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Marketing tools as factors in destination image formation

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MARKETING TOOLS AS FACTORS
IN DESTINATION IMAGE FORMATION

A Thesis

Presented to

The Faculty of the Department of Recreation and Leisure Studies

San Jose State University

In Partial Fulfillment

of the Requirements for the Degree

Master of Science

by

Wan-Zu Chao

December 2005

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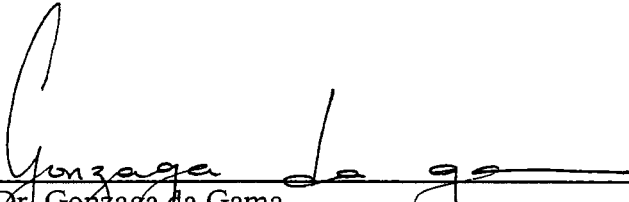
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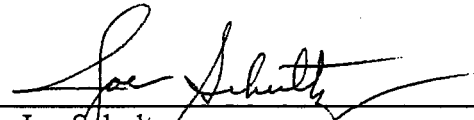
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ABSTRACT

MARKETING TOOLS AS FACTORS IN DESTINATION IMAGE FORMATION

by Wan-Zu Chao

Although prior studies have proven the relationship between the formation of destination image and marketing tools, the relationship between the use of marketing tools and the formation of destination image is still unclear. Therefore, the purpose of this study was to compare destination image between marketing tool users and non-users. This study chose California as the study destination and Taiwan as the study generating country, and a survey research method was employed. The findings showed that television, magazines or guidebooks, and the Internet were the main marketing tools used by potential tourists for obtaining their California images; the images of California differed between potential tourists using marketing tools (including magazines or guidebooks, tourism brochure, television, the Internet, word-of-mouth, and other information materials) and not using; and potential tourists perceived the importance of marketing tools differently, in terms of gender, age, residential areas, educational levels, travel intentions, and travel expenditures.

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CHAPTER I

Introduction

Tourism is an essential factor in the development of many countries (Weber & Kosuta-Telisman, 1991), with tourism marketing making tourism demand both possible and tangible (Leibold, 1991). According to the World Travel and Tourism Council (2002), in 2005 the tourism sector was expected to contribute 10.6% of the worldwide gross domestic product (GDP) and 8.3% of worldwide job opportunities. For many countries, tourism is among the top three sources of income or even the major revenue producer (Reilly, 1988). Because tourism has been recognized as possessing the potential to make social and economic contributions to a host country's development, the growth of a strong tourism sector becomes a major element in the development strategy of many countries (Weber & Kosuta-Telisman). To achieve this development goal, tourism marketing is one of the critical issues in tourism development of a destination.

Marketing the image of a destination is the starting point of successful tourism marketing because the images and expectations of travel experiences which prospective visitors possess tightly link their thoughts to specific destinations (Levitt, 1986). Destination image determines the strengths and weaknesses perceived by tourists regarding a given destination (Joppe, Martin, & Waalen, 2001). Sonmez and Sirakaya (2002) pointed out that a positive destination image attracts tourist awareness and makes a destination more competitive compared to other possibilities. Because destination image is a powerful motivator behind leisure travel and tourism (Middleton & Clarke, 2001), the success or failure of tourism development regarding many destinations around

the world greatly depends on the images of those destinations held by potential tourists and how effectively those images are managed by the local governments and tourism planners (Sonmez & Sirakaya). Without a successful marketing destination image, a place will not have the ability to attract people so as to keep its tourism competitive. Therefore, destination image has become an essential and meaningful issue, and managing destination image should be a major priority for tourism operators and managers in tourism marketing (Alhemoud & Armstrong, 1996). Further, it is a significant objective of destination marketing to sustain, alter or develop images of a destination in order to influence potential tourists' expectations and decisions (Middleton & Clarke).

Statement of the Problem

Because of the increasing global competition for tourists, destinations are pursuing more effective marketing strategies to attract visitors. Many destinations are devoting great efforts to creating positive images among potential tourists with different destinations using a variety of marketing tool strategies to maximize their reach. According to Middleton & Clarke (2001), the principal marketing tools in tourism are composed of various information sources, including any form of printed, electronic, or other information sources. For example, a rising amount of advertising space in newspapers and magazines is devoted to marketing tourism destinations (Kotler, Hamlin, Rein, & Haider, 2002). Generally, destination marketing aims to identify the way a place can communicate the information about it as well as its images to potential tourists and persuade them to visit it (Lundberg, 1990).

Researchers have put lots of effort into studying destination image. Many researchers have focused on the impact of destination image on destination decision (i.e., Chen & Hsu, 2000; Prentice & Andersen, 2000; Tapachai & Waryszak, 2000; Sonmez & Sirakaya, 2002) or the general formation of destination image (i.e., Baloglu & Brinberg, 1997; Baloglu & McCleary, 1999; Gallarza, Saura, & Garcia, 2002; Beerli & Martin, 2004). In addition, some prior studies have proven the relationship between marketing tools (i.e., word of mouth, travel agency staff, and guidebooks) and the formation of destination image (Baloglu & McCleary; Beerli & Martin).

However, few studies have further emphasized the relationship between the use of marketing tools and the formation of destination image held by potential tourists. For achieving successful tourism marketing, tourism marketing planners have to investigate the relationship between the use of marketing tools and the formation of destination image so that they can effectively use marketing tools for delivering a positive destination image to target markets and persuading potential tourists to visit a specific place. In short, to pursue successful tourism marketing and upgrade the tourism profit for a certain destination, it is necessary to have a better understanding of the relationship between the use of marketing tools and the formation of destination image.

Purpose of the Study

To achieve efficient and effective tourism marketing strategies in promoting destination image, it is important to understand the relationship between the use of marketing tools and the formation of destination image. According to Middleton and Clarke (2001), information sources are the principal marketing tools in tourism. Baloglu

and McCleary (1999) also stated that various information sources are the significant elements in the formation of destination image. Even though previous studies have proven the relationship between marketing tools (e.g., word of mouth, travel agency staff, and guidebooks) and the formation of destination image (Baloglu & McCleary; Beerli & Martin, 2004), the relationship between the use of marketing tools and the formation of destination image is still unclear. Therefore, the purpose of this study was to compare destination image between marketing tool users and non-users. More specifically, this study investigated the differences in destination image between potential tourists who used marketing tools as their information sources regarding a destination and those who did not use them.

Research Questions

This study attempted to answer three major questions: (1) What marketing tools did potential tourists use to establish images of a destination? (2) Would the images of a destination differ between potential tourists who used marketing tools and those who did not use them? (3) Would potential tourists perceive the importance of marketing tools differently?

Design of the Study

This study adapted the concept of destination image formation framework developed by Baloglu and McCleary's (1999). Based on this framework, Baloglu and McCleary's empirical study concluded information sources are one of the main stimulus factors affecting the formation of a destination image composed of cognitive, affective, and overall images. Further, in terms of the information source, the types of information

sources are the major element in influencing the formation of images. This study implemented this concept and investigated the differences in destination image between potential tourists using marketing tools as information sources and those not using them.

This study chose California as the study destination because California is the number one tourism destination in the United States (California Travel and Tourism Commission [CTTC], 2004a), and the tourism sector has kept raising a great economic profit for California (CTTC, 2005a). According to CTTC (2005b), there were approximately eight million international travelers traveling to California in 2003. Not only is California a popular tourism destination with great potential in developing international tourism, but lately the California government has also spent a lot of its marketing budget on promoting California tourism (CTTC, 2004b). On the other hand, this study chose Taiwan as the study generating country because Taiwan is one of the countries which have been quickly increasing the number of their outbound tourists in the last decade. In 2004, this number was about 7.8 million, which was about a 31% increase compared to 2003. In addition, approximately half a million Taiwanese tourists traveled to the United States in 2004, which was about a 12% increase when compared to the year 2003 (Tourism Bureau of Republic of China, 2005).

Significance of the Study

The study is significant from at least two viewpoints. First, the results of this study could help a specific destination to upgrade its image among potential tourists and increase its value as a destination. Second, the results of this study could also help a

tourism destination promote its tourism development and pursue tourism competitiveness in tourism markets.

The results of this study could also assist a place in promoting its destination image and raising its tourism value. According to Alhemoud and Armstrong (1996), the formation of image is the development of the mental construct based on the specific impressions chosen from a great deal of information. Therefore, with advanced understanding and skills in the use of marketing tools on creating destination image, local governments and tourism planners would be able to effectively choose marketing tools to convey and promote positive images to target markets. Simultaneously, the tourism value of a destination will be also improved when a better destination image is held by potential tourists.

In addition, the results of this study could improve tourism development and the competitiveness of a destination. Knowledge about the differences in destination image between marketing tool users and non-users will also greatly contribute to promoting tourism development regarding a destination. Because of the significance of destination image in bringing a tourism destination and potential tourists together (Stabler, 1988), once a place can convey the desired powerful images to its prospective visitors by effectively using marketing tools, it will have an edge over its competitors in attracting more tourists. Further, the increasing number of tourists will stimulate the development of local tourism in the destination as well.

Definition of Terms

In line with the purpose of this study, the three main concepts (marketing tools, destination image, and potential tourists) applied in this study were defined. Middleton and Clarke (2001) stated that various information sources (including printed, electronic, and other extra information sources) are the principal marketing tools in tourism. These information sources which are paid for from marketing budgets are designed to create awareness among existing and potential target markets in order to stimulate interest in and demand for specified tourism products, as well as facilitate their purchase, use, and enjoyment. On the other hand, according to Baloglu and McCleary (1999), destination image is composed of cognitive or perceptual, affective or emotional, and overall or global images, and potential tourists are people involved in searching for information about tourism destinations.

Structure of the Thesis

This thesis consists of five chapters. Chapter One is the introduction which sets forth the purpose, research questions, and research design of this study. Chapter Two reviews related literature which provides a theoretical background as well as the concept of destination image and marketing tools. Chapter Three introduces research design, instruments, data collection, and data analysis. Chapter Four presents the findings from the data collection of this study. Finally Chapter Five is composed of the discussion of results, limitations, and conclusion.

CHAPTER II

Review of Literature

This chapter contains a literature review regarding destination image and marketing tools and is divided into three sections. The first section introduces the concept, theory, and models of destination image formation, while the second section provides the concept of marketing tools, and the third section describes the concepts linking marketing tools and destination image.

Destination Image

Destination Image Conception

Destination images are comprised of the mental ideas or conceptions held individually or collectively regarding a destination (Stabler, 1988; Alhemoud & Armstrong, 1996). In addition, images can represent a simplification of fragmented perceptions comprised of lots of information about a place; they are the product of the mind trying to process and break down vast amounts of data (Kotler, Haider, & Rein, 1993). As a concept, destination image is the sum of the beliefs, ideas, and impressions which a person holds about a place (Kotler et al.). Individuals may have images of a destination whether or not they have traveled there (Gunn, 1988; Alhemoud & Armstrong). These destination images may be sharp or vague, factual or whimsical (Gunn), with different people holding very dissimilar images regarding the same place. In a word, destination image is a personal perception of a place which can vary from one person to another (Kotler et al.).

Because destination image can also indicate personal preferences for a place (Gunn, 1998), it is especially important to the development of that destination. As Kotler, Hamlin, Rein, and Haider (2002) demonstrated that Asia, for example, includes approximately 600,000 competing communities needing to attract potential place-buyers by projecting strong and appropriate images. Likewise without a unique and distinguishing image, a potentially attractive destination may go unnoticed in the midst of the vast Asian destination market. Therefore, destination image as such should be placed very high in the order of priorities for planning tourism marketing to measure and master the development of destinations (World Tourism Organization, 1979).

In addition, once images are formed, they are not easy to be improved on or changed (Kotler, Haider, & Rein, 1993). Mental frameworks act like stereotyping categories because new images will be placed into a pre-existing mental framework which sorts categories based on preciously sensed perceptions (Andsager & Drzewiecka, 2002). Thus, tourists will possess distinct stereotypic images of different destinations (Sirgy & Su, 2000); in fact, “stereotyping can be so strong that it can lead a tourist to see something that is not there” (Laxson, 1991; p. 373). What tourists see, experience, and learn from a destination they visit is often conditioned by pre-existing structures of image representation and interpretation. Tourists may be affected by these stereotypes and wrongly perceive the destination image they believe they are actually viewing (Andsager & Drzewiecka). Due to the concept of destination image, people may judge the value of a specific place by the images which they hold without giving it more careful consideration. For effective tourism development in a destination, the local government

and tourism planners should put their efforts into creating and delivering positive information regarding the place for improving potential tourists' images and persuading them to visit in the future.

Destination Image Formation Theory

Images are influenced by both the stimulus elements of a product and a perceiver's characteristics (Baloglu & McCleary, 1999). As Stabler (1988) stated, information is received by an individual through two sources, external supply factors of the tourism market and intrapersonal consumer factors. In terms of the supply factors, the destination image which tourists perceive from external information could be regarded as the pull factors attracting tourists to the destination. These supply or pull factors include media, tourist marketing, hearsay, and education. On the other hand, consumer factors concern tourists' personal motives and are related to the push factors persuading tourists to go to the destination. These consumer or push factors include socio-economic motivation, characteristics, motivation, experiences, psychological characteristics, and perceptions (Stabler; Chen & Hsu, 2000).

The formation of individual's images is based on a few impressions chosen from the enormous amount of available information (Alhemoud & Armstrong, 1996). According to Gunn (1988), the information sources of destination image can be categorized into two levels: organic and induced image levels; however, Andsager and Drzewiecka (2002) argued that the complex image should be the third level.

In the organic image level, most images are the result of an individual's assimilation of material from place-related information gathered from a variety of

everyday sources. This kind of autonomous information is usually received from the general media and popular culture such as newspapers, periodicals, and books (Gunn, 1988; Walmsley & Young, 1998; Alhemoud & Armstrong, 1996). In the induced image level, tourists' images are derived from a conscious and active effort to develop, promote, and advertise particular destinations (Gunn; Walmsley & Young). The induced images result from information contained in promotional literature such as travel brochures and posters and the opinions of tour operators and travel agents, as well as second-hand endorsements (Alhemoud & Armstrong). Besides, according to Andsager and Drzewiecka (2002; p. 402), "Development of destination images proceeds through three stages (Fakeye and Crompton 1991)... In the final stage, the actual visitation and destination result in a complex image." That is, the complex image after organic and induced images is the third level of information sources. In this level, actual visitation and experience are the main elements, and they will lead to a complicated overall image in this level.

Destination Image Formation Model

A number of scholars have developed models of the destination image formation processes which can be adopted to study factors and issues of images in particular destinations. Three particular models were relevant to the current study: the general framework of destination image formation (Baloglu & McCleary, 1999), the path model of the determinants of tourism destination image before actual visitation (Baloglu & McCleary), and the formation of destination image model (Beerli & Martin, 2004).

Stabler (1988) suggested that information is received by an individual through the intrapersonal consumer factors of the perceiver and the external supply factors of the tourism market. In 1999, Baloglu and McCleary (1999) also stated the same concept indicating that images are principally influenced by two major forces (personal factors and stimulus factors). According to Baloglu and McCleary's general framework of destination image formation, destination image is composed of cognitive or perceptual, affective, and overall or global images. The cognitive image is the knowledge and information about the objective attributes of a place, whereas the affective image is the emotional feeling about a place. Both cognitive and affective images form the overall image of a destination. On the other hand, the personal factors are the characteristics of perceivers and include psychological and social elements, and the stimulus factors are the external factors including induced sources, previous experience, and distribution. Further, induced sources are the information sources based on a conscious and active effort to develop, promote, and advertise particular destinations (Gunn, 1988; Walmsley & Young, 1998).

Based on the concept of the general framework of destination image formation, Baloglu and McCleary (1999) further developed a path model for studying the factors guiding the formation of destination image and the relationship among the different image components, including cognitive evaluation, affective evaluation, and overall image. In this path model, two stimulus factors (including the variety or amount and types of information sources from tourism markets) and three demographical factors (including age, education, and travel motivations) were identified as the determinants of

tourism destination image before actual visitation. Baloglu and McCleary actually applied this path model to their study and identified nine different variables as the information sources. These sources were the institutions, services, and materials that study subjects had seen or heard about destinations; they included travel agents, brochures or travel guides, friends or family members, airlines, tour operators or companies, advertisements, books or movies, articles or news, and direct mail from the destination.

The findings of the Baloglu and McCleary (1999) study revealed that variety and types of information sources greatly influenced cognitive evaluation. Furthermore, cognitive evaluation showed a significant effect on both the affect evaluation and the overall image. In short, cognitive evaluation played an important role in the formation of destination image, with the major factors influencing cognitive evaluation being information sources, including word-of-mouth and advertisements. The finding confirmed that tourism planners and marketers must have a better understanding of the use of information sources as marketing tools in order to create a better destination image among potential tourists.

Beerli and Martin (2004) developed a conceptual model extending the idea proposed by Baloglu and McCleary. In Beerli and Martin's model of the formation of destination image, personal factors and information sources were the main dimension used for examining the influence of destination image formation. Personal factors have three major determinants, which are various information sources, socio-demographics, and tourism motivations. Likewise Information sources may be divided into two

categories, with the primary category being composed of previous experience and intensity of visit while the secondary category being composed of induced, organic, and autonomous sources. Among the second information sources, the induced sources were defined as the external information sources from the special efforts of tourism marketing; they include public authority or tour operator brochures, advertising campaigns, travel agencies' staff, and the Internet. Autonomous sources were general information from everyday sources, including tourist guidebooks, news and popular culture. Organic sources were people giving destination information based on their knowledge or experience, which could be either solicited or unsolicited.

The findings of Beerli and Martin (2004) showed that travel agency staff and all the organic and autonomous sources could affect the cognitive image. In short, there was a relationship between the secondary information sources and the perceived destination image (Beerli & Martin). The findings also indicated that information sources should be regarded as essential tools used for improving or creating destination image among potential tourists. Therefore, for effective tourism marketing, the significant issue is advanced knowledge about the difference of destination image formation between marketing tool users and non-users.

To conclude, tourism destination image has become a critical concept in tourism studies. Potential tourists have their own particular images for different destinations which may also reflect their personal preference for a specific destination. A review of literature indicated that prior studies had explored the relationship between information sources and the formation of destination image. Therefore, for successful tourism

development in a place, it is necessary to have a better understanding regarding the relationship between the use of marketing tools and the formation of destination image.

Marketing Tools

General Conception

To market successfully, marketing planners must make two significant decisions: choosing appropriate images, and choosing the effective marketing tools to convey the images to target markets (Kotler, Bowen, & Makens, 1996). Because destination image has a significant impact on the tourism destination selection (Tapachai & Waryszak, 2000; Pike, 2003), if a tourism destination wants to be more competitive, it needs to put much effort into determining how to position itself and how potential tourists can receive the specific images which the place wants to present (Sonmez & Sirakaya, 2002). In addition, because tourists choose to go to a particular destination offering better value than others, before the actual trip, they search for information regarding places and use it for reference to make decisions on where to spend their holidays (Goodall, 1990). Therefore, successful tourism destination marketing greatly relies on how marketing planners convey appropriate information by effectively using marketing tools, and how potential tourists receive these messages as their destination image of the place.

Components of Marketing Tools

Although a variety of marketing tools are available to market planners (Myers, 1986), Middleton and Clarke (2001) stated that the most important ones are information materials and other forms of tools conveying specific information to potential tourists. In tourism, information sources usually assist customers in deciding on and purchasing

particular destination products, as well as achieving the full benefit and enjoyment of using them. According to Middleton and Clarke, marketing tools are information materials paid for from marketing budgets and designed to create awareness among existing and potential target markets in order to stimulate interest in and demand for specific tourism products, as well as to facilitate their purchase, use, and enjoyment. Information materials primarily include any form of printed or electronic information materials (Middleton & Clarke). However, there are still other non-traditional sources, and these additional information materials could also be used as important tools in tourism marketing (Middleton & Clarke; Darley & Luethge, 2003). They include word-of-mouth, outdoor advertising, transit advertising, specialty advertising, etc. (Beerli & Martin, 2004).

The wide range of printed materials is the major form of information sources. Based on the different functions, two typical categories of printed materials are used in tourism marketing; one is promotional print, and the other is facilitation and information print (Middleton & Clarke, 2001). The category of promotional printed materials is designed for the function of promotion, and it can raise people's interest, participation in, or use of the product; for example, sale promotion leaflets stimulate people to make purchases. The other category of facilitation and information printed material is designed to facilitate use, and it can provide additional information to assist people in achieving specific purposes; for example, maps provide driving directions to help people arrive at their destination. According to Gartrell (1988), a tourism organization or business' publications are its most important marketing tools. These are created to support specific

programs to respond to the related information or specific requests generated by the consumer or clients (e.g. destination planning manuals, visitor guides, maps, and other related promotional brochures.) Moreover, most tourism businesses achieve their annual sales by dealing directly with their customers through a combination of guides and brochures (Middleton & Clarke).

Electronic materials are another major form of information sources; this includes any materials requiring electronics to use, such as television, radio, Web sites, CDs, films, computerized images, video text, Internet-enabled mobile phones, etc. (Middleton & Clarke, 2001). With the move into the information age, consumer expectations have changed and electronic materials have become more and more important. For example, the Internet is teaching people that they can go online and instantaneously quickly find out information on any subject in which they are interested. Consumers are no longer satisfied with requesting information and awaiting its arrival, but instead expect instant information (World Tourism Organization, 1999). As a result, online communications have replaced many of the roles printed materials traditionally held (Middleton & Clarke).

