawson, 1999; Decrop, 1999). The logic behind this paradigm is that phenomena "…which cannot be observed, cannot provide valid explanations and valid knowledge" (Roberts, 2004: 147) and "reality is what can be observed and observed regularities are all that can be verified" (Blaikie, 1993: 15). Therefore, it could be argued that the hallmarks of positivism are: explanation, prediction, and proof (Maykut and Morehouse, 1994).

Adherents of positivism (for example Durkheim, 1964) defend the attitude that all sciences should accept the principles of the physical and natural sciences and that the same techniques could be employed to explain social phenomena in a unbiased, "value-free" manner (Sealy, 2008; Clark et al., 1998; Kuper and Kuper, 1999). Indeed, the tendency to support systematic explanations with empirical evidence has put social scientists under pressure, as Kuper and Kuper (1999) explained:

> *Although the explicit postulates of logical positivism are not accepted by most practicing social scientists there remains an amorphous and implicit self-consciousness, a self-perception that pervades contemporary social science practice.*

> (Kuper and Kuper, 1999: 649*)*

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[5] French philosopher, a founder of the discipline of sociology and of the doctrine of positivism.

5.2.2. Interpretivism

The interpretive tradition emerged in the seventeenth century when Vico (1668-1744; best known for his verum factum principle stating that truth is verified through creation or invention and not through observation) argued that the natural world requires different means for investigating than those used to understand the inanimate world, because society as "a product of the human mind is not only intellectually different, but also subjective and emotional requiring different models of explanation" (McLaughlin, 2007:28). The interpretivist paradigm thus embraces positivism's weaknesses, recognising the context specific and value-laden, subjective nature of research (Denzin and Lincoln, 1994; Maykut and Morehouse, 1994, McLaughlin, 2007).

This paradigm also offers an alternative model for social studies, being aware, at least to some degree, of how people form their own multiple realities, and helps the researcher to acquire new and profound insights into phenomena through enabling a genuine "insider" view (Johnson, 1998).

The key arguments for applying interpretivism to the study of social behaviour and phenomena, according to Clark et al., (1998) are: a) human action and behaviour are a result of considered or occasionally thoughtless human actions whose nature is variable rather than fixed; b) the expression of shared meanings predicates social behaviour and phenomena; c) identifying, understanding and interpreting these shared meanings are the required basis for affective understanding of human actions; and d) human actions are usually not value-neutral (either in content or motivation) and with a particular designation.

5.2.3. Positivism vs. Interpretivism

The distinction between positivism and interpretivism is in some senses real and in others wholly artificial (Clark et al., 1998) since both research paradigms try to understand behaviour based on different assumptions about the world of phenomena. An understanding of the main differences between these paradigms can be achieved through addressing some fundamental philosophical questions in the philosophical categories of: ontology, epistemology, logic, teleology and methodological assumptions (Maykut and Morehouse, 1994; Johnson, 1998).

The adherents of the positivist position believe that there is only one, true, objectively measurable, tangible, physical reality, which can be dissected into its component parts and fully explained (Maykut and Morehouse, 1994; Sarantakos, 1988; Johnsons, 1998; Crotty, 1998).

In direct contrast, the interpretivism sees reality as "multiple" and interconnected, consisting of both tangible elements and "numerous constructs of the mind, past, present and future (Johnson, 1998; Maykut and Morehouse, 1994). Thus, interpretivism rejects the positivists' position on one true, measurable and divisible reality. Hence, it follows that researchers within the two paradigms firstly ask different questions and secondly use different research approaches.

The two competing paradigms further differ in their axiological assumptions, in other words, the role that values play in understanding the world. Supporters of positivism defend the position that values can be suspended to promote understanding, and that it is possible to be "value free". Advocates of the interpretivist paradigm, in contrast, believe that it is neither feasible nor in favour of the research to be value-free since values are an integral part of the constructed reality and must be necessarily reflected by the researcher (Johnson, 1998; Maykut and Morehause, 1994).

The position on causality is also different. In positivisim, the emphasis is on establishing causality, where one event comes before, and causes another

event. Interpretivism, however, views events as mutually shaped and having multidirectional relationships (Maykut and Morehause, 1994).

Generalization of researchers' findings is another area of difference between the two paradigms. Qualitative researchers, on one hand, value context sensitivity; they scrutinize phenomena within a particular situation and environment keeping in mind and paying attention to its complexity. On the other hand, the peculiarity of quantitative research is that it endeavours to eliminate all genuine research aspects, allowing generalisations to be made (Maykut and Morehouse, 1994; Decrop, 1999) by claiming the existence of "universal truth" (Pawson, 1999).

As for the contribution of a particular research to a body of knowledge the positivist position is focused on verifying or proving of propositions. The interpretivist paradigm's view is to discern uncovered propositions by observation and analysis of the patterns, which come into sight from the data (Maykut and Morehouse, 1994).

The differences between the two paradigms are fundamental and affect not only the general approach to research, but also the particular practises associated with each research tradition. The purpose of the positivist approach is to set up "complete intellectual control over experience in terms of precise rules" (Polanyi, 1958, cited in Maykut and Morehouse, 1994; Johnson, 1998), whereas the interpretivist paradigm aims to examine human behaviour in order to detect salient patterns. The distinctions between these two ways of understanding the world reflect the process of selecting appropriate research tools (words versus numbers) - the positivist paradigm is associated with the quantitative approach to research, whilst the interpretivist paradigm is related to the qualitative approach to research (Johnson, 1998).

5.3. Methodological Considerations of Research

5.3.1. Qualitative Research

The use of qualitative research in human disciplines originated long time ago and any efforts to define it must take into consideration its historically determined complex nature (Denzin and Lincoln, 2003). Nevertheless, Denzin and Lincoln (2003) offer a broad definition of qualitative research:

> *Qualitative research is a situated activity that locates the observer in the world. It consists of a set of interpretive, material practices that make the world visible. These practises transform the world…. qualitative research involves an interpretive, naturalistic approach to the world. This means that qualitative researchers study things in their natural settings, attempting to make sense of, or to interpret, phenomena in terms of the meanings people bring to them.*

(Denzin and Lincoln, 2003:4-5)

There are no privileged research instruments or practices in qualitative research and its proponents apply approaches, methods, and techniques of a variety of disciplines (e.g. phenomenology, hermeneutics) (Denzin and Lincoln, 2003).

Creswell (1994) states that in a qualitative study a theory may come into sight through a data collection and consequent data analysis stage, or incorporated in a later stage as a way for comparing and contrasting results with other theories. Qualitative studies are concerned with the multiple nature of reality, the interdependence between the researcher and the research object, the value-laden nature of enquiry and the subjective component of research (Denzin and Lincoln, 2003; Ryan, 1995; Johnson, 1998; Maykut and Morehouse, 1994). In addition, qualitative approach to research does not focus on numbers, but on collecting rich data about a small group of people (Veal, 1997). Jary and Jary (1991) describe qualitative methods as relying to some extent on the interviewing skills of the researcher and his/ her training in collecting qualitative data.

There is a tendency to employ qualitative techniques mainly for studying of groups and when (a) the researcher looks for exploratory theory building

rather than for theory testing; (b) meanings and attitudes are in the centre of the research; and (c) the researcher assumes that concepts, terms and issues must not be defined by the researcher in advance, but should be elicited from the subjects being studied. Qualitative methods are not suitable for studies trying to generalise about large populations, especially in cases where general statements require some degree of quantification (Veal, 1997).

5.3.1.1. Advantages and Disadvantages of Qualitative Research

The qualitative approach has more than a few advantages. The results of qualitative studies are a wealth of information, feelings and impressions where the "reduction of such an experience to a few ticks on a five-point scale is obviously insufficient" (Ryan, 1995:28). Qualitative research can be seen as a way to generate ideas and insights, or to get different opinions about a phenomenon (Ryan, 1995). This approach also provides an opportunity for participants to directly share their understanding and perception of reality (Creswell, 2009).

Qualitative researchers, however, face many challenges that go to extremes as being called journalists, or soft scientists and being accused of unscientific, or only exploratory and subjective work (Denzin and Lincoln, 2003; Ryan, 1995). Additionally, one of the major criticisms of qualitative methods is that results depend not only on the observing or interviewing skills of the researcher, but also on the fact that not all people are equally articulate and perceptive (Creswell, 2009). Other weak points of qualitative research are (a) its interpretative nature making its findings subject to researcher's understanding and interpretation that might lead to distorted final conclusions and results (Silverman, 2000) and (b) possible research bias as a result of researcher's presence and its influence over respondents answers and/or behaviour (Creshwell, 2009). In some cases as Bryman (1988) argues respondents may even be influenced by their perceptions about the aims of the research. Bryman (1988) also mentions that qualitative

research is often criticized by quantitative researchers for its difficulty to realize replications of its findings.

Positivist proponents further reproach qualitative researchers for having no methods of statements verification (Denzin and Lincoln, 2003; Katz 1983, cited in Foddy, 1993). Decrop (1999) states that both reliability and validity of qualitative studies are put into question since homogeneity of data and coefficients of determination cannot be computed. Denzin and Lincoln (2003:35) argue, however, that "terms such as credibility, transferability, dependability, and confirmability replace the usual positivist criteria of internal and external validity, reliability, and objectivity".

5.3.1.2.   Criteria to Authenticate Data in Qualitative Research

Credibility aims to confirm the suitability of the chosen design and methodology to identify and describe the subject of the research (Lincoln and Guba, 1985; Alston and Bowles, 1998; Denzin and Lincoln, 2003). Leisure and tourism research is acknowledged to suffer from a sufficient number of difficulties in this area, mainly because it is largely concerned with people's behaviour and attitudes (Veil, 1997). Creswell (2009) suggested a set of techniques to confirm research credibility. First of all, he recommended clarification of researchers' bias by adding comments on how researchers' understanding and interpretation of the results was influenced by their background. His second suggestion is to use an external auditor to review the entire project by looking over the accuracy of transcription, the connections between research questions, collected data and interpretation, etc.

The second criterion, transferability answers the question: "How applicable are the research findings to another setting or group?" (Decrop, 1999).

Dependability represents the third criterion and answers the question:"Are the results consistent and reproducible?" (Decrop, 1999). It endeavours to ensure that if the research is replicated, the same results, the same findings and conclusions would be found (Veil, 1997; Denscombe, 2000; Creswell,

2009). Nonetheless, as research subjects in tourism studies are often individuals, this is highly questionable. Therefore, Schofield (1993, cited in Roberts, 2004: 164) suggested that assessment of dependability should consider:

> *The aims of the research and its basic premises (purpose, theory), how the research was undertaken, most importantly in this context, the reasoning behind key decisions made and the role of researcher values.*

(Roberts, 2004: 164)

Clark et al., (1998) recognised an association between credibility and dependability; a qualitative study that has been shown to be credible is, likewise, also dependable. There is also the criterion of confirmability, where the design of the enquiry is looked at in an impartial fashion, by distancing the enquirer himself or herself (Johnson, 1998). Confirmability, in other words, answers the question: "Do the findings reflect the participants and the enquiry, or are they a product of the researcher's biases and prejudices?"(Decrop, 1999).

5.3.2. Quantitative Research

Payne and Payne (2004: 181-182) summarized the common features of quantitative methods as the following:

- In contrast to qualitative research which interprets meanings that people bring to their own actions, identification and description of regularities in social behaviour is the focal point of quantitative research.
- Variables represented by numbers show patterns of behaviour. Statistical associations between variables are used to express explanations in a form that enables prediction of outcomes from known regularities.

Quantitative researchers take up an attitude that the world can be divided into simpler and smaller parts, and therefore, observed by less complex, non-human instruments (Maykut and Morehouse, 1994) and according to

Creswell (1994) the main aim of quantitative research is to test or verify already developed theory. This research approach also emphasizes the assessment and investigation of causal interactions between variables (Denzin and Lincoln, 2003), where its success depends on the research instruments utilized in the process of gathering and measuring/analysing data (Jary and Jary, 1991).

5.3.2.1. Advantages and Disadvantages of Quantitative research

Quantitative studies are acknowledged as having some reassurance about the validity and reliability of findings and as being cost and time savings in terms of reaching very large numbers of people relatively quickly. Additionally, nowadays given the increasing power and reduced cost of computerisation, increased sophisticated data analyses are doable (Ryan, 1995).

Nonetheless, this approach is mainly criticised for being unable to understand social action from its actual participants (Blaikie, 1993). Tourism, in particular, is a phenomenon based on subjective and, to some extent, unpredictable human choices, preferences, decision-making and behaviours; hence the quantitative approach is not always adequate to use in tourism research (Johnson, 1998). Another seen as problematic subject of quantitative research is the issue of objectivity since researchers are human beings themselves (Lentell, 1998:11, cited in Johnson, 1998); hence influenced by social factors. Therefore, an "objective" and "unbiased" tourism research cannot exist because the way we perceive the natural world is always influenced by social factors. Burns (2000: 10) says in this line of thoughts that quantitative research "…cannot be totally objective, since subjectively it is involved in the very choice of a problem worthy of investigation and in the interpretation of the results". However, researchers can keep in mind and acknowledge their own philosophical, political or cultural predispositions when planning and conducting research (Johnson, 1998).

5.3.2.2. Criteria to Authenticate Data in Quantitative Research

Validity is a criterion about the level to which the collected data reflects the phenomenon being studied and is concerned with the question: "Is one measuring what one intends to measure?" (Nachmias and Nachmias, 1992; Veal, 1997). Internal validity asks whether a clear causal relationship between the variables has been established with certainty, whereas external validity (or generalisability) asks whether the findings will remain the same in other contexts (Johnson 1998; Bryman, 1988). Two types of validity threats exist in the literature – internal threats and external threats. Internal validity threats might have an impact over the truthfulness of the conclusions, as a result of the sampling selection procedure, for example, where the selected participants might have certain characteristics that predispose them to perform certain outcomes. External validity threats arise when researchers generalise the results for a population different from the investigated one (Creshwell, 2009). Reliability, on the other hand, is to confirm that the findings would be the same if the research will be repeated with a different sample of subjects, by different researcher and at a later time (Alston and Bowles, 1998; Veal, 1997).

Due to the fact that reliability is an essential, but still insufficient condition for validity it could be said that validity and reliability are related. Indeed, a study which is valid is, of necessity, also reliable, but a study which is reliable is not necessarily valid. Objectivity, on the other hand, is a measure of the degree of impartiality and neutrality of the study (Johnson, 1998).

5.3.3. Pragmatic Approach to Research

Even at first sight it looks like qualitative and quantitative research methods are not compatible because of their opposite characteristics, they should not be viewed as "polar opposites or dichotomies" (Creswell, 2009: 3) or "as diametrically opposed" (Alston and Bowles, 1998:11), but as being commensurable (Burns, 2000).

Other academicians (McLaughlin, 2007; Paley, 2000) believe that the decision on which one research technique to use is actually a technical issue and research methods can be qualitative, qualitative or both at the same time. The aspect that distinguishes whether it is one or the other is the nature of the research problem, or in other words, its suitability to answer particular research questions (McLaughlin, 2007; Bryman, 1988) rather than any philosophical presuppositions "built into" them (Paley, 2000). For a complex and multidisciplinary field such as tourism "there is no singular pertinent research modality. In order to achieve the desired outcomes of tourism research, alternative methods must be considered and used conjointly..." (Beeton, 2005:37). This pragmatic position is defended also by Ritchie et al., (2005) since they argue that the rationale of mixing qualitative and quantitative data is to attain a comprehensive understanding of a phenomenon that neither method alone can present rather than to expect evidence generated from the two approaches to replicate each other.

This pragmatic approach to research, however, was condemned by D'Cruz and Jones (2004) since they believe that philosophical assumptions underpinning qualitative and quantitative techniques cannot be simply ignored. These researchers argue that the selection of methods should be not only suitable for achieving the research aims, but also reflective of the researcher's position and his/her understanding of the world.

In fact, qualitative and quantitative methods can be utilized during different phases of research for theory building and theory testing purposes which incorporate both approaches (de Vaus 1995), or as Newman and Benz (1998) suggest as "different ends on a continuum". Similarly, Alston and

Bowles (1998) and Lazarsfeld (1944, cited in Foddy 1993) argue that an idea could be examined in a qualitative manner at the beginning of a research before testing it by employing quantitative methods.

In the early 1990s, the tendency of integrating or connecting quantitative and qualitative data emerged (Creswell, 2009; Ryan, 1995). One of the advantages of combing qualitative and quantitative methods recognized by researchers is that even these methods show some limitations; biases typical for a single method might soften the biases of other methods (Creswell, 2009). Additionally, quantitative research could be preceded by qualitative research, as mentioned by Ryan (1995), to ensure the research questions and intervening variables' validity. Other cases of mixing both methods are, for example, to apply the results gathered from one method to recognize a population to be studied or questions to be asked in the other method (Tashakkori and Teddlie, 1998, cited in Creswell, 2009), or to consider qualitative research as hypotheses generator, which in turn, can be tested by quantitative methods (Bryman, 1988). However, probably one of the most important cases of uniting quantitative and qualitative research is carrying out a survey to filling some gaps in our knowledge of a phenomenon, because the "gaps cannot be readily filled by a reliance on participant observation or unstructured interviewing alone" (Bryman, 1988:137).

5.3.4. Sampling Techniques

Questionnaire surveys usually involve only a proportion (or a sample) of the population being studied, because it is often not feasible, or costly to collect data from every single potential representative of a population. Therefore, it is of a major importance to ensure that the sample characteristics match with those of the population of interest (May, 1993; Veal, 1992; Nachmias and Nachmias, 1992). The sample size, however, is subject to numerous debates. Veal (1992:209), for example, states that "the absolute size of the sample which is important, not its size relative to the population". May (1993), on the other hand, argues that a large, but poor in quality sample will be less accurate than a smaller one that does have quality. In qualitative

research, where the main focus is on exploring a situation or an issue, Maykut and Morehouse (1994) and Kumar (2005) suggest continuing gathering and analysing information until a "saturation point" is reached - when the newly collected information repeats already collected data. This strategy was also found in Lincoln and Guba's (1985: 234) work that data should be collected "until redundancy with respect to information" is achieved. Therefore, a carefully conducted study adopting this strategy might reach a saturation point using a small, but precisely selected sample of the population being studied (Maykut and Morehouse, 1994). The sample size of both random and non-random samples can also be affected by the amount of time, money and human resources available (Jennings, 2010).

Several types of samples exist in the literature, but samples can be classified either as probability samples or as non-probability samples (May, 1993; Nachmias and Nachmias, 1992).

5.3.4.1. Probability Samples

Only probability samples can be used to achieve statistical generalization (May, 1993; Maykut and Morehouse, 1992), representativeness of the results and minimised bias (Veal, 1992). Within probability samples, each member of the population of interest has an equal chance for inclusion in the sample (Veal, 1992, Maykut and Morehouse, 1992, Jennings, 2010). It is vital for a random sample to be based on a complete (or as complete as possible) list of the population called a sampling frame (May, 1993; Nachmias and Nachmias, 1992).

There are four subcategories of probability samples: simple random sampling, systematic sampling, stratified sampling and cluster sampling (Pizam, 1994). In simple random sampling every unit has the same chance of being included in the sample (Jennings, 2010). In systematic selection, however, the researcher sets a specified interval throughout the sample and uses it to select units for inclusion into the sample; therefore, the selection of one unit depends on the previous selected unit (Jennings, 2010). Stratified sampling is another subcategory of random samples where the population is

divided "into mutually exclusive and exhaustive subsets" (Pizam, 1994: 102) and a random sample of units is selected from each strata. Cluster sampling is a method used to split the whole population of interest into clusters from which a random sample is chosen (Kumar, 2005).

5.3.4.2.   Non-probability Samples

In practice, a list of the population of interest or some sort of sampling frame hardly ever exists (May, 1993; Veal, 1992) and researchers, in particular social researchers (Nachmias and Nachmias, 1992) must make use of a non-probability sample. In other cases, the statistical precision of random sampling techniques is less important than the criterion of "fit for purpose" (May, 1993) and of achieving understanding of social phenomenon in depth, not in breadth, by carefully selected group of individuals (Maykut and Morehouse, 1992). This approach is in harmony with the interpretivist postulates about the "multiple" realities consisting of both tangible and intangible elements that resulted from individuals' minds, past, present and future and in disharmony with the positivist position of generalizability. Moreover, the researcher leaves his/her mark on the criteria for choosing a sample making its representativeness a subject of subjectivity questioning and showing his/her position as "insider" of the analysed phenomena (Maykut and Morehouse, 1994). There are a number of non-random sampling approaches: convenience, snowball, expert, quota and purposive sampling (Sarantakos, 2005).

Convenience sampling is described as a selection process of participants based on the ease of access the researcher has to them. This sample does not represent the population from which it is drawn and only reflects those study units convenient to the researcher at the time of data collection; therefore, such sampling is described as incapable to reflect other time periods (Jennings, 2010).

Maykut and Morehouse (1994) define purposive sampling (also called judgemental sampling) as suitable for qualitative research because it

represents a selection of participants based on the possibility that each one of them will expand the variability of the sample. Judgemental sampling also relies on researcher knowledge and judgement on who or what study units to include in the study (Jennings, 2010). Expert sampling, on the other hand, involves people who the researcher identifies as "experts" with specific knowledge and experience (Jennings, 2010).

When a population is characterised a wide distribution, snowball sampling might be the only one possible way of collecting data about the population, where an initial contact is made with a representative of the population who then connects the researcher with other members of the population (Jennings, 2010).

A form of non-random sampling often used in street surveys is that of quota sampling. Here the general characteristics of a population are often known beforehand - the proportion of people in particular age groups, social classes, etc. and the sample consists of quotas of participant having these characteristics (Veal, 1993; May, 1992; Jennings, 2010). However, once the quotas have been determined and calculated the selection process is by convenience. Stratified sampling unlike the quota sampling divides the population into quotas by random, whereas the quota sampling specifies the number of sample units in each quota then follows up with convenience sampling (Jennings, 2010).

5.4. The Study's Methodological Justification: Epistemological, Ontological and Technical Considerations

This research is aiming to explore the image of Linz as a tourist destination in the context of the European Capital of Culture Event from visitors' point of view by a) identifying Linz's image components and b) by explaining through statistically testing the relationships between the stages of its formation and development, and its determinants. As Clark et al., (1998) argue in the majority of cases, the choice of topic impacts the philosophical underpinnings and methods used to obtain data. After considering both paradigms, their ways of seeing and understanding the world, their limitations and weaknesses it became clear, that more pragmatic approach to research by splitting the data collection and analysis into two stages (explorative and explanatory stages) was required since the postulates of positivism and interpretivism echo to only certain extent the objectives and nature of this research, and the arguments and discussion put forward in the literature review.

The "complex, multiple, relativistic and dynamic nature" of destination image (Gallarza et al., 2002: 56) which appeared from the existing literature surrounding destination image requires profound understanding of how people form their images of destinations, which is in line with the interpretivists' understanding of reality, and at odds with the positivist postulation that there is only one, true, physical reality. The interpretivist paradigm also fits well with the first stage of this research as it offers an understanding of the complex nature of destination image and its structure, where reality is multiple and interconnected, consisting of both tangible elements and numerous temporal constructs of the mind; and deals with human beings, possessing ability to talk about and explain their emotions, feelings and perceptions of Linz. Positivist perspective, on the other hand, tends to generalize findings, which is inappropriate for understanding the very nature of destination image as it is a changeable concept, very susceptible to outside changes, and a "snapshot" of its current condition in

Linz should not and could not be used to make generalizations in the long run and applicable to other tourism destinations.

The researcher acknowledges that given that the positivist position is limited in its understanding of a social phenomenon such as the process of destination image, the first stage of this research (despite the use of the survey method as a means of collecting data to explore Linz's image) is closely aligned to interpretivist philosophy. The second stage, however, demonstrates positivist philosophical underpinnings since it mainly aimed to uncover and statistically prove the dynamic character of destination image formation and development and the interlocking nature of Linz's image and its determinants in the context of the European Capital of Culture.

Indeed, a complete and thorough understanding of a phenomenon often necessitates both qualitative and quantitative techniques as their combined findings strengthen the quality, accuracy, validity and reliability of collected data (Babbie, 2004). Echtner and Ritchie (1991) argue in a similar vein that a combination of qualitative and quantitative methodologies is more appropriate in understanding of the multidimensional and complex nature of destination image. They recommend that a staged research design should be applied in studies focused on both cognitive and affective image dimensions (discussed in detail in Chapter Two) since quantitative methodology is useful to uncover common characteristics and destination attributes (also called cognitive image components) and qualitative methodology allows in-depth exploration of the psychological impressions/affective image components associated with a destination through the free description of the respondents.

As it was discussed in Chapter Two, large part of the existing literature on destination image assess destination image in terms of lists of attributes or functional characteristics (Echtner and Ritche, 1991), by ignoring the uniqueness and non-replicability of destination images. To overcome this issue, the present research uses both qualitative and quantitative research methods, as recommended by Echtner and Ritchie (1991), endeavouring to define a comprehensive image of Linz and gaining a robust understanding of

how its destination image is formed and developed, and the set of determinants that influence this process. Indeed, while the quantitative approach allows statistical analysis of destination image attributes and relationships between variables, the qualitative approach gives respondents a chance to describe their holistic destination images and share with the researcher the unique features and feelings they might have about a place.

5.5. Research Design

The research described in this thesis is a sequential one – with second quantitative, explanatory phase building on a qualitative and explorative first phase.

The intent of this two-phase study was to explore the image of Linz as a tourist destination in the context of the European Capital of Culture Event 2009 from its visitors' point of view by a) discovering Linz's cognitive and affective destination image components; b) identifying Linz's tourism destination image determinants (e.g. socio-demographic characteristics, familiarity, information sources, motivation, trip characteristics) and their significance in the process of Linz's destination image formation process; c) analysing the process of Linz's destination image formation and development, and d) examining the importance of the European Capital of Culture Event in the process of Linz's tourism destination image development.

The first phase represented a qualitative exploration of Linz's image by eliciting its image dimensions from the answers of a group of potential visitors, using online survey with a few open-ended questions and free elicitation technique. Eliciting the image components from the population of interest and not from official sources of Linz (e.g. the official website of Linz09, reports published by its' authorities) lies in the way the term image is used in the literature: a) the advertised and promoted image of a place and b) the beliefs and expectations of visitors (Mazanec and Schweiger, 1981), which suggests that there might be significant differences between them.

The data collected from the first phase was then content analysed by identifying Linz's image elements and counting their frequencies of appearance in respondents' answers. Afterwards, the findings from the qualitative phase were used to construct a questionnaire, which was then utilised to collect data in Linz during the European Capital of Culture in 2009 in the summer month of August. The collected data was analysed by using SPSS and applying different statistical techniques such as ANOVAs, MANOVAs, t-tests and factor analysis.

The reason for collecting qualitative data initially originates from the fact that the image components existing in the literature are used, to a certain extent, in a unified manner and do not represent the spirit and auras of Linz. The selected research design was also influenced by Jenkins's (1999) model of destination image research shown below. She argues that the use of qualitative research to elicit the constructs from the population being studied reduces the peril of pushing respondents to respond to a standardised framework, which might be a reflection of the destination image held by the researcher, but not the population of interest.

Qualitative Phase
Purpose: to find the constructs used by the study population in their cognition of destination image.

Methods: construct elicitation techniques such as interviews, content analysis, triad elicitation and photo elicitation

relevant constructs

Quantitative Phase
Purpose: to measure tourist destination image according to the relevant constructs.

Methods: two rating scales are required
- evaluative preference of the destination
- construct preference (or importance)

Figure 18: A model for destination image research
Source: Jenkins (1999)

Even if there are similarities between destinations, the way of transferring a set of destination image dimensions from one destination to another without attaching importance to the unique features of a destination, results in simplistic and partial understanding of the process of destination image formation. Moreover, unless the list of attributes is thoroughly selected, some or even all of them might be completely irrelevant or there could be gaps in the list of destination image attributes (Jenkins, 1999). Martin and Bosque (2008), for example, adopted a two-phase research design beginning with a preliminary, qualitative study followed by a quantitative phase exploring in depth the nature and formation of destination image. These researchers' qualitative phase contributed to the quantitative one by helping to identify salient variables; by considering the sampling strategy and by supporting and explaining the quantitative findings.

5.5.1. Explorative Phase

Several cases of research are described in the literature in which qualitative techniques might be considered as appropriate a) when a concept such as Linz's image as a tourist destination, is "immature" due to a sufficient lack of theory and/or previous research qualitative approach should be taken into consideration; b) when the available theory appears to be inaccurate or inappropriate; c) when there is a need to explore and describe social phenomenon and develop theory and d) when the nature of the phenomenon is not suitable for quantitative measures (Morse, 1991). There are sufficient studies dealing with the economic and social impact of the European Capital of Culture on destinations; nevertheless destination tourist images during cultural events in general and during the European Capital of Culture in particular have received little attention, if any. Linz as a tourist destination and as a town trying to re-image itself during the European Capital of Culture suffered from insufficient information, therefore, any research on it requires a preliminary, exploratory stage where the main components and determinants could be identified and taken further into more complex research.

A short summary of the most popular qualitative techniques employed in previous studies is presented in Appendix 12.

5.5.1.1. Sample of the First Phase

For the first phase of this particular research, aiming at the richness of the collected data, a sample selection strategy proposed by Maykut and Morehouse (1994), Kumar (2005) and Lincoln and Guba (1985) and discussed in section 5.3.4.2 was adopted. The utilised sampling technique at this stage was convenience sampling since no population framework was available for the population of interest. No cut-off date was predetermined, but the collected data monitored and analysed on a weekly basis. After the first couple of weeks signs of repetition among respondents' answers started to slowly appear and after two months the online data collection was discontinued in view of the fact that it appeared to have reached its "saturation point" or redundancy in regard to information where no new insights about Linz could be collected. The data analysis is presented and discussed in detail in Chapter Six.

The population being studied in the first phase consisted of potential visitors of Linz. The term "potential visitor" is used in this study as a cumulative portrait of repeat and first-time domestic and international visitors of Linz. It was assumed that selecting a sample of only one of the groups, for example first-time visitors, would deprive the results by leading to missing important image components of Linz that could be captured only by individuals that had experienced the destination. If a sample of only repeat visitors of Linz was selected, the peril of painting Linz in bright colours would exist as people usually tend to put themselves in a better light because of prestige considerations (Oppenheim, 1992) or the so-called "social desirability bias". Therefore, by understanding the perceptions of repeat and first-time visitors, more holistic analysis of Linz's image, expressing its unique character, would be achieved. A purposive sampling of the population of interest (potential visitors of Linz) appeared as an appropriate strategy for the purposes of this

study. Respondents' profile and answers are analysed and discussed in Chapter Six.

5.5.1.2.   Free Elicitation

Free elicitation, a well-known market research tool, was introduced to the tourism field in Reilly's investigation (1990:22) of Montana's image as a destination as he asked respondents "What three words best describe the state of Montana as a destination for vacation or pleasure travel?" and coded replies into similar categories and frequencies. Sussmann and Unel (1999), O'Leary and Deegan, (2005) and Kneesel et al., (2010) followed Reilly's footsteps in their studies by slightly modifying his concept. O'Leary and Deegan's respondents (2005), for example, were asked to list the first three words or expressions they have in mind when thinking of Ireland as a destination. The elicitation of these attributes from the sample endeavoured to get an accurate picture of destination image of Ireland held by the French tourists. Kneesel et al., (2010), on the other hand, asked questions such as "What words or images come to mind when you think of the following places as a gaming market?" and used free elicitation to gather descriptive adjectives about the gaming destinations they were interested in. This study confirms the arguments that the major advantage of this free-form style is the fact that individuals are allowed to freely describe stimuli that are relevant to them and reflect their reality, rather than researcher's predetermined image constructs (Reilly, 1990). However, data collected by using free elicitation depends on respondents' capability to articulate their opinions and feelings and researcher bias could occur during the process of grouping and analyzing replies (Sussmann and Unel, 1999).

5.5.1.3.   Development of Open-Ended Questions

A series of open-ended questions based upon the questions used in Echtner and Ritche's study (1993) together with a set of demographic questions was incorporated into the explorative, qualitative phase aiming to capture the

image of Linz from visitors' perspective (see the online questionnaire in Appendix 13). The questions were slightly modified in order to fit the purposes of this particular research. The first question focused on respondents' spontaneous associations with the word Linz and was designed to allow respondents to freely share their overall spontaneous associations with Linz. The aim of the second question was to gain insights into respondents' feelings and emotions in relation to Linz and attempted to capture the affective aspect of Linz's image. The final question sought to elicit respondents' knowledge about Linz and to determine some of its unique attractions. All questions were translated into three different languages (English, German and Bulgarian[6]), aiming to reach broader range of potential visitors of Linz with different geographical origin, background and access to commercial information about Linz.

5.5.1.4.   Data Collection

The first phase was conducted by using free online questionnaire and survey tool called Survey Monkey. The data was collected from January to March 2009 and a link to the online survey consisting of mainly open-ended questions was posted on the homepage of Linz09 (the official web site of the European Capital of Culture Event in Linz) with the generous help of Linz's authority (please see Appendix 14 for the emails requesting the authorities permission to upload the link on Linz09) and on several online platforms for travellers.

Researchers from different disciplines have already identified the Internet as a fruitful way for collecting data and increasing number of journals are publishing data that have been collected online (Schleyer and Forrest, 2000). Reduced times and lower cost are some of the key advantages of online based survey quoted by a substantial number of researchers (Granello and Wheaton 2004; Duffy and Smith, 2005; Wilson and Laskey, 2003; Wright, 2006; Evans and Mathur, 2005). Flexible design formats such as colour, graphics, animation, etc. (Granello and Wheaton, 2004) and question diversity (dichotomous questions, multiple-choice questions, scales, open-

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[6] The researcher is fluent in German and English, and has Bulgarian as a mother tongue.

ended questions, etc.) are other features of online surveys described advantageous in the literature (Evans and Mathur, 2005).

Internet-based surveys also offer researchers the opportunity to work on other tasks, while collecting data online, thus increasing their productivity (Andrews et al., 2003, Llieva et al., 2002). Reduced social desirability bias typical for face-to-face survey methodologies along with the fact that online surveys can be completed at respondents' convenience are other well-known benefits of Web-based surveys (Duffy and Smith, 2005). A global reach, in terms of providing access to participants that are otherwise difficult or costly to contact (Wellman 1997; Evans and Mathur, 2005), is an advantage of particular importance to this research, since it allows access to respondents from different countries and with different media exposure to information about Linz as a tourist destination.

 Online surveys, on the other hand, are blamed for not being representative (Granello and Wheaton, 2004) since the penetration of the Internet has not developed to the extent that it represents the population as a whole (Wilson and Laskey, 2003).The rapid integration of the Internet in people's life in the recent years, however, might lead soon to the evaporation of the discrepancy between offline and online populations (Fricker and Schonlau, 2002). Nonetheless, the first stage of this research had an explorative character and was not intended to generalise the received data, which lessened the effect of such a disadvantage.

Other recognised disadvantages of online surveys are respondents' lack of online experience/expertise and issues of privacy and security (Evans and Mathur, 2005). The conducted online survey, however, did not include any questions of sensitive and/or private nature and the design of the questionnaire was kept very basic with easy to follow instructions.

5.5.1.5.   Data Analysis through Content Analysis

Neuendorf (2002:1) describes content analysis as "the systematic, objective, quantitative analysis of message characteristics". Content analysis applies significance or meaning to collected information and helps indentify patterns in the text by coding or grouping the data into categories (Wilkinson and Birmingham, 2003). This technique is frequently utilized as an additional research tool in multi-method research using variety of methods to increase research validity, but can also be used as a research instrument on its own (Hall and Valentin, 2005). Two approaches to content analysis exist in the literature - conceptual analysis (quantitative) and relational analysis (qualitative). The former examines either the incidence or the frequency of concepts in the data, whilst the latter attempts to explore and identify relationships between themes or issues (May, 1997; Wilkinson and Birmingham, 2003; Sarantakos, 2005). Clark et al., (1998) defend the position that content analysis is an appropriate technique for researchers seeking some "hard facts" beside holistic explanations.

For the purposes of the first phase – understanding the destination image of Linz from potential visitors' perspectives, the conceptual content analysis as a technique was selected and applied in analysing the collected information from the open-ended questions. The analysis followed Wilkinson and Birmingham's (2003) instructions on content analysis. Firstly, a decision has to be made concerning whether a single word, a set of words or phrases will be coded. Secondly, a list of codes or categories to be used in subsequent coding should be made. Thirdly, a decision must be made on the allowed flexibility where words that do not exactly match the codes will be ignored or included. Finally, it needs to be decided whether to code for concepts of their incidence or for their frequency of occurrence. The former helps the development of a holistic picture since it caters for maximum variations in the data.

It was decided to code single words only and to distinguish between adjectives describing Linz since they represent Linz's affective image domain and nouns which are representative of Linz's cognitive image domain.

Afterwards, similar words were grouped into categories with indicative labels. It was also decided to allow flexibility and include words into the categories if they are synonymous or describing the same object. For example, one of the main attractions in Linz, the Niebelungenbridge, was called in three different ways: the Bridge, the bridge above the river and Niebelungenbridge.

5.5.1.6.   Research Limitations of the First Phase

The low response rate (74 respondents) of this qualitative research phase could have been improved by approaching the Austrian Tourist Office and seeking permission to upload the link to the questionnaire on www.austria.info which promotes Austria as a tourist destination worldwide. This strategy could have exposed the questionnaire to potential Austrian visitors who might have had interest in visiting Linz or had already experienced it and were willing to share their opinions on it.

Although the sample of the exploratory stage was small, the open-ended questions, even online and with limited space for answering, offered the researcher more than a glimpse of the unadulterated Linz through the eyes of its potential tourists. Through these responses, the author was able to elicit some of Linz's unique characteristics and understand aspects of its individuality (Iordanova-Krasteva et al., 2010). These characteristics were used to inform the design of the study's questionnaire.

5.5.2. Explanatory Phase

The purpose of the second phase was to statistically analyse the influence of a set of variables (including socio-demographic characteristics, familiarity with the destination, motivation, information sources) identified in the literature on the Linz's pre-travel and on-travel destination image components elicited from the first stage and respondents' post-travel behaviour in the context of the European Capital of Culture Event.

5.5.2.1.   Surveys

Surveys take a central part in social research and they are recognized as one of the most commonly used methods of collecting data in economical and efficient way (McLaughlin, 2007; Wilkinson and Birmingham, 2003). Questionnaire surveys are used to collect information from individuals using a formally designed schedule of questions (Veal, 1992).

Questionnaire surveys usually consist of a set of classificatory questions such as questions about age, gender, education etc and a set of open-ended and/or closed questions (Oppenheim, 1992; Wilkinson and Birmingham, 2003). Closed questions are questions to which a set of alternative responses is provided, whilst open questions are characterised by giving the respondents greater freedom to share their opinion in a way that is not restricted by predesigned responses as in the case of closed questions (Veal, 1992, Oppenheim, 1992, Wilkinson and Birmingham, 2003). Even closed questions are easier and quicker to answer since they guide the respondents in a pre-selected direction, which in turn, may or may not match with their own views (Oppenheim, 1992; Foddy, 1993).

Open-ended questions are in a complete contrast to closed questions by giving the respondents the freedom to express their ideas spontaneously in their own language. This spontaneity is often an important source for new hypotheses, but also makes the analysing process a challenging task (Oppenheim, 1992; Foddy, 1993). Oppenheim also mentions that some of the data richness gathered through open-ended questions is lost when the answers are later coded, but it is useful and recommendable to report a few such answers in full, to present "some of the flavour of the replies" (Oppenheim, 1992: 112). Nevertheless, the variety of answers might aggravate the analysis as each one must be recorded, analysed or coded to unveil their meaning (McLaughlin, 2007; Wilkinson and Birmingham, 2003).

Questionnaires, if well-executed, can be less resource-intensive than other research tools, and additionally they provide the researcher with a rich variety of views and opinions from many respondents. Questionnaires are

generally easy to administer and analyse, and are relatively cheap (Veal, 1992; Oppenheim, 1992; Jennings, 2010), nevertheless leading and complicated questions are cited as one of the main pitfalls of questionnaires (McLaughlin, 2007).

Wilkinson and Birmingam (2003) argue that clear and unambiguous questions enable the transmission of useful and accurate information of data from the individuals to the researcher. Once transmitted, the responses have to be recorded and coded (e.g. reducing the responses to a number) and analysed fairly so that they accurately reflect the respondents' views. Coding of responses enables data from questionnaires to be gathered in a quickly manner and also makes it useable for subsequent analysis.

Wilkinson and Birmingham (2003) summarize the advantages of questionnaires by defining them as suitable for gathering vast amounts of data with minimal effort and unveiling relationships between data and more importantly as being analysed quickly and with low error rates. However, their disadvantages should not be overlooked. Questionnaires are easy to develop and distribute, which in turn, could result in collecting far more information than is needed. Secondly, questionnaires are everywhere, competing for respondents' time that might lead to collecting superficial data.

Veal (1997) argues that questionnaire success depends on several considerations. For example, individuals may tend to overstate, devalue some of their responses, or even give answers that they suppose to please the interviewer. Therefore, the validity of questionnaire-based data is very often called in question. Several methods exist in the literature preventing from this jeopardy. One example is to have "dummy" categories in some of the questions. Another, very similar option is to ask two or more questions about the same thing, but in different parts of the questionnaire. Regardless of these methods, the researcher must accept these research limitations and hope these inaccuracies will not have significant impact over the findings.

A summary of the most popular data collection techniques used in questionnaires on destination image –Likert Scale and Semantic differential is presented in Appendix 9.

Likert Scale is a well accepted data collection technique used in questionnaires since it has been acknowledged for being reliable, easy to construct, and for providing more information about the respondent's feelings. In this particular technique, a set of statements related to the investigated phenomenon is pulled together by the researcher and given to the respondents, who are asked to react to each statement by specifying whether, they: *strongly agree, agree, are uncertain, disagree,* or *strongly disagree.* In semantic differential scaling technique, each statement is measured on a bipolar adjectival scale, usually with seven or five points (Sussmann and Unel, 1999).

5.5.2.2.   Design of the Questionnaire

The survey instrument consisted of 30 questions, split into nine sections: questions designed to collect demographic information, questions related to socio-psychological motivations, questions to types of information sources used, questions related to previous visits to Linz and Austria, questions related to previous experience with the European Capital of Culture Event, questions related to Linz's image construct (affective and cognitive evaluations) before and during respondents' stay, questions related to respondents' future behavioural intention, questions on types and variety of visited or planned to visit events and attractions in Linz and questions on trip characteristics (duration, travelling party, etc.). The selected variables were based on previous studies investigating the relationship between them and the destination image formation process (please see Appendix 10).

To study Linz's image components elicited in the first phase, respondents were asked to rate their agreement/disagreement with those components on a 6-point Likert Scale ranging from "strongly agree" to "strongly disagree". As discussed in Chapter Two, destination image consists of two dimensions:

cognitive and affective components - twenty nine cognitive evaluation items and fourteen affective items were generated from the first phase.

Information sources consulted by the respondents before travelling to Linz were assessed by a variable showing a combination of the amount and category of information sources. Eleven different information sources were assembled from the literature: the official website of Linz09, Internet blogs and platforms, other internet sources, travel brochures, tour operators, travel agents/intermediaries, magazines/newspapers, radio/ TV programs/documentaries, geography/history books, friends or relatives, previous experience with Linz. Following Gartner's study (1993), these sources were grouped into induced sources, organic sources, autonomous sources and primary sources distinguished by the degree of control by Linz's promoters, ability to penetrate the market and perceived credibility by the targeted audience.

As to the socio-psychological motivation to visit Linz, the literature review showed that tourists' are usually driven by a set of motivators, rather than one single motivator. Therefore, based on the variety of studies discussed in chapter Two and listed in Appendix 10, twelve socio-psychological motivators were identified and added into the questionnaire.

Through analysing of the literature on destination image, it was revealed that a rather limited number of studies exists on the relationship between destination image and number of activities in terms of number of visited or planned to visit attractions, or attended or planned to attend events (Ashworth 1989, Fakeye and Crompton, 1991). Two questions were incorporated into the questionnaire to gain insights into this topic. The first one concerned the type and amount of attended or planned to attend events included in the program of Linz09 split into ten different categories – exhibitions, intervention, music, etc., while the second one dealt with the type and number of visited or planned to visit Linz's attractions (churches, museums, galleries, etc.).

The questionnaire was initially prepared in English and then a pilot study was conducted with several lecturers at BUCKS New University. The pilot study

did not reveal any confusing and unclear questions or flops in its structure. As the official language in Austria is German and domestic respondents were included in the population of interest, the questionnaire was then translated into German[7] and tested again with German native speakers. The German version of the questionnaire also did not show any necessity for improvements or changes. Copies of the questionnaire in English and German are presented in Appendix 15 and 16.

Owing to financial and time constraints, it was not feasible to find and interview respondents prior to and after their stay in Linz. The pre-travel image of Linz, therefore, was assessed "looking backwards" relying on respondents' memory and it might be influenced positively or negatively by respondents' actual experience in Linz, which may result in distorted results of Linz's "pre-travel" image. A similar constraint occurred in Martin and Bosque's research (2007) of the relationship between psychological factors and perceived image of a tourist destination.

5.5.2.3.   Sample of the second phase

Since accurate data on the size and location of the population of interest were not available and there were financial and time limitations, non-random convenience sampling technique was applied. Even though non-random samples are described as non-representative, these techniques are quite popular in tourism researches (Martin and Bosque, 2008; Chen and Tsai, 2007; Lee et al., 2005) where no "hard facts" concerning the population of interest are available.

Convenience sampling being a non-probability sample does not support standard error estimation, and thus the researcher cannot calculate confidence intervals or use any inferential statistics. Nonetheless, as Sapsford (1999) argues:

> *...while they [non-random samples] do not yield accurate estimates of error, they are better than nothing, and a statistical test of the significance of differences between the groups is better as a decision*

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[7] The translation was done by the researcher, who is fluent in German.

> *principle than merely asserting that the differences look large enough to be interesting.*

<div align="right">Sapsford (1999: 91)</div>

It is possible, however, with non-random sampling, to assess representativeness by comparing the sample with known population characteristics (Gilbert, 2001) and as long as the nature of the sampling is made clear, the reader can judge himself "the extent to which the statistics are appropriate and useful as a guide to the nature of the population" (Sapsford, 1999:91).

As it was discussed above, another important issue in quantitative research is the determination of the sample size. The sample size is directly linked with the statistical accuracy sought by the researcher and the number of variables. Sample size considered as adequate for data analysis requirements should have around 8-10 respondents per item used in an attitudinal questionnaire (Ryan, 1995) and as a general rule for factor analysis (this statistical technique is explained later in the chapter and used in the data analysis) the sample should be four or five time as many observations as there are variables to be analysed (Hair et al., 1987).

5.5.2.4.   Data collection

The data collection took place in Linz during the European Capital of Culture Event and 400 questionnaires were collected within a period of four weeks in August 2009. Each questionnaire was personally administered by the researcher and handed to each respondent during their stay in Linz. A prior aim was to give a fair representation of the geographical and temporal spread of the population of interest. The representative quality of the sample was assured as a degree of randomness on the selection of respondents by controlling the places ("sampling of places") and times of data collection ("sampling of time"). For example, data was collected in front of Linz09 Info centre, museums, churches, at the main square, along the Danube River in the park, in the Public garden, in hotels and venues where different events (Theatre mania 2, Circus, etc.) took place. Data collection also took place at

different times of the day from about 10 o'clock in the morning until 9 o'clock in the evening if there were popular events.

It also needs to be acknowledged that the selected sample for the second stage is often critiqued in the literature as not being representative of the population from which it is drawn and only reflecting those study units convenient to the researcher at the time of data collection and incapable to reflect other time periods (Jennings, 2010). In order to increase sampling representativeness, once the required data was collected the sample profile was compared with the characteristics of Linz's visitors in 2008 and 2009 in terms of their nationality. According to statistical data published on TourMIS[8], the total number of arrivals to Linz in 2008 was 389,444, where the foreign visitors accounted for 53% and the domestic visitors for 47%. In 2009, in contrast, the total number of arrivals was 422.262 from which 49% were Internationals and 51% were domestic tourists. It could be concluded that almost a perfect match was assured between the collected data and the official statistics on Linz's visitors' nationality, which contributed significantly to the research representativeness.

The analysed sample, therefore, was considered as representative as far as respondents' nationality and interest in different types of attractions/events is concerned.

During the data collection process, the researcher experienced several anticipated and unforeseen difficulties. Initially, access to events, galleries/museums and the Info center of Linz09 appeared to be a problem. A letter was sent to the organizers of Linz09 and to the manager of the Linz09 Info center, requesting official permission to stay in front of the Info center and venues where different events (Theatre mania 2, Circus, etc.) took place. Access was granted almost immediately. In general, this strategy worked out well, but only prior to the events as they started late in the evening (20 – 21.00 o'clock) and people were in rush to go back to their hotels after the events. Staff (cashiers) and managers of several museums were also asked for permission to stay in front of the venues to collect data

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[8] an Austrian online-based statistical database

and they did not mind this at all. Their only request was not to disturb the visitors and to keep the front doors clear.

Several heavy raining days disrupted the targeted average number of questionnaires per day, which required more intense data collection on other days.

Question 9, 10, 21 and 22 seemed to be not very clear to the respondents as the first several people did not distinguish between these questions. To fulfil one of the research objectives (to analyse the difference in Linz's image before and after respondents' experience) it became clear than respondents must be explicitly asked to try to remember their knowledge or feelings of Linz before and during their visit.

5.5.2.5. Data Analysis Techniques

All open-ended questions (Q8, Q11, Q18, Q19, Q22, Q24, Q 26 and the probing questions of Q15 and Q16) were content analysed (see section 4.5.1.5. above) and used to explain and support the findings of the closed questions. The collected data is presented and discussed in Chapters Seven and Eight.

Previous quantitative studies on destination image formation used a variety of statistical data analysis techniques that can be grouped into two main categories – bivariate methods such as t-tests and multivariate methods including factor analysis, ANOVA and MANOVA. Please see Appendix 11 for a table representing the statistical methods used in some of the studies discussed in the literature review and influenced the data analysis. The statistical principles and rules of t-tests, factor analysis, ANOVA and MANOVA are explained in this section since these techniques were implemented in the data analysis by using SPSS 16.

5.5.2.5.1.   T-test

There are two types of t-test - paired-samples t-test and independent t-test. Statistical significance is often set at the 0.05 or 5% significance level, which means that there is a 1 in 20 chance of getting a result as extreme as that particular result by random sampling from the estimated population. There are some cases, however, in which the researcher would require a more stringent significance level (1%) (Howitt and Cramer, 2008). For the purposes of this research a significance level of 5% was accepted as suitable.

