University of Huddersfield Repository

Hsu, Cathy H.C. and Song, Hanqun

Projected Images of Major Chinese Outbound Destinations

Original Citation

This version is available at http://eprints.hud.ac.uk/25705/

http://eprints.hud.ac.uk/

Projected Images of Major Chinese Outbound Destinations

Abstract

This study aimed to explore the projected images of major outbound destinations based on popular travel magazines in China. Travel articles on Hong Kong, Macau, Japan, South Korea, Vietnam, and Taiwan from 2006 to 2008 were content analyzed. Japan received the most reporting; and the projected images of these six destinations are dominated by *Leisure and recreation*, and *Culture, history and art*. Correspondence Analysis (CA) was used to examine relationships between destinations and popular image attributes. Results showed that South Korea and Macau had distinct projected images, whereas Japan, Taiwan, Hong Kong and Vietnam shared many similar image attributes. Practical implications for destination marketing organizations are provided.

Keywords: projected image, outbound destinations, China, travel magazines, Correspondence Analysis (CA)

Introduction

With the gradual relaxation of outbound travel policies, China's outbound traveller numbers in 2009 reached 47 million, an increase of 2.5% from 2008 (China Tourism Academy, 2010). The United Nations World Tourism Organization (UNWTO) forecasted that China would be the world's fourth largest source market generating 100 million travellers by 2020 (UNWTO, 2008). Therefore, many industry practitioners and academic researchers have paid much attention to this new but promising market.

The top five outbound destinations for China in the past few years have remained relatively unchanged, with Hong Kong and Macau leading the chart, followed by neighbouring countries of Japan, South Korea, and Vietnam (Table 1). First time visitors to Hong Kong and Macau, both being Special Administrative Regions of China, are usually first time outbound travellers who get to experience overseas destinations without really leaving their own country.

(Table 1 here)

Many destination image studies have been conducted, as destination images have significant effect on people's future travel behaviour (Echtner & Ritchie, 1993). In previous image studies, projected image and perceived image are two major research streams (Andreu, Bigne, & Cooper, 2001). Perceived image studies usually collect data from travellers regarding their perception of particular destinations. The few studies on the destination image of Hong Kong and Macau (Leung, Law, & Lee, 2011; McCartney, Butler, & Bennett, 2009) primarily focused on Chinese tourists' perception rather than media's image projection.

Projected image studies, on the other hand, examines images commonly developed by media, tourism offices, tour operators and travel agencies (Kotler, Haider, & Rein, 1993). Media, such as travel magazines, plays a significant role in forming tourists' perceived destination image (Mercille, 2005) and influencing tourists' travel decisions (Tasci & Gartner, 2007). Thus, an understanding of the images being projected by the media is vital for destination marketing organizations (DMOs). Images projected in different information sources for the various target markets can help enhance DMOs' media strategies.

Travel magazines, one of the major information sources for travelers, regularly report travel information such as destinations, events, accommodations, and transportations (Kingsbury & Brunn, 2003; Govers, Go, & Kumar, 2007). In the outbound travel context, Mainland Chinese regard hi-fashion magazines (including travel magazines) as one of the three most important information sources which affect their outbound tourism decisions (Sparks & Pan, 2009).

Studies have shown that projected images could be different from tourists' and residents' perceived images (Andreu et al., 2001; Grosspietsch, 2006). Andreu et al. (2001) indicated that projected images in government promotion documents mainly focus on traditional and new tourism products. Grosspietsch (2006) found that visitors' perceived image is actually more positive than image projected in promotional documents.

Given the significance of the Chinese market, many studies have focused on

Mainland travellers, including research on tourist motivation (Hsu, Cai, & Li, 2010;

Hsu & Lam, 2003; Huang & Hsu, 2005; Huang & Hsu, 2009; Lam and Vong, 2009),

perception of tour guide performance (Zhang & Chow, 2004), shopping behaviour

(Choi, Liu, Pang, & Chow, 2008), and perception of tourism advertisement (der

Veen & Song, 2010). Very few studies have been found on investigating magazines

as an important information source for travelers, excepting Choi, Lehto, & Morrison

(2007) and Bandyopadhyay & Morais (2005). For instance, Choi et al. analyzed the

destination image representation of Macau on online travel magazines.

Bandyopadhyay and Morais (2005) content analyzed and compared the projected

image of India by American and Indian media, mainly in tourism brochures and

travel magazine articles, and found some similarities and differences of projected

image in these two countries' media. However, no studies have been found on the

projected images of popular outbound destinations targeting Chinese nationals. Tang,

Scherer, and Morrison (2011) suggested that future research should focus on

destination images projected in Chinese language information sources. Thus, the

purposes of the study were to (1) explore the destination images of top Chinese

outbound destinations projected by popular travel magazines in China, and (2)

examine the relationship between the destinations and popular image attributes

reported in travel magazine articles.

Destination Image

Destination image is defined as the aggregate sum of beliefs, ideas, impressions, and

expectations that a tourist has about a destination (Crompton, 1979). The work of

Echtner and Ritchie (1991, 1993) has made significant contribution to the conceptualization of destination image. They grouped destination image attributes into three continuums: functional/psychological, common/unique, and holistic/attribute-based axes. Many studies have followed Echtner and Ritchie's conceptualization in measuring destination image. Over the years, the balance between functional and psychological attributes has not changed much (Gallarza, Saura, & Garcia, 2002), although every study may contemplate specific attributes to suit its research context or subject characteristics. Another stream of research dissects destination image into cognitive image and affective image; and it is generally accepted that the cognitive component is an antecedent of the affective component and that knowledge of the objects is the foundation of the subjects' evaluative responses (Beerli & Martin, 2004a; Sonmez & Sirakaya, 2002).

Gunn (1988) examined the effect of information sources on the process of destination image formation, and found three stages: (1) organic image formation, (2) induced image formation and (3) modified-induced image formation. These phases include receiving organic information about a destination (e.g., television programs, books, school lessons and travel experiences of friends), being exposed to induced or promoted information (e.g., travel brochures, publicity and advertisements), and having modified induced images, which are the results of tourists' personal experience to the destination. Gartner (1994) further identified eight image agents (i.e., organic, solicited organic, unsolicited organic, autonomous, covert induced II, covert induced I, overt induced II, and overt induced I) affecting tourists' image formation.

