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**THE ISLAND IMAGE: A MEANS OF SEGMENTATION**

By

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# The Island Image: A Means of Segmentation

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## Abstract

The success of tourism, at a destination, is often accredited to the strength of its marketing; yet, the marketing environment is changing at a fast pace where developments in digital technology have had a profound effect on marketing strategies. Furthermore, the increased accessibility of long and short haul travel has resulted in greater competition for tourist visits among destinations. Such changes present a challenge for cold water island destinations with a seasonal tourism product and limited resources for destination marketing. The ability of such destinations to adopt target marketing strategies, using meaningful segmentation criterion, is of great importance for their future success. For cold water islands, it is vital that the promotional message resonates with the target audience, as such, an image segmentation is proposed.

Although tourist segmentation is well practiced in tourism research, existing studies focus on socio-demographic or behavioural segmentation. Few studies have conducted image based segmentation, thus, this thesis explores the feasibility of image segmentation in cold water island destinations; using the Isles of Scilly as a case study. In this thesis image segmentation is used to develop a typology of visitors to the Isles of Scilly, and the intrinsic relationships between destination image, motivation, behaviour, evaluation and place attachment are also explored.

Due to the difficulties in measuring image, a mixed method approach was adopted and a concurrent triangulation design employed. Quantitative data were collected from 500

respondents visiting the Isles of Scilly, by means of a face-to-face questionnaire, and a further 15 in-depth interviews formed the qualitative sample. Quantitative data were analysed using Exploratory Factor Analysis and K-means Cluster Analysis, while qualitative data were analysed using Thematic Content Analysis.

The findings of this thesis revealed the feasibility of image segmentation, through the creation of a six-fold typology of visitors to the Isles of Scilly. Both theoretical and practical implications were derived from this study. The most significant theoretical contribution of this research is that offered to the understanding of image segmentation, as this is the first study conducted in the context of cold water islands. Theoretical contributions were also made with regard to the intrinsic relationships between destination image and motivation, behaviour, evaluation and place attachment. While findings of this study agreed with those of past research, valuable contributions are also offered. Notably, this study adds to a body of work relating to the relationships between complex image and motivation, on-site behaviour, evaluation and place attachment. Additionally, this study adds to tourism knowledge, where the role of on-site behaviour in the formation of positive image, and the influence of participation in special interest tourism, on the formation of destination image are identified. Furthermore, practical recommendations are provided in relation to marketing of the Isles of Scilly where lucrative image segments are identified. Finally, through the understanding of destination image, this thesis proposes seasonal marketing campaigns and the development of special interest tourism, with a focus on wildlife, in order to successfully promote and develop tourism in the Isles of Scilly.

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## Author's declaration

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## Chapter 1: Introduction

### 1.0 Introduction

This introductory chapter serves a range of purposes. First this chapter presents the conceptual background of the research (section 1.1). This is achieved through the assessment of the current environment for, and academic understanding of, tourism marketing. To fully set the context, of the thesis, changes and challenges in the marketing of tourism destinations are identified and are subsequently discussed in the context of British island destinations. Once the conceptual background has been identified, the purpose of the study, potential implications of such research and factors motivating this line of enquiry are established (section 1.2). The aims and objectives are then outlined (section 1.3). Finally, in order to provide clarity as to the direction of the research, an outline of the thesis structure is provided and a short synopsis, of each of chapter, given (section 1.4).

## 1.1 The tourism marketing environment

The success of a tourism destination is often dependent on, and accredited to, effective destination marketing (Buhalis, 2000). Marketing efforts are not only responsible for raising public awareness of a destination through creation of a unique image (Gretzel, Fesenmaier, Formica and O'Leary, 2006), but are also pivotal in building a destination's reputation and brand (Pike, 2007). Needless to say, Destination Management Organisations (DMOs) have a crucial role in the sustainability, and viability, of their destinations (Bornhorst, Brent Ritchie and Sheehan, 2010). Destination marketing is a topic of great interest within tourism literature with studies paying particular attention to brand management (Blain, Levy and Ritchie, 2005), the influence of social media campaigns (Hays, Page and Buhalis, 2013), partnerships (Augustyn and Knowles, 2000) and the role of DMOs (Gartrell, 1994; Getz, Anderson and Sheehan, 1998). While the remit of the DMO is clear, how such an organisation is to most effectively manage a destination brand is still open for discussion.