5.5.2.5.2.   Paired-samples t-test

A paired-samples t-test is suitable when one group of respondents on two different occasions or under two different conditions are to be investigated. A common experiment of this type involves the before and after design (Ho, 2006). A paired-samples t-test demonstrates whether there is a statistically significant difference in the mean scores for "before" and "after" (Pallant, 2007; Field, 2005).

Paired-sample t-test appeared as the appropriate way to gain insights into Linz's image change that resulted from respondents' actual experience. It was used to make a comparison of before and after by using the same set of visitors. Likert Scale with answers Strongly agree (1); Agree (2); Neutral (3); Disagree (4); Strongly Disagree (5) and I do not know (6); was used to measure the level of agreement or disagreement with a set of cognitive and affective associations with Linz (before and after visiting Linz). The comparison was made between Q9 and Q20 concerning Linz's "a priory image" and Q10 and Q21 related to Linz's "on-situ" image.

5.5.2.5.3.   Independent t-test

An independent-samples t-test is suitable to compare the mean score of two different groups of subjects (Howitt and Cramer, 2008; Pallant, 2007). Statistical significance, in this case, suggests that the two samples are different to a level which is unlikely to have happened by chance.

Independent samples t-test was used to analyse Q2 in order to identify any significant differences between respondents who have previous experiences with Austria and those who have not.

5.5.2.5.4.   ANOVA

5.5.2.5.4.1. One-Way Analysis of Variance, with Post Hoc Comparisons

The one-way analysis of variance (ANOVA) also called unrelated/uncorrelated analysis of variance, is extension of the independent t-test and is used when the researcher is interested in whether the means from several (>2) independent groups differ (Ho, 2006; Howitt and Cramer, 2008). This test is known as the one-way ANOVA since there is just one independent variable; however, it is possible to extend the number of independent variables on the two-way ANOVA. The one-way analysis of variance test assumes that each of the sets of scores comes from different individuals. It is not essential to have equal numbers of scores for each set of scores (Howitt and Cramer, 2008). Essentially ANOVA compares the variation in the group means with the variation within the groups using the variance or F-ratio – "The more variation there is between the group means compared to the variation within the groups the more likely it is that the analysis will be statistically significant" (Howitt and Cramer, 2008: 314), or in other words, it will mean that the independent variable is having an effect on the scores (Field, 2005).

5.5.2.5.4.2. Two-way ANOVA

Two-way ANOVA allows the researcher to look at the individual and joint effect of two independent variables on one dependent variable (Howitt and Cramer, 2008). The advantage of using a two-way design is that the "main effect" for each independent variable can be tested and also the likelyhood of an "interaction effect" could be explored. An interaction effect exists when the effect of one independent variable on a dependent variable is affected by the level of influence of another independent variable (Ho, 2006; Pallant, 2005).

5.5.2.5.4.3. Mixed between-within subjects ANOVA

There are some situations in which the combination of one-way and two-way ANOVA seems appropriate to analyse particular phenomenon (Field, 2005; Howitt and Cramer, 2008). In this case, there are two independent variables: one is a between subjects variable (for example, gender) and the other is a within-subjects variable (for example, time t_1 and t_2) and one dependent variable. This type of ANOVA is particularly appropriate for studies that investigate change over a period of time. So it will be used when a single group of participants are studied at different time points (Howitt and Cramer, 2008). SPSS allows such combination of between-subjects and within-subjects variables in one analysis (Pallant, 2005).

5.5.2.5.4.4. Post Hoc Comparison

The interpretation of the analysis of variance can be difficult when more than two groups are used (Field, 2005) because even if the overall analysis of variance is statistically significant, it is difficult to know which of the three or more groups is significantly different from the other groups (Howitt and Cramer, 2008). To obtain multiple comparisons between the different independent groups a Post Hoc comparison test needs to be performed. "Post hoc tests consist of pairwise comparisons that are designed to compare all different combinations of the treatment groups. It is rather like taking every pair of groups and then performing a t-test on each pair of groups" (Field, 2005: 412).

As it is well known test statistics are used to show whether there is an effect in the population of interest (to a certain degree of confidence) caused by one or another factor. There are two possibilities in the real world: there is, in reality, an effect in the population, or there is, in reality, no effect in the population. Obviously, it is important that we are as accurate as possible, which is why Fisher originally said that we should be very conservative and only believe that a result is genuine when we are 95% confident that it is – or when there is only a 5% chance that the results could occur by chance.

However, even if we are 95% confident there is still a small chance that we get it wrong.

Two mistakes could threaten the results: Type I and a Type II error. A Type I could happen when the researcher believes that there is a genuine effect in the population of interest when in fact there is not. The opposite is a Type II error, which could happen when the researcher believes that there is no effect in the population when, in fact, there is (Field, 2005; Pallant, 2007).The Type I error rate and the statistical power of a test are linked. Therefore, there is always a trade-off: if a test is conservative (the probability of a Type I error is small) than it is likely to lack statistical power (the probability of a Type II error is high). Thus, it is important that multiple comparison procedures control the Type I error rate, but without a substantial loss in power. The selection of comparison procedure is affected mainly by the exact research situation and the right balance between keeping strict control over the Type I error and allowing greater statistical power. However, some general guidelines can be drawn. When the sample sizes are equal and there is a confidence that the population variances are similar then REGWO or Tukey can be used as both have good power and tight control over the Type I error rate. Bonferroni is perceived as a conservative choice, but if guaranteed control over the type I error rate is desired, then this is the most appropriate technique. If sample sizes have some differences then Gabriel's procedure is recommendable because of the greater power it has. If, however, there is a substantial discrepancy between the sample sizes, Hochberg's GT2 is cited as the best choice. If any doubts about the equality of population variances exist, then the Games-Howell procedure seems to be the most appropriate as it appears to offer the best performance (Field, 2005). The Scheffe test does not require equal number of cases in the groups and is also more conservative, which means that the differences are less likely to be significant (Pallant, 2005).

5.5.2.5.5.   **MANOVA**

Multivariate analysis of variance (MANOVA) is an extension of ANOVA and applicable when more than one dependent variable is analysed (Howitt and Cramer, 2008). These dependent variables, however, should show some degree of correlation or conceptual rationale for using them simultaneously. MANOVA calculates the group means and shows if the differences between them on the combination of dependent variables are likely to have happened entirely by chance. To do this, MANOVA combines the original dependent variables to produce a new dependent variable and shows whether there is a significant difference between the groups on this newly calculated dependent variable and also calculates the univariate results for each of the dependent variables independently (Howitt and Cramer, 2008). The advantage of using MANOVA instead of a series of ANOVAs separately for each dependent variable is the fact that MANOVA "controls" the risk of a Type 1 error (Howitt and Cramer, 2008; Pallant, 2005; Field, 2005).

MANOVA can be used in one-way, two-way and higher-order factorial designs (with multiple independent variables). However, if MANOVA is statistically significant then it is appropriate to test the significance of the individual dependent variables using ANOVAs (Howitt and Cramer, 2008). For one-way MANOVA one categorical, independent variable and two or more continuous, dependent variables are required. For two-way MANOVA, on the other hand, two categorical independent variable and two or more continuous, dependent variables are needed (Howitt and Cramer, 2008; Pallant, 2005).

The potential influence of socio-demographic characteristics (Q1, Q27, Q 28, Q29 and Q30), motivation (Q6) and information sources (Q12) on Linz's "a priori" and "on-situ" cognitive and affective components was analysed using one-way MANOVA.

MANOVA was used to test whether there are significant differences among the groups of the first-time visitors, second-time visitors and frequent visitors (three independent variables) to Linz in terms of their perceptions (eight

factor analysed dependent variables) of Linz before arrival (Q3, Q9 and Q10) and after arrival (Q20 and 21) with ten factor analysed dependent variables.

Multivariate MANOVA was also applied to assess familiarity group differences across the pre-travel and "on-situ" image components of Linz. In order to conduct this test a familiarity index was calculated by combining Q3 and Q12 data and by establishing four different familiarity groups – "low familiarity", "moderate familiarity", "high familiarity" and "extremely high familiarity", which represented the independent variables.

The significance of the relationship between date of arrival (Q4) and Linz's "on-situ" image was also analysed by using multivariate MANOVA. In addition, destination activity index was calculated as a composite of amount of events (attended/ marked down to be attended, Q17) and sights (visited/marked down to be visited, Q23). Three "destination activity" groups emerged "low activity consumption" group, "moderate activity" group and "high activity" group, which was then included as independent variables in multivariate MANOVA to assess destination activity group differences across the on-situ image components of Linz.

Another index was calculated as a combination of Q25 (respondents' intention to recommend Linz as a tourist destination) and Q26 (respondents' intention to return to Linz) and called "Destination loyalty" index. From the combination of these two dummy variables three categories were established: "low loyalty" group, "medium loyalty" group and "high loyalty" group, which served as independent variables a multivariate MANOVA analysis on the relationship between Linz's "on-situ" image components and the loyalty index.

5.5.2.5.6.   Factor Analysis

Many studies have to deal with "numerous variables are used to characterize objects" (Rietveld and Van Hout 1993: 251) and due to the large number of variables; data analysis can turn into a complex process. Factor analysis

brings inter-correlated variables together into more unified, underlying categories. In other words, if the data consists of a large set of variables, factor analysis can be used to decrease their number. Factor analysis attempts is to drop away the "dimensionality of the original space and to give an interpretation to the new space, spanned by a reduced number of new dimensions which are supposed to underlie the old ones" (Rietveld and Van Hout 1993: 254), or "to explain the variance in the observed variables in terms of underlying latent factors" (Habing 2003: 2). Therefore, it could be said that factor analysis could be applied to get a clear view of the collected data, and to provide the researcher with a reduced number of factors based on the initial variables, which could be useful for further analysis (Field, 2005).

There are two approaches for factor analysis – exploratory and confirmatory. The exploratory approach allows the researcher to understand a large set of variables by decreasing their number to several factors (Howitt and Cramer, 2008). The confirmatory approach, on the other hand, is more complicated set of techniques used to prove hypotheses, or even theories regarding the structure of a set of variables (Pallant, 2007).

Factor analysis assumes that all variables are correlated to some degree (Ho, 2006) and applies two types of analysis - common and component. If the purpose is no more than to decrease the collected data to a few factors representing the original data and variables, then principal components analysis is appropriate. The researcher works from the premise that the factors extracted need not have any theoretical validity. Conversely, when the primary objective is to identify theoretically meaningful underlying dimensions, the common factor analysis is the appropriate model (Ho, 2006).

There are three stages in factor analysis (Field, 2005:487):
"Generation of correlation matrix for all the variables.
Extraction of initial factors from the correlation matrix based on the correlation coefficients of the variables.
Rotation of the factors in order to maximize the relationship between the variables and some of the factors."

5.5.2.5.6.1.   Generation of the Correlation Matrix

As factor analysis is based on relationships between measured variables, a correlation matrix containing the inter-correlation coefficients for the variables must be computed (Ho, 2006). Field (2005) postulates that when running a factor analysis, the first thing to check is the degree of inter-correlation between variables, because having questions measuring the dimensions related to a particular phenomenon would suggest that they are linked with each other in one or another way. If some variables are not in a significants relationship (greater than 0.05) with any other variables then it is advisable to exclude these variables before the factor analysis is conducted.

On the other hand, a problem could also occur if variables are variables that are very highly correlated (multicollinearity) or perfectly correlated (singularity). If singularity exists, it will not be feasible to find out the unique contribution to a factor of each one of the variables. Moreover, to indentify whether there is multicollinearity or singularity problems the determinant of the correlation matrix needs to be taken into consideration. If it is greater than 0.00001, which represents the necessary value, multicollinearity does not exist within this particular data set. To sum up, at this early stage any variables that do are not in a significant relationship with any other variables or are very highly correlated with other variables (R<.9) should be excluded from the factor analysis (Field, 2005).

The next two tests that require attention are The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and the Bartlett'sTest of Sphericity. The KMO statistic can have values between 0 and 1, where a value of 0 suggests that the sum of partial correlations is relatively large to the sum of correlations, hence providing evidence for diffusion in the pattern of correlations. On the other hand, a value which is close to 1, shows that patterns of correlations are fairly solid; therefore, factor analysis should provide distinctive and consistent factors. Additionally, a value of KMO greater than 0.5 indicates that the sample size is adequate. According to Kaiser (1974) values around 0.5 are around the border line, but should still be accepted, mediocre are values between 0.5 and 0.7, good are between

0.7 and 0.8, followed great between 0.8 and 0.9 and superb which are above 0.9 (Field, 2005).

Some degree of correlation between variables is necessary in order to run factor analysis. Barlett's measure checks whether the original correlation matrix is an identity matrix, and if it is, then all correlations coefficients would be zero. Therefore, this test needs to be significant (to have significance value less than 0.05) to prove that the variables are correlated to some extent (Ho, 2006; Field, 2005).

5.5.2.5.6.2.   Extraction of initial factors

According to Pallant (2007) there is a set of techniques helping the researcher to decide how many factors to keep:

5.5.2.5.6.2.1.   Kaiser's criterion

The most popular technique is the Kaiser's criterion, or the eigenvalues rule. This rule postulates that only factors with an eigenvalue of 1.0 or higher should be kept for further analysis, where factors eigenvalues show the amount of the total variance explicated by that factor (Ho, 2006). Nevertheless, in some situations the Kaiser's criterion is not the best option since could result in withholding too many factors (Pallant, 2007). Kaiser's criterion, according to Field (2005) works best if there are less than 30 variables and communalities after factor extraction are higher than 0.7 or when the selected sample exceeds 250 cases and the average communality is higher than 0.6. Costello and Osborne (2005) go further to say that the eigenvalue rule is one of the least precise methods for deciding on the number of factors to keep.

5.5.2.5.6.2.2.   Scree test

Catell's scree test is another technique that could be used to decice how many factors to retain and involves developing of a diagram showing each of the eigenvalues of the factors and analysing it to find at which point the curve changes its direction and gets horizontal (Costello and Osborne, 2005; Ho,

2006). Catell (1966) suggests keeping all factors which are positioned above the elbow, because these factors are considered to contribute the most to the explanation of the variance in the analysed data set.

5.5.2.5.6.2.3.   Parallel Analysis

An additional technique gaining popularity is Horn's parallel analysis. Parallel analysis compares the values of the eigenvalues with those gained from a randomly produced data set having the same sample size. Eigenvalues that are above the corresponding values from the artificially produced random data set are kept (Pallant, 2007). This approach has been acknowledged to be the most accurate, since both Kaiser's criterion and Catell's scree test could lead to under-extraction, which in turn, could have deleterious impact over the results (Hubbard and Allen, 1987). For parallel analysis in this thesis a program called Monte Carlo PCA was used.

5.5.2.5.6.3.   Rotation of the Extracted Factors

Factors created during the initial extraction stage could appear as difficult to interpret, because the likelihood that the identified variables or represented factors might already have high loadings (correlations) with some of the previously extracted factors is not considered. This, in turn, could lead to considerable cross-loadings where many factors are related with many variables. This makes interpretation of each factor difficult, because different factors are represented by the same variables (Ho, 2006).

The rotation phase, therefore, is usefull to "sharpen" the factors by picking out those variables that load on one factor, but not on another (Ho, 2006). Varimax, quartimax and equamax are orthogonal rotations and direct oblimin and promax are oblique rotations (Field, 2005). Orthogonal rotations do not allow factors to correlate, whereas and oblique methods produce factors that are related (Costello and Osborne, 2005). These two researchers also suggest that researchers should apply orthogonal rotation because it produces more easily interpretable results and is therefore, more convenient,

Sometimes the researcher may not know whether the extracted factor is correlated or not. In such a case, the researcher should try an oblique solution first. This suggestion is based on the assumption that, realistically, very few variables in a particular research project will be uncorrelated. If the correlations between the factors turn out to be very low (e.g. < 0.20), the researcher could repeat the analysis by using an orthogonal rotation (Field, 2005).

5.5.2.5.6.4. Interpretation of the Results – Factor Loadings and Factor Naming

Interpretation and naming of factors "should be a natural outgrowth of the theoretical considerations that have led to the definition of the construct" (Pedhazur and Schmelkin, 1991: 622).

In interpreting factors, the size of the factor loadings, which shows the degree of correlation between the variables and the factors to which they belong, helps in the interpretation. In general, variables which have large loadings, can be considered are representative of the factor, whilst variables with small loadings are not (Ho, 2006; Pett et al., 2003). Researchers usually take a loading of more than 0.3 to be of importance for the research (Field, 2005). However, Stevens (2002) developed a table showing critical values against which loadings can be compared postulating that the significance of a factor loading will depend on the sample size.

n	50	100	200	300	600	1000
loading	0.722	0.512	0.384	0.298	0.210	0.162

Source: Stevens (2002: 294)

Therefore, the sample size plays a considerable role by setting the critical value for the correlation coefficient and small loadings (around 0.1 – 0.2) can be considered statistically meaningful for large samples (approximately 1000). Comrey and Lee (1992, in Pett et al., 2003) offer some guidelines for

evaluating factor loadings. They suggest that in an orthogonal rotation, no item that loads 0.30 should be part of defining a factor. These authors also provide the following guidelines for item-to-factor loadings to help determine if an item should be included among those defining the factor.

0.45 –fair

0.55 – good

0.63 – very good

0.71 – excellent

Regardless of the solution, orthogonal or oblique, the researcher can be more confident in having achieved a more definitive interpretation of the factor if there are several items for which loadings on a specific factor can be classified as very good or excellent. Items that load strongest on a given factor are considered to be most "like" the construct that the factor represents and those items that have weak loadings are lest "like" the potential construct (Pett et al., 2003).

Factors with item loadings higher than 0.30, no or few item that loads on two or more factors (called item cross-loading) and at least three items has the best fit to the data. A solid factor is characterised by five or more strongly loading items (higher than 0.50), If all loading tables, however, look chaotic then a problem with the data that could be sorted out by modifying the number of factors. Sometimes the problem could be solved by excluding problematic items (variables that are low-loading, crossloading or freestanding) and redoing the factor analysis, but this might threaten the integrity of the data. If there are several adequate or strong loaders on each factor dropping a cross-loading item may be a good choice (Costello and Osborne, 2005).

Naming factors is a poetic, theoretical, and inductive leap. Usually, three or four items with the highest loadings on a factor are selected and studied. Is there a theme or common element that these three or four items tend to suggest? If so, then a descriptive name should be selected that would be representative of all the items loaded on that factor. The item with the highest

loading should provide a strong clue, particularly if the loading is ≥ 0.90. When the highest loadings on a factor are lower (e.g. less than 0.60), the researcher is faced with potentially weak interpretations (Pett et al., 2003).

Factor analysis was used for data reduction purposes for both cognitive (Q9 and Q10) and affective components (Q20 and Q21) of Linz's "a priori" and "on situ" destination image. As recommended by Pallant (2007) and Ho (2006) data suitability for factor analysis was confirmed with the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) and the Barlett's Test of Sphericity.

The factor analysis on Linz's "a priori" cognitive domain revealed the presence of eight components with eigenvalues exceeding 1, explaining 66.95 % of the variance. An analysis of the screeplot showed a clear break after the fifth component and by using Catell's scree test, five components were kept for further analysis. This decision was also supported by the results of Parallel Analysis which generated five components with eigenvalues above the corresponding criterion values for a randomly generated data set of the same size (27 variables x 400 respondents).

The same procedure was also followed for the affective "a priori" image components of Linz. However, there was an inconsistency of the number of factors to be extracted among the different tests. The Kaiser's criterion revealed the presence of three components with eigenvalues exceeding 1, explaining 64.15% of the variance. An inspection of the screeplot, on the other hand, showed a clear break after the fourth component. The results of Parallel Analysis showed only two components with eigenvalues exceeding the corresponding criterion values for a randomly generated data matrix of the same size (14 variables x 400 respondents). This inconsistency required several factor analysis procedures to be run extracting two, three and four factors. The comparison of the rotated component matrices showed that an extraction of three factors presents the most logical and meaningful grouping of affective image items.

The "on situ" image of Linz went through the same procedure. The factor analysis revealed the existence of seven "on situ" cognitive factors with eigenvalues exceeding 1 which explain 60.19% of the variance and this number of factors was confirmed by the Catell's scree test and the results of the Parallel Analysis. The "on situ" affective image components of Linz were also factor analysed and a set of five factors was identified with eigenvalues exceeding 1 and explaining 68,55% of the variance. The screeplot test showed that there is a clear break after the fifth component; however, the Parallel Analysis suggested that only four components should be kept. It was decided to keep five factors solution as two out of three test suggested it and it represented the most logical and meaningful grouping of the components.

Linz's image dimensions that emerged from the factor analysis are presented in Chapter Seven and discussed further in Chapter Eight

To aid in the interpretation of the identified cognitive and affective image domains (both "a priori" and "on situ"), varimax rotation was used and factor loadings of 0.45 were used for item inclusion following Comrey and Lee's (1992) recommendations. Initially, as recommended by Field (2005) an oblique rotation was conducted based on the assumption that, realistically, very few variables in a particular research project are not correlated. However, the correlations between the factors turn out to be lower than .20, indicating that the factors are uncorrelated and an orthogonal rotation method is more appropriate procedure for their identification. Each factor was named based on similar characteristics of its composite elements.

5.6. Reflexivity of Research and Research Limitations

Reflexivity involves an honest and open-minded discussion about the data collection process - how, where and by whom the data were collected (Ryan and Golden, 2006). DeSouza argues that:

> *Reflexivity can be used in varying contexts and with different aims, to enhance the credibility and rigour of the research process as well as make transparent the positionality of the research.*

(DeSouza, 2004: 474)

Reflexivity in research has been occupying qualitative social researchers' minds for over three decades. However, there continues to be a debate on reflexivity among quantitative researchers (Millen, 1997) since they perceive reflexivity to be seen as a challenge to the validity of the research. This author concurs with Ryan and Golden' (2006) and De Souza (2004) statements that reflexivity is far from deteriorating research findings, but instead/ could supplement the research by providing essential insights into the complex bond between researchers and participants in social quantitative research.

Social research involves face-to-face contact with participants where the researcher needs to overcome "at least temporarily, any boundaries that may inhibit that communication" Ryan and Golden (2006:1191). These boundaries could arise due to differences between the participants and researchers in terms of gender, age, ethnicity and social classes (Ryan and Golden, 2006).

The following background information is of a particular importance to the research because it was shaped upon encounters with the participants and explains the existence of boundaries that could have jeopardised the research if the researcher has not found a way to remove these obstacles.

The researcher faced unfriendliness, suspicion and discourtesy, mainly from the Austrians and the Germans who constituted the main category of respondents and could be considered to share the same language, similar culture, norms, values and beliefs.

The researcher who carried out this study was born and grew up in Bulgaria until the age of 19 and migrated to Austria in the late 1990s. Seven years later, after getting an Austrian degree in Social and economic sciences the researcher moved to the UK to persuade an academic career[9] . During the field work the researcher was in her late twenties, fluent in German, English,

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[9] Mag. rer. soc. oec. Master of Social and Economic Sciences (Magister/Magistra rerum socialium economicarumque)

Bulgarian and well-spoken Russian and from an Eastern European country mostly associated with negative stereotypes by Western Europeans.

To illustrate the polarity of researcher's and participants' cultures, a link to Hofstede's comprehensive research of how values in the workplace are influenced by culture is made and related to the conducted research. Hofstede's model consists of five dimensions: Power distance**,** Individualism**,** Masculinity / Femininity, Uncertainty avoidance and Long term orientation, however, only Individualism and Masculinity/Femininity are applicable and related to this research to explain the cultural clash experienced during the field work in Linz.
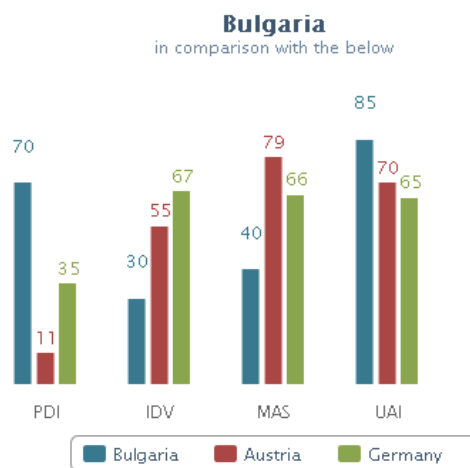
Figure 19: Hofstede's 5-D Model
Source**:** http://geert-hofstede.com/bulgaria.html

"Individualism" is the degree of interdependence a society maintains among its members. In Individualist societies people care only about themselves and their direct family. In Collectivist societies, on the other hand, people belong to 'communities" that provide care for them in exchange for loyalty. Bulgaria, with a score of 30 is considered a collectivistic society where people help and support each other. Austria and Germany, on the other hand, are "individualistic" societies with scored above 50 where people are individualists and prefer loosely-knit social framework.

A high score on the Masculinity/Femininity dimension indicates that the society is masculine and pushed by mainly competition, achievement and

success. A low score on the dimension means that the leading values in society are looking after others. Bulgaria scores 40 on this dimension and is considered a relatively feminine society. At 79 and 66, Austria and Germany are masculine societies – highly success oriented and driven (Hofstede, 2001).

The researcher introduced herself to each potential participant as a PhD candidate studying in Great Britain with a research project focused on the image of Linz during the European Capital of Culture 2009. In most of the encounters, immediately after the introduction a small talk occurred on the interviewer's country of origin, accent and education, which represented the "truth moment" where the potential participant decided whether he/she is going to participate at the research or not.

After the first several days of field work it was spotted that Internationals were more friendly and positive towards the researcher and more likely to participate, whereas a substantial number of domestic and German tourists had a very hostile attitude and even questioned the legitimacy of the research. This discrepancy was evaluated as an impending peril to the study success and the researcher reached across her knowledge and previous experience with of Austrian and German cultural norms and values. It was then decided to respond to this challenge by using a little white lie (Burgess, 1990) "to grease the wheels of social discourse" (Feldman; 2009:23) and to ensure the collection of sufficient responses. Since it appeared that the interviewer (due to her different cultural and ethnic background) was perceived by the Austrians as an "outsider", "a threat" and as someone "who they cannot benefit from" it was considered to shorten the distance by wearing the same t-shirt with Linz09 logo worn by the personnel of Linz09 Info centre, hence giving them the impression that the researcher works for Linz09. It was also considered to introduce the project not as part of a PhD thesis, but as a joint research of Linz09 and BUCKS New University. Both strategies came out as fruitful and resulted in improved level of Austrian and German participation. Valuable lessons on research theory and practicality and cultural distance and social work were learnt, which could be of a greater

help in further studies involving participants with different socio-demographic background than that of the researcher.

5.7. Conclusion

The adopted research method endeavoured to explore Linz's destination image in the context of the European Capital of Culture and to identify Linz's image determinants and their influence over the complex process of image formation and development. This chapter presented the methodological approach to this research which followed from the ontological and epistemological discussion at the beginning of the chapter and the research problems identified through the literature review and exposed in Chapter Two. It also revisited the philosophical debate surrounding the tourism research field and highlighted the use of quantitative, qualitative and mixed method approaches

The research design and the necessity to apply pragmatic research approach to understand the image of Linz as a tourist destination and its determinants represented a significant part of this chapter. Indeed, the existing literature on destination image (Chapter Two) unveiled that no single research method could elicit the multidimensional, complex and dynamic nature of destination image and its determinants. Whilst qualitative technique was considered the most effective means of exploring the uniqueness of Linz's destination image and identifying its image components, it was unable to conduct statistical analysis on the interlocking relationships between image components and its major determinants.

A thorough analysis of issues relating to sample techniques and sample size was provided too and related to the conducted survey. It is acknowledged in the chapter that the results of the study are representations of a "snap shot" of Linz's image; however, substantial efforts were made to ensure sample representativeness and increased research validity.

The latter part of the chapter discussed the overall approach taken to analyse the quantitative data and discussed the merits of using statistical techniques in tourism research. Attention was given to the steps taken to

apply t-tests, ANOVAs, MANOVAs and factor analysis in the quantitative data analysis and the content analysis technique utilized to analyse the qualitative data collected from the open-ended questions. Finally, the researcher has reflected on the cultural boundaries between her and the participants, which shaped the data collection, by adopting Hofstede's model of cultural differences between societies and their reflections at the workplace.

The following chapter presents the data analysis and the key findings of the first research phase conducted online.

Chapter Six: First Phase – Explorative Online Survey: Results and Discussion

6.1. Introduction

The aim of this chapter is to analyse and discuss the results of the explorative online survey conducted before the data collection in Linz and to compare the key findings with Linz's image monitoring survey (see Chapter Four) carried out immediately before the launch of Linz09. The main purpose of this preliminary study was to gather qualitative data to inform the design of the questionnaire administered in the second stage of this study and to get a better understanding of Linz's image multidimensionality, complexity and uniqueness. This phase also endeavoured to explore Linz's image as a tourist destination through word elicitation from 74 potential visitors of Linz by extracting its' cognitive and affecting image components, which was the first objective of this study. The key messages from this research stage of research were published in Iordanova – Krasteva et al., (2010).

The online survey consisted of three open-ended questions on Linz's destination image and several questions aiming to identify the demographic profile of the participants. The online survey consisted mainly of open-ended questions because of the freedom they give to respondents to share feelings and perceptions of Linz. This approach also eliminates the likelihood of research bias that could arise from the implementation of predefined sets of answers (Jenkins, 1999). The online survey was aimed at both repeat and first-time domestic and international tourists, since broader spectrum of perspectives and data was required to get a good understanding of Linz's image as a tourist destination. A link to the online survey was uploaded on the homepage of Linz09 and on several online platforms for travellers. The data collection took place over a period of two months (January until March 2009) and the data was content analysed (explained in detail in Chapter

Five) by grouping and counting the frequency of appearance of Linz's image characteristics.

The chapter begins with a brief description of respondents' profile followed by a thorough discussion of survey results and key findings.

The chapter concludes with practical implications and recommendations for further research by taking into account the research limitations and constraints.

6.2. Respondents' profile

The total number of responses was 88, of which 74 were completely filled in and analyzed. Because of the small number of respondents, this phase is considered as only exploratory. The majority of the respondents (55 individuals) were international potential tourists of Linz from: Great Britain, Germany, Switzerland, Portugal, Italy, Cyprus, France, Poland, Bulgaria and the USA. 51% of respondents were female and 49% male (Iordanova-Krasteva et al., 2010). The age distribution showed that the majority of the respondents were between18-40 year old (72%), which could be attributed to the online method of data collection.

6.3. Spontaneous Associations with Linz

The first question focused on respondents' spontaneous associations with Linz and aimed to capture the overall image of Linz as a tourist destination. This question was answered by the majority (59) of the respondents. Only two Austrians (11%) left the question unanswered. For 13 international respondents (23%), however, Linz did not evoke any particular association, neither knowledge or beliefs nor feelings or emotions. The majority of respondents mentioned that Linz is in Austria and near the River Danube, showing that Linz, on the one hand, benefits from the image of Austria as being a popular and favourite destination (Iordanova-Krasteva et al., 2010) on the River Danube for many people; and suffers, on the other hand, from the shadow of Vienna and Salzburg and tries to compete with Austria's cliché

identity (Alpine sunsets, the magic of mountain chalets, Mozart, Sissi, the Lipizzaners) represented by Vienna and Salzburg on the strength of its own merits (Linz09 GmbH, 2010). For example, one Bulgarian respondent wrote: *"I associate Linz mainly with music and with the New Year concert of Vienna philharmonic orchestra"*. Other concurring respondents stated: *"... Linz is in Austria, usually they have lots of monuments and museums, therefore, I associate it with cultural and historical heritage and of course traditions!"; "I associate it with nothing else, but with Austria..."*. This coin has a reverse side, however, as respondents wrote: *"Linz is small, old-fashioned Austrian town, nothing else!"*, and *"Linz is nothing else than a small town near the Danube"*.

Linz's richness of monuments and museums, Postlingberg[10], culture, history and traditions also emerged as spontaneous associations with Linz in respondents' minds. The respondents, however, failed to mention any particular museum or monument at question one. Traditional cuisine as part of Linz's culture found its place in the answers as well: *"I associate it with delicious chocolate and Austrian traditions, and probably with provincial lifestyle..."*, and *"with its symbol – the Linzer Cake"*. Only two Austrian respondents said that the European Capital of Europe 2009 represents their associations with Linz.

Music also contributed to the spontaneous image of Linz: one respondent said that Linz is *"…a centre of live music and arts..."* and another associated Linz mainly with Anton Bruckner[11].

Indications that Linz is still paving its way from an industrial to a high-tech cultural city (see chapter Four) could be identified as a theme in some of the answers: *"unfortunately my first association with Linz is with the steel industry in the town..."*. It is of particular interest that the steel industry was mentioned only by Austrian respondents.

Two domestic and two international respondents mentioned Hitler and Linz dark Nazi's past as their first associations with Linz - a woman from France, for example, wrote: *"the first word that comes to my mind is Hitler?"*, and

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[10] The name of a mountain in close proximity to Linz
[11] Anton Bruckner is a famous composer born in Linz

other concurring male Austrian respondent stated: *"... I associate this town mainly with Hitler and his "view" of the world..."* (Iordanova-Krasteva et al., 2010).

6.4. Linz's affective image

The next open-ended question sought to elicit information about different feelings and emotions evoked by Linz as a tourist destination. The main reason for this question was evoked by Echtner and Ritchie's (1993) comment that the physical characteristics of a place are evoked and instilled into an individual's mind more easily than affective associations, and therefore, would probably prevail in the answers to the first question and distort the research's findings.

For 22 of the respondents (9 Austrians and 13 international), Linz does not arouse any feelings or emotions and the answers were neutral at best: *"…nothing, even though I live in Austria I do not know much about Linz".*

However, to the majority of respondents, Linz brings to mind more positive than negative feelings or emotions. Linz evokes feelings and emotions in tonality: *"…beautiful, modern and enjoyable"*, *"joy, pleasure*", and even "*wish to visit it*".

On the other hand, more negatively oriented answers were given by a few respondents, who sketched a profile of Linz as being boring, cold, unpleasant, and *"…darkness and poverty like in the books of Dickens...".* The assumption that Linz benefits, but sometimes also bears negative consequences from the popularity of Austria was further evidenced by some respondents: *"...Austrian order, therefore, unpleasant feelings"*, *"unpleasant emotions, order and discipline"*, and *"I cannot really say...probably Austrian order?".* Respondents who mentioned Hitler as a spontaneous association had more positive than negative feelings about Linz. Respondents who did not have any other associations with Linz apart from being an Austrian town near the Danube, mentioned negative feelings and emotions such as boring, dark, and unpleasant (Iordanova-Krasteva et al., 2010).

6.5.   Linz's cognitive image

The final question was asked to elicit some of Linz's attractions based on respondents' knowledge about Linz. 27 of the international respondents said that they do not have any particular knowledge about Linz, and some of them mad also a comment that they have never been in Linz before, whereas only one Austrian wrote: "*nothing particular in fact*". For others, the ancient origin of Linz, Hitler, and its culture are linked: *"…originated in the place of the ancient Rome town Lencia, it should become Hitler's capital city"* and their knowledge about Linz is "…*Austria, Hitler and rich in cultural events".*

21 international respondents mentioned different cultural events in Linz (Bruckner festival, Cloud of Sound, International Street Artist Festival), museums (Lentos, Ars Electronica Center). Frequently used words/phrases include; cultural life, cultural heritage and/or historical heritage and traditions. The number of respondents who mentioned Hitler increased to 7 (only one was Austrian), thus making the assumption that knowledge of Linz's association with Hitler is not necessarily a negative factor in the formation of the overall image of the town. Two respondents (one international and one Austrian) mentioned the European Capital of Culture 2009, and one Austrian wrote: *"Linz is the European Capital of Culture 2009 and I am sure they will show the beauty of Linz!".* The River Danube also found a place in the answers: *"...it's perfect for chilling out in the sun at the Danube..."*, and *"the old Danube, playing with the sunset" (*Iordanova-Krasteva et al., 2010).

6.6.   Conclusion and Recommendations for Further Studies

The first stage of research offered more than a glimpse of the unadulterated Linz through the eyes of its potential tourists despite some of the research limitations – sample size and limited answering space. Following from Echtner and Ritchie's (1993) suggestion that destination image includes unique features, events or 'auras/atmospheres'; Linz's personality is seen to have been formed through a myriad of the controversial Hitler's heritage, the steel industry (whose roots can be traced back to the Nazi's period); the amazing architecture and the well-preserved old town; the new face of Linz

presented by the Ars Electronica Centre, the Lentos museum and Brucknerhaus; the natural and eternal beauty of Postingberg, the River Danube, as well as its ancient origin and cultural and historical heritage. These unique characteristics of Linz appear to have influenced Linz's affective image components, making it for the majority of respondents, a pleasurable, enjoyable and modern place.

The study, though exploratory, makes an important contribution to the understanding of projected and perceived images in the context of tourism destination promotion since Baloglu and Mangaloglu (2001) argue that destinations mainly compete on the basis of their perceived image relative to those of their competitors. What emerged from this study also suggests that there is a difference between the projected image of Linz as promoted by the city's authorities and its perceived image as viewed by the respondents, which supports Mazanec and Schweiger (1981) proposition that there are two different perspectives of image formation: the advertised and promoted image and the image in tourists' minds. This tentative finding complements Bramwell and Rawding (1996) who argue that projected images may be created deliberately by marketers, while perceived images reflect tourists' views of the destination.

The findings also suggest that better understanding of destination image can be reached by listening to the "vox populi" rather than relying on a predefined set of answers that reduce respondents' opinions to several ticks and also justified the necessity of the first research objective – to identify Linz's cognitive and affective image components from visitors' point of view. It also appeared from the results that destination image research should not underestimate the unstructured data collection methods (Echtner and Ritchie, 2003), as these allow participants to more freely describe their impressions about a destination.

It can also be argued that the official image monitoring survey of Linz (see Chapter Four) failed to identify the multifaceted Linz's image, as the list of attributes used by the officials did not include, for example, sensitive issues such as the Hitler's "heritage". As a consequence, it is difficult to see how

Linz's authorities intend to improve Linz's image if they choose to remain unaware of the popularity of Hitler as part of Linz's image.

The authorities' survey also failed to capture the uniqueness of Linz, its "soul", mainly because Linz's officials did not consider the multi-dimensionality of its image. The constituents of such image encompass not only beliefs or knowledge about the destination, but also individuals' feelings towards the destination. Their refusal to consider the multidimensional aspects of Linz's image is surprising, as the literature broadly acknowledges that tourists use both cognitive and affective image components to form a destination's image (Baloglu and McCleary, 1999; White, 2004)**.** These gaps in the authorities' knowledge, expressed mainly in the lack of understanding of the tourists, might militate against reaping the full benefit of the European Capital of Culture Event. It might also lead to inconclusive results of a short-term nature and misleading conclusions, as marketing campaigns should emphasize both the physical attributes of a place, and the amalgam of emotions and feelings that it evokes in the tourist's mind (Martin and Bosque, 2008).

Another critical shortcoming of the official image monitoring survey is the fact that the officials of Linz did not include international tourists in their sample and relied on Austrians only. This is of concern, as there is evidence to suggest that the shorter the cultural distance between destination and tourist, the more favourable the cognitive/affective image of the tourist destination will be (Martin and Bosque, 2008). People are also more likely to have visited the places near their homes or gathered information about particular destinations through the mass media or from friends and family (Hunt, 1975; Beerli and Martin, 2004; Hsu et al., 2004).

The online survey of this study, despite its exploratory nature, showed that international tourists' knowledge about Linz is rather limited; thus confirming Martin and Bosque's (2008) findings concerning the relationship between geographical distance and knowledge about the destination. Notwithstanding the above, it is apparent that Linz evokes feelings and emotions mainly by benefiting from the image of Austria, and this should be capitalized on.

The findings of the online survey also suggest that despite the Cultural Development Plan 2000 and the buzz about the European Capital of Culture in 2009, Linz in the minds of its potential tourists has a meagre rather than pompous image; the reason why Linz was selected to host the European Capital of Culture (Iordanova-Krasteva et al., 2010).

Chapter Seven: Second phase – On the Field: Data Analysis

7.1. Introduction

In this chapter the results of the field work in Linz during Linz09 are presented, whereby the collected data was analysed in response to the problems surrounding the concept of destination image formation put into question in chapter Two and the postulated conceptual framework.

The data collection and the subsequent data analysis were driven by three fundamental goals. Firstly, to understand the process of Linz's destination image formation, secondly, to identify the strengths of impact image determinants have on it at different stages of its formation and development, and finally to analyse the importance of the European Capital of Culture in the process of Linz's image development. As shown in Chapter Six, the common characteristics of Linz's image were elicited from an online survey and then woven into a questionnaire consisting of both open-ended and closed questions.

The data acquired from the closed questions was analysed quantitatively. Descriptive statistics were used to describe and characterize the profile (visualised by using tables, charts and cross tables) of the respondents. In addition, different statistical tests (paired t-tests, ANOVAs, MANOVAs and factor analysis) were used to investigate the process of Linz's destination image formation and its determinants, and to explore their interlocking relationships. Content analysis was employed to examine the data collected from open-ended questions. The data was initially grouped and then counted to uncover most frequently mentioned concerns about Linz's image or suggestions for its image improvement.

Firstly, the respondents' profile is presented, followed by a paired t-test investigating the differences in Linz's image before and after visiting the destination. Then, factor analysis was conducted in order to reduce and group Linz's "a priori" image components (both affective and cognitive), while

ANOVAs and MANOVAs were also carried out to establish significant relationships between Linz's "a priori" image and image determinants such as socio-demographic characteristics, reasons to visit Linz, information sources and familiarity with the place.

The same procedure was applied for Linz's "on situ" image with the inclusion of additional determinants considered as relevant for its formation (such as duration of stay). Next, Linz's "on situ" image is investigated in terms of intention to revisit or recommend it to other people (loyalty index).

The impact of previous European Capital of Culture Events on respondents' decision making process and Linz09 on Linz's image is also explored in detail at the end of this chapter.

7.2. Respondents' profile

7.2.1. Nationality

The whole sample consisted of 400 respondents, 188 of which were Austrians (47% of the total sample) and 212 were Internationals (53% of the total sample).

The Internationals represented 22 different countries with the following distribution:

Germany 17%, Switzerland 7.3%, Italy (South Tirol[12]) 5.5%, France 4.3%, Italy 3.5%, Czech Republic 2%, Poland 1.8%, Slovakia 1.5%, Belgium 1.3%, Lithuania 1.3%, Luxembourg 1.3%, Slovenia 1%, Hungary 0.8%, Japan 0.8%, Norway 0.8%, Turkey 0.8%, Great Britain 0.8%, Netherlands 0.5%, Romania 0.5%, Croatia 0.3%, Denmark 0.3% and Russia 0.3%.

Even though the number of respondents who have visited Austria before (63%) outweighed the number of respondents who stated they have not experienced other Austrian destinations before their visit to Linz (37%), Linz

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[12] South Tyrol is an autonomous Italian province created in 1927 that was originally part of the Austro-Hungarian County of Tyrol until 1918 and the official languages in South Tyrol are German and Italian.

appeared as not a very popular Austrian destination since only 38% of the participants (both Austrians and Internationals) have visited it before.

7.2.2. Gender

In terms of gender both Austrians and Internationals had almost the same gender distribution: from 188 Austrians, 101 were female (54%) and 87 were male (46%) and from 212 Internationals, 114 (46%) were female and 98 (54%) were male. The number of female respondents (53%) who have experienced other Austrian destinations before their visit to Linz slightly exceeded the number of male respondents, while only 49% female respondents visited Linz for the first time at the time of data collection.

7.2.3. Age

In terms of age, the Austrian respondents had the following distribution: 22 were of the age of 18-25 (12%), 22 were of the age of 26-30 (12%), 20 were of the age of 3-35 (11%), 25 were of the age of 36-40 (13%), 22 were of the age of 4-45 (12%), 31 were of the age of 46-50 (16%), 22 were of the age of 5-55 (12%) and 24 were above the age of 56 (13%).

The International respondents, on the other hand, showed slightly different distribution. In terms of age up to the age interval of 41-45: only 6% of the Internationals (12 respondents) were of the age of 18-25, 20 were of the age of 26-30 (9%), 21 were of the age of 31-35 (11%), 23 were of the age of 36-40 (11%), 24 were of the age of 41-45 (11%). For the remaining age distribution intervals, the International respondents showed some larger differences as compared to the Austrian respondents: 42 internationals were of the age of 46-50 (20%), 23 internationals were of the age of 51-55 (11%) and 47 internationals were above the age of 56 (22%). Therefore, it could be concluded that approximately 53% of the international respondents were older than 45 years, compared to only 41% of the domestic respondents. About 60% of the respondents above 40 years old have previously experienced Austria, but have not visited Linz before.

7.2.4. Education

In terms of educational status, a significant difference between the domestic and the international respondents with higher education was noticed. 19 Austrians were of primary education (10%), 80 Austrians were of secondary education (43%) and 89 Austrians were of higher education (47%). At the same time, in terms of educational status, the International respondents had the following distribution: 10 were of primary education (5%), 62 were of secondary education (29%) and 140 were of higher education (66%).

60% of the international respondents with university degree have not visited Austria before and 64% of all respondents with university degree experienced Linz for the first time during the European Capital of Culture Event.

7.2.5. Professional Status

In terms of professional status, both Austrians and Internationals showed similar distribution. The Austrian respondents had the following professional status: 108 (57%), had full-time jobs, 30 (16%) had part-time jobs, 18 (10%) were students, 22 (12%) were retired and 10 were of other status (e.g. unemployed at the moment).

At the same time, in terms of professional status, the International respondents had the following distribution: 122 had full-time employment (58%), 35 had full-time employment (16%), 11 were students (4%), 40 were retired (19%) and 4 were of other status (2%). The higher number of retired international visitors corresponds with the age distribution of the internationals – the group of international respondents consists of older respondents as compared to the group of the domestic respondents. 54% of the Internationals who have previous experience with Austria had full-time jobs, 19% were retired,17% had part-time employment and only 7% were students.

7.3. Trip Characteristics

37% of the respondents selected "today", 39% selected "yesterday" and 25% selected "two days ago" as their arrival date. The majority of the respondents (76%) who were in Linz for 2-4 days where Internationals (55 %), female (54%), and in full-time employment (59%), with higher education degree (59%) and above 40 years old (57%), which was in harmony with the recent development of the average length of stay (1.8 days) in Linz recorded by Tourmis (2012).

Merely 20% of all respondents stayed in Linz for one week. About 15% of the respondents stated to be in Linz on their own, followed by 25% travelling with their partner/spouse and the highest fraction of respondents (34%) travelled to Linz with their family and relatives.

7.4. Reasons for visiting Linz

76 % of all respondents cited Linz09 as one of their motives to visit Linz where the number of Internationals (58%) slightly exceeded those of the Austrians. The second most frequently cited reason to visit Linz was "having fun" (39% of the total sample) followed by "spending more time with family/friends" (37% of the total sample) and "getting away from everyday life" (35% of the total sample). Female respondents were also more likely to have visited Linz because of the European Capital of Culture Event (57%), whilst 52% of the male respondents were in Linz to "have fun" mainly. 59 % of the respondents who visited Linz mainly because of the European Capital of Culture Event were elderly people (59%), which also corresponds with the high percentage of respondents above 40 years old (57%) who were in Linz because of their "personal interest in culture". Surprisingly, almost equal number of young (47%) and elderly respondents (53%) said to be in Linz to "have fun". 55 % of the respondents who said to be in Linz to "have fun" and 62% of the people who went to Linz because of the European Capital of Culture Event had university degree. The majority of the respondents with "personal interest in culture" as one of their main reasons to visit Linz were also with higher education (64%).For the majority of the full-time employed

respondents (63%) this was their first visit to Linz and 43% of them relied on friends/relatives' advice about Linz. 66% of the respondents who collected information concerning Linz from its' official website www.Linz09.at were in full-time employment. Also the majority of respondents who were in Linz because of the European Capital of Culture Event were in full-time employment (57%), while only 7% were students.

7.5. Holiday description

The majority of respondents described their holiday in Linz as *"enjoyable", "nice", "relaxing"* and even *"educational".* There was a substantial number of answers indicating that Linz was *"good value for money"* destination since during the European Capital of Culture Event it offered events of international significance. Nevertheless, about twenty of the respondents acknowledged to have experienced a *"different type"* of holiday in Linz, which might never be repeated in the same way as one domestic, female, respondent above 50 years of age said *"it is strange to know that you won't have the chance to go back to the place if you like it because it will never be the same".*

7.6. Respondents' spontaneous associations with Linz

Question 8 aimed to gain insights into the spontaneous image of Linz by asking respondents to outline their spontaneous associations with it as a tourist destination. All respondents (400 in total) answered this particular question and the number of given spontaneous associations varied between 1 word (just one respondent) and 9 words (five respondents) with a mean of 4.24 and a mode of 3. 35% of all respondents (54 % female and 46 % male) gave three spontaneous associations, followed by 29 % (49 % female and 51 % male) with four associations and 20% (59 % female and 41% male) with five associations. The nationality of the respondents seems to be in a relationship with the number of given answers since the number of internationals outweighed the number of Austrians within the group of respondents with "one to five" associations. For example, 54% of the participants who had three spontaneous associations were Internationals

and 46% were domestic visitors, whereas from the group of respondents with five spontaneous associations 67% were international respondents and only 33% were nationals. This trend, however, changed within the group of people with "five to nine" associations since for example 71% of those who had seven associations with Linz, 83% who had eight associations with Linz and 100% of those who had nine associations with Linz were domestic visitors.

Another observation concerned previous experience with Linz and number of associations with Linz as a tourist destination. Those who have never visited Linz before were more likely to give three (70%) or four (65%) associations with Linz than those who have already visited it. In other words, the most frequently given number of associations (three and four) was given by first-time visitors to Linz.

Moreover, people tending to revisit Linz were more generous in listing spontaneous associations with Linz as a tourist destination than those who did not express an explicit intention to revisit Linz. 59% within the group of people who have given three associations with Linz, 60% within the "four associations" group and 4% within the "five associations" group demonstrated an intention to revisit Linz.

Respondents' educational status could be also examined as a factor influencing the number of spontaneous associations with Linz as a tourist destination since respondents with a university degree were more likely to provide at least three spontaneous associations.

Finally, a relationship between respondents' level of activity and number of associations were uncovered – those who had moderate or high activity level tended to have higher numbers of associations with Linz as a tourist destination. Indeed, 54% from those who gave three associations had a moderate level of activity and 43% had a high level of activity, whereas within the group of participants with four associations with Linz 47% had a moderate level of activity and 50% had a high level of activity.