Various forms of information, including organic and induced, play a role in determining tourists' destination image (Tasci & Gartner, 2007). Sources that are not directly associated with destination marketing efforts would influence tourists' organic images, whereas sources that are related to the marketing efforts of tourism destination organizations would affect tourists' induced images (Gunn, 1988). Destinations' images could also be affected by media representations, such as movies, guidebooks, and magazines (Mercille, 2005). Travel magazine articles of a particular destination are the covert induced II type of image agent as classified by Gartner (1994). Familiarization tours for travel writers or special interest media groups are common methods used by many destinations to project particular images through the writings of the people who have visited (Gartner, 1994). Previous research showed that different information sources could project images differently (Akama & Kieti, 2003), and even the same information source could demonstrate different projected images (Pan, Tsai, & Lee, 2011).

Projected images, the ideas and impressions generated from various information sources, related to a destination and were available for travellers' travel consideration (Bramwell & Rawding, 1996; Ji, 2011). There are two types of projected images, intentional and unintentional (Andreu et al, 2001; Kozma & Ashworth, 1993). Intentional projected image is one that is generated deliberately by destination agencies or organizations for marketing purposes, and unintentional projected image an automatically created image that is independent from destination marketers (Andreu et al., 2001; Ji, 2011). Projected images could be transmitted by various communication channels targeting at potential tourists (Ashworth, 1991; Baloglu & Uysal, 1996; Govers, Go, & Kumar, 2007). Kozma and Ashworth (1993)

compared the projected image of two cities, Groningen (Netherlands) and Debrecen (Hungary), in different organizations. Bramwell and Rawding (1996) examined destination images projected of five English cities: Birmingham, Bradford, Manchester, Sheffield, and Stoke-on-Trent, by analyzing their tourism strategies, committee papers, promotional leaflets (text and pictorial representations), and interviews, and found some similarities and significant differences in these cities' image. van Gorp and Beneker (2007) examined the intentional and unintentional projected images of the Netherlands in travel guides, and found that the former was selective and stereotyped, however the latter was less stereotyped.

As destination image plays a significant role in determining tourists' attitude and behaviour as well as in understanding tourists' destination choice (Echtner & Ritchie, 1993), many destination image studies have been conducted. Gallarza, Saura and Garcia (2002) categorized 65 destination image articles into 7 categories, namely: conceptualization and dimensions, image formation process, assessment and measurement, influence of distance on image, image changes over time, role of residents, and image management policies. Many projected image studies have been conducted using various sources of information, such as tour operators (Baloglu & Mangaloglu, 2001; Grosspietsch, 2006), government promotion documents (Andreu et al., 2001), online websites (Choi et al., 2007; Govers & Go, 2005; Tang, Choi, Morrison, & Lehto, 2009; Tang et al., 2011), television travel shows (Hanefors & Mossberg, 2002; Pan et al., 2011), travel guides (van Gorp & Beneker, 2007), and newspapers (Stepcenkova, Chen, & Morrison, 2007; Xiao & Mair, 2006). However, none of the projected image studies was conducted from a Mainland Chinese perspective.

Beerli and Martin (2004a, 2004b) reviewed destination image attributes in existing measurement scales, and proposed a comprehensive framework of destination image, which classified destination attributes into nine components: natural resources; general infrastructure; tourist infrastructure; tourist leisure and recreation; culture, history and art; political and economic factors; natural environment; social environment; and atmosphere of the places. Many studies have implemented this categorization to measure perceived and projected image of a destination (e.g., Dwivedi, 2009; Pan et al., 2011; Phau, Shanka, & Dhayan, 2010; Phillips & Jang, 2010). The current study used this framework to assess destination images projected by travel magazines.

Methods

China's six most popular outbound travel magazines based on circulation were selected as the data sources of this study (see Table 2). Altogether 413 travel articles on Hong Kong, Macau, Japan, South Korea, Vietnam, and Taiwan from 2006 to 2008 were analyzed. Of the six included destinations, five have been the top outbound destinations in the past few years. Taiwan, as a newly available destination after 60 years of travel restriction due to historical cross-strait relations, became a popular destination to be featured in travel magazines. Sponsored pages, such as advertisements and promotions by destinations, travel agencies, hotels, airlines, and tour operators, were excluded from the data analysis.

(Table 2 here)

All articles' text was scanned and the images were transferred into Word format using SQL software. Word files were proofread and amended to ensure data accuracy as some Chinese characters were not correctly recognized by the software. The text was then analyzed using NVivo 8. The 100 most frequently appeared Chinese characters were identified with the assistance of the word query function; and some conjunctions were deleted. After checking the meanings of retained characters and reviewing the original textual data, a list of most popular words and expressions was derived. Word frequencies were double-checked to ensure accuracy.

Due to the large number of words and expressions, the researchers consolidated some words into general terms. For instance, seafood, fish and shrimp were combined as seafood; cold noodles, noodles, tart, spring roll, and stone-grilled rice were combined as snack and food; bungee jumping, skiing, golfing, and yoga were combined as sports; New Taiwan Dollar, Hong Kong Dollar, RMB, China Unionpay, and credit cards were grouped as currency; and scenery, landscape, and ocean scenery were merged as scenery.

Beerli and Martin's (2004a, 2004b) framework was used in classifying words and expressions to explore the destination images of popular Chinese outbound destinations projected by major travel magazines in China. Of the nine components recommended by Beerli and Martin, *Social environment* did not have sufficient mentions in the data, thus was removed as a category in subsequent analysis.

Correspondence Analysis (CA) was used in this study to explore the relationships between destinations and their projected images in travel magazines. CA is an interdependence technique that has become increasingly popular for dimension reduction and perceptual mapping (Hair, Black, Babin, Anderson, & Tatham, 2006). Previous studies showed that CA could be used to analyze the relations between categories of two discrete variables (Clausen, 1998). The interpretation of the configuration of points is based on Chi-square distances between points. Objects in the same category are plotted closer to each other, whereas objects in different categories are plotted as far apart as possible (Clausen, 1998; Meulman & Heiser, 2010).

Findings and Discussions

Altogether 17,347 image attributes were identified from the six sampled travel magazines over a three-year period. The attributes were first analyzed by destination, then categorized based on Beerli and Martin's (2004a, 2004b) framework to explore the destination images projected in these magazines. Derived image categories and attributes were further examined by magazine and destination to identify trends and relationships.