The practice of marketing is not a new concept, yet the fast paced marketing environment has seen significant developments since the advent of digital technology (Holm, 2006; Rust and Espinoza, 2006; Pavlov, Melville and Pllice, 2008; Aaker, 2010; Ashley and Tuten, 2015). The development of digital technologies has brought about a fundamental change in marketing practice (Holm, 2006; Hvass and Munar, 2012); increasing the complexity of marketing activity (Aaker, 2010). Until recently the potential of digital technologies including social media, user generated content (UGC), blogs, search-engine marketing and mobile marketing, were largely underestimated (Valos, Ewing and Powell, 2010). Yet these new channels of communication have become an important component of marketing strategies in tourism (Hvass and Munar, 2012). Such technological developments pose a challenge to DMOs in the promotion and branding of tourism destinations (Gretzel, Yuan and Fesenmaier, 2000).

Organisations are increasingly utilising a range of online channels, to support marketing activities, and the criticality of choosing the most effective combination of online and offline marketing channels has been noted (Valos *et al.*, 2010). Digital channels that allow the mass communication of information, including e-mail and social media, prove to be an important form of communication and prominent marketing tools (Pavlov *et al.*, 2008; Ashley and Tuten, 2015). Notably, the development of digital marketing has facilitated the implementation of mass communication strategies. E-mail marketing, for instance, not only permits the mass dissemination of information to a wide audience across international boundaries, but also lowers costs, providing twice the return on investment relative to alternative forms of online marketing (Pavlov *et al.*, 2008). Yet the ability to reach a large population doesn't necessarily result in an effective marketing campaign. It has been noted that low production costs have increased the volume of email marketing (Pavlov *et al.*, 2008), however, using mass communication to target a wide audience has caused dissatisfaction among recipients (Leigh, Peters and Shelton, 2006). In the UK open rates of email marketing in the travel sector are low, at 20.94% in 2016 (Statista, 2016b), furthermore, of the emails opened the click through rate is only 10.25% (Statista, 2016a). These statistics not only support the notion that audiences are not engaging with mass communication, but also suggest there is need for improvement in the digital marketing strategies of the travel sector not only to encourage recipients to open the communication, but to desire further information.

It is becoming increasingly easy to promote destinations to a wide audience, thus, the ability to promote relevant content is imperative. The relevance and suitability of marketing campaigns can be increased through personalisation, tailoring communication to segmented groups, based on individual preferences (Postma and Brokke, 2002). Mass customisation facilitates the cost efficiencies of mass communication but makes use of a range of options so the content, that is communicated, appeals directly to the consumer (Pires, Stanton and Rita, 2006). As the digitalisation of marketing has increased the ease of consumer segmentation (Holm, 2006), personalisation should effectively reduce the distribution of irrelevant marketing

communication (Valos *et al.*, 2010). Personalisation can be achieved through target marketing which, despite being more expensive than alternative mass approaches, provides less waste and is, consequently, more lucrative (Christiansen, 2011). Tailoring products and communications has the further advantage of building and strengthening long-term relationships with customers (Pires *et al.*, 2006) and increasing the value of interactions between organisations and their customers (Ghosh, 1997). Changes in the marketing environment have both increased the need for target marketing and facilitated the ability to perform such a task. As the Internet has supplemented, if not entirely replaced, traditional forms of marketing, information about individual users to inform target marketing strategies is more readily accessible (Christiansen, 2011). It has been noted however that, although analytics are available to facilitate segmentation and personalise marketing communication, the process is often poorly executed (Edelman, 2007). This gives rise for more effective forms of segmentation, to facilitate personal and targeted marketing.

If segmentation and target marketing is to be effective, it is essential that the consumer is understood. Rust and Espinoza (2006) have commented that the internet has shifted the focus of marketing, to a new paradigm, where the focus is on the consumer rather than the product. Indeed, it is widely agreed that the consumer is of fundamental importance in the promotion of a product; as branding and marketing does not only differentiate the product but also the consumer (Kavaratzis and Ashworth, 2005). Recognition of this is particularly important as when a destination is selected, and a brand choice made, a tourist is making a lifestyle statement and they are building an emotional relationship with the destination (Morgan, Pritchard and Piggott, 2003). Consequently, if the tourist is to engage with a destination's brand, the information communicated must always be self-relevant (Schmitt, 2012).