Due to the wide range of items, information sources mainly composed of printed and electronic materials can perform a variety of roles in tourism marketing. Printed materials can play all the roles of promotion, while electronic materials can perform most of them (Middleton & Clarke, 2001). According to Middleton and Clarke, printed materials have physical value and qualities, such as the ability to touch, hold, and show them to others; these physical features greatly attract people and inspire their images. On the other hand, electronic materials play a powerful and complementary role while also

effectively reducing the costs of the traditional marketing methods. Among the number of electronic materials, the Internet is currently a burgeoning marketing tool. According to World Tourism Organization (1999), if a destination or a tourism product is not on the Web, it may be ignored by most of the potential customers having access to the Internet who expect to get all their tourism information from it. Obviously, no marketers can win any tourism campaign without using the Internet as a marketing tool.

To summarize, information materials are the significant marketing tools in tourism; they include printed, electronic, and other information materials. Efficient marketing tool plans can deliver the precise information which an organization wants to communicate to its target markets. However, because the selection of marketing tools is diverse, marketing planners must have a better understanding of the characteristics and roles of varied information materials in tourism marketing.

Destination Image and Marketing Tools

Marketing destination image is the starting point of successful tourism marketing (Levitt, 1986; Sonmez & Sirakaya, 2002) because the images of a destination held by potential tourists play an important role in travel decision-making (Tapachai & Waryszak, 2000). To capture potential tourists and maintain the market competitiveness of a destination, marketing managers have to create a competitive market position and positive destination perceptions among their target markets (Baloglu & McCleary, 1999; Chen & Uysal, 2002). That is, to achieve successful destination marketing, tourism marketers need to create an effective and appropriate image which should be valid, believable, simple, distinctive, and appealing (Stabler, 1988; Kotler, Haider, & Rein,

1993). Tourism planners put a lot of effort into promoting positive destination images; however, some external forces may lead to negative ones. Although changing an image is more difficult than creating a new one (Kotler, Bowen, & Makens, 1996), an image may be changed and established more rapidly through marketing tools and word-of-mouth spreading significant news about the place (Kotler, Haider, et al.). Therefore, selecting suitable and effective marketing tools will greatly assist a place in conveying information and establishing a positive destination image among its potential tourists.

Successful destination image marketing requires a good strategy for using marketing tools (Kotler, Haider, & Rein, 1993). Because tourists' images of a destination are greatly impacted by how the images of the place are conveyed, marketers must transmit a destination image to potential tourists through appropriate marketing tools (Stabler, 1988). According to Kotler et al., marketing tools could help an unnoticed destination receive lots of attention from target markets and encourage potential tourists to decide to visit it. Therefore, effective destination image marketing requires careful selection of marketing tools (Kotler, Bowen, & Makens, 1996).

A great deal of information or messages could be communicated to people by use of a number of marketing tools, such as radio, television, magazines, books, and word-of-mouth from friends and relatives (Gunn, 1988). Among these familiar marketing tools, Andsager and Drzewiecka (2002) have pointed out guidebooks as being the powerful marketing tools to respond to, support, and shape destination image. However, many scholars also suggested that other information materials could also be effective marketing tools, including movies, popular music, team sports, bowl games, and related T-shirts,

caps and posters (Kotler, Haider, & Rein, 1993; Kotler, Bowen, & Makens, 1996; Andsager & Drzewiecka). Because of the many varied choices of marketing tools, effectively selecting and using marketing tools has become even more of an essential issue in successful destination image marketing (MacKay & Fesenmaier, 2000).

To recap, marketing destination image is the main sector in tourism marketing. For successful tourism marketing, a bunch of attractive images about a destination should be effectively transmitted to potential tourists. This effort greatly relies on the effective use of marketing tools, including choosing from the many varied types. For better tourism marketing, marketing planners should have advanced knowledge in the use of marketing tools in conveying destination image.

CHAPTER III

Method

The purpose of this study was to compare destination image between marketing tool users and non-users by using Taiwan as the generating country and California as the destination. A survey research method was adopted to carry out this investigation. This chapter presents the research design, research target, instrument, data collection, and data analysis.

Research Design

Because this study wanted findings that could be applied generally, a survey research method was employed. In terms of the main advantages of survey research, the findings of a study could be generalized because surveys can be conducted using a large sample size. However, because all respondents give their responses to the same questions, the findings may not be personal or appropriate for different respondents (Rubin & Babbie, 2005). For conducting the survey, a self-administered questionnaire was designed and distributed to respondents for them to complete. All respondents were asked to answer all questions related to the variables measured for the images of California and the use of marketing tools. The research questions of this study were tested and based on the data collected by the questionnaire.

Research Target

The target population was defined as outbound tourists who were eighteen years or older from Taiwan. The total number of Taiwan outbound tourists was approximately 7.8 millions in 2004 (Tourism Bureau of Republic of China, 2005). Krejcie and Morgan

(1970) suggested a sample size of 384 for a population over one hundred thousand. By using 384 as the target sample size, the true percentage in the whole population could fall within a positive or negative 5 % range of the percentage obtained from the sample (Riddick & Russell, 1999). Therefore, this study used 384 as the target sample size. In addition, a convenience sampling method was employed in selecting research respondents because of its advantages in saving time, money, and effort (Riddick & Russell).

Instrument

Questionnaire Design and Operational Definition

To conduct this study, an elaborate quantitative instrument comprised of four parts was developed for data collection. Part one contained questions about the destination image of California; part two consisted of questions related to the use and the importance of marketing tools; part three included questions about individuals' travel experience; and part four collected respondents' demographic information. The instrument included both open-ended and close-ended questions.

Part one of the survey poses questions related to the formation of destination image which potential tourists held about California. The question was modified from the instruments used in previous studies by Baloglu and McCleary (1999), Beerli and Martin (2004), and the official marketing plan of California (California Travel and Tourism Commission, 2004c). Destination image consisted of three dimensions: the cognitive image, the affective image, and the overall image.

The cognitive image consisted of four information categories, which were resources and attraction, general infrastructures, social setting and environment, as well as atmosphere. The first information category, resources and attraction, was evaluated by nine image items, which were interesting cultural activities and attraction, interesting historical attraction, beautiful scenery and natural attraction, varied theme and amusement parks, varied outdoor and sport activities, good place for shopping, good nightlife and entertainment, good food, and good climate. The second information category, general infrastructure, was evaluated by two image items, which were good and comfortable accommodations as well as well-developed general infrastructure. The third information category, social setting and environment, was evaluated by four image items, which were clean, offers personal safety, hospitable and friendly people, and good reputation. The fourth information category, atmosphere, was evaluated by three image items, which were exotic and unusual ways of life and customs, luxury, and fashionable.

In addition, the affective image was evaluated by four image items, which were a pleasant place, a relaxing place, an arousing place, and an exciting place. Furthermore, the overall image was evaluated by one image item, which was a good place. Appendix A lists the construct of destination image. All of the image items in part one were measured by a 5-point Likert type scale, with the scale ranging from “extremely disagree” (1 point) to “extremely agree” (5 points). The score for the cognitive image was calculated by summing up the scores of the four information categories under the cognitive image, and the score for each information category was calculated by summing up the scores of all image items comprising each specific information category.

Moreover, the score for the affective image was calculated by summing up the scores of the four image items sorted under the affective image, and the score for the overall image was the same as the score of the image item, a good place. In addition, to ensure completeness of the questions, this part also included one open-ended question relating to the additional images which respondents held about California.

Part two of the survey posed questions related to the importance of the marketing tools which potential tourists used to search for information and their use of marketing tools to establish their images of California. The questions adopted Middleton & Clarke's (2001) concept of marketing tools, in which marketing tools were operationalized as information sources consisting of printed, electronic, and other information materials. The first question about the importance of marketing tools was evaluated by seven items: three items for printed information materials, three items for electronic information materials, and one item for other information material. The three items of printed information materials were newspapers, magazines or guidebooks, and tourism brochures published by travel agencies and the government. The three items of electronic information materials were television, radio, and the Internet. The single item of information material was word-of-mouth from friends or family members. All items in the first question relating to the importance of marketing tools were measured by a 5-point Likert type scale, with the scale ranging from "extremely unimportant" (1 point) to "extremely important" (5 points). The second question about the use of marketing tools was evaluated using eight items, the seven items of information materials identified above and one additional item designated as other information materials. Respondents

chose an item based on whether they had ever used the specific item to establish their images of California. For consistency, this part also included one open-ended question relating to the other information materials which respondents used to obtain their image of California.

Part three of the survey posed questions related to individuals' travel experiences. There were five questions whose intent was to gain an understanding of the individuals' background information on travel experience and other related information. The first three questions were related to individuals' intent to visit California in the future, prior travel experience in other countries, and travel expenditures on all trips in the past year, including international and domestic ones. The other two questions concerned individuals' prior travel experience in California and whether they had heard of California before. The purpose of these two questions was to examine the qualifications of respondents to participate in this study. The study excluded the respondents who had either been to California or never heard of California. To give the questionnaire a logical design, these two questions were asked before the questions in the first part.

The final part of the survey posed questions related to respondents' demographic information so as to understand the individuals' background for analytical purpose; the subjects of the inquiry included gender, age, residential areas, and educational levels. In terms of the operational definition of residential areas, Northern Taiwan was composed of Taipei, Keelung, Taoyuan, Hsinchu, Miaoli; Middle Taiwan included Taichung, Changhua, Yunlin, Chiai, and Nantou; Southern Taiwan consisted of Tainan, Kaohsiung,

and Pingtung; Eastern Taiwan was composed of Taitung, Hualien, Ilan; and the off-shore islands comprised of Kinmen, Matzu, Penghu, Liouchiouyu, Lanyu, and Liudau.

The survey instrument was further translated into Chinese for the convenience and understanding of respondents because people in Taiwan mainly use Chinese as their language. One bilingual professor from San Jose State University, California reviewed the questionnaire to ensure that the intent and spirit of the English text was maintained and that the translation of the questionnaire was accurate. Two versions of the questionnaires in both Chinese and English were prepared for the survey.

Validity and Reliability

The measurement procedure of a study must be both valid and reliable. Validity involves a measuring instrument's ability to accurately measure what it claims to assess (Sedlack & Stanley, 1992). To establish both face validity and content validity for this study, the instrument was designed and founded on the measures of prior studies. In addition, three professional experts reviewed the instrument and examined whether the scale accurately measures the concept examined in this study. Further, to establish construct validity, more than one item must be used in assessing a specific construct (Sedlack & Stanley). In this study, the concept of destination image was composed of three main dimensions (cognitive, affective and overall images), which were based on the concept of Baloglu and McCleary (1999). The measure of the concept of destination image mainly adopted two empirical destination image studies done by Baloglu and McCleary and by Beerli and Martin (2004). Simultaneously, using the official marketing plan of California (California Travel and Tourism Commission, 2004c), the researcher

integrated and revised the measured items to make the instrument more fit for the purpose of this study.

Reliability is the variability of the individual measurements around the true value (McTavish & Loether, 2002). Internal consistency is an expedient way to measure a scale's reliability (Rubin & Babbie, 2005). According to Rubin and Babbie, coefficient alpha is the most powerful method for calculating internal consistency reliability, which is easily done by applying available computer software. This study used 5-point Likert-type scales, with the researcher implementing SPSS for Windows software to examine the coefficient alpha of each question. The results showed that the question measuring the formation of destination image had an overall reliability alpha of 0.91, and the question measuring the importance of marketing tools had an overall reliability alpha of 0.71. For the former questions, the overall reliability alpha showed great strength. For the latter question, although the overall reliability alpha showed that the strength varied between moderate and strong, it was acceptable to this study.

Pilot Study

A pilot study was conducted during November 15 and November 26, 2004, with the researcher using a snowball sampling approach. The researcher distributed this questionnaire to five research assistants in Taiwan through email, and each of them further distributed the same questionnaire to four other potential tourists in Taiwan. There were a total of twenty respondents who were eighteen years or older living in Taiwan. According to the pilot study, each participant spent approximately eight minutes, on average, to complete the questionnaire. Based on the results of the pilot study and

suggestions made by the respondents, the researcher revised the questionnaire appropriately. A copy of the final version of the questionnaire is listed in Appendix B.

Data Collection

Human Subjects

The study had been approved by the Human Subjects-Institutional Review Board of San Jose State University prior to the data collection; a copy of the Institutional Review Board's approval letter is included in Appendix C. This study maintained informed consent, voluntary participation, and confidentiality of respondents. Every potential participant was informed of the purpose of this study and survey before being asked to participate in the survey. No potential participant was forced to participate in the survey, so participation was completely voluntary. In addition, every participant had the right to refuse or discontinue participation at any time without any negative consequences. No participant was required to provide a name, phone number, address, or other methods of contact on the instrument of this study or during the survey process. In addition, all information provided by respondents was kept strictly confidential and used only for this study, not for other purposes. Moreover, the results of this study were reported in aggregate form, which did not include any information that could identify a specific subject.

Data Collection Procedures

Data was collected at two major international airports in Taiwan which were Kaohsiung International Airport and Chiang Kai-Shek International Airport during March 26 and April 14, 2005. The number of international tourists including outbound,

inbound, and transit passengers at Kaohsiung International Airport was three million in 2004 (Kaohsiung International Airport, 2004), while the number of international tourists at Chiang Kai-Shek International Airport was twenty million in 2004 (Chiang Kai-Shek International Airport, 2003). Kaohsiung International Airport features airline routes to Asian destinations, while Chiang Kai-Shek International Airport features airline routes not only to Asia, but to other destinations in the world. Many outbound tourists departing from Kaohsiung International Airport need to make a transfer and thereby became transit passengers at Chiang Kai-Shek International Airport because there are no direct flights to their destination from Kaohsiung International Airport. Therefore, the actual number of international tourists at Chiang Kai-Shek International Airport in 2004 could be less than the number reported above. Even so, the number of outbound tourists at Chiang Kai-Shek International Airport was still greater than the number of outbound tourists at Kaohsiung International Airport. However, because of time and budget constraints, the data was mainly collected at Kaohsiung International Airport.

The researcher and another research assistant conducted the survey in the departure lounge for international travelers. The researcher first greeted a selected potential participant with a smile and introduced herself. Second, the researcher explained the purpose of this study to the potential participant, then asked respondents whether they were current residents of Taiwan, whether they were eighteen years or older, and whether they had heard about California, thereby making sure the individual met the requirement of participating in this study. If the individual was eighteen years or older, lived in Taiwan, and had heard about California, the researcher asked the person to participate in

the survey. When the subject agreed to participate in the survey, the researcher gave a consent form for survey participation (see Appendix D) as well as a questionnaire with a cover page and explained the contents of the instrument. If the subject had any question during the survey process, another research assistant answered the question and helped the participant to fill out the questionnaire. After the subject completed the questionnaire, the research assistant checked it to ensure the participant had completed all the questions the person was willing to answer. Finally, the research assistant thanked the participant for providing valuable information for this study.

Although the researcher prepared two versions of questionnaires in Chinese and English, no participant chose to use the English version. Table 1 shows the progress of data collection during the period of the survey conducted, in which 640 questionnaires were distributed and 624 questionnaires were returned. Among those 624 returned questionnaires, 434 were collected from Kaohsiung International Airport, and 190 questionnaires were collected from Chiang Kai-Shek International Airport. However, among the 624 returned questionnaires, there were 122 incomplete questionnaires in which the participant failed to answer most of the questions, and 92 questionnaires were completed by people who had been to California. Because the purpose of this study was to compare California images between marketing tool users and non-users, those questionnaires completed by tourists who had visited California were excluded from this study. Therefore, the valid sample size was 410, and the valid return rate was 64.06 %.

Table 1

Questionnaire Distribution and Return

Study Site	Date	Distribution	Return	Valid
	March 26	75	73	45
	March 27	70	66	44
Kaohsiung International Airport	March 28	60	60	39
	March 29	60	60	34
	March 30	60	57	37
Chiang Kai-Shek International Airport	April 2	110	106	76
	April 3	85	84	64
Kaohsiung International Airport	April 5	60	60	37
	April 6	60	58	34
Total		640	624	410

Data Analysis

This study utilized SPSS for Windows version 11 for data analysis. The *Statistical Package for the Social Sciences* (SPSS) is a frequently and popular statistic software, which social scientists have found useful in performing a variety of statistical analyses (Sedlack & Stanley, 1992). Statistical methods employed were frequency distribution, *t*-test, and analysis of variance (ANOVA). All statistic analyses, including the *t*-test and ANOVA test used in data analysis of this study, were a two-tailed analysis, with observation significance level determined to be at .05. On the other hand, a content analysis method was used to analyze the responses from the open-ended questions. The relevant themes and categories were developed to enable interpreting the results of this study.

Summary

A survey research method was employed in this study. The target population was outbound tourists who were eighteen years or older from Taiwan, with the respondents selected through a convenience sampling approach. A questionnaire regarding the destination image of California, selected marketing tools, and potential tourists' characteristics was developed for collecting data from 410 valid respondents. SPSS for Windows version 11 was used to analyze the data and to compare destination image between marketing tool users and non-users.

Chapter IV

Study Findings

This chapter presenting the findings of the study is organized in five sections. Section one is the description of the sample and includes respondents' demographic information, personal travel experience, and data recode. Section two is related to the destination image which respondents had about California. Section three concerns marketing tools; it focuses on the use of marketing tools and their importance. Section four presents the formation of destination image between marketing tool users and non-users, and Section five is the importance of marketing tools among respondents.

Description of the Sample

Demographics of Respondents

This section presents the frequency distribution of the demographic information of the respondents. The demographic variables include gender, age, residential areas, and education. Table 2 summarizes the results.

Table 2

Respondent Demographic Information

Variable	Items	Population	Valid %
Gender	Female	269	65.8
	Male	140	34.2
	Missing	1	
	Total	410	100.0
Age	18-24 years old	85	20.7
	25-34 years old	218	53.2
	35-44 years old	61	14.9
	45-54 years old	38	9.3
	55-64 years old	7	1.7
	65 years old and above	1	0.2
	Total	410	100.0
Residential areas	Northern Taiwan	90	22.0
	Middle Taiwan	28	6.8
	Southern Taiwan	291	71.0
	Eastern Taiwan	1	0.2
	Off-shore island	0	0.0
	Total	410	100.0

Table 2

Respondent Demographic Information (continued)

Variable	Items	Population	Valid %
Educational levels	Elementary school	2	0.5
	Junior high school	1	0.2
	Senior high school	66	16.1
	College/University	295	72.0
	Graduate school	46	11.2
	Total	410	100.0

Gender. Of the valid sample of 409 respondents who lived in Taiwan and were over 18 years old, 65.8% respondents were female ($n=269$), and 34.2% respondents were male ($n=140$). There was one response missing in this item.

Age. Of the total sample of 410 respondents, 53.2% respondents were between 25 and 34 years old ($n=218$), 20.7% respondents were between 18 and 24 years old ($n=85$), and 14.9% respondents were between 35 and 44 years old ($n=61$). However, only 1.9% respondents were 55 years old or older ($n=8$).

Residential areas. Of the total sample of 410 respondents, 71% respondents resided in Southern Taiwan ($n=291$), 22% respondents resided in Northern Taiwan ($n=90$), 6.8% respondents resided in Middle Taiwan ($n=28$), and only 0.2% respondents resided in Eastern Taiwan ($n=1$).

Educational levels. Of the total sample of 410 respondents, 72% respondents had a college or university degree ($n=295$), 16.1% respondents had a senior high school degree

($n=66$), and 11.2% respondents had a graduate school degree ($n=46$). However, only 0.5 % respondents had only an elementary school degree ($n=2$), and only 0.2 % respondents had only a junior high school degree ($n=1$).

Travel Experience

This section presents the frequency distribution of the travel experience information of the respondents. The relevant travel experience variables include the personal travel intentions of visiting California in the future, prior travel experience in other countries, and all travel expenditures on international and domestic trips made in the past year.

Table 3 summarizes the results.

Table 3

Travel Experience Information

Variable	Items	Population	Valid %
Travel intentions to visit California	Not prefer visiting California	38	9.3
	Prefer visiting California	371	90.7
	Missing	1	
	Total	410	100.0
Travel experience in other countries	No	118	28.8
	Yes	292	71.2
	Total	410	100.0
Travel expenditures on all trips	TWD 30,000 and below	209	51.4
	TWD 30,001-50,000	82	20.1
	TWD 50,001-80,000	64	15.7
	TWD 80,001-120,000	33	8.1
	TWD 120,001-180,000	13	3.2
	TWD 180,001 and above	6	1.5
	Missing	3	
Total	410	100.0	

Note. TWD = Taiwan dollar.

Travel intentions to visit California. Of the valid sample of 409 respondents, 90.5% respondents indicated an intent to visit California in the future ($n=371$), and only 9.3% respondents indicated an intent not to visit California in the future ($n=38$). There was one response missing in this item.

Travel experience in other countries. Of the total sample of 410 respondents, 71.2% respondents had visited other countries ($n=292$), but 28.8% respondents had not visited other countries ($n=118$). A total of 276 out of the 292 respondents who had visited other countries were willing to name the countries which they had visited; their information is listed in Table 4. As Table 4 shows, the top three countries which respondents had visited were Japan, China, and Thailand; specifically, 137 respondents had visited Japan, 131 respondents had visited China (including Kong Hong and Macau), and 77 respondents had visited Thailand. In addition, 36 respondents had visited the United States.

Table 4

Travel Experience in Other Countries

Region	Country	Frequency
Asia	Japan	137
	China (including Hong Kong: 51; Macau: 5)	131
	Thailand	77
	Singapore	41
	Malaysia	38
	Indonesia	38
	Korea	33
	Philippines	18
	Palau	3
	Vietnam	3
	Cambodia	1
	Nepal	1
Sri Lanka	1	
Europe	France	34
	Germany	23
	United Kingdom	20
	Switzerland	13
	Netherlands	10
	Italy	10
	Belgium	7
	Spain	6

Table 4

Travel Experience in Other Countries (continued)

Region	Country	Frequency
Europe	Italy	6
	Austria	5
	Czech	4
	Finland	3
	Sweden	2
	Denmark	1
	Luxembourg	1
	Greece	1
	Iceland	1
	Norway	1
Turkey	1	
America	USA	36
	Canada	15
	Panama	1
Oceania	Australia	24
	New Zealand	9
Total		756 ^a

^aBecause some respondents had visited more than one country, the total N (756) is greater than 276 which is the number of respondents who had visited other countries and were willing to explain which country they had visited.