<u>**Projected Destination Image**</u>

Of the image attributes identified, approximately one-third of which (5,972 words) was about Japan. Japan, being featured in the largest number of articles, led the number of image attributes reported in four of the six travel magazines: World

Traveler, Traveling Scope, National Geographic Traveler, and Voyage (see Figure 1). Vietnam and Hong Kong were allocated the most image attributes by Travel + Leisure and Traveler magazines, respectively. Among these major outbound destinations, Macau received the least amount of reporting and had the lowest number of image attributes in these magazines. Figure 1 reveals that different travel magazines have different preferences in terms of destination coverage. One interesting finding is that World Traveler had the highest image attribute count, but the majority of the reporting was on Japan and South Korea.

(Figure 1 here)

Leisure and recreation, and *Culture, history and art* were the dominant image categories presented in travel magazines (see Figure 2). Three magazines reported *Leisure and recreation* the most, while the other three reported *Culture, history and art* the most. On the other hand, *General Infrastructure, Physical environment, Atmosphere,* and *Political and economic factors* received only a few mentions. *Social environment* was basically not discussed at all in the reviewed articles.

(Figure 2 here)

Figure 3 shows the distribution of image categories among the six outbound destinations. Two image categories, *Leisure and recreation,* and *Culture, history and art,* received significantly more reporting for all destinations. Japan, Hong Kong and Taiwan had the largest number of image attributes in *Leisure and recreation,* while South Korea had the most reports in *Culture, history and art.* All destinations

received limited description about *General infrastructure, Physical environment, Atmosphere,* and *Political and economic factors.* In terms of cognitive and affective image categorization of the image attributes found in this study, only *Atmosphere* could be grouped into Affective image, as *Atmosphere* was related to emotional and feeling perspectives, the rest image attributes were categorized into Cognitive image of destinations.

(Figure 3 here)

<u>Destinations and Image Attributes</u>

To take a closer look at the projected images, the 20 most often mentioned image attributes were selected for further analysis. Table 3 showed that dimensions 1 and 2 could explain 37.8% and 28.0% of inertia, respectively, with a cumulative inertia of 65.8%. Inertia is a term used in correspondence analysis to describe the variance of that point along the dimension in contention (Hair, Anderson, Tatham, & Black, 1998).The singular values of these two dimensions were higher than 0.2 ensured the credibility and reliability of further analysis (Hair et al., 1998). Like factor analysis loadings were used in conventional factor analysis to ascribe meaning to dimensions, "Explanation by dimension" could be used to explain the meaning of correspondence dimensions (Beldona, Morrison, & O'Leary, 2005). Three image attributes, such as city, hotel, gambling, explained more than 50% of the variance in dimension 1, and eight image attributes, such as cuisine, culture, sake, China, architecture, store, seafood, and history, explained more than 50% of variance in dimension 2. For destinations, Macau explained more than 50% of variance in

dimension1, however, Japan and South Korea explained more than 50% of variance in dimension 2.

(Table 3 here)

The top 20 image attributes represented 73.7% of the total mentions (17,347). As shown in Table 4, the 20 attributes represented five image categories, and the top three most often introduced attributes are: City, Hotel, and Attraction. In addition, half of the top 20 image attributes were in the category of *Culture, history and art*. In order to examine the relationship between destinations and image attributes, the frequency matrix of these two variables as shown in Table 4 was analyzed by CA.

 (Table 4 here)

Figure 4 shows the relationships spatially between destinations and popular image attributes. In general, Japan, Hong Kong, Taiwan, and Vietnam shared similarities in the images projected in China's travel magazines, whereas South Korea and Macau each had their own unique images. Japan was highly related to projected image attributes such as city, cuisine, temple, sake, and hot spring. Hong Kong was highly associated with *Leisure and recreation* (e.g., shopping and store) and *Tourist infrastructure* (e.g., hotel and restaurant). Taiwan shared two similar image attributes, such as snack and food, and hot spring, with Japan. Vietnam was correlated with the attributes such as city, and hotel. However, South Korea's projected image mainly focused on cultural perspectives, such as history, China, culture, and seafood, and Macau's projected image was dominated by gambling and hotel.

13

(Figure 4 here)

Japan has been portrayed in the travel magazines as a destination with cities, temples, hot springs, sake, architectures, and cuisine. It is obvious by reading the original travel articles that several Japanese cities, such as Tokyo, Osaka, Kyoto, and Nara, are frequently mentioned when introducing the various activities for tourists. Japan has also been presented in travel magazines as a country famous for its delicious and delicate food as well as religious sites, such as temples. Hot springs, a natural resource of Japan, is highly recommended to tourists as a must-have experience during their visit to the country. Many traditional architectures and buildings are also reported in travel magazines.

Hong Kong as a destination is highly correlated with the attributes such as hotels, restaurants, attractions, shopping, stores, and design. The Hong Kong government has been actively promoting the creative industries including designs, which have been picked up by the various media. It is also not surprising that Hong Kong received large amount of reports regarding *Tourist infrastructure*, including hotels and restaurants. As a metropolitan city where East meets West, Hong Kong has many international brand hotels and different styles of restaurants. Hong Kong is also famous for its "Shopping Paradise" reputation, with many excellent shopping facilities (Huang & Hsu, 2005). Purchasing value-for-money products, such as cosmetics and electronic products, is even a major motivation of some Mainland Chinese visitors (Leung et al., 2011). In addition, attractions, such as Disneyland, the

14

Victoria Peak, Lamma Island, Ocean Park, and Avenue of Stars, are frequently mentioned and highly recommended by travel magazines.

Taiwan's destination image is similar to that of Japan, with frequent mentions of hot springs, attractions, and snack and food. Many hot springs in Taiwan were first built by the Japanese during its occupation in Taiwan, from 1895 to 1945. Hot springs information is also prominently displayed on the official website of Taiwan's Tourism Bureau. Taiwanese snack and food are also famous among tourists and shown in official promotional materials (Lin, Pearson, & Cai, 2011).