A content analysis was also performed to analyse the spontaneous associations with Linz and a large variety of completely different from each

other themes emerged (Table 2) and as one female Austrian respondent in the age category 41-50 said" *Linz is just everything someone might need to have a wonderful holiday for a couple of days".*. Another Austrian respondent with the same profile expressed similar sentiment *"Linz is amazing...and there are so many things that I could list...".*
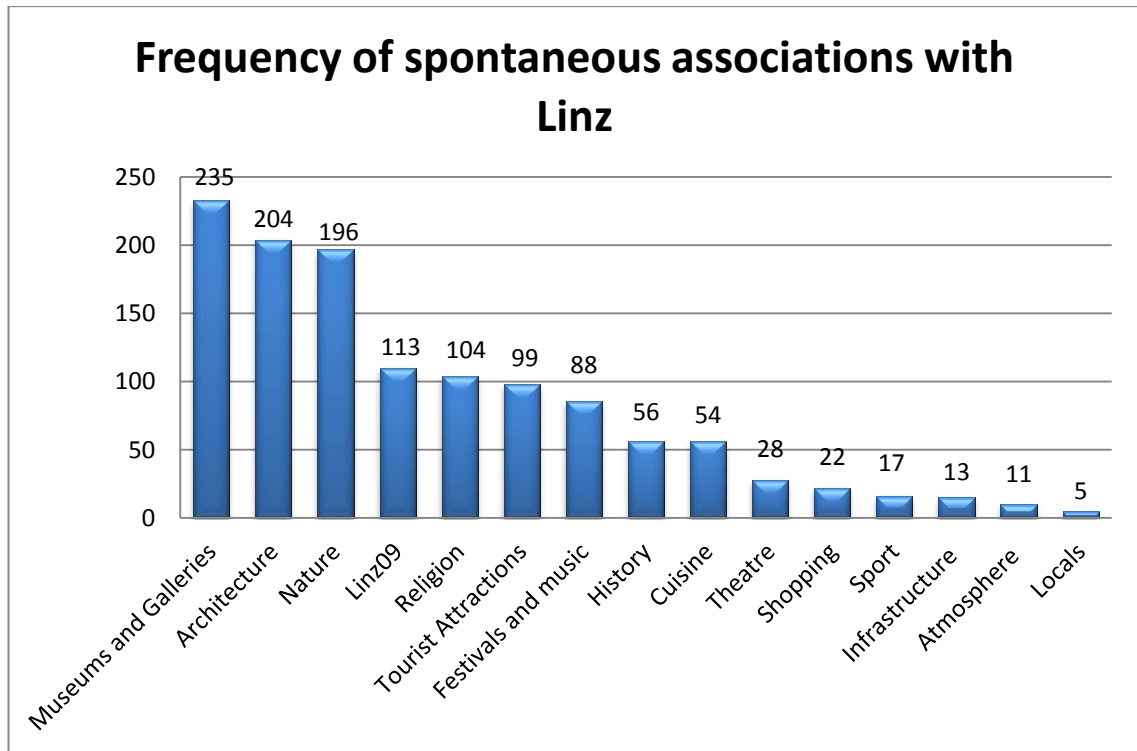
Figure 20: Frequency of spontaneous associations with Linz

The most numerous category was "Museums and Galleries" accommodating Linz's iconic museums such as Lentos, Ars Electronica, Nordico and its famous galleries (State Gallery, Castle Linz, etc.). Some the following quotes illustrate this point: "*to me Linz means endless exhibitions, art compositions"*, "*very interesting exhibition in Castle Linz*", "*Linz's historical museum...one of the best museums I have ever seen".* However, several respondents touched upon the ultramodern characteristics of some of Linz's museums, or as one of them said "*Future-oriented museums...*", and for a few respondents this was rather repelling as this statement suggests "*...and several too fancy for my taste museums such as Lentos and Ars Electronica*" (female Austrian respondent above 55 years old). This major category was found in 235 respondents' answers, where Internationals (55%), people for the first time in

Linz (67 %) and people who arrived in Linz the day before data collection dominated. The results also suggested that people who have relied on information about Linz in magazines/newspapers (50%), Linz09 official website (46%) and advice from friends/relatives (47%) were more likely to associate Linz with its' museums.

Linz's architecture was the second biggest category among respondents' spontaneous associations with Linz and its components were mentioned by 204 respondents in total. Linz's architecture appeared to have been remembered more strongly by International respondents (52 %) than Austrians (48%) and also into respondents who have not experienced Linz before (62%). Linz's old town, for example, was described by one female Austrian respondent as *"... a real pearl – lovely decorated with cosy cafes and restaurants..."* Other respondents expressed similar views *"the old town with its paved alleys", "awesome passages with cosy patios", "inner courtyards hidden behind arched gates", "fascinating architecture"* or *"Baroque, nice architecture".* Linz, as the literature review unveiled, is still in the middle of its transformation and regeneration from an old, provincial Austrian town to modern, European town and this was recognised by a few respondents who rightly pointed out this transformational stage *"amazing architecture – man can see old, well-preserved churches, but also buildings that are more suitable for huge, modern metropolis"* and also *"very modern but in the meantime also cosy".* Information published in magazines/newspapers (53%), on the website of Linz09 (43%) and received from friends/relatives (49%) were the most influential sources over this particular association with Linz.

Linz's landscape and natural attractions were the third biggest Linz's association's category with 196 answers. The "*breathtaking*", "*amazing*" and "*beautiful*" view of Linz from Postlingberg or Linz's Castle, the *"peaceful", "old", "blue"* , the "*nice, probably too hot for us weather*" and the nearby mountain Postlingberg were some of the responses which informed this category. Linz's natural beauty seemed to have appealed more to Internationals (56%), visiting Linz for the first time (63%) who arrived on the day of data collection (41%). Advice of friends/relatives (51%), information in

magazines/newspapers (54%) and on the official website of Linz09 (41%) seemed as the most influential sources of information over respondents' association of Linz with its' picturesque landscape.

Despite the fact that Linz09 is a "one-off" event, was at fourth place as a spontaneous association with Linz with 113 respondents far ahead of Linz's richness of sacred churches and iconic festivals. One Italian female respondent, for example, confessed that *"...didn't know about Linz09...really glad that my holiday coincided with this incredible initiative"*, another one shared similar point of view and described Linz09 as "*intellectual feast...feast for my eyes, ears and soul".* The majority of the respondents who had Linz09 as a spontaneous association were Internationals (54%), for the first time in Linz (60%) and arrived on the day of data collection (43%). In addition, 48% of these respondents have used Magazines/Newspapers, 47% have used Friends/Relatives' advice and 46% Linz09 official website to gather information on Linz.

Linz's variety of ancient churches did not stay unnoticed by 104 respondents and their answers concerning Linz's churches were grouped into a category called "Religion". Many participants used adjectives such as *"beautiful", "well-preserved", "old", "amazing"* to describe their associations with Linz's churches. Austrian respondents associating Linz with its churches (51%) slightly outweighed the number of International respondents having the same association. Moreover, respondents who have not visited Linz before were more likely to associate it with its' religious attractions. The most influential information sources used to inform this particular spontaneous association were magazines/newspapers (55%), friends/relatives' advice (50%) and own experience (35%).

A theme referring to Linz's "Tourist Attractions" (99 responses) also emerged from the responses and included facilities such as Linz's sightseeing tram (called *"the yellow tram"* by several respondents) and the Postlingberg tram. Surprisingly, "Linz's eye", which was launched several days after the data collection commenced, also managed to become a spontaneous association of Linz for more than a dozen respondents within a very short period of time. Three respondents also mentioned *"a romantic voyage on the Danube".* The

majority of respondents associating Linz with its tourist attractions were Internationals (51 %), for the first time in Linz (68%) and had arrived in Linz the day before data collection (42 %). Magazines/newspapers (55 %), Linz09 website (44%) and advice from friends/relatives (54%) were the most frequently cited sources of information by these respondents.

Linz's iconic festivals "Cloud of Sound", "Ars Electronica Festival", "Bruckner festival" and various music concerts informed the seventh biggest association's category with 88 answers. Austrians (52 %) and people who have visited Linz before (58%) appeared as more likely to associate Linz with its festivals. Not surprisingly, "own experience" was mentioned by 53% of the people having Linz's festivals as their spontaneous association with the town, followed by 47% relying on the advice of friends/relatives and 46 % on information published in magazines/newspapers.

Another relatively popular category of answers (56 answers; the majority of respondents were Internationals (54%) concerned Linz's history and mainly its destiny to be the birthplace of Hitler. Previous experience with Linz did not appear to influence Linz's associations as Hitler's "place" as no relationship was found between previous visits to Linz and Hitler being an association with the town. One Japanese female respondent (above 56 years old) expressed a very emotional statement "*Hitler, concentration camps, grief and pain for Hitler's victims*". Similar statements came from several other respondents (mainly Austrians) who said "*Mauthausen's concentration camp*" to be one of their associations with Linz or Hitler himself since a few respondents called Linz *"Hitler's town".* Other fractions of Linz's history could also be identified in the following answers: *"...the old City Hall with the balcony where Hitler proclaimed the Greater German Reich", "Hitler's birthplace and its ambitions to expand the town further...".* The respondents referring to Linz's past as an association mainly used the advice of Friends/Relatives (58%), Magazines/newspapers (54%) and their own experience (46%) as an information source.

Linz's Cuisine was in the heart of another category (54 responses) of spontaneous associations comprising of *"Linzer Cake", "Melange", "cosy restaurants for gourmets"* and *"traditional bakeries".* One Austrian male

respondent between 31-35 years old even retorted to associate Linz with "*The Friday Market on Main Square, the smell of yellow cheese, ham and bread".* 52% of the people mentioning Linz's cuisine as a spontaneous association were Internationals, This specific feature of Linz seemed to impress more heavily people who have not visited Linz before (65%) and also people who have arrived in Linz the day before the data collection (48%). Additionally, respondents associating Linz with different culinary aspects had mainly used Magazines/Newspapers (70 %), friends/relatives' advice (50%) and the official website of Linz09 (37%).

Theatre, Shopping, Sport and Infrastructure formed another three categories of Linz's associations; however the number of responses located to these categories seemed rather small. The data; nevertheless suggested that people associating Linz with "theatre" are mainly Austrians (57%), who have visited Linz before (75%). The final two categories could be described as dealing with Linz's affective spontaneous associations and were labelled "Atmosphere" and "Locals". Linz's atmosphere was described to be *"nice", "pleasant and relaxing", "calm"* and *"friendly"* by 11 respondents - 64% of them were in Linz for the first time and 54% were Internationals. Linz's locals, on the other hand, were defined to be *"very nice", "lovely" "friendly"* and *"hospitable"* by five respondents, where four of them were Internationals, three were in Linz for the first time and arrived in Linz the day before data collection.

Master category	Content	Frequency
Linz09	Linz 09, "The crazy rabbit" event, Linz09 Info centre,	113
Museums and Galleries	Lentos Museum, Ars Electronica Museum, Nordico Museum, State Gallery, Bruckner house, Bellevie, Castle Linz, Wissenturm, Stifter Haus, Mozartshaus, Art and Culture, Attractive Cultural Life, Cultural events, Modern digital art,	235
Tourist Attractions	Sightseeing tram, Linz Eye, Postlingberg tram, voyage on the Danube	99
Theatre	State Theatre, Provincial Theatre, Keller Theatre	28
Nature	Landscape, Danube, Postlingberg, Danube Park, State garden, Weather, snow, Pleschingsee, view of the town	196
Festivals and Music	Linz Festival, Bruckner Festival, Dannis Davies, concerts, Cloud of Sound Festival, Ars Electronica Festival,	88
Religion	New Cathedral, Church of the Minor Friars, St. Martin's Church, Karmeliten Kirche, Ursolinen kirche, Seminary Church, Old Cathedral, Linz Parish Church, Martin Luther Church	104
History	Hitler, Nazi's past, Mauthausen concentration camp, Hitler's town, grief and pain, Austrian history, Bruckner, historical town	56
Infrastructure	Trams, restaurants, coffee shops, hotels	13
Shopping facilities	Friday market, shops, Christmas Market	22
Cuisine	Linzer Cake, Melange, bakeries	54
Architecture	Trinity column, Main Square, Niebelingenbridge, old town, Landstrasse, the Old City Hall, inner courtyards hidden behind arched gates	204
Sport	Linz Marathon, cycling, cyclists	17
Atmosphere	Nice, cosy, old and modern town, calm	11
Locals	Friendly, hospitable, lovely, nice, annoying, not very friendly	5

Table 2: Respondents' spontaneous associations with Linz

Question 11 had a dual purpose – it was designed as a follow up question to question 10 and 9 and to the first phase of the research. It aimed to discover whether the first phase of the survey successfully unveiled all Linz's cognitive and affective image dimensions and to ensure a depiction of more complex and complete portrait of Linz's image as a tourist destination if further studies on Linz's image are to be done in the future. 252 answers were collected from 128 Austrian respondents (51%) and 124 Internationals (49%). The data analysis mainly confirmed the results from the first stage as the majority of answers covered similar or identical themes identified in the first phase such as Linz's architecture, history, cultural events, variety of churches, etc.

Nevertheless, several new themes emerged and pointed out some of the short-comings of the first stage of research. The largest new category concerned Linz's "provincial" character and was mentioned by 34 of the respondents, the majority of which were Internationals (21 respondents) – *"I thought that Linz is provincial Austrian town with picturesque landscape", "provincial town with huge ambitions", "calm, pleasant provincial town, where you can chill out a bit".*

For some other respondents Linz was perceived as "green" (9 respondents), "nature-oriented" (3 respondents) or even "environmentally-friendly" (5 respondents) town despite the industry in the town. The following statements illustrate respondents' view of Linz as romantic and idyll town *"romantic sunsets in the Danube Park"* (female International respondent), *"the place where I proposed to my girlfriend"* (Austrian male respondent). Linz was also perceived as "*technology*" and *"well-developed"* town by 16 respondents (mainly Austrians). Linz's Christmas Market, which did not appear as a theme in the first phase of the research, was now mentioned by four respondents *"the Christmas market, because last time when I was in Linz was just before Christmas and it was like a fairy-tale", "to drink Gluhwein[13] at the Christmas market".*

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[13] It is traditional "winter" beverage prepared from red wine, heated and spiced with cinnamon sticks, vanilla pods, cloves, citrus and sugar.

Linz's previous marketing campaigns and slogans also emerged as a theme throughout respondents' answers – *"Linz macht karriere[14]"*, *"Linz in Anzug[15]"* and *"Linz an der Landstrasse[16]"* where the latter showed more negative than positive association with the town since it suggested that there is nothing else in Linz, but its high street.

Even though these Linz's image characteristics did not appear from the first stage of research and showed some limitations and short-comings of the first stage, could be incorporated into future studies on Linz's image.

7.7. Linz's "a priori" image vs. its "on situ" image

Questions 9 and 10 related to respondents' image of Linz before their actual experience in Linz. Questions 21 and 22 used the same image components incorporated into question 9 and 10, but were related to respondents' opinion about Linz after their actual visit. Paired-sample t-test is a statistical technique suitable for repeated measures, in which each subject is tested twice on the same variable; therefore, it appeared as an appropriate way to gain insights into Linz's image change resulted from respondents' actual experience there. Likert Scale with answers Strongly agree (1); Agree (2); Neutral (3); Disagree (4); Strongly Disagree (5) and I do not know (6); was used to measure the level of agreement or disagreement with a set of cognitive and affective associations with Linz before and after visiting Linz.

The results unveiled that significant changes in respondents' associations with Linz (both cognitive and affective) occurred as a result of their actual experience. In fact, only two cognitive image components did not show significant change – the Festival "Cloud of Sound" (p= .250, higher than .005) and the historical fact that Linz was part of the Austrian-Hungarian Empire (p= .188, higher than .005); therefore, these two image components were excluded from any further data analysis.

The rest of Linz's image components (both cognitive and affective) demonstrated significant changes between pre and post-travel. Nineteen

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[14] "Linz is doing career" (author's translation from German)
[15] "Linz in suit" (author's translation from German)
[16] "Linz on the Land street" (author's translation from German)

cognitive image elements showed significant improvement and two of them (Bicycle Paths and Modern Art) demonstrated the most drastic positive change with an increase of a more than one interval on the Likert Scale. Eight cognitive elements showed significant changes in a negative way; however, these elements (e.g. Hitler, Heavy Industry, etc.) did not represent positive associations with Linz and their decrease is, in fact, beneficial for Linz and showed again a positive change of its image. The result from the analysis also indicated that there is a significant improvement in the level of agreement with Linz09 being one of Linz's associations between before (M_{before} = 1.92) and after (M_{after} = 1.19) experiencing Linz (t (df=399) =11. 277, p < 0.05).

The mean values of Cultural Heritage before (M_{before} = 1.59) and after (M_{after} = 1.21) also differed significantly (t (df=399)= 10.245, p< 0.05). In a similar way, Linz' famous museums for Modern Art – Lentos and Ars Electronica Center also showed significant differences in respondents' opinion before and after their visit to Linz. For Ars Electronica Center the results were the following: on average, participants rated it significantly (t (df=399) = 13.955, p< 0.05) higher after their actual experience in Linz (M_{after} = 1.54) than before (M_{before} = 2.25), whereas Lentos Museum had the following significantly different (t (df=399) = 11, 83, p< 0.05) values: M_{before} = 2.25 compared to M_{after} = 1.54.

Within the cognitive image components of Linz, Modern Art, Bicycle Paths and Snow/winter showed the most severe significant differences between before and after. Modern Art changed with 1.02 point scale (t (df=399) = 13.748, p< 0.05), bicycle paths with 1.31(t (df=399) = 17.336, p< 0.05) and snow/winter with -1.14 (t (df=399) = - 15.547, p< 0.05) respectively.

The average level of agreement for four cognitive image components of Linz significantly changed "for worse" comparing the pre and post-travel results– the Alps (Mean $_{before}$= 3.49, Mean $_{after}$ = 3.99; t (df=399)= -6.941, p< 0.05) , Football (Mean $_{before}$= 4.79, Mean $_{after}$ = 4.91; t (df=399)= -2.290, p< 0.05), the Bruckner Festival (Mean $_{before}$= 2.55, Mean $_{after}$ = 2.80; t (df=399)= -4.434, p< 0.05) and the International Street Artist Festival (Mean $_{before}$= 2.93, Mean $_{after}$ = 3.00; t (df=399)= -4.232, p< 0.05).

The steel industry's mean value before visiting Linz was 2.84 and dropped to 3.33 (t (df=399)= -6.504; p< 0.05), whereas the heavy industry's mean value before visiting Linz was 2.91 and decreased to 3.42 (t (df=399)= - 6.770; p< 0.05). The association with Hitler was rated averagely at 2.29 before respondents' actual experience in Linz and went down to 2.59 (t (df=399)= - 4.635; p< 0.05).

All affective image components showed significant differences in their mean values before and after visiting Linz and were all further analysed. the affective image component "calm" showed the highest significant change in respondents' answers. Before visiting Linz the average mean for "calm" was 1.57; however, this was not the case after the respondents' visited Linz as it was averagely rated at 2.65, or a significant mean difference of -1.08 occurred between pre- and post-travel to Linz(t (df=399)= -19.116, p< 0.05).

The affective image component "modern" presented the second highest significant change with a means difference between before and after of 0.78. On average, the respondents rated the component "modern" significantly higher (t (df=399)= 13.790; p< 0.05) after their stay in Linz (M $_{after}$ =2.09) than before (M $_{before}$ = 2.87).

The third highest significant change between before and after with a mean difference of .59 (t (df=399) = -8.249, p< 0.05) occurred for the affective image component "old-fashioned". This result corresponds with the change of respondents' associations with Linz as "modern" as being the opposite of "old-fashioned".

"Boring" also demonstrated a substantial difference between the pre- and post-travel image of Linz. The mean of "boring" before respondents' experience in Linz was 4.11 compared to a mean of 4.66 after their visit to Linz (t (df=399) = -9.598; p< 0.05).

7.8. Linz's "a priori" image analysis

7.8.1. Data Reduction

Principal Component Analysis was used for data reduction purposes for both cognitive and affective image components of Linz's pre-travel destination image. According to Pallant (2007) and Ho (2006) data set is suitable for factor analysis when the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) value is .50 or above, and the Barlett's Test of Sphericity value shows a significant value (i.e. the sign. value should be .05 or smaller). The 27 cognitive items (except Cloud of Sound and Austrian-Hungarian Empire) were subjected to principal components analysis (PCA) using SPSS Version 16.0 (Appendix 58). Prior to performing the PCA, the suitability of data for factor analysis was assessed. The KMO value was .755, exceeding the recommended value of .5 (Field, 2005) and Bartlett's Test of Sphericity reached statistical significance, supporting the factorability of the correlation matrix.

PCA showed the existence of eight components with eigenvalues exceeding 1, explaining 66.95 % of the variance. An examination of the screeplot (Catell's scree test) showed a clear break after the fifth component (Appendix 19), which led to the decision to keep five components for further analysis. This decision found support in the results of Parallel Analysis (Table 3), which unveiled that only five components with eigenvalues exceeded the corresponding criterion values for a randomly generated data matrix of the same size (27 variables x 400 respondents).

Component number	Actual eigenvalue from PCA	Criterion value from parallel analysis	Decision
1	5.118	1.5076	Accept
2	3.165	1.4302	Accept
3	2.774	1.3782	Accept
4	2.075	1.3288	Accept
5	1.576	1.2841	Accept
6	1.242	1.2431	Reject

Table 3: Comparison of eigenvalues from PCA and criterion values from parallel analysis

The five-component solution explained a total of 54.47% of the variance, with Component 1 contributing 18.95 %, Component 2 – 11.72%, Component 3 – 10.27 %, Component 4 – 7.68 % and Component 5 contributing 5.83% (Table 4). To aid in the interpretation of these five components, varimax rotation was used and factor loadings of 0.45 were used for item inclusion. Initially, as recommended by Field (2005) an oblique rotation was conducted based on the assumption that, realistically, very few variables in a particular research project are not correlated. However, the correlations between the factors turn out to be lower than .20, indicating that the factors are uncorrelated and an orthogonal rotation method is more appropriate procedure for their identification. Following the recommendations of Comrey and Lee (1992) factor loadings higher than 0.45 and described as "fair" by these researchers, were included. It is also advisable to check the reliability of the scale used in order to validate a questionnaire. Reliability means that a scale should consistently reflect the construct it is measuring and Cronbach's α indicates the overall reliability of a questionnaire (Field, 2005; Ho, 2006). If alpha is high (.70 or higher), then this suggests that all of the items are reliable and the entire test is internally consistent. If alpha is low, then at least one of the items is unreliable (Pallant, 2007). The computation of Cronbach α indicates that all factors are stable with substantially high internal consistencies (α for Factor 1=0.856, α for Factor 2= 0.742, α for Factor 3 = 0.885, α for Factor 4 = 0.714) except the last factor with α slightly below 0.7. Peterson (1994), however, argues that an α value of 0.6 is the "criterion-in-use". It was, therefore, accepted that all factors were well above the

"criterion-in-use", therefore acceptably reliable. In total, 19 cognitive image components managed to be included into the factor analysis as they all showed factor loadings above 0.45.

The first component seems to represent Linz's image as a city of Modern Art, and image that has been trying to establish in the last decades. The second one reflects the sport activities that are typical for Linz and contribute to its' image as a destination where ski and other winter sports typical for the Alps are combined with football and cycling. The third factor called "Traditions" groups Linz's contemporary cultural life with its cultural heritage and Bruckner's music. The next factor seems to stand for Linz's scenery and architecture, whereas the final one deals with Linz's dark history, its Nazi's past and steel industry.

Image Factors and Dimensions	Factor Loading	% of Variance Explained	Cumulative % of Variance Explained	Factor Alpha Value
Factor I: Contemporary Culture		18.955	18.955	0.856
Lentos	.879			
Modern Art	.795			
Ars Electronica Center	.766			
Factor II: Pastime		11.722	30.678	0.742
Snow/winter	.796			
Alps	.748			
Bicycle paths	.713			
Football	.535			
Factor III: Traditions		10.275	40.952	0.885
Museums	.719			
Monuments	.647			
ECC	.602			
Cultural Heritage	.595			
Bruckner	.593			
Factor IV: Aesthetics		7.686	7.686	0.714
Churches	.836			
The Old Town	.825			
Architecture	.689			
Postlingberg	.496			
Factor V: Blemish		5.838	13.524	0.674
Heavy Industry	.926			
Steel Industry	.921			
Hitler	.752			

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization
Rotation converged in 7 iterations.

Table 4: Summary of the PCA for the pre-travel cognitive image components

The same procedure was also conducted for the affective image components. In the pre-travel set of Linz's affective image components the KMO value is .868 and the Bartlett's test is significant (p=.000), therefore, factor analysis is appropriate.

There was an inconsistency concerning the number of factors to be extracted among the different tests. The Kaiser's criterion showed the existence of three components with eigenvalues exceeding 1, explaining 64.15% of the variance. An examination of the screeplot, however, unveiled a clear break after the third component (Appendix 19). The results of Parallel Analysis

(Table 5), unveiled only two components with eigenvalues above the corresponding criterion values for a randomly generated data matrix of the same size (14 variables x 400 respondents). This inconsistency required several factor analysis procedures to be run extracting two, three and four factors. The comparison of the rotated component matrices showed that an extraction of three factors presents the most logical and meaningful grouping of affective image items.

Component number	Actual eigenvalue from PCA	Criterion value from parallel analysis	Decision
1	5.922	1.3334	Accept
2	1.902	1.2525	Accept
3	1.158	1.1920	Reject

Table 5: Comparison of eigenvalues from PCA and criterion values from parallel analysis

The three-component solution explained a total of 64.15% of the variance, with Factor 1 contributing 42.29%, Factor 2 – 13.58% and Factor 3 – 8.27% respectively (Table 6). Again, to aid in the interpretation of these factors, varimax rotation was used and factor loadings of 0.45 were used for item inclusion. The computation of Cronbach α indicates that all factors are stable with substantially high internal consistencies (α for Factor 1=0.870, α for Factor 2= 0.796 and α for Factor 3 = 0.761).

The first component seems to group all positive and sympathetic affective image components associated with Linz, therefore, it was called "Encouraging dimension". The second one groups just the opposite palettes of Linz's image and was called "Unappealing dimension", whereas the final one represents the "Tranquillity" of Linz's image.

Image Factors and Dimensions	Factor Loading	% of Variance Explained	Cumulative % of Variance Explained	Factor Alpha Value
Factor I: Encouraging dimension		42.299	42.299	0.870
Enjoyable	.813			
Interesting	.784			
Modern	.740			
Admirable	.704			
Beautiful	.697			
Pleasurable	.655			
Factor II: Unappealing dimension		13.585	55.884	0.796
Cold	.890			
Poor	.818			
Dark	.763			
Unpleasant	.556			
Old-fashioned	.461			
Factor III: Tranquillity		8.271	64.155	0.761
Calm	.876			
Neat	.713			

Extraction Method: Principal Component Analysis.

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.
Rotation converged in 5 iterations.

Table 6: Summary of the PCA for the pre-travel affective image components

The grand means of each factor was computed and presented in Table 7. They ranged from 1.74 to 4.13 indicating that Linz's major strengths in its pre-travel image is "Aesthetics", "Traditions" and "Contemporary Culture" with means between 1.74 to 2.41. The average for "Blemish" (3.12) showed that respondents were indefinite about Linz's dark past before visiting Linz. Moreover, Linz's "Pastime" was not amongst the strongest cognitive associations with Linz as the mean was 3.67.

As far as the affective domain is concerned, the third factor "Tranquillity" showed the highest grand mean of 1.57, suggesting that Linz's was perceived as quiet and relaxing place for vacation before visitors' actual experience there, followed by the "Encouraging domain" with mean of 2.25.

Image Domain	Factor Mean (grand mean)
Cognitive Domain	
Factor IV: Aesthetics	1.74
Factor I: Contemporary Culture	2.41
Factor III: Traditions	2.38
Factor V: Blemish	3.12
Factor II: Pastime	3.67
Affective Domain	
Factor III: Tranquillity	1.57
Factor I: Encouraging dimension	2.25
Factor II: Unappealing dimension	4.13

Note: (the lower the value, the higher the level of agreement: 1 (Strongly Agree) – 5 (Strongly Disagree)

Table 7: Grand means of eight image factors (dimensions)

The above described eight image dimensions of Linz (five cognitive and three affective) are used in the following statistical analysis.

7.8.2. Linz's previous experience influence over its "a priori" image

Multivariate MANOVA was used to test whether there are significant differences among the groups of Linz's first-time visitors, second-time visitors and frequent visitors in terms of their perceptions of Linz. Eight dependent variables were used: Contemporary Culture, Pastime, Traditions, Aesthetics, Blemish, Encouraging, Unappealing and Tranquillity. The independent variable was "number of visits to Linz" with three subgroups representing different numbers of visits. The multivariate significance tests (Pillai's Trace, Hotellings' Trace, Wilks' Lambda and Roy's Largest Root) produced by MANOVA were all significant at 0.01 level, thus suggesting that these three groups were different across the image dimensions of Linz. To examine which image items differentiate the three groups, one-way ANOVAs, using a

post hoc Scheffe contrast method, were employed. One-way ANOVAs showed that there were no significant differences among the three groups in terms of their association of Linz as an "unappealing" destination (the means were between 4.11 and 4.20) and "Tranquillity" (the means were between 1.60 and 1.53). An inspection of the remaining mean scores indicated that in terms of associating Linz with Contemporary Culture, the first-time visitors reported significantly (p=0.024) lower average level of agreement (M=2.53) than the group of the frequent visitors (M=2.05), but no other significant differences were found. The next image dimension "Pastime", however, unveiled slightly different results. It showed that there are significant differences (p=0.000) not only between the first-time visitors (M=3.90) and the frequent visitors (2.69), but also between the second-time visitors (M=3.69) and the frequent visitors (M=2.69). "Traditions" revealed that there is a significant difference (p=0.035) between the means of the second-time visitors (M=2.49) and the frequent visitors (M=2.13), but no significant difference between first-time visitors and second-time visitors and the frequent visitors. The mean of the image domain "Aesthetics" was significantly different between the first-time visitors and the second-time visitors and the first time-visitors and the frequent visitors. The analysis of the ANOVA for Linz's dark past suggested that first-time visitors are less aware of it with an average of 2.80 which is significantly different than the average of the frequent visitors (2.29), Linz's dark history did not show any further significant differences among the three subgroups of visitors. The final dimension that showed significant differences between the first-time visitors (M=2.31) and the frequent visitors (M=2.02) is Linz association as an "encouraging" destination. Again, as in the previous cases, there were significant differences between the first-time visitors and the frequent visitors, but not between the second-time visitors and the rest or the visitors (Table 8).

Image dimensions	First-time visitors n=248	Second-time visitors n=91	Frequent visitors n=61	F-value	Significance
Contemporary Culture	2.53a	2.32	2.05a	3.78	0.024
Pastime	3.90a	3.69b	2.69a,b	27.819	0.000
Traditions	2.40	2.49a	2.13a	3.371	0.035
Aesthetics	1.91a,b	1.53a	1.39b	24.109	0.000
Blemish	2.80a	2.65	2.29a	4.282	0.014
Encouraging Dimension	2.31a	2.25	2.02a	4.718	0.009
Unappealing Dimension	4.11	4.13	4.20	0.374	0.688
Tranquillity	1.60	1.53	1.53	0.545	0.580

Table 8: Results of univariate analysis of variance with post-hoc Scheffe test on respondents' previous visit(s) to Linz and its influence over Linz's "a priori" image
 [a , b] Mean scores with different letters are significantly different at 0.05 probability level from each other.

7.8.3. Austria's previous experience influence over Linz's "a priori" image

The results also showed that there is a significant relationship between previous visit to Austria and some of Linz's cognitive dimensions such as Contemporary Culture, Pastime and Aesthetics, but none of the affective image dimension (Table 9). For example, people who have visited other Austrian destinations gave more positive answers (M=2.17) to the image dimension "Contemporary culture" than the people who have not (2.55).

	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Contemporary Culture	2.599	.108	2.231	210	.027	.38391	.17207
Pastime	.058	.810	2.940	210	.004	.44130	.15010
Traditions	4.381	.038	.146	188.530	.884	.01447	.09942
Aesthetics	4.077	.045	2.316	137.916	.022	.23651	.10212
Blemish	.076	.783	-.371	210	.711	-.06889	.18586
Encouraging Dimension	2.284	.132	1.022	210	.308	.10100	.09878
Unappealing Dimension	5.250	.023	-1.478	131.676	.142	-.16816	.11377
Tranquillity	3.185	.076	1.240	210	.216	.11596	.09351

Table 9: Results of the independent samples t-test on the differences in Linz's "a priori" image between respondents who have visited Austria before and who have not

7.8.4. Relationship between Linz's "a priori" image and socio-demographic characteristics

The literature suggests three major destination image determinants (socio-demographics, various information sources and tourism motivations) to have effect on destination image formation in the absence of actual visitation or previous experience (Baloglu and McCleary, 1999). The following analysis represents the relationships between Linz's "a priori" image and Linz09 visitors' socio-demographic characteristics, information sources and main motives for visiting Linz.

7.8.4.1. Nationality

The possible relationship between socio-demographic characteristics and Linz's cognitive and affective image components was analysed using one-way MANOVA with post-hoc Scheffe test and t-test. With respect to the relationship between nationality (or distance) and the associated image of Linz, there is a statistically significant correlation between nationality and the cognitive image elements "Pastime" (p= .000, less than 0.05) and "Blemish" (p= .000, less than 0.05). The Austrians were more likely to give higher levels of agreement with the "Pastime" dimension of Linz (M=3.36) than the Internationals who seemed not to be so familiar with it (M=3.94). Also the Austrians tended to agree more strongly with the dark history of Linz being one of its major image dimensions (M= 2.25) than the Internationals (M= 3.06). At the same time, no significant relationships with the affective dimensions were identified (Table 10).

Image dimensions	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Contemporary Culture	2.066	.151	1.650	398	.100	.21016	.12739
Pastime	6.501	.011	-4.860	365.160	.000	-.58051	.11945
Traditions	10.181	.002	.096	337.197	.924	.00857	.08963
Aesthetics	2.393	.123	-1.026	398	.305	-.06747	.06575
Blemish	34.524	.000	-7.152	386.803	.000	-.81564	.11405
Encouraging Dimension	1.027	.311	.972	398	.332	.06475	.06664
Unappealing Dimension	4.939	.027	-.369	397.693	.713	-.02579	.06997
Tranquillity	.010	.920	.337	398	.736	.02113	.06265

Table 10: Results of the independent samples t-test on the differences between Austrians and Internationals in terms of Linz's "a priori" image

7.8.4.2. Gender

The determinant "gender" was found to be in a significant relationship with Linz's "a priori" Pastime, with female respondents generally having less positive associations with this dimension. The rest of the cognitive and affective image dimensions displayed no significant differences between male and female respondents (Table 11).

Image dimensions	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Contemporary Culture	.033	.855	.458	398	.647	.05858	.12792
Pastime	1.220	.270	2.271	398	.024	.27489	.12103
Traditions	4.300	.039	-.855	356.599	.393	-.07635	.08927
Aesthetics	.079	.779	-.917	398	.360	-.06037	.06584
Blemish	.161	.689	-.255	398	.799	-.03138	.12314
Encouraging Dimension	.636	.425	.571	398	.568	.03811	.06676
Unappealing Dimension	1.023	.312	-.714	398	.476	-.05041	.07063
Tranquillity	.188	.665	-.934	398	.351	-.05852	.06266

Table 11: Results of the independent samples t-test on the differences between male and female respondents in terms of Linz' "a priori" image

7.8.4.3. Education level

The perceived image of Linz before actually visiting it was found to be only partially affected by respondents' educational level, since this variable has only a significant influence over the cognitive dimension "Pastime" (p=0.014, less than 0.05) and "Encouraging" (p=0.015, less than 0.05). Education was found to be in a negative relationship with "Pastime" - the higher the level, the lower the evaluations, whereas education had a positive effect over "Encouraging" – the higher the level, the better the evaluation (Table 12).

Image dimensions	Primary n=29	Secondary n=142	University n=229	F-value	Significance
Contemporary Culture	2.264	2.453	2.405	.271	0.763
Pastime	3.422	3.474a	3.822a	4.335	0.014
Traditions	2.421	2.497	2.301	2.234	0.108
Aesthetics	1.888	1.759	1.713	.988	0.373
Blemish	2.506	2.739	2.675	.455	0.635
Encouraging Dimension	2.293	2.376a	2.172a	4.239	0.015
Unappealing Dimension	4.179	4.070	4.156	.737	0.479
Tranquillity	1.500	1.669	1.520	2.732	0.066

Table 12: Results of univariate analysis of variance with post-hoc Scheffe test on respondents' education and its relationship with Linz's "a priori" image
[a] Mean scores with different letters are significantly different at 0.05 probability level from each other.

7.8.4.4. Professional status

Respondents' professional status also seemed to have a significant relationship with two of Linz's image domains. For example, there is a significant difference (p=0.005, less than 0.05) between full-time employed and part-time employed in their evaluation of the cognitive dimension "Traditions" – people in part-time employment rated "Traditions" significantly higher than those in full-time employment. The affective image domain "encouraging" also provided strong evidence to be significantly (p=0.000, less than 0.05) influenced by respondents' professional status and also demonstrated the highest diversity within the answers – there were significant differences between full-time employed and part-time employed, full-time employed and students and also between students and retired, where the full-time employed respondents was the group that evaluated this affective dimension the highest (Table 13).

Image dimensions	Full-time employed	Part-time employed	Students	retired	F-value	Significance
	n=230	n=65	n=29	n=62		
Contemporary Culture	2.401	2.544	2.149	2.527	.801	0.494
Pastime	3.789	3.465	3.310	3.706	2.283	0.079
Traditions	2.505a	2.160a	2.441	2.165	4.356	0.005
Aesthetics	1.732	1.850	1.922	1.548	3.290	0.21
Blemish	2.652	2.682	3.115	2.586	1.397	0.243
Encouraging Dimension	2.171a,b	2.428a	2.638b,c	2.164c	6.562	0.000
Unappealing Dimension	4.142	4.022	4.117	4.210	0.795	0.497
Tranquillity	1.502	1.731	1.810	1.540	3.893	0.191

Table 13: The results of univariate analysis of variance with post-hoc Scheffe test on respondents' professional status and its relationship with Linz's "a priori" image

7.8.4.5.   Age

With respect to the relationship between gender and Linz's "a priori" image, there are statistically significant relationships between age and Linz's pastime (p=0.007, less than 0.05), Contemporary Culture (p=0.032, less than 0.05) and Aesthetics (p=0.033, less than 0.05), whereas there are no significant relationships between the age factor and Linz's affective "a priori" image. The younger respondents (18-30 years of age) tended to evaluate "Pastime" image dimension much higher, but on the other hand, to give lower scores for "Aesthetics" than the rest of the groups. Moreover, respondents below 40 years of age were more likely than the remaining respondents to associate Linz with its' Contemporary Culture (Table 14).

Image dimensions	18-30 n=76	31-40 n=89	41-50 n=119	50+ n=116	F-value	Significance
Contemporary Culture	2.250a	2.172b	2.457	2.655a,b	2.958	.032
Pastime	3.289a	3.708	3.901a	3.651	4.064	.007
Traditions	2.484	2.319	2.466	2.269	1.503	.213
Aesthetics	1.888a	1.758	1.765	1.610a	2.930	.033
Blemish	2.789	2.779	2.804	2.425	2.493	.060
Encouraging Dimension	2.419	2.172	2.211	2.249	2.187	.089
Unappealing Dimension	3.976	4.180	4.245	4.066	2.781	.051
Tranquillity	1.618	1.567	1.542	1.573	.231	.874

Table 14: The results of univariate analysis of variance with post-hoc Scheffe test on respondents' age and its relationship with Linz's "a priori" image

7.8.5. Relationship between information sources and Linz's "a priori" image

Gartner's information sources typology (1993) was used to investigate the relationship between sources of information and Linz's "a priori" and "on situ" image. He classifies the different agents as:

- Induced represented by overt induced (e.g. advertising in the mass media, brochures) and covert induced (using celebrities in promotional campaigns). In the case of Linz, the official website of Linz09 was considered to be an over induced source of information, mainly because it was focused on the European Capital of Culture Event and supported by Linz's authorities. Travel brochures, tour operators and travel agents/intermediaries were also added to the group of the induced sources.

- autonomous (magazines/newspapers, documentaries, movies, etc.) consequently the answers "magazines/newspapers", "radio/TV programmes/ documentaries" and "geography/history books" were included in this subcategory.

- organic or so called "word-of-mouth", including friends and relatives, providing information about the destination, relying on their own experience

or knowledge. Internet blogs and platforms for travellers were put into this subcategory, mainly because they correspond to the "word-of-mouth" principle of sharing experience about the place, but electronically.

- an actual visit to the destination, which represents the end of the continuum of image forming information sources. Actual experience is also often called primary information.

In terms of main information resources about Linz as a tourist destination the most frequently cited sources of information were "autonomous" sources such as magazines/newspapers (211 respondents, 57% were female, 57% with an university degree), followed by "organic" sources represented by friends/relatives (201 respondents, 54 % were female, 52 % had an university degree) and the official website of Linz09 being an "induced" source of information (164 respondents, 58% were Internationals, 54 % female, 57 % had an university degree). In contrast, the rest of the "induced" sources such as Travel agents and Tour Operators were among the less popular sources of information (used by less than 10% of the respondents).

The results also showed that respondents above 40 years old more frequently relied on friends/relatives' recommendation of Linz (56%), travel brochures (59%) and magazines/newspapers (72%) than the rest of the respondents who tended to have used internet sources such as blogs, platforms and www.linz09.at (66%) as main information sources (Table 15).

Information Sources		Nationality		
		Austrians	Internationals	Total*
Organic information sources	Friends/relatives	115	86	201
		61.2%	40.6%	
	Blogs and Platforms/other internet sources	12	45	57
		6.4%	21.2%	
Induced Information Sources	www.linz09.at	69	95	164
		36.7%	44.8%	
	Travel Brochures	27	81	108
		14.4%	38.2%	
	Tour Operators	13	47	60
		6.9%	22.2%	
	Travel agents/intermediaries	6	25	31
		3.2%	11.8%	
Autonomous Information Sources	Magazines/newspapers	109	102	211
		58.0%	48.1%	
	Radio/TV programs/documentaries	65	65	130
		34.6%	30.7%	
	Geography/history books	18	48	66
		9.6%	22.6%	
Primary Information	Own experience	84	60	144
		44.7%	28.3%	
	Total	188	212	400

* Each respondent had the option of choosing more than one source, thus the total answers exceed 400

Table 15: Information sources consulted by respondents

7.8.5.1.   Friends/Relatives

Regarding organic sources of information, friends/relatives do not appear to have any relationship with the associated image of Linz, neither with its cognitive nor affective components (Table 16).

Image Dimensions	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Contemporary Culture	1.375	.242	1.066	398	.287	.13589	.12742
Pastime	4.295	.039	-1.886	392.375	.060	-.22795	.12085
Traditions	1.267	.261	.629	398	.530	.05521	.08777
Aesthetics	1.070	.302	-.284	398	.776	-.01867	.06572
Blemish	3.469	.063	-1.924	398	.055	-.23520	.12224
Encouraging Dimension	2.749	.098	1.505	398	.133	.09997	.06642
Unappealing Dimension	.593	.442	-.771	398	.441	-.05428	.07043
Tranquillity	.116	.734	1.150	398	.251	.07179	.06245

Table 16: Results of the independent samples t-test on the relationship between "Friends/Relative" as an information source and Linz's "a priori" image

7.8.5.2.   Internet blogs and platforms

Internet blogs and platforms, on the other hand, act on beliefs about the "Aesthetics" of Linz, its dark history (the "Blemish dimension) and on the "Unappealing" domain of Linz's affective image components (Table 17).

Image Dimensions	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Contemporary Culture	.441	.507	-.987	398	.324	-.18001	.18229
Pastime	.715	.398	.453	398	.651	.07868	.17370
Traditions	7.554	.006	-1.302	98.171	.196	-.12749	.09795
Aesthetics	18.637	.000	2.240	65.143	.029	.27033	.12069
Blemish	10.710	.001	4.096	68.913	.000	.80966	.19767
Encouraging Dimension	5.855	.016	1.203	68.231	.233	.13470	.11195
Unappealing Dimension	1.963	.162	-2.013	398	.045	-.20188	.10030
Tranquillity	4.517	.034	1.351	68.239	.181	.14196	.10504

Table 17: Results of the independent samples t-test on the relationship between "Blogs and Platforms/other internet sources" as an information source and Linz's "a priori" image

7.8.5.3.   www.linz09.at

A causal, significant relationship between the induced source of information "Linz09.at" and the cognitive "a priori" image components "Contemporary Culture" (p=0.000, less than 0.05), "Aesthetics" (p=0.035, less than 0.05) and "Blemish" (p=0.000, less than 0.05) was recognized; however, there was no evidence of any significant correlation between this induced source of information and the affective part of Linz's "a priori" image.

"Contemporary Culture"' average of respondents who have consulted the official website of Linz09 was 2.14 (very close to "agree"), whereas those of them who did not use this particular information source gave answers more close to "neutral" (M=2.61). the analysis also signifies that the relationship between the website and "Aesthetics" is a negative one – those who have used the website rated "Aesthetics" at 1.83 on average, whereas the remaining respondents gave it 1.68. In contrast, "Blemish" was found to be in a positive relationship with the official website of Linz09. The use of the website showed to reduce prejudices about Linz Nazi's past (Table 18).

Image dimensions	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Contemporary Culture	4.032	.045	-3.785	385.938	.000	-.46693	.12336
Pastime	4.194	.041	.730	381.100	.466	.08756	.12001
Traditions	3.648	.057	-1.397	398	.163	-.12441	.08905
Aesthetics	2.416	.121	2.113	398	.035	.14037	.06644
Blemish	3.101	.079	3.576	398	.000	.43947	.12288
Encouraging Dimension	.020	.887	-1.553	398	.121	-.10485	.06750
Unappealing Dimension	.071	.791	.100	398	.921	.00713	.07165
Tranquillity	.331	.565	-.843	398	.399	-.05359	.06353

Table 18: Results of the independent samples t-test on the relationship between "Information source - www.linz09.at" as an information source and Linz's "a priori" image

7.8.5.4. Travel Brochures

The causal relationships between travel brochures and Linz's cognitive and affective image domains were not significant except for the relationships between travel brochures and "Pastime" (p=.029, less than 0.05), "Traditions" (p=.007, less than 0.05) from the cognitive domain of Linz's "a priori" image and "encouraging" (p=.013, less than 0.05) from the affective domain.

The results indicated a negative, significant relationship between travel brochures and the "Pastime" component of Linz's image – those who have used travel brochures tended to rate "Pastime" with "neutral" or "disagree", while those who have not used these information sources were slightly more positive. The significant influence of travel brochures over the "Traditions" and "Encouraging" dimensions was a positive one – those who have consulted travel brochures gave higher average scores than those who did not consider their use (Table 19).

Image Dimensions	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Contemporary Culture	.668	.414	-1.013	398	.312	-.14536	.14352
Pastime	.710	.400	2.188	398	.029	.29753	.13598
Traditions	8.018	.005	-2.708	247.962	.007	-.23574	.08706
Aesthetics	.252	.616	-.664	398	.507	-.04912	.07398
Blemish	.051	.822	1.557	398	.120	.21474	.13788
Encouraging Dimension	1.625	.203	-2.496	398	.013	-.18580	.07443
Unappealing Dimension	.002	.968	-.283	398	.777	-.02245	.07937
Tranquillity	.036	.849	-1.480	398	.140	-.10394	.07025

Table 19: Results of the independent samples t-test on the relationship between "Information source – travel brochures" as an information source and Linz's "a priori" image

7.8.5.5.   Tour Operators

The other induced source of information "tour operators" makes no significant contribution to the "a priori" image of Linz, except for "Blemish" (p=0.012, less than 0.05) and "Encouraging" (p=0.035, less than 0.05) dimensions. The use of tour operators managed to neutralize the dark history heritage of Linz as the people who sought advice from tour operators rated this cognitive dimension at 3.00 on average or "neutral", in contrast, those who did not rely on tour operators' advice gave it 2.62 on average. Also, the use of tour operators as a source of information showed to act positively on the encouraging "a priori" dimension (Table 20).

Image Dimensions	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Contemporary Culture	3.786	.052	-1.250	398	.212	-.22288	.17832
Pastime	1.611	.205	1.281	398	.201	.21740	.16974
Traditions	4.467	.035	-1.461	98.854	.147	-.14843	.10157
Aesthetics	.625	.430	-.589	398	.556	-.05417	.09199
Blemish	.448	.503	2.511	398	.012	.42843	.17061
Encouraging Dimension	.462	.497	-2.116	398	.035	-.19624	.09274
Unappealing Dimension	.541	.462	-.805	398	.421	-.07941	.09861
Tranquillity	3.347	.068	-.958	398	.339	-.08382	.08749

Table 20: Results of the independent samples t-test on the relationship between "Information source – tour operators" as an information source and Linz's "a priori" image

7.8.5.6.   Travel agents/intermediaries

No significant relationships between travel agent/intermediaries as an information source and Linz's "a priori" image were established - neither for the cognitive dimensions, nor for the affective ones (Table 21).

Image Dimensions	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Contemporary Culture	.077	.782	-.894	398	.372	-.21313	.23837
Pastime	.010	.921	-.154	398	.878	-.03499	.22713
Traditions	.682	.409	-1.101	398	.271	-.18059	.16396
Aesthetics	.193	.661	.926	398	.355	.11371	.12277
Blemish	.002	.962	1.949	398	.052	.44546	.22855
Encouraging Dimension	1.849	.175	-1.033	398	.302	-.12846	.12438
Unappealing Dimension	1.598	.207	-1.692	398	.092	-.22213	.13132
Tranquillity	.201	.654	-.661	398	.509	-.07724	.11690

Table 21: Results of the independent samples t-test on the relationship between "Information source – travel agents/intermediaries" as an information source and Linz's "a priori" image

7.8.5.7. Magazines/Newspapers

Magazines/newspapers mainly significantly influence, in a positive way, the formation of the cognitive dimension of Linz's image and "Traditions" (p=0.024, less than 0.05) and "Blemish" (p=0.015, less than 0.05) (Table 22).

Image Dimensions	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Contemporary Culture	.000	1.000	1.718	398	.087	.21871	.12732
Pastime	3.321	.069	-1.363	398	.174	-.16538	.12137
Traditions	1.234	.267	-2.258	398	.024	-.19734	.08739
Aesthetics	.006	.936	.872	398	.384	.05732	.06576
Blemish	.918	.339	-2.441	398	.015	-.29801	.12208
Encouraging Dimension	1.413	.235	.923	398	.356	.06153	.06663
Unappealing Dimension	1.186	.277	-.157	398	.876	-.01106	.07058
Tranquillity	.042	.838	1.359	398	.175	.08492	.06250

Table 22: Results of the independent samples t-test on the relationship between "Information source – magazines/newspapers" as an information source and Linz's "a priori" image

7.8.5.8. Radio/TV programmes/documentaries

Radio/TV programmes/documentaries as an autonomous source of information exercise a positive impact only over two image components "Pastime" (p=0.019, less than 0.05) representing the cognitive domain, and the "encouraging" (p=.027, less than 0.05) dimension being part of the affective domain (Table 23).