Travel expenditures on all trips. Of the valid sample of 407 respondents, 51% respondents spent Taiwan dollar (TWD) 30,000 or less on all trips including international trips and domestic trips in the past year ($n=209$), 20% respondents spent between TWD 30,001 and TWD 50,000 ($n=82$), and 15.6% respondents spent between TWD 50,001 and TWD 80,000 ($n=64$). There were three responses missing in this item.

Recoding of Data

In order to reduce the diversion of distribution among different categories, four variables were recoded and assigned new categories. These variables (including travel expenditures on all trips, age, residential areas, and educational levels) were recoded, with the details explained as follows.

For the variable of age, the researcher combined three original items, “45-54 years old” ($n=38$), “55-64 years old” ($n=7$), and “65 years old and above” ($n=1$), into a new item “45 years old and above”. Other items remained the same.

For the variable of residential areas, the researcher combined three original items, “Northern Taiwan” ($n=90$), “Middle Taiwan” ($n=28$), and “Eastern Taiwan” ($n=1$), into a new item, “Northern, Middle, and Eastern Taiwan”. “Off-shore islands” ($n=0$) was omitted, and the item of “Southern Taiwan” remained the same.

For the variable of educational levels, the researcher combined three original items, “Elementary school” ($n=2$), “Junior high school” ($n=1$), and “Senior high school” ($n=66$), into a new item, “Senior high school and below”. Other items remained the same.

For the variable of travel Expenditures on all trips, the researcher combined three original items, “TWD 80,001-12,000” ($n=33$), “TWD 120,001-180,000” ($n=13$), and

“TWD 180,001 and above” ($n=6$), into a new item, “TWD 80,001 and above”. Other items remained the same.

Destination Image of California

This section presents frequency distribution of the formation of the destination image which the respondents held about California. The three relevant variables of destination image formation include the three destination image dimensions, four information categories, and 23 image items (see Appendix A). This section also includes the responses to the open-ended question related to the additional images which respondents held about California. Content analysis method was used to analyze the responses from the open-ended questions, and new image items and categories were developed.

The Formation of Destination Image

In terms of three destination image dimensions, the overall image had the highest average agreement (Mean=4.03; Table 7), the affective image came second (Mean=3.91), and the cognitive image came last (Mean=3.75). Further, in terms of the four information categories under the cognitive image, the category of general infrastructures had the highest average agreement (Mean=3.99) while the category of atmosphere had the lowest average agreement (Mean=3.39). Moreover, among the 23 items of destination image which respondents held about California, the item of good climate had the highest average agreement (Mean=4.15), the item of beautiful scenery and natural attraction had the second highest average agreement (Mean=4.09), and the item of good and comfortable accommodations had the third highest average agreement (Mean=4.06). On

the other hand, the item of luxury atmosphere had the lowest average agreement (Mean=3.11).

Table 5

The Destination Image of California Frequency Distribution

Destination Image	Missing		ED		Disagree		Neutral		Agree		EA		Valid N	Mean
	n	%	n	%	n	%	n	%	n	%	n	%		
Cognitive Image	24												386	3.75
RA	16												394	3.78
RA1	2	0	0.0	11	2.7	142	34.8	190	46.6	65	15.9		408	3.76
RA2	6	0	0.0	29	7.2	185	45.8	146	36.1	44	10.9		404	3.51
RA3	3	0	0.0	5	1.2	78	19.2	200	49.1	124	30.5		407	4.09
RA4	1	0	0.0	7	1.7	131	32.0	188	46.0	83	20.3		409	3.85
RA5	3	1	0.2	5	1.2	163	40.0	180	44.2	58	14.3		407	3.71
RA6	2	3	0.7	16	3.9	176	43.1	156	38.2	57	14.0		408	3.61
RA7	2	1	0.2	22	5.4	184	45.1	148	36.3	53	13.0		408	3.56
RA8	3	1	0.2	12	2.9	134	32.9	177	43.5	83	20.4		407	3.81
RA9	0	0	0.0	4	1.0	61	14.9	213	52.0	132	32.2		410	4.15

Table 5

The Destination Image of California Frequency Distribution (continued)

Destination Image	Missing		ED		Disagree		Neutral		Agree		EA		Valid N	Mean
	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%		
GI	1												409	3.99
GI1	1	0	0.0	5	1.2	94	23.0	182	44.5	128	31.3		409	4.06
GI2	1	0	0.0	5	1.2	119	29.1	188	46.0	97	23.7		409	3.92
SSE	9												401	3.82
SSE1	5	0	0.0	11	2.7	114	28.1	173	42.7	107	26.4		405	3.93
SSE2	1	0	0.0	21	5.1	153	37.4	118	28.9	117	28.6		409	3.81
SSE3	1	2	0.5	8	2.0	164	40.1	162	39.6	73	17.8		409	3.72
SSE4	4	0	0.0	10	2.5	134	33.0	175	43.1	87	21.4		406	3.84
AT	1												409	3.39
AT1	0	2	0.5	28	6.8	138	33.7	170	41.5	72	17.6		410	3.69
AT2	1	13	3.2	76	18.6	197	48.2	98	24.0	25	6.1		409	3.11

Table 5

The Destination Image of California Frequency Distribution (continued)

Destination Image	Missing		ED		Disagree		Neutral		Agree		EA		Valid N	Mean
	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%		
AT3	1	5	1.2	48	11.7	183	44.7	131	32.0	42	10.3	409	3.38	
Affective Image	5											405	3.91	
AI1	2	0	0.0	3	0.7	75	18.4	233	57.1	97	23.8	408	4.04	
AI2	2	0	0.0	5	1.2	77	18.9	220	53.9	106	26.0	408	4.05	
AI3	1	0	0.0	6	1.5	94	23.0	197	48.2	112	27.4	409	4.01	
AI4	3	1	0.2	24	5.9	189	46.4	136	33.4	57	14.0	407	3.55	
Overall Image	1											409	4.03	
OII	1	1	0.2	4	1.0	80	19.6	221	54.0	103	25.2	409	4.03	

Note. ED = extremely disagree; EA = extremely agree; *n* = samples; N = total samples; % = valid percent; RA = resources and attraction; RA1 = interesting cultural activities and attraction; RA2 = interesting historical attraction; RA3 = beautiful

scenery and natural attraction; RA4 = varied theme and amusement parks; RA5 = varied outdoor and sport activities; RA6 = good place for shopping; RA7 = good night-life and entertainment; RA8 = good food; RA9 = Good climate; GI = general infrastructure; GI1 = good and comfortable accommodations; GI2 = well-developed general infrastructures; SSE = social setting and environment; SSE1 = clean; SSE2 = offers personal safety; SSE3 = hospitable and friendly people; SSE4 = good reputation; AT = atmosphere; AT1 = exotic/unusual ways of life and customs; AT2 = luxury; AT3 = fashionable; AI1 = a pleasant place; AI2 = a relaxing place; AI3 = an arousing place; AI4 = an exciting place; OI1 = a good place.

Open-ended Question

A total of 313 respondents chose to answer the open-ended question about their additional images of California. A content analysis of the responses yielded new themes representing the three dimensions of destination image. Please refer to Appendix E for detailed information about the dimensions, categories, and items of destination image including the frequency distribution.

In the cognitive image dimension, two new items, namely attractive artificial resources and attraction as well as flourishing recreation and leisure industry were identified under the category of resources and attraction; one new item, namely diverse population was identified under the category of social setting and environment, and one new item, namely free atmosphere was identified under the category of atmosphere. In addition, a new category, namely "Other Information" was added as a part of the cognitive image dimension. In the affective image dimension, seven new items were identified. They included a fun place, a modern place, a bustling place, a peaceful place, a healthy place, a special place, and a crazy place.

Marketing Tools

This section presents the frequency distribution about respondents' views on the importance of marketing tools and their use of marketing tools for establishing the images of California. Seven variables about the importance level of marketing tools included newspapers, magazines or guidebooks, tourism brochures published by travel agencies or the government, television, radio, the Internet, and word-of-mouth from friends or family members. The eight variables about the use of marketing tools included

the seven variables identified above and other information materials. Also presented are the responses to the open-ended question related to the other information materials which respondents used for obtaining their images of California.

The Importance of Marketing Tools

Among the seven marketing tools which respondents could use in searching for information, there were four responses missing in the item of newspaper, five responses missing in the item of magazines or guidebooks, eighteen responses missing in the item of tourism brochures, six responses missing in the item of television, eleven responses missing in the item of radio, four responses missing in the item of the Internet, and five responses missing in the item of word-of-mouth. Table 6 summarizes the results.

According to the mean of each marketing tool, the item of television had the highest average importance (Mean=4.2), the item of magazines or guidebooks had the second highest average importance (Mean=4.18), and the item of the Internet had the third highest average importance (Mean=4.12), while the item of radio had the lowest average importance (Mean=3.32).

Table 6

The Importance of Marketing Tools Frequency Distribution

Items	Missing		EU		Unimportant		Neutral		Important		EI		Valid		Mean
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	
Newspapers	4		4	1.0	10	2.5	113	27.8	192	47.3	87	21.4	406		3.86
M	5		1	0.2	5	1.2	62	15.3	191	47.2	146	36.0	405		4.18
B	18		6	1.5	24	6.1	119	30.4	149	38.0	94	24.0	392		3.77
Television	6		0	0.0	2	0.5	66	16.3	178	44.1	158	39.1	404		4.22
Radio	11		6	1.5	40	10.0	211	52.9	105	26.3	37	9.3	399		3.32
The Internet	4		0	0.0	11	2.7	70	17.2	183	45.1	142	35.0	406		4.12
W	5		2	0.5	12	3.0	124	30.6	155	38.3	112	27.7	405		3.90

Note. EU = extremely unimportant; EI = extremely important; % = valid percent; M = magazines or guidebooks; B = tourism brochures published by travel agencies or the government; W = word-of-mouth from friends or family members.

The Use of Marketing Tools

Among the eight items of marketing tools which respondents used for establishing their destination image of California, television was used by the most respondents ($n=309$), magazines or guidebooks came second ($n=304$), the Internet came third ($n=189$), and radio came last ($n=41$). Table 7 summarizes the results.

Table 7

The Use of Marketing Tools

Marketing Tools	Frequency	Rank
Newspapers	169	4
Magazines or guidebooks	304	2
TB	86	6
Television	309	1
Radio	41	8
The Internet	189	3
WM	132	5
Other information materials	61	7
Total	1291 ^a	

Note. TB = tourism brochures published by travel agencies or the government; WM = word-of-mouth from friends or family members.

^aBecause most of respondents used more than one marketing tools to establish the images of California, the total N (1291) is not equal to 410 which was the number of all respondents.

Open-ended Information

A total of 56 out of 61 respondents who checked the item of other information materials as the sources in establishing their images of California explained what their additional information materials were; the responses are listed in Table 8. Among all responses, movies were mentioned by the most respondents ($n=31$). Although songs came second, it was mentioned by only 6 respondents.

Table 8

Other Information Materials

Other Information Material Item	Frequency
Movies	31
Songs	6
Textbooks	5
Fruit/Food	4
Advertisement	2
Travel promotion information	2
News	1
VCR	1
Calendars	1
Poster	1
Geography books	1
The gym named as California	1
The brochures from studying abroad center	1
Friends' photos	1
Life experience	1
Total	58 ^a

^aBecause some respondents used more than one additional information materials to establish the images of California, the total N (58) is not equal to 56 which was the number of respondents explaining their own additional information tools.

The Use of Marketing Tools and the Formation of Destination Image

This section presents the variations in California images between marketing tool users and non-users by comparing the difference between the group using marketing tools as their sources of California information and the group not using them. In terms of marketing tools which respondents used to establish their destination image of California, there were eight variables including newspaper, magazines or guidebooks, tourism brochures, television, radio, the Internet, word-of-mouth, and other information materials. Destination image was composed of three destination image dimensions, four information categories, and 23 image items (see Appendix A.) A *t*-test was utilized for analyzing data in this section; it was a two-tailed analysis, with an observation significance level of .05.

Newspapers

This section presents the variations in California images between newspaper users and non-users by comparing the difference between the group using newspapers as their source of California information and the group not using them. The results are summarized in Table 9. The results of the *t*-test did not reach an observation significance level on any destination image item, pertaining to whether or not the respondents used newspapers as their source of California images. Therefore, there was no statistically significant difference in the destination image formation between the means.

Table 9

Comparison of the Destination Image Formation between the Group Using Newspapers and the Group Not Using Them

Items	N	n	Mean	SD	t	p
Cognitive Image	not use	229	3.74	0.47	-0.55	0.586
	use	157	3.76	0.46		
RA	not use	233	3.77	0.47	-0.32	0.747
	use	161	3.79	0.48		
RA1	not use	239	3.72	0.74	-1.35	0.178
	use	169	3.82	0.75		
RA2	not use	238	3.49	0.76	-0.49	0.627
	use	166	3.53	0.82		
RA3	not use	240	4.11	0.73	0.79	0.429
	use	167	4.05	0.74		
RA4	not use	240	3.82	0.77	-0.88	0.379
	use	169	3.89	0.74		
RA5	not use	241	3.72	0.70	0.26	0.796
	use	166	3.70	0.77		
RA6	not use	240	3.57	0.84	-1.24	0.215
	use	168	3.67	0.75		
RA7	not use	241	3.56	0.78	-0.24	0.814
	use	167	3.57	0.81		

Table 9

Comparison of the Destination Image Formation between the Group Using Newspapers and the Group Not Using Them (continued)

Items	N	n	Mean	SD	t	p
RA8	not use	239	3.79	0.80	-0.40	0.688
	use	168	3.83	0.80		
RA9	not use	241	4.16	0.70	0.28	0.778
	use	169	4.14	0.70		
GI	not use	241	4.00	0.71	0.42	0.677
	use	168	3.97	0.65		
GI1	not use	241	4.06	0.77	0.11	0.911
	use	168	4.05	0.76		
GI2	not use	241	3.94	0.78	0.64	0.520
	use	168	3.89	0.73		
SSE	not use	237	3.82	0.70	0.14	0.891
	use	164	3.82	0.64		
SSE1	not use	239	3.94	0.81	0.26	0.792
	use	166	3.92	0.80		
SSE2	not use	241	3.81	0.92	0.00	0.997
	use	168	3.81	0.90		
SSE3	not use	241	3.71	0.81	-0.43	0.665
	use	168	3.74	0.77		

Table 9

Comparison of the Destination Image Formation between the Group Using Newspapers and the Group Not Using Them (continued)

Items	N	n	Mean	SD	t	p
SSE4	not use	239	3.86	0.80	0.83	0.409
	use	167	3.80	0.76		
AT	not use	241	3.34	0.68	-1.84	0.067
	use	168	3.47	0.63		
AT1	not use	241	3.64	0.88	-1.38	0.169
	use	169	3.76	0.82		
AT2	not use	241	3.06	0.89	-1.37	0.170
	use	168	3.18	0.89		
AT3	not use	241	3.33	0.87	-1.45	0.147
	use	168	3.46	0.86		
Affective Image	not use	238	3.89	0.57	-1.13	0.259
	use	167	3.95	0.58		
AI1	not use	240	4.01	0.68	-1.11	0.267
	use	168	4.08	0.66		
AI2	not use	241	4.02	0.72	-0.75	0.456
	use	167	4.08	0.68		
AI3	not use	241	4.00	0.74	-0.61	0.544
	use	168	4.04	0.77		

Table 9

Comparison of the Destination Image Formation between the Group Using Newspapers and the Group Not Using Them (continued)

Items	N	n	Mean	SD	t	p
AI4	not use	239	3.51	0.79	-1.18	0.238
	use	168	3.61	0.84		
Overall Image	not use	241	4.00	0.70	-1.00	0.320
	use	168	4.07	0.73		
OI1	not use	241	4.00	0.70	-1.00	0.320
	use	168	4.07	0.73		

Note. N = the use of newspapers; RA = resources and attraction; RA1 = interesting cultural activities and attraction; RA2 = interesting historical attraction; RA3 = beautiful scenery and natural attraction; RA4 = varied theme and amusement parks; RA5 = varied outdoor and sport activities; RA6 = good place for shopping; RA7 = good night-life and entertainment; RA8 = good food; RA9 = Good climate; GI = general infrastructure; GI1 = good and comfortable accommodations; GI2 = well-developed general infrastructures; SSE = social setting and environment; SSE1 = clean; SSE2 = offers personal safety; SSE3 = hospitable and friendly people; SSE4 = good reputation; AT = atmosphere; AT1 = exotic/unusual ways of life and customs; AT2 = luxury; AT3 = fashionable; AI1 = a pleasant place; AI2 = a relaxing place; AI3 = an arousing place; AI4 = an exciting place; OI1 = a good place.

Magazines or Guidebooks

This section presents the variations in California images between magazine or guidebook users and non-users by comparing the difference between the group using magazines or guidebooks as their source of California information and the group not using them. The results are summarized in Table 10. The results of the *t*-test showed a statistically significant difference in the cognitive image ($t=-2.91$, $p=0.004$) and the affective image ($t=-3.36$, $p=0.001$) between the means. Further, under the cognitive image, three information categories, resources and attraction ($t=-3.14$, $p=0.002$), general infrastructure ($t=-2.55$, $p=0.011$), and atmosphere ($t=-3.01$, $p=0.003$), had a statistically significant difference between the means. In addition, four image items (interesting culture activities and attraction: $t=-3.30$, $p=0.001$, interesting historical attraction: $t=-2.17$, $p=0.031$; good place for shopping: $t=-2.33$, $p=0.020$; good food: $t=-2.37$, $p=0.018$) from the resources and attraction category, both image items (good and comfortable accommodations: $t=-2.55$, $p=0.025$; well-developed general infrastructures: $t=-2.29$, $p=0.023$) from the general infrastructure category, and one image item (exotic and unusual ways of life and customers: $t=-3.18$, $p=0.002$) from the atmosphere category had a statistically significant difference between the means. Three image items (a pleasant place: $t=-2.22$, $p=0.027$; a relaxing place: $t=-2.55$, $p=0.012$; an arousing place: $t=-3.28$, $p=0.001$) from the affective image also had a statistically significant difference between the means. Specifically in terms of the mean, the group using magazines or guidebooks as their source of California images had the higher mean on the formation of all

destination image dimensions, information categories, and image items with a statistically significant difference between the means.

Table 10

Comparison of the Destination Image Formation between the Group Using Magazines or Guidebooks and the Group Not Using Them

Items	M	n	Mean	SD	t	p
Cognitive Image	not use	100	3.63	0.47	-2.91	0.004**
	use	286	3.79	0.46		
RA	not use	101	3.65	0.46	-3.14	0.002**
	use	293	3.82	0.47		
RA1	not use	105	3.55	0.72	-3.30	0.001**
	use	303	3.83	0.74		
RA2	not use	102	3.36	0.73	-2.17	0.031*
	use	302	3.56	0.80		
RA3	not use	105	3.98	0.77	-1.75	0.082
	use	302	4.13	0.72		
RA4	not use	106	3.75	0.81	-1.57	0.119
	use	303	3.88	0.73		
RA5	not use	105	3.62	0.70	-1.49	0.138
	use	302	3.74	0.74		
RA6	not use	106	3.45	0.90	-2.33	0.020*
	use	302	3.66	0.76		
RA7	not use	106	3.46	0.82	-1.53	0.126
	use	302	3.60	0.78		

Table 10

Comparison of the Destination Image Formation between the Group Using Magazines or Guidebooks and the Group Not Using Them (continued)

Items	M	n	Mean	SD	t	p
RA8	not use	106	3.65	0.79	-2.37	0.018*
	use	301	3.86	0.79		
RA9	not use	106	4.06	0.78	-1.67	0.096
	use	304	4.19	0.67		
GI	not use	106	3.84	0.72	-2.55	0.011*
	use	303	4.04	0.67		
GI1	not use	106	3.92	0.78	-2.55	0.025*
	use	303	4.11	0.76		
GI2	not use	106	3.77	0.78	-2.29	0.023*
	use	303	3.97	0.74		
SSE	not use	105	3.77	0.70	-0.96	0.339
	use	296	3.84	0.67		
SSE1	not use	106	3.82	0.87	-1.52	0.130
	use	299	3.97	0.78		
SSE2	not use	106	3.75	0.94	-0.72	0.475
	use	303	3.83	0.90		
SSE3	not use	106	3.67	0.81	-0.81	0.416
	use	303	3.74	0.78		

Table 10

Comparison of the Destination Image Formation between the Group Using Magazines or Guidebooks and the Group Not Using Them (continued)

Items	M	n	Mean	SD	t	p
SSE4	not use	105	3.82	0.84	-0.24	0.810
	use	301	3.84	0.77		
AT	not use	106	3.23	0.69	-3.01	0.003**
	use	303	3.45	0.64		
AT1	not use	106	3.46	0.91	-3.18	0.002**
	use	304	3.77	0.83		
AT2	not use	106	2.98	0.90	-1.78	0.076
	use	303	3.16	0.88		
AT3	not use	106	3.25	0.90	-1.92	0.056
	use	303	3.43	0.85		
Affective Image	not use	104	3.75	0.61	-3.36	0.001**
	use	301	3.97	0.55		
AI1	not use	106	3.92	0.73	-2.22	0.027*
	use	302	4.08	0.64		
AI2	not use	105	3.88	0.84	-2.55	0.012*
	use	303	4.11	0.64		
AI3	not use	106	3.81	0.76	-3.28	0.001**
	use	303	4.09	0.74		

Table 10

Comparison of the Destination Image Formation between the Group Using Magazines or Guidebooks and the Group Not Using Them (continued)

Items	M	n	Mean	SD	t	p
AI4	not use	105	3.42	0.77	-1.93	0.055
	use	302	3.60	0.82		
Overall Image	not use	106	3.93	0.77	-1.60	0.110
	use	303	4.06	0.69		
OI1	not use	106	3.93	0.77	-1.60	0.110
	use	303	4.06	0.69		

Note. M = the use of magazines or guidebooks; RA = resources and attraction; RA1 = interesting cultural activities and attraction; RA2 = interesting historical attraction; RA3 = beautiful scenery and natural attraction; RA4 = varied theme and amusement parks; RA5 = varied outdoor and sport activities; RA6 = good place for shopping; RA7 = good night-life and entertainment; RA8 = good food; RA9 = Good climate; GI = general infrastructure; GI1 = good and comfortable accommodations; GI2 = well-developed general infrastructures; SSE = social setting and environment; SSE1 = clean; SSE2 = offers personal safety; SSE3 = hospitable and friendly people; SSE4 = good reputation; AT = atmosphere; AT1 = exotic/unusual ways of life and customs; AT2 = luxury; AT3 = fashionable; AI1 = a pleasant place; AI2 = a relaxing place; AI3 = an arousing place; AI4 = an exciting place; OI1 = a good place.