It is then apparent that, to deliver effective marketing, campaigns must have greater relevance to the target audience. In order to adopt a customer-centric marketing approach, the needs and wants of the customer must provide the starting point (Valos *et al.*, 2010). Yet if



marketing is to be successful over time and customer loyalty to be achieved, there is also a need to create strong, emotional, brand connections with consumers (Park, MacInnis, Priester, Eisingerich and Iacobucci, 2010; Malär, Krohmer, Hoyer and Nyffenegger, 2011). Morgan, Pritchard and Piggott (2003:286) comment on the ability of brands to “incite beliefs, evoke emotions and prompt behaviours” highlighting the need for depth in marketing content. A destination’s brand position and marketing must be of value to their audience both socially and emotionally (Kotler and Gertner, 2002). Thus, it is increasingly necessary to identify images that can be affiliated with and offer authentic representation of destinations.

Authenticity resonates with audiences (Brown, Kozinets and Sherry Jr, 2003; Fine, 2003; Grayson and Martinec, 2004; Beverland, Lindgreen and Vink, 2008) and, as such, is fundamental in harnessing the loyalty and attachment of consumers (Gilmore and Pine, 2007; Malär *et al.*, 2011). It has been identified that brands have both social and emotional value, they convey personality and reflect back upon the consumer (Kotler and Gertner, 2002). This is also true in place branding, therefore, gaining an understanding of tourists’ emotional connection to place could be of increasing importance in instigating and maintaining long term interest in a destination.

Unsurprisingly, as an interdisciplinary area, tourism applies aspects from the field of marketing (Tasci and Kozak, 2006) as traditional product marketing and tourism marketing are closely interrelated (Papadopoulos, 2004). Although place marketing is well practised, Kavaratzis and Ashworth (2005) discuss the lack of thought given, in the application of marketing, to place. They argue that destinations are often treated as goods and when they are treated as places it is under the assumption that a destination is merely a spatially extended product (Kavaratzis and Ashworth, 2005). This view is shared by Buhalis (2000) who identified that, with regards to marketing, tourism is treated as a commodity with marketers failing to recognise the characteristics, needs and limitations of individual destinations. Not only should the experiential nature of

tourism and the complexities, in the consumption of a destination, be considered in place marketing but also the unique situation of each destination.

In the field of tourism marketing it has long been acknowledged that, although fundamental marketing principles are applicable (Tasci and Kozak, 2006), consideration as to the nature of tourism, as an intangible experience, is necessary (Buhalis, 2000). Tourism is particularly unusual in that it cannot be sampled before purchase (Doolin, Burgess and Cooper, 2002). Thus, the need to promote tourism as a service, rather than a product, has been recognised as the tourism experience is simultaneously produced and consumed (Munar, 2012). Complexity in destination marketing stems from the consumption of destinations as experiences (Buhalis, 2000), which are both intangible and subjective. The multifaceted nature of tourism experiences, provides further challenges in destination marketing (Mistilis, Buhalis and Gretzel, 2014). Although a diverse tourism product, offering a variety of experiences, is inherent to the appeal of destinations, this can cause difficulty in promoting a destination brand that is applicable to all tourists interested in visiting a destination.

The ability of a destination to develop a distinctive brand is fundamental if they are to undertake successful marketing (Prideaux and Cooper, 2003). Yet, there are many elements of a destination that are not under the influence or control of the DMO (Blain *et al.*, 2005). The availability of non-promotional organic information, in particular, reduces DMO control over the destination image portrayed (Stepchenkova and Zhan, 2013). Cai, Gartner and Munar (2009) note that social media is able to intensify the difficulties presented by community involvement in promotion and branding. The number of stakeholders involved in tourism at destinations and a lack of authority, of the DMO, over independent business owners leads to an absence of cohesion in the marketing of destinations (Lemmettyinen and Go, 2009). Indeed, D'Angella and Go (2009) identify that one of the main challenges for DMOs is to incorporate individual stakeholders' interests around one marketing model. As such, research has considered the importance of community involvement in branding processes of destinations

(Grydehøj, 2008a; Cai *et al.*, 2009; Park, Cai and Lehto, 2009). The fragmented image, often conveyed in destination marketing, is a result of many stakeholders engaging in marketing practice but with no coordination of their marketing activities (Sautter and Leisen, 1999; Buhalis, 2000; Papadopoulos, 2004). Tourism marketing is further complicated by the existing destination image, both that held by the individual and that promoted by the destination (Buhalis, 2000). As such, existing destination images must be understood and considered if they are to be built upon or altered when a new marketing strategy is implemented.