Image dimensions	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Contemporary Culture	.344	.558	1.270	398	.205	.17265	.13594
Pastime	1.213	.271	-2.347	398	.019	-.30221	.12878
Traditions	1.471	.226	-1.430	398	.153	-.13373	.09350
Aesthetics	.122	.728	.822	398	.412	.05762	.07010
Blemish	.485	.486	-2.378	398	.018	-.30950	.13017
Encouraging Dimension	1.519	.219	2.224	398	.027	.15712	.07066
Unappealing Dimension	.683	.409	-.693	398	.488	-.05214	.07519
Tranquillity	1.457	.228	.126	398	.900	.00840	.06677

Table 23: Results of the independent samples t-test on the relationship between "Information source – radio/TV programmes" as an information source and Linz's "a priori" image

7.8.5.9. Geography/history books

The last autonomous information source "geography/history books" appears to be in a negative interaction with only one cognitive image dimension - the "Contemporary culture" (p= 0.029, less than 0.05) of Linz' "a priori" image. Those respondents who acknowledged to have relied on geography/history books in their destination travel choice process rated the "Contemporary culture" of Linz at 2.80 on average, while the remaining respondents rated "Contemporary culture" slightly higher with an average of 2.33 (Table 24).

Image Dimensions	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Contemporary Culture	15.947	.000	2.218	78.281	.029	.47475	.21403
Pastime	4.132	.043	-1.865	98.961	.065	-.28450	.15254
Traditions	1.840	.176	-1.391	398	.165	-.16416	.11800
Aesthetics	.240	.624	1.034	398	.302	.09139	.08841
Blemish	5.681	.018	1.795	86.056	.076	.32181	.17926
Encouraging Dimension	12.575	.000	1.822	78.059	.072	.20518	.11264
Unappealing Dimension	4.595	.033	-1.274	81.508	.206	-.14181	.11131
Tranquillity	3.770	.053	.926	398	.355	.07798	.08417

Table 24: Results of the independent samples t-test on the relationship between "Information source – geography/history books" as an information source and Linz's "a priori" image

7.8.5.10. Own Experience

The results provided strong evidence that previous experience is in a positive and significant relationship with "Contemporary culture" (p=0.14, less than 0.05), "Pastime" (p=0.00, less than 0.05), "Aesthetics" (p=0.00, less than 0.05), "Encouraging dimension" and "Tranquillity" (p=0.33, less than 0.05). Respondents who have visited Linz before evaluated Linz's Contemporary Culture, Pastime, Aesthetics, Encouraging dimension and Tranquillity higher than people who have not been to Linz before (Table 25).

Image Dimensions	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Contemporary Culture	11.488	.001	-2.481	374.681	.014	-.29962	.12075
Pastime	.156	.693	-4.220	398	.000	-.52235	.12379
Traditions	15.270	.000	.060	223.833	.953	.00599	.10063
Aesthetics	35.858	.000	-7.962	393.983	.000	-.45388	.05701
Blemish	1.295	.256	-1.539	398	.125	-.19633	.12754
Encouraging Dimension	4.897	.027	-2.555	361.590	.011	-.16370	.06406
Unappealing Dimension	.198	.657	.627	398	.531	.04601	.07338
Tranquillity	3.571	.060	-2.137	398	.033	-.13845	.06479

Table 25: Results of the independent samples t-test on the relationship between "Information source – own experience" as an information source and Linz's "a priori" image

7.8.6. Familiarity Index

The amount of information score was calculated as the sum of the number of information sources used by each individual as in Baloglu's study (2001). The scores ranged from 1 to 9 with a mean score of 2.95 and a median score of 3, which was also used as the separating score to split the respondents into two groups. The first group, which was using less than 3 sources of information to form its pre-travel image of Linz, was characterised as a group with a low informational familiarity and was given a score of 1, whereas the second group was labelled a high informational familiarity group and was given a score of 2. The experiential dimensions was calculated on the basis of previous visits to Linz – the respondents who have visited Linz only once before received a score of 1, those who visited Linz twice – a score of 2 and frequent visitors of Linz (with more than two visits) received a score of 3. By cross-tabulating the experiential and informational familiarity the following table was produced:

Informational familiarity	Experiential familiarity		
	First-time visitors (1)	*Second-time visitors (2)*	*Frequent visitors (3)*
Low (1)	186(1+1)	71 (2+1)	45(3+1)
High (2)	62 (1+2)	20(2+2)	16(3+2)

Table 26: Informational and experiential dimensions of destination familiarity index

The informational and experiential dimensions scores were summed for each individual as in Baloglu's study (2001), which resulted in a familiarity index ranging from 2 to 5. The respondents with a score of 2 were grouped in a "low familiarity" group (first-time visitors of Linz with three or less information sources), those with a score of 3 in a "moderate familiarity" group (second-time visitors with less than three information sources or first-time visitors with more than three information sources)."High familiarity" group consisted of those respondents who received a score of 4 such as second-time visitors with more than three information sources, or frequent visitors with less than three information sources, whereas the final group "extremely high familiarity" represented individuals with a score of 5 – frequent visitors to Linz with more than three information sources.

Multivariate Analysis of Variance was used to assess familiarity group differences across the pre-travel image components of Linz. The multivariate significance tests (Pillai's Trace, Hotellings's Trace, Wilks' Lambda and Roy's Largest Root) produced by MANOVA were all significant at 0.01 level, thus suggested that these three groups were different across the image dimensions of Linz. Consequently, a post-hoc Scheffe test was conducted on univariate statistics (ANOVAs) to identify which image dimensions differentiate the three groups. The table below shows the mean scores of Linz's image dimensions for each group. Significant differences among the groups were found for all cognitive image dimensions and one of the affective image domains. "Contemporary culture" was found to differentiate the "low familiarity" group and the "high familiarity" group – "low familiarity" group gave the lowest score of 2.58 for that particular image dimension,

while the "high familiarity" group were more positive in their evaluation and rated it at 1.97 on average. Perceptions of Linz's sport activities, or the "Pastime" dimension, on the other hand, differentiated all familiarity groups - the higher the level of agreement, the higher the familiarity. The "extremely high familiarity" group perceived Linz's "Tradition" and "Aesthetics" image domains more positively than the rest of the groups and rated them on average at 1.85 and 1.33 respectively. Additionally, these two groups evaluated Linz's dark history image dimension at 2.21 on average, which was also the highest average score for this domain; hence indicating that these people are well aware of Linz Nazi's past and "industrial charm". What concerns the affective image domains, the "low familiarity" and "moderate familiarity" evaluated Linz as less "Encouraging destination" than the rest of the groups (Table 27).

Image dimensions	Low familiarity	Moderate familiarity	High familiarity	Extremely high familiarity	F-value	Significance
	n=186	*n=133*	*n=65*	*n=16*		
Contemporary Culture	2.577a	2.401	1.974a	2.354	3.682	.012
Pastime	3.989a,c	3.722b,d	2.923a,b	2.547c,d	19.553	.000
Traditions	2.476	2.420	2.151	1.850	4.374	.005
Aesthetics	1.859a,b	1.797c	1.396a,c	1.328b	11.211	.000
Blemish	2.703a	2.865b	2.390	2.208a,b	3.072	.028
Encouraging Dimension	2.305a	2.306	2.056	2.010a	3.311	.020
Unappealing Dimension	4.185	4.027	4.138	4.250	1.488	.217
Tranquillity	1.597	1.564	1.515	1.563	.282	.838

Table 27: Results of univariate analysis of variance with post-hoc Scheffe test on respondents' familiarity with Linz and its relationship with Linz's "a priori" image
[a] Mean scores with different letters are significantly different at 0.05 probability level from each other.

7.8.7. Motives for visiting Linz

In terms of reasons for visiting Linz the most frequently selected reason was Linz09 itself (304 respondents, 57% were Internationals) (Table 28). The next most frequently cited reason was "to have fun" (156 respondents) and again the Internationals (53%) prevailed the Austrians, followed by "to spend more time with family" (146 respondents). In this case, the Austrians took priority over the Internationals with 53% compared to 47%. To "get away from everyday life" was also cited very frequently (140 respondents, 52% were Austrians). 125 respondents said to have been motivated to visit Linz by their "interest in culture". This comparatively high number of respondents corresponds with the reason "Linz09" and consequently with the higher percent of International tourists cited it, therefore, again the number of Internationals was above the number of Austrians. "Education", "prestige", "business" and "other" received values less than 10 respondents, and were therefore, excluded from further analysis. The "other" reasons were stated by 3 out of 7 respondents who opted for this answer and they were the following: "*history*", "*music*" and one respondent even added "*Cloud of Sound, I have been dreaming for many years to attend this amazing musical event*".

Reasons		Nationality		
		Austrians	Internationals	Total*
linz09	Count	130	174	304
	% within motivation	42.8%	57.2%	
Education	Count	4	2	6
	% within motivation	66.7%	33.3%	
New places and culture	Count	15	34	49
	% within motivation	30.6%	69.4%	
Get away from everyday life	Count	73	67	140
	% within motivation	52.1%	47.9%	
Prestige	Count	2	1	3
	% within motivation	66.7%	33.3%	
Meet new people	Count	20	35	55
	% within motivation	36.4%	63.6%	
Wish fulfilment	Count	7	15	22
	% within motivation	31.8%	68.2%	
Have fun	Count	74	82	156
	% within motivation	47.4%	52.6%	
Interest in culture	Count	58	67	125
	% within motivation	46.4%	53.6%	
More time with family	Count	77	69	146
	% within motivation	52.7%	47.3%	
Business	Count	5	2	7
	% within motivation	71.4%	28.6%	
Business and leisure	Count	15	12	27
	% within motivation	55.6%	44.4%	
Other	Count	3	2	5
	% within motivation	60.0%	40.0%	
Total	Count	188	212	400

Table 28: Reasons to visit Linz
Each respondent had the option of choosing more than one reason, thus the total answers exceed the number of 400

7.8.8. Relationship between motivation and Linz's "a priori" image

7.8.8.1.   Linz09

The Event itself as a reason to visit Linz affects almost all Linz's "a priori" image dimensions, except "Blemish" representing the cognitive domain of Linz's image and the "Tranquillity" being part of the affective domain. Those of the respondents who said to have been motivated by the European Capital of Culture Event rated the "Contemporary culture" dimension at 2.30 on average, whereas those who were not pulled by Linz09 rated it only at 2.74 on average. The European Capital of Culture Event as a motive to visit Linz was found to have significantly influenced the "Pastime" cognitive image of Linz in a negative way, while its significant influence over the "Traditions" is a positive one. The respondent who did not visit Linz because of the Event rated Linz's "Traditions" at 3.00 on average, whereas those who cited Linz09 to have been one of their main drivers gave Linz's "Traditions" a value of 2.16 on average. Linz's "a priori" aesthetics domain, on the other hand, was found to experience a significantly ($p=.006$, less than 0.05) negative effect from the Event as a motive to visit Linz – the people who did not go to Linz because of Linz09 rated this particular image domain slightly, but significantly higher (1.60) than those who did (1.79).

The final two image components significantly influenced by Linz09 were the "encouraging" and "unappealing" dimensions. A significantly positive relationship between Linz09 being a motive to visit Linz and the "encouraging" image dimension and a significantly negative relationship between the same motive and the "unappealing" image dimension were identified (Table 29).

Image Dimensions	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Contemporary Culture	.288	.592	-2.888	398	.004	-.42690	.14784
Pastime	.062	.804	3.323	398	.001	.46615	.14027
Traditions	35.339	.000	-7.776	121.234	.000	-.89320	.11487
Aesthetics	3.958	.047	2.806	195.723	.006	.19147	.06825
Blemish	.153	.696	1.707	398	.089	.24452	.14324
Encouraging Dimension	.508	.476	-4.014	398	.000	-.30683	.07644
Unappealing Dimension	.044	.834	2.213	398	.027	.18147	.08201
Tranquillity	.882	.348	-.779	398	.436	-.05702	.07317

Table 29: Results of the independent samples t-test on the differences between respondents who visited Linz because of Linz09 and who did not

7.8.8.2. New Places and Culture

With reference to the motivation "New Places and Culture" it was found that it has a statistically significant relationship with three of the cognitive image domains and just one of the affective image domains. For example, "New Places and Culture" as a motive to visit Linz acts significantly (p=.021, less than 0.05) positively over its "a priori" "Traditions" components, but negatively over the "Contemporary Culture" (p=.047, less than 0.05) and "Blemish" (p=.021, less than 0.05). Respondents motivated by their desire to explore "new places and culture" do not expect to see Linz as a relaxing destination (the "Tranquillity" dimension, p=.030, less than 0.05) (Table 30).

Image Dimensions	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Contemporary Culture	.945	.332	1.995	398	.047	.38286	.19195
Pastime	1.239	.266	-1.871	398	.062	-.34214	.18284
Traditions	5.349	.021	-2.182	82.158	.032	-.21886	.10030
Aesthetics	3.430	.065	1.015	398	.311	.10071	.09923
Blemish	.187	.665	2.319	398	.021	.42762	.18442
Encouraging Dimension	3.315	.069	1.637	398	.102	.16429	.10036
Unappealing Dimension	.793	.374	.005	398	.996	.00057	.10655
Tranquillity	1.311	.253	2.173	398	.030	.20429	.09401

Table 30: Results of the independent samples t-test on the differences between respondents who visited Linz because of their desire to experience new places and culture and who did not

7.8.8.3.   Get away from everyday life

"Get away from everyday life" was found not to be in any significant relationships with Linz's "a priori" cognitive and affective image domains. In other words, there are no significant differences in the associated image of Linz between the people who went to Linz to escape from their everyday life and those who do not (Table 31).

Image dimensions	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Contemporary Culture	.144	.704	.153	398	.878	.02054	.13421
Pastime	.216	.642	-.964	398	.335	-.12306	.12761
Traditions	2.976	.085	1.662	398	.097	.15299	.09205
Aesthetics	.655	.419	-.621	398	.535	-.04291	.06909
Blemish	.015	.903	-.655	398	.513	-.08458	.12909
Encouraging Dimension	3.546	.060	1.440	398	.151	.10065	.06987
Unappealing Dimension	.047	.829	-.806	398	.421	-.05969	.07407
Tranquillity	.001	.969	-.056	398	.955	-.00368	.06579

Table 31: Results of the independent samples t-test on the differences between respondents who visited Linz because of their desire to "get away" and who did not.

7.8.8.4.   Meet New People

The analysis showed that the motivation to "meet new people" have statistically significant positive relationships only with the two of the cognitive image dimensions "Pastime" (p=.019, less than 0.05) and "Traditions" (p=0.00, less than 0.05) – those who went to Linz motivated by "meeting new people" associated Linz more strongly with "Pastime" and "Traditions" than those who did not (Table 32).

Image Dimensions	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Contemporary Culture	.504	.478	-.948	398	.344	-.17414	.18366
Pastime	.137	.712	-2.357	398	.019	-.40978	.17382
Traditions	7.737	.006	-3.857	96.023	.000	-.37483	.09717
Aesthetics	.517	.473	.319	398	.750	.03021	.09469
Blemish	3.714	.055	1.758	398	.079	.30994	.17627
Encouraging Dimension	.110	.740	-.649	398	.517	-.06222	.09592
Unappealing Dimension	.050	.822	-.110	398	.912	-.01121	.10156
Tranquillity	.723	.396	.694	398	.488	.06250	.09008

Table 32: Results of the independent samples t-test on the differences between respondents who visited Linz because of their desire to "meet new people" and who did not.

7.8.8.5. Wish Fulfilment

Linz was a wish fulfilment only for 22 of the respondents; however, it was unveiled that this particular motive has a significant negative relationship with Linz's "a priori" "Contemporary Culture" (p=0.04, less than 0.05), which could be due to the age of the people who selected "wish fulfilment" – 12 out of 22 were above 50 years old, and therefore, probably less likely to associate Linz with a town where "modern culture" is dominating its' cultural life. The motive "wish fulfilment" was also found to be in a significant positive relationship with Linz's "a priori" affective "Unappealing" domain (p=0.023, less than 0.05). No other relationships between it and the rest of the image domains were discovered (Table 33).

Image dimensions	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Contemporary Culture	9.944	.002	3.248	22.255	.004	1.19978	.36938
Pastime	1.485	.224	-1.946	398	.052	-.51593	.26514
Traditions	1.854	.174	-1.389	398	.166	-.26691	.19213
Aesthetics	1.272	.260	-.191	398	.849	-.02748	.14413
Blemish	.444	.506	.461	398	.645	.12402	.26925
Encouraging Dimension	13.841	.000	1.785	21.839	.088	.41378	.23184
Unappealing Dimension	15.083	.000	-2.436	21.894	.023	-.57744	.23709
Tranquillity	25.786	.000	1.974	21.729	.061	.45370	.22987

Table 33: Results of the independent samples t-test on the differences between respondents who visited Linz because of their desire to "fulfil a wish" and who did not

7.8.8.6. Have fun

"Having fun" as a driver to visit Linz was found not to be very influential over the associated Linz's "a priori" image as it significantly (p=.039, less than 0.05) affected in a negative way only one image component, namely the "Blemish" dimension. In other words, "having fun" does not positively correlate with places possessing dark history heritage. The respondents who visited Linz mainly to have fun rated the "dark history heritage" element of Linz's image at 2.84 on average, whereas those who did not visited Linz to "have fun" gave it 2.58 on average (Table 34).

Image Dimensions	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Contemporary Culture	.305	.581	-.709	398	.479	-.09278	.13087
Pastime	2.138	.144	-1.782	398	.076	-.22123	.12417
Traditions	.009	.924	-.026	398	.979	-.00234	.09013
Aesthetics	2.685	.102	.119	398	.906	.00800	.06745
Blemish	.018	.893	2.075	398	.039	.26013	.12536
Encouraging Dimension	1.124	.290	.226	398	.822	.01543	.06835
Unappealing Dimension	3.069	.081	.880	398	.379	.06359	.07226
Tranquillity	.000	.982	1.143	398	.254	.07327	.06409

Table 34: Results of the independent samples t-test on the differences between respondents who visited Linz because of their desire to "have fun" and who did not

7.8.8.7. Interest in culture

Motivation linked to "interest in culture" had a statistically significant positive relationship with "Contemporary culture" (p=0.00, less than 0.05), "Traditions" (p=0.00, less than 0.05) representing the cognitive domain and with "Encouraging dimension" (p=0.00, less than 0.05) from the affective image domain, while a negative relationship between "interest in culture" and "Aesthetics" (p=0.016, less than 0.05) was recognized (Table 35).

Image Dimensions	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Contemporary Culture	5.308	.022	-5.426	267.290	.000	-.69188	.12752
Pastime	.320	.572	.673	398	.501	.08818	.13095
Traditions	26.106	.000	-9.878	351.058	.000	-.73818	.07473
Aesthetics	15.766	.000	2.433	191.422	.016	.18927	.07778
Blemish	.040	.841	.786	398	.433	.10400	.13237
Encouraging Dimension	.153	.696	-4.040	398	.000	-.28448	.07042
Unappealing Dimension	1.677	.196	.775	398	.439	.05891	.07597
Tranquillity	.172	.679	-1.802	398	.072	-.12109	.06720

Table 35: Results of the independent samples t-test on the differences between respondents who visited Linz because of their "interest in culture" and who did not

7.8.8.8.   More time with family

"More time with family" was one of the major motives for 147 respondents, but did not show to be in any significant relationships with Linz's image except with "Aesthetics", where the relationship was a positive one (p=.006, less than 0.05) (Table 36).

Image dimensions	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Contemporary Culture	1.816	.179	1.479	398	.140	.19523	.13197
Pastime	.080	.777	-1.813	398	.071	-.22745	.12545
Traditions	.051	.821	1.446	398	.149	.13136	.09083
Aesthetics	6.661	.010	-2.776	340.281	.006	-.18075	.06510
Blemish	.005	.944	-.576	398	.565	-.07332	.12730
Encouraging Dimension	.017	.896	-.469	398	.639	-.03240	.06905
Unappealing Dimension	1.344	.247	-1.943	398	.053	-.14135	.07275
Tranquillity	2.801	.095	-.576	398	.565	-.03736	.06484

Table 36: Results of the independent samples t-test on the differences between respondents who visited Linz because of their desire to "spend more time with family"" and who did not

7.8.8.9. Business and Leisure

Finally, the motive "business and leisure" significantly affected in a negative way only one of Linz's image components – its "Traditions" (p=.037, less than 0.05) (Table 37).

Image Dimensions	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Contemporary Culture	2.235	.136	-.382	398	.702	-.09724	.25425
Pastime	2.179	.141	-1.824	398	.069	-.43980	.24107
Traditions	8.028	.005	2.193	27.685	.037	.53832	.24544
Aesthetics	4.479	.035	1.200	28.247	.240	.19737	.16451
Blemish	.453	.501	-1.168	398	.244	-.28534	.24432
Encouraging Dimension	.030	.864	1.602	398	.110	.21201	.13231
Unappealing Dimension	.116	.734	-.012	398	.990	-.00169	.14046
Tranquillity	4.335	.038	.867	28.024	.393	.14204	.16375

Table 37: Results of the independent samples t-test on the differences between respondents who visited Linz because of "business and leisure" purposes and who did not.

7.9. Linz's "on-situ" image analysis

7.9.1. Data Reduction

Principal Component Analysis was also used for data reduction purposes for both post-travel cognitive and affective image dimensions of Linz. The Kaiser-Mayer-Olkin Measure of Sampling Adequacy had values of 0.749 for the cognitive components and 0.743 for the affective components respectively and both domains had Barlett's Test of Sphericity values of .000 (the sign. Value should be .05 or less), thus proving that the data set is suitable for factor analysis (Pallant, 2007 and Ho, 2006).

The factor analysis for the cognitive components revealed the existence of seven factors with eigenvalues exceeding 1, which explain 60.19% of the variance. This number of factors was confirmed by the Catell's scree test (Appendix 19) and the results of the Parallel Analysis (Table 38).

Component number	Actual eigenvalue from PCA	Criterion value from parallel analysis	Decision
1	5.092	1.5052	Accept
2	2.856	1.4359	Accept
3	2.181	1.3747	Accept
4	1.989	1.3302	Accept
5	1.510	1.2876	Accept
6	1.364	1.2455	Accept
7	1.261	1.2093	Accept
8	.999	1.1727	Reject

Table 38: Comparison of eigenvalues from PCA and criterion values from parallel analysis

The seven-component solution explained a total of 60.19% of the variance, with component 1 contributing 18.95%, Component 2 – 10.57%, Component 3 – 8.07%, Component 4 - 7.37 %, Component 5 - 5.60 %, Component 6 - 5.05% and Component 7 - 4.67%. As in the case of Linz's pre-travel image components factor analysis, varimax rotation was used and factor loadings below 0.45 were excluded (four components). The reliability factors using Cronbach α was also calculated and it showed that all factors are stable with values above 0.60 (Peterson, 1994) except the penultimate factor, which had a Cronbach α of .484, and was therefore, excluded from further analysis (Table 39).

The first factor appears to represent "Pastime" in Linz and includes for example the snowy Alps and museums and monuments. The second one reflects Linz's "Blemish" its' dark Nazi history and contains the same components as the "Blemish" dimension in the pre-travel image of Linz. The third factor groups Linz's presenters of contemporary culture and again duplicate the "contemporary culture" factor of Linz' s pre-travel image. Factor IV seems to represent Linz's "Eventness", or in other words, its' cultural life by including the two major festivals taking place in Linz and the Austrian composer Bruckner. The penultimate factor is called "Aesthetics" and as in the pre-travel image of Linz includes Linz's old churches, architecture and old town. This time Postlingberg did not find a place in the "Aesthetics" factor, but in the final one the "Relaxation" factor together with Linz's shopping facilities.

Image Factors and Dimensions	Factor Loading	% of Variance Explained	Cumulative % of Variance Explained	Factor Alpha Value
Factor I: Pastime		18.860	18.955	0.786
Alps	.829			
Snow/winter	.742			
Monuments	.701			
Museums	.614			
Bicycle Paths	.539			
Ancient Origin	.500			
Factor II: Blemish		10.577	29.437	0.842
Heavy Industry	.929			
Steel Industry	.898			
Hitler	.757			
Factor III: Contemporary Culture		8.076	37.513	0.757
Lentos	.852			
Modern Art	.780			
Ars Electronica Center	.777			
Factor IV: Eventness		7.368	44.881	0.701
International Street Artist Festival	.781			
Bruckner Festival	.780			
Bruckner	.633			
Football	.487			
Factor V: Aesthetics		5.591	50.472	0.677
Old Churches	.814			
Old Town	.722			
Architecture	.713			
Factor VI: Traditions		5.051	55.523	.484
Cultural Heritage	.680			
ECC	.568			
Austrian Cuisine	.537			
Factor VII: Relaxation		4.670	60.193	.611
Postlingberg	.807			
Shopping	.769			

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization
Rotation converged in 10 iterations.

Table 39: Summary of the PCA for the pre-travel cognitive image components

The post-travel affective image components of Linz was also factor analysed and a set of five factors was identified with eigenvalues exceeding 1 and explaining 68,55% of the variance (Table 39). The screeplot test (Appendix 19) also revealed that there is a clear break after the fifth component; in contrast, the Parallel Analysis (Table 40) suggested that only four components should be kept. However, it was decided to keep five factors solution as two out of three test suggested it and it represented the most logical and meaningful grouping of the components. Again, one of the factors (Tranquillity) showed Chronbach α less than 0.6 and was eliminated from further analysis.

Component number	Actual eigenvalue from PCA	Criterion value from parallel analysis	Decision
1	4.118	1.3286	Accept
2	1.859	1.2501	Accept
3	1.366	1.1901	Accept
4	1.223	1.1427	Accept
5	1.031	1.0938	Reject

Table 40: Comparison of eigenvalues from PCA and criterion values from parallel analysis

The first factor appears to group the most unappealing and unsympathetic feelings arisen by Linz's image – dark, cold and poor. In contrast, the next one groups more encouraging and positive feelings such as modern, interesting and enjoyable and was consequently called "encouraging". Factor III reflects Linz's boredom and unattractive elements and was labelled "discouraging", whereas the final one, the "exquisite" dimensions included for example "admirable" and "beautiful" as parts of Linz's image (Table 41).

Image Factors and Dimensions	Factor Loading	% of Variance Explained	Cumulative % of Variance Explained	Factor Alpha Value
Factor I: Unsympathetic		29.416	29.416	0.764
Dark	.862			
Cold	.851			
Poor	.672			
Factor II: Encouraging		13.281	42.698	0.733
Modern	.812			
Interesting	.803			
Enjoyable	.659			
Factor III: Discouraging		9.757	52.455	0.642
Unpleasant	.831			
Boring	.794			
Factor IV: Exquisite		8.736	61.191	0.736
Admirable	.876			
Beautiful	.801			
Factor V: Tranquillity		7.363	68.554	0.597
Calm	.843			
Neat	.794			

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization
Rotation converged in 6 iterations.

Table 41: Summary of the PCA for Linz's "on-situ" cognitive image components

The grand means of each factor was computed and showed values between 1.21 for "Aesthetics" to maximum 4.75 for "Discouraging"; hence, suggesting that Linz after visitors experience there is a destination which they more likely associate with its "Aesthetics", "Relaxation" and "Contemporary Culture" and think about the destination as an "exquisite" and "encouraging" place to visit and/or recommend (Table 42).

Image Domain	Factor Mean (grand mean)
Cognitive Domain	
Factor V: Aesthetics	1.21
Factor VI: Relaxation	1.49
Factor III: Contemporary Culture	1.56
Factor II: Blemish	3.11
Factor I: Pastime	3.14
Factor IV: Eventness	3.38
Affective Domain	
Factor IV: Exquisite	1.92
Factor II: Encouraging	1.97
Factor I: Unsympathetic	4.69
Factor III: Discouraging	4.75

Table 42: Grand means of ten image factors (dimensions)
Note: (the lower the value, the higher the level of agreement: 1 (Strongly Agree) – 5 (Strongly Disagree)

7.9.2. Linz's previous visits' influence over its "on-situ" image

The statistical technique applied to test whether there are significant differences among the groups of the first-time visitors, second-time visitors and frequent visitors to Linz in terms of their perceptions of Linz after their actual experience was multivariate MANOVA (Table 43). Ten dependent variables (six cognitive image dimensions of Linz and four affective) were used based on the factor analysis procedure explained above: Pastime, Blemish, Contemporary Culture, Eventness, Aesthetics, Relaxation, Unsympathetic, Encouraging, Discouraging and Exquisite. The independent variable used to conduct the test was "number of visits to Linz" with three subgroups: first-time visitors, second-time visitors and frequent visitors. The multivariate significance tests (Pillai's Trace, Hotellings's Trace, Wilks' Lambda and Roy's Largest Root produced by MANOVA) showed that these three groups were different across the "on-situ" image of Linz and they were all significant at 0.01 level. To examine which image items differentiate the

three groups, one-way ANOVAs, using a post hoc Scheffe contrast method, were employed.

The results showed that there were no significant differences among the three groups in terms of the following "on-situ" image dimensions of Linz - "exquisite" (the means were between 1.82 and 1.9677), "Encouraging" (the means were between 1.86 and 2.01), "Unsympathetic" (the means were between 4.64 and 4.78), "Aesthetic" (the means were between 1.18 and 1.22) and "Blemish" (the means were between 3.09 and 3.15). An examination of the remaining mean scores indicated that in terms of associating Linz with Contemporary Culture, the second-time visitors reported significantly (p=0.031) higher average level of agreement (M=1.44) than the group of the frequent visitors (M=1.74), whereas the image dimensions "Pastime" embracing Postlingberg and Shopping and "Eventness" including Linz's most famous events showed significant differences not only between the groups of the second-time visitors and frequent visitors, but also between first-time visitors and second-time or frequent visitors. The mean of the image domain "Pastime" was significantly different between the first-time visitors and the second-time visitors and the first time-visitors and the frequent visitors, thus pointing out that the first-time visitors have lower expectations about the "Pastime" options in Linz than visitors who are experienced with Linz.

"Eventness" revealed that there is a significant difference (p=0.000) not only between the means of the first-time visitors and the frequent visitors, but also between second-time visitors and frequent visitors indicating that there is a positive relationship between awareness of Linz's most famous events and number of visits to Linz - first-time visitors are less aware of them with an average of 3.48, which is significantly different than the average of the frequent visitors (2.70).

The dimension "Relaxation" also demonstrated that the three groups of visitors significantly differ from each other – the frequent time visitors gave the highest average (1.26) compared to 1.58 and 1.38 given by the first-time and second-time visitors. The final image dimension, "Discouraging", unveiled similar results - there are significant differences (p=0.001) not only

between the first-time visitors (M=4.69) and the frequent visitors (M=4.68), but also between the second-time visitors (M=4.95) and the frequent visitors (M=4.68), and first-time visitors (M=4.69) and second-time visitors (M=4.95), suggesting that frequent visits to Linz have a significant effect over associating Linz as boring and unpleasant tourist destination.

Image dimensions	First-time visitors	Second-time visitors	Frequent visitors	F-value	Significance
	n=248	n=91	n=61		
Pastime	3.1996a	3.2527b	2.7541a,b	7.935	.000
Blemish	3.0968	3.1429	3.1585	0.129	0.879
Contemporary Culture	1.5578	1.4469a	1.7432a	3.521	.031
Eventness	3.4849a	3.5495b	2.7008a,b	13.117	.000
Aesthetics	1.2231	1.1868	1.1913	0.428	.652
Relaxation	1.5847a,b	1.3846a	1.2623b	14.177	.000
Unsympathetic	4.6452	4.7802	4.6612	2.279	.104
Encouraging	2.0121	1.9267	1.8634	2.412	.091
Discouraging	4.6956a	4.9505a,b	4.6803b	7.550	.001
Exquisite	1.9677	1.8242	1.8934	1.424	.242

Table 43: The results of univariate analysis of variance with post-hoc Scheffe test
[a], [b] Mean scores with different letters are significantly different at 0.05 probability level from each other.

7.9.3. Austria's previous visit's influence over Linz's "on-situ" image

The independent sample t-test showed that there is a significant relationship between previous visit to Austria and only one of the cognitive dimensions of Linz's on-situ image – "Eventness" (Table 44).

Image dimensions	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Pastime	6.086	.014	.020	140.784	.984	.00223	.11220
Blemish	.415	.520	-.961	172.761	.338	-.13548	.14100
Contemporary Culture	.035	.852	.975	174.073	.331	.08643	.08864
Eventness	.933	.335	3.129	210	.002	.47924	.15315
Aesthetics	1.794	.182	.971	137.432	.333	.05415	.05579
Relaxation	3.393	.067	1.505	161.837	.134	.10830	.07198
Unsympathetic	2.053	.153	-.918	140.053	.360	-.06787	.07394
Encouraging	1.166	.281	.529	146.374	.597	.03859	.07292
Discouraging	1.346	.247	-.872	164.799	.384	-.05109	.05858
Exquisite	.544	.462	1.510	152.173	.133	.14983	.09919

Table 44: Results of the independent samples t-test on the differences in Linz's "on situ" image between respondents who have visited Austria before and who have not

7.9.4. Relationship between Linz's "on-situ" image and socio-demographic characteristics

7.9.4.1. Nationality

The possible influence of socio-demographic characteristics Linz's "on-situ" image was analysed using one-way MANOVA with post-hoc Scheffe test and t-test.

With respect to the relationship between nationality and Linz's associated "on-situ" image, there is a statistically significant relationship between nationality and the cognitive image dimensions "Contemporary Culture" (p=0.011, less than 0.05) and "Blemish" (p=0.042, less than 0.05) and the affective image dimensions "Encouraging" (p=0.010, less than 0.05) and

"Discouraging" (p=0.009, less than 0.05). The Austrians were more likely to give higher levels of agreement with the "Blemish" dimension of Linz (M=3.00) than the Internationals who seemed not to be so familiar with it (M=3.21). Also the Austrians tended to less agree with Linz's contemporary culture being one of its major image dimensions (M= 1.65) than the Internationals (M= 1.47).

At the same time, the international respondents were more likely to agree with associating Linz as an encouraging place to visit (M=1.90) and as a consequence disagree with Linz being a discouraging place to visit (M=4.82) than the Austrians (M= 2.04 and M=4.82) (Table 45).

Image dimensions	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Pastime	9.438	.002	-1.690	356.268	.092	-.14577	.08624
Blemish	.050	.822	-2.040	398	.042	-.20674	.10133
Contemporary Culture	1.649	.200	2.557	398	.011	.17292	.06762
"Eventness"	3.851	.050	-1.451	377.455	.148	-.17001	.11719
Aesthetics	.008	.928	.790	396.280	.430	.02864	.03627
Relaxation	1.828	.177	.590	397.174	.555	.02890	.04895
Unsympathetic	4.285	.039	-1.437	379.672	.152	-.07554	.05257
Encouraging	.022	.882	2.574	398	.010	.13355	.05188
Discouraging	24.349	.000	-2.625	398	.009	-.14788	.05633
Exquisite	1.999	.158	-.023	383.161	.982	-.00166	.07169

Table 45: Results of the independent samples t-test on the differences between Austrians and Internationals in terms of Linz's "on-situ" image

7.9.4.2.   Gender

The gender factor was found to be in a significant relationship with Linz's "on-situ" cognitive dimension "Eventness", with female respondents generally having a less positive evaluation of this image domain and "Relaxation" with females rating it more positively than males. The rest of the dimensions were

not found to have any significant relationships with respondents' gender (Table 46).

Image dimensions	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Pastime	.819	.366	.503	392.319	.616	.04285	.08526
Blemish	.023	.879	1.444	391.294	.149	.14666	.10154
Contemporary Culture	.049	.825	1.496	393.758	.135	.10145	.06781
Eventness	.709	.400	2.477	398	.014	.28712	.11593
Aesthetics	1.907	.168	-.956	376.141	.340	-.03503	.03666
Relaxation	.009	.926	-2.334	398	.020	-.11414	.04891
Unsympathetic	2.341	.127	.918	370.719	.359	.04852	.05287
Encouraging	.308	.579	-.425	385.557	.671	-.02229	.05247
Discouraging	1.820	.178	1.139	374.679	.255	.06518	.05720
Exquisite	.914	.340	-.649	389.140	.517	-.04632	.07139

Table 46: Results of the independent samples t-test on the differences between male and female respondents in terms of Linz's "on-situ" image.

7.9.4.3.   Education level

The statistical technique applied to test whether there are significant differences among the groups of Linz's visitors with different educational level in terms of their perceptions of Linz's "on-situ" image was multivariate MANOVA.

 The independent variable used to conduct the test was "Education" with three subgroups: primary, secondary and university. The multivariate significance tests (Pillai's Trace, Hotellings's Trace, Wilks' Lambda and Roy's Largest Root produced by MANOVA) showed that these three groups were not different at all across the "on-situ" image of Linz as they were not significant at 0.01 or 0.05 level. This result indicates that educational level does not play a role in the formation of Linz's "on-situ" image.

7.9.4.4. Professional status

The professional status also seemed to have a significant relationship with only a few cognitive image dimensions of Linz's "on-situ", but not with its affective dimensions. For example, there was a significant difference between full-time employed and part-time employed in their evaluation of the cognitive dimension "Pastime" – people in part-time employment rated "Pastime" significantly (p=.029, less than 0.05) higher (M=2.90) than those in full-time employment (M= 3.24). The next domain "Contemporary Culture" showed that there were significant differences (p=.002, less than 0.05) between students and retired (Table 47).

Image dimensions	Full-time emp.	Part-time emp.	Students	retired	F-value	Significance
	n=230	n=65	n=29	n=62		
Pastime	3.241a	2.900a	3.023	3.167	3.032	.029
Blemish	3.099	3.185	3.402	2.989	1.197	.311
Contemporary Culture	1.546	1.651a	1.184a,b	1.753b	5.089	.002
Eventness	3.508	3.388	3.293	3.105	2.083	.102
Aesthetics	1.207	1.179	1.333	1.194	1.333	.263
Relaxation	1.507	1.423	1.466	1.532	.648	.585
Unsympathetic	4.699	4.641	4.609	4.704	.439	.726
Encouraging	1.954	1.882	2.000	2.091	1.893	.130
Discouraging	4.770	4.646	4.724	4.815	1.110	.345
Exquisite	1.893	1.931	1.931	1.944	.112	.953

Table 47: The results of univariate analysis of variance with post-hoc Scheffe test on respondents' employment status and its relationship with Linz's "on situ" image

7.9.4.5. Age

With respect to the relationship between gender and Linz's "on-situ" image, a statistically significant relationship (p=0.001, less than 0.05) was found only between age and the factor representing Linz's contemporary culture, whereas there were no significant relationships between the age factor and the affective dimensions of Linz's "on situ" image. Younger respondents (18-

30 years of age) tended to evaluate "Contemporary culture" image dimension much higher (M=1.35) than the remaining respondents and especially the respondents above 50 years old (1.75) (Table 48).

Image dimensions	18-30 n=76	31-40 n=89	41-50 n=119	50+ n=116	F-value	Significance
Pastime	3.068	3.055	3.278	3.158	1.459	.225
Blemish	3.179	3.196	3.134	3.009	.692	.557
Contemporary Culture	1.353a	1.475b	1.584	1.757a,b	5.939	.001
Eventness	3.533	3.385	3.500	3.252	1.208	.306
Aesthetics	1.271	1.212	1.211	1.171	1.094	.351
Relaxation	1.457	1.476	1.517	1.504	.268	.849
Unsympathetic	4.638	4.694	4.709	4.675	2.96	.828
Encouraging	2.024	1.961	1.875	2.032	2.162	.092
Discouraging	4.696	4.747	4.782	4.761	.348	.791
Exquisite	1.812	1.829	1.991	1.948	1.411	.239

Table 48: The results of univariate analysis of variance with post-hoc Scheffe test on respondents' age and its relationship with Linz's "on situ" image

7.9.5. Relationship between date of arrival and Linz's "on-situ" image

Date of arrival appears to be in a significant relationship only with two cognitive dimension "Contemporary culture" (p=0.001, less than 0.05) and "Pastime" (p=0.046, less than 0.05) one affective dimension "unsympathetic" ((p=0.001, less than 0.05). The respondents who arrived more recently were evaluating the two cognitive dimensions slightly (but significantly) lower than those who have already spent some time in Linz. In contrast, for the affective image dimension "unsympathetic" the shorter the stay, the better the answer" trend was identified (Table 49).

Image dimensions	Today	Yesterday	Two days ago	F-value	Significance
	n=148	*n=154*	*n=98*		
Pastime	3.2117a	3.1959	2.9592a	3.095	.046
Blemish	3.153	3.076	3.126	.224	.800
Contemporary Culture	1.642a	1.626b	1.337a,b	7.302	.001
Eventness	3.500	3.331	3.276	1.320	.268
Aesthetics	1.236	1.171	1.231	1.455	.235
Relaxation	1.547	1.442	1.480	1.791	.168
Unsympathetic	4.804a,b	4.617a	4.585b	7.130	.001
Encouraging	1.946	2.011	1.942	.768	.465
Discouraging	4.736	4.731	4.806	.612	.543
Exquisite	1.932	1.912	1.929	.033	.968

Table 49: Results of univariate analysis of variance with post-hoc Scheffe test on date of arrival and its relationship with Linz's "on situ" image
[a] Mean scores with different letters are significantly different at 0.05 probability level from each other.

7.9.6. Relationship between information sources and Linz's "on situ" image

7.9.6.1. Friends/Relatives

Friends/relatives" being organic information sources do not appear to have any significant relationship with the associated "on-situ" image of Linz - neither with its cognitive nor affective components (Table 50).

Image dimensions	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Difference	Std. Error Difference
Pastime	1.694	.194	.986	396.066	.325	.08394	.08511
Blemish	.405	.525	1.491	397.872	.137	.15117	.10138
Contemporary Culture	2.641	.105	-.580	387.607	.562	-.03939	.06796
Eventness	17.969	.000	-.462	380.009	.645	-.05370	.11633
Aesthetics	1.673	.197	.424	392.462	.671	.01543	.03636
Relaxation	.207	.649	.609	397.894	.543	.02990	.04908
Unsympathetic	.003	.954	-.253	397.424	.801	-.01322	.05230
Encouraging	5.954	.015	-.006	387.901	.995	-.00030	.05218
Discouraging	1.824	.178	.795	397.565	.427	.04501	.05665
Exquisite	.738	.391	.305	391.780	.760	.02174	.07126

Table 50: Results of the independent samples t-test on the relationship between "friends/relatives" as an information source and Linz's "on-situ" image

7.9.6.2. Blogs and Platforms/other internet sources

The use of Internet blogs and platforms to gain information about Linz, however, were found to have a significant, positive impact over some of its "on-situ" cognitive image domains – Pastime (p=0.035,less than 0.05), Blemish (p=0.024, less than 0.05) and Aesthetics (p=0.018, less than 0.05) (Table 51).

	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	Df	Sig. (2-tailed)	Difference	Std. Error Difference
Pastime	10.899	.001	2.114	398	.035	.25630	.12125
Blemish	1.356	.245	-2.268	398	.024	-.32769	.14450
Contemporary Culture	1.072	.301	1.929	90.159	.057	.15619	.08097
Eventness	1.626	.203	-1.912	79.736	.059	-.29850	.15614
Aesthetics	16.949	.000	2.366	398	.018	.12214	.05163
Relaxation	.239	.625	.735	78.082	.465	.04972	.06766
Unsympathetic	.807	.370	.000	73.283	1.000	-.00003	.07836
Encouraging	.743	.389	1.226	73.894	.224	.09459	.07717
Discouraging	2.445	.119	1.558	70.652	.124	.13956	.08956
Exquisite	3.317	.069	.981	88.162	.329	.08498	.08662

Table 51: Results of the independent samples t-test on the relationship between "Blogs and Platforms/other internet sources" as an information source and Linz's "on-situ" image

7.9.6.3.   www.linz09.at

The induced source of information "Linz09.com" appeared to be in a causal relationship with just one of Linz's "on-situ" cognitive image components - "Contemporary Culture" and with three of its' affective image domains "Encouraging" and "Discouraging" and "Exquisite". The mean of "Contemporary Culture" for respondents who have not used the official website of Linz09 was 1.66 (very close to "agree"), whereas those of them who used this particular information source gave answers more close to "strongly agree" (M=1.41). The influenced affective "on-situ" image components also had a positive significant relationship with "Linz09.com" – the means were higher for those respondents who have checked the website than those who have not. The respondents, in general, gave more positive answers towards the "Encouraging" and "Exquisite" domains and more negative answers towards the "Discouraging" component (Table 52).

Image dimensions	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Difference	Std. Error Difference
Pastime	8.417	.004	1.400	379.879	.162	.11790	.08419
Blemish	2.152	.143	-.465	379.217	.642	-.04685	.10070
Contemporary Culture	18.388	.000	3.746	398	.000	.25469	.06799
Eventness	1.746	.187	-.591	366.094	.555	-.06904	.11685
Aesthetics	2.050	.153	-1.441	328.904	.151	-.05402	.03749
Relaxation	.344	.558	.179	355.939	.858	.00889	.04970
Unsympathetic	.052	.820	.311	365.403	.756	.01633	.05250
Encouraging	1.821	.178	2.302	398	.022	.12140	.05274
Discouraging	21.761	.000	-2.492	398	.013	-.14257	.05721
Exquisite	1.589	.208	2.225	398	.027	.16014	.07196

Table 52: Results of the independent samples t-test on the relationship between "www.linz09.at" as an information source and Linz's "on-situ" image

7.9.6.4.   Travel Brochures

The causal relationships between travel brochures and Linz's cognitive and affective "on-situ" Linz's image domains were not significant except for the relationship between travel brochures and "Exquisite" from the affective dimension (p=0.008, less than 0.05). Again, the relationship was a positive one – those who have used travel brochures inclined to give more positive answers to this particular component (M= 1.76) than those who have not (M= 1.98) (Table 53).

Image Dimensions	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Difference	Std. Error Difference
Pastime	.498	.481	1.520	200.793	.130	.14195	.09339
Blemish	1.240	.266	.942	201.839	.347	.10485	.11130
Contemporary Culture	.661	.417	.294	169.154	.769	.02414	.08204
Eventness	9.473	.002	.350	234.029	.727	.04173	.11922
Aesthetics	.712	.399	-.587	175.159	.558	-.02520	.04292
Relaxation	.060	.807	.337	204.097	.737	.01801	.05351
Unsympathetic	.299	.585	.549	185.002	.584	.03289	.05990
Encouraging	.594	.442	1.486	219.575	.139	.08152	.05486
Discouraging	.868	.352	-.510	226.648	.611	-.03000	.05885
Exquisite	.360	.549	2.675	398	.008	.21265	.07951

Table 53: Results of the independent samples t-test on the relationship between "travel brochures" as an information source and Linz's "on-situ" image

7.9.6.5. Tour Operators

The data analysis showed that tour operators as an information source influence significantly (p=0.009, less than 0.05) only the "Unsympathetic" affective "on-situ" image component and do not affect at all the rest of Linz's "on-situ" destination image. The respondents tended to reject the "unsympathetic" component to be part of Linz's "on-situ" image (Table 54).

Image dimensions	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Difference	Std. Error Difference
Pastime	.896	.345	1.614	86.589	.110	.17892	.11083
Blemish	2.301	.130	.051	89.887	.959	.00654	.12778
Contemporary Culture	1.450	.229	.464	91.808	.644	.03889	.08385
Eventness	10.060	.002	1.500	102.247	.137	.19706	.13137
Aesthetics	2.183	.140	-1.577	73.178	.119	-.09281	.05884
Relaxation	.194	.660	-.026	75.813	.979	-.00196	.07544
Unsympathetic	6.887	.009	2.620	398	.009	.19020	.07260
Encouraging	1.415	.235	.250	86.717	.803	.01699	.06798
Discouraging	.082	.775	-.121	93.422	.904	-.00833	.06883
Exquisite	.093	.761	.736	78.233	.464	.07696	.10457

Table 54: Results of the independent samples t-test on the relationship between "tour operators" as an information source and Linz's "on-situ" image

7.9.6.6.   Travel agents/intermediaries

Only one significant relationship (p=0.041, less than 0.05) between travel agent/intermediaries and Linz's "on-situ" image components was established. Respondents who have consulted travel agents/intermediaries were more likely to give more positive answers (M=2.86) concerning the "Pastime" of Linz than people who have not (M=3.16) (Table 55).

Image Dimensions	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Difference	Std. Error Difference
Pastime	1.761	.185	2.114	36.800	.041	.30153	.14265
Blemish	.048	.826	-.619	35.151	.540	-.11831	.19126
Contemporary Culture	.000	.997	.555	35.015	.583	.07177	.12942
Eventness	.443	.506	.556	35.967	.582	.11470	.20640
Aesthetics	.207	.649	.286	36.455	.777	.01783	.06240
Relaxation	.096	.757	.470	35.718	.641	.04161	.08853
Unsympathetic	.858	.355	.724	35.196	.474	.07093	.09800
Encouraging	.731	.393	1.849	34.628	.073	.18894	.10220
Discouraging	.072	.788	.689	37.669	.495	.06255	.09080
Exquisite	2.013	.157	-.667	36.233	.509	-.08266	.12397

Table 55: Results of the independent samples t-test on the relationship between "travel agents/intermediaries" as an information source and Linz's "on-situ" image

7.9.6.7.   Magazines/Newspapers

No significant relationships were found between the use of magazines/newspapers as an information source about Linz and Linz's "on-situ" destination image (Table 56).

Image Dimensions	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Difference	Std. Error Difference
Pastime	.890	.346	1.092	382.429	.275	.09360	.08568
Blemish	.533	.466	-.797	397.305	.426	-.08074	.10137
Contemporary Culture	.001	.977	-.879	382.500	.380	-.06016	.06843
Eventness	.001	.974	1.049	394.191	.295	.12217	.11643
Aesthetics	.166	.684	-.006	397.861	.995	-.00023	.03622
Relaxation	3.689	.055	.181	388.599	.856	.00893	.04930
Unsympathetic	.683	.409	.731	397.770	.465	.03807	.05209
Encouraging	1.060	.304	.064	379.883	.949	.00338	.05261
Discouraging	3.608	.058	-1.051	375.086	.294	-.06004	.05715
Exquisite	.021	.884	-1.072	397.245	.284	-.07612	.07097

Table 56: Results of the independent samples t-test on the relationship between "magazines/newspapers" as an information source and Linz's "on-situ" image

7.9.6.8. Radio/TV programmes/documentaries

Radio/TV programmes/documentaries as an autonomous source of information seemed to exercise a positive impact over two cognitive "on-situ" image components "Pastime" and "Eventness" and over the "discouraging" dimension, which is part of the affective domain. Respondents tended to give more neutral answers to both "Pastime" and "Eventness", and to "strongly disagree" with the "discouraging" dimension being part of Linz's "on-situ" image (Table 57).