Vietnam is plotted in close proximity to Japan, Hong Kong, and Taiwan on the correspondence map. Other than cities, hotels and coffee as well as snack and food received quite a few mentions in travel articles. Travel writers may want to introduce the recent tourist infrastructure development in this emerging destination, thus the frequent mention of hotels. Vietnam is also known for its coffee and fusion cuisine due to its French colonial heritage. Because of Vietnam's historical ties and cross border trade activities with China, the term "China" is frequently mentioned in the magazine articles analyzed.

South Korea is positioned at the bottom left corner of the correspondence map, away from the central cluster of destinations. Reports on South Korea often focused on culture, China, history, and snow. South Korea has strong historical and cultural ties with China dating back thousands of years. The country is also famous for its winter sports and leisure activities such as skiing.

The other distinct destination in terms of projected image is Macau, whose image is closely linked to gambling including words like casino, Venetian, Sands, Lisboa, Grand Lisboa, and Wynn. Several mega casino resorts in Macau have opened since 2007, and made Macau Asia's Las Vegas. For some Mainland Chinese tourists, their main motivation to visit Macau is gambling. Macau government has been actively promoting its world heritage sites; however, cultural heritage is not an attribute mentioned often by travel writers.

Conclusions and Implications

The study found that different travel magazines had different reporting foci in terms of destinations and attributes. Japan was the most often featured destination, and received the most reporting in four of the six analyzed travel magazines. Because DMOs may use travel magazines as one of their promotion channels (Gartner, 1994), perhaps Japan was more aggressive in approaching Chinese travel magazine editors to report destination features and attributes. The frequent reporting of Japan in travel magazines could also be a result of interest among potential Chinese outbound travelers, evidenced by the large number of Chinese visiting Japan every year. Even though Hong Kong and Macau received more Chinese outbound travelers, being Special Administrative Regions of China and sharing the same language bring a sense of familiarity to potential visitors. Thus, more information is appreciated on popular foreign destinations.

In terms of image categories, *Leisure and recreation,* and *Culture, history and art* dominated the travel articles. Travel writers frequently mentioned topics such as

cities, attractions, activities, shopping, cuisine, and snack and food. City names and attractions are mentioned frequently maybe out of necessity in sentence structure to put their writing in context. The other popular attributes could reflect the characteristics of destinations examined in this study. For example, Hong Kong is known for shopping and dining, and Taiwan is famous for its snacks and food. *Tourist infrastructure*, *Natural resources*, and *Physical environment* also reflect the nature of the destinations, rather than being universal, thus received moderate amount of writing.

The level of reporting on *General infrastructure*, *Atmosphere*, and *Political and economic* factors were low in this study. The reporting on *Social environment* was almost non-existent. These could fall outside of the areas of concern for Mainland Chinese travelers because the destinations investigated were better or similarly developed compared to their home environment, and by and large politically stable. The atmosphere of a place could be mentioned in passing with a few adjectives such as enjoyable, relaxing, and family-oriented, but not repeatedly reported. With many Mainland tourists traveling overseas in tour groups, their contact with the social environment, such as local residents and poverty issue, is rather limited. Therefore, these topics were not broadly reported in travel magazines.

Findings of the study could help DMOs better understand their competitive destination image projected in China's popular travel magazines. DMOs should assess whether the projected image in travel magazines matches the image destinations wish to project, the comprehensiveness of the image projection, and areas that need to be enhanced or corrected. The frequently reported image attributes

should correspond to a destination's unique selling propositions (USPs) to effectively promote the destination. Results of such assessment would guide DMOs in their media relations effort. As some tourism destinations, such as Hong Kong, South Korea, and Japan, promoted different themes and events regularly each year in their tourism marketing plans, DMOs should regularly checked whether projected images in the travel magazines are consistent with the images DMOs currently promoted. For example, South Korea is highly promoting its shopping and medical tourism in its tourism brochures, however, few words of shopping and medical tourism could be found in travel magazines. In this study, South Korea's projected image mainly focused on cultural perspective, DMO of South Korea perhaps have to change their promoted themes in travel magazines from traditional aspect to modern aspect. Macau tourism office has made every effort to promote the city's cultural heritage, which is the front and center of all official promotional materials. However, hotels and gambling still dominated the reporting in travel articles about Macau. The question becomes if Macau tourism office should recognize gaming as its USP or put additional efforts in media communication to encourage writing about its world heritage sites.

Knowing the image projected about competing destinations could also provide strategic directions in destination branding and media relations. For example, hot springs were mentioned often for both Japan and Taiwan. Taiwan tourism bureau should first determine if hot springs are a product that it wishes to be promoted to the Mainland Chinese market. If the answer is positive, the question is then how to compete with Japan in this particular product offering.

Although the selection of destinations to be featured could be a result of editorial policy or decision, DMOs should actively work with travel magazines as part of their marketing strategies. The finding that Japan was the most often reported destination in four of the six magazines analyzed in this study could be a result of its marketing strategy to focus on particular magazines due to their readership characteristics. The readership information of these six travel magazines showed that many of the readers are highly educated, and high-income young people. DMOs should have a good understanding of the readership of various travel magazines to decide whether to make efforts to be included in the magazines and the type of information to be supplied to each magazine. The readers' psychological and travel characteristics of travel magazines should be congruent with the images promoted by DMOs.

Limitations of this study could give some suggestions to future studies. First, this study only analyzed the destination image projected in travel magazines. Differences could exist between travel magazines and other information sources such as television programs and travel books. Second, this study only examined the destination image projected in travel magazines rather than the effect of these travel articles on destination image formation. The impact of travel articles on readers' image changes and travel behaviors are remained to be investigated. Third, this study did not explore the reasons behind specific reporting in travel magazines. Future studies could examine editorial decisions in allocating publication pages, as well as DMOs' ability and approaches to influence editorial decisions and the actual writing. Fourth, this was an one off study that examined travel magazines published over a three-year period. For DMOs, the assessment of projected images should be conducted regularly to ensure positive and accurate writing and reports that are

consistent with their planned tourism activities and products. Finally, future studies could examine the perceived image of major Chinese outbound destinations by Mainland Chinese, and explore the gaps between the projected image and perceived image. Differences and comparisons of these two image categories could give hands-on experiences and implications to DMOs.

References:

Akama, J. S., & Kieti, D. M. (2003). Measuring tourist satisfaction with Kenya's wildlife safari: A case study of Tsavo West National Park. *Tourism Management, 24*(1), 73–81.