*p < .05. **p < .01.

Tourism Brochures

This section presents the variations in California images between tourism brochure users and non-users by comparing the difference between the group using tourism brochures published by travel agencies or the government as their source of California information and the group not using them. The results are summarized in Table 11. The results of the *t*-test showed a statistically significant difference in all three dimensions of destination image, the cognitive image ($t=-3.24$, $p=0.001$), the affective image ($t=-3.02$, $p=0.003$), and the overall image ($t=-2.32$, $p=0.021$) between the means. Further, under the cognitive image, all four information categories, resources and attraction ($t=-2.56$, $p=0.05$), general infrastructure ($t=-2.82$, $p=0.005$), social setting and environment ($t=-2.32$, $p=0.021$), and atmosphere ($t=-2.87$, $p=0.004$) had a statistically significant difference between the means. In addition, one image item (good climate: $t=-2.77$, $p=0.006$) from the resources and attraction category, both image items (good and comfortable accommodations: $t=-2.86$, $p=0.004$; well-developed general infrastructures: $t=-2.21$, $p=0.027$) from the general infrastructure category, two image items (clean: $t=-2.14$, $p=0.033$; hospitable and friendly people: $t=-2.74$, $p=0.006$) from the social setting and environment category, and two image items (exotic and unusual ways of life and customers: $t=-2.54$, $p=0.011$; luxury: $t=-2.45$, $p=0.016$) from the atmosphere category had a statistically significant difference between the means. In addition, three image items (a pleasant place: $t=-2.68$; $p=0.008$; a relaxing place: $t=-2.82$, $p=0.005$; an exciting place: $t=-2.29$, $p=0.022$) from the affective image category had a statistically significant difference between the means. Specifically, in terms of the mean, the group using travel

brochures as their source of California images had the higher mean on the formation of all destination image dimensions, information categories, and image items with a statistically significant difference between the means.

Table 11

Comparison of the Destination Image Formation between the Group Using Tourism Brochures and the Group Not Using Them

Items	B	n	Mean	SD	t	p
Cognitive Image	not use	304	3.71	0.46	-3.24	0.001**
	use	82	3.89	0.48		
RA	not use	311	3.75	0.47	-2.56	0.005**
	use	83	3.90	0.48		
RA1	not use	322	3.73	0.74	-1.61	0.109
	use	86	3.87	0.76		
RA2	not use	318	3.47	0.75	-1.89	0.062
	use	86	3.66	0.89		
RA3	not use	321	4.06	0.75	-1.56	0.120
	use	86	4.20	0.68		
RA4	not use	324	3.83	0.78	-1.21	0.227
	use	85	3.93	0.67		
RA5	not use	322	3.68	0.72	-1.62	0.107
	use	85	3.82	0.74		
RA6	not use	323	3.59	0.81	-1.12	0.265
	use	85	3.69	0.76		
RA7	not use	322	3.55	0.79	-0.69	0.490
	use	86	3.62	0.81		

Table 11

Comparison of the Destination Image Formation between the Group Using Tourism Brochures and the Group Not Using Them (continued)

Items	B	n	Mean	SD	t	p
RA8	not use	321	3.79	0.80	-1.14	0.256
	use	86	3.90	0.80		
RA9	not use	324	4.10	0.70	-2.77	0.006**
	use	86	4.34	0.66		
GI	not use	323	3.94	0.69	-2.82	0.005**
	use	86	4.17	0.67		
GI1	not use	323	4.00	0.77	-2.86	0.004**
	use	86	4.27	0.74		
GI2	not use	323	3.88	0.76	-2.21	0.027*
	use	86	4.08	0.74		
SSE	not use	315	3.78	0.66	-2.32	0.021*
	use	86	3.97	0.71		
SSE1	not use	319	3.88	0.81	-2.14	0.033*
	use	86	4.09	0.76		
SSE2	not use	323	3.78	0.91	-1.12	0.264
	use	86	3.91	0.93		
SSE3	not use	323	3.67	0.77	-2.74	0.006**
	use	86	3.93	0.84		

Table 11

Comparison of the Destination Image Formation between the Group Using Tourism Brochures and the Group Not Using Them (continued)

Items	B	n	Mean	SD	t	p
SSE4	not use	320	3.80	0.78	-1.58	0.115
	use	86	3.95	0.80		
AT	not use	324	3.35	0.66	-2.87	0.004**
	use	85	3.58	0.64		
AT1	not use	324	3.63	0.84	-2.54	0.011*
	use	86	3.90	0.88		
AT2	not use	324	3.06	0.87	-2.45	0.016*
	use	85	3.33	0.93		
AT3	not use	324	3.35	0.87	-1.46	0.145
	use	85	3.51	0.85		
Affective Image	not use	321	3.87	0.57	-3.02	0.003**
	use	84	4.08	0.57		
AI1	not use	323	3.99	0.67	-2.68	0.008**
	use	85	4.21	0.64		
AI2	not use	324	4.00	0.71	-2.82	0.005**
	use	84	4.24	0.65		
AI3	not use	324	3.98	0.73	-1.66	0.100
	use	85	4.14	0.80		

Table 11

Comparison of the Destination Image Formation between the Group Using Tourism Brochures and the Group Not Using Them (continued)

Items	B	n	Mean	SD	t	p
AI4	not use	322	3.50	0.79	-2.29	0.022*
	use	85	3.73	0.89		
Overall Image	not use	324	3.99	0.72	-2.32	0.021*
	use	85	4.19	0.66		
OI1	not use	324	3.99	0.72	-2.32	0.021*
	use	85	4.19	0.66		

Note. B = the use of tourism brochures published by travel agencies or the government; RA = resources and attraction; RA1 = interesting cultural activities and attraction; RA2 = interesting historical attraction; RA3 = beautiful scenery and natural attraction; RA4 = varied theme and amusement parks; RA5 = varied outdoor and sport activities; RA6 = good place for shopping; RA7 = good night-life and entertainment; RA8 = good food; RA9 = Good climate; GI = general infrastructure; GI1 = good and comfortable accommodations; GI2 = well-developed general infrastructures; SSE = social setting and environment; SSE1 = clean; SSE2 = offers personal safety; SSE3 = hospitable and friendly people; SSE4 = good reputation; AT = atmosphere; AT1 = exotic/unusual ways of life and customs; AT2 = luxury; AT3 = fashionable; AI1 = a pleasant place; AI2 = a relaxing place; AI3 = an arousing place; AI4 = an exciting place; OI1 = a good place.

*p < .05. **p < .01.

Television

This section presents the variations in California images between television users and non-users by comparing the difference between the group using television as their source of California information and the group not using them. The results are summarized in Table 12. The results of the *t*-test showed a statistically significant difference in three image items between the means. Under the cognitive image, one image item (interesting historical attraction: $t=2.34$, $p=0.020$) from the resources and attraction category and two image items (clean: $t= 2.67$, $p=0.008$; hospitable and friendly people: $t=2.02$, $p=0.044$) from the social setting and environment category had a statistically significant difference between the means. Specifically, in terms of the mean, the group using television as their source of California images had the lower mean on the formation of all image items with a statistically significant difference between the means.

Table 12

Comparison of the Destination Image Formation between the Group Using Television and the Group Not Using It

Items	T	n	Mean	SD	t	p																																																																																					
Cognitive Image	not use	93	3.82	0.42	1.69	0.092																																																																																					
	use	293	3.73	0.48			RA	not use	96	3.83	0.44	1.16	0.245	use	298	3.76	0.49	RA1	not use	100	3.77	0.71	0.19	0.846	use	308	3.75	0.76	RA2	not use	99	3.67	0.76	2.34	0.020*	use	305	3.46	0.79	RA3	not use	100	4.12	0.74	0.49	0.621	use	307	4.08	0.73	RA4	not use	101	3.88	0.70	0.50	0.616	use	308	3.84	0.77	RA5	not use	100	3.80	0.67	1.51	0.134	use	307	3.68	0.75	RA6	not use	100	3.68	0.79	1.04	0.301	use	308	3.58	0.80	RA7	not use	100	3.57	0.74	0.09	0.928	use
RA	not use	96	3.83	0.44	1.16	0.245																																																																																					
	use	298	3.76	0.49			RA1	not use	100	3.77	0.71	0.19	0.846	use	308	3.75	0.76	RA2	not use	99	3.67	0.76	2.34	0.020*	use	305	3.46	0.79	RA3	not use	100	4.12	0.74	0.49	0.621	use	307	4.08	0.73	RA4	not use	101	3.88	0.70	0.50	0.616	use	308	3.84	0.77	RA5	not use	100	3.80	0.67	1.51	0.134	use	307	3.68	0.75	RA6	not use	100	3.68	0.79	1.04	0.301	use	308	3.58	0.80	RA7	not use	100	3.57	0.74	0.09	0.928	use	308	3.56	0.81								
RA1	not use	100	3.77	0.71	0.19	0.846																																																																																					
	use	308	3.75	0.76			RA2	not use	99	3.67	0.76	2.34	0.020*	use	305	3.46	0.79	RA3	not use	100	4.12	0.74	0.49	0.621	use	307	4.08	0.73	RA4	not use	101	3.88	0.70	0.50	0.616	use	308	3.84	0.77	RA5	not use	100	3.80	0.67	1.51	0.134	use	307	3.68	0.75	RA6	not use	100	3.68	0.79	1.04	0.301	use	308	3.58	0.80	RA7	not use	100	3.57	0.74	0.09	0.928	use	308	3.56	0.81																			
RA2	not use	99	3.67	0.76	2.34	0.020*																																																																																					
	use	305	3.46	0.79			RA3	not use	100	4.12	0.74	0.49	0.621	use	307	4.08	0.73	RA4	not use	101	3.88	0.70	0.50	0.616	use	308	3.84	0.77	RA5	not use	100	3.80	0.67	1.51	0.134	use	307	3.68	0.75	RA6	not use	100	3.68	0.79	1.04	0.301	use	308	3.58	0.80	RA7	not use	100	3.57	0.74	0.09	0.928	use	308	3.56	0.81																														
RA3	not use	100	4.12	0.74	0.49	0.621																																																																																					
	use	307	4.08	0.73			RA4	not use	101	3.88	0.70	0.50	0.616	use	308	3.84	0.77	RA5	not use	100	3.80	0.67	1.51	0.134	use	307	3.68	0.75	RA6	not use	100	3.68	0.79	1.04	0.301	use	308	3.58	0.80	RA7	not use	100	3.57	0.74	0.09	0.928	use	308	3.56	0.81																																									
RA4	not use	101	3.88	0.70	0.50	0.616																																																																																					
	use	308	3.84	0.77			RA5	not use	100	3.80	0.67	1.51	0.134	use	307	3.68	0.75	RA6	not use	100	3.68	0.79	1.04	0.301	use	308	3.58	0.80	RA7	not use	100	3.57	0.74	0.09	0.928	use	308	3.56	0.81																																																				
RA5	not use	100	3.80	0.67	1.51	0.134																																																																																					
	use	307	3.68	0.75			RA6	not use	100	3.68	0.79	1.04	0.301	use	308	3.58	0.80	RA7	not use	100	3.57	0.74	0.09	0.928	use	308	3.56	0.81																																																															
RA6	not use	100	3.68	0.79	1.04	0.301																																																																																					
	use	308	3.58	0.80			RA7	not use	100	3.57	0.74	0.09	0.928	use	308	3.56	0.81																																																																										
RA7	not use	100	3.57	0.74	0.09	0.928																																																																																					
	use	308	3.56	0.81																																																																																							

Table 12

Comparison of the Destination Image Formation between the Group Using Television and the Group Not Using It (continued)

Items	T	n	Mean	SD	t	p
RA8	not use	99	3.85	0.76	0.57	0.566
	use	308	3.80	0.81		
RA9	not use	101	4.16	0.67	0.08	0.937
	use	309	4.15	0.71		
GI	not use	101	4.05	0.63	1.00	0.319
	use	308	3.97	0.71		
GI1	not use	101	4.08	0.73	0.31	0.757
	use	308	4.05	0.78		
GI2	not use	101	4.02	0.73	1.50	0.134
	use	308	3.89	0.76		
SSE	not use	97	3.93	0.66	1.87	0.062
	use	304	3.79	0.68		
SSE1	not use	99	4.10	0.71	2.67	0.008*
	use	306	3.87	0.83		
SSE2	not use	101	3.89	0.86	1.04	0.299
	use	308	3.78	0.93		
SSE3	not use	101	3.86	0.79	2.02	0.044*
	use	308	3.68	0.79		

Table 12

Comparison of the Destination Image Formation between the Group Using Television and the Group Not Using It (continued)

Items	T	n	Mean	SD	t	p																																																																																					
SSE4	not use	99	3.91	0.80	1.08	0.281																																																																																					
	use	307	3.81	0.78			AT	not use	101	3.44	0.58	0.84	0.404	use	308	3.38	0.69	AT1	not use	101	3.80	0.87	1.55	0.123	use	309	3.65	0.85	AT2	not use	101	3.18	0.88	0.86	0.391	use	308	3.09	0.89	AT3	not use	101	3.35	0.78	-0.50	0.619	use	308	3.40	0.89	Affective Image	not use	100	3.87	0.57	-0.97	0.331	use	305	3.93	0.58	AI1	not use	101	3.97	0.68	-1.19	0.235	use	307	4.06	0.67	AI2	not use	100	4.01	0.64	-0.63	0.527	use	308	4.06	0.72	AI3	not use	101	3.94	0.75	-1.14	0.254	use
AT	not use	101	3.44	0.58	0.84	0.404																																																																																					
	use	308	3.38	0.69			AT1	not use	101	3.80	0.87	1.55	0.123	use	309	3.65	0.85	AT2	not use	101	3.18	0.88	0.86	0.391	use	308	3.09	0.89	AT3	not use	101	3.35	0.78	-0.50	0.619	use	308	3.40	0.89	Affective Image	not use	100	3.87	0.57	-0.97	0.331	use	305	3.93	0.58	AI1	not use	101	3.97	0.68	-1.19	0.235	use	307	4.06	0.67	AI2	not use	100	4.01	0.64	-0.63	0.527	use	308	4.06	0.72	AI3	not use	101	3.94	0.75	-1.14	0.254	use	308	4.04	0.75								
AT1	not use	101	3.80	0.87	1.55	0.123																																																																																					
	use	309	3.65	0.85			AT2	not use	101	3.18	0.88	0.86	0.391	use	308	3.09	0.89	AT3	not use	101	3.35	0.78	-0.50	0.619	use	308	3.40	0.89	Affective Image	not use	100	3.87	0.57	-0.97	0.331	use	305	3.93	0.58	AI1	not use	101	3.97	0.68	-1.19	0.235	use	307	4.06	0.67	AI2	not use	100	4.01	0.64	-0.63	0.527	use	308	4.06	0.72	AI3	not use	101	3.94	0.75	-1.14	0.254	use	308	4.04	0.75																			
AT2	not use	101	3.18	0.88	0.86	0.391																																																																																					
	use	308	3.09	0.89			AT3	not use	101	3.35	0.78	-0.50	0.619	use	308	3.40	0.89	Affective Image	not use	100	3.87	0.57	-0.97	0.331	use	305	3.93	0.58	AI1	not use	101	3.97	0.68	-1.19	0.235	use	307	4.06	0.67	AI2	not use	100	4.01	0.64	-0.63	0.527	use	308	4.06	0.72	AI3	not use	101	3.94	0.75	-1.14	0.254	use	308	4.04	0.75																														
AT3	not use	101	3.35	0.78	-0.50	0.619																																																																																					
	use	308	3.40	0.89			Affective Image	not use	100	3.87	0.57	-0.97	0.331	use	305	3.93	0.58	AI1	not use	101	3.97	0.68	-1.19	0.235	use	307	4.06	0.67	AI2	not use	100	4.01	0.64	-0.63	0.527	use	308	4.06	0.72	AI3	not use	101	3.94	0.75	-1.14	0.254	use	308	4.04	0.75																																									
Affective Image	not use	100	3.87	0.57	-0.97	0.331																																																																																					
	use	305	3.93	0.58			AI1	not use	101	3.97	0.68	-1.19	0.235	use	307	4.06	0.67	AI2	not use	100	4.01	0.64	-0.63	0.527	use	308	4.06	0.72	AI3	not use	101	3.94	0.75	-1.14	0.254	use	308	4.04	0.75																																																				
AI1	not use	101	3.97	0.68	-1.19	0.235																																																																																					
	use	307	4.06	0.67			AI2	not use	100	4.01	0.64	-0.63	0.527	use	308	4.06	0.72	AI3	not use	101	3.94	0.75	-1.14	0.254	use	308	4.04	0.75																																																															
AI2	not use	100	4.01	0.64	-0.63	0.527																																																																																					
	use	308	4.06	0.72			AI3	not use	101	3.94	0.75	-1.14	0.254	use	308	4.04	0.75																																																																										
AI3	not use	101	3.94	0.75	-1.14	0.254																																																																																					
	use	308	4.04	0.75																																																																																							

Table 12

Comparison of the Destination Image Formation between the Group Using Television and the Group Not Using It (continued)

Items	T	n	Mean	SD	t	p
AI4	not use	101	3.54	0.84	-0.08	0.934
	use	306	3.55	0.81		
Overall Image	not use	101	4.05	0.71	0.33	0.744
	use	308	4.02	0.71		
OI1	not use	101	4.05	0.71	0.33	0.744
	use	308	4.02	0.71		

Note. T = the use of television; RA = resources and attraction; RA1 = interesting cultural activities and attraction; RA2 = interesting historical attraction; RA3 = beautiful scenery and natural attraction; RA4 = varied theme and amusement parks; RA5 = varied outdoor and sport activities; RA6 = good place for shopping; RA7 = good night-life and entertainment; RA8 = good food; RA9 = Good climate; GI = general infrastructure; GI1 = good and comfortable accommodations; GI2 = well-developed general infrastructures; SSE = social setting and environment; SSE1 = clean; SSE2 = offers personal safety; SSE3 = hospitable and friendly people; SSE4 = good reputation; AT = atmosphere; AT1 = exotic/unusual ways of life and customs; AT2 = luxury; AT3 = fashionable; AI1 = a pleasant place; AI2 = a relaxing place; AI3 = an arousing place; AI4 = an exciting place; OI1 = a good place.

*p < .05. **p < .01.

Radio

This section presents the variations in California images between radio users and non-users by comparing the difference between the group using radio as their source of California information and the group not using it. The results are summarized in Table 13. The results of the *t*-test did not reach an observation significance level on any destination image items, pertaining to whether or not the respondents used radio as their source of California images. Therefore, there was no statistically significant difference in the destination image formation between the means.