Image dimensions	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Difference	Std. Error Difference
Pastime	1.172	.280	2.378	398	.018	.21486	.09036
Blemish	.187	.665	.609	250.513	.543	.06648	.10921
Contemporary Culture	2.557	.111	-1.102	221.335	.272	-.08462	.07677
Eventness	.172	.679	2.227	398	.027	.27521	.12359
Aesthetics	4.362	.037	-1.516	229.432	.131	-.06116	.04034
Relaxation	.393	.531	-.925	247.412	.356	-.04900	.05297
Unsympathetic	2.859	.092	.818	228.102	.414	.04767	.05830
Encouraging	.238	.626	-1.354	228.477	.177	-.07863	.05809
Discouraging	14.325	.000	2.401	398	.017	.14430	.06011
Exquisite	.011	.917	-.350	233.879	.727	-.02749	.07866

Table 57: Results of the independent samples t-test on the relationship between "Radio/TV programmes/documentaries" as an information source and Linz's "on-situ" image

7.9.6.9. Geography/history books

The information source "geography/history books" (part of the autonomous information sources) was in a significant, positive interaction (p=0.002, less than 0.05) with only one "on-situ" image dimension - "Pastime" - representing the cognitive domain. Those respondents who acknowledged to have used geography/history books rated Linz's "Pastime" at 2.84 on average, while the rest gave more negative answers with an average of 3.20 (Table 58).

Image dimensions	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Difference	Std. Error Difference
Pastime	2.626	.106	3.144	398	.002	.35664	.11343
Blemish	1.009	.316	-.412	87.786	.681	-.05988	.14540
Contemporary Culture	2.557	1.873	.172	-1.715	84.294	.090	-.17513
Eventness	.019	.890	.269	92.266	.789	.04228	.15737
Aesthetics	.894	.345	.482	101.112	.631	.02165	.04494
Relaxation	.206	.651	.813	96.466	.418	.05153	.06335
Unsympathetic	5.074	.025	1.680	85.743	.097	.12889	.07674
Encouraging	.272	.602	.005	92.979	.996	.00036	.06998
Discouraging	2.248	.135	1.367	82.828	.175	.11944	.08740
Exquisite	.127	2.506	.114	-.596	96.043	.553	-.05503

Table 58: Results of the independent samples t-test on the relationship between "Geography/history books" as an information source and Linz's "on-situ" image

7.9.6.10. Own Experience

Actual previous experience with Linz used as an information source was found to be in an interaction with two cognitive and one affective Linz's "on-situ" image dimensions. The results suggested that previous experience is in positive and significant relationships with "Eventness" (p=0.037, less than 0.05), "Relaxation" (p=0.000, less than 0.05) and "Discouraging" (p = 0.030, less than 0.05). Respondents who relied on their previous experience had a tendency toward more neutral answers for Linz's Eventness, more "strongly agree" answers for Relaxation and more "strongly disagree" answers for "Discouraging" (Table 59).

	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Difference	Std. Error Difference
Pastime	.215	.643	.583	279.022	.560	.05281	.09057
Blemish	.085	.770	.014	287.096	.989	.00145	.10706
Contemporary Culture	1.395	.238	-.619	256.974	.536	-.04601	.07431
Eventness	.205	.651	2.088	398	.037	.25195	.12069
Aesthetics	.227	.634	.746	306.589	.456	.02792	.03741
Relaxation	.606	.437	4.356	398	.000	.21766	.04997
Unsympathetic	5.220	.023	-1.323	339.645	.187	-.06858	.05184
Encouraging	2.463	.117	1.387	330.727	.166	.07248	.05226
Discouraging	10.868	.001	-2.184	398	.030	-.12826	.05872
Exquisite	1.563	.212	1.760	294.264	.079	.13043	.07410

Table 59: Results of the independent samples t-test on the relationship between "own experience" as an information source and Linz's "on-situ" image

7.9.7. Relationship between motivation and Linz's "on site" image

7.9.7.1. Linz09

The data analysis unveiled that "Linz09" as a reason to visit Linz affected quite a few of Linz's "on-situ" image dimensions in a positive way– "Eventness" (p=0.041, less than 0.05) part of its cognitive destination image and "Unsympathetic" (p=0.041, less than 0.05), "Encouraging" (p=0.000, less than 0.05), "Discouraging" (p=0.001, less than 0.05) and "Exquisite" (p=0.012, less than 0.05) representing the affective "on-situ" domain. For example, those of the respondents who said to have been pulled to Linz by the European Capital of Culture Event rated Linz's "Eventness" component at 3.31 on average, whereas those who did not visit Linz because of Linz09 rated it only at 3.59 on average. On the other hand, visitors who were attracted by the European Capital of Culture Event rated its' affective "on-situ" image components "Encouraging" and "Exquisite" significantly higher than those who had other motives to visit the town (Table 60).

Image dimensions	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Difference	Std. Error Difference
Pastime	3.474	.063	-.878	143.29	.381	-.09412	.10715
Blemish	2.574	.109	.549	140.44	.584	.07127	.12981
Contemporary Culture	.817	.367	-.901	148.10	.369	-.07529	.08354
Eventness	6.630	.010	-2.09	398	.036	-.28468	.13563
Aesthetics	.302	.583	-.576	152.49	.565	-.02522	.04378
Relaxation	.724	.395	.767	175.56	.444	.04167	.05432
Unsympathetic	13.666	.000	2.053	398	.041	.12500	.06090
Encouraging	8.317	.004	-4.49	398	.000	-.26791	.05964
Discouraging	24.415	.000	3.483	398	.001	.22780	.06540
Exquisite	1.223	.269	-2.53	398	.012	-.20998	.08272

Table 60: Results of the independent samples t-test on the differences between respondents who visited Linz because of Linz09 and who did not

7.9.7.2. New Places and Culture

The motivation "New Places and Culture" had a statistically significant positive influence over only two of Linz's "on-situ" image domains –"Pastime" (p=0.00; less than 0.05) and "Encouraging" (p=0.035. ;less than 0.05). Respondents who visited Linz because of their desire to experience "New Places and Culture" had more positive perceptions of Linz's "Pastime" activities and also rated the "Encouraging" domain more positively than those who did not (Table 61).

Image dimensions	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Difference	Std. Error Difference
Pastime	6.922	.009	-3.77	398	.000	-.48167	.12774
Blemish	1.800	.180	1.728	64.172	.089	.25467	.14738
Contemporary Culture	.971	.325	.673	57.123	.503	.08185	.12154
Eventness	.750	.387	-1.21	59.922	.229	-.22955	.18869
Aesthetics	.514	.474	.020	65.671	.984	.00101	.05122
Relaxation	.210	.647	-1.17	65.470	.244	-.08163	.06938
Unsympathetic	2.953	.086	-.658	57.838	.513	-.05981	.09091
Encouraging	6.234	.013	-2.11	398	.035	-.16737	.07919
Discouraging	.749	.387	-.709	59.829	.481	-.06538	.09224
Exquisite	.285	.594	.484	62.625	.630	.05201	.10737

Table 61: Results of the independent samples t-test on the differences between respondents who visited Linz because of their desire to experience "new places and culture" and who did not.

7.9.7.3. Get away from everyday life

No significant differences were found in the associated "on-situ" image of Linz between the people who went to Linz mainly to escape from their everyday life and those who do not (Table 62).

Image dimensions	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Difference	Std. Error Difference
Pastime	.322	.571	-.321	280.342	.748	-.02885	.08983
Blemish	.226	.635	1.217	270.269	.225	.13187	.10833
Contemporary Culture	3.392	.066	-1.69	346.526	.092	-.11190	.06618
Eventness	.167	.683	.684	290.114	.494	.08297	.12125
Aesthetics	1.566	.211	1.409	274.920	.160	.05421	.03847
Relaxation	.068	.794	-1.22	300.854	.223	-.06154	.05040
Unsympathetic	3.826	.051	-1.35	258.394	.177	-.07656	.05657
Encouraging	.060	.807	-.027	282.137	.979	-.00147	.05491
Discouraging	.219	.640	-.678	282.551	.498	-.04038	.05957
Exquisite	.368	.545	-.930	283.180	.353	-.06951	.07473

Table 62: Results of the independent samples t-test on the differences between respondents who visited Linz because of their desire "get away from everyday life" and who did not

7.9.7.4. Meet New People

Statistically significant positive relationships was found between "meeting new people" as a motive to visit Linz and three of its "on-situ" destination image domains ("Pastime", "Blemish" and "Eventness"), but not between "meeting new people" and any of Linz's affective "on-situ" destination image components (Table 63).

Image dimensions	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Difference	Std. Error Difference
Pastime	3.982	.047	-2.01	83.130	.047	-.21234	.10535
Blemish	.594	.441	2.873	398	.004	.41985	.14611
Contemporary Culture	1.180	.278	-.034	67.126	.973	-.00378	.11082
Eventness	.227	.634	-2.15	398	.032	-.36153	.16816
Aesthetics	6.809	.009	-1.55	99.525	.123	-.06078	.03905
Relaxation	.818	.366	-1.17	72.463	.244	-.08327	.07095
Unsympathetic	1.141	.286	.209	77.589	.835	.01458	.06961
Encouraging	.704	.402	.082	68.766	.935	.00668	.08165
Discouraging	.241	.624	-.587	71.684	.559	-.04888	.08328
Exquisite	.247	.619	-.789	73.168	.433	-.08024	.10171

Table 63: Results of the independent samples t-test on the differences between respondents who visited Linz because of their desire "to meet new people" and who did not

7.9.7.5. Wish fulfilment

Linz's "on situ" image component "Contemporary Culture" was found to be in a significantly (p=.004, less than 0.05) negative relationship with the motive "wish fulfilment". Another image dimension of Linz ,"Pastime", was also found to be in a statistically significant (p=000, less than 0.05) relationship with the motive "wish fulfilment" — people who was driven by their internal force to satisfy their wish to visit Linz were more likely to have more positive "on-situ" association of Linz with its "Pastime" activities (M=2.44) than those who followed other internal needs to visit Linz (M=3.18) (Table 64).

Image dimensions	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Difference	Std. Error Difference
Pastime	3.134	.077	-4.02	398	.000	-.73733	.18326
Blemish	1.133	.288	.834	22.827	.413	.21324	.25581
Contemporary Culture	3.009	.084	2.930	398	.004	.43266	.14766
Eventness	9.497	.002	.647	22.254	.524	.22318	.34509
Aesthetics	2.068	.151	-.764	25.871	.452	-.04586	.06004
Relaxation	.005	.943	-1.30	23.780	.206	-.13372	.10284
Unsympathetic	.680	.410	.491	24.041	.628	.05179	.10553
Encouraging	6.157	.014	-1.08	22.749	.291	-.14462	.13379
Discouraging	1.999	.158	-1.39	22.466	.178	-.21777	.15661
Exquisite	2.348	.126	.254	24.979	.801	.03259	.12814

Table 64: Results of the independent samples t-test on the differences between respondents who visited Linz because of their desire "to fulfil a wish" and who did not

7.9.7.6. Have fun

Having fun as a driver to visit Linz was found not to be influential over the associated Linz's "on-situ" image as it did not significantly affected any of its "on-situ" destination image associations (Table 65).

Image dimensions	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Difference	Std. Error Difference
Pastime	1.821	.178	-1.75	352.017	.087	-.14633	.08534
Blemish	.003	.954	.964	339.792	.336	.09948	.10322
Contemporary Culture	1.126	.289	-1.53	351.179	.131	-.10323	.06823
Eventness	.030	.862	-.156	327.726	.876	-.01871	.11971
Aesthetics	.542	.462	.912	326.839	.363	.03405	.03734
Relaxation	.997	.319	-1.84	335.773	.060	-.09395	.04987
Unsympathetic	1.794	.181	-.345	293.060	.730	-.01913	.05546
Encouraging	.034	.854	-.256	317.179	.798	-.01387	.05417
Discouraging	.005	.944	-.036	342.752	.972	-.00205	.05748
Exquisite	.027	.868	-.159	333.479	.873	-.01161	.07281

Table 65: Results of the independent samples t-test on the differences between respondents who visited Linz because of their desire "to have fun" and who did not

7.9.7.7. Interest in culture

"Interest in culture" showed to be in a statistically significant positive relationship with "Pastime", "Blemish" and "Eventness" representing the cognitive domain and with "Encouraging" from the affective image domain. For example, respondents who were driven by their "interest in culture" to visit Linz gave more positive answers to the statement whether they associate Linz with different major cultural events after their experience in Linz (M= 3.06) than those who had other motives to visit the town (M=3.52) (Table 66).

Image dimensions	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Difference	Std. Error Difference
Pastime	.315	.575	-2.48	398	.013	-.22655	.09125
Blemish	.102	.750	2.071	398	.039	.22594	.10909
Contemporary Culture	.001	.982	-1.65	238.856	.099	-.12145	.07329
Eventness	4.968	.026	-3.74	398	.000	-.46255	.12351
Aesthetics	3.280	.071	-1.20	261.111	.229	-.04558	.03782
Relaxation	.351	.554	-.275	240.933	.783	-.01455	.05287
Unsympathetic	1.133	.288	.626	274.501	.532	.03345	.05342
Encouraging	.010	.921	-2.90	398	.004	-.16194	.05574
Discouraging	.844	.359	.622	275.219	.534	.03600	.05787
Exquisite	.471	.493	-2.82	398	.005	-.21491	.07608

Table 66: Results of the independent samples t-test on the differences between respondents who visited Linz because of their "interest in culture" and who did not

7.9.7.8. More time with family

"More time with family" was one of the major motives (147 respondents) respondents had to visit Linz, but did not appear to be in any significant relationships with Linz's "on situ" image (Table 67).

Image dimensions	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Difference	Std. Error Difference
Pastime	.000	.995	-1.535	295.572	.126	-.13649	.08892
Blemish	.963	.327	.066	314.719	.948	.00683	.10420
Contemporary Culture	.439	.508	.704	334.423	.482	.04802	.06825
Eventness	.093	.760	.069	307.506	.945	.00831	.12031
Aesthetics	4.550	.034	.810	251.804	.419	.03243	.04003
Relaxation	.971	.325	-1.71	308.482	.087	-.08672	.05047
Unsympathetic	.514	.474	-.595	289.872	.552	-.03275	.05504
Encouraging	2.808	.095	.555	328.072	.579	.02927	.05274
Discouraging	2.681	.102	.911	331.389	.363	.05196	.05704
Exquisite	.624	.430	-.273	304.243	.785	-.02014	.07382

Table 67: Results of the independent samples t-test on the differences between respondents who visited Linz because of their desire to "spend more time with family" and who did not

7.9.7.9.   Business and Leisure

The motive "business and leisure" was found to significantly influence in a negative way the "on-situ" image components "Blemish" (p=.017, less than 0.05), "Exquisite" (p=.007, less than 0.05) and "Discouraging" (p=.010, less than 0.05). Respondents who acknowledge to have visited Linz because of some business and leisure activities gave more positive answers to this specific association of Linz (M=2.66) and more negative answers to "Exquisite" (M=2.27) than those who did not (M=3.17 for "Blemish" and M=1.89 for "Exquisite respectively). The same trend appeared for the affective component "Discouraging" – those who were on Linz on a business trip combined with some leisure activities rated it at 4.48 on average compared to 4.77 given by the respondents who had other reasons to visit Linz (Table 68).

Image Dimensions	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Pastime	6.689	.010	.147	28.302	.884	.03120	.21184
Blemish	1.372	.242	-2.399	398	.017	-.48257	.20118
Contemporary Culture	2.893	.090	.763	28.394	.452	.12673	.16619
Eventness	3.253	.072	-.422	28.417	.676	-.11955	.28357
Aesthetics	.000	.990	-.002	29.706	.999	-.00013	.07392
Relaxation	.913	.340	-.273	29.205	.787	-.02899	.10615
Unsympathetic	.789	.375	1.026	31.369	.313	.09340	.09101
Encouraging	4.836	.028	1.011	28.024	.321	.13809	.13665
Discouraging	10.360	.001	-2.581	398	.010	-.28930	.11209
Exquisite	1.228	.269	2.699	398	.007	.37965	.14067

Table 68: Motivation – Results of the independent samples t-test on the differences between respondents who visited Linz because of "business and leisure" purposes and who did not

7.9.8. Familiarity

Multivariate Analysis of Variance was used to assess familiarity group differences across the "on-situ" image components of Linz (Table 69). The multivariate significance tests (Pillai's Trace, Hotellings's Trace, Wilks' Lambda and Roy's Largest Root) produced by MANOVA were all significant at 0.01 level, thus suggested that these three groups were different across the image dimensions of Linz. Consequently, a post-hoc Scheffe test was conducted on univariate statistics (ANOVAs) to identify which image dimensions differentiate the three groups. The table below shows the mean scores of Linz's image dimensions for each group. Significant differences among the groups were found for three cognitive and one affective "on situ" image dimensions. "Pastime" was found to differentiate significantly from the four different familiarity groups – "low familiarity" group gave the lowest answers, which were close to "neutral" (M=3.355) for that particular image dimension, while the "extremely high familiarity" group had the most positive attitude towards Linz's "Pastime" during their experience and rated it at 2.5

on average. The "extremely high familiarity" group perceived Linz's "Eventness", "Relaxation" and "Encouraging" image domains more positively than the rest of the groups and rated them on average at 2.42, 1.46 and 1.83 respectively (Table 69).

Image dimensions	Low familiarity	Moderate familiarity	High familiarity	Extremely high familiarity	F-value	Significance
	n=186	n=133	n=65	n=16		
Pastime	3.355a, b,c	3.066a	2.844b	2.552c	10.092	.000
Blemish	3.041	3.228	3.113	3.083	.881	.451
Contemporary Culture	1.588	1.466	1.610	1.833	1.944	.122
Eventness	3.516a, b	3.528c,d	2.923a,c	2.422b,d	9.042	.000
Aesthetics	1.244	1.140	1.256	1.208	2.551	.055
Relaxation	1.634a,b	1.429a,c	1.208b,c	1.469	14.620	.000
Unsympathetic	4.651	4.717	4.723	4.500	1.199	.310
Encouraging	2.056a	1.902	1.897	1.833a	3.256	.022
Discouraging	4.704	4.827	4.746	4.688	1.293	.277
Exquisite	2.022	1.861	1.815	1.750	2.362	.071

Table 69: Results of univariate analysis of variance with post-hoc Scheffe test on respondents' familiarity with Linz and its relationship with Linz's "on-situ" image
[a] Mean scores with different letters are significantly different at 0.05 probability level from each other.

7.9.9. Relationship between Linz's "on situ" Image and respondents' destination activity level

Destination activity in this study was operationalised as a composite of amount of events (attended/ marked down to be attended) and sights (visited/marked down to be visited). Therefore, the destination activity index consists of sights and events dimensions.

The amount of events score was calculated as the sum of the number of events attended or marked down to be attended by each individual. The scores ranged from 1 to 10 with a mean score of 6.71 and a median score of 7, which was also used as the separating score to split the respondents into

two groups. The first group, which attended or intended to attend 7 events of Linz09 program, was characterised as a group with a low events consumption and was given a score of 0, whereas the second group (above 7 events) was labelled a high events consumption group and was given a score of 1. The sights dimensions was calculated in the same way, but on the basis of visited or intended to be visited sights of Linz. The scores were between 1 and 29 with a mean of 18.43 and median score of 18. The respondents who have visited/intended to visit less than 18 sights of Linz received a score of 0, those who admitted to have visited/intended to visit more than 18 sights – a score of 1. By cross-tabulating the events and sights dimensions the following table was produced:

Sights dimension	Events dimension	
	Low (0)	*High (1)*
Low (0)	14 (0+0)	2(0+1)
High (1)	227 (0+1)	157 (1+1)

Table 70: Sights and events dimensions of destination activity index

The scores of the two dimensions were summed for each individual as it was done for the familiarity index, which resulted in a destination activity index ranging from 0 to 2. The respondents with a score of 0 were grouped in a "low activity consumption" group, those with a score of 1 in a "moderate activity" group and "high activity" group consisted of those respondents who received a score of 2.

Multivariate Analysis of Variance was used to assess destination activity group differences across the in-situ image components of Linz. The multivariate significance tests (Pillai's Trace, Hotellings's Trace, Wilks' Lambda and Roy's Largest Root) produced by MANOVA were all significant at 0.01 level, thus suggested that these groups were different across the image dimensions of Linz. Consequently, a post-hoc Scheffe test was conducted on univariate statistics (ANOVAs) to identify which image dimensions differentiate the three groups. The table below shows the mean scores of Linz's "on-situ" image dimensions for each group. Significant

differences among the groups were found for thee cognitive image dimensions and two of the affective image domains. "Pastime" (p=.000, less than 0.05), "Blemish" (p=.043, less than 0.05) and "Contemporary culture" (p=0.047, less than 0.05) were found to differentiate the three destination activity groups – the higher the activity level, the better the image of Linz. For example, people with high destination activity evaluated Linz's "Pastime" on average at 2.96, whereas those with low destination activity level only at 3.78, which is above one whole interval on the Likert Scale.

What concerns the affective image domains, the trend the higher the destination activity index the positive the image of Linz continues to dominate - the "low destination activity" group and "moderate destination activity" group evaluated Linz as less "encouraging and exquisite" destination than the "high destination activity" group. It could be concluded that Linz's on-situ image perceived by the "high destination activity" group was more positive than that of low and moderate "destination activity" groups (Table 71).

Image dimensions	Low destination activity	Moderate destination activity	High destination activity	F-value	Significance
	n=14	n=229	n=157		
Pastime	3.786a	3.229b	2.963a,b	9.007	.000
Blemish	2.643a	3.058	3.244a	3.175	.043
Contemporary Culture	1.929a	1.587	1.490a	3.088	.047
Eventness	3.696	3.438	3.268	1.538	.216
Aesthetics	1.405	1.223	1.174	2.952	.053
Relaxation	1.607	1.491	1.478	.448	.639
Unsympathetic	4.833	4.677	4.667	.656	.520
Encouraging	2.548a,b	1.984a	1.898b	10.653	.000
Discouraging	4.500	4.758	4.764	1.437	.239
Exquisite	2.429a,b	1.948a	1.844b	4.728	.009

Table 71: Results of univariate analysis of variance with post-hoc Scheffe test on respondents' destination activity level and its relationship with Linz's "on-situ" image
[a] Mean scores with different letters are significantly different at 0.05 probability level from each other.

7.9.10.   Relationship between Linz's "on situ" Image and respondents' level of loyalty

Destination loyalty index was calculated as a composite of intention to return to Linz (yes/no) and intention to recommend it as a cultural destination (yes/no). Therefore, the destination loyalty index contains both recommendation and revisit dimensions.

The variables "recommendation and "revisit" were dummy variables with yes or no as possible answers, therefore, no mean and median scores were calculated. Nevertheless, it was still possible to split the answers into two subcategories for each of the variables – a score of 0 was used to code the "no" answers and a score of 1 was representing the "yes answers" respectively. By cross-tabulating the recommendation and revisit dimensions the following table was produced:

Revisit Dimension	Recommendation dimension	
	No (0)	Yes (1)
No (0)	29 (0+0)	149 (0+1)
Yes(1)	6 (0+1)	216 (1+1)

Table 72: Revisit and recommendation dimensions of destination loyalty index

The revisit and recommendation dimensions scores were added together for each individual as it was done for the familiarity and destination activity indexes, which resulted in a destination activity index ranging from 0 to 2. The respondents with a score of 0 were brought together into a "low loyalty" group, those with a score of 1 into a "medium loyalty" group and finally "high loyalty" group included respondents who received a score of 2.

To assess the destination loyalty group differences across the "posteriori" image components of Linz. Multivariate Analysis of Variance was utilized. The multivariate significance tests (Pillai's Trace, Hotellings's Trace, Wilks' Lambda and Roy's Largest Root) produced by MANOVA were all significant at 0.01 level, thus showed that there were significant differences among the

three different groups of destination loyalty. Consequently, a post-hoc Scheffe test was conducted on univariate statistics (ANOVAs) to identify which image dimensions differentiate the three groups. The table below shows the mean scores of Linz's image dimensions for each group.

Significant differences among the groups were found for four (out of six) cognitive image dimensions and for all affective image domains. "Pastime" was found to significantly (p=0.011, less than 0,05) differentiate two of the destination loyalty groups – the higher the loyalty index, the higher the level of agreement with "pastime" as image dimension of Linz. The next cognitive image domain "Blemish" (p=0.030, less than 0.05) also demonstrated that there are significant differences between the "low" and "high" destination loyalty groups - the higher the loyalty index the higher the level of disagreement.

"Contemporary Culture" was found to also significantly (p=0.021, less than 0.05) differentiate all the groups, where the "low destination loyalty" group was giving the lowest level of agreement and the rest two groups were almost equal at 1.52 and 1.54 on average.

What concerns the affective image components, there is a clear, statistically significant positive trend - the higher the destination loyalty index the higher the level of agreement with Linz's positive affective image components such as "Encouraging" and "Exquisite". Consequently, the lower the destination loyalty the higher the level of agreement with Linz's negative image characteristics (unsympathetic, discouraging). It could be concluded that Linz's "posteriori" image perceived by the "high destination loyalty" group seems to be significantly more positive than the image of Linz hold by the respondents allocated to the "low and moderate destination loyalty" groups (Table 73).

Image dimensions	Low destination loyalty n=29	Moderate destination loyalty n=155	High destination loyalty n=216	F-value	Significance
Pastime	3.511a	3.206	3.049 a	4.531	.011
Blemish	2.678a	3.084	3.199 a	3.540	.030
Contemporary Culture	1.897a ,b	1.523a	1.543 b	3.913	.021
Eventness	3.509	3.434	3.324	.592	.554
Aesthetics	1.287	1.211	1.199	.756	.470
Relaxation	1.724a	1.503	1.449a	4.179	.016
Unsympathetic	4.460a	4.652	4.727a	3.724	.025
Encouraging	2.609a,b	1.961a	1.890b	27.552	.000
Discouraging	3.759a,b	4.816a	4.838b	63.036	.000
Exquisite	2.845a,b	1.913a	1.808b	31.325	.000

Table 73: Results of univariate analysis of variance with post-hoc Scheffe test on respondents' loyalty level and its relationship with Linz's "on-situ" image

[a] Mean scores with different letters are significantly different at 0.05 probability level from each other.

7.10. Conclusion

The above presented findings originated from the field work in Linz during the European Capital of Culture Event. Linz's image before respondents experience in Linz was compared with their "on site" image in an attempt to identify any changes that might have occurred as a result of it. Variety of statistical techniques were consequently used to understand the degree to which different image determinants including the European Capital of Culture Event create and modify destination images.

In the following chapter the research findings are compared and contrasted with the existing literature surrounding the destination image formation and the reliability of the postulated in Chapter Two conceptual framework is discussed. In addition, qualitative data related to the impact of Linz09 and the European Capital of Culture Event itself on Linz's image and respondents' recommendations for Linz's image improvement are presented and discussed.

Chapter Eight: Second Phase - On the Field: Discussion

8.1   Introduction

The aim of this section is to collate and critically discuss the results presented in Chapter Seven. The main purpose of this study was to explore Linz's image as a tourist destination in the context of the European Capital of Culture Event from visitors' point of view by understanding the process of destination image formation. Pragmatic, staged research approach was used to get insights into Linz's image from its potential visitors' point of view and to statistically prove the conceptual framework of destination image formation proposed in Chapter Two comprising of both Linz's cognitive and affective image components identified in the first stage and its determinants identified in the literature surrounding the process of destination image formation.

The chapter firstly discusses the respondents' profile and juxtaposes it with the existing profile of the average cultural tourist recognized in the existing literature. The discussion then continues with Linz's tourism destination image change by comparing Linz's "a-priori" image with its "on-situ" image and showing how the results and their interpretation concur or contrast with previously published work on destination image formation. Afterwards, Linz's "a priori" and "on situ" tourism destination images are discussed simultaneously showing the degree to which respondents' socio-demographic characteristics, previous experience with Austria and Linz, information sources, familiarity and motivations have shaped them. Alongside these, the impact date of arrival (used to assess the length of time spent in Linz prior to data collection) and type and number of visited/planned to visit attractions, and attended/planned to attend events over Linz's "on-situ" tourism destination image have been outlined. The chapter further continues with discussing the relationship between Linz's "on situ" tourism destination image and the respondents' behavioural intentions in terms of intention to revisit the place or recommend it to friends and relatives.

The section discusses the degree to which previous participation at former European Capitals of Culture has influenced respondents to visit Linz09 and highlights the impact of Linz09 over Linz's tourism destination image.

8.2   Profile of Linz09 visitor

The profile of Linz09 visitors confirmed the profile of the average cultural tourist as identified by ETC's research (2005) and Richards (2007a, 2007b) in terms of being well-educated (57% of the respondents had university degree) with good occupation (58% had full-time employment) and female (54% of the respondents were female).

The data on the age of the survey respondents also confirmed the notion (ETC, 2005) that cultural tourism is not a territory occupied by elder people only since, as it was discovered, all age groups participated almost equally in the collected sample (see appendix 18). Approximately half of the respondents were above 40 years of age, which contrasted with Richards' (2007a, 2007b) proposition to the relatively young age of the typical cultural tourist.

The study aimed to shed light on the main characteristics of the typical European Capital of Culture visitor - which are still quite vague and not well investigated - however, had some limited success in this respect. For instance, the majority of Linz09 visitors (more than 60%) were above 40-year-old as in the case of Rotterdam (Hitters, 2007), which is in contrast to the young audience (under 30-year-old) attracted by "Porto" during the European Capital of Culture Event in Rotterdam in 2007 (Hitters, 2007). Besides age, the proportion of Linz09 visitors with a university degree (57%) was smaller than those with university degree who visited Rottherdam (70%) and approximately equal to those of the same category who went to Porto during the European Capital of Culture Event (Hitters, 2007). More than half of the respondents had full-time employment, which was almost consistent with Liverpool2007 visitors' employment status (Garcia et al., 2010). Linz09 also attracted more female than male visitors, which is in contrast with the gender profile of visitors to Luxembourg2008 (Luxembourg, 2008).These

identified inconsistencies suggest that even though the average European Capital of Culture fan has some similarities with the average cultural tourist, differences might exist based on the attractiveness of the European Capital of Culture programme or the hosting city. Further research explaining the reasons behind these differences is desired for supporting destination marketers' development plans and promotional campaigns.

8.3   Linz's "a priori" image vs. Linz's "on-situ" image

The results of the comparison between Linz's "a priori" and "on-situ" tourism destination image indicate that positive and significant changes in respondents' cognitive and affective associations with Linz occurred as a result of their actual personal experience during the European Capital of Culture 2009. These results confirmed the key findings of a Spectra poll (see Chapter Four) conducted in 2009 claiming a substantial image change from the beginning of Linz09 establishing Linz as a highly dynamic and modern city, which strong points are its rootedness in industry and technology, and its vibrant cultural life.

These findings were also supported by the content analysis of the qualitative data collected through open-ended questions included in the questionnaire - "*Linz is different ...it is not the town that I knew, ...now I cannot recognize the town*", "*Linz has changed itself a lot recently…*", "*Linz is just the opposite of what I have expected it to be – boring and provincial*", "*Linz is much more than I thought…*", "*I am positively surprised by Linz*". This study, therefore, offers empirical support for the proposition that actual personal destination experience modifies its tourism destination image by making it not only more realistic and compound (Gartner, 1989; Gunn, 1972; Pearce, 1982; Phelps, 1986; Chon, 1987), but also more positive (Chon, 1991).

The changes of "Could of Sound", "Austrian-Hungarian Empire", "Bruckner Festival" and "International Street Artist Festival" as respondents' spontaneous associations with Linz before and after visiting it, also pointed out the importance of marketing campaigns and visitors' participation at events in order to enhance visitors' knowledge or beliefs, and the destination

image, consequently. For instance, "Cloud of Sound" and "Austrian-Hungarian Empire" did not show significant changes, whereas "Bruckner Festival" and "International Street Artist Festival" showed minor, but significant changes to have taken place in respondents' minds. None of Linz's iconic festivals coincided with the data collection; therefore, the respondents did not have the chance to get exposed to any marketing campaigns promoting these events or to participate in them. Historical facts about Linz were presented at several exhibitions during Linz09, but referred mainly to Linz Nazi's past as recommended by the panel evaluation of Linz's nomination and did not go beyond this historical breakpoint.

"Football" also did not manage to keep the same level of agreement as an association with Linz. This could be attributed to the different kind of audience the European Capital of Culture Event generally attracts compared to sport events.

"The Alps" and its related attribute "snow/winter" showed a negative and significant difference implying that even though Austria is a well-established winter and skiing destination, a summer visit is powerful enough to overbear these associations with Linz. This finding provides strong evidence that Linz's image differentiates from Austria's clichéd image, which is part of Linz's marketers' image developing strategy to establish Linz to stand out from "the obsolescent clichés of Austria as a whole - Alpine sunsets, the magic of mountain chalets, Mozart, Sissi, the Lipizzaners" (Linz09 GmbH, 2010: 32) and also confirms that destination image is a highly dynamic concept, but also suggests that the season of data collection needs to be considered as an image modifier.

The rest of Linz's cognitive image elements showed significant increase in respondents' knowledge and two of them (Bicycle Paths and Modern Art) went through the most dramatic positive modification with an increase of more than one interval on the Likert Scale. The reason for the significant change in Modern Art could be that Linz09 included events and exhibitions (e.g. Theatherlust2, the OK trilogy, Bellevue, AEC project 80+1) presenting Linz as a modern, European centre of culture, as well as the existence of two museums for Modern art in Linz - Lentos and the Ars Electronica Center.

The significant change in "Bicycle Paths" on the other hand, relates to the network of bicycle paths crossing Linz, part of which is the famous Passau - Vienna via Linz bicycle route alongside the Danube River. Several noticeable bicycle stops were also positioned in the heart of the old town of Linz where the research was conducted; hence making bicycle paths and bicyclists an inseparable element of Linz's image. Moreover, "bicycle tourists" were identified as one of the main target groups by Linz's marketers (Linz09 GmbH, 2010).

The responses in the survey also pointed out towards a significant improvement in the level of agreement with Linz09 being one of Linz's associations, even though this is a "one off" event, which was also confirmed by the analysis of the qualitative data.

The mean values of Cultural Heritage before and after the Event differed significantly, suggesting that Linz's visitors strongly associate Linz with its rich Cultural Heritage. In a similar way, Linz's famous museums for Modern Art – Lentos and the Ars Electronica Center also showed significant differences in respondents' opinion before and after their actual experience in Linz; thus pointing out to the respondents' rather positive attitude towards Linz's museums for Modern Art (mean values between "strongly agree" and "agree") and the successful implementation of Linz's marketers positioning strategy to present Linz as a future- and culture-oriented destination (Linz09 GmbH, 2010).

On the other hand, nine other cognitive elements very much aligned with Linz's dark side (i.e. Hitler and the Nazi's past) and showed significant decrease in the level of respondents' associations demonstrating again a positive change in Linz's image altogether.

The results provided strong evidence that Linz's dark past, which has been addressed in different ways by such projects as "Kulturhauptstadt des Fuehrer's"[17], In Situ, Purimspil[18] and Klange der Macht[19] is no longer a burden to Linz's image since Hitler mean value dropped down significantly

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[17] "Cultural Capital of the Fuehrer"
[18] Jewish festival of Purim
[19] "The Sound of Power"

after respondents' actual experience in Linz. In other words, Linz09 and the attitude of its organisers towards the sensitive issue of Hitler's heritage showed that "...For change actually to take place, an unprejudiced discourse is a crucial precondition" (Linz GmbH 2010, 78).

Linz's heavy industry was indicated in the literature to be a major part of Linz's image (Linz09 GmbH, 2010; Linz Culture, 2009; Heller, 2008); however, this was not confirmed by the results since the means of heavy and steel industries before and after visiting Linz ranged between neutral and disagree, again providing some indications for the successful image repositioning of Linz from a town with chimney stacks to modern technology.
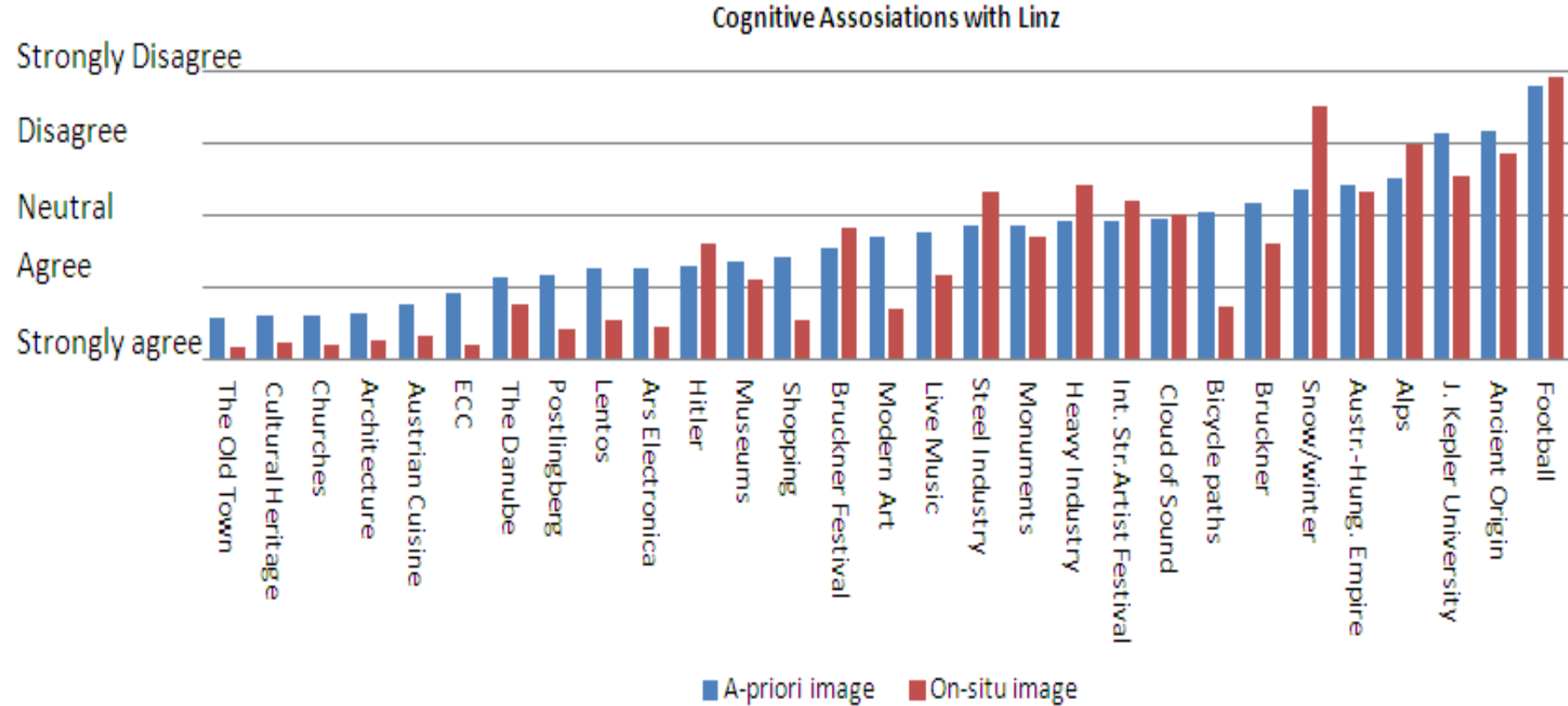
Figure 21: A-priori and On-situ cognitive associations with Linz

All affective image components showed significant differences in their mean values before and after visiting Linz. All "negative" attitudes such as boring, old-fashioned, dark, etc. demonstrated higher average level of disagreement after visiting Linz than before, whereas all "positive" attitudes, except "calm" showed higher average levels of agreement after visiting Linz than before.

The highest significant shift in respondents' answers occurred for the component "calm" resulting from the buzz in Linz and the increased number of tourists due to the European Capital of Culture Event itself, since approximately 3.4 million people attended 7,700 events put on by Linz09 compared to about 350, 000 people in the years before the Event (TourMIS, 2012, see Appendix 1), making the town appear noisy and overcrowded.

Perceiving Linz as a "modern" town showed the second highest significant change as it is the affective evaluation of Linz's cognitive components, such as Modern Art, Lentos and the Ars Electronica Center, which also went through major changes. This finding corresponds to the "modern" characteristic of Linz's image identified in the literature (Linz09 GmbH, 2010; Lewonig, 2007; Linz Culture, 2009) in the image monitoring survey (see Chapter Four for its main findings). However, several responses from the open-ended questions concerning Linz's image pointed out to the ultramodern characteristics of some of Linz's museums and hinted to the peril of over-exploiting Linz's modern side *"...several too fancy for my taste museums such as Lentos and Ars Electronica"* (a female Austrian respondent above 55-year old).The third highest significant change occurred in the affective image component "old-fashioned", which corresponds to the change of respondents' associations with Linz as "modern" being the opposite of "old-fashioned".

"Boring" also demonstrated a substantial difference between the pre- and post-travel image of Linz. This result provides strong evidence that Linz was not perceived as a boring destination prior respondents' visit to Linz and was even positively changed as a consequence of respondents' actual experience in Linz, and reassures that Linz's officials are successfully

"...confronting the traditional image of Linz as a dull industrial city "(Linz09 GmbH, 2010: 34).

Martin Heller (2008), the artistic director of Linz09, argued that Linz is already an interesting city today, which found empirical support in this study. The respondents strongly thought of Linz as an interesting place not only after their actual experience, but also before it.
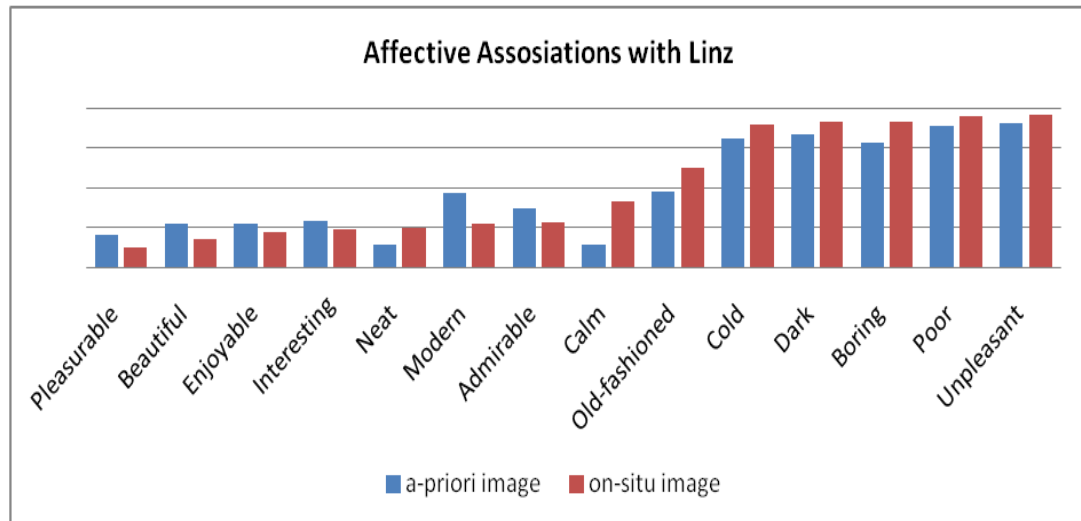
Figure 22: A-priori and on-situ Affective Associations with Linz

Considering the results, it could be concluded that Linz's "a-priori" cognitive image consists of the perceptions for its old town, cultural heritage, churches, architecture, cuisine, the European Capital of Culture Event, the river Danube, the mountain Postlingberg, the Modern Museums Lentos and Ars Electronica, Hitler and Shopping facilities, whereas on-site experiences add "Modern Art", "Bicycle paths" and "live music" to Linz's on-situ image. On the other hand, Linz's visitors have evaluated the town before their actual experience as a pleasurable, beautiful, enjoyable, interesting, neat and calm place to visit, but tended to least likely describe Linz as a "calm" place to visit. These findings partially confirm the image monitoring survey conducted several months before the launch of Linz09 (see Chapter Four) while Linz's famous events (Bruckner Festival, Cloud of Sounds and International Street Artist Festival) and heavy industry were defined as part of its image.

The results, at the same time indicated that there exists a difference between affective and cognitive image components since these do not equally react to

actual destination experience, thus supporting Bagozzi and Burnkrant's (1985) view that the split of image into cognitive and affective parts provides better representation of its structure and consecutive analyses. These findings also confirmed that both cognitive and affective tourist evaluations are coincident elements for tourists' image formation as suggested by Baloglu and Brinberg (1997), Uysal, Chen and Williams (2000), Baloglu and McCleary (1999a), Beerli and Martin (2004), and Kim and Richardson (2003).

The affective image components appear to be more pliable to changes than the cognitive ones, which proved to require actual participation or experience in order to be modified. For example, none of the festivals that Linz is proud of took place during the data collection period and the comparison of the results before and after showed that people are less likely to associate the town with these hallmark events unless they have the chance to participate in any of them or are reminded about them. The findings provide evidence on the dynamic nature of destination image and also indicate that there are constant, semi-constant and non-constant, or sporadic, image elements, which has not been investigated in the existing body of literature. In the case of Linz, "Steel Industry", "Hitler", "Churches", "Architecture", "Austrian Cuisine", "Pleasurable", "Beautiful", "Enjoyable", "Interesting", etc. could be defined as constant image components with significant changes of less than 0.5 on the Likert Scale, whereas "Modern", "Old-fashioned", "Boring", Lentos, Ars Electronica, Live Music, the Alps, the European Capital of Culture Event, etc. with significant changes of more than 0.5, can be classified as semi-constant cognitive images. In contrast, "Calm", "Bicycle Paths", "Modern Art" and "Snow/Winter" showed significant changes of more than 1.0 on the Likert Scale, thus pointing out at their highly changeable nature.

The study also contributes to the existing body of knowledge by providing evidence that the affective image components are an inseparable aspect of destination images and need equal attention and consideration by researchers and marketers. However, this has not been the case during the last decade as per Pike's (2002a) review of 142 destination image papers -

published in the literature during the period 1973-2000 - unveiling that only 6 of them show an explicit interest in affective images.

8.4 Relationships between socio-demographic characteristics and Linz's pre-travel and on-travel destination image

Visitors' socio-demographic characteristics (e.g. age, nationality, education, marital status, gender, professional status) and their role as intervening variables in the process of tourism destination image formation are broadly investigated in the literature by various researchers (MacKay and Fesenmaier, 1997; Walmsley and Jenkins, 1993; Baloglu, 2001; Baloglu, 1997; Beerli and Martin, 2004; Chen and Kerstetter, 1999; Rittichainuwat et al., 2001; Stern and Krakover, 1993; Fakeye and Crompton, 1991; Hunt, 1975) with somewhat inconsistent results mainly due to the differences in sample characteristics and methods of data collection and analysis.

Through the data analysis it became evident that the respondents' socio-demographic characteristics and Linz's "a priori" and "on situ" images are interrelated; nevertheless some of them are more influential than others. These findings support Um and Crompton's conclusion (1990) that beliefs about the attributes of a destination are formed by individuals, but the nature of those beliefs varies depending on their inner world.

The findings verified the results of previous studies (Hunt, 1975; MacKay and Fesenmaier, 2000; Fakeye and Crompton, 1991; Beerli and Martin, 2004; Hsu et al., 2004) that "distance" (or "nationality"), in general, has a direct effect over tourism destination images. Beerli and Martin (2004) and Hsu et al., (2004), nevertheless have made the point that the distance from a destination significantly affects its attribute-based and affective-based components of image which did not find full support in the current study, as nationality was found to affect Linz's cognitive "a priori" image only (Pastime and Blemish). This finding is rather adherent to Fakeye and Crompton's (1991) conclusion where differences caused by the distance in terms of attribute-based (cognitive image) elements were found. On the other hand,

both cognitive and affective "on situ" image components (Contemporary Culture, Blemish, Encouraging and Discouraging) were found to be in a direct relationship with nationality which points out the gap in the existing literature concerning the strength of penetration power this intervening variable exerts in the process of destination image formation and development.

Crompton (1979) made a claim that individuals who live away from a destination have a tendency to hold more positive images of it, which also came across from a current study in which the Austrians were found to have more negative image of Linz than the Internationals. The Internationals rated Linz's "a priori" cognitive image dimension "Contemporary Culture" higher than the Austrians (not significantly though), showing that the Austrians tend to underestimate Linz's place on the European cultural map of Modern Art. Additionally, the Austrians were more likely to link Linz with Hitler than the Internationals. These two findings are in contrast to that of Reilly's study (1990) according to which respondents living far away from a destination were found to lack a vivid image of it, but still provides support for Airan Berg's (Linz09's artistic director) words (2010):

"Austrians have a negative self-image, it's no coincidence that Freud came. They suffer from a huge inferiority complex. They once lived in an empire, now they live in an insignificant country. Linz has a double complex, as the third city after Vienna and Salzburg, the two true cultural capitals... "

The answers to Question 8 in the questionnaire which was an open-ended question and aimed to gain insights into the spontaneous image of Linz by asking respondents to outline their spontaneous associations with it as a tourist destination, indicate a relationship between the nationality of the respondents and Linz's image – Austrians were more likely to have more intense image of Linz in terms of number of associations than the Internationals.

Gender was not found to be a major determinant in the process of Linz's "a priori" and "on-situ" images creation since gender as an intervening variable was found to affect only one cognitive component - Pastime - of Linz's "a

priori" destination image, but none of the affective ones where female respondents were more likely to give less positive answers to this attribute-based image component. Hence, Walmsley and Jenkins' (1993), and Beerli and Martin's (2004) positions that affective evaluations depend on gender did not receive support in the current study.

The research findings related to the relationship between the variable "education" and Linz's destination image formation process partially support Baloglu and McCleary's (1999) view that education has a moderate relationship only with destination image and do not actually shape the formation of tourism destination images as it was found to negatively affect only one of Linz's "a priori" cognitive image components (Pastime). In contrast, the higher the respondents' education the more positive Linz's "a priori" "encouraging" affective image domain was evaluated, which in turn, confirmed Beerli and Martin's (2004) finding.

Respondents' age was found to be a major determinant for Linz's "a priori" image, but only for its cognitive domain which was in harmony with Beerli and Martin's (2004), and Baloglu and McCleary's (1999) findings. Nevertheless, such a position is contrary to that held by Walmsley and Jenkins (1993), and to Boo and Busser's (2005) belief about the possible effect of age on affective evaluations of destinations. The results suggest that age affects in a negative way Linz's "Contemporary Culture" (both "a priori" and "on situ) and "Pastime" components – the older the respondent, the more negative the evaluation. Nonetheless, older respondents were found to be more appreciative of Linz's "aesthetics".