Andreu, L., Bigne, E., & Cooper, C. (2001). Projected and perceived image of Spain as a tourist destination for British travellers. *Journal of Travel and Tourism Marketing, 9*(4), 47-67.

Ashworth, G. J. (1991). Products, places and promotion: Destination images in the analyses of the tourism industry. In T. Sinclair, T, Inclair, & M.J. Stabler, (Eds.), *The tourism industry: An international analyses* (pp. 121-142). CAB International, Wallingford.

Baloglu, S., & Mangaloglu, M. (2001). Tourism destination images of Turkey, Egypt, Greece and Italy as perceived by US-based tour operators and travel agents. *Tourism Management*, 22(1), 1-9.

Baloglu, S., & Uysal, M. (1996). Market segments of push and pull motivations: A canonical correlation approach. *International Journal of Contemporary Hospitality Management, 8*(3), 47-67.

Bandyopadhyay, R., & Morais, D. (2005). Representative dissonance: India's self and western image. *Annals of Tourism Research, 32*(4), 1006-1021.

Beerli, A., & Martin, J.D. (2004a). Factors influencing destination image. *Annals of Tourism Research, 31*(3), 657-681.

Beerli, A., & Martin, J.D. (2004b). Tourists' characteristics and the perceived image of tourist destination: A qualitative analysis – a case study of Lanzarote, Spain. *Tourism Management, 25*(5), 623-636.

Beldona, S., Morrison, A.M., & O'Leary, J. (2005). Online shopping motivations and pleasure travel products: A correspondence analysis. *Tourism Management, 26*(4), 561-570.

Bramwell, B., & Rawding, L. (1996). Tourism marketing images of industrial cities. *Annals of Tourism Research, 23*(1), 201-221.

China Tourism Academy. (2010). *Annual report of China outbound tourism development 2009/2010*. Munich: Profil Verlag.

Choi, S., Lehto, X.Y. & Morrison, A.M. (2007). Destination image representation on the web: Content analysis of Macau travel related websites. *Tourism Management, 28*(1), 118-129.

Choi, T.M., Liu, S.C., Pang, K.M., & Chow, P.S. (2008). Shopping behaviors of individual tourists from the Chinese Mainland to Hong Kong. *Tourism Management, 29*(4), 811-820.

Clausen, S. (1998). *Applied correspondence analysis: An introduction.* Thousand Oaks, CA: Sage.

CNTA. (2007, 2008, 2009, 2010). *Statistic report of China's tourism industry in 2006-2009.* Retrieved May 3, 2011, from http://www.cnta.gov.cn/html/2008-6/2008-6-2-14-52-59-213.html

Crompton, J.L. (1979). An assessment of the image of Mexico as a vacation

destination and the influence of geographical location upon that image. *Journal*

of Travel Research, 17(4), 18-23.

der Veen, R., & Song, H. (2010). Exploratory study of the measurement scales for

the perceived image and advertising effectiveness of celebrity endorsers in a

tourism context. *Journal of Travel and Tourism Marketing, 27*(5), 460-473.

Dwivedi, M. (2009). Online destination image of India: A consumer based

perspective. *International Journal of Contemporary Hospitality Management,*

21(2), 226-232.

Echtner, C.M., & Ritchie, J.R.B. (1991). The meaning and measurement of

destination image. *Journal of Tourism Studies, 2*(2), 2–12.

Echtner, C.M., & Ritchie J.R.B. (1993). The measurement of destination image: An

empirical assessment. *Journal of Travel Research, 31*(4), 3-13.

Gallarza, M.G., Saura, I.G., & Garcia, H.C. (2002). Destination image towards a

conceptual framework. *Annals of Tourism Research, 29*(1), 56-78.

Gartner, W.C. (1994). Image formation process. *Journal of Travel and Tourism*

Marketing, 2(2/3), 191-216.

Govers, R., & Go, F.M. (2005). Projected destination image online: Website content

analysis of pictures and text. *Information Technology & Tourism, 7*(2), 73-89.

Govers, R., Go, F.M., & Kumar, K. (2007). Promoting tourism destination image.

Journal of Travel Research, 46(1), 15-23.

Grosspietsch, M. (2006). Perceived and projected images of Rwanda: Visitor and

international tour operator perspectives. *Tourism Management, 27*(2), 225-234.

Gunn, C. (1988). *Vacationscapes: Designing tourist regions* (2nd ed). New York:

Van Nostrand Reinhold.

Hair, J. F., Anderson, R. E., Tatham, R. L., & Black, W. (1998). *Multivariate data analysis*. Upper Saddle River, NJ: Prentice Hall.

Hair, J. F., Jr., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2006). *Multivariate data analysis* (6th ed.). Upper Saddle River, NJ: Prentice Hall.

Hanefors, M., & Mossberg, L. (2002). TV travel shows - a pre-taste of the destination. *Journal of Vacation Marketing, 8*(3), 235-246.

Hsu, C.H.C., Cai, L.A., & Li, M. (2010). Expectation, motivation, and attitude: A tourist behavioral model. *Journal of Travel Research, 49*(3), 282-296.

Hsu, C.H.C., & Lam, T. (2003). Mainland Chinese travellers' motivations and barriers of visiting Hong Kong. *Journal of Academy of Business and Economics, 2*(1), 60-67.

Huang, S., & Hsu, C.H.C. (2005). Mainland Chinese residents' perceptions and motivations of visiting Hong Kong: Evidence from focus group interviews. *Asia Pacific Journal of Tourism Research, 10*(2), 191-205.

Huang, S., & Hsu, C.H.C. (2009). Effects of travel motivation, past experience, perceived constraint, and attitude on revisit intention. *Journal of Travel Research, 48*(1), 29-44.

Ji, S. (2011). *Projected and perceived destination images of Qingdao, China.* Unpublished PhD thesis, University of Waterloo, Canada.

Kingsbury, P.T., & Brunn, S.D. (2003). Freud, tourism, and terror: Traversing the fantasies of post-September 11 travel magazines. *Journal of Travel and Tourism Marketing, 15*(2/3), 39-61.

Kotler, P., Bowen, J., & Makens, J. (1996). *Marketing for hospitality and tourism.* Upper Sadder River, New Jersey: Prentice Hall.

Kotler, P., Haider, D.H., & Rein, I. (1993). *Marketing places: Attracting investment, industry, and tourism to cities, states, and nations.* New York: The Free Press.