Table 13

Comparison of the Destination Image Formation between the Group Using Radio and the Group Not Using It

Items	R	n	Mean	SD	t	p																																																																																					
Cognitive Image	not use	348	3.74	0.45	-0.80	0.423																																																																																					
	use	38	3.81	0.57			RA	not use	355	3.77	0.47	-0.61	0.545	use	39	3.82	0.56	RA1	not use	367	3.74	0.74	-1.09	0.276	use	41	3.88	0.81	RA2	not use	363	3.50	0.78	-0.46	0.645	use	41	3.56	0.78	RA3	not use	366	4.09	0.73	0.14	0.888	use	41	4.07	0.75	RA4	not use	368	3.83	0.76	-1.99	0.052	use	41	4.05	0.67	RA5	not use	367	3.71	0.74	-0.14	0.892	use	40	3.73	0.68	RA6	not use	368	3.61	0.80	0.07	0.948	use	40	3.60	0.84	RA7	not use	367	3.57	0.80	0.44	0.662	use
RA	not use	355	3.77	0.47	-0.61	0.545																																																																																					
	use	39	3.82	0.56			RA1	not use	367	3.74	0.74	-1.09	0.276	use	41	3.88	0.81	RA2	not use	363	3.50	0.78	-0.46	0.645	use	41	3.56	0.78	RA3	not use	366	4.09	0.73	0.14	0.888	use	41	4.07	0.75	RA4	not use	368	3.83	0.76	-1.99	0.052	use	41	4.05	0.67	RA5	not use	367	3.71	0.74	-0.14	0.892	use	40	3.73	0.68	RA6	not use	368	3.61	0.80	0.07	0.948	use	40	3.60	0.84	RA7	not use	367	3.57	0.80	0.44	0.662	use	41	3.51	0.78								
RA1	not use	367	3.74	0.74	-1.09	0.276																																																																																					
	use	41	3.88	0.81			RA2	not use	363	3.50	0.78	-0.46	0.645	use	41	3.56	0.78	RA3	not use	366	4.09	0.73	0.14	0.888	use	41	4.07	0.75	RA4	not use	368	3.83	0.76	-1.99	0.052	use	41	4.05	0.67	RA5	not use	367	3.71	0.74	-0.14	0.892	use	40	3.73	0.68	RA6	not use	368	3.61	0.80	0.07	0.948	use	40	3.60	0.84	RA7	not use	367	3.57	0.80	0.44	0.662	use	41	3.51	0.78																			
RA2	not use	363	3.50	0.78	-0.46	0.645																																																																																					
	use	41	3.56	0.78			RA3	not use	366	4.09	0.73	0.14	0.888	use	41	4.07	0.75	RA4	not use	368	3.83	0.76	-1.99	0.052	use	41	4.05	0.67	RA5	not use	367	3.71	0.74	-0.14	0.892	use	40	3.73	0.68	RA6	not use	368	3.61	0.80	0.07	0.948	use	40	3.60	0.84	RA7	not use	367	3.57	0.80	0.44	0.662	use	41	3.51	0.78																														
RA3	not use	366	4.09	0.73	0.14	0.888																																																																																					
	use	41	4.07	0.75			RA4	not use	368	3.83	0.76	-1.99	0.052	use	41	4.05	0.67	RA5	not use	367	3.71	0.74	-0.14	0.892	use	40	3.73	0.68	RA6	not use	368	3.61	0.80	0.07	0.948	use	40	3.60	0.84	RA7	not use	367	3.57	0.80	0.44	0.662	use	41	3.51	0.78																																									
RA4	not use	368	3.83	0.76	-1.99	0.052																																																																																					
	use	41	4.05	0.67			RA5	not use	367	3.71	0.74	-0.14	0.892	use	40	3.73	0.68	RA6	not use	368	3.61	0.80	0.07	0.948	use	40	3.60	0.84	RA7	not use	367	3.57	0.80	0.44	0.662	use	41	3.51	0.78																																																				
RA5	not use	367	3.71	0.74	-0.14	0.892																																																																																					
	use	40	3.73	0.68			RA6	not use	368	3.61	0.80	0.07	0.948	use	40	3.60	0.84	RA7	not use	367	3.57	0.80	0.44	0.662	use	41	3.51	0.78																																																															
RA6	not use	368	3.61	0.80	0.07	0.948																																																																																					
	use	40	3.60	0.84			RA7	not use	367	3.57	0.80	0.44	0.662	use	41	3.51	0.78																																																																										
RA7	not use	367	3.57	0.80	0.44	0.662																																																																																					
	use	41	3.51	0.78																																																																																							

Table 13

Comparison of the Destination Image Formation between the Group Using Radio and the Group Not Using It (continued)

Items	R	n	Mean	SD	t	p
RA8	not use	366	3.80	0.79	-0.59	0.556
	use	41	3.88	0.87		
RA9	not use	369	4.16	0.69	0.31	0.760
	use	41	4.12	0.78		
GI	not use	368	3.99	0.69	0.02	0.981
	use	41	3.99	0.69		
GI1	not use	368	4.05	0.77	-0.34	0.733
	use	41	4.10	0.80		
GI2	not use	368	3.93	0.75	0.39	0.697
	use	41	3.88	0.78		
SSE	not use	360	3.81	0.67	-0.99	0.321
	use	41	3.92	0.75		
SSE1	not use	364	3.92	0.80	-0.60	0.549
	use	41	4.00	0.89		
SSE2	not use	368	3.79	0.91	-1.23	0.219
	use	41	3.98	0.88		
SSE3	not use	368	3.71	0.77	-0.91	0.370
	use	41	3.85	0.99		

Table 13

Comparison of the Destination Image Formation between the Group Using Radio and the Group Not Using It (continued)

Items	R	n	Mean	SD	t	p																																																																																					
SSE4	not use	365	3.83	0.78	-0.16	0.873																																																																																					
	use	41	3.85	0.85			AT	not use	369	3.39	0.65	-0.54	0.589	use	40	3.46	0.79	AT1	not use	369	3.69	0.85	0.04	0.969	use	41	3.68	0.91	AT2	not use	369	3.10	0.88	-0.66	0.512	use	40	3.20	0.99	AT3	not use	369	3.37	0.85	-0.77	0.442	use	40	3.50	1.01	Affective Image	not use	367	3.92	0.57	0.43	0.665	use	38	3.88	0.60	AI1	not use	368	4.04	0.67	0.14	0.888	use	40	4.03	0.70	AI2	not use	369	4.06	0.71	0.91	0.363	use	39	3.95	0.69	AI3	not use	369	4.03	0.75	1.24	0.216	use
AT	not use	369	3.39	0.65	-0.54	0.589																																																																																					
	use	40	3.46	0.79			AT1	not use	369	3.69	0.85	0.04	0.969	use	41	3.68	0.91	AT2	not use	369	3.10	0.88	-0.66	0.512	use	40	3.20	0.99	AT3	not use	369	3.37	0.85	-0.77	0.442	use	40	3.50	1.01	Affective Image	not use	367	3.92	0.57	0.43	0.665	use	38	3.88	0.60	AI1	not use	368	4.04	0.67	0.14	0.888	use	40	4.03	0.70	AI2	not use	369	4.06	0.71	0.91	0.363	use	39	3.95	0.69	AI3	not use	369	4.03	0.75	1.24	0.216	use	40	3.88	0.76								
AT1	not use	369	3.69	0.85	0.04	0.969																																																																																					
	use	41	3.68	0.91			AT2	not use	369	3.10	0.88	-0.66	0.512	use	40	3.20	0.99	AT3	not use	369	3.37	0.85	-0.77	0.442	use	40	3.50	1.01	Affective Image	not use	367	3.92	0.57	0.43	0.665	use	38	3.88	0.60	AI1	not use	368	4.04	0.67	0.14	0.888	use	40	4.03	0.70	AI2	not use	369	4.06	0.71	0.91	0.363	use	39	3.95	0.69	AI3	not use	369	4.03	0.75	1.24	0.216	use	40	3.88	0.76																			
AT2	not use	369	3.10	0.88	-0.66	0.512																																																																																					
	use	40	3.20	0.99			AT3	not use	369	3.37	0.85	-0.77	0.442	use	40	3.50	1.01	Affective Image	not use	367	3.92	0.57	0.43	0.665	use	38	3.88	0.60	AI1	not use	368	4.04	0.67	0.14	0.888	use	40	4.03	0.70	AI2	not use	369	4.06	0.71	0.91	0.363	use	39	3.95	0.69	AI3	not use	369	4.03	0.75	1.24	0.216	use	40	3.88	0.76																														
AT3	not use	369	3.37	0.85	-0.77	0.442																																																																																					
	use	40	3.50	1.01			Affective Image	not use	367	3.92	0.57	0.43	0.665	use	38	3.88	0.60	AI1	not use	368	4.04	0.67	0.14	0.888	use	40	4.03	0.70	AI2	not use	369	4.06	0.71	0.91	0.363	use	39	3.95	0.69	AI3	not use	369	4.03	0.75	1.24	0.216	use	40	3.88	0.76																																									
Affective Image	not use	367	3.92	0.57	0.43	0.665																																																																																					
	use	38	3.88	0.60			AI1	not use	368	4.04	0.67	0.14	0.888	use	40	4.03	0.70	AI2	not use	369	4.06	0.71	0.91	0.363	use	39	3.95	0.69	AI3	not use	369	4.03	0.75	1.24	0.216	use	40	3.88	0.76																																																				
AI1	not use	368	4.04	0.67	0.14	0.888																																																																																					
	use	40	4.03	0.70			AI2	not use	369	4.06	0.71	0.91	0.363	use	39	3.95	0.69	AI3	not use	369	4.03	0.75	1.24	0.216	use	40	3.88	0.76																																																															
AI2	not use	369	4.06	0.71	0.91	0.363																																																																																					
	use	39	3.95	0.69			AI3	not use	369	4.03	0.75	1.24	0.216	use	40	3.88	0.76																																																																										
AI3	not use	369	4.03	0.75	1.24	0.216																																																																																					
	use	40	3.88	0.76																																																																																							

Table 13

Comparison of the Destination Image Formation between the Group Using Radio and the Group Not Using It (continued)

Items	R	n	Mean	SD	t	p
AI4	not use	368	3.54	0.81	-0.94	0.348
	use	39	3.67	0.87		
Overall Image	not use	369	4.03	0.71	-0.19	0.847
	use	40	4.05	0.75		
OI1	not use	369	4.03	0.71	-0.19	0.847
	use	40	4.05	0.75		

Note. R = the use of radio; RA = resources and attraction; RA1 = interesting cultural activities and attraction; RA2 = interesting historical attraction; RA3 = beautiful scenery and natural attraction; RA4 = varied theme and amusement parks; RA5 = varied outdoor and sport activities; RA6 = good place for shopping; RA7 = good night-life and entertainment; RA8 = good food; RA9 = Good climate; GI = general infrastructure; GI1 = good and comfortable accommodations; GI2 = well-developed general infrastructures; SSE = social setting and environment; SSE1 = clean; SSE2 = offers personal safety; SSE3 = hospitable and friendly people; SSE4 = good reputation; AT = atmosphere; AT1 = exotic/unusual ways of life and customs; AT2 = luxury; AT3 = fashionable; AI1 = a pleasant place; AI2 = a relaxing place; AI3 = an arousing place; AI4 = an exciting place; OI1 = a good place.

The Internet

This section presents the variations in California images between Internet users and non-users by comparing the difference between the group using the Internet as their source of California information and the group not using it. The results are summarized in Table 14. The result of the *t*-test showed the statistically significant difference in one image item between the means. Under the cognitive image, the image item (well-developed general infrastructures: $t=-2.21$, $p=0.028$) from the general infrastructures category had a statistically significant difference between the means. Specifically, in terms of the mean, the group using the Internet as their source of California images had the higher mean on the formation of the image item, well-developed general infrastructure.

Table 14

Comparison of the Destination Image Formation between the Group Using the Internet and the Group Not Using It

Items	I	n	Mean	SD	t	p																																																																																					
Cognitive Image	not use	206	3.73	0.46	-0.86	0.392																																																																																					
	use	180	3.77	0.47			RA	not use	211	3.77	0.47	-0.57	0.569	use	183	3.79	0.48	RA1	not use	219	3.76	0.75	0.02	0.985	use	189	3.76	0.75	RA2	not use	217	3.48	0.77	-0.65	0.515	use	187	3.53	0.80	RA3	not use	219	4.07	0.74	-0.59	0.555	use	188	4.11	0.73	RA4	not use	221	3.85	0.79	-0.07	0.948	use	188	3.85	0.71	RA5	not use	219	3.70	0.72	-0.21	0.838	use	188	3.72	0.74	RA6	not use	220	3.57	0.83	-0.96	0.339	use	188	3.65	0.77	RA7	not use	220	3.52	0.77	-1.25	0.210	use
RA	not use	211	3.77	0.47	-0.57	0.569																																																																																					
	use	183	3.79	0.48			RA1	not use	219	3.76	0.75	0.02	0.985	use	189	3.76	0.75	RA2	not use	217	3.48	0.77	-0.65	0.515	use	187	3.53	0.80	RA3	not use	219	4.07	0.74	-0.59	0.555	use	188	4.11	0.73	RA4	not use	221	3.85	0.79	-0.07	0.948	use	188	3.85	0.71	RA5	not use	219	3.70	0.72	-0.21	0.838	use	188	3.72	0.74	RA6	not use	220	3.57	0.83	-0.96	0.339	use	188	3.65	0.77	RA7	not use	220	3.52	0.77	-1.25	0.210	use	188	3.62	0.82								
RA1	not use	219	3.76	0.75	0.02	0.985																																																																																					
	use	189	3.76	0.75			RA2	not use	217	3.48	0.77	-0.65	0.515	use	187	3.53	0.80	RA3	not use	219	4.07	0.74	-0.59	0.555	use	188	4.11	0.73	RA4	not use	221	3.85	0.79	-0.07	0.948	use	188	3.85	0.71	RA5	not use	219	3.70	0.72	-0.21	0.838	use	188	3.72	0.74	RA6	not use	220	3.57	0.83	-0.96	0.339	use	188	3.65	0.77	RA7	not use	220	3.52	0.77	-1.25	0.210	use	188	3.62	0.82																			
RA2	not use	217	3.48	0.77	-0.65	0.515																																																																																					
	use	187	3.53	0.80			RA3	not use	219	4.07	0.74	-0.59	0.555	use	188	4.11	0.73	RA4	not use	221	3.85	0.79	-0.07	0.948	use	188	3.85	0.71	RA5	not use	219	3.70	0.72	-0.21	0.838	use	188	3.72	0.74	RA6	not use	220	3.57	0.83	-0.96	0.339	use	188	3.65	0.77	RA7	not use	220	3.52	0.77	-1.25	0.210	use	188	3.62	0.82																														
RA3	not use	219	4.07	0.74	-0.59	0.555																																																																																					
	use	188	4.11	0.73			RA4	not use	221	3.85	0.79	-0.07	0.948	use	188	3.85	0.71	RA5	not use	219	3.70	0.72	-0.21	0.838	use	188	3.72	0.74	RA6	not use	220	3.57	0.83	-0.96	0.339	use	188	3.65	0.77	RA7	not use	220	3.52	0.77	-1.25	0.210	use	188	3.62	0.82																																									
RA4	not use	221	3.85	0.79	-0.07	0.948																																																																																					
	use	188	3.85	0.71			RA5	not use	219	3.70	0.72	-0.21	0.838	use	188	3.72	0.74	RA6	not use	220	3.57	0.83	-0.96	0.339	use	188	3.65	0.77	RA7	not use	220	3.52	0.77	-1.25	0.210	use	188	3.62	0.82																																																				
RA5	not use	219	3.70	0.72	-0.21	0.838																																																																																					
	use	188	3.72	0.74			RA6	not use	220	3.57	0.83	-0.96	0.339	use	188	3.65	0.77	RA7	not use	220	3.52	0.77	-1.25	0.210	use	188	3.62	0.82																																																															
RA6	not use	220	3.57	0.83	-0.96	0.339																																																																																					
	use	188	3.65	0.77			RA7	not use	220	3.52	0.77	-1.25	0.210	use	188	3.62	0.82																																																																										
RA7	not use	220	3.52	0.77	-1.25	0.210																																																																																					
	use	188	3.62	0.82																																																																																							

Table 14

Comparison of the Destination Image Formation between the Group Using the Internet and the Group Not Using It (continued)

Items	I	n	Mean	SD	t	p
RA8	not use	220	3.76	0.79	-1.35	0.177
	use	187	3.87	0.81		
RA9	not use	221	4.15	0.71	-0.14	0.892
	use	189	4.16	0.69		
GI	not use	220	3.93	0.69	-1.86	0.064
	use	189	4.06	0.68		
GI1	not use	220	4.02	0.78	-1.15	0.250
	use	189	4.11	0.76		
GI2	not use	220	3.85	0.75	-2.21	0.028*
	use	189	4.01	0.75		
SSE	not use	215	3.82	0.65	-0.19	0.850
	use	186	3.83	0.71		
SSE1	not use	218	3.88	0.81	-1.28	0.200
	use	187	3.98	0.81		
SSE2	not use	220	3.83	0.89	0.54	0.590
	use	189	3.78	0.93		
SSE3	not use	220	3.72	0.78	-0.15	0.879
	use	189	3.73	0.80		

Table 14

Comparison of the Destination Image Formation between the Group Using the Internet and the Group Not Using It (continued)

Items	I	n	Mean	SD	t	p
SSE4	not use	218	3.84	0.75	0.12	0.903
	use	188	3.83	0.83		
AT	not use	221	3.35	0.66	-1.53	0.128
	use	188	3.45	0.66		
AT1	not use	221	3.64	0.82	-1.16	0.248
	use	189	3.74	0.89		
AT2	not use	221	3.05	0.86	-1.44	0.151
	use	188	3.18	0.91		
AT3	not use	221	3.35	0.88	-0.90	0.371
	use	188	3.43	0.85		
Affective Image	not use	218	3.87	0.59	-1.68	0.094
	use	187	3.97	0.56		
AI1	not use	220	4.01	0.67	-0.83	0.406
	use	188	4.07	0.68		
AI2	not use	221	4.01	0.71	-1.17	0.243
	use	187	4.09	0.69		
AI3	not use	221	3.96	0.76	-1.49	0.138
	use	188	4.07	0.73		

Table 14

Comparison of the Destination Image Formation between the Group Using the Internet and the Group Not Using It (continued)

Items	I	n	Mean	SD	t	p
AI4	not use	219	3.48	0.81	-1.78	0.076
	use	188	3.63	0.81		
Overall Image	not use	221	4.02	0.71	-0.35	0.730
	use	188	4.04	0.72		
OI1	not use	221	4.02	0.71	-0.35	0.730
	use	188	4.04	0.72		

Note. I = the use of the Internet; RA = resources and attraction; RA1 = interesting cultural activities and attraction; RA2 = interesting historical attraction; RA3 = beautiful scenery and natural attraction; RA4 = varied theme and amusement parks; RA5 = varied outdoor and sport activities; RA6 = good place for shopping; RA7 = good night-life and entertainment; RA8 = good food; RA9 = Good climate; GI = general infrastructure; GI1 = good and comfortable accommodations; GI2 = well-developed general infrastructures; SSE = social setting and environment; SSE1 = clean; SSE2 = offers personal safety; SSE3 = hospitable and friendly people; SSE4 = good reputation; AT = atmosphere; AT1 = exotic/unusual ways of life and customs; AT2 = luxury; AT3 = fashionable; AI1 = a pleasant place; AI2 = a relaxing place; AI3 = an arousing place; AI4 = an exciting place; OI1 = a good place.

*p < .05.

Word-of-Mouth

This section presents the variations in California images between word-of-mouth users and non-users by comparing the difference between the group using word-of-mouth from friends or family members as their source of California information and the group not using it. The results are summarized in Table 15. The results of the *t*-test showed a statistically significant difference in one information category and six image items between the means. The cognitive image and the social setting and environment category had a statistically significant difference between the means ($t=-2.31$, $p=0.021$); further, one image item (good reputation: $t=-3.09$, $p=0.002$) from this category has a statistically significant difference between the means. Under the cognitive image, two image items (good night life and entertainment: $t=2.26$, $p=0.024$; good climate: $t=-2.39$, $p=0.017$) from the resources and attraction category and one image item (good and comfortable accommodations: $t=-2.25$, $p=0.025$) from the general infrastructure category had a statistically significant difference between the means. In addition, under the affective image, one image item (a pleasant place: $t=-2.04$, $p=0.042$) had a statistically significant difference between the means. Specifically, in terms of the mean, the group using word-of-mouth as their source of California images had the higher mean on the agreement of the social setting and environment category as well as five image items with a statistically significant difference between the means. However, the group using word-of-mouth had the lower mean on the formation of the item, good nightlife and entertainment.

Table 15

Comparison of the Destination Image Formation between the Group Using Word-of-Mouth and the Group Not Using It

Items	W	n	Mean	SD	t	p
Cognitive Image	not use	264	3.73	0.47	-1.17	0.244
	use	122	3.79	0.45		
RA	not use	269	3.78	0.48	-0.10	0.918
	use	125	3.78	0.47		
RA1	not use	276	3.72	0.73	-1.57	0.118
	use	132	3.84	0.78		
RA2	not use	274	3.51	0.79	0.00	0.996
	use	130	3.51	0.78		
RA3	not use	276	4.06	0.72	-1.07	0.285
	use	131	4.15	0.77		
RA4	not use	277	3.83	0.76	-0.70	0.484
	use	132	3.89	0.75		
RA5	not use	277	3.73	0.71	0.77	0.439
	use	130	3.67	0.76		
RA6	not use	276	3.62	0.83	0.29	0.768
	use	132	3.59	0.73		
RA7	not use	277	3.62	0.81	2.26	0.024*
	use	131	3.44	0.76		

Table 15

Comparison of the Destination Image Formation between the Group Using Word-of-Mouth and the Group Not Using It (continued)

Items	W	n	Mean	SD	t	p
RA8	not use	277	3.83	0.80	0.94	0.346
	use	130	3.75	0.79		
RA9	not use	278	4.10	0.70	-2.39	0.017*
	use	132	4.27	0.69		
GI	not use	277	3.95	0.69	-1.89	0.059
	use	132	4.08	0.68		
GI1	not use	277	4.00	0.78	-2.25	0.025*
	use	132	4.18	0.74		
GI2	not use	277	3.89	0.75	-1.16	0.245
	use	132	3.98	0.76		
SSE	not use	272	3.77	0.67	-2.31	0.021*
	use	129	3.93	0.68		
SSE1	not use	275	3.89	0.78	-1.36	0.174
	use	130	4.01	0.87		
SSE2	not use	277	3.75	0.92	-1.76	0.078
	use	132	3.92	0.89		
SSE3	not use	277	3.69	0.78	-1.27	0.206
	use	132	3.80	0.81		

Table 15

Comparison of the Destination Image Formation between the Group Using Word-of-Mouth and the Group Not Using It (continued)

Items	W	n	Mean	SD	t	p
SSE4	not use	275	3.75	0.78	-3.09	0.002**
	use	131	4.01	0.77		
AT	not use	278	3.39	0.67	-0.27	0.791
	use	131	3.41	0.64		
AT1	not use	278	3.64	0.86	-1.51	0.132
	use	132	3.78	0.85		
AT2	not use	278	3.11	0.88	-0.15	0.880
	use	131	3.12	0.90		
AT3	not use	278	3.41	0.87	1.01	0.312
	use	131	3.32	0.86		
Affective Image	not use	275	3.90	0.58	-0.55	0.581
	use	130	3.94	0.57		
AI1	not use	277	3.99	0.68	-2.04	0.042*
	use	131	4.14	0.65		
AI2	not use	278	4.01	0.71	-1.35	0.178
	use	130	4.12	0.70		
AI3	not use	278	4.03	0.75	0.41	0.681
	use	131	3.99	0.76		

Table 15

Comparison of the Destination Image Formation between the Group Using Word-of-Mouth and the Group Not Using It (continued)

Items	W	n	Mean	SD	t	p
AI4	not use	276	3.57	0.80	0.79	0.427
	use	131	3.50	0.84		
Overall Image	not use	278	3.98	0.71	-1.96	0.051
	use	131	4.13	0.71		
OI1	not use	278	3.98	0.71	-1.96	0.051
	use	131	4.13	0.71		

Note. W = the use of word-of-mouth from Friends or Family Members; RA = resources and attraction; RA1 = interesting cultural activities and attraction; RA2 = interesting historical attraction; RA3 = beautiful scenery and natural attraction; RA4 = varied theme and amusement parks; RA5 = varied outdoor and sport activities; RA6 = good place for shopping; RA7 = good night-life and entertainment; RA8 = good food; RA9 = Good climate; GI = general infrastructure; GI1 = good and comfortable accommodations; GI2 = well-developed general infrastructures; SSE = social setting and environment; SSE1 = clean; SSE2 = offers personal safety; SSE3 = hospitable and friendly people; SSE4 = good reputation; AT = atmosphere; AT1 = exotic/unusual ways of life and customs; AT2 = luxury; AT3 = fashionable; AI1 = a pleasant place; AI2 = a relaxing place; AI3 = an arousing place; AI4 = an exciting place; OI1 = a good place.