Respondents' "Professional status" appeared to have significant impact over one's cognitive and affective dimensions of Linz's "a priori" image only, again providing support for Baloglu's (1997) argument on the moderate relationship between "professional status" and destination image components.

The literature review unveiled that very little is written about the impact socio-demographic factors might have over "on site" destination images. The current research provided sufficient evidence to conclude that socio-demographic factors do not only shape "pre-travel" destination images, but

some of them also penetrate a destination's "on situ" image and significantly affect its cognitive and affective components.

From all investigated destination image determinants, only education was found not to affect Linz's "on site" destination image, whereas nationality was found to influence not only Linz's cognitive "on site" destination image, - as was the case with its "a priori" destination image - but also to more deeply affect two out of four affective elements.

As with Linz's "a priori" image, the Austrians' deeply negative self image was revealed in the collected data again: the Austrians were more likely to give more positive answers to "Blemish" and negative ones to "Contemporary Culture" than the International respondents, whereas Internationals were more likely to agree with Linz's association as a nice place to visit.

Gender appeared as an intervening variable over "Eventness" and "Relaxation" with females generally making more negative evaluation of the former and positive evaluation of the latter.

The professional status also proved to have a significant relationship with a few cognitive image dimensions of Linz's "on-situ", but not with its affective dimensions. For example, there was a significant difference between full-time employed and part-time employed respondents' evaluation of the cognitive dimension "Pastime" – people with part-time employment would rate "Pastime" significantly higher than those with full-time employment. "Contemporary Culture" showed that there were significant differences between students and retired.

These findings could provide some evidence concerning the elastic nature of destination image components. Linz's affective "a priori" and "on situ" image domains projected themselves as less flexible to different socio-demographic variables - only two of the socio-demographic variables (professional status and education) had a significant impact over the "encouraging" "a priori" destination image, whereas only nationality was found to be in a relationship with two out of four affective "on situ" image dimensions. On the other hand, these results also demonstrate that "pastime" and "contemporary culture" are

the most receptive destination image elements on "a priori" and "on situ" levels respectively.

		Linz's tourism destination image components	Nationality	Gender	Age	Education	Professional status
Linz's "a priori" image	cognitive image elements	Contemporary culture					
		Pastime	X	x	x	x	
		Aesthetics		x			
		Blemish	X				
		Traditions					x
	affective image elements	Encouraging				x	x
		Tranquillity					
		Unappealing					
Linz's "on situ" image	cognitive image elements	Contemporary culture	x		x		X
		Pastime					X
		Aesthetics					
		Blemish	x				
		Eventness		x			
		Relaxation		x			
	affective image elements	Encouraging	x				
		Exquisite					
		Unsympathetic					
		Discouraging	x				

Table 74: Statistically significant relationships between respondents' socio-demographic characteristics and Linz's "a priori" and "on situ" image (significance level of 5%)

8.5   Relationship between Previous Experience with Linz and Austria and Linz's pre-travel and on-travel image

The possible effect of previous destination experience on tourism destination image has attracted the attention of various researchers (Chon, 1991; Dann, 1996; Pearce, 1982a; Fakeye and Crompton, 1991; Baloglu and McCleary, 1999; Hsu and Ritchie, 1993; Milman and Pizam, 1995; Phelps, 1986; Vogt and Andereck, 2003; Baloglu and Mangaloglu, 2000; Beerli and Martin, 2004; Tasci and Gartner, 2007; Gartner and Hunt, 1987; Pearce, 1982a) since Gunn's (1972) argued that there are differences among the image of a

destination held by its potential visitors, repeat visitors and non-visitors. However, the role previous experience plays in the process of destination image formation could not be clearly recognized due to the somewhat conflicting results presented in the literature and the fact that in the majority of studies tourism destination image was perceived in a holistic manner without considering its composite nature.

The overall results suggest that there are significant differences between first time visitors and repeat visitors, and a consequent strong positive relationship between previous experience with Linz and its associated "a priori" tourism destination image. However, this relationship proves to be significant mainly for Linz's cognitive image domain with all five "a priori" cognitive image components, and only one of Linz's "a priori" affective image elements ("Encouraging") were found to be affected by previous experience in Linz.

The findings also provide sufficient evidence to conclude that there exists a strong positive relationship between a number of previous visits to Linz and Linz's "a priori" tourism destination images– the higher the number of visits, the more positive the associations with Linz. Therefore, previous researchers' findings (Baloglu and McCleary, 1999) that previous experience is one of the stimuli factors affecting tourism destination images in a positive way (Vogt and Andereck, 2003; Milman and Pizam, 1995; Chon, 1991) appear to be valid for Linz as well.

Such a position; nevertheless is contrary to that held by Chen and Kerstetter (1999), and Young (1999), who found out that there are no significant differences between the tourism destination images held by first-time visitors and repeat visitors.

These results also point out that a comparison of a tourism destination "pre-travel image" between first-time visitors and repeat visitors by neglecting the potential impact the number of previous visits might have over the tourism destination image – as has been done in many previous studies (Fakeye and Cromption, 1991; Baloglu and McCleary, 1999; Chen and Kerstetter 1999; Young 1999) - is not precise enough.

By dividing the sample into three categories (first-time visitors, second-time visitors and repeat visitors) it was found that different destination image elements react differently to the number of previous visits to Linz, which only partially confirms Fakeye and Crompton's (1991) argument that the first visit to a place is the most influential and image-changing one. The majority of significant differences were found between first-timers and repeat visitors indicating that a first-time visitor and a second-time visitor share almost the same "pre-travel" destination image. In other words, even though there is a relationship between previous experience and destination image, one has to factor the frequency of this experience as well.

The results also demonstrate that there is a strong, mainly positive, relationship between previous destination image and its associated "on-situ" image which has not yet been investigated in the existing literature on destination image. Three out of six Linz's "on situ" cognitive (Pastime, Eventness, Relaxation), and only one out of four affective image components (Discouraging), were found to be positively related to previous experience with Linz. Nevertheless, significant, yet negative, relationship between previous destination experience and destination "on situ" image was unveiled to exist for the element "Contemporary Culture" – the higher the number of visits, the lower the level of agreement with this cognitive image element.

Overall, these results suggest that the destination image determinant "Previous Experience" does not only influence visitors' "a priori" tourism image of a place, but also penetrates into its "on-situ" tourism destination image. Nevertheless, destination's cognitive image (knowledge and beliefs about the place) is more responsive than destination's affective image to previous destination experience and its frequency.

The notion expressed in the literature (Mayo and Jarvis, 1981; Gartner, 1996) about people's tendency to generalise when thinking about destinations with similar characteristics was confirmed by the significant impact previous visits to Austria was found to have had on Linz's image. More specifically, it was found - as in Gartner's study (1996) - that this effect of generalization influences only Linz's cognitive destination image - the cognitive components "Contemporary Culture", "Pastime" and "Aesthetics"

showed significant differences between respondents who had already visited other Austrian destinations and others who had not. On the other hand, this image determinant was not found to penetrate to Linz's "on situ" destination image and significantly affect it.

It was also found that first-timers also had a more vivid image of Linz since the most frequently given number of associations (three and four) was provided by first-time visitors to Linz.

		Linz's tourism destination image components	Previous experience with Austria	Previous Experience with Linz
Linz's "a priori" image	cognitive image elements	Contemporary Culture	X	X
		Pastime	X	X
		Aesthetics	X	X
		Blemish		X
		Traditions		X
	affective image elements	Encouraging		X
		Tranquillity		
		Unappealing		
Linz's "on situ" image	cognitive image elements	Contemporary Culture		X
		Pastime		X
		Aesthetics		
		Blemish		
		Eventness	X	X
		Relaxation		X
	affective image elements	Encouraging		
		Exquisite		
		Unsympathetic		
		Discouraging		X

Table 75: Statistically significant relationships between respondents' previous visits to Austria and Linz and Linz's "a priori" and "on situ" image (significance level of 5%)

8.6   Relationships between Information Sources and Linz's pre-travel and on-travel Tourism destination Image

Information sources are considered to be major image determinants in the literature and incorporated in various models explaining the travellers' decision making process (Fakeye and Crompton, 1991; Gartner, 1993; Woodside and Lysonsky, 1989) and the process of tourism destination image formation (Gartner, 1993; Gunn, 1972; Baloglu and McCleary, 1999). The processes of information gathering and synthesis form the images of destinations in people's mind which, due to the intangible and experiential nature of the tourism product, are even more important than reality itself (Leemans, 1994; Gallarza et al., 2002).

Nevertheless, despite Goodall's (1990) call to develop a better understanding of the influence different types of information sources exert over tourism destination images in order to reach target markets more effectively and efficiently, this issue is still not well understood in the literature. The degree to which information sources used to form the initial, pre-travel image of the destination, how they penetrate the "on site" destination image and influence the way people evaluate it; altogether lack empirical investigation in the literature as well.

The most popular sources of information of Linz's visitors appeared to be magazines/newspapers (52%), advice from friends/relatives (50%) and the official website of Linz09 (41%) supporting Law's et al., (2004) argument that the Internet is increasing its role in the destination information search process due to its easy access, up-to-date information and interactive communication (Bonn, Furr, and Susskind, 1999; Pan and Fesenmaier, 2006). These findings also back up, to a certain extent, Hanlan and Kelly (2005), Richards (2007), Yun et al., (2008), Richards and Fernandes (2007), Suarez (2007), Beerli and Martin (2004) and ATLAS (2007) studies all pointing at the key role "word of mouth" and the Internet play in the travel decision-making process of tourists, and the recent findings of Google and OTX (2009) showing that almost 80% of their respondents (sample size 16,502) use the Internet as a number-one planning resource for travelling, followed by advice from friends/relatives (about 60%).

Magazines, newspapers and television were identified as the most important and frequently selected source of information (Suarez, 2007; Gartner and Shen, 1992) which found sufficient support in the current study as well.

There was also found strong evidence providing support to the assumption in the literature that the Internet may well lessen the significance travel agencies play as information providers (Barnet and Standing, 2001; Buhalis, 1998) since only a few of the respondents relied on tour operators' (15%) or travel agents' (8%) advice. This finding also corresponds with Suarez' (2007) recent proposition on the limited importance of induced information sources (e.g. tour operators, travel agencies and brochures).

The limited number of respondents who relied on travel agencies' advice contradicted to the notion in the literature made before the boom of the Internet on their major role in the selection of holiday destinations (e.g. Baloglu and Mangaloglu, 2001; Gartner, 1993; Snepenger et al., 1990). The results indicate that travellers, nowadays, do not value travel agencies' role to "collate, organize and interpret large amounts of data in a way that delivers the best value and the most excising travel experiences for the customer" (O'Connor, 1999; 114) and prefer to take the lead and collect information from friends/relatives, the media and the web mainly due to the convenience of use of these information sources.

The factors affecting travellers' preferences for one over another type of information sources could be, therefore, investigated in further studies on consumer behaviour along with the effect the Internet exerts on the process of information search and the types of websites consulted before travelling.

Linz's visitors profile in terms of searching for information on Linz was also found to be similar to that of Luxembourg 2007' visitors (Luxembourg, 2008) where newspapers, radio and TV were among the main sources of information. However, Linz09's visitors were more Internet active and consulted the official website of Linz09 more frequently compared to Luxembourg 2007 visitors. This finding supported the profile of Sibiu (co-hosted the event together with Luxembourg) visitors who, apart from personal contacts (advice from friends/relatives) and own experience, relied

also heavily on the website of Sibiu 2007 (Richards and Rotariu, 2010). Moreover, as with the International visitors of Linz09, the international visitors of Sibiu2007 were more likely than the domestic participants to visit the official website of the event (Richards and Rotariu, 2010) suggesting that the Internet is an important source of information for those living away from the destination and not having many friends/relatives who have actually been at the destination in consideration. Linz09 forceful marketing campaign and presence in newspapers/magazines, TV spots, social Medias and on-line also appeared to have been fruitful since the majority of respondents seemed to have been influenced by www.Linz09.at and the information published in newspapers and magazines.

Another important conclusion that can be made is that different target groups should be targeted and reached via different communication channels since respondents above 40 years of age were found to rely more frequently on a friend/relative's recommendation of Linz and magazines/newspapers (72%) than the rest of the respondents who have used internet sources such as blogs, platforms and www.linz09.at (66%) as their main information sources. This provides empirical evidence for Goodall's (1990) argument to the importance of a better understanding of the influence different information sources exert over destination images in order to reach target markets more effectively and efficiently.

Gartner's detailed categorization of tourism destination image agents (1993) into induced, autonomous and organic based on the level of destination marketers' control penetration and perceived credibility was used to develop the set of information sources used in the research questionnaire.

Like the socio-demographic image determinants discussed above, the overall data analysis proposes that different types of information sources have influenced not only Linz's "a priori", but also its "on situ" cognitive and affective image dimensions, yet with different intensity. Even though this finding supports Gartner's (1993) and Govers' et al., (2007) proposition that diverse image formation agents modify the tourism destination images differently, as well as Kim and Park's (2001), Beerli and Martin (2004) findings on the existing relationship between types of information sources

and destinations' cognitive and affective image dimensions, it is in counterpoint to the majority of studies identified in the literature. For example, this research finding is in counterpoint to Boo and Busser's research (2005) proposition that information sources are neither in a relationship with the cognitive nor with the affective destination image domain, and consequently with Li's et al., (2008) conclusion that only the affective domain could get modified as a result of information search. Also Gartner (1993), Holbrook (1978), Um and Crompton (1990) and Woodside and Lysonski (1989) made the point that the type and amount of information have impact over the knowledge or beliefs about a destination, but not on their affective evaluations.

Information acquired about a destination based on previous travel to the area (e.g. own experience) appeared to be one of the most influential information sources over Linz's "a priori" and "on situ" image formation (along with Linz09 official website) since it affected a significant number of both cognitive and affective image components. Linz's "a priori" Contemporary Culture, Pastime, Aesthetics, Encouraging and Tranquillity image dimensions were evaluated significantly higher by people who have visited Linz before than those who have not. Thus, the current research provides again a strong evidence for the positive relationship between previous destination experience and the destination image. This positive correlation has been previously identified and described by Baloglu and McCleary, (1999), Vogt and Andereck (2003), Milman and Pizam (1995) and Chon (1991). The literature, however, does not provide sufficient evidence as to what degree previous destination experience exerts the way people modify their image of the destination once they actually experience it. The current research points out the existence of a link between previous destination experience and a destination's cognitive and affective "on site" image dimensions. The results demonstrate the positive interaction between Eventness, Relaxation, Discouraging and previous destination experience as an information source.

Despite the fact that advice received from friends/relatives was one of the most frequently mentioned sources, it was found not to be an important image determinant at all. This could be explained with the fact that Linz is not

a very well-known destination, thus making it a place difficult to get influential feedback about. This finding is in contradiction with Baloglu and McCleary (1999), Beerli and Martin (2004) and Suarez (2007) who have discovered a significant relationship between the opinion of friends/relatives and the perceived destination image, mainly because friends/relatives are considered as the most trustworthy and truthful communication channel. On the other hand, this finding offers support for Boo and Busser's (2005), and Kim and Park's studies (2001) in which no statistically significant influence of the word-of-mouth effect was identified.

With respect to the secondary information sources, it should be stressed that the induced sources (controllable by the destination marketer) represented by the official website of Linz09, brochures and tour operators' advice, have a significant influence over some of the cognitive and affective "a priori" and "on situ" image dimensions of Linz. Travel agents/intermediaries' advice, on the other hand, proved to be the only one induced source which did not display any significant relationship with Linz's image. This finding opposes Berli and Martin (2004) who have claimed that travel agency staff is the only one induced information source which is in a statistically significant relationship with some of the cognitive image components, while the rest of the induced sources are not. Moreover, this finding is in sharp contrast with the agreement from the nineteenths on the major role travel agencies play in the selection of a holiday destination (e.g. Snepenger et al., 1990; Baloglu and Mangaloglu, 2001; Gartner, 1993) Nevertheless, this finding backed up Suarez' (2007) point of view concerning the limited importance of tour operators, travel agencies and/or brochures in the process of destination image formation.

In response to Li's et al. (2008) claim that despite the considerable presence of the Internet in people's lives, its role in the tourism destination image formation process still remains unclear, therefore, the impact Linz09 official website had over its tourism destination image was analysed in detail. It was found to be the only one "controlled" information source which managed to influence in a positive direction Linz's association with "modern culture" which has been a major objective of the authorities in Linz (Cultural

Development Plan, 2000). This, however, came as a downside to the "Aesthetics" domain which was statistically rated significantly lower by those who had used the website as one of their information sources. This "conflict" represents to some extend the situation in which Linz currently lives – a fusion of old and modern, past and future.

Linz09 website proved also to be the second most popular information source behind only first-hand experience, which showed to the capacity to penetrate towards Linz's "on site" image and affect mainly its affective image domain. Respondents who relied on Linz09 website to create their mental constructs of Linz showed to have experienced more positive image of the place during their actual stay.

The organic and autonomous information sources (movies, news articles, reports, etc.) have also influenced significantly a few cognitive, mainly "a priori" Linz's image dimensions, thus supporting Suarez (2007) in his finding that "friends and relatives" as a source of information has a statistically significant importance for the formation of the cognitive domain of tourism destination image. However, the study does not provide sufficient evidence to complement Hanlan and Kelly (2005) in their argument that word of mouth and autonomous information sources are the main destination image determinants.

Requiring closer attention is the fact that almost all autonomous and organic information sources influenced the "Blemish" domain. Since these information sources are out of Linz's promoters' "jurisdiction" and influence people's knowledge about Linz's dark past and its traces to modern Linz, induced information sources- based-marketing campaigns must be more aggressive, broad and directly identifying the positive aspects of Linz image. It could also be suggested that Linz's authorities need to work much more closely with the representatives of various magazines/newspapers, radios, TVs and book authors.

However, the findings were not consistent with Woodside and Lysonski (1989), Um and Crompton (1990), Gartner (1993) and Holbrook's (1978) findings on the interaction between information sources and only the

cognitive components of destination images. These findings were also found to be in contrast with Boo and Busser's (2005) work claiming that information sources are not in a relationship either with cognitive or with affective image components. Personal experience, organic (blogs and online platforms for travellers), induced (Linz09 official website, Travel Brochures and Tour operators) and autonomous information sources (Radio/TV/Documentaries) were identified as having statistically significant impact over some of Linz's cognitive and affective dimensions, hence supporting Kim and Park's study (2001) that information sources are powerful enough to influence not only cognitive, but also affective image dimensions.

An interesting finding was that Linz's "Blemish" image domain was the one most frequently influenced by different information sources - with the website of Linz09 affecting it the most since people who have visited the Linz09 website evaluated this cognitive association the highest - whereas during respondents' actual experience in Linz, the most frequently affected image component was "Pastime". Thus, it could be argued that these two domains are most strongly dependant on the information available and spread about them, but one needs to consider that, as in Govers' et al., (2007) study, information sources different from tourism promotion are much more important for the formation of a tourism destination image.

The affective image components of Linz's image were found to be less pliable to changes compared to the cognitive elements since mainly Linz's cognitive image elements at both "a priori" and "on situ" stages of Linz's destination image development appeared to be significantly influenced by information sources.

It can, therefore, be concluded that information sources are very powerful at modifying Linz's "a priori" image and also penetrate to its next formation stage – the "on situ" stage, even though with limited strength only.

	Linz's tourism destination image components	Friends/relatives	Blogs/platforms	Linz09	Brochures	Tour operator	Travel agents	magazines/newspapers	radio/TV	Geography/history books	Own experience
Linz's "a priori" image — cognitive image elements	Contemporary Culture		X	X						X	X
	Pastime				X				X		X
	Aesthetics		X	X							X
	Blemish			X		X		X	X		
	Traditions				X			X			
affective image elements	Encouraging				X	X			X		X
	Tranquillity		X								X
	Unappealing										
Linz's "on situ" image — cognitive image elements	Contemporary culture			X							
	Pastime		X				X		X	X	
	Aesthetics		X								
	Blemish		X								
	Eventness								X		X
	Relaxation										X
affective image elements	Encouraging			X							
	Exquisite			X	X						
	Unsympathetic					X					
	Discouraging			X							X

Table 76: Statistically significant relationships between information sources and Linz's "a priori" and "on situ" image (significance level of 5%)

8.7 Relationships between Destination Familiarity and Linz's pre-travel and on-travel tourism destination image

The results discussed below replicate to a certain extent the findings discussed above regarding the importance of own experience and type and amount of information sources used in the process of destination image formation.

Destination familiarity is recognised in the literature as an important interrelating variable in destination image formation and measured largely as one-dimensional construct consisting of previous experience (Pearce, 1982a; Dann, 1996; Milman and Pizam, 1995) or information sources (Crompton, 1979). Also familiarity, usually measured by using Likert Scales for self-evaluation (Fridgen, 1987; MacKay and Fesenmaier, 1997), was recognised to imply a level of subjectivity (Park et al., 1994). Baloglu (2001), therefore, conquered this issue in his study on the effect of people's familiarity with Turkey on its image, by combining respondents' previous experience with the place and the amount of information sources used in the process of destination choice. The current study adopted Baloglu's (2001) way of calculating destination familiarity and four groups of different levels of familiarity emerged – "low familiarity" (186 respondents), "moderate familiarity" (133 respondents), "high familiarity" (65 respondents) and "extremely high familiarity" (16 respondents). The results indicate that Linz attracted mainly "first time" visitors who had selected Linz as a place to visit after using approximately 3 information sources.

The study provided strong evidence that familiarity significantly affects destination images by not only shaping them prior to travellers' destination experience, but also during the experience by penetrating to the next, "on situ", level of destination image formation which is still rare throughout the tourism literature. For example, Linz's "a priori" "Contemporary Culture", "Pastime", "Aesthetics", "Blemish", "Traditions" and "Encouraging" domains were significantly affected by respondents' familiarity with the place, while Linz's "on situ" "Pastime", "Eventness", "Relaxation" and "Encouraging"

dimensions were found to be in a significant interaction with the level of familiarity. Moreover, it appeared that the higher the level of familiarity, the better the image of Linz would be since respondents with "low" levels of familiarity showed some statistically significant differences from those with "high" and "extremely high" familiarity levels (e.g. "a priori" "Traditions" and "Pastime"). First-time visitors (low familiarity group) having given almost consistently the lowest scores in all of Linz's image domains suggests that they should be more strongly encouraged to revisit Linz and increase their experiential and informational familiarity with it. These findings are consistent with Fridgen (1987), Baloglu (2001), Yang et al. (2009) and Milman and Pizam's (1995) studies on the positive relationship between destination familiarity and destination image.

Nonetheless, this research overcame some of Baloglu's study (2001) shortcomings. For example, he made use of three experiential groups – non-visitors, first-time visitors and repeat visitors, but did not split the repeat visitors into different subgroups based on their frequency of visits. Also, instead of having two separate groups of the people with scores of 2 and 3, he has put them into one single category which could have lead to the loss of some data. Among other shortcomings of Baloglu's study (2001) were the focus on Turkey's "a priori" image only and the exclusion of the Internet as an information source which was unveiled in the literature to be becoming more and more popular among travellers due to its ease of access, up-to-date information and multimedia nature (Bonn, Furr, and Susskind; 1999, Pan and Fesenmaier, 2006; Law, Leung, and Wong, 2004). Baloglu (2001) also analysed familiarity index post facto, while the results discussed in this research concern Linz's pre-travel and "on-situ" destination image even though respondents were asked to re-call their image of Linz before departure.

However, the present findings are consistent with Baloglu's conclusion (2001) that the higher the familiarity with a destination, the more positive its image is, and also offer some support for his suggestion that some destinations cannot be fully experienced at the first visit and tourists need more than one visit to become familiar with a place.

		Linz's tourism destination image components	Familiarity index
Linz's "a priori" image	cognitive image elements	Contemporary Culture	X
		Pastime	X
		Aesthetics	X
		Blemish	X
		Traditions	X
	affective image elements	Encouraging	X
		Tranquillity	
		Unappealing	
Linz's "on situ" image	cognitive image elements	Contemporary culture	X
		Pastime	
		Aesthetics	
		Blemish	
		Eventness	X
		Relaxation	X
	affective image elements	Encouraging	X
		Exquisite	
		Unsympathetic	
		Discouraging	

Table 77: Statistically significant relationships between respondents' level of familiarity with Linz and Linz's "a priori" and "on situ" image (significance level of 5%)

8.8 Relationships between Travellers' Motivation and Linz's pre-travel and on-travel tourism destination image

Motivation has been acknowledged in the literature to affect people's predisposition for travelling (Meng et al., 2008). It participates in various models depicting the process of tourism destination image formation (Stabler, 1990; Um, 1993; Um and Crompton, 1990) since it is recognised as being an important pre-travel and post-travel destination image shaping determinant (Mill and Morrison, 1992; Martin and Bosque, 2008; Moutinho, 1987).

Thirteen different tourists' motives to visit a place appeared from the review of literature on tourists motivation (see Crompton and McKay, 1997; Baloglu and McCleary, 1999; Beerli and Martin, 2004; Martin and Bosque, 2008; Zhang and Lam, 1999; Kozak, 2002; Uysal et al., 1993; Mohr et al., 1993) and were incorporated in the questionnaire for all respondents to choose from. The average number of motives picked by a respondent was three, thus confirming the notion in the tourism literature that there is rarely only one single motive for a pleasure trip to take place (Crompton, 1979; Crompton and McKay, 1997; Uysal, Gahan and Martin, 1993).

In terms of reasons for visiting Linz, some interesting discrepancies between the groups of the local/domestic and international respondents appeared. To 304 respondents the Linz09 Event was one of the major reasons to visit Linz, with the majority of them (57%) being Internationals suggesting that Linz09 attracted more non-domestic culture lovers than domestic ones which confirmed the findings of a study conducted in Bologna during the European Capital of Culture Event, and concluded that foreign visitors are more likely to be attracted by the event itself (Palmer/Rae Associates, 2004 a). The Event as a main motivation coincides with the main reason both Rotterdam' and Salamanca's visitors have acknowledged to have had for visiting these two European Capitals of Culture (Palmer/Rae Associates, 2004 a).

The next most frequently cited reason to visit Linz was "to have fun" (by 156 respondents) and again the International guests (53%) prevailed over the Austrians, indicating that the Austrians were less likely than the Internationals to perceive Linz as a destination of having fun. The third most frequently chosen reason was "to spend more time with family" (by 146 respondents, 53% of them Austrians) suggesting that Linz attracts Austrian visitors seeking "to spend more time with their families" while being on a holiday.

To "Get away from everyday life" was also cited quite frequently – by 140 respondents - and again the number of Austrians among them was higher than the number of Internationals. Linz was also perceived by 125 respondents (54% of them Internationals) as a place where they can satisfy their "interest in culture" which also matches with the reason "Linz09" for

which the number of Internationals was higher than the number of Austrians. The classical cultural tourist motivation to "learn" was not one of the frequently mentioned reasons to visit Linz which confirmed Richards' (2007a) position for this reason of motivation to be fading away.

These findings appear to suggest that Linz, during the data collection period, was in a process of transition of being visited by people with interest in culture, the European Capital of Culture Event lovers and "escape and family togetherness" seekers, thus providing support for Richards' categorisation (1996) of the cultural market based on visitors motivation – "general tourists" who look for different experience and "specific cultural tourists" who are only interested in participation at cultural activities.

The overall analysis signifies that motivations to visit a place influence visitors' image of a place and confirms Martin and Bosque's (2008) and Moutinho's (1987) findings related to the relationship between pre-travel destination images and motivation for travelling. Even though the tourism literature on motivation is rich in studies investigating the influence different motives exert over destination images (Dann, 1996; Gartner 1993; Walmsley and Jenkins, 1993; Baloglu, 1997; Martin and Bosque, 2008) they are only focused on the relationship between affective image dimensions and motivation. The current study, therefore, challenges this tendency as it became evident that motivations impact not only the affective image components - as suggested in the literature - but also the cognitive image components. Even more, some of the motivations ("meet new people" and "have fun") were found to interact only with cognitive image domains. These findings provided evidence in favour of Gnoth's (1997) and Pylyshun's (1986) suggestion that the motivation concept is complex both from a cognitive and from an emotional point of view.

It was also discovered that pre-travel motivations also penetrate to the image people have of a place while visiting it, and therefore, affect destinations' "on situ" images which is a rather neglected area in the tourism literature. For example, the most frequently cited reason to visit Linz, the European Capital of Culture Event itself (mentioned by 304 respondents), had the biggest influence on Linz's pre-travel and "on-situ" images. It affected six out of eight

"a priori" and five out of ten "on situ" image domains of Linz. This finding was also supported by the impact some of the other motivations showed over the associated image of Linz, such as "Interest in culture", "new places/culture" as they also influenced both the cognitive and affective dimensions of Linz's destination image.

However, as in the studies of Baloglu and McCleary (1999) and Beerli and Martin (2004), it was shown that socio-psychological motivations significantly affect tourists' affective evaluations of the destination only to a limited extent as not all affective image components were statistically significantly affected by the motivations investigated in this study. For example, Linz's "a priori" encouraging and unappealing dimensions were significantly affected by only two motivations (out of nine), whereas Linz's "Tranquillity" was found to be in a relationship with only one motivation to visit it. In contrast, Linz's "on situ" affective domains seemed to be more pliable to changes by different motivations to visit the town – "Encouraging" and "Exquisite" were found to be significantly affected by three out of nine motivations, "discouraging" by two motivations and "Unsympathetic" by only one.

In general, it could be concluded that some of the motivations penetrated Linz's pre-travel and "on situ" image affectively, whereas others cognitively.

Three out of the five most frequently picked motivations to visit Linz - to "Have fun", to "Get away from everyday life" and to "Spend more time with family" - appeared as not having any significant influence over Linz's "a priori" and "on situ" image at all – suggesting that people who simply want to escape with their families or to have fun do not have any particular expectation of Linz about its cultural life, scenery or history, for example.

It is also worth mentioning the observation that the mixed motivations are interlinked with culture in one way or another – the first one is the Linz09 Event itself, the second one is "interest in culture". The dimension "Contemporary Culture" was rated highest by those respondents who were mainly motivated by their "interest in culture" to visit Linz (M=1.94), whereas those mainly driven by "wish fulfilment" rated "Contemporary Culture" only at 3.55 on average. The average scores for the next cognitive domain

"Pastime" were in the interval 3.18 to 3.73 – the lowest score was given by the respondents who had also cited "wish fulfilment" as a reason to visit Linz, and the highest, 3.73, by those who were in Linz because of their interest in culture. Not very surprising was the finding that being motivated by "interest in culture" showed the highest rate on "Traditions" - 1.87 compared to 2.88 on average given by those motivated by "business and leisure". The pre-travel cognitive domain "Aesthetics" was significantly affected by three motivations; nevertheless, the group of individuals driven to spend "more time with family" rated it the highest on average – 1.63. Surprisingly, the people looking for "escape" showed the highest agreement with Linz's dark history heritage – 2.63 compared to the lowest one 3.06 given by those who were looking to explore "new places/culture". Linz's pre-travel affective domains "Encouraging" and "Tranquillity" were rated the highest by those respondent who were interested in culture, whereas the "unfavourable dimension" showed the highest average, 3.58, by the individuals to whom Linz was a wish fulfilment.

		Linz09	New places/culture	Get away from everyday life	Meet new people	Wish fulfilment	Have fun	Interest in culture	More time with family	Business and leisure
	Linz's tourism destination image components									
Linz's "a priori" image — cognitive image elements	Contemporary Culture	X	X			X		X		
	Pastime	X			X					
	Aesthetics	X						X	X	
	Blemish		X				X			
	Traditions	X	X		X			X		X
Linz's "a priori" image — affective image elements	Encouraging	X						X		
	Tranquillity		X							
	Unappealing	X				X				
Linz's "on situ" image — cognitive image elements	Contemporary culture					X				
	Pastime		X		X	X		X		
	Aesthetics									
	Blemish				X			X		X
	Eventness	X			X			X		
	Relaxation									
Linz's "on situ" image — affective image elements	Encouraging	X	X					X		
	Exquisite	X						X		X
	Unsympathetic	X								
	Discouraging	X								X

Table 78: Statistically significant relationships between travellers' motivation to visit Linz and Linz "a priori" and "on situ" tourism destination image (significance level of 5%)

8.9   Relationship between date of arrival and Linz's on-travel image

There are only a few studies in the literature highlighting any possible relationship between time spent at the destination and destination's images, with the majority of these studies operationalising destination image in a holistic way without discussing the effect a trip's duration may have over attribute-based and affective evaluations of destinations.

The current study indicates that there is a positive relationship between the duration of stay and Linz's image – the longer the stay, the better the image. For example, respondents who have arrived two days before the day they were asked to participate at the survey had significantly higher levels of agreement with "Contemporary Culture" and "Pastime" (both part of Linz's cognitive destination image components) than the rest of the respondents. A positive relationship between Linz affective image ("Unsympathetic") and duration of stay was also unveiled – the longer the stay, the stronger the rejection of this affective evaluation.

Thus, the study provided empirical support for Fridgen's (1984) proposition that there might be a possible relationship between destination images and length of stay, which was also confirmed by Fakeye and Cromption's (1991) empirical finding that a longer stay allows travellers to experience more realistic images. Besides, these findings are consistent with Vogt and Andereck's (2003) results in terms of the rather consistent character of the affective image domain as only one of Linz's affective image elements was significantly affected by the duration of the trip.

Considering these results, it could be argued that tourism destination image in visitors' minds develops over time and its formation process does not discontinue with the arrival at the destination. Besides, the time spent at the destination improves its attribute-based image components and their affective evaluations. Therefore, marketers' attention should not be focused entirely on developing an attractive, positive and strong destination image used in the "pre-travel" visitors' decision making process, but also on ensuring that the "on site" image reverberates it. .

		Linz's tourism destination image components	Date of arrival
Linz's "on situ" image	cognitive image elements	Contemporary culture	X
		Pastime	X
		Aesthetics	
		Blemish	
		Eventness	
		Relaxation	
	affective image elements	Encouraging	
		Exquisite	
		Unsympathetic	X
		Discouraging	

Table 79: Statistically significant relationships between respondents' date of arrival and Linz's "on situ" tourism destination image (significance level of 5%)

8.10 Relationships between on-site activities and Linz's on-travel tourism destination image

The literature still lacks research on the relationship between number of activities and the process of destination image formation. However, among the limited amount of academic studies on this issue, Ashworth's (1989) argument that there is a relationship between destination images and activities travellers hope to engage in at the destination, was confirmed by the overall data analysis. It was found out that the higher the level of destination activity, the better the image. Even though the main differences were among Linz's cognitive image domains (Contemporary Culture, Pastime and Blemish), Linz's affective image domain was also found to be in a positive relationship with the level of destination activity. In other words, the more events, exhibitions, and concerts the respondents enjoyed the more knowledgeable and positive about Linz they would become. Moreover, the data appeared to confirm Fakeye and Crompton's idea (1991) that the longer tourists stay, the more things they do, thus the more differentiated images they have.

A distinct relationship between the respondents' level of activity and the number of associations was uncovered – those who had moderate or high activity level tended to have higher numbers of associations with Linz as a tourist destination.

It becomes evident that a destination image gets shaped by the intensity at which visitors experience the destination, hence the suggestion that variety and types of attractions and events are an influential factor in developing and re-generating destination images.

		Linz's tourism destination image components	Activity index
Linz's "on situ" image	cognitive image elements	Contemporary culture	X
		Pastime	X
		Aesthetics	
		Blemish	X
		Eventness	
		Relaxation	
	affective image elements	Encouraging	X
		Exquisite	X
		Unsympathetic	
		Discouraging	

Table 80: Statistically significant relationships between respondents' level of activity and Linz's "on situ" tourism destination image (significance level of 5%)

8.11 Relationships between Linz's on-travel tourism destination image and respondents' behavioural intentions

Loyal holiday-makers are generally perceived as stable profit providers (Korte, 1995) and destinations' ambassadors (Oppermann, 2000), therefore, knowing how to use the image of a place to convert first-time visitors into loyal holiday-makers and strengthen repeat visitors loyalty, is crucial for the destination marketers.

People tending to revisit Linz were found to be more generous in listing spontaneous associations with Linz as a tourist destination, than those who did not express an explicit intention to revisit Linz. The data analysis also implies that, indeed, people with a more positive image of Linz are more likely to have a higher loyalty index and be more likely to revisit or recommend the place, which complements Court and Lupton (1997), Bigne et al., (2001), Alcaniz et al., (2009), Chen and Tsai (2007), Ross (1993) and Bigne et al., (2001).

For example, the respondents with high loyalty levels (e.g. willing to recommend Linz and to revisit) had more positive attitude towards Linz's contemporary culture, towards pastime and would have an exquisite and enjoyable personality. The results also provide indications that there are significant differences between the "low" and "high" destination loyalty groups in terms of the way they perceive Linz's "Blemish" domain - the higher the loyalty index, the higher the level of disagreement, hence the proposition that Linz's dark past is not a factor which would mar its visitors intention to recommend it or to revisit it. Also, the results point at the importance of "Contemporary Culture" to act as a magnet for re-visiting and recommendation for it was found to have significant influence over the respondents' loyalty towards Linz.

However, with regards to the role cognitive and affective image components play in the process of developing destination loyalty, some discrepancies among the very limited number of studies on this issue became noticeable. For instance, Alcaniz et al., (2009) and Chen and Tsai (2007) have pointed out that the cognitive destination image has a direct effect on tourism behavioural intentions which was confirmed by the current study as four out of six "on site" cognitive image elements were found to be in a significant relationship with level of loyalty. In contrast, White (2003), and Yu and Dean (2001) argued that the affective image components are better predictors than the cognitive ones, and thus evaluation of affective qualities of destinations might be of a higher importance than evaluation of the objective, perceivable properties of places (Kim and Richardson, 2003), which was also supported

in this study by all affective "on site" image components and the respondents' loyalty towards Linz.

From the overall data analysis it appears that both cognitive and affective "on situ" destination image characteristics are almost equally influential on visitors' loyalty. Nevertheless, since a significant part of Linz's "on-site" destination image is affected by the factors usually considered and investigated in the literature as important only during the "pre-travel" stage, one can argue that destination loyalty emerges at the very beginning of the process of destination image formation and is formed through an individual's various socio-demographic and psychological characteristics.

		Linz's tourism destination image components	Loyalty index
Linz's "on situ" image	cognitive image elements	Contemporary culture	X
		Pastime	X
		Aesthetics	
		Blemish	X
		Eventness	
		Relaxation	
	affective image elements	Encouraging	X
		Exquisite	X
		Unsympathetic	X
		Discouraging	X

Table 81: Statistically significant relationships between Linz's "on situ" tourism destination image and respondents' loyalty level (significance level of 5%)

8.12 Previous experience with the European Capital of Culture Event

Very low number of respondents (36%) reported to have experienced other European Capital of Culture Events and only a few of them have visited more than one European Capital of Culture before Linz09, hence the suggestion that there is no direct correlation between attendance of previous European Capitals of Culture and Linz09. In other words, even though people build gradually their loyalty towards a place and consider re-visiting or

recommending it, events of a repetitive character (in this case the European Capital of Culture Event) are less likely to enjoy a high degree of loyalty and, therefore, could less likely rely on a repeated visitation. Moreover, only approximately half of those respondents (72 visitors) acknowledged to have been influenced by their past experience with the Event in their present travel decision. Thus, it could be concluded that positive experience is not a major factor in becoming a "European Capital of Culture fan". This issue is still a grey area in the body of literature and deserves further investigation which, however, is beyond the scope of this thesis. Nevertheless, 61% of the respondents who have experienced previous European Capitals of Culture were female and well-educated, thus supporting the profile of the average cultural tourist described by Richards (2007a, 2007b, ETC 2005) and discussed herein above.

Some of the participants shared their positive experience so far with past European Capitals of Culture. The main nuances that emerged varied from *"fun and good time"* to *"knowledge enhancing", "different"* and *"unforgettable"* *holiday. The following comments from several respondents illustrate these* *points:* *"Graz was really a great European Capital of Culture; I mean... it was* *fun, it was enjoyable and exciting and we all loved our time there", "even* *though it was a long time ago I still remember my holiday there [Bergen], It* *was a lot of fun, a lot of young, culture loving enthusiasts", "...simply could* *not imagine skipping Linz after the unique time I had in Salamanca, Graz and* *Porto", "...there was a lot to see and a lot to do", "...I just liked it, it was a* *different type of holiday and I liked it".*

Additionally, a large part of the participants appeared distinctly as "*culture* *fans*" or "*culture addicted*" as some of them described themselves – "*culture* *is my passion*", "*...I am addicted to culture and the European Capital of* *Culture Event is such a blessing for me, honestly, I feel like in a cultural* *theme park*", "*...I just liked it. A shot of art, a bite of music and you're all set* *for one of the best cultural holidays one can imagine".* There were a couple of respondents who seemed to have become European of Capital of Culture fans through the years and are following this initiative on its journey throughout Europe. This observation is evident in the following citations from

respondents – *"Salamanca made me curious about the European Capital of Culture initiative", "I liked the European Capital of Culture Event in Lille and become a massive fan", "I liked the Event in Bologna quite a lot and got a big fan of it, it is a nice initiative...", "I like the European Capital of Culture Event because it gives an opportunity to show the multicultural face and diversity of our society", "...with the European Capital of Culture Event you just can't go wrong - there is something for everyone - art, dance, music".* "Curiosity" also emerged as a common theme among the respondents – *"I loved Krakow, I really enjoyed the couple of days we spent in Krakow and was just curious to see whether we can have the same great time here".* Interestingly, "Rivalry" turned out as a theme as well as was articulated in the following statements: *"I wanted to compare our performance in 2004 with Linz09, Lille was quite an interesting and extraordinary European Capital of Culture, I bet no one can outperform us".* One of the respondents even was part of the team responsible for the development of Linz "rival" – "Vilnius 2009" and as he said *"...wanted to compare Vilnius to Linz as I have taken part in the program development of Vilnius 2009".* Among the answers of those who have visited previous European Capitals of Culture it was noticeable that the Event "enhance visitors' knowledge", provide "fun and good time", "different experience" and are a great occurrence for "culture fans", which confirms to a large extent Palmer/Rae Associates' (2004a) report that the majority of hosting cities exploit the European Capital of Culture Event to run a program of cultural activities and arts events in order to attract visitors, to promote themselves and their countries as cultural centres. Interviewed respondents also shed some light on destinations' resuscitation and transformation resulting from hosting the European Capital of Culture Event – *"both Graz and Porto were transformed into an unearthly performance of light, colours and culture", "I was completely flabbergasted - it was so vibrant, so alive, and sooo unbelievably beautiful, I completely fell in love with the town", "Krakow was, how to say... injected with life - it was more tempting, more beautiful, more animated", "Genoa was blooming ... the extravaganza of culture, gastronomy, traditions and history flared up the spirit of the town", "... it is a nice initiative to boost life in regions and to get that spark back".*

Image improvement appears to be a major objective for hosting the European Capital of Culture Event even though it was not originally one of the fundamentals for launching this European Initiative. The results point out also to the commercialisation of the Event in attempt to boost a destination image and consequently increase the number of visitors to the place. However, as the literature unveiled image improvement, as a result of hosting the Event, should not be taken for granted or otherwise underestimated. In 2001, data collected by ATLAS in Rotterdam and Porto indicated that Rotterdam had succeeded in improving its cultural image relative to other European destinations in the previous two years. The perception of Rotterdam as a city of culture and art had also increased by about one third in 2001. Porto, on the other hand, actually had a weaker international image after the 2001 Event than prior to it. Measurements of the image of Weimar, in the 1999 and 2001 ATLAS surveys, also indicate that there was almost no international effect of the European Capital of Culture Event on this destination (Palmer/Rae Associates, 2004 a).

Graz (69 answers), Luxembourg (19 answers), Weimar (16 answers) and Liverpool (15 answers) were the most frequently visited European Capitals of Culture among the twenty different host cities mentioned by the participants, which could be accounted to their close proximity to Austria (Luxembourg), Weimar (Germany) or the sample characteristics. Graz being the first Austrian Cultural Capital and Weimar were mentioned mainly by Austrian and German respondents, whereas Liverpool was mainly brought up by the English respondents. However, due to the small number of respondents, no generalisations could be made towards the relationship between distance and the attendance of a European Capital of Culture Event.

The majority of the respondents had attended only one European Capital of Culture; however, there were seven respondents who acknowledged to have visited three different cities and one female Austrian - with full-time employment, between 46-50 years of age and with university degree - has experienced four different European Capitals of Culture (Bruges, Graz, Liverpool and Luxembourg). The same person selected Linz09 and

"business and leisure" as reasons to visit in Linz and said that Linz09 influenced her decision to visit Linz.
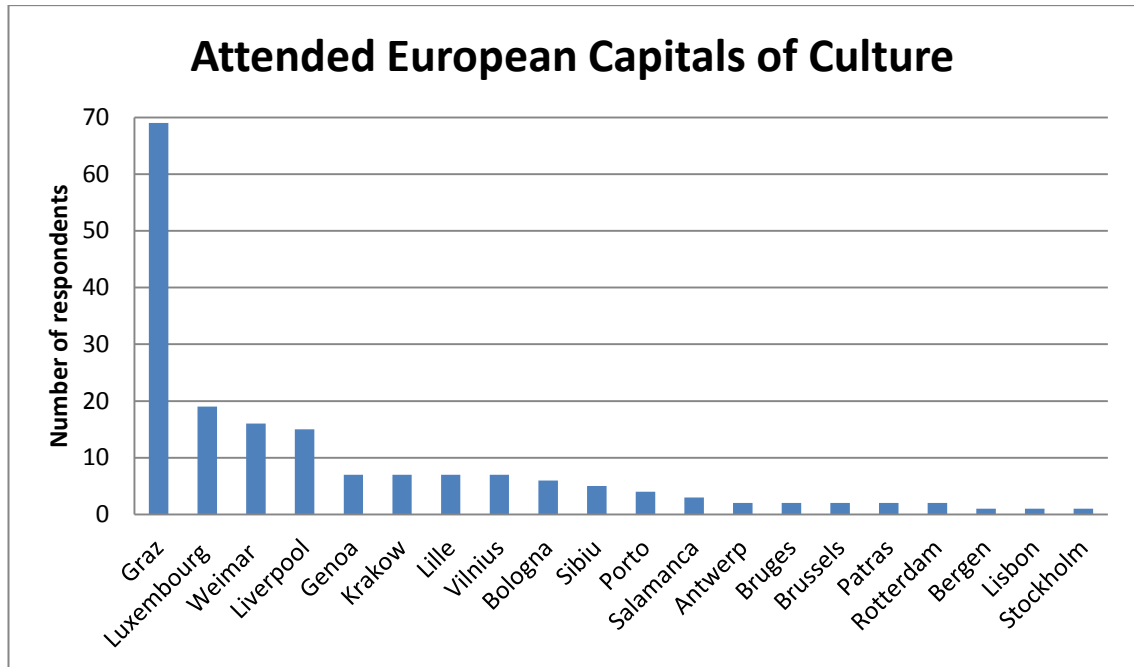
Figure 23: Previous European Capitals of Culture attended by the respondents

Graz appears as an antagonistic European Capital of Culture as some respondents spoke about a disappointing experience with Graz being a European Capital of Culture and a desire to "check" how Linz will perform – *"Graz was pure waste of money and I do hope Linz has learnt from Graz' mistakes - very expensive performances, expensive tickets and of course low visitors rates..., Graz was a very disappointing experience for the Austrian cultural life".* Another respondent expressed similar views, but also mentioned the financial burden of the European Capital of Culture Event on the EU taxpayers' shoulders *"I did not like how Graz performed as a European Capital of Culture ... it was too snobbish and too posh, it wasn't for the average Austrian and as you know, it costs a lot of money and now I want to see how Linz will throw good money after bad… we are not very good at such things".* Berlin being a European Capital of Culture was also strongly criticized for its elitist approach (Corijn and Van Praet, 1994).

8.13 The European Capital of Culture Event impact over Linz's tourism destination image

Considering the results from the qualitative and quantitative data analysis, Linz09 appears to have been an important event to Linz and to have significantly boosted its image.

Linz09 seemed to have been a major pull-factor for a substantial number of visitors (76% of the total sample, from whom 57% were Internationals and 59% were above 40-year-old) for a duration of two to four days (78%) suggesting that Linz09 attracted more non-domestic culture lovers than domestic ones. Also, the official website of Linz was one of the top three most frequently used information sources to gain knowledge about Linz, again showing respondents' major interest in Linz09.

Linz's logo implementation at variety of posters appeared as successful means for catching peoples' attention. Some respondents even made comments that "*catchy and jocular Linz09 posters*" with Linzer cake, coffee cups and fried eggs hanging from buildings' facades, terraces everywhere in the town made it almost compulsory to become aware of the event – "...*seeing yummy Linzer torten hanging from every build corner makes me smile every time I come across it...*"; "...*they have without any doubt hit the bull's eye with that funny logo of Linz09*"; "...*Linz is flooded with flyers, signs and posters of Linz09, how on Earth I could possibly miss it?*; "...*there is a table with Linz09 brochures in the hotel lobby so that we can check events of the day*". Linz09's logo and posters were also very successful in advertising the event itself since all 400 respondents were aware of Linz09. This finding provides a confirmation for the successful choice of Linz's logo which, after three years of exploitation[20], still does not show any traces of wear and tear and was found to successfully "*express the self-perception of the future Culture Capital as a European cultural festival, guarantee a memorable, terse presence in a variety of contexts and offer scope for playful variations*" (Linz GmbH, 2010: 34). Respondents' answers also showed that Linz's traditions (Linzer cake) and Linz's provoking contemporary culture were

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[20] The preparations and advertisements for Linz09 started approximately three years before the launch of Linz09 (Linz09 GmbH, 2010)

successfully woven into the posters pointing out to Linz's uniqueness rooted within its history and modern, contemporary look.

239 respondents (60%) reported to have experienced changes in their perceptions of Linz after participating at different events part of Linz09 – "*Linz is just the opposite of what I have expected it to be – boring and provincial*", "*I changed my mind about Linz - it could be small, but not provincial, it is a very interesting place to spend a couple of days…you won't get bored*". Moreover, Linz also exceeded the expectations of a substantial number of respondents as the following comments illustrate "*Linz is much more than I thought and I am really sorry that I have always underestimated it*", "*I am positively surprised by Linz, I was slightly prejudiced about it, but my wife persuaded me to come...*". Linz even managed to positively surprise one Viennese "*…I am from Vienna and probably a little bit spoiled, but Linz is great*".

Linz authorities' continuous attempts to transform its image from an industrial to modern, European town (The Selection Panel for the European Capital of Culture 2009) were confirmed by several respondents whose answers provided indications for some image improvements to have already taken place: "*Linz is different ...it is not the town that I knew, or at least I believed I knew, I was in Linz more than 10 years ago and now I cannot recognize the town*", "*Linz has changed itself a lot recently, just look around and you will see what I mean, but I like that it hasn't lost its character*", "*Linz has become more interesting and charming than before… Before Linz09 I liked Linz, but now...I just love it. It is one of my favourite towns*".