Kozma, G. & Ashworth, G. J. (1993). Projected urban images: A comparison of Groningen and Debrecen. *Groningen Studies,* 55, Groningen, Rijkuniversiteit.

Lam, C.C., & Vong, T.N. (2009). Macao: The gambling paradise-profiling the roles and motives of customers. *Journal of China Tourism Research, 5*(4), 388-400.

Leung, D., Law, R., & Lee, H.A. (2011). The perceived destination image of Hong Kong on Ctrip.com. *International Journal of Tourism Research,* 13(2), 124-140.

Lin, Y.C., Pearson, T.E., & Cai, L.A. (2011). Food as a form of destination identity: A tourism destination brand perspective. *Tourism and Hospitality Research, 11*(1), 30-48.

McCartney, G., Butler, R., & Bennett, M. (2009). Positive tourism image perceptions attract travellers-fact or fiction? The case of Beijing visitors to Macao. *Journal of Vacation Marketing, 15*(2), 179-193.

Meihua Network. (2009). *China's media search database.* Retrieved November 23, 2009, from http://www.meihua.info/mediasearch/

Mercille, J. (2005). Media effects on image: The case of Tibet. *Annals of Tourism Research, 32*(4), 1039-1055.

Meulman, J.J., & Heiser, W.J. (2010). *IBM SPSS Categories 19.* Retrieved May 12, 2011, from http://www.unileon.es/ficheros/servicios/informatica/spss/english/IBM-SPSS_categorias.pdf

Pan, S., Tsai, H., & Lee, J. (2011). Framing New Zealand: Understanding tourism TV commercials. *Tourism Management, 32*(3), 596-603.

Phillips, W.M.J., & Jang, S. (2010). Destination image differences between visitors and non-visitors: A case of New York city. *International Journal of Tourism Research, 12*(5), 642-645.

Sonmez, S., & Sirakaya, E. (2002). A distorted destination image? The case of Turkey. *Journal of Travel Research, 41*(2), 185-196.

Sparks, B., & Pan, G.W. (2009). Chinese outbound tourists: Understanding their attitudes, constraints and use of information sources. *Tourism Management, 30*(4), 483-494.

Stepchenkova, S., Chen, Y., & Morrison, A.M. (2007). China and Russia: Organic destination images in U.S. media. *China Tourism Research, 3*(1), 55-72.

Tang, L., Choi, S., Morrison, A.M., & Lehto, X. (2009). The many faces of Macau: A correspondence analysis of the images communicated by online tourism information sources in English and Chinese. *Journal of Vacation Marketing, 15*(1), 79-94.

Tang, L. R., Scherer, R., & Morrison, A.M. (2011). Web site-based destination images: A comparison of Macau and Hong Kong. *Journal of China Tourism Research, 7*(1), 2-19.

Tasci, A.D.A., & Gartner, W.C. (2007). Destination image and its functional relationships. *Journal of Travel Research, 45*(4), 413-425.

Xiao, H., & Mair, H.L. (2006). "A paradox of images": Representation of China as a tourist destination. *Journal of Travel and Tourism Marketing, 20*(2), 1-14.

UNWTO. (2008). *The Chinese outbound travel market with special insight into the image of Europe as a destination*. Retrieved on August 27, 2010, from http://pub.unwto.org/epages/Store.sf/?ViewObjectID=689420&Currency=EUR

van Gorp, B., & Beneker, T. (2007). Holland as other place and other time: Alterity in projected tourist images of the Netherlands. *GeoJournal, 68*(4), 293-305.

Zhang, H.Q., & Chow, I. (2004). Application of Importance-Performance Analysis in tour guides' performance: Evidence from Mainland Chinese outbound travelers. *Tourism Management, 25*(1), 81-91.

Table 1: Top Chinese outbound destinations and arrival statistics (2006-2009)

Rank	2006		2007		2008		2009	
1	Hong Kong	14.33*	Hong Kong	16.14	Hong Kong	17.56	Hong Kong	18.69
2	Macau	9.89	Macau	12.77	Macau	15.52	Macau	15.13
3	Japan	1.25	Japan	1.46	Japan	1.56	Japan	1.55
4	South Korea	1.09	South Korea	1.31	Vietnam	1.46	South Korea	1.47
5	Thailand	0.76	Vietnam	0.92	South Korea	1.37	Vietnam	1.34

*arrival in millions.

Sources: CNTA (2007, 2008, 2009, 2010).

Table 2: Travel articles examined in this study

Magazine (Circulation)	Japan	Hong Kong	South Korea	Taiwan	Vietnam	Macau	Total
National Geographic Traveler (494,200)	40	36	17	11	5	7	116
Traveling Scope (320,000)	31	18	8	15	7	4	83
World Traveler (357,000)	30	6	30	7	2	5	80
Travel + Leisure (300,000)	18	23	6	8	20	3	78
Voyage (558,000)	9	11	4	4	2	4	34
Traveler (300,000)	1	10	2	4	2	3	22
Total	129	104	67	49	38	26	413

Source: Meihua Network (2009).

Table 3: Summary of the correspondence analysis

Dimension	Singular value	Interia	Sig	% Explained	Cumulative %
1	.598	.358		37.8	37.8
2	.514	.265		28.0	65.8
Total		.946	.000		100
	Contribute to total Inertia (%)	Contribution to inertia (%)		Explanation by dimension (%)	
Image attributes		1	2	1	2
City	2.4	3.7	0	**56.4**	0.1
Hotel	7.4	**19.1**	0.1	**92.9**	0.5
Attraction	4.1	2.3	0.1	20.1	0.9
Hot spring	5.3	2.5	8.9	17.2	45.0
Snack and food	1.1	0.8	0.6	26.4	14.8
Cuisine	4.0	0.6	8.6	5.5	**56.7**
Restaurant	4.0	3.7	0	33.0	0
Snow	4.2	4.3	1.7	36.4	11.0
Design	2.4	0.1	2.8	1.2	31.1
Culture	3.0	0.8	8.0	9.6	**70.6**
Temple	1.9	2.1	0.9	39.4	12.2
Sake	4.2	0.5	8.2	4.5	**52.1**
Shopping	1.6	0	0.6	0.7	10.5
China	5.4	1.7	**16.9**	11.3	**82.2**
Architecture	1.2	0.5	3.4	13.1	**71.6**
Store	0.9	0.2	1.8	6.5	**52.1**
Seafood	2.8	1.1	7.5	14.4	**71.8**
History	**10.3**	4.8	**26.4**	16.6	**68.0**
Gambling	**24.1**	**51.1**	2.7	**75.8**	3.0
Coffee	4.4	0.1	0.5	0.5	2.8
Active Total	94.6	100	100		
Destinations					
Japan	**15.0**	6.3	34.9	15.0	**61.7**
Hong Kong	**14.1**	7.3	0.2	18.5	0.4
Taiwan	5.6	0.7	0.4	4.8	1.8
South Korea	**22.2**	14.2	58.0	22.8	**69.1**
Vietnam	7.9	0	3.7	0.1	12.3
Macau	**29.8**	71.5	2.8	**85.7**	2.5
Active Total	94.6	100	100		