*p < .05. **p < .01.

Other Information Materials

This section presents the variations in California images between additional information material users and non-users by comparing the difference between the group using other information materials as their information sources about California and the group not using them. The results are summarized in Table 16. The results of the *t*-test showed the statistically significant difference in two image items between the means. Under the cognitive image, one image item (good nightlife and entertainment: $t=-2.01$, $p=0.045$) from the resources and attraction category had a statistically significant difference between the means. Under the affective image, two image items (an arousing place: $t=-2.41$, $p=0.016$; an exciting place: $t=-2.35$, $p=0.019$) had a statistically significant difference between the means. Specifically, in terms of the mean, the group using other information materials as their source of California images had the higher mean on the formation of three image items with a statistically significant difference between the means.

Table 16

Comparison of the Destination Image Formation between the Group Using Other Information Materials and the Group Not Using Them

Items	O	n	Mean	SD	t	p
Cognitive Image	not use	326	3.74	0.45	-1.12	0.263
	use	58	3.81	0.56		
RA	not use	334	3.77	0.46	-1.33	0.189
	use	58	3.87	0.57		
RA1	not use	346	3.75	0.74	-0.68	0.498
	use	60	3.82	0.81		
RA2	not use	343	3.52	0.77	1.07	0.286
	use	59	3.41	0.87		
RA3	not use	345	4.09	0.74	-0.29	0.773
	use	60	4.12	0.72		
RA4	not use	346	3.83	0.74	-1.13	0.260
	use	61	3.95	0.85		
RA5	not use	345	3.69	0.72	-1.77	0.078
	use	60	3.87	0.79		
RA6	not use	345	3.60	0.76	-0.27	0.787
	use	61	3.64	1.00		
RA7	not use	345	3.53	0.77	-2.01	0.045*
	use	61	3.75	0.89		

Table 16

Comparison of the Destination Image Formation between the Group Using Other Information Materials and the Group Not Using Them (continued)

Items	O	n	Mean	SD	t	p
RA8	not use	344	3.80	0.76	-0.65	0.520
	use	61	3.89	0.98		
RA9	not use	347	4.15	0.70	-0.31	0.753
	use	61	4.18	0.67		
GI	not use	346	3.99	0.68	-0.32	0.747
	use	61	4.02	0.75		
GI1	not use	346	4.06	0.75	0.11	0.914
	use	61	4.05	0.85		
GI2	not use	346	3.91	0.75	-0.70	0.486
	use	61	3.98	0.81		
SSE	not use	338	3.83	0.68	0.75	0.451
	use	61	3.76	0.68		
SSE1	not use	342	3.94	0.80	0.62	0.534
	use	61	3.87	0.87		
SSE2	not use	346	3.83	0.92	1.13	0.257
	use	61	3.69	0.87		
SSE3	not use	346	3.74	0.79	0.94	0.348
	use	61	3.64	0.82		

Table 16

Comparison of the Destination Image Formation between the Group Using Other Information Materials and the Group Not Using Them (continued)

Items	O	n	Mean	SD	t	p
SSE4	not use	343	3.83	0.78	-0.17	0.865
	use	61	3.85	0.85		
AT	not use	346	3.38	0.63	-1.04	0.299
	use	61	3.48	0.82		
AT1	not use	347	3.70	0.84	0.81	0.418
	use	61	3.61	0.95		
AT2	not use	346	3.08	0.87	-1.61	0.109
	use	61	3.28	0.95		
AT3	not use	346	3.36	0.85	-1.54	0.124
	use	61	3.54	0.98		
Affective Image	not use	345	3.90	0.57	-1.54	0.124
	use	58	4.02	0.60		
AI1	not use	346	4.04	0.66	0.28	0.776
	use	60	4.02	0.72		
AI2	not use	345	4.05	0.70	0.37	0.714
	use	61	4.02	0.72		
AI3	not use	346	3.98	0.76	-2.41	0.016*
	use	61	4.23	0.69		

Table 16

Comparison of the Destination Image Formation between the Group Using Other Information Materials and the Group Not Using Them (continued)

Items	O	n	Mean	SD	t	p
AI4	not use	346	3.51	0.80	-2.35	0.019*
	use	59	3.78	0.87		
Overall Image	not use	346	4.02	0.73	-0.98	0.326
	use	61	4.11	0.64		
OI1	not use	346	4.02	0.73	-0.98	0.326
	use	61	4.11	0.64		

Note. O = the use of other information materials; RA = resources and attraction; RA1 = interesting cultural activities and attraction; RA2 = interesting historical attraction; RA3 = beautiful scenery and natural attraction; RA4 = varied theme and amusement parks; RA5 = varied outdoor and sport activities; RA6 = good place for shopping; RA7 = good night-life and entertainment; RA8 = good food; RA9 = Good climate; GI = general infrastructure; GI1 = good and comfortable accommodations; GI2 = well-developed general infrastructures; SSE = social setting and environment; SSE1 = clean; SSE2 = offers personal safety; SSE3 = hospitable and friendly people; SSE4 = good reputation; AT = atmosphere; AT1 = exotic/unusual ways of life and customs; AT2 = luxury; AT3 = fashionable; AI1 = a pleasant place; AI2 = a relaxing place; AI3 = an arousing place; AI4 = an exciting place; OI1 = a good place.

*p < .05.

Potential Tourists and the Importance of Marketing Tools

This section presents the importance of marketing tools among respondents by comparing the differences among the groups with different characteristics. The characteristics of potential tourists consisted of two dimensions, individual demographic information and personal travel experience information. The variables about individual demographic information include gender, age, residential areas, and educational levels, and the variables about personal travel experience information included travel intentions of visiting California, prior travel experience in other countries, and travel expenditures on all trips. The variables of marketing tools which respondents use for searching information included newspapers, magazines or guidebooks, tourism brochures, television, radio, the Internet, and word-of-mouth. A *t*-test and ANOVA test were utilized for analyzing data in this section; both of them were a two-tailed analysis, with an observation significance level of .05.

Gender

This section presents the importance of marketing tools between respondents by comparing the differences between males and females. The results are summarized in Table 17. The results of the *t*-test showed a statistically significant difference in magazines or guidebooks ($t=-2.32$, $p=0.021$), tourism brochures ($t=-3.30$, $p=0.001$), television ($t=-2.22$, $p=0.027$), radio ($t=-2.34$, $p=0.020$), and word-of-mouth ($t=-3.17$, $p=0.002$) between the means. Specifically, in terms of the mean, the group of females had the higher mean on the importance of magazines or guidebooks, tourism brochures, television, radio, and word-of-mouth.

Table 17

Comparison of the Importance of Marketing Tools between Males and Females

Items	Gender	n	Mean	SD	t	p
Newspapers	Male	139	3.82	0.79	-0.70	0.485
	Female	266	3.88	0.82		
M	Male	139	4.06	0.79	-2.32	0.021*
	Female	265	4.24	0.72		
B	Male	134	3.54	1.00	-3.30	0.001**
	Female	257	3.88	0.88		
Television	Male	139	4.11	0.74	-2.22	0.027*
	Female	264	4.28	0.72		
Radio	Male	137	3.18	0.90	-2.34	0.020*
	Female	261	3.39	0.79		
The Internet	Male	138	4.16	0.85	0.66	0.509
	Female	267	4.10	0.75		
W	Male	138	3.71	0.87	-3.17	0.002**
	Female	266	3.99	0.84		

Note. M = magazines or guidebooks; B = tourism brochures published by travel agencies or the government; W = word-of-mouth-from friends or family members.

* $p < .05$. ** $p < .01$.

Age

This section presents the importance of marketing tools among respondents by comparing the differences among the groups with different ages. The results are summarized in Table 18. The results of the ANOVA test showed a statistically significant difference in tourism brochures ($f=4.02$, $p=0.008$) and radio ($f=5.27$, $p=0.001$) among the means. Specifically, in terms of the mean, the group 45 years old or older had the highest mean, but the 25 – 34-year-old group had the lowest mean on the importance of tourism brochures and radio.

Table 18

Comparison of the Importance of Marketing Tools among the Groups with Different Age

Items	Age	N	Mean	SD	f	p
Newspapers	Age1	85	3.73	0.84	1.92	0.125
	Age2	217	3.86	0.78		
	Age3	61	3.85	0.91		
	Age4	43	4.09	0.78		
M	Age1	83	4.19	0.76	2.68	0.050
	Age2	215	4.13	0.74		
	Age3	61	4.11	0.75		
	Age4	46	4.46	0.69		
B	Age1	82	3.76	1.05	4.02	0.008**
	Age2	207	3.64	0.92		
	Age3	58	4.02	0.78		
	Age4	45	4.04	0.85		
Television	Age1	84	4.27	0.70	0.72	0.540
	Age2	216	4.18	0.74		
	Age3	61	4.21	0.69		
	Age4	43	4.33	0.75		

Table 18

Comparison of the Importance of Marketing Tools among the Groups with Different Age (continued)

Items	Age	N	Mean	SD	f	p
Radio	Age1	84	3.39	0.84	5.27	0.001**
	Age2	213	3.22	0.85		
	Age3	61	3.28	0.69		
	Age4	41	3.76	0.83		
The Internet	Age1	85	4.21	0.82	1.31	0.272
	Age2	217	4.15	0.74		
	Age3	60	3.98	0.83		
	Age4	44	4.02	0.88		
W	Age1	84	3.76	0.90	2.40	0.058
	Age2	217	3.90	0.87		
	Age3	60	3.85	0.78		
	Age4	44	4.18	0.79		

Note. Age1 = 24 years old and below; Age2 = 25-34 years old; Age3 = 35-44 years old; Age4 = 45 years old and above; M = magazines or guidebooks; B = tourism brochures published by travel agencies or the government; W = word-of-mouth from friends or family members.

*p < .05. **p < .01.

Residential Areas

This section presents the importance of marketing tools between respondents by comparing the differences between the groups living in Northern, Middle, and Eastern Taiwan and the group living in the Southern Taiwan. The results are summarized in Table 19. The results of the *t*-test showed a statistically significant difference in newspapers ($t=-2.94$, $p=0.004$), magazines or guidebooks ($t=-2.27$, $p=0.024$), and the Internet ($t=-2.61$, $p=0.009$) between the means. Specifically, in terms of the mean, the group living in Southern Taiwan had the higher mean on the importance of newspapers, magazines or guidebooks, and the Internet.

Table 19

Comparison of the Importance of Marketing Tools between the Groups Living in Different Areas

Items	Areas	n	Mean	SD	t	p
Newspapers	Area1	118	3.67	0.84	-2.94	0.004**
	Area2	288	3.93	0.79		
M	Area1	114	4.04	0.72	-2.27	0.024*
	Area2	291	4.23	0.75		
B	Area1	115	3.65	0.94	-1.58	0.115
	Area2	277	3.82	0.93		
Television	Area1	118	4.13	0.73	-1.61	0.107
	Area2	286	4.26	0.72		
Radio	Area1	117	3.25	0.87	-1.09	0.278
	Area2	282	3.35	0.82		
The Internet	Area1	119	3.97	0.85	-2.61	0.009*
	Area2	287	4.19	0.75		
W	Area1	117	3.79	0.90	-1.52	0.130
	Area2	288	3.94	0.84		

Note. Areas = residential areas; Area1 = the Northern, Middle, and Eastern Taiwan; Area2 = the Southern Taiwan; M = magazines or guidebooks; B = tourism brochures published by travel agencies or the government; W = word-of-mouth from friends or family members.

*p < .05. **p < .01.

Educational Levels

This section presents the importance of marketing tools among respondents by comparing the differences among the groups with different educational levels. The results are summarized in Table 20. The result of the ANOVA test showed a statistically significant difference in the Internet ($f=6.46$, $p=0.002$) among the means. Specifically, in terms of the mean, the group with a graduate school degree had the highest mean, and the group with a senior high school degree and below had the lowest mean on the Internet. Basically, the group with the higher educational level also had the higher mean on the importance of the Internet.

Table 20

Comparison of the Importance of Marketing Tools among the Groups with Different Educational Levels

Items	ED	n	Mean	SD	f	p
Newspapers	ED1	68	3.72	0.94	1.58	0.208
	ED2	292	3.90	0.78		
	ED3	46	3.78	0.79		
M	ED1	68	4.16	0.75	0.10	0.901
	ED2	292	4.17	0.76		
	ED3	45	4.22	0.64		
B	ED1	66	3.70	0.96	0.99	0.372
	ED2	281	3.81	0.92		
	ED3	45	3.62	0.98		

Table 20

Comparison of the Importance of Marketing Tools among the Groups with Different Educational Levels (continued)

Items	ED	n	Mean	SD	f	p
Television	ED1	68	4.28	0.73	0.30	0.741
	ED2	290	4.20	0.73		
	ED3	46	4.22	0.70		
Radio	ED1	67	3.46	0.88	1.88	0.153
	ED2	287	3.31	0.83		
	ED3	45	3.16	0.77		
The Internet	ED1	68	3.84	0.84	6.46	0.002**
	ED2	292	4.16	0.76		
	ED3	46	4.33	0.76		
W	ED1	68	3.82	0.81	0.58	0.561
	ED2	291	3.90	0.87		
	ED3	46	4.00	0.87		

Note. ED = educational levels; ED1 = Senior High School and below; ED2 = College/University; ED3 = Graduate School; M = magazines or guidebooks; B = tourism brochures published by travel agencies or the government; W = word-of-mouth from friends or family members.

*p < .05. ** p < .01.

Travel Intentions to Visit California

This section presents the importance of marketing tools between respondents by comparing the differences between the group who intended to visit California in the future and the group who did not intend to visit. The results are summarized in Table 21. The results of the *t*-test showed a statistically significant difference in magazines or guidebooks between the means ($t=-5.35$, $p<0.01$). Specifically, in terms of the mean, the group intending to visit California in the future had the higher mean on the importance of magazines or guidebooks.

Table 21

Comparison of the Importance of Marketing Tools between the Groups with Different Travel Intentions to Visit California in the future

Items	CA	n	Mean	SD	t	p
Newspapers	no	38	3.63	0.88	-1.80	0.073
	yes	367	3.88	0.80		
M	no	38	3.58	0.83	-5.35	0.000 ^{a**}
	yes	366	4.24	0.71		
B	no	37	3.51	1.19	-1.39	0.172
	yes	355	3.79	0.90		
Television	no	38	4.03	0.82	-1.71	0.087
	yes	365	4.24	0.72		
Radio	no	37	3.16	0.99	-1.20	0.230
	yes	361	3.34	0.82		
The Internet	no	38	3.92	0.91	-1.70	0.091
	yes	367	4.15	0.77		
W	no	38	3.66	1.02	-1.53	0.132
	yes	366	3.92	0.84		

Note. CA = respondents would like to visit California in the future; M = magazines or guidebooks; B = tourism brochures published by travel agencies or the government; W = word-of-mouth from friends or family members.

^ap = 1.46E-07.

**p < .01.

Travel Experience in Other Countries

This section presents the importance of marketing tools between respondents by comparing the differences between the group that had visited other countries and the group that had not. The results are summarized in Table 22. The results of the *t*-test did not reach the observation significance level in any marketing tool item, pertaining to whether or not potential tourists had been to other countries. Therefore, there was no statistically significant difference in the importance of marketing tools between the means.

Table 22

Comparison of the Importance of Marketing Tools between the Groups with Different Travel Experience in Other Countries

Items	Countries	n	Mean	SD	t	p
Newspapers	not visited	117	3.88	0.85	0.37	0.715
	visited	289	3.85	0.80		
M	not visited	115	4.13	0.82	-0.76	0.446
	visited	290	4.19	0.71		
B	not visited	114	3.67	1.06	-1.27	0.206
	visited	278	3.81	0.88		
Television	not visited	116	4.23	0.75	0.26	0.794
	visited	288	4.21	0.72		
Radio	not visited	112	3.46	0.88	1.99	0.050
	visited	287	3.26	0.81		
The Internet	not visited	116	4.19	0.77	1.08	0.281
	visited	290	4.10	0.79		
W	not visited	115	3.81	0.91	-1.25	0.213
	visited	290	3.93	0.84		

Note. Countries = respondents have visited other countries; M = magazines or guidebooks; B = tourism brochures published by travel agencies or the government; W = word-of-mouth from friends or family members.

Travel Expenditures on All Trips

This section presents the importance of marketing tools among respondents by comparing the differences among the groups with different travel expenditures on all trips in the past year, including international and domestic trips. The results are summarized in Table 23. The results of the ANOVA test showed a statistically significant difference in magazines or guidebooks ($f=2.84$, $p=0.038$) and television ($f=2.78$, $p=0.041$) among the means. Specifically, in terms of the mean, the group spending between Taiwan dollar (TWD) 50,001 and TWD 80,000 had the highest mean, while the group spending TWD 30,000 or less had the lowest mean on the importance of magazines or guidebooks. The group spending between TWD 50,001 and TWD 80,000 also had the highest mean, while the group spending between TWD 30,001 and TWD 50,000 had the lowest mean on the importance of television.

Table 23

*Comparison of the Importance of Marketing Tools among the Groups with Difference
Travel Expenditures on All Trips*

Items	TE	n	Mean	SD	f	p
Newspapers	TE1	209	3.83	0.81	1.19	0.312
	TE2	79	3.89	0.75		
	TE3	64	4.00	0.84		
	TE4	51	3.73	0.92		
M	TE1	205	4.08	0.83	2.84	0.038*
	TE2	81	4.21	0.65		
	TE3	64	4.36	0.68		
	TE4	52	4.29	0.57		
B	TE1	199	3.66	0.98	1.98	0.116
	TE2	78	3.87	0.83		
	TE3	62	3.95	0.88		
	TE4	50	3.80	0.97		
Television	TE1	208	4.23	0.74	2.78	0.041*
	TE2	80	4.06	0.75		
	TE3	63	4.41	0.64		
	TE4	51	4.20	0.72		

Table 23

*Comparison of the Importance of Marketing Tools among the Groups with Difference
Travel Expenditures on All Trips*

Items	TE	n	Mean	SD	f	p
Radio	TWD1	203	3.32	0.85	0.64	0.591
	TWD2	78	3.22	0.85		
	TWD3	64	3.36	0.76		
	TWD4	51	3.41	0.85		
The Internet	TWD1	208	4.16	0.79	2.43	0.065
	TWD2	80	3.96	0.82		
	TWD3	64	4.28	0.74		
	TWD4	51	4.02	0.76		
W	TWD1	206	3.84	0.88	1.91	0.127
	TWD2	81	4.02	0.82		
	TWD3	64	4.03	0.80		
	TWD4	51	3.75	0.89		

Note. TE = travel expenditures on all trips (including international and domestic) in the past year; TWD1 = Taiwan dollar 30,000 and below; TWD2 = Taiwan dollar 30,001-50,000; TWD3 = Taiwan dollar 50,001-80,000; TWD4 = Taiwan dollar 80,001 and above; M = magazines or guidebooks; B = tourism brochures published by travel agencies or the government; W = word-of-mouth from friends or family members.

*p < .05.

Summary

The total sample of this study was 410 respondents, and the major gender was female. The respondents could mainly be portrayed as aged from 25 to 34 years old, living in the Southern Taiwan, and having a college or university degree. Most respondents had the positive intention to visit California or had visited other countries. Moreover, most respondents spent Taiwan dollar 30,000 or less on all trips in the past year. In terms of destination image formation, good climate had the highest average agreement. In terms of marketing tools, television has the average highest usage and importance.

In comparing the means of the group using marketing tools and the group not using marketing tools on destination image formation, the group using magazines or guidebooks had the higher mean on the formation of cognitive and affective images; in addition, the group using tourism brochures had the higher mean on the formation of cognitive, affective, and overall images. In comparing the means of the groups with different characteristics on the importance of marketing tools, the females had the higher mean on the importance of magazines or guidebooks, tourism brochures, television, radio, and word-of-mouth. The respondents aged 45 years or older had the highest mean on the importance of tourism brochures and radio. The group living in Southern Taiwan had the higher mean on the importance of newspapers, magazines or guidebooks, and the Internet. The group with the higher educational level had the higher mean on the importance of the Internet. The group who intended to visit California in the future had the higher mean on the importance of magazines or guidebooks. The group spending between Taiwan dollar

(TWD) 50,000 and TWD 80,000 on all trips in the past year had the highest mean on the importance of magazines or guidebooks and television.