Richness of information about Linz past and present at variety of exhibitions was another factor which contributed to the positive change in the respondents' perceptions as the following comments suggest "*…I learnt things about Linz that I did not know before*", "*I enjoyed the "The city in luck" exhibition in Nordico and the way it presented Linz development*", "*Everything that I have seen so far in Linz changed my mind about Linz, but I am very impressed by "see this sound" [exhibition] in Lentos... the original and creative idea simply mesmerized me*". One international, female respondent made another, yet very similar, comment summarizing the idea

of the European Capital of Culture initiative: *"A person should visit Linz to understand and love it…and the exhibitions and performances that I have attended have absolutely changed my mind about Linz".*

Only two respondents (one domestic and one international) acknowledged to have changed their mind about Linz negatively as their expectations about Linz were not fully met - *"… I simply cannot understand why these fancy museums were built.."* and *"I have expected Linz to be old, historical place, however, Linz is anything else, but old and historical…".*

69% of the respondents have experienced a change in their opinion after visiting Linz for the first time, thus supporting the results discussed herein above concerning the relationship between level of familiarity and destination image. It was found out that respondents with medium or high level of familiarity were less likely to change their image of a place as a result of actual experience, whereas first time visitors arrive at the destination with rather flexible approach and are likely to go through a complete change of view.

The data suggests that the longer the stay, the higher the chance of experiencing change in respondents' opinion as the majority of these 239 people arrived one day (42%) or two days (34%) before the data collection took place. Another observation concerns the respondents' revisit intention – 53% of this group will consider revisiting Linz and 92% will recommend Linz to their friends and relatives as a tourist destination which almost replicates the results from the whole sample (56% will revisit Linz and 91% would recommend it).

Only 34 respondents acknowledged that they would not to recommend Linz as a cultural tourist destination to their families/friends and the majority of them were Austrian respondents (74%), male (53%) and above 45 years of age (48%). Several participants commented that Linz is "*provincial*", "*boring*", "*pure time waste*" and *"there is nothing to do"*, therefore, not worth recommending to other people. Others, however, pointed out the temporary character of Linz09 as a reason for not recommending Linz *"when Linz09 is over, Linz will turn again into a provincial, boring town"*, *"Linz is quite*

interesting and alive now, but I do not think it will keep the current highly diverse cultural programme...there will be nothing to do in Linz". One international respondent complained that *"...most of the brochures are only in German, there are no English signs... Linz is only for German speaking people"* which made it inappropriate for potential recommendations to internationals. Linz09 was perceived by a few respondents as targeting *"...the taste of a very small group - people with interest mainly in contemporary, modern art"* which again discouraged them from recommending it to friends/relatives. Another reason for not recommending Linz was found in participants' friends/relatives interests and not Linz itself *"...I don't think my friends would have any interest in walking from museum to museum".* One Austrian respondent will not recommend Linz because he was *"...bitterly disappointed... I saw a market stall full with cheap cosmetic placed just in front of a church. Disgusting, they have no respect for God".* In a similar vein, another German female respondent said "*I do not think that to turn the main street into a place for garage sale is a good idea".*

On the other hand, respondents showed willingness to recommend Linz as a cultural tourist destination because Linz *"....is the perfect place for culture lovers, countless museums, galleries, interesting cultural life"* and is *"...like a big scene - everyone can do something, learn something new, try something new or just have fun".*

It appeared from the data analysis that the majority of the respondents would recommend Linz because of Linz09 or exhibitions and events included in Linz09, such as the European green belt, the Crazy Rabbit, the Theatre Mania, the Academy of the impossible, the Acoustic, the Water Music, the Hohenrausch, the House of stories, the Academy of the impossible, the Circus Clownery, the City in luck, the organ concerts in Linz's churches, etc. Inevitably, a question about Linz's future arises – will the fairy tale (one respondent described Linz as "*the modern Cinderella")* continue with Linz's most famous festivals (Cloud of Sound, International Street Artist Festival, etc.)[21], or will it have a bitter end after all the magic is over? Some suggestions from respondents' recommendations for Linz's destination

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[21] mentioned by some respondents as a reason to recommend Linz

image improvement are provided in what could be considered as a starting point for Linz's destination marketers to keep the positive effect of Linz09 on Linz's image and visitors' positive behavioural intentions.

The suggestions range from feasible infrastructural improvements to more refined wishes, but rather unfeasible such as "mini European Capitals of Culture". Linz's authorities, nevertheless, should listen to the "vox populi" if they are trying to make Linz *"….the most interesting city in Austria in 2015"* (Martin Heller, 2008).

8.14 Respondents' Recommendations for Linz's Tourism Destination Image Improvement

337 answers were collected relating to visitors' recommendations for ways of changing Linz's destination image in order to attract more visitors. Significant number of answers were concerned with Linz's infrastructure and suggested better hotels, restaurants, better opening hours of shops, which is a controversial issue in Austria: *"to have shops open on Sundays would be great because many people visit Linz just for the weekend"* and *"Linz has awesome shops on the Landstrasse and better working hours might attract shopaholics to Linz".*

 In addition, improved English speaking skills of hotel staff and employees at the Info Centre of Linz09 were recommended and the following comments illustrate this point "... *have more signs in English, people are not very good in English... we have some communication problems"*, *"Linz citizens need to attend some English courses or courses for good manners"*, *"...pay more attention to non - German speaking visitors, all signs are in German which is really not Ok if Linz is the Cultural Capital of Europe"*, *"more English signs and brochures... English should have been a requirement for the staff selection of the info centre...".* Respondents also made comments about neglected looking areas in Linz and recommended better care and renovations of buildings and parks - "*Linz desperately needs an aesthetic operation; there are a lot of dreadful buildings that should be renovated or just destroyed..."* and *"more beautiful parks and gardens... the periphery of*

Linz looks somehow declined... the homeless and the drinkers should be sent somewhere else to "do their jobs", but not in the Public Garden...".

Another main theme that emerged from the data was related to Linz's cultural life as a way of attracting more visitors. About one third of the respondents pointed to the attractive cultural programme of Linz and suggested that Linz should keep the most successful performances of Linz09, or at least try to offer the same quality of highly diverse and interesting events: *"mini copies of Linz09 should be organised each year with some of the most popular events of Linz09...", "Linz should do even the impossible to keep the effect of Linz09 - for example to keep the Theatre Mania or Water Music", "... to keep the Academy of the impossible workshops after Linz09".* Quite a few respondents recommended museum tickets to become cheaper and events with free entrance to famous artists or bands as ways of attracting more visitors to Linz. Linz's lack of promotion and online presence emerged as another prominent theme among respondents' answers – "*Linz has the potential to become one of the best cities in Austria, Linz has everything except promotion*", "*better advertising, many people know about Vienna, but not about Linz*", "*... Linz is not very popular...it is perhaps popular in Austria, Germany and Switzerland, but what about other countries? ...I can barely see any foreign tourists*", "*You should promote Linz in Japan, people there do not know much about Austria and Linz*", "*more online available information about Linz might help…*". On the other hand, there was a substantial amount of answers commenting that there is no need to change Linz's image - "*Linz is Linz and doesn't need to be changed*", "*the image of Linz has already changed*"," *Linz has changed its image successfully. I really do not know what else could be done for its image*".

It should be considered, however, that the answers quoted above were given by respondents who were in Linz during the European Capital of Culture Event and their answers might show some degree of favouritism towards cultural attractions/activities in general, and the Event in particular. Therefore, these recommendations need to be considered with a

considerable degree of scrutiny and analysed by another investigation on the same issue, but with a different sample and during a different period of time.

8.15 Conclusion

The chapter discussed the key findings from the field work in Linz during the European Capital of Culture Event. The results proved that Linz's image as a tourist destination has gone through a major transformation in the respondents' minds where affective image components appeared as more pliable to changes. It was also shown that traditionally accepted "a priori" image determinants such as gender, information sources, motivation, etc. do not only have impact over destinations' "pre-taste", but also strongly affect the way people perceive it once they arrive at the destination. A positive effect of the European Capital of Culture Event over the visitors' image of Linz was reported by the majority of the respondents, suggesting that Linz09 was successful in terms of repositioning in the visitors' minds.

In what follows, the research's theoretical and practical implications, and recommendations for further study and research are presented by taking into account the research's limitations and constraints.

Chapter Nine: Conclusion

9.1. Introduction

This research aimed to respond to the notion expressed by various authors concerning the limited empirical evidence on tourism destination image formation and development and contributes to the literature by proposing a new conceptual framework of tourism destination image formation which provides evidence for the complex nature of tourism destination image formation and the set of determinants affecting its stages of formation.

This research applied a two-stage research approach in exploring the process of Linz's image formation and development as a tourist destination in the context of the European Capital of Culture Event from visitors' point of view. This sequential research approach resulted in rich qualitative and quantitative data which has been analysed and discussed in the previous chapters.

This chapter aims to summarise the key findings and their relationship to the conceptual framework, and to present a critical evaluation of the research's limitation and scope for further research.

The research had the following objectives:

- To discover Linz's cognitive and affective destination image components;
- To identify Linz's tourism destination image determinants (e.g. socio-demographic characteristics, familiarity, information sources, motivation, trip characteristics) and their significance in the process of Linz's destination image formation and development;
- To analyse the process of Linz's destination image formation and development, and
- To examine the importance of the European Capital of Culture Event in the process of Linz's tourism destination image formation and development.

9.2. Linz's cognitive and affective components

Throughout the online, exploratory stage, Linz's cognitive destination image domain was found to have been formed through the symbiosis of Linz Nazi's past and Hitler, the steel industry, its architecture and the well-preserved old part of the town; of the modern face of Linz presented by its museums for Modern Art (Ars Electronica Centre, the Lentos Museum), the Brucknerhaus, its hallmark events (The Cloud of Sound, The Bruckner Festival, The International Street Artist Festival), of the natural and eternal beauty of Postingberg and the River Danube, and its ancient origin and cultural and historical heritage. This cognitive image of Linz was mainly positively evaluated as a pleasurable, enjoyable, beautiful, admirable and modern place.

9.3. The process of Linz's destination image formation and its determinants

The conceptual framework developed and empirically tested in this research postulates, as in Gunn's (1972), Fakeye and Crompton's (1991), Selby and Morgan's (1996) studies, that destination image formation is a dynamic process which takes time to develop and links its formation to consumer "pre-travel", "on site" and "post-travel" behaviour. The current research focused on the first two stages, since it was not feasible to collect quantitative data from the same sample during the whole process of image formation and development.

9.3.1. Linz's "a priori" image vs. its "on situ" image

The results unveiled that significant, mainly positive modifications in respondents' image of Linz occurred as a result of their actual experience, and thus validates the dynamic element of Linz's image formation process suggested in the conceptual framework postulated earlier. Only two of Linz's cognitive image elements did not show any significant changes to have occurred, while Bicycle Paths and Modern Art experienced the most drastic

positive change with an increase of a more than one interval on the Likert Scale. Cognitive elements based on Linz Nazi's Past and heavy industry showed significant changes in a negative way, which in turn, indicates a positive change of Linz's image.

All affective image components showed significant differences in their mean values before and after visiting Linz, where "calm" and "old-fashioned" showed some of the highest significant negative changes in respondents' answers. Also "modern" as part of Linz's destination image was found to have been positively changed after respondents experienced Linz.

This research also showed the different roles played by various factors in the process of Linz's image formation in visitors' minds over time. Type and number of information sources (including previous experience) consulted by individuals before travelling and their socio-demographic characteristics influence the knowledge-based destination image of Linz and its emotional appraisal throughout the "pre-travel" and "on site" stages. Besides, somewhere during this process, travellers' motivations also imprint the "a priori" destination image and penetrate to the "on site" stage and again influence both its cognitive and affective image dimensions. The "on site" level of activity in terms of attending local attractions and events as part of the European Capital of Culture Event, along with the actual time spent in Linz, were also found to be in a positive relationship with Linz's cognitive and affective image elements.

9.3.2. Socio-demographic characteristics

Throughout the data analysis it became evident that the respondents' socio-demographic characteristics and Linz's "a priori" and "on situ" images are interrelated, nevertheless, some of them are more influential than others.

Nationality was found to affect Linz's cognitive "a priori" image only, whereas both cognitive and affective "on situ" image components were found to be in a relationship with nationality which points out the gap in the existing literature concerning the strength of penetration power this intervening variable exerts in the process of destination image formation. A negative

relationship between distance and destination image was also found – the smaller the distance, the more negative the image, since Austrians were found to have more negative image of Linz than the Internationals.

Gender was not found to be a major determinant in the process of Linz's "a priori" and "on-situ" images creation since gender as an intervening variable was found to affect only one of the cognitive components (Pastime) of Linz's "a priori" destination image, but none of the affective ones. Female respondents were more likely to give less positive answers to this attribute-based image component than male respondents. Gender appeared as an intervening variable over "Eventness" and "Relaxation" from the "on situ" cognitive image dimensions, with females generally making more negative evaluation of the former and positive of the latter.

The research findings suggested only a moderate relationship between "education" and Linz's destination image formation process as it was found to negatively affect only one of Linz's "a priori" cognitive image components (Pastime). In contrast, the higher the respondents' "education" the more positively Linz's "a priori" "encouraging" affective image domain was evaluated.

Respondents' age was found to be of some significance for Linz's destination image, but only in its cognitive domain. The results suggest that age affects in a negative way Linz's "Contemporary Culture" and "Pastime" – the older the respondent, the more negative the evaluation. Nonetheless, elder respondents were found to be more appreciative of Linz's "Aesthetics".

Respondents' "Professional Status" appeared to have significant impact over one cognitive and one affective dimension of Linz's "a priori" image only, again providing support for Baloglu's (1997) argument on the moderate relationship between "Professional Status" and destination image components. Employment was found to significantly affect Linz's "Pastime" – people with part-time jobs were more appreciative towards this attribute compared to those with full-time employment - and "Contemporary Culture" where retired respondents were more likely to give less positive answers

towards it than students, which again relates to the issue of age discussed above.

9.3.3. Previous Experience with Linz and Austria

The overall results suggest that there are significant differences between first time visitors and repeat visitors, and a subsequent strong positive relationship between previous experience with Linz and its associated "a priori" tourism destination image. However, this relationship proves to be significant mainly for Linz's cognitive image domain as all five "a priori" cognitive image components and only one of Linz's "a priori" affective image elements ("Encouraging") were found to be affected by previous experience with Linz.

The findings also provide sufficient evidence to conclude that a strong positive relationship between number of previous visits to Linz and Linz's "a priori" tourism destination images exist – the higher the number of visits, the more positive the associations with Linz.

The first visit to a place was found to be the most influential and most image-changing ones. The majority of significant differences were found between first-timers and repeat visitors indicating that a first-time visitor and a second-time visitor share almost the same "pre-travel" destination image. In other words, even though there is a relationship between previous experience and destination image, one has to factor in the frequency of this experience as well.

The results also demonstrate that there is a strong, mainly positive, relationship between previous destination image and its associated "on-situ" image which has not yet been investigated in the literature surrounding destination image. Three out of six Linz's "on situ" cognitive (Pastime, Eventness, Relaxation) and only one out of four affective (Discouraging) image components were found to be positively related to previous experience with Linz. Nevertheless, significant, but negative, relationship between previous destination experience and destination "on situ" image was

unveiled to exist for "Contemporary Culture" – the higher the number of visits, the lower the level of agreement with this cognitive image element.

Overall, the results suggest that the destination image determinant "Previous Experience" does not only influence visitors' "a priori" tourism image of a place, but also penetrates into its "on-situ" tourism destination image. Nevertheless, a destination's cognitive image (knowledge and beliefs about the place) is more responsive than a destination's affective image to previous destination experience and its frequency.

Some indications for a relationship between previous experience with similar destinations and Linz's "a priori" image were found. The cognitive "a priori components "Contemporary Culture", "Pastime" and "Aesthetics" showed significant differences between the respondents who had already visited other Austrian destinations and those who had not. On the other hand, this image determinant was not found to go through Linz's "on situ" destination image and significantly affect it.

9.3.4. Information Sources

As with the socio-demographic image determinants discussed above, the overall data analysis signifies that different types of information sources influence not only Linz's "a priori", but also its "on situ" cognitive and affective image dimensions, however, with different intensity.

Information acquired about a destination based on previous travel to the area (e.g. own experience) appeared to be one of the most influential information sources over Linz's "a priori" and "on situ" images as it affected a significant number of both the cognitive and the affective image components.

Despite the fact that advice received from friends/relatives was one of the most frequently mentioned sources, it was found not to be an important image determinant at all.

With respect to the secondary information sources, it should be stressed that the induced sources (controllable by the destination marketer) represented by the official website of Linz09, brochures and tour operators' advice have

had a significant influence over some of the cognitive and affective "a priori" and "on situ" image dimensions of Linz, whereas travel agents/intermediaries' advice proved to be the only one induced source which did not display any significant relationship with Linz's image.

Linz09 official website was found to be the only one "controlled" information source which managed to influence in a positive direction Linz's association with "modern culture". This, however, came as a downside to the "Aesthetics" domain element which was statistically significantly rated lower by those who had used the website as one of their information sources. Linz09's website showed capacity to penetrate towards Linz's "on site" image and affect mainly its affective image domain. Respondents who relied on Linz09's website to shape their mental constructs of Linz showed to have obtained a more positive image of the place during their actual stay.

The organic and autonomous information sources (movies, news articles, reports, etc.) also influence significantly a few cognitive, mainly "a priori" Linz's image dimensions. Requiring attention is the fact that almost all autonomous and organic information sources influenced the "Blemish" domain.

Linz's "Blemish" image domain was the one most frequently influenced by different information sources, with the website of Linz09 affecting it the most since people who had checked the Linz09 website evaluated this cognitive association the highest. Whereas during respondents' experience in Linz, the most frequently affected image component was "Pastime". Thus, it could be argued that these two domains are strongly dependant on the information available and spread about them, yet it needs to be considered that information sources different from tourism promotion were found to be much more important in the formation of a tourism destination image.

9.3.5. Travellers' Motivation

Through the course of this research, it became evident that motivations impact not only the affective image components, as the literature suggests, but also the cognitive image components. Even more, some of the motivations ("meet new people" and "have fun") were found to interact only with cognitive image domains.

Besides, it was also unveiled that motivations also penetrate to the image of a place people have while visiting it, and therefore, affect destinations' "on situ" images which is a rather neglected area in the tourism literature.

9.3.6. Trip duration

The current study indicates that there is a positive relationship between the duration of a stay and Linz's image – the longer the stay, the better the image. For example, respondents who have arrived two days before the day they were asked to participate in the survey had significantly higher levels of agreement with "Contemporary Culture" and "Pastime" (both part of Linz's cognitive destination image) than all the rest of the respondents. A positive relationship between Linz's affective image ("Unsympathetic") and the duration of stay was also unveiled – the longer the stay, the stronger the rejection of this affective evaluation.

Considering these results, it could be argued that tourism destination image in visitors' minds develop over time, and its formation process does not discontinue with the arrival at the destination. Besides, the time spent at the destination improves its attribute-based image components and their affective evaluations.

9.3.7. Level of On-site Activities

It was found out that the higher the level of destination activity, the better the image. Even though the focus of improvement was mainly on Linz's cognitive image (Contemporary Culture, Pastime and Blemish), Linz's affective image domain was also found to be in a positive relationship with the level of

destination activity. In other words, the more events, exhibitions and concerts the respondents enjoyed, the more knowledgeable and positive about Linz they would become.

It is evident, that a destination image is shaped by the intensity with which visitors experience the destination, hence the suggestion that the variety and types of attractions and events are an influential factor in developing and re-generating destination images.

9.3.8. Linz's "On-situ" Tourism Destination Image and Behavioural Intentions

The data analysis implied that, indeed, people with more positive image of Linz are more likely to have higher loyalty index and be more likely to revisit or recommend the place.

For example, the respondents with high loyalty levels (e.g. willing to recommend Linz and to revisit) had more positive attitude towards Linz's contemporary culture, pastime and were with an exquisite and enjoyable personality. The results also provided indications that there are significant differences between the "low" and "high" destination loyalty groups in terms of the way they perceive Linz's "Blemish" domain - the higher the loyalty index, the higher the level of disagreement, thus the proposition that Linz's dark past is not a factor which could mar its visitors intention to recommend it or to revisit it. Also, the results point to the importance of "Contemporary Culture" to act as a magnet for re-visitation and recommendation as it was found to have significant influence over the respondents' loyalty towards Linz.

9.4.   The importance of the European Capital of Culture Event in the process of Linz's image development

Considering the results from the qualitative and quantitative data analysis, Linz09 appears to have been an important event to Linz and to have significantly boosted its image. 60% of the respondents experienced changes in their perceptions of Linz after participating at different events part of Linz09.

Linz official website was the third most frequently used source of information and also the third most influential information source in terms of affecting Linz's cognitive and affective image dimensions. Information received from the website penetrated into Linz's "on situ" image and affected three out of four affective image components. It was also one of the most popular reasons for visiting Linz and the most powerful motivation-based image determinant as it was found to be in positive relationships with Linz's "a priori" and "on site" both cognitive and affective images. .

9.5.   Original Contribution to Knowledge

The conceptual model discussed below and presented in fig. 24 contributes to the field of study by 1) explicitly showing the dynamic nature of destination image, 2) highlighting the importance of "on situ" image in the process of destination image formation and development and 3) identifying the specific factors that affected the second stage of Linz's destination image formation.

The model allies with Bagozzi and Burnkrant (1985) who argues that from a theoretical point of view, the decomposition of image into cognitive and affective parts gives better understanding of its structure and supports consecutive analyses, even though people in their everyday lives do not split the image of an object into cognitive and affective parts, unless they are asked to do so (Baloglu and Brinberg, 1997). In this conceptual model, therefore, people's knowledge/beliefs and awareness of Linz illustrate its' cognitive image dimension, whereas feelings/emotions toward Linz reflect its' affective image domain.

The proposed conceptual model explicitly shows the importance of "time" in the process of destination image formation and development by featuring its multi-stage character. This dynamic element of destination image formation and development, even though well recognised in Gunn's (1972) Fakeye and Crompton (1991), Selby and Morgan (1996) models and further linked with consumers "pre-visit", "during visit", and "post visit" stages in Tasci and Gartner's model (2007) still represents an under-researched area, which has potential for further studies.

Despite the numerous studies and models on destination image formation, their main focus is on analysing the "pre-travel" phase of destination image formation and the relationship between the post-travel image travellers' behavioural intentions. Nonetheless, one could argue that the formation of a destination image does not discontinue once travellers' begin their actual experience, but rather goes through a "modification" (Gunn, 1972) or "on-site" stage, which in turn, affects the post-travel evaluation and image, and subsequently the intentions to recommend or re-visit the place.

This conceptual model, therefore, points out the "on site" destination image and suggests that better understanding of its formation and development is needed, since the key findings of this research indicated that factors forming the "a priori" image of Linz, penetrate to its "on site" image and significantly affect it as well. This "stage" was also found to be of crucial importance for further destination visits or recommendations, which suggests that further research on it is of vital importance for destination marketers who are trying to increase visitors' loyalty.

The key research findings, which supported the development of this framework, illustrate how an image determinant of a major significance at one particular point (e.g. information sources at "a priori" level), might decrease its importance with the emergence of another determinant (e.g. motivation) or retire with the move onto the next stage ("on-situ" image). This changeable nature of image determinants is not well investigated in the literature.

The set of variables depicted as image determinants in Figure 24 originates from the literature and their categorisation into personal and stimulus factors

is based on Baloglu and McCleary's work (1999). Stimulus factors include previous visitation to the place or similar destinations (see Chon, 1991; Dann, 1996; Fakeye and Crompton, Milman and Pizam, 1995; Baloglu and Mangaloglu, 2001; Beerli and Martin, 2004); information sources (see Gartner, 1993; Beerli and Martin, 2004; Kim and Park, 2001; Boo and Busser, 2005; Hanlan and Kelly, 2005). Personal factors, on the other hand, include socio-demographic characteristics (Um and Crompton, 1999; Dann 1996; Beerli and Martin, 2004; MacKay and Fesenmaier, 2000), motivation (Martin and Bosque, 2008; Kozak 2002; Baloglu and McCleary 1999; Beerli and Martin, 2004).

This research also analysed the impact of a major cultural event over "a priori" and "on situ" destination image formation and development, and the role "on site" experience might play in it. This conceptual model, therefore, also explicitly shows the possible effect of events on destination images and the possible relationship between duration of the stay in Linz (see Baloglu, 1997, Vogt and Andereck, 2003), "on site" activities and destination's cognitive and affective image dimensions. "On site" activities in this research were operationalised as an activity index combining visits to attractions in Linz and participation at events, part of Linz09, which still represents an under-researched area in the literature surrounding destination image.

The model and some of the key research findings also shed light on the possible effect cognitive and affective destination image domains have over behavioural intentions (degree of loyalty) as previously done by Bigne et al., (2001), Alcaniz et al., (2009), Ross (1993) and Court and Lupton (1997).
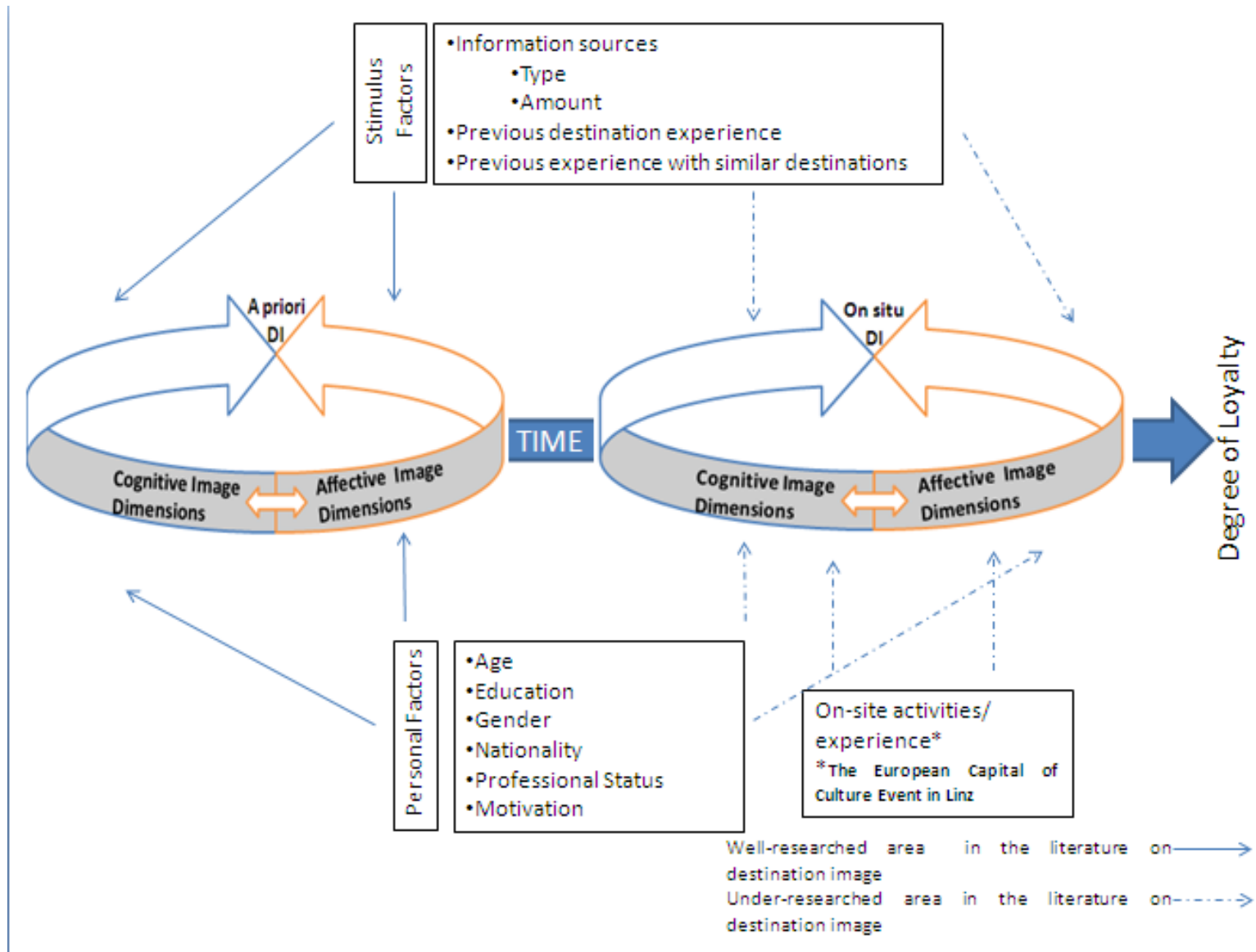
Figure 24: Model of destination image formation and development

In addition, throughout the course of critical reading of the literature on destination image, three issues related to this phenomenon became obvious. First of all, just a few definitions incorporate the "over time" development of destination image (Kim and Richardson, 2003; Assael, 1984), despite the fact that the most prominent work on destination image formation (Gunn, 1972) postulates that image develops through several stages.

Secondly, destination image could be seen as stereotypical and shared by a large group of individuals (Parenteau, 1995; Milman and Pizam, 1995) or as an individual (Baloglu and McCleary, 1999) shaped through the individual prism of each one of us as a variety of studies have proved to be the case (Baloglu and McCleary, 1999; Beerli and Martin, 2004; Mackay and Fesenmaier, 1997; Gartner 1993; Dann 1996; Milman and Pizam 1995; Tasci and Gartner, 2007; Dann 1996; Mill and Morrison 1992; Martin and Bosque 2008) or both (Embacher and Buttle, 19899).

Finally, despite Tasci's et al., (2007) proposition that the use of perceptions to understand tourism destination images is theoretically incorrect for studies where the participants have never visited the place since for perceptions to arouse environmental stimuli are required, some of the existing definitions describe destination image as impression of a place (see Milman and Pizam, 1995), whereas others suggest that it is a perception of a place (Hunt, 1975; Assael, 1984) or use these two terms synonymously (e.g. Phelps, 1986; Tapachai and Waryszak, 2000) or complementing each other (Baloglu and McCleary, 1999; Echtner and Ritchie, 1991).

The key findings of this research and the emerged conceptual framework also pointed out the fact that the initially adopted definition of destination image, provided by Kim and Richardson (2003: 218), that destination image is a "totality of impressions, beliefs, ideas, expectations, and feelings accumulated towards a place over time" requires refinement, since it points out the composite and dynamic structure of destination image, but does not consider the individual prism through which we create this image.

Therefore, tourism destination image could be defined as:

A mental construct consisting of impressions, beliefs, ideas, expectations and feelings accumulated towards a place over time gathered from a variety of information sources and shaped through individuals' socio-demographic and psychological characteristics.

Developing of a new definition, despite the significant number of existing definitions, was propelled by the fact that none of them showed the recognised in the literature dynamic, subjective and composite structure of tourism destination image.

9.6. Practical Implications of the Research

There is a need for better understanding, from practical point of view, of how a tourism destination image is formed and what the factors determining this process are. Knowing and working with all these factors presents a valuable, strategic instrument to strengthen and improve the image of a destination.

Therefore, this research provides vital implications for destination marketers and planners.

The collected profile of Linz's image during the exploratory stage was slightly different from that depicted by its policy makers through an image monitoring survey with predefined closed questions. What emerged from this study suggests that there is a difference between the projected image of Linz as promoted by the city's authorities and its perceived image as viewed by the respondents. In view of this fact, the findings herein above could support its positioning on the well-saturated market of European destinations through marketing campaigns pointing out its kaleidoscopic nature seen through the eyes of its visitors. Since Linz's authorities have been aiming to present Linz as the most interesting destination in Austria, this set of cognitive and affective Linz's image dimensions could also be used as a starting point for further monitoring surveys on Linz's image development and improvement.

The obtained results regarding the image change of Linz could be of great interest to its destination marketers since the measurement of the image

change resulting of an actual experience allows them to identify through the eyes of their audience: a) Linz's image strengths to ensure its competitive success, and b) Linz's image weaknesses requiring further investments, refinement and promotion. These findings also suggest that Linz's authorities should not only analyse and promote the "knowledge-based" destination image of Linz, but also incorporate any emotions and feelings it can evoke since all of them go through significant modification after respondents visit the destination.

This research also points out the importance of nationality as an image determinant, and therefore, the need to develop different promotional campaigns based on both cognitive-based attributes of Linz and their affective evaluation for different target markets. The Austrian market requires more intensive promotion of Linz's natural beauty and rich cultural life to weaken the shadow of Linz Nazi's past and industry which were found to be well known by the Austrian respondents, and to make Linz a strong competitor on the Austrian holiday market. Linz's policy makers should also invest in improving Linz's "Pastime" and "Eventness" in the eyes of its female visitors through developing attractions and hosting events purposefully designed for the female taste, as these image attributes were found to be the main differences between male and female visitors.

Previous destination experience was also found to significantly affect Linz's cognitive and affective "pre-travel" image dimensions and the "on site" image variations, indicating the importance of trying to deliver consistent positive experience with the destination. In Linz's case, it appeared that on-site "Contemporary Culture", which is one of the trade marks Linz's authorities are trying to establish, does not appeal too much to frequent visitors. Hence, further analysis of Linz frequent visitors' perception of a holiday needs to be made in order to propose an "on site" experience that would match their needs and expectations.

It was found out that all autonomous and organic information sources influenced Linz's "a priori" "Blemish" dimension and since these information sources are out of Linz promoters' "jurisdiction" and influence people's knowledge about Linz's dark past and its traces into Linz's present image,

induced information sources based marketing campaigns must be more aggressive, broad and pointing directly the positive aspects of Linz's image. It could also be suggested that Linz's authorities need to work more closely with the representatives of magazines/newspapers, radios and TVs to improve Linz's image, and reinforce its rich cultural life, natural beauties and architecture. Moreover, the lack of influence from travel brochures, tour operators and travel agencies over Linz's image indicates that its destination marketers needs to develop more powerful relationships with these in order to guarantee the success of promotional campaigns. The findings also indicate that Linz's authorities should start going "online" since the Internet as an information source is becoming increasingly popular and influential.

Tourists' motivations shape the "pre-travel" and "on situ" stages of the destination image formation process - not only the "knowledge-based" image, but also the emotional responses towards this image. Therefore, promotional campaigns showing the emotional side of Linz's image and playing with the targeted audience feelings can be used for effective destination differentiation and positioning.

Trip duration and number of visited attractions and attended events positively affect the "on situ" image of the place, which implicates that holiday packages of a longer duration, accommodation discount for longer stays, free entrances or discounts for attractions and events can be used as strategic instruments for developing a more positive image of Linz. Therefore, marketers' attention should not be focused entirely on developing an attractive, positive and strong destination image used in the "pre-travel" visitors' decision making process, but should focus on ensuring that the "on site" image reverberates it.

 Respondents' loyalty towards Linz appears to develop based on its "on site" destination image, where both cognitive and affective "on situ" destination image characteristics are almost equally influential on the visitors' loyalty. This indicates the importance of a positive "on site" attribute-based and "emotional based" image which could be reached through more attractive attractions and events at affordable prices or woven into holiday packages of longer duration as suggested above.

The European Capital of Culture Event was found to significantly affect Linz's image, to be a powerful distribution channel used to promote and improve Linz's image, and to have been the main reason for visiting Linz. Linz09, therefore, could be described as a successful example of a town which enhanced its image through the European Capital of Culture Event and could be used as a role model by cities planning to apply for hosting this Event.

9.7. Research Limitations

Despite the effort to follow strict scientific criteria throughout this research, it clearly has certain conceptual and methodological limitations. While this research aimed at exploring Linz's image as a tourism destination in the context of the European Capital of Culture in 2009 images of other destinations (e.g. islands, countries, rural destinations) were not included in the research. Besides, data was collected during a particular time-frame coinciding with a major cultural event which attracted a specific type of visitors to Linz and results might not be thoroughly representative for other target groups. The study also attempted to develop and empirically validate a set of determinants which influence Linz's tourism destination image, but other variables which are acknowledged to exist and suspected to have some effect on perceived destination images (e.g. cultural values) were not included in the research. Cultural values, indeed, were deliberately excluded from the research as it was expected that the sample would include mainly respondents from Austria, Germany and Switzerland which are very close to each other and share similar cultural beliefs and norms.

The use of a questionnaire for collecting data also restricted the number of variables and types of questions applied in order to avoid lengthy and unappealing, from the respondents' point of view, questions.

Results generalization could be seen as another research limitation since the research of a destination allows the results to be generalized only for the research sample and Linz during the European Capital of Culture Event in 2009.

It also needs to be mentioned that the sample was perceived as mainly homogenous in terms of distance (country of origin) from Linz as the majority of respondents came from other European countries and only a small fraction (approximately 3%) of the sample represented the rest of the world. This might have deprived the effects of the "country of origin" variable in the suggested model.

The seasonal character of the collected data was recognised as another limitation. In this research, data was collected during the summer period of 2009 which might explain why the majority of respondents did not associate Linz with winter sports, snow and the Alps even though Austria is traditionally most deeply perceived as a popular winter destination.

Financial and time constraints also considerably affected the amount of collected and analysed data. Therefore, the results should be considered more as a "snapshot" of Linz's image as a tourism destination rather than a longitudinal research.

Finally, the research investigated the formation of Linz's image as a tourism destination from visitors' point of view and relied entirely on human cooperation. During the data collection period, it was observed that some respondents were naturally more articulate than others which originated from the fact that they answered the open-ended questions in their mother tongue (German or English). Respondents were also asked to recall their associations with Linz before visiting it which might have got blurred after their actual experience in Linz. Nevertheless, it is not feasible to indentify a large sample of potential visitors of Linz from different geographical regions and follow them throughout the whole destination selection process, actual experience and return back home.

The above mentioned limitations do not invalidate the key findings of the research and the newly emerged model of tourism destination image formation, but only slightly compromise its external validity.

9.8.   Scope for Further Research

The emerged model of destination image formation and development could be further developed and refined by investigating the effect of cultural values on visitors' "pre-" and "on-site" images of destinations and exploring the role of "country of origin" with more heterogeneous sample including respondents from different parts of the world and not only Europe. Furthermore, this research investigated the role and importance of a major Cultural Event in the process of Linz's formation and development which could be replaced with an event of a different scope and size.

The validity of the proposed model could be also increased by empirically testing it during a different period of the year as some of Linz's image components related to winter sports and snow did not show to be part of its' image, despite the fact that Austria is traditionally most deeply perceived as a popular winter destination.

Finally, it will be worthwhile to replicate this research at a different destination in a different context to prove the feasibility and validity of the developed model of tourism destination image formation.

A profound understanding of destination image is of significant importance for destinations striving to improve and strengthen their positioning in the holiday market. This work addressed relevant, but still under-researched issues that play an important role in the process of destination image formation and development. Although subject to some methodological limitations, this investigation constitutes a comprehensive analysis of a complex case study which leads to an understanding of how Linz's destination image was formed and developed in the context of the European Capital of Culture 2009. It was found that the complexity of destination image formation process and development is related to its multi-layered and dynamic nature and is further shaped by a set of image determinants. A general conceptual model of destination image formation and development has been formulated, which may be used to inform further studies.

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Appendix 1: Arrivals and bed nights in Linz (1984-2008)

**Arrivals and Bednights in Linz (total foreign and domestic)
1984 - 2008**
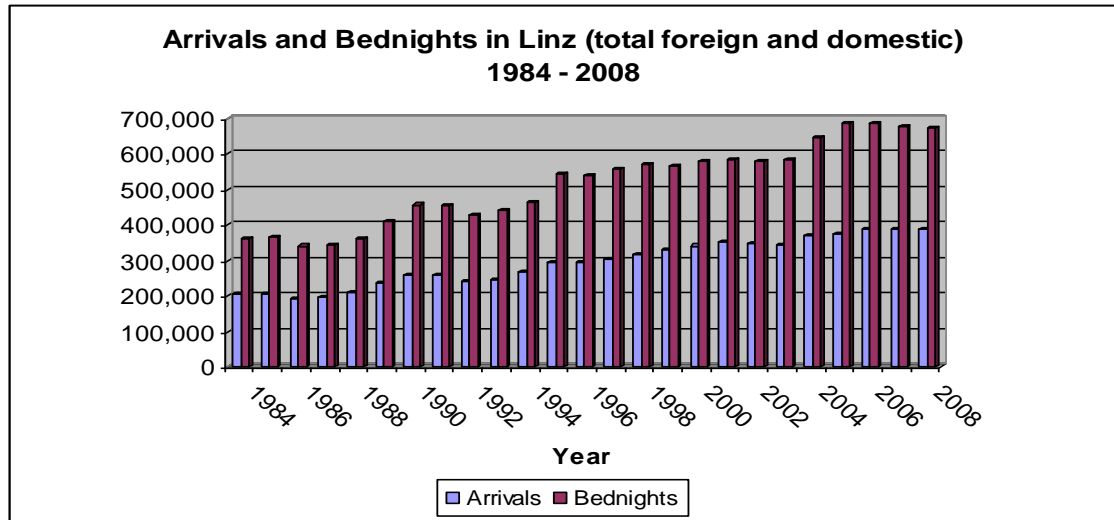
Figure 25: Arrivals and bed nights in Linz (1984-2008)

Source:www.tourmis.info

Appendix 2: Arrivals in all Capitals of Provinces of Austria (2006 – 2008)
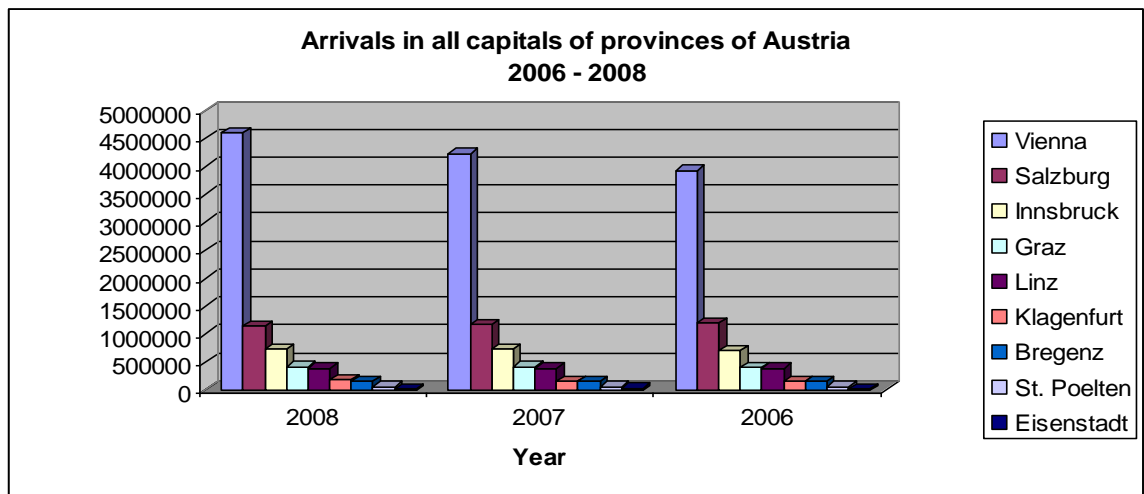
Figure 26: Arrivals in all capitals of provinces of Austria 2006 – 2008

Source: www.tourmis.info

Appendix 3: Number of visitors of Poestlingbergbahn (1996 – 2008)
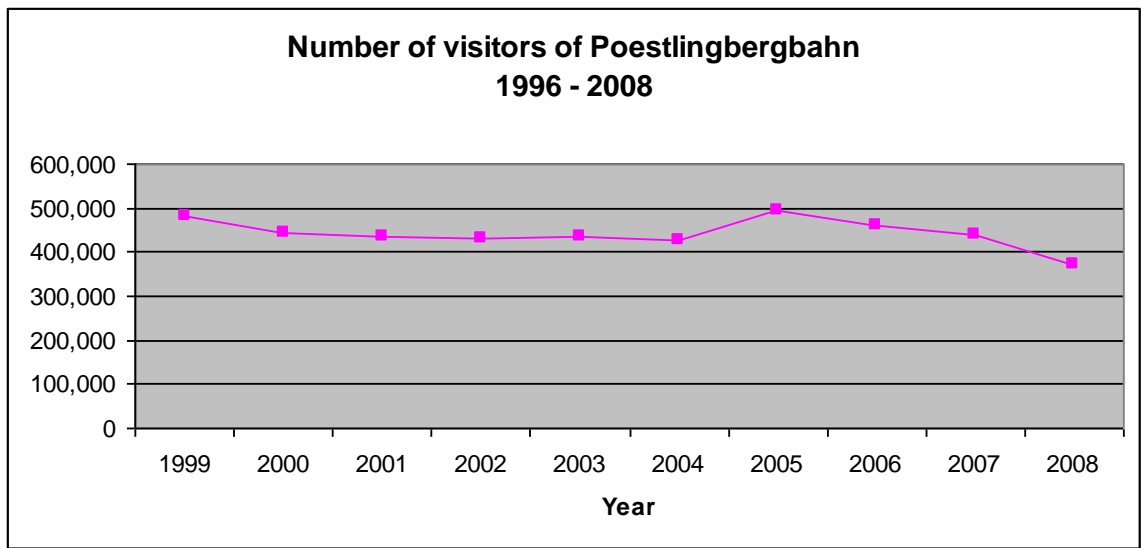
Figure 27: Number of visitors of Poestlingbergbahn 1996 – 2008

Source: www.tourmis.info

Appendix 4: Number of visitors to Lentos Museum (2003-2008)

Number of visitors of Lentos Museum of Modern Art Linz 2003 - 2008
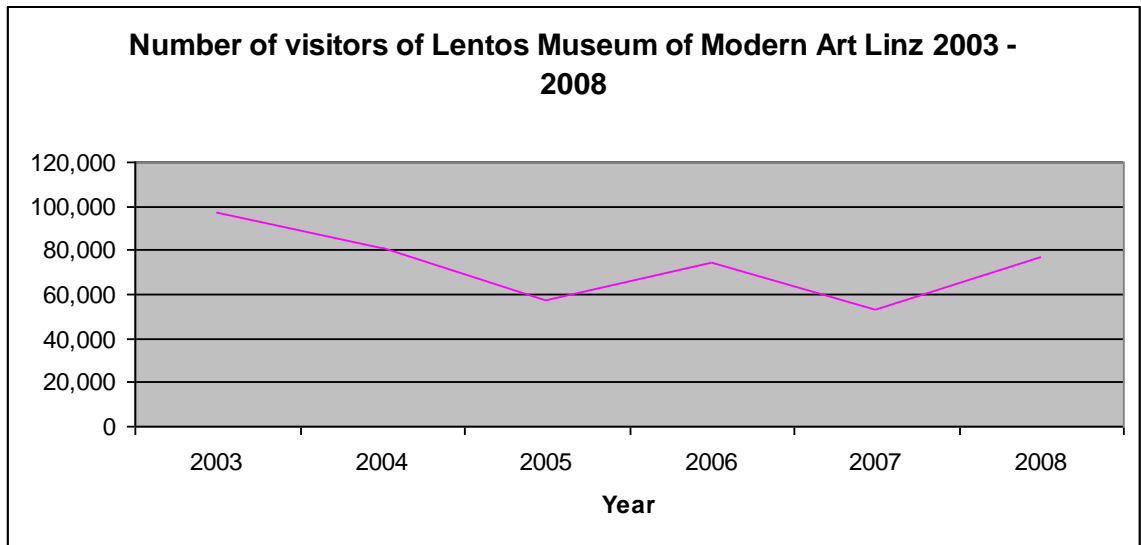
Figure 28: Number of visitors of Lentos Museum of Modern Art 2003-2008

Source:www.tourmis.info

Appendix 5: Linz09 - Facts & Figures (2009)

Visitors 2009 visitors	2.820.000

Exhibitions

Höhenrausch / OK Offenes Kulturhaus visitors	272.860
The European Green Belt / Schlossmuseum visitors	74.836
Toulouse-Lautrec: An Intimate Look/ Landesgalerie visitors	63.805
"The Cultural Capital of the Fuhrer" / Schlossmuseum visitors	62.000
Best of Austria / Lentos visitors	52.150
See this Sound / visitors	37.507
Doing Magic / Nordico visitors	8.931
Linz. City in Luck / Nordico visitors	5.066
Just Passing Through / StifterHaus visitors	4.616
The "Case" of Forum Design / 15.10. – 25.11.09 / visitors	7.872

Projects

80+1 (June – Sept. 09) visitors	170.000
Acoustic Refuges (Centralkino and Mariendom) visitors	41.308
Bellevue (200 events/84 days) visitors	32.645

Crossing Europe Filmfestival	18.000
visitors	
Kinderpunkt09 (since Feb 09)	17.014
visitors	
Festival of Regions	16.460
visitors	
Extra Europa	16.000
visitors	
Frischluftklassik	16.000
visitors	
Cultural Capital Neighbourhood of the Month	15.250
visitors	
House of Stories (since 09-02-22)	13.500
visitors	
I LIKE TO MOVE IT MOVE IT	13.000
visitors	
Organ Stops	12.936
visitors	
Theatre Mania2 (74 performances)	12.800
visitors	
Theatre Mania1 (45 performances)	9.288
visitors	
Circus (90 concerts)	8.543
visitors	
Akustikon since 09-06-	277.929
visitors	
Kepler Salon (105 discussions)	7.700
visitors	
What you really need	4.855
visitors	
That's The Way To Do! (21 performances)	1.968
visitors	

Lunch with Stifter (19 events) visitors	1.372
Academy of the Impossible (51 workshops) visitors	1.051
Culture Pilots (51 guided tours) visitors	884

Festivals

Pflasterspektakel incl. „Das unbeschriebene Blatt" visitors	210.000
Opening09 (31.12.08) visitors	130.000
Klangwolke 5.9.09 visitors	105.000
AEC – Festival 3.9. – 8.9.09 visitors	72.000
Festival Megahertz 21. – 24.5.09 visitors	50.000
LinzFest 29.5. – 1.6.09 visitors	33.000
Klassische Klangwolke 13.9.09 visitors	10.000
Linz Europa Hafenfest 3. – 5.7.09 visitors	10.000
Parade 1. – 3.5.09 visitors	7.000
YES09 29.5. – 1.6.09 visitors	4.000

Appendix 6: Examples of Linz09 promotional campaign

Source:
http://www.linz09.at/fm/4972/thumbnails/Logolaunch_Hauptbahnhof.jpg.6379
19.jpg (Accessed on 06/01/2011)

Source:
http://www.linz09.at/fm/4972/thumbnails/Logolaunch_Radweg1.jpg.637933.j
pg (Accessed 03/01/2012)

Source:
http://www.linz09.at/fm/4972/thumbnails/Logolaunch_Flughafen_innen.jpg.63
7912.jpg (Accessed 03/10/2011)