Table 4: Top 20 image attributes by destination

| Image categories/ attributes	Japan	Hong Kong	South Korea	Taiwan	Vietnam	Macau	Total	% of Total Attributes
Leisure and recreation								
City	1,572	719	682	889	600	53	4,515	35.3
Attraction	179	429	69	188	10	67	942	7.4
Shopping	119	138	27	5	0	4	293	2.3
Store	145	83	0	5	24	16	273	2.1
Gambling	0	0	0	0	0	188	188	1.5
Culture, history and art								
Snack and food	93	96	74	152	73	65	553	4.3
Cuisine	421	12	9	36	17	19	514	4.0
Design	170	195	0	40	0	0	405	3.2
Culture	16	108	170	51	26	0	371	2.9
Temple	245	0	75	49	0	0	369	2.9
Sake	304	0	0	0	0	12	316	2.5
China	0	0	180	23	74	8	285	2.2
Seafood	5	14	114	51	67	0	251	2.0
History	0	0	228	0	0	0	228	1.8
Coffee	0	0	0	80	97	10	187	1.5
Natural resources								
Hot spring	509	0	31	249	0	0	789	6.2
Snow	226	0	194	0	0	0	420	3.3
Tourist infrastructure								
Hotel	208	432	38	94	150	252	1,174	9.2
Restaurant	49	238	0	18	94	42	441	3.5
Physical environment								
Architecture	178	17	0	46	23	0	264	2.1
TOTAL	4,439	2,481	1,891	1,976	1,255	736	12,778	73.7
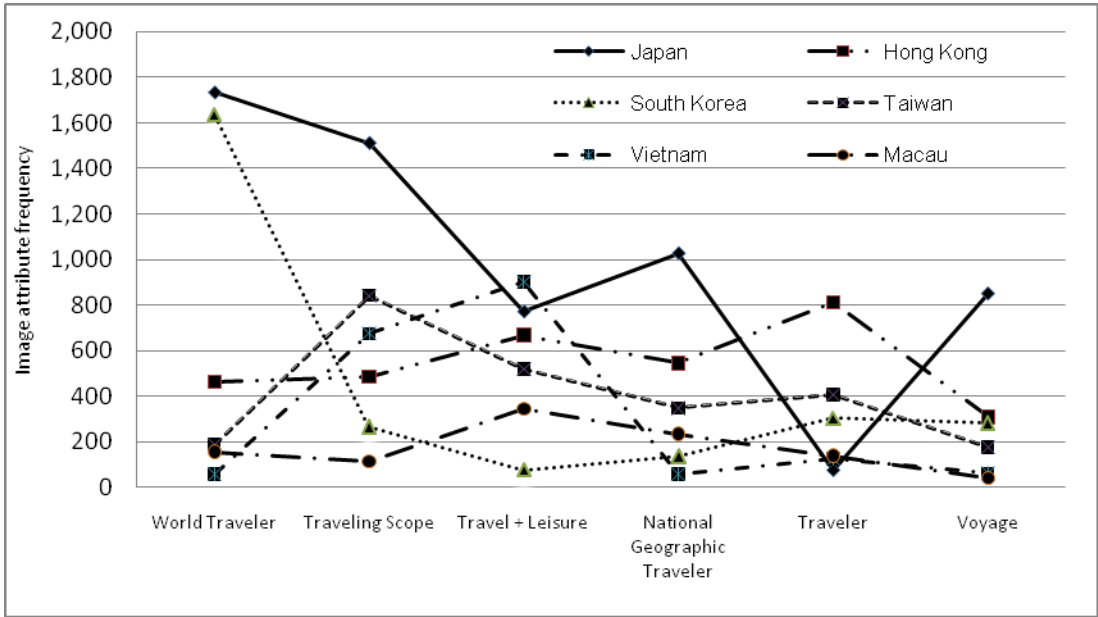
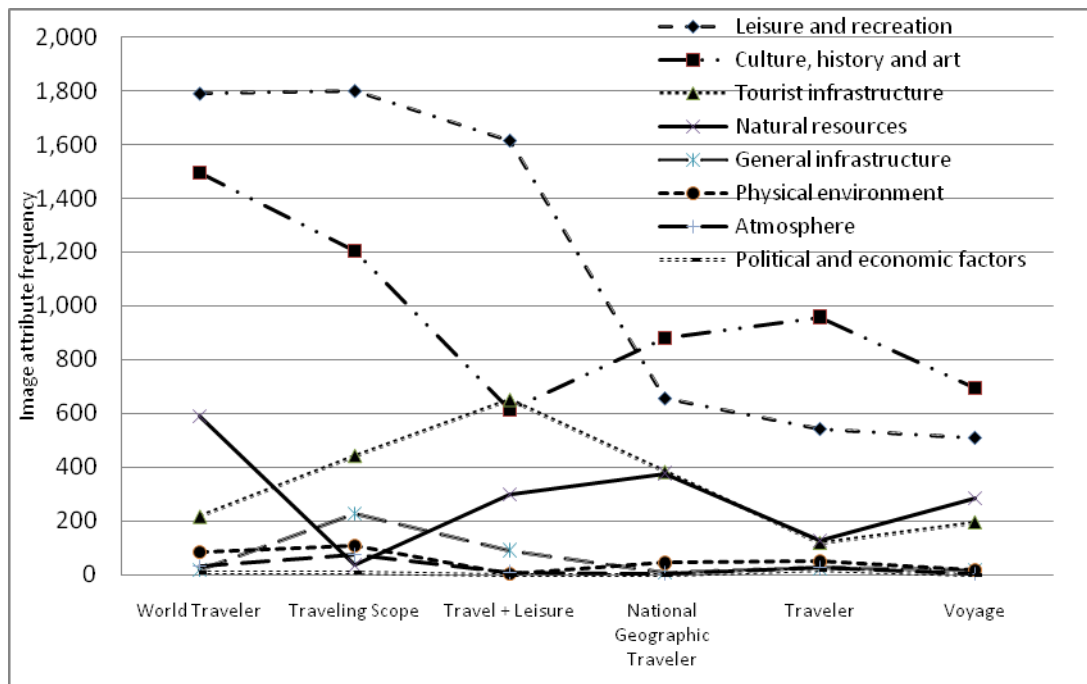Figure 1: Image attributes in travel magazines by country
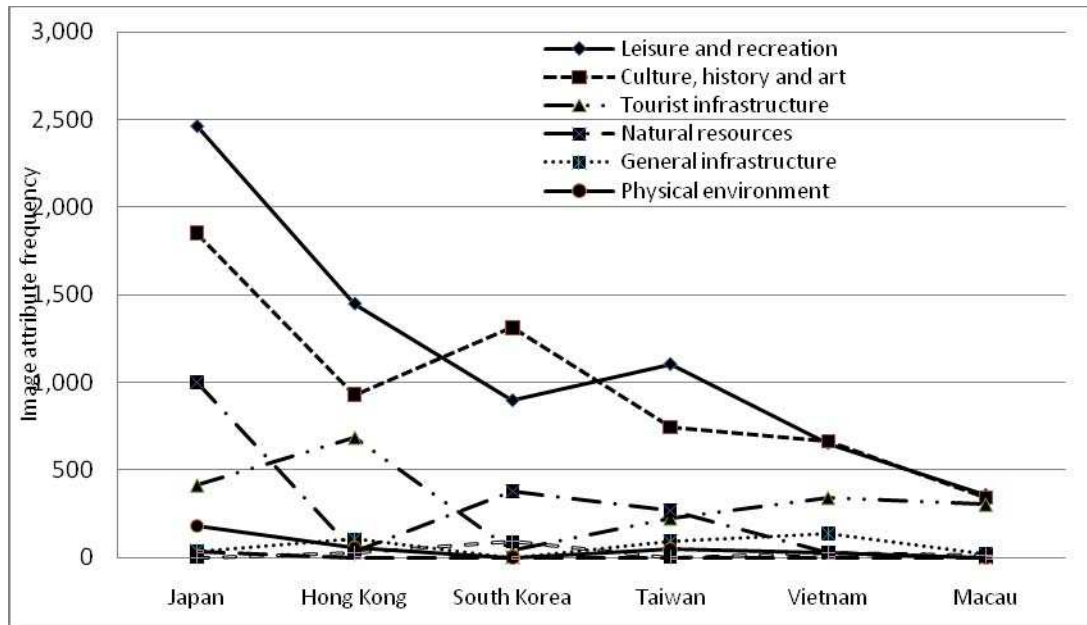
Figure 2: Image catogories by travel magazine
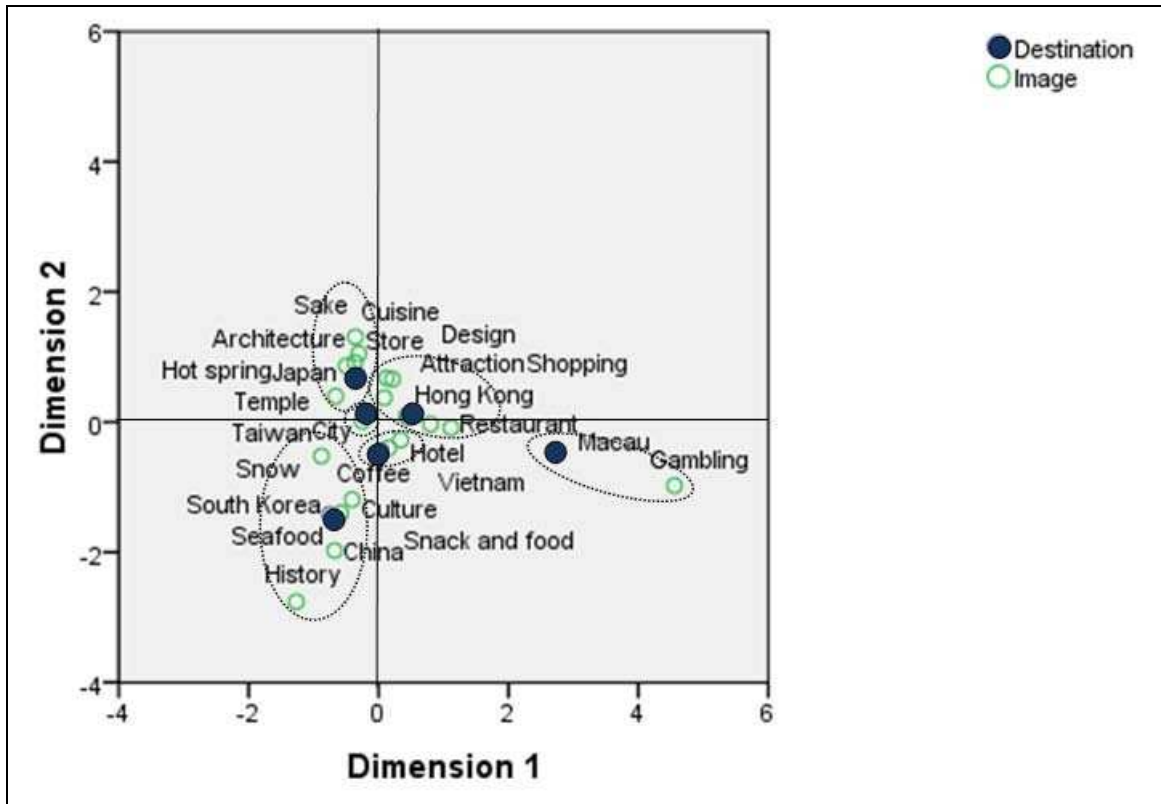
Figure 3: Image categories by destination

Figure 4: Correspondence map of destinations and image attributes