Chapter V

Discussion and Conclusion

The purpose of this study was to compare destination image between marketing tool users and non-users using. By using an interception survey as the research method and a questionnaire as the research tool, data was collected at Kaohsiung International Airport and Chiang Kai-Shek International Airport, Taiwan during March 26 and April 6, 2005. The researcher employed a convenience sampling approach to choose respondents. Among the 640 distributed questionnaires, 410 questionnaires were valid, with the valid return rate being 64.06%. The questionnaire consisted of four parts: destination image, marketing tools, travel experience, and individual demographics. For the purpose of data analysis, frequency distribution, *t*-test, and ANOVA test were used to analyze the formation of destination image between marketing tool users and non-users. This chapter is composed of three sections. Section one is the discussion of major research findings, while section two is related to the limitations of this study. Section three is the conclusion of this study, which also includes suggestions for tourism planners and future research.

Discussion

This section discusses the major findings of this study. It consists of three sections: the use of marketing tools, the use of marketing tools and the formation of destination image, and potential tourists and the importance of marketing tools.

The Use of Marketing Tools

In terms of the first research question as to what marketing tools potential tourists used to establish their images of California, the findings showed that the top three marketing tools used by the respondents were television, magazines or guidebooks, and the Internet, while radio was the least-used marketing tool. When asking the importance of marketing tools in developing California images, the findings showed that the top three important marketing tools were television, magazines or guidebooks, and the Internet, while the radio was still the least important marketing tool considered by the respondents. The above findings indicate consistency in both use and importance of marketing tools, and imply either that radio did not provide much information about California, or simply that most respondents did not use radio as their source of California information.

In terms of the top three marketing tools with the most usage and importance, television has the feature of combining sight, sound, and motion, which allows it to gain a higher attention level from people than other information tools (Kotler, Haider, & Rein, 1993). Magazines and guidebooks' high physical value and high visual quality greatly attract people to use them (World Tourism Organization, 1997; Middleton & Clarke, 2001). The Internet has become a burgeoning information tool as people are no longer satisfied with requesting information and awaiting its arrival, because after moving into the information age, they now expect instant information (World Tourism Organization, 1999). It clearly appears that radio may not be able to compete with other marketing tools, because it allows only audio presentation (Kotler et al.; World Tourism Organization,

1997), thus receiving limited attention from people when compared to other visual information tools.

Although the results indicated that among the respondents, television, magazines or guidebooks, as well as the Internet were the marketing tools with the most usage and importance, while radio was the marketing tool with the least usage and importance, the testing effect should be considered, as it might influence the results. In other words, because this study tested both questions about the importance of marketing tools and the use of marketing tools, the respondents' answer to the former question might have influenced their response to the latter question. Therefore, due to the testing effect, some respondents might tend to indicate their actual usage on those items which they considered more important.

The Use of Marketing Tools and the Formation of Destination Image

For the second research question, whether the images of a destination would differ between potential tourists who used marketing tools and those who did not use them, the findings of this study showed that six marketing tools had a statistically significant difference in the formation of destination image between the means of the group using marketing tools and the group not using them. These marketing tools included tourism brochures published by travel agencies or the government, magazines or guidebooks, the Internet, television, word-of-mouth from friends or family members, and other information materials. Table 24 shows the results of how the formation of destination image differs between marketing tool users and non-users.

Table 24

The Use of Marketing Tools and the Formation of Destination Image

Destination Image	B	M	I	T	W	O
Cognitive Image	⊙	⊙				
RA	⊙	⊙				
RA1		⊙				
RA2		⊙		※		
RA3						
RA4						
RA5						
RA6		⊙				
RA7					※	⊙
RA8		⊙				
RA9	⊙				⊙	
GI	⊙	⊙				
GI1	⊙	⊙			⊙	
GI2	⊙	⊙	⊙			
SSE	⊙				⊙	
SSE1	⊙			※		
SSE2						
SSE3	⊙			※		
SSE4					⊙	

Table 24

The Use of Marketing Tools and the Formation of Destination Image (continued)

Destination Image	B	M	I	T	W	O
AT	⊙	⊙				
AT1	⊙	⊙				
AT2	⊙					
AT3						
Affective Image	⊙	⊙				
AI1	⊙	⊙			⊙	
AI2	⊙	⊙				
AI3		⊙				⊙
AI4	⊙					⊙
Overall Image	⊙					
OI1	⊙					

Note. B = tourism brochures published by travel agencies or the government; M = magazines or guidebooks; I = the Internet; T = television; W = word-of-mouth from friends or family members; O = other information materials; RA = resources and attraction; RA1 = interesting cultural activities and attraction; RA2 = interesting historical attraction; RA3 = beautiful scenery and natural attraction; RA4 = varied theme and amusement parks; RA5 = varied outdoor and sport activities; RA6 = good place for shopping; RA7 = good night-life and entertainment; RA8 = good food; RA9 = Good climate; GI = general infrastructure; GI1 = good and comfortable accommodations; GI2

= well-developed general infrastructures; SSE = social setting and environment; SSE1 = clean; SSE2 = offers personal safety; SSE3 = hospitable and friendly people; SSE4 = good reputation; AT = atmosphere; AT1 = exotic/unusual ways of life and customs; AT2 = luxury; AT3 = fashionable; AI1 = a pleasant place; AI2 = a relaxing place; AI3 = an arousing place; AI4 = an exciting place; OI1 = a good place; © = positive effect, the users had higher average agreement on the image; ※ = negative effect, the users had lower average agreement on the image.

Among all marketing tools, tourism brochures had positive effects on the most destination image dimensions, information categories under the dimension of the cognitive image, and image items. Specifically, the respondents using tourism brochures as the information sources to establish their images of California had the higher average agreement on all three destination image dimensions (including cognitive, affective, and overall images), all four information categories (including resources and attraction, general infrastructures, social setting and environment, and atmosphere), and eleven image items. In addition, magazines or guidebooks also had very positive effects on varied destination image dimensions, information categories under the dimension of the cognitive image, and image items. Specifically, the potential tourists using magazines or guidebooks had the higher average agreement on two destination image dimensions (including cognitive and affective images), three information categories (including resources and attraction, general infrastructures, and atmosphere), and ten image items. The reasons for tourism brochures, magazines, and guidebooks having more positive results on the formation of destination image dimensions, information categories, and image items could be that they are mainly designed to convey useful tourism information and promote positive images of a specific destination to its potential visitors (Gartrell, 1988). Furthermore, Andsager and Drzewiecka (2002) also suggested that guidebooks are powerful tools to respond to, support, and shape destination image; therefore, it is no wonder the people using magazines or guidebooks and tourism brochures had the better impression or obtained more information about California.

The respondents using the Internet had the higher average agreement on one image item: well-developed general infrastructures. The most conspicuous feature of the Internet is that it can provide much more information than any marketing tool can do, and its users have the ability to decide the subjects of the information they want from it (World Tourism Organization, 1999). For these reasons, the users could employ the Internet as the tool to respond to their need for more specific and substantial information which other marketing tools might not be able to satisfy. The image about general infrastructures of California might be explained as the information which other marketing tools did not provide in sufficient amount so respondents turned to the Internet to try to get more specific information from Websites. Consequently, those people using the Internet had on average more impressions about the general infrastructures of California.

However, the findings were not always positive. The respondents using television had the lower average agreement on three image items. Television conveys large, mixed, and complex messages, and its audiences could get different information about a place from various TV programs with different purposes which are not well-organized, such as from news reports. These images might include both positive and negative information. Thus, respondents might receive a negative impression about California after watching television. In other words, the respondents watching television might have a very different agreement on the formation of California images, with their images depending greatly on what television program they watched.

Word-of-mouth from friends or family members had an effect on the formation of one information category under the cognitive image dimension and image items.

Specifically, the group using it had higher average agreement on the information category (which was social setting and environment) and four image items, while the group using it had a lower average agreement on the image item, which was good nightlife and entertainment. Word-of-mouth could be an important tool in changing and establishing images (Kotler, Haider, & Rein, 1993). In general, the people who have traveled to California before have more potential to tell other people about California based on their prior travel experience. Those destination image items affected by word-of-mouth might be regarded as the actual impressions and feelings of tourists who have been to California. Thus, the tourism planners should consider those images as the actual strengths and weaknesses of developing California tourism. In other words, by improving the weaker image, which was good nightlife and entertainment, word-of-mouth will be able to deliver more attractive tourism images to future tourists.

The findings of this study showed that the respondents using other information materials also had a higher average agreement on three image items, with 31 out of the 61 respondents who checked the item of other information materials indicating that movies were their additional information source. Based on the above findings, this study regarded movies as the representative marketing tool of other information materials. According to Kotler, Bowen, and Makens (1996), movies could be an effective marketing tool. The reason for movies having positive results on three destination image items might be that many movies filmed in California presented the place as an arousing and exciting one which also provides good nightlife and entertainment. For example, two popular movies in Taiwan were *Eyes Wide Shut* and *Collateral*, which might have played

important roles in establishing and conveying specific images of California to their audiences. In terms of *Eyes Wide Shut* filmed in San Francisco, the movie might deliver images of good nightlife and entertainment. On the other hand, *Collateral* filmed in Los Angeles might create among its audience images of an arousing and exciting place.

Potential Tourists and the Importance of Marketing Tools

For the third research question, whether potential tourists would perceive the importance of marketing tools differently, the findings of this study showed that six characteristics of respondents had a statistically significant difference in the importance of marketing tools among the groups with different characteristics, with these characteristics including gender, age, residential areas, educational levels, travel intentions to visit California in the future, and travel expenditures on all trips in the past year. Table 25 shows the results of how respondents perceived the importance of marketing tools differently.

Table 25

Potential Tourists and the Importance of Marketing Tools

Marketing Tools	Gender	Age	Areas	ED	CA	TE
Newspapers			⊙			
Magazines or guidebooks	⊙		⊙		⊙	⊙
B	⊙	⊙				
Television	⊙					⊙
Radio	⊙	⊙				
The Internet			⊙	⊙		
W	⊙					

Note. Areas = residential areas; ED = educational levels; CA = intention to visit California in the future; TE = travel expenditures on all trips in the past year; B = tourism brochures published by travel agencies or the government; W = word-of-mouth from friends or family members; ⊙ = respondents perceived the importance of the marketing tool differently.

In terms of individual demographic characteristics, females had the higher average importance regarding magazines or guidebooks, tourism brochures, television, radio, and word- of-mouth. Although there is no obvious evidence from prior studies pointing out that different gender groups consider different media as important tools, feminine characteristics could affect females' attitude toward the average importance of marketing tools. According to Hung (2001), Taiwan females have a higher tendency to fit the traditional female role in which they are less definite and more timid in their personality.

Therefore, the females are on average probably inclined to give higher scores on the importance of marketing tools because they have a less critical attitude toward identifying the differences among the importance of varied marketing tools or they merely express their negative opinions more weakly. Moreover, another possible explanation might be that females have higher requirements of obtaining external information from other people (Schectman & Vurembran, 1996; Hung, 2001) and from other information tools. Consequently, females had a higher average importance on most marketing tools.

The group 45 years or older had the highest average importance on tourism brochures and radio. The possible reason might be that the older population considers more the validity and credibility of information. Tourism brochures published by travel agencies or the government might be considered as official information sources given high authority by these respondents. Moreover, because radio was a major and common information source when they were younger, they might be more familiar with it, while this kind of special life experience might not repeated by other information materials. Therefore, on average the respondents aged 45 years or older had a higher tendency to regard radio as an important information source.

The respondents living in Southern Taiwan put a higher average importance on newspapers, and magazines or guidebooks than the respondents living in other regions of Taiwan. In this study, Southern Taiwan consists of Kaohsiung and the other two regions, while Northern, Middle, and Eastern Taiwan included Taipei, and the other twelve regions. According to a prior study (Chin, 2001), the people living in Kaohsiung, which is the one of two main municipalities in Taiwan, have a higher motivation to get

information from newspaper than the people living in Taipei, which is the other main municipality in Taiwan. For this reason, the respondents living in Southern Taiwan with Kaohsiung as the leader city might place a higher average importance on newspapers as well. Generally, steady reading behavior might affect their reading habits and further cause the higher reliance on information from other forms of printed materials. In other words, a steady and consistent reading pattern might lead to extended reading behavior and the placing of more importance on magazines. Thus the people living in Southern Taiwan placed a higher average importance on not only newspapers, but also magazines or guidebooks.

In addition, the results also showed that the respondents living in Southern Taiwan also placed a higher average importance on the Internet than the respondents living in Northern, Middle, and Eastern Taiwan. People living in Taipei, which is one of the two main municipality in Taiwan, spend a longer time on using the Internet every day (Research, Development, and Evaluation Commission, 2005), and this longer usage time might reflect the importance of the Internet. However, potential tourists living in Northern, Middle, and Eastern Taiwan are composed of people from Taipei and the other twelve sub-countries of Taiwan. The people from these sub-countries of Taiwan might place a lower importance on the Internet, which might drop the average importance of the whole group. Consequently, the respondents living in Southern Taiwan had the higher average importance on the Internet.

The respondents with a higher educational level placed more weight on the Internet as an important source for California information. The Research, Development, and

Evaluation Commission (2005) found that Taiwanese people with a higher educational level also have the longer history of using the Internet, and spend more time on using the Internet every day. This finding indicated that people with a higher educational level rely on the Internet more, which was consistent with the finding of this study. In short, the Internet is the important marketing tool geared to people with a higher educational level.

On the other hand, in terms of personal travel experience characteristics, the group intending to visit California in the future placed a higher average importance on magazines or guidebooks. The respondents who intended to visit California in the future regarded magazines or guidebooks as their important information sources because magazines or guidebooks are mainly designed for conveying tourism information about a specific destination and promoting destination image (Gartrell, 1988). Due to this feature of magazines and guidebooks, people with a positive intention of visiting California in the future might regard them as important information sources for obtaining tourism information about California.

The group spending between Taiwan dollar (TWD) 50,001 and TWD 80,000 (U.S. dollar 1,563 and U.S. dollar 2,500; exchange rate: U.S. dollar 1= TWD 32) on all trips including international and domestic trips in the past year placed the highest average importance on magazines or guidebooks and television. From the fact the group could spend between TWD 50,001 and TWD 80,000 on their trips in the past year, it could be inferred that the group had the financial ability to travel abroad. These people might regard magazines or guidebooks as the important travel guides for the places where they had actually traveled to or preferred visiting in the future, not simply for browsing

through tourism information. Furthermore, these people might also pay more attention to television and consider tourism programs on television as important information sources for providing new information for their future trips.

Limitations

The study has four potential limitations: two limitations are related to the sampling methods, while the other two are about the study site selection. First, the study adopted a convenience sampling approach as the sampling method. Because it was a non-random sampling method, the sample might be not representative of all potential tourists in Taiwan. In addition, by employing a convenience sampling approach, the potential biases of the researcher in selecting respondents may not be avoided. The respondents in the study were mainly comprised of 65.8% females, so the sample is not representative of the actual gender proportion of all potential tourists in Taiwan.

In relation to study site selection, due to time and budget constraints, the researcher conducted the survey at two international airports in Taiwan on two dates, but the data was mainly collected at Kaohsiung International Airport (n=434). Consequently, the sample might be not representative of the regional potential tourists in Taiwan. Furthermore, because the data of this study was only collected in one country, Taiwan, the results of this study might also not be able to be generalized to other regions beyond Taiwan.

Conclusion

The purpose of this study was to compare destination image between marketing tool users and non-users using empirical research. In order to understand the purpose of this

study, three research questions were examined using a sample of 410 respondents. For the first research question, what marketing tools potential tourists used to establish the images of California, the findings showed that television, magazines or guidebooks, and the Internet were the main information tools used by potential tourists for obtaining their image of California.

The second research question, whether the images of a destination would differ between potential tourists who used marketing tools and those who did not use them, investigated the destination image between the groups using marketing tools and those not using them. According to the findings, only newspaper and radio did not have any statistically significant difference in the formation of destination image between the means of the two groups. However, the findings showed a statistically significant difference in the formation of destination image between the means of the groups using the rest of the marketing tools and those not using them, with these marketing tools including magazines or guidebooks, tourism brochures published by travel agencies or the government, television, the Internet, word-of-mouth from friends or family members, and other information materials. In short, the images of California differed between potential tourists who used marketing tools and who did not use them, except for newspapers and radio.

Finally, the third research question, whether potential tourists would perceive the importance of marketing tools differently, investigated the importance of marketing tools between or among potential tourists. According to the findings, the difference in prior travel experience of potential tourists did not have any statistically significant difference

in the importance of marketing tools. However, the groups with the rest of the personal characteristics showed a statistical significant difference in the importance of marketing tools. In a word, potential tourists perceived the importance of marketing tools differently in terms of gender, age, residential areas, educational levels, travel intentions to visit California in the future, and travel expenditures on all trips in the past year.

Suggestions for Tourism Planners

Many marketing tools can be used in creating and delivering the varied California images to different potential tourists. Based on the findings of this study, this section gives suggestions of marketing tool application for California tourism planners from the local government, travel agencies, and airlines in order to achieve a better effect in promoting California images by using varied marketing tools. This section discusses eight marketing tools in this study: magazines or guidebooks, tourism brochure published by travel agencies or the government, television, the Internet, word-of-mouth from friends or family members, newspapers, radio, and movies.

Magazines or guidebooks have a high usage, wide effect on promoting destination image among potential tourists, and higher importance among females and people living in Southern Taiwan. Therefore, this study concludes magazines or guidebooks as being the best marketing tools to be used in upgrading destination image, especially for cognitive and affective image dimensions. In short, magazines or guidebooks can effectively enhance specific California images to different target markets.

Although tourism brochures published by travel agencies or the government have the most positive effect in enhancing varied destination images among potential visitors

and a higher importance among females and people with higher ages, they have low usage among people. The low usage of tourism brochures can greatly limit their efficiency of promoting destination image to target markets. Hence, tourism planners should raise the usage of tourism brochures by increasing their availability to potential tourists, so that tourism brochures can have a better opportunity and stronger utilization in delivering the desired and positive destination image in all three destination image dimensions, including cognitive, affective, and overall images.

Television has the highest usage among potential tourists and higher importance among females and the group spending between Taiwan dollar (TWD) 50,001 and TWD 80,000 (U.S. dollar 1,563 and U.S. dollar 2,500) on all trips in the past year. Nevertheless, television has a negative effect on the formation of destination image among potential travelers. In order to make television more effective in promoting destination image, marketing planners can employ television as the marketing tool for a high frequency tourism advertising plan. By frequently broadcasting the same or a set of designed advertisements with information intentionally about California, potential tourists can receive from television more specific messages and a better impression.

Although the Internet has high usage among potential tourists and higher importance among potential tourists living in Southern Taiwan and the people with higher education, it only has a positive effect in creating the California image about well-developed general infrastructures. However, according to the World Tourism Organization (1999), the Internet is the new burgeoning effective marketing tool, and no tourism planner can occupy a superior competitive position without it. In addition, one of

the most important features of the Internet is to cover and provide much more information than other marketing tools can. For these reasons, this study suggests using the Internet as a back-up marketing tool which supports other marketing tools on the formation of destination image.

Tourism marketers can guide potential tourists who used other marketing tools, such as television, magazines, brochures, etc. to use the Internet and then obtain more substantial impressions of California from their California Websites. For example, tourism planners can persuade guidebook users to visit California Websites by providing the Website addresses on guidebooks and telling readers that more California information will be available on the Websites. Further, by providing more detailed information of California tourism on the Websites, tourism planners can deliver deeper California images through the Internet. Due to the different roles in creating destination image, using the Internet with other marketing tools will greatly help the Internet in having a better effect in promoting California images. Moreover, another essential issue which should be considered is the language barrier. In terms of the Taiwan market, California tourism planners have to be aware of the language barrier for non-English users. Because people in Taiwan primarily use Chinese as their language, California Websites should be able to provide the Website text in Chinese to maximize its function and attract more Taiwanese potential tourists to use the Websites.

Word-of-mouth from friends or family members has middle usage among potential visitors, some positive effect in the formation of destination image, and higher importance among females. According to Kotler, Haider, and Rein (1993), word-of-

mouth can be used as an assistant marketing tool in enhancing the images and significant news. Even though this study does not suggest using word-of-mouth as the frontline marketing tool, it could be a successful marketing tool to raise the existing images which people hold about California, when those existing images might be from prior actual travel experience in California or the messages which other marketing tools have conveyed. Tourism planners can put more effort into creating interesting and powerful topical subjects related to those existing images, especially for the image of a pleasant place with good climate, comfortable accommodations, and good reputation. These subjects will attract potential tourists to have more discussions about California and spread more information through word-of-mouth.

Newspapers have middle usage among potential visitors and higher importance among potential visitors living in Southern Taiwan, but they do not have any effect in promoting destination image. According to Kotler, Haider, and Rein (1993) as well as the World Tourism Organization (1997), the poor visual quality is the main disadvantage of newspapers. However, because of the low cost for the public and broad market coverage of newspapers (Kotler, Haider, & Rein; World Tourism Organization, 1997), this study suggests employing newspapers as the marketing tool to announce occasional information or news for some specific occasion, for example a special event which is not held regularly or frequently in California. Even if newspapers are not a good choice for tourism planners to regularly build up California images among the target population, they could be a suitable assistant marketing tool in conveying the message of seasonal news about particular occasions in California.

The findings of this study showed that radio is the most ineffective marketing tool because of the low usage and lack of effect in creating destination image among potential tourists. T-test and ANOVA test indicated that radio has higher importance among females and people who are 45 years or older, it is still the least marketing tool recommended by this study. According to Kotler, Haider, and Rein (1993) as well as the World Tourism Organization (1997), the major disadvantage of radio is the lack of visual information, which might limit the capability of radio to convey destination image. However, among three destination image dimensions, the cognitive image is the knowledge about the objective attributes of a place (Baloglu & McCleary, 1999), and potential tourists could have at cognitive image simply by knowing information about California without inputting personal feeling and emotion. Hence, a talking program designed to provide cognitive travel information about California resources and attractions and general infrastructures, as well as social setting and environment will be more appropriate to be broadcast on the air, and it could more successfully create California images among potential tourists.