Source:
http://www.linz09.at/fm/4972/thumbnails/Logolaunch_Hauptbahnhof_innen.jp
g.637926.jpg (Accessed 01/02/2012)

Source: http://www.linz09.at/fm/4979/thumbnails/comman.jpg.637912.jpg
(Accessed 03/10/2011)

Appendix 7: List of image definitions used in previous studies on image

Author/s	Year	Definition
Oxenfeldt	1974	Store image is a complex of attributes that consumers feel about the store it is more than a simple sum of objective individual attributes since parts of attributes interact in consumers' minds
Hunt	1975	Perceptions held by potential visitors about an area
Lawson and Baud-Bovy	1977	An expression of knowledge, impressions, prejudices, imaginations and emotional thoughts and individual has of a specific place
Crompton	1977	Organised representations of a destination in a cognitive system
Crompton	1979	Sum of beliefs, ideas, and impressions that a person has of a destination
Assael	1984	Total perception of the destination that is formed by processing information from various sources over time
Dichter	1985	The concept of image can be applied to a political candidate, a product, and a country. It describes not individual traits or qualities but the total impression and entity makes on the minds of others
Reynolds	1985	An image is the mental construct developed by the consumer on the basis of a few selected impressions among the flood of total impressions. It comes into being through a creative process in which selected impressions are elaborated, embellished and ordered
Tourism Canada	1986-1989	How a country is perceived relative to others
Phelps	1986	Perceptions or impressions of a place
Garnter and Hunt	1987	Impressions that person holds about a state in which they do not reside

Fridgen	1987	Mental representation of an object or place which is not physically before the observer
Moutinho	1987	An individual's attitude toward the destination attributes based on their knowledge and feelings
Mazursky and Jacoby	1986	Store Image is: (1) an idiosyncratic cognition configuration and/or effect (or a set of cognitions and/or effects), (2) which is (are) inferred, (3) either from a set of ongoing perceptions and/or memory inputs attaching to a phenomena (i.e. either an object or event such as a store, a product, a 'sale' etc.), and (4) which represent(s) what that phenomenon signifies to an individual.
Richardson and Crompton	1988	Perceptions of vacation attributes
Gartner	1989	A complex combination of various products and associated attributes
Calantone et al.	1989	Perceptions of potential tourist destinations
Embacher and Buttle	1989	Ideas or conceptions held individually or collectively of the destination under investigation
Chon	1990	Result of the interaction of a person's beliefs, ideas, feelings, expectations and impressions about a destination
Echtner and Ritchie	1991	The perceptions of individual destination attributes and the holistic impression made by the destination
Fakeye and Crompton	1991	Image is the mental construct developed by a potential tourist on the basis of a few selected impressions among the flood of total impressions
Dagostar and Isotalo	1992	Overall impression or attitude that an individual acquires of a place
Kotler et al.,	1994	The image of a place is the sum of beliefs, ideas, and impressions that a person holds of it
Milman and	1995	Visual or mental impression of a place, a product, or an

Pizam		experience held by the general public
Berman and Evans	1995	Store image consists of functional and emotional attributes, these are organised in the perceptual structures of purchasers
Parenteau[22]	1995	Is a favourable or unfavourable prejudice that the audience and distributors have of the product or destination
Gartner	1996	Destination images are developed by three hierarchically interrelated components: cognitive, affective, and conative
MacKay and Fesenmaier	1997	A composite of various products (attractions) and attributes woven into a total impression
Pritchard	1998	An visual or mental impression of a specific place
Baloglu and McCleary	1999	An individual's mental representation of knowledge, feelings, and global impressions about a destination
Coshall	2000	The individual's perceptions of the characteristics of destinations
Murphy et al.,	2000	A sum of associations and pieces of information connected to a destination, which would include multiple components of the destination and personal perception
Tapachai and Waryszak	2000	Perceptions or impressions of a destination held by tourists with respect to the expected benefit or consumption values
Bigne et al. ,	2001	The subjective interpretation of reality made by the tourist
Kim and Richardson	2003	Totality of impressions, beliefs, ideas, expectations, and feelings accumulated towards a place over time
Chen and Tsai	2007	The visitor's subjective perception of the destination reality

Table 82: Review of destination image definitions used in previous studies on destination image (1974-2007)

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[22] Cited in Gallarza et. al. (2002)

Appendix 8: European Capitals of Culture (1985-2000)

The European Capitals of Culture

1	1985	Athens (Greece)
2	1986	Florence (Italy)
3	1987	Amsterdam (Netherlands)
4	1988	Berlin (Germany)
5	1989	Paris (France)
6	1990	Glasgow (England)
7	1991	Dublin (Ireland)
8	1992	Madrid (Spain)
9	1993	Antwerp (Belgium)
10	1994	Lisbon (Portugal)
11	1995	Luxembourg (Luxembourg)
12	1996	Copenhagen (Denmark)
13	1997	Thessaloniki (Greece)
14	1998	Stockholm (Sweden)
15	1999	Weimar (Germany)
16	2000	Avignon (France)
17	2000	Bergen (Norway)
18	2000	Bologna (Italy)
19	2000	Brussels (Belgium)
20	2000	Helsinki (Finland)
21	2000	Kraków (Poland)
22	2000	Prague (Czech Republic)
23	2000	Reykjavík (Iceland)
24	2000	Santiago de Compostela (Spain)

25	2001	Rotterdam (Netherlands)
26	2001	Porto (Portugal)
27	2002	Bruges (Belgium)
28	2002	Salamanca (Spain)
29	2003	Graz (Austria)
30	2004	Genoa (Italy)
31	2004	Lille (France)
32	2005	Cork (Ireland)
33	2006	Patras (Greece)
34	2007	Sibiu (Romania)
35	2007	Luxembourg (Luxembourg)
36	2008	Liverpool (England)
37	2008	Stavanger (Norway)
38	2009	Vilnius (Lithuania)
39	2009	Linz (Austria)
40	2010	Essen (Germany)
41	2010	Pécs (Hungary)
42	2010	Istanbul (Turkey)
43	2011	Turku (Finland)
44	2011	Tallinn (Estonia)
45	2012	Guimaráes (Portugal)
46	2012	Maribor (Slovenia)
47	2013	Marseille (France)
48	2013	Košice (Slovakia)

Figure 29: European Capitals of Culture (1985-2000)
Source: European Capital of Culture (2009: 3)

Appendix 9: Data Collection Technique used in questionnaires on destination image

Likert Scale	Baloglu (1997), Baloglu and McCleary (1999), Walmsley and Young (1998), Fakeye and Crompton (1991), Crompton et. al. (1992), Echtner and Ritchie (1993), Choi et al (1999), Rezende-Parker et al. (2003), Sonmez and Sirakaya (2002), Martin and Bosque (2008), Baloglu (2001), Yang et al. (2009), Hsu et al. (2004), Pike and Ryan (2004), Kim and Richardson (2003), MacKay and Fesenmaier (1997), Boo and Busser (2005), Bigne et al. (2001), Hui and Wan (2003), Baloglu and Mangaloglu (2001), Alcaniz et al. (2009), Tsai and Chen (2007)
Semantic Differential Scaling	Crompton (1979), Baloglu and Brinberg (1999), Baloglu and McCleary (1999), Gartner and Hunt (1987), Sonmez and Sirakaya (2002), Alcaniz et al. (2009)

Table 83: Data Collection Techniques used in questionnaires on destination image

Appendix 10: Image determinants and previous studies investigating their influence over destination image

Variables used in the questionnaire	Previous studies
Previous visitation	Chon 1991; Dann 1996; Fakeye and Crompton 1991; Fridgen 1987; Hu and Ritchie 1993; Milman and Pizam 1995; Pearce 1982; Phelps 1986; Baloglu and Mangaloglu 2001; Baloglu and McCleary 1999; Gunn 1972; Beerli and Martin 2004; Chen and Kerstetter 1999; Young 1999
Trip Characteristics	Fridgen 1984); Baloglu 1997; Fakeye and Crompton 1991; Vogt and Andereck 2003;
Information sources	Beerli and Martin 2004; Gartner 1993; Fakeye and Crompton 1991; Baloglu and McCleary 1999; Kim and Park 2001; Boo and Buuser 2005; Hanlan and Kelly 2005;
Familiarity	Ryan and Cave 2005; Marino 2008; Baloglu 2001;
Socio-demographic characteristics	Um and Crompton 1990; Dann 1996; Beerli and Martin 2004; Chen and Kerstetter 1999; Rittichainuwat et. all, 2001; MacKay and Fesenmaier, 2000
Motivations	Martin and Bosque 2008; Stabler 1990; Um 1993; Um and Crompton 1990; Crompton and McKay, 1997; Beerli and Martin 2004; Baloglu and McCleary 1999; Kozak 2002;
Activities	Ashworth 1989; Fakeye and Crompton 1991;
Behavioural intentions	Bigne et al. 2001; Alcaniz et al. 2009; Ross 1993; Court and Lupton 1997

Table 84: Variables and previous studies investigating their influence over destination image

Appendix 11: Bivariate and multivariate statistical methods used in previous quantitative destination image studies

Bivariate methods	
T-test	– Chon (1991), Reilly (1990), Fakeye and Crompton (1991), Rezende-Parker et al. (2003), Stepchenkova and Morrison (2008), Hui and Wan (2003), Baloglu and Mangaloglu (2001)
Multivariate methods	
Factor analysis	Echtner and Ritchie (1993), Baloglu (1997), Baloglu and McCleary (1999), Walmsley and Young (1998), Fakeye and Crompton (1991), Choi et al. (1999), Rezende-Parker et al. (2003), Sonmez and Sirakaya (2002), Martin and Bosque (2008), Baloglu (2001), Yang et al. (2009), Pike and Ryan (2004), Kim and Richardson (2003), MacKay and Fesenmaier (1997), Stepchenkova and Morrison (2008), Hui and Wan (2003), Alcaniz et al. (2009), Tsai and Chen (2007)
Dependence analysis (ANOVAS, MANOVAS)	– Baloglu and McCleary (1999), Crompton (1979), Baloglu (1997), Fakeye and Crompton (1991), Gartner and Hunt (1987), Rezende-Parker et al. (2003), Martin and Bosque (2008), Baloglu (2001), Kim and Richardson (2003), Hui and Wan (2003), Baloglu and Mangaloglu (2001)

Table 85: Bivariate and multivariate statistical methods used in previous quantitative destination image studies
Source: Adapted from Gallarza et. al. (2002)

Appendix 12: Qualitative techniques used in previous tourism destination image studies

In-depth interviews/discussions with experts
Bramwell and Rawding (1996), Fakeye and Crompton (1991), Hanlan and Kelly (2005), Martin and Bosque (2008), Ryan and Cave (2005), Pike and Ryan (2004)
Free elicitation/Open-ended questions
Reilly (1990), Dann (1996), Echtner and Ritchie (1993), Choi et al. (1999), Hsu et al. (2004), Stepchenkova and Morrison (2008), Baloglu and Mangaloglu (2001)
Focus groups
Fakeye and Crompton (1991), Rezende-Parker et al.(2003), Martin and Bosque (2008), Kim and Richardson (2003), MacKay and Fesenmaier (1997), Alcaniz et al. (2009)
Content analysis
Fesenmaier and MacKay (1996), Reilly (1990), Bramwell and Rawding (1996), Echtner and Ritchie (1993), Baloglu and McCleary (1999), Fakeye and Crompton (1991), Crompton (1979), Stabler (1988), Rezende-Parker et al. (2003), Hsu et al. (2004), Pike and Ryan (2004), Stepchenkova and Morrison (2008)

Table 86: Qualitative techniques used in previous tourism destination image studies
Source: Adapted from Gallarza et. al. (2002)

Appendix 13: Screenshot of the online questionnaire

2. Questions

50%

1. Please, write down several words that you spontaneously associate Linz with? If you do not have any particular association of Linz, leave it blank.

*2. What feelings or emotions do you get when you hear the name Linz?

*3. What do you know about Linz (for example – population, geography, history, cultural life etc.)

*4. Where are you from? (town, country)

*5. Sex
- Male
- Female

*6. Could you please specify your age?
- 18-25
- 26-30
- 31-35
- 36-40
- 41-45
- 46-50
- 51-55
- 56+

Prev   Next

Survey Powered by:

Figure 30: Screenshot of the online questionnaire

Appendix 14: Emails sent to Linz09 organisers

Sent: 31 October 2008 09:29
To: Elitza Iordanova
Cc: Michalik Alicja
Subject: WG: Enquiry about the ECC Event

Dear Ms. Iordanova-Krasteva,
I am responsible for the web content of linz09.at and got your request concerning your doctoral thesis. In general we have the oppurtunity to put a link to your questionnaire into the news section of our website. A longterm presence on our website is not possible. To decide if we can use the survey, I would like to ask you to send me the questions of the enquiry. Moreover I want to note that most of the readers/users of linz09.at are German speaking, so I am not sure if there will be enough input for your thesis from our website.

Kind regards
Ulrike Ritter

Von: Elitza Iordanova[SMTP:ELITZA.IORDANOVA@BUCKS.AC.UK]
Gesendet: Montag, 27. Oktober 2008 22:44:38
An: Heller Martin
Betreff: FW: Enquiry about the ECC Event
Diese Nachricht wurde automatisch von einer Regel weitergeleitet.

Dear Mr. Heller,

In case you have not read my previous request, allow me to forward the same request to your attention. Your help will be greatly appreciated!

Thank you in advance for your cooperation!

Best wishes from London, UK!
Elitza Iordanova - Krasteva

-----Original Message-----
From: Elitza Iordanova
Sent: Thu 18.09.2008 15:29
To: martin.heller@linz09.at
Subject: Enquiry about the ECC Event

Dear Mr. Heller,

My name is Elitza Iordanova – Krasteva and I have graduated from the Vienna University of Economics and Business Administration with majors in Tourism and International Business. Currently, I am a PhD researcher at the

Bucks New University in the U.K. The topic of my doctoral thesis is –
"Cultural Events – the way of cities' image improvement. Linz – the Cultural
Capital of Europe 2009". My supervisors are Dr. Eugenia Wickens and Dr. Ali
Bakir, researchers with experience and knowledge in image of destinations,
cultural events, branding and strategy.

I would like to present to you briefly the research questions and rationale of
my research. The research questions are as follows

•   To what extent does the ECC event(s) positively influence the image of
Linz?

•   Is there a difference between the image held by visitors that have
visited Linz because of the ECC event and
visitors that were not aware of the ECC event?

•   Are affective image components more powerful than cognitive image
components in the process of destination image improvement?

In order to answer these questions the study will be conducted in two
phases. The first one is purely qualitative, whereas the second one will deal
with the image measurement. In the first phase a sample of potential visitors
will be used to elicit the image components of Linz that best describe its
spirit. In the second phase the gathered components will be mixed with
image components received from a literature review and used to construct a
questionnaire. Afterwards, this questionnaire will be used during the whole
ECC Event in Linz to capture the image improvement of the town.

I would like to ask you if you would be interested in helping us to reach the
required sample of potential visitors by adding a link (or pop-up window) on
www.linz09.at and www.linz.at to our initial questionnaire regarding eliciting
the image components of Linz? The questionnaire will consist of about 10
questions and will take approximately 10 min. to answer.

I would appreciate you support and suggestions very much!

I am looking forward to hearing from you soon!

Kind regards,
Elitza Iordanova - Krasteva
PhD Researcher
School of Sport, Leisure and Travel

Buckinghamshire New University
Wellesbourne Campus
Kingshill Road
High Wycombe
Buckinghamshire
HP13 5BB
United Kingdom

Appendix 15: English version of the questionnaire

Q1.Where are you from?

_____

Q2.Is this your first visit to Austria?
❑ Yes   ❑ No

Q3.Is this your first visit to Linz?
❑ Yes   ❑ No
            Please specify how often:_____

Q4.When did you arrive in Linz?
❑Today
❑Yesterday
❑Two days ago
❑Other: _____

Q5.How long do you intend to stay in Linz?
❑ 1 day
❑ 2- 4 days
❑One week
❑ Other: _____

Q6.What are your reasons for visiting Linz?
❑ Linz09 - European Capital of Culture
❑ Educational purposes
❑Experiencing new/different places and culture
❑ Getting away from everyday life
❑ Prestige
❑ Meeting new people with similar interest
❑ Wish fulfilment
❑ Having fun, being entertained
❑ Personal interest in culture
❑ Spending more time with family/friends
❑ Business only
❑ Business and leisure
❑ Other: _____

Q7.Who are you travelling with?
❑ On your own
❑ With partner/spouse
❑ With family/relatives
❑ With friends
❑ Other:_____

Q8.Please, write down several words that you spontaneously associate Linz with as a tourist destination.

_____
_____

Q9.Before you came to Linz, you associated Linz as a tourist destination mainly with:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	I do not know
Shopping Facilities	❑	❑	❑	❑	❑	❑
Postingberg (mountain)	❑	❑	❑	❑	❑	❑
Bicycle Paths	❑	❑	❑	❑	❑	❑
Snow/Winter	❑	❑	❑	❑	❑	❑
Alps	❑	❑	❑	❑	❑	❑
Football	❑	❑	❑	❑	❑	❑
Brückner Festival	❑	❑	❑	❑	❑	❑
International Street Artist Festival	❑	❑	❑	❑	❑	❑
Cloud of Sound	❑	❑	❑	❑	❑	❑
Traditional Cuisine (Linzer Cake, chocolates)	❑	❑	❑	❑	❑	❑
Cultural heritage	❑	❑	❑	❑	❑	❑
Live music	❑	❑	❑	❑	❑	❑
Ars electronica	❑	❑	❑	❑	❑	❑
Amazing architecture	❑	❑	❑	❑	❑	❑
Old churches	❑	❑	❑	❑	❑	❑
Old town	❑	❑	❑	❑	❑	❑
Johaness Kepler University	❑	❑	❑	❑	❑	❑
Lentos	❑	❑	❑	❑	❑	❑
Modern Art	❑	❑	❑	❑	❑	❑
European Capital of Culture 2009	❑	❑	❑	❑	❑	❑
Brückner	❑	❑	❑	❑	❑	❑
The Danube River	❑	❑	❑	❑	❑	❑
Museums	❑	❑	❑	❑	❑	❑

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	I do not know
Monuments	❑	❑	❑	❑	❑	❑
Steel industry	❑	❑	❑	❑	❑	❑
Heavy industry	❑	❑	❑	❑	❑	❑
Hitler	❑	❑	❑	❑	❑	❑
Ancient town (Roman town - Lentia)	❑	❑	❑	❑	❑	❑
Austrian-Hungarian Empire	❑	❑	❑	❑	❑	❑

Q10. Before you came to Linz, you thought that Linz is:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	I do not know
Pleasurable	❑	❑	❑	❑	❑	❑
Beautiful	❑	❑	❑	❑	❑	❑
Admirable	❑	❑	❑	❑	❑	❑
Boring	❑	❑	❑	❑	❑	❑
Unpleasant	❑	❑	❑	❑	❑	❑
Poor	❑	❑	❑	❑	❑	❑
Cold	❑	❑	❑	❑	❑	❑
Dark	❑	❑	❑	❑	❑	❑
Old-fashioned	❑	❑	❑	❑	❑	❑
Interesting	❑	❑	❑	❑	❑	❑
Modern	❑	❑	❑	❑	❑	❑
Enjoyable	❑	❑	❑	❑	❑	❑
Neat	❑	❑	❑	❑	❑	❑
Calm	❑	❑	❑	❑	❑	❑

Q11. What other images of Linz as a tourist destination did you have before your visit?
_____

Q12. What are your main information sources that influenced your image of Linz?
❑ www.Linz09.at
❑ Internet blogs and platforms
❑ Other Internet sources
❑ Travel brochures
❑ Tour operators
❑ Travel agents/intermediaries
❑ Magazines/newspapers
❑ Radio/TV programs/documentaries
❑ Geography/history books
❑ Friends or relatives
❑ Your own previous experience in Linz
❑ Other: _____

Q13. Do you know that Linz is the European Capital of Culture 2009?
❑ Yes			❑ No

Q14. Has Linz09 influenced your decision to visit Linz?
❑ Yes			❑ No

Q15. Have you attended previous European Capitals of Culture?
❑ Yes
Please specify which:_____			❑ No

Q16. Has attendance at previous European Capitals of Culture influenced your decision to visit Linz?
❑ Yes
Please specify how:_____			❑ No

Q17. Have you attended or intend to attend any of the following events?

	Attended	Will attend	N/A		Attended	Will attend	N/A
Exhibition/Installation/ Intervention	❑	❑	❑	Workshop	❑	❑	❑
				History	❑	❑	❑
Music	❑	❑	❑	Exploring the city	❑	❑	❑
Theatre	❑	❑	❑	Literature	❑	❑	❑
Dance/Performance	❑	❑	❑	Public Space	❑	❑	❑
				Acoustic City	❑	❑	❑

bucks new university

Q18.Has participation at these events changed your view of Linz as a tourist destination?
❏ Yes   ❏ No
Please explain how:_____
_____

Q19. What are your impressions of Linz now?
_____

Q20.Based on your actual experience in Linz, you mainly associate Linz as a tourist destination with:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	I do not know
Shopping Facilities	❏	❏	❏	❏	❏	❏
Postingberg (mountain)	❏	❏	❏	❏	❏	❏
Bicycle Paths	❏	❏	❏	❏	❏	❏
Snow/Winter	❏	❏	❏	❏	❏	❏
Alps	❏	❏	❏	❏	❏	❏
Football	❏	❏	❏	❏	❏	❏
Brückner Festival	❏	❏	❏	❏	❏	❏
International Street Artist Festival	❏	❏	❏	❏	❏	❏
Cloud of Sounds	❏	❏	❏	❏	❏	❏
Traditional Cuisine (Linzer Cake, chocolates)	❏	❏	❏	❏	❏	❏
Cultural heritage	❏	❏	❏	❏	❏	❏
Live music and arts	❏	❏	❏	❏	❏	❏
Ars electronica	❏	❏	❏	❏	❏	❏
Amazing architecture	❏	❏	❏	❏	❏	❏
Old Churches	❏	❏	❏	❏	❏	❏
Old town	❏	❏	❏	❏	❏	❏
Johaness Kepler University	❏	❏	❏	❏	❏	❏
Lentos	❏	❏	❏	❏	❏	❏
Modern Art	❏	❏	❏	❏	❏	❏
European Capital of Culture 2009	❏	❏	❏	❏	❏	❏
Brückner	❏	❏	❏	❏	❏	❏
The Danube River	❏	❏	❏	❏	❏	❏
Museums	❏	❏	❏	❏	❏	❏
Monuments	❏	❏	❏	❏	❏	❏
Steel industry	❏	❏	❏	❏	❏	❏
Heavy industry	❏	❏	❏	❏	❏	❏
Hitler	❏	❏	❏	❏	❏	❏
Ancient origin (Roman town - Lentia)	❏	❏	❏	❏	❏	❏
Austrian-Hungarian Empire	❏	❏	❏	❏	❏	❏

Q21.Based on your actual experience in Linz, do you think that Linz is:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	I do not know
Pleasurable	❏	❏	❏	❏	❏	❏
Beautiful	❏	❏	❏	❏	❏	❏
Admirable	❏	❏	❏	❏	❏	❏
Boring	❏	❏	❏	❏	❏	❏
Unpleasant	❏	❏	❏	❏	❏	❏
Poor	❏	❏	❏	❏	❏	❏
Cold	❏	❏	❏	❏	❏	❏
Dark	❏	❏	❏	❏	❏	❏
Old-fashioned	❏	❏	❏	❏	❏	❏
Interesting	❏	❏	❏	❏	❏	❏
Modern	❏	❏	❏	❏	❏	❏
Enjoyable	❏	❏	❏	❏	❏	❏
Neat	❏	❏	❏	❏	❏	❏
Calm	❏	❏	❏	❏	❏	❏

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Q22.How would you describe your holiday in Linz:

_____

Q23.Have you visited or intend to visit the following tourist attractions in Linz?

	Visited	Will visit	N/A		Visited	Will visit	N/A
Old City Hall	❏	❏	❏	Keplerhaus	❏	❏	❏
Church of the Minor Friars	❏	❏	❏	Lentos Museum	❏	❏	❏
Mozarthaus	❏	❏	❏	Brucknerhaus	❏	❏	❏
Linz Castle	❏	❏	❏	Ars Electronica Center	❏	❏	❏
St. Martin's Church	❏	❏	❏	New City Hall	❏	❏	❏
Provincial Theatre	❏	❏	❏	Pöstlingberg Tram	❏	❏	❏
Bischofshof	❏	❏	❏	Linz Zoo	❏	❏	❏
New Cathedral	❏	❏	❏	Pöstlingberg-Basilika	❏	❏	❏
Karmelitenkirche	❏	❏	❏	Landesgalerie	❏	❏	❏
Ursulinenkirche	❏	❏	❏	Design Center Linz	❏	❏	❏
Seminary Church	❏	❏	❏	Botanical Gardens	❏	❏	❏
Nordico Museum	❏	❏	❏	O.K Centrum	❏	❏	❏
Old Cathedral	❏	❏	❏	Martin Luther Church	❏	❏	❏
Linz Parish Church	❏	❏	❏	Grotto Railway	❏	❏	❏
Stifterhaus	❏	❏	❏				

Q24.How do you think the image of Linz could be changed to attract more visitors?

_____

Q25.Do you intend to visit Linz again?
❏ Yes   ❏ No

Q26.Would you recommend others (friends/relatives) Linz as a cultural tourist destination?
❏ Yes   ❏ No
Please specify why: Please specify why not:
_____   _____

Q27.Sex
❏ Female   ❏ Male

Q28.Age group
❏ 18 – 25   ❏ 26 - 30
❏ 31 – 35   ❏ 36 - 40
❏ 41 – 45   ❏ 46 - 50
❏ 51 – 55   ❏ 56+

Q29.Professional status
❏Full - time employed
❏Part - time employed
❏Student
❏Retired
❏Other:_____

Q30.Education
❏ Without studies
❏ Primary
❏ Secondary
❏ University

Appendix 16: German version of the questionnaire

Mein Name ist Elitza Krasteva und Ich schreibe meine Doktorarbeit an der BUCKS New University in Großbritannien. Im Augenblick arbeite ich an einem Projekt bezüglich dem Image von Linz, welches Kulturhauptstadt Europas 2009 ist. Die Beantwortung des Fragebogens wird nur wenige Minuten in Anspruch nehmen. Die Antworten werden selbstverständlich vertraulich behandelt und dienen ausschließlich zu Forschungszwecken.
Vielen Dank für Ihre Hilfe und Unterstützung!

Q1.Woher kommen Sie?
_____

Q2. .Ist das Ihr erster Besuch in Österreich?
❏ Ja   ❏ Nein

Q3.Ist das Ihr erster Besuch in Linz ?
❏ Ja   ❏ Nein
                              Wie oft:_____

Q4.Wann sind Sie in Linz angekommen?
❏ Heute
❏ Gestern
❏ Vorgestern
❏ Sonstiges:_____

Q5. Wie lange beabsichtigen Sie in Linz zu bleiben?
❏ 1 Tag
❏ 2- 4 Tage
❏ 1 Woche
❏ Sonstiges:_____

Q6.Aus welchen Gründen besuchen Sie Linz?
❏ Linz09 - Kulturhauptstadt Europas
❏ Ausbildung
❏ Neue/andere Plätze und Kulturen
❏ Alltag entfliehen
❏ Prestige
❏ Neue Leute mit ähnlichen Interessen treffen
❏ Wunscherfüllung
❏ Spass haben und sich amüsieren
❏ Eigenes Interesse an Kultur
❏ Mehr Zeit für Familie/Freunde
❏ Geschäftliche Gründe
❏ Geschäftliche Gründe und Freizeit
❏ Sonstiges:_____

Q7.Mit wem besuchen Sie Linz?
❏ Allein
❏ Mit meinem Partner/Ehepartner
❏ Mit meiner Familie /Verwandten
❏ Mit Freunden
❏ Sonstiges:_____

Q8. Bitte schreiben Sie mit einige Wörter auf, was Sie spontan mit Linz als touristische Destination verbinden.
_____

Q9. Bevor Sie nach Linz angekommen sind, Sie haben Linz als touristische Destination assoziiert mit:

	Stark zutreffend	Zutreffend	Neutral	Nicht zutreffend	Stark Nicht zutreffend	Ich weiss es nicht
Einkaufsmöglichkeiten	❏	❏	❏	❏	❏	❏
Pöstingberg	❏	❏	❏	❏	❏	❏
Radwege	❏	❏	❏	❏	❏	❏
Schnee/Winter	❏	❏	❏	❏	❏	❏
Alps	❏	❏	❏	❏	❏	❏
Fußball	❏	❏	❏	❏	❏	❏
Brückner Festival	❏	❏	❏	❏	❏	❏
Pflasterspektakel	❏	❏	❏	❏	❏	❏
Cloud of Sound	❏	❏	❏	❏	❏	❏
Traditionelle Küche (Linzer Torte, Schokolade)	❏	❏	❏	❏	❏	❏
Kulturerbe	❏	❏	❏	❏	❏	❏
Live Musik	❏	❏	❏	❏	❏	❏
Ars electronica	❏	❏	❏	❏	❏	❏
Staunendswerte Architektur	❏	❏	❏	❏	❏	❏
Alte Kirchen	❏	❏	❏	❏	❏	❏
Altstadt	❏	❏	❏	❏	❏	❏
Johaness Kepler Universität	❏	❏	❏	❏	❏	❏
Lentos Museum	❏	❏	❏	❏	❏	❏
Moderne Kunst	❏	❏	❏	❏	❏	❏
Kulturhauptstadt Europas 2009	❏	❏	❏	❏	❏	❏
Brückner	❏	❏	❏	❏	❏	❏

Dennis Russel	❏	❏	❏	❏	❏	❏
Museen	❏	❏	❏	❏	❏	❏
Denkmale	❏	❏	❏	❏	❏	❏
Stahlindustrie	❏	❏	❏	❏	❏	❏
Schwerindustrie	❏	❏	❏	❏	❏	❏
Hitler	❏	❏	❏	❏	❏	❏
Alte Stadt (Roman Stadt - Lentia)	❏	❏	❏	❏	❏	❏
Österreich-Ungarisches Imperium	❏	❏	❏	❏	❏	❏

Q10. Bevor Sie in Linz angekommen sind, dachten Sie über Linz:

	Stark zutreffend	Zutreffend	Neutral	Nicht zutreffend	Stark Nicht zutreffend	Ich weiss es nicht
angenehm	❏	❏	❏	❏	❏	❏
bewunderswert	❏	❏	❏	❏	❏	❏
herrlich	❏	❏	❏	❏	❏	❏
langweilig	❏	❏	❏	❏	❏	❏
unangenehm	❏	❏	❏	❏	❏	❏
arm	❏	❏	❏	❏	❏	❏
kalt	❏	❏	❏	❏	❏	❏
dunkel	❏	❏	❏	❏	❏	❏
atlmodish	❏	❏	❏	❏	❏	❏
interessant	❏	❏	❏	❏	❏	❏
modern	❏	❏	❏	❏	❏	❏
amüsant	❏	❏	❏	❏	❏	❏
gepflegt	❏	❏	❏	❏	❏	❏
ruhig	❏	❏	❏	❏	❏	❏

Q11. Welches andere Image von Linz als touristische Destination hatten Sie, bevor Sie Linz besucht haben?

_____

Q12. Welche Informationsquellen haben hauptsächlich Ihre Meinung von Linz beeinflußt?

❏ www.Linz09.at   ❏ Zeitschriften/Zeitungen
❏ Internet Tagebücher und Platformen   ❏ Radio/Fernsehen/Dokumentationen
❏ Andere Internet Quellen   ❏ Geographische/historische Bücher
❏ Reise Broschüren   ❏ Freunde oder Verwandten
❏ Reiseveranstalter   ❏ Persönliche frühere Erfahrung in Linz
❏ Reisebüros   ❏ Sonstiges: _____

Q13. Wissen Sie, dass Linz Kulturhauptstadt Europas2009 ist?   **Q14. Hat Linz09 Ihre Entscheidung beeinflusst Linz zu besuchen?**

❏ Ja   ❏ Nein   ❏ Ja   ❏ Nein

Q15. Haben Sie andere Kulturhauptstädte Europas besucht?
❏ Ja
Bitte, geben Sie an welche:_____   ❏ Nein

Q16. Hat Ihr Besuch an vorherigen Kulturhauptstädte Europas Ihre Entscheidung Linz zu besuchen beeinflusst?
❏ Ja
Bitte, schreiben Sie auf wie:_____   ❏ Nein

Q17. Haben Sie irgendwelche der folgenden Veranstaltungen besucht oder beabsichtigen Sie diese zu besuchen?

	Habe besucht	Werde besuchen	N/A		Habe besucht	Werde besuchen	N/A
Ausstellung/Installation/ Intervention	❏	❏	❏	Workshop Geschichte	❏ ❏	❏ ❏	❏ ❏
Musik	❏	❏	❏	Stadterkundung	❏	❏	❏
Theater	❏	❏	❏	Literatur	❏	❏	❏
Tanz/Performance	❏	❏	❏	Öffentlicher Raum	❏	❏	❏
				Hörstadt	❏	❏	❏

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Q18.Hat Ihr Besuch dieser Veranstaltungen Ihre Meinung über Linz als touristische Destination verändert?
❏ Ja   ❏ Nein
Bitte, erläutern Sie in wie fern:_____

Q19. Welche Eindrücke von Linz haben Sie zum jetzigen Zeitpunkt?
_____

Q20. Womit assoziiren Sie hauptsächlich Linz als touristische Destination, bezogen auf Ihre derzeitigen Eindrücke von Linz:

	Stark zutreffend	Zutreffend	Neutral	Nicht zutreffend	Stark Nicht zutreffend	Ich weiss es nicht
Einkaufsmöglichkeiten	❏	❏	❏	❏	❏	❏
Pöstingberg	❏	❏	❏	❏	❏	❏
Radwege	❏	❏	❏	❏	❏	❏
Schnee/Winter	❏	❏	❏	❏	❏	❏
Alps	❏	❏	❏	❏	❏	❏
Fußball	❏	❏	❏	❏	❏	❏
Brückner Festival	❏	❏	❏	❏	❏	❏
Pflasterspektakel	❏	❏	❏	❏	❏	❏
Cloud of Sound	❏	❏	❏	❏	❏	❏
Traditionelle Küche (Linzer Torte, Schokolade)	❏	❏	❏	❏	❏	❏
Kulturerbe	❏	❏	❏	❏	❏	❏
Live Musik	❏	❏	❏	❏	❏	❏
Ars electronica	❏	❏	❏	❏	❏	❏
Staunendswerte Architektur	❏	❏	❏	❏	❏	❏
Alte Kirchen	❏	❏	❏	❏	❏	❏
Altstadt	❏	❏	❏	❏	❏	❏
Johaness Kepler Universität	❏	❏	❏	❏	❏	❏
Lentos Museum	❏	❏	❏	❏	❏	❏
Moderne Kunst	❏	❏	❏	❏	❏	❏
Kulturhauptstadt Europas 2009	❏	❏	❏	❏	❏	❏
Brückner	❏	❏	❏	❏	❏	❏
Dennis Russel	❏	❏	❏	❏	❏	❏
Museen	❏	❏	❏	❏	❏	❏
Denkmale	❏	❏	❏	❏	❏	❏
Stahlindustrie	❏	❏	❏	❏	❏	❏
Schwerindustrie	❏	❏	❏	❏	❏	❏
Hitler	❏	❏	❏	❏	❏	❏
Alte Stadt (Roman Stadt - Lentia)	❏	❏	❏	❏	❏	❏
Österreich-Ungarisches Imperium	❏	❏	❏	❏	❏	❏

Q21. Bezogen aur Ihre derzeitige Erfahrung in Linz, wie denken Sie über Linz:

	Stark zutreffend	Zutreffend	Neutral	Nicht zutreffend	Stark nicht zutreffend	Ich weiss es nicht
angenehm	❏	❏	❏	❏	❏	❏
bewunderswert	❏	❏	❏	❏	❏	❏
herrlich	❏	❏	❏	❏	❏	❏
langweilig	❏	❏	❏	❏	❏	❏
unagnenehm	❏	❏	❏	❏	❏	❏
arm	❏	❏	❏	❏	❏	❏
kalt	❏	❏	❏	❏	❏	❏
dunkel	❏	❏	❏	❏	❏	❏
atlmodish	❏	❏	❏	❏	❏	❏
interessant	❏	❏	❏	❏	❏	❏
modern	❏	❏	❏	❏	❏	❏
amusant	❏	❏	❏	❏	❏	❏
gepflegt	❏	❏	❏	❏	❏	❏

Q22.Wie würden Sie Ihren Urlaub in Linz beschreiben?

_____

Q23. Welche der hier aufgelisteten Attraktionen von Linz haben Sie bereits besucht oder beabsichtigen Sie zu besuchen?

	Habe besucht	Werde besuchen	N/A		Habe besucht	Werde besuchen	N/A
Altes Rathaus	❏	❏	❏	Keplerhaus	❏	❏	❏
Minoritenkirche	❏	❏	❏	Lentos Kunstmuseum	❏	❏	❏
Mozarthaus	❏	❏	❏	Brucknerhaus	❏	❏	❏
Linzer Schloss	❏	❏	❏	Ars Electronica Zentrum	❏	❏	❏
Martinskirche	❏	❏	❏	Neues Rathaus	❏	❏	❏
Landestheater	❏	❏	❏	Pöstlingbergbahn	❏	❏	❏
Bischofshof	❏	❏	❏	Linzer Zoo	❏	❏	❏
Neuer Dom	❏	❏	❏	Pöstlingberg-Basilika	❏	❏	❏
Karmelitenkirche	❏	❏	❏	Landesgalerie	❏	❏	❏
Ursulinenkirche	❏	❏	❏	Design Center Linz	❏	❏	❏
Seminarkirche	❏	❏	❏	Botanischer Garten	❏	❏	❏
Nordico Museum	❏	❏	❏	O.K Zentrum	❏	❏	❏
Alter Dom	❏	❏	❏	Martin Luther Kirche	❏	❏	❏
Stadtpfarrkirche	❏	❏	❏	Grottenbahn	❏	❏	❏
Stifterhaus	❏	❏	❏				

Q24. Wie könnte das Image von Linz geändert werden um mehr Besucher anzulocken?

_____

Q25. Beabsichtigen Sie Linz wieder zu besuchen?
❏ Ja ❏ Nein

Q26. Würden Sie Linz anderen (Familie/Freunde) als kulturelle touristische Destination empfehlen?
❏ Ja ❏ Nein
Bitte, scheiben Sie auf warum: Bitte, scheiben Sie auf warum nicht:
_____ _____

Q27.Geschlecht
❏ Weiblich ❏ Männlich

Q28.Alter
❏ 18 – 25 ❏ 26 – 30
❏ 31 – 35 ❏ 36 – 40
❏ 41 – 45 ❏ 46 – 50
❏ 51 – 55 ❏ 56 +

Q29.Beschäftigung
❏Volllzeitbeschäftigt
❏Teilzeitbeschäftigt
❏Student
❏Pensioniert
❏Sonstiges:_____

Q30.Ausbildung
❏ Ohne Ausbildung
❏ Hauptschule
❏ Matura
❏ Hochschule/ Universität

Appendix 17: Linz's attractions

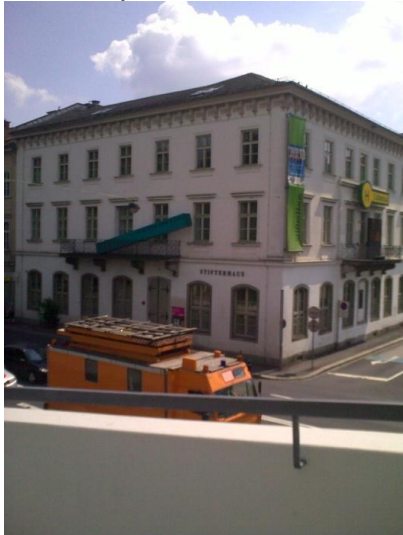**Figure 31: Lentos Museum**
Source: personal archive

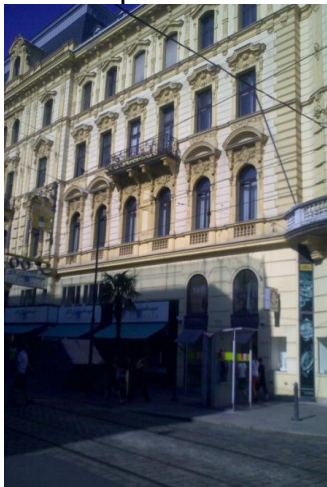**Figure 32: Stifterhaus**
Source: personal archive

Figure 33: Linz's architecture
Source: personal archive

Figure 34: Linz's architecture
Source: personal archive

Figure 35: The Danube River crossing Linz
Source: personal archive

Figure 36: Linz09 Info center
Source: personal archive

Figure 38: Linz's sightseeing tram
Source: personal archive
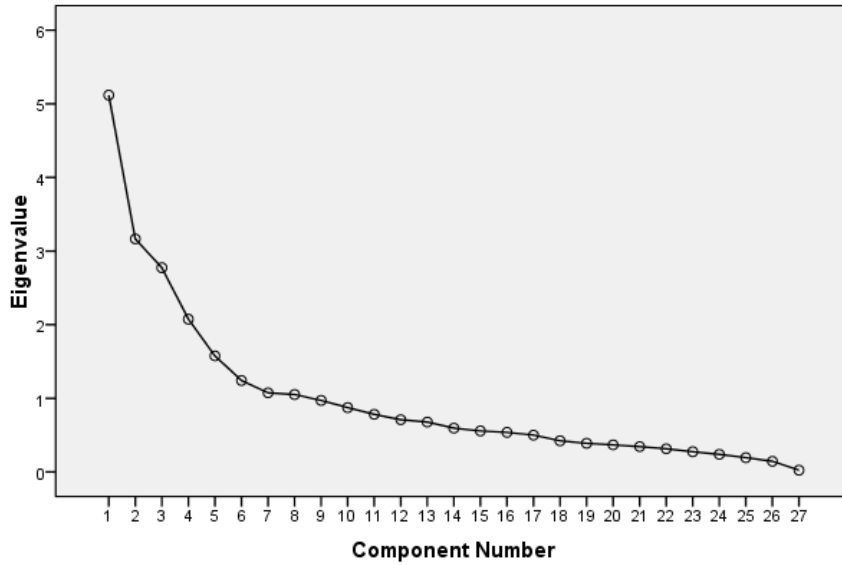

Figure 37: Church in Linz
Source: personal archive

Appendix 18: Map of Austria

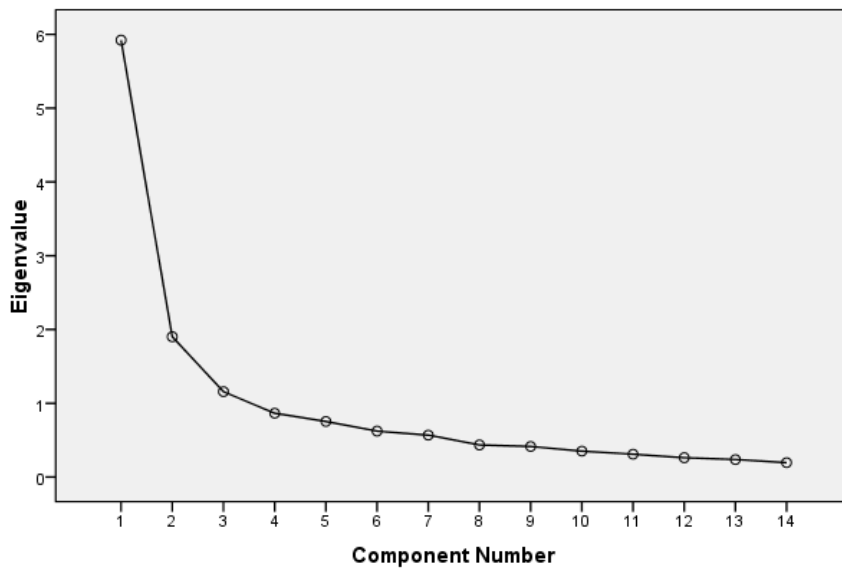Source: http://www.lonelyplanet.com/maps/europe/austria/

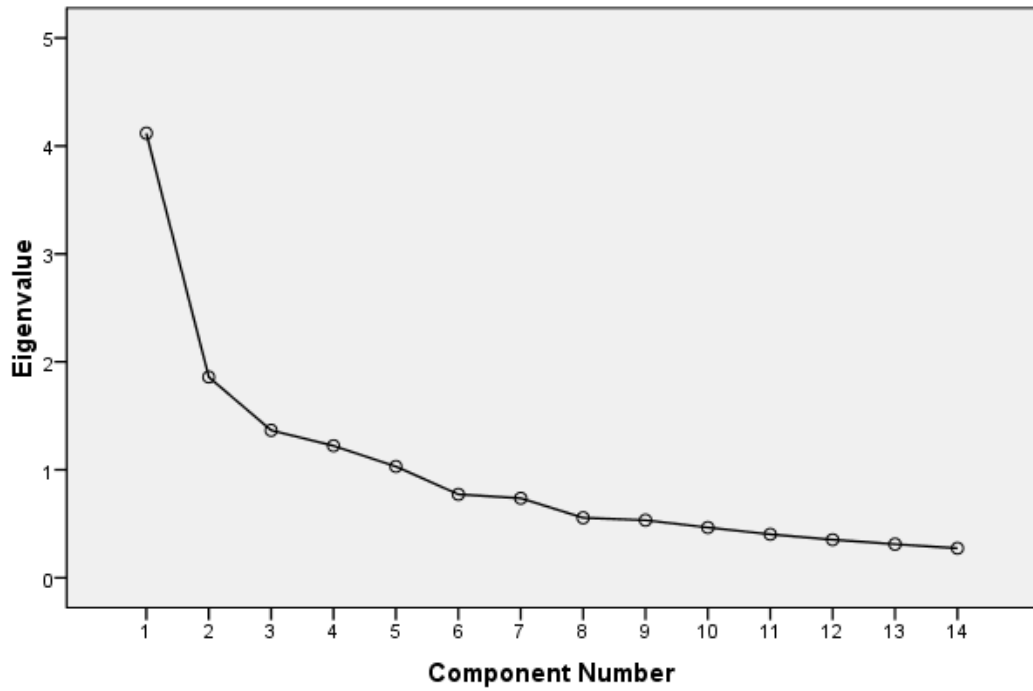## Appendix 19: Factor Analysis Scree Tests

Scree Plot

Linz's pre-travel cognitive destination image components
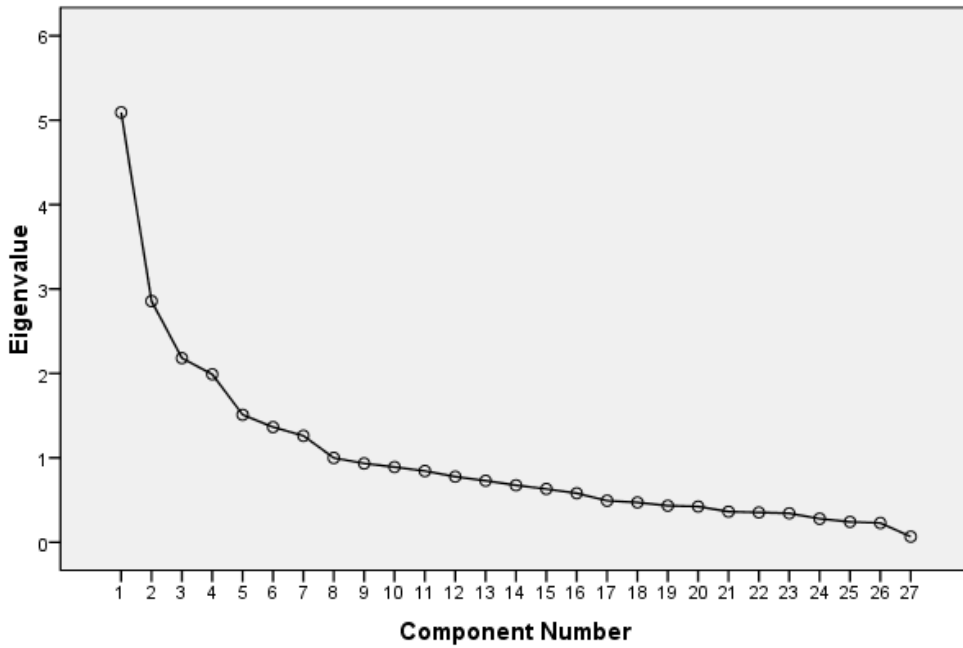
Scree Plot

Linz's pre-travel affective destination image components

Scree Plot

Linz's on site cognitive destination image components

Scree Plot

Linz's on site affective destination image components

Appendix 20: Example of qualitative data analysis

Master category	Extracts of respondents' answers	Frequency
Provincial	*"I thought that Linz is provincial Austrian town with picturesque landscape"* *"provincial town with huge ambitions"* *"calm, pleasant provincial town, where you can chill out a bit"* *"a bit boring and provincial"* *"still, quiet, rustic"* *"the country side of Austria"* *"picturesque"* *"...nothing spectacular, a bit provincial I would describe it"* *"charming and provincial"*	34
Green	*"There are a lot of green spaces"* *"I see it as an oasis of green"* *"a lot of parks and green areas for kids to play and adults to enjoy the sun"*	9
Nature-oriented	*"the cult of nature, despite the heavy industry in the town"*	3
Environmentally-friendly	*"fresh, clean air, which is surprising bearing in mind the chimney stacks at the periphery"*	5
Romantic and idyll	*"romantic sunsets in the Danube Park"* *"the place where I proposed to my girlfriend"*	2
Technology Well-developed	*"I remember the massive factories we passed by the first time we visited Linz a few years ago"* *"Linz is a well-developed town, which relies mainly on its steel industry no matter if they try to deny it"* *"the technology centre of Upper Austria"* *"Linz is one of the currently blooming towns in Austria with well-developed infrastructure and jobs for its residents"* *"I am amazed by their fast trams with proper air conditioners in those hot summer days"*	16

	"the industrial and technology powerhouse of Austria"	
Christmas Market	*"the Christmas market, because last time when I was in Linz was just before Christmas and it was like a fairy-tale"*, *"to drink Gluhwein[23] at the Christmas market"*. *"the smell of baked potatoes and Gluhwein at the Christmas market"*	4
Marketing campaigns and slogans	*"Linz macht karriere[24]", "Linz in Anzug[25]"* *"Linz an der Landstrasse[26]"*	8

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[23] It is traditional "winter" beverage prepared from red wine, heated and spiced with cinnamon sticks, vanilla pods, cloves, citrus and sugar.
[24] "Linz is doing career" (author's translation from German)
[25] "Linz in suit" (author's translation from German)
[26] "Linz on the Land street" (author's translation from German)