Respondents identified movies as an additional marketing tool to establish their California images. According to Lin (2004), tourism destination placement in films can create and deliver effective images about a specific place and improve travel intentions of visiting the destination among audiences. Therefore, California tourism planners should put more effort on filming movies with purposeful information which they can attempt to convey to potential tourists. Movies could be powerful marketing tools in tourism target

markets to upgrade California images, especially to present California as an arousing and exciting place with good nightlife and entertainment.

Suggestions for Future Studies

This study compared destination image between potential tourists who used marketing tools as their information sources about California. Future studies are suggested in terms of investigating how potential tourists perceive the importance of destination images differently between people with different travel intentions of visiting California. More specifically, the knowledge about what California images are more important for potential travelers who intend to visit California in the future will help California tourism planners to promote a more effective destination image. Once California can correctly convey the desired destination image through appropriate marketing tools to its target population, it will have a superior ability to attract visitors over that of its competitors.

Moreover, qualitative research particularly understanding how tourism planners actually use marketing tools in promoting destination image and what other specific images potential tourists have about a tourism destination is also suggested for future studies. The deeper understanding will assist tourism planners to have better consideration of marketing strategies about a destination and also greatly contribute to tourism marketing studies.

Furthermore, although the destination image held by potential tourists about a specific place is one of the main factors in making a tourism destination decision, travelers' tourism motivation is always regarded as the other important factor. Therefore,

future marketing studies are suggested to put more effort into determining how the destination image can pander to the tourism motivation of potential tourists by using marketing tools. In short, how tourism planners can make the images of a place reflect tourists' travel motivation to visit the destination and promote these images by effectual marketing tools will help the destination successfully catch its potential tourists. This issue will be the next essential subject in tourism marketing studies.

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Appendix A

Construct of Destination Image

Destination Image Components

Cognitive Image

Resources and Attraction

- Interesting cultural activities and attraction
- Interesting historical attraction
- Beautiful scenery and natural attraction
- Varied theme and amusement parks
- Varied outdoor and sport activities
- Good place for shopping
- Good night-life and entertainment
- Good food
- Good climate

General Infrastructure

- Good and comfortable accommodations
- Well-developed general infrastructures

Social Setting and Environment

- Clean
- Offers personal safety
- Hospitable and friendly people
- Good reputation

Atmosphere

- Exotic/Unusual ways of life and customs
- Luxury
- Fashionable

Affective Image

- A pleasant place
- A relaxing place
- An arousing place
- An exciting place

Overall Image

- A good place

Appendix B
Survey Questionnaire

Dear Sir / Madam,

My name is Wan-Zu Chao. I am a graduate student in the Department of Recreation and Leisure Studies, San Jose State University, USA. I am conducting my research, and the purpose of this study is to examine the relation between the marketing tool use of potential tourists living in Taiwan and the destination image formation of California. Your opinion will make a great contribution to the field of leisure and recreation research, and your assistance is very important to me. This questionnaire will take you about 8 minutes to answer all of questions. Please answer the questions according to your personal opinions. Your participation is completely voluntary, and you may stop at anytime. Your answers and comments will be kept strictly confidential, and the information you provide is confidential and will not be used for any other purposes. The results of this study may be published but no information that could identify you will be included.

Thank you very much for your assistance in participating in this study. If you have any questions about this research may be addressed to Wan-Zu Chao, at (408) 772-7710. Complaints about the research may be presented to Jill Cody, Chair of the Department of Recreation and Leisure Study, 95192, at (408) 924-3009. Questions about research subjects' rights, or research-related injury may be presented to Nabil Ibrahim, Ph.D., Associate Vice President, Graduate Studies and Research, at (408) 924-2480.

San Jose State University, California, U.S.A
Wan-Zu Chao

Appendix B (continued)

1. Have you ever been to California? (Please check one)

- Yes No, (go to Question 2.)

2. If *No*, Have you hear about California? (Please check one)
 (1) Yes (2) No

A. Destination Image

This section contains two questions regarding your images of California as an international tourism destination. Please answer the following questions in the light of the guidance of each single question.

3. Please check one that closely represents your opinion about the images of California (5 indicates “Extremely Agree”; 1 indicates “Extremely Disagree”).

Images of California	Extremely Agree 5	Agree 4	Neutral 3	Disagree 2	Extremely Disagree 1
Interesting cultural activities and attraction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interesting historical attraction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Beautiful scenery and natural attraction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Varied theme and amusement parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Varied outdoor and sport activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good place for shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good night-life and entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good climate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good and comfortable accommodations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Well-developed general infrastructures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clean	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offers personal safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hospitable and friendly people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good reputation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exotic/Unusual ways of life and customs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Luxury atmosphere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fashionable atmosphere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A pleasant place	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A relaxing place	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An arousing place	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An exciting place	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A good place	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Appendix B (continued)

4. What is your general image of California? Please explain.

B. Information Sources

This section contains two questions regarding your views and usage on information source used to promote tourism. Please answer the following questions in the light of the guidance of each single question.

5. In your opinion, how important are the following information sources to you? Please check one that closely represents your opinions (5 indicates "Extremely Agree"; 1 indicates "Extremely Disagree").

Information Sources	Extremely	Important	Neutral	Unimportant	Extremely
	5	4	3	2	1
Newspapers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Magazines/Guidebooks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Television	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Word-of-mouth from friends or family members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tourism brochures published by travel agencies or the government	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Generally, where did you get your images about California? (Please check all applied)

- (1) Newspapers (2) Magazine/Guidebooks (3) Television
 (4) Radio (5) The Internet
 (6) Word-of-mouth from Friends or Family members
 (7) Tourism Brochure published by travel agencies or the government
 (8) Other information materials (Please describe)

Appendix B (continued)

C. Travel Experience

This section contains three questions regarding your travel experience. According to your circumstance, please check the most suitable answer for each question.

7. Would you like to visit California in the future? (Please check one)

Yes No

8. Have you ever traveled to other countries? (Please check one)

No
 Yes, which country (Please write down)

-
9. Approximately how much money did you spend on **all your trips** (*Domestic + International Trip*) in the past year? (Please check one)

(1) TWD 30,000 and below (2) TWD 30,001 – 50,000
 (3) TWD 50,001 – 80,000 (4) TWD 80,001 – 120,000
 (5) TWD 120,001 – 180,000 (6) TWD 180,001 and above

D. Individual Demographics

This section includes four questions regarding your demographic information. Please check the answer which best describes you for each question.

10. Sex (Please check one)

(1) Male (2) Female

11. Age (Please check one)

(1) Age 17 years old and below (2) Age 18-24 years old
 (3) Age 25-34 years old (4) Age 35-44 years old
 (5) Age 45-54 years old (6) Age 55-64 years old
 (7) Age 65 years old and above

12. Residential Area (Please check one)

(1) Northern Taiwan (Taipei, Keelung, Taoyuan, Hsinchu, Miaoli)
 (2) Middle Taiwan (Taichung, Changhua, Yunlin, Chiai, Nantou)
 (3) Southern Taiwan (Tainan, Kaohsiung, Pingtung)
 (4) Eastern Taiwan (Taitung, Hualien, Ilan)
 (5) Off-shore Islands (Kinmen, Matzu, Penghu, Liouchiyouyu, Lanyu, Liudau)
 (6) Other Country

13. Education (Please check one)

(1) Elementary School (2) Junior High School (3) Senior High School
 (4) College/University (5) Graduate School

Appendix B (continued)

親愛的先生/小姐:

我叫 趙婉茹，目前就讀美國聖荷西州立大學〔San Jose State University〕遊憩與休閒研究學系研究所。我正在進行一項研究，本研究之目的在於探討居住於台灣地區的遊客是否經由不同資訊管道而對美國加州形成不同之目的地形象。您的寶貴意見不僅對這項研究非常重要，更對休閒與遊憩領域的研究有非常大的貢獻。回答完這份問卷上所有的問題，將花費您約 8 分鐘左右的時間；請根據您個人的意見，據實回答。

您的參與問卷調查是完全自願性質，你可以在任何時候停止參與。此外，您所提供的所有資訊和意見將絕對保密，並只運用於本研究結果，絕不另為它用。雖然本研究結果可能被公開出版，但是所有可供辨識您個人身份的資訊並不會被公開。

非常感謝您的協助。任何關於本研究的相關問題可向 趙婉茹 (電話：(408) 772-7710) 提出。任何關於本研究之申訴可向 Jill Cody (遊憩與休閒研究系系主任，電話：(408) 924-3009) 提出。任何關於本研究參與者之權力問題或本研究引起之相關傷害可向 Nabil Ibrahim 博士(研究與學術研究副校長，電話：(408) 924-2480) 提出。

美國加州 聖荷西州立大學
趙婉茹

Appendix B (continued)

1. 請問您曾經去過加州嗎？

- 去過
 沒去過, (請續答第 2 題)

2. 如果沒去過, 您曾聽說加州這個地方嗎?

- (1) 聽說過 (2) 不曾聽說過

(一) 加州印象：這個部份共包含兩個問題；這些問題將詢問您個人視加州為一個國際旅遊地點的印象。請根據下列每一問題的指示，打勾或填寫您的答案。

3. 您對下列各項加州印象的認同程度為何？請就各選項勾選一個您認為最適當的答案 (5 分為非常同意，1 分為非常不同意)。

加州印象	非常同意 5	同意 4	普通 3	不同意 2	非常不同意 1
令人感興趣的文化活動和景點	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
令人感興趣的歷史景點	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
美麗的自然景色	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
多樣化的主題公園/遊樂園	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
多樣化的室外活動/運動	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
購物的好地方	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
精采的夜生活和娛樂活動	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
美食	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
宜人的氣候	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
舒適的住宿環境	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
發展完善的公共設施	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
整齊清潔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
提供個人安全	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
親切友善的居民	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
好名聲	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
特殊的/異國情調的生活和風俗習慣	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
奢侈/奢華的氣氛	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
時尚流行的氣氛	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
一個令人舒適愉快的地方	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
一個令人放鬆的地方	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
一個充滿活力的地方	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
一個充滿刺激的地方	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
一個好地方	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Appendix B (continued)

4. 一般而言，您對加州的印象為何？請說明。

(二) 資訊來源：這個部份共包含兩個問題；這些問題將詢問您個人對各項資訊來源的看法和使用狀況。請根據下列每一問題的指示，打勾或填寫您的答案。

5. 就您的意見，您對下列各項資訊來源的重視程度為何？請就各選項勾選一個您認為最適當的答案

(5 分爲非常重視，1 分爲非常不重視)。

資訊來源	非常重視 5	重視 4	普通 3	不重視 2	非常不重視 1
報紙	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
雜誌／旅遊書籍	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
電視	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
廣播	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
網路	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
親友告知	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
旅行社或政府機關發行的旅遊手冊或文宣	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. 一般而言，您自何處獲得您對加州的印象？(可複選)

- (1) 報紙 (2) 雜誌／旅遊書籍 (3) 電視
 (4) 廣播 (5) 網路 (6) 親友告知
 (7) 旅行社或政府機關發行的旅遊手冊或文宣
 (8) 其他 (請說明)

Appendix B (continued)

(三) 旅遊經驗：這個部份共包含三個問題；這些問題將詢問您個人旅遊經驗的相關資料。請根據下列每一問題的指示，打勾或填寫您的答案。

7. 您未來會想到加州旅遊嗎？
 想 不想
8. 您是否曾經去過其他國家？(請勾選一個答案)
 沒有
 是的，我曾經去過 (請寫下國名)
-
9. 您過去一年在總旅遊開支(包括國內旅遊和國際旅遊)上的總金額為？(請勾選一項最接近的答案)
 (1) 新台幣 30,000 以下(包括新台幣 30,000 元) (2) 新台幣 30,001~50,000 元
 (3) 新台幣 50,001~80,000 元 (4) 新台幣 80,001~120,000 元
 (5) 新台幣 120,001~180,000 元 (6) 新台幣 180,001 以上(包括新台幣 180,001 元)

(四) 基本資料：這個部份共包含四個問題；這些問題將詢問您個人背景的相關資料。請根據下列每一問題的指示，在您的答案上打勾。

10. 性別(請勾選一個答案)
 (1) 男性 (2) 女性
11. 年紀(請勾選一個答案)
 (1) 17 歲以下(包括 17 歲) (2) 18-24 歲 (3) 25-34 歲 (4) 35-44 歲
 (5) 45-54 歲 (6) 55-64 歲 (7) 65 歲以上(包括 65 歲)
12. 現居地(請勾選一個答案)
 (1) 台灣北部(台北、基隆、桃園、新竹、苗栗)
 (2) 台灣中部(台中、彰化、雲林、嘉義)
 (3) 台灣南部(台南、高雄、屏東)
 (4) 台灣東部(台東、花蓮、宜蘭)
 (5) 離島地區(金門、馬祖、澎湖、小琉球、綠島、蘭嶼)
 (6) 其他國家
13. 學歷(請勾選一個答案)
 (1) 國小 (2) 國中 (3) 高中/職 (4) 大學/專科 (5) 研究所



San José State
UNIVERSITY

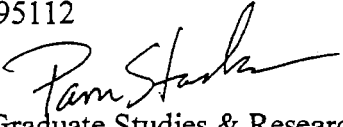
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Appendix C

Institutional Review Board Approval Letter

To: Wan-Zu Chao
540 S. 8th Street, #7
San Jose, CA 95112

From: Pam Stacks, 
Interim AVP, Graduate Studies & Research

Date: February 16, 2005

The Human Subjects-Institutional Review Board has approved your request to use human subjects in the study entitled:

“Marketing Tools as a Factor in Destination Image Formation.”

This approval is contingent upon the subjects participating in your research project being appropriately protected from risk. This includes the protection of the anonymity of the subjects' identity when they participate in your research project, and with regard to all data that may be collected from the subjects. The approval includes continued monitoring of your research by the Board to assure that the subjects are being adequately and properly protected from such risks. If at any time a subject becomes injured or complains of injury, you must notify Pam Stacks, Ph.D. immediately. Injury includes but is not limited to bodily harm, psychological trauma, and release of potentially damaging personal information. This approval for the human subjects portion of your project is in effect for one year, and data collection beyond February 16, 2006 requires an extension request.

Please also be advised that all subjects need to be fully informed and aware that their participation in your research project is voluntary, and that he or she may withdraw from the project at any time. Further, a subject's participation, refusal to participate, or withdrawal will not affect any services that the subject is receiving or will receive at the institution in which the research is being conducted.

If you have any questions, please contact me at (408) 924-2480.

Appendix D

Consent Form for Survey Participation

Responsible Investigator: Wan-Zu Chao

Title of Protocol: Marketing Tools as a Factor in Destination Image Formation

1. You have been asked to participate in a research study investigating. The purpose of this study is to examine the relation between the marketing tool use of potential tourists living in Taiwan and the destination image formation of California.
 2. You will be asked to respond a self-administration questionnaire survey about your use of marketing tools and your perception of California as a tourism destination.
 3. The probability and magnitude of harm or discomfort are no great than encountered in daily life.
 4. No discernible benefits are expected beyond personal satisfaction for contributing to the importance of knowledge.
 5. The researcher will assist the participant with weak eyesight or the participant who have difficult to recognize words to complete the questionnaire.
 6. Although the results of this study may be published, no information that could identify you will be included.
 7. There is no compensation for participation in the study.
 8. Questions about this research may be addressed to Wan-Zu Chao, 95112, at (408) 834-0154. Complaints about the research may be presented to Jill Cody, Chair of Recreation and Leisure Study Department, 95192, at (408) 924-3009. Questions about research subjects' rights or research-related injury may be presented to Pam Stacks, Ph.D., Associate Vice President, Graduate Studies and Research, at (408) 924-2480.
 9. No service of any kind, to which you are otherwise entitled, will be lost or jeopardized if you choose to "not participate" in the study.
 10. Your consent is being given voluntarily. You may refuse to participate in the entire study or in any part of the study. If you decide to participate in the study, you are free to withdraw at any time without any negative effect on your relations with San Jose State University or with any other participating institutions or agencies.
 11. At the time that you sign this consent form, you will receive a copy of it for your records, signed and dated by the investigator.
- **The signature of a subject on this document indicates agreement to participate in the study.**
 - **The signature of a researcher on this document indicates agreement to include the above named subject in the research and attestation that the subject has been fully informed of his or her rights.**

Signature

Date

Investigator's Signature

Date

Appendix D (continued)

問卷調查參與同意書

研究負責人: 趙婉茹

研究題目: 行銷工具為構成目的地形象之主要因素

1. 您已被詢問參與本學術研究之調查。本研究之目的在於探討居住於台灣地區的潛力遊客在使用特定行銷工具上之狀況與對美國加州的目的地形象間兩者間的關係。
 2. 您即將被詢問是否填寫一份問卷調查。該問卷調查是關於您個人使用不同行銷工具的狀況及您視美國加州為旅遊目的地的看法
 3. 參與本研究所可能引起的不舒適感極為微小。
 4. 參與本研究所可能帶來的利益為增進您個人對研究貢獻的滿意感。
 5. 如果您有任何視力上障礙或辨字上的困難，本研究調查人員將會協助您完成該問卷。
 6. 本研究結果有可能被公開出版，但是所有可供辨識您個人身份的資訊並不會被公開。
 7. 參與本研究並不會獲得任何報酬。
 8. 任何關於本研究的相關問題可向 趙婉茹 (區域碼：95112，電話：(408) 772-7710) 提出。任何關於本研究之申訴可向 Jill Cody (遊憩與休閒研究系 系主任，區域碼：95192，電話：(408) 924-3009) 提出。任何關於本研究參與者之權力問題或本研究引起之相關傷害可向 Pam Stacks 博士 (研究與學術研究副校長，電話：(408) 924-2480) 提出。
 9. 如果您拒絕參與本研究，並不會失去任何您原本應享有的設施或服務。
 10. 您的同意參與是基於您個人意願。您可以拒絕參與全程的研究或部分的研究。如果您決定參與該研究，您可以在任何時候退出參與本研究而不會造成任何您與聖荷西州立大學 (San Jose State University)或其他相關研究機構之間關係的負面影響。
 11. 任何時候當您簽署這份協議書，您將被給予一份由研究者簽名及標註日期的協議書影本以留做您個人紀錄。
- 參與者在本份文件上的簽名代表同意參與本研究。
 - 研究者在本份文件上的簽名代表允許上述人士參與本研究並保證該參與者以被充分地告知其個人權力。

參與者簽名

日期

研究者簽名

日期

Appendix E

Respondents' Destination Images of California

Image Dimension	Image Category/Item	Frequency	Total Frequency
Cognitive Image	<i>Resources and Attraction</i>		417
	Interesting cultural activities and attraction	4	4
	Beauty scenery and natural attraction		98
	1. Beauty scenery and natural attraction	33	
	2. Beach	46	
	3. Ocean	2	
	4. Bikini	10	
	5. Many animals	1	
	6. Palm/Coconut palm/Maple	5	
	7. Abounding natural resources	1	
	Varied theme and amusement parks	8	8
	Varied outdoor and sport activities		11
	1. Varied outdoor and sport activities	9	
	2. Good sport equipment	1	
	3. Yachts	1	
	Good night-life and entertainment	3	3
	Good food		69
	1. Good food	6	
	2. Fruit	60	
	3. Many Chinese restaurants	2	
	4. Grape wine	1	
	Good climate		201
	1. Good climate	69	
2. Sunshine	132		
Attractive artificial resources and attraction ^a		17	
1. Hollywood/Superstar/Beverly Hills	12		
2. San Francisco/Golden gate bridge	2		
3. Silicon valley/High technology	2		
4. UCLA	1		
Flourishing recreation and leisure industry ^a	6	6	
<i>Social Setting and Environment</i>			66
Clean			10
1. Clean	2		
2. Good environment/No air pollution	8		
Offer personal safety			3
1. Well law and order	1		
2. Could not offer personal safety	2		

Appendix E (continued)

Respondents' Destination Images of California

Image Dimension	Image Category/Item	Frequency	Total Frequency
Cognitive Image	Hospitality and friendly people	19	19
	Good reputation	1	1
	Diverse population ^a		33
	1. Many Chinese people	16	
	2. Mixed races	2	
	3. Handsome boys/Beautiful girls	15	
	<i>Atmosphere</i>		16
	Exotic/Unusual ways of life and customs	6	6
	Fashionable atmosphere	4	4
	Luxury atmosphere		3
	1. Rich place and rich people	3	
	Free atmosphere ^a	3	3
	<i>Other Information^b</i>		20
	1. Wide territory	3	
	2. The Governor is Schwarzenegger, Arnold	4	
	3. Much advertising	3	
4. Colorful	1		
5. Many tourists	1		
6. Requiring high VISA fee	1		
7. Language difference from Taiwan	1		
8. Far from Taiwan	1		
9. Jet lag	1		
10. Many natural disasters	1		
11. Law and license	1		
12. A famous place	1		
13. A place similar to Florida	1		
Affective Image	1. A pleasant place	4	4
	2. A relaxing place	16	16
	3. An arousing place	22	22
	4. A exciting place	1	1
	5. A fun place ^a	2	2
	6. A modern place ^a	4	4
	8. A peaceful place ^a	2	2
	9. A healthy place ^a	3	3
	10. A special place ^a	1	1
	11. A crazy place ^a	1	1

Appendix E (continued)

Respondents' Destination Images of California

Image Dimension	Image Category/Item	Frequency	Total Frequency
Overall Image	1. A good place	51	51
Total		629 ^c	

^aThe new image items which had not been defined by this study. ^bThe new image category which had not been defined by this study. ^cBecause every respondent might reply more than one answer, the total frequencies (629) are not equal to 313 which was the number of respondents who chose to respond to this open ended question about their additional images of California.