Needless to say, the marketing and branding of tourism destinations at a regional, national, and local level is not without its difficulties. Consequently, the field of destination marketing has attracted much attention within the literature. Research has considered the marketing of regions, including Central and Eastern Europe (Hall, 1999), East Asia (So and Morrison, 2004) and the South Pacific (King, McVey and Simmons, 2000), nations including Malaysia, UK, Spain, Mexico, Germany, France, Turkey and China (Hays *et al.*, 2013), Scotland and Ireland (Frew and O'Connor, 1999), Wales (Pritchard and Morgan, 2001), Denmark (Therkelsen and Halkier, 2008), South Africa (Rand, Heath and Alberts, 2003), Hong Kong and Turkey (Okumus, Okumus and McKercher, 2007), Australia (Riege and Perry, 2000; Kulendran and Dwyer, 2009) and New Zealand (Ateljevic and Doorne, 2002; Doolin *et al.*, 2002) and localities such as National Parks (Sharpley and Pearce, 2007) and English cities including Birmingham, Bradford, Manchester, Sheffield, and Stoke-on-Trent (Bramwell and Rawding, 1996). Academics have also investigated the marketing of islands where studies have considered the role of place marketing as a strategy for destination competitiveness in Malta (Metaxas, 2009), the use of national tourism organisation websites to market destinations in the Caribbean (Douglas and Mills, 2004), the content of web marketing of the Galapagos islands (Self, Self and Bell-Haynes, 2010), the problem of generic branding in the Shetland Islands (Grydehøj, 2008a) furthermore, other authors have focused on more general practices in the marketing of small islands (Ryan, 1995a; Wing, 1995). From these studies it becomes apparent that small island destinations

face further challenges in their marketing due to their limited financial power and narrow destination resource base.

It has long been suggested that island locations experience greater difficulties in place marketing due to their geographic and economic size (Wing, 1995). Island destinations not only experience financial challenges, but also struggle to identify a unique brand position due to a limited tourism resource base and a top down, generic approach to branding (Grydehøj, 2008a). If limited marketing resources are to be fully optimised in the case of small islands, a destination brand must be effectively positioned, targeting appropriate market segments which perceive a destination positively (Wing, 1995). Consequently, it is imperative that destination image is fully understood not only to communicate an accurate image, but to target relevant market segments. For destinations with limited resources, maintaining customer loyalty is also vital. Customer relationship marketing (CRM), which is implemented in order to enhance customer experiences, strengthen the relationships and retain and expand a customer base (Bohling, Bowman, LaValle, Mittal, Narayandas, Ramani and Varadarajan, 2006), has an important place in tourism marketing (Vogt, 2011; Rosman and Stuhura, 2013). Yet if CRM is to be used effectively, particularly with a social media marketing strategy, the content communicated must resonate with and engage the target audience (Beverland *et al.*, 2008; Malär *et al.*, 2011; Rosman and Stuhura, 2013). As there is value in understanding emotional attachment of the target audience, to a destination, this research will not only identify instances of place attachment but also determine its influence on destination image.

This study will have practical marketing application to the marketing of a selected island destination. The feasibility of image segmentation will further current understanding of segmentation and offer an alternative form of target marketing. Additionally, a greater understanding of the relationships between destination image and motivation, behaviour, satisfaction and place attachment will be established, in order to inform future marketing and development of the selected destination.

## 1.2 Purpose, implications and motivations

Although much attention has been paid to the concept of destination image within tourism marketing (Echtner and Ritchie, 1991; Carmichael, 1992; Crompton, Fakeye and Lue, 1992; Botha, Crompton and Kim, 1999; Lohmann and Kaom, 1999; Pritchard and Morgan, 2001; Day, Skidmore and Koller, 2002; Govers, Go and Kumar, 2007a), few attempts have been made, thus far, to segment visitors based on the image they hold of a destination (Andreu, Bigné and Cooper, 2000; Leisen, 2001; Rezende-Parker, Morrison and Ismail, 2003; Prayag, 2012). As such, the primary purpose of this study is to assess the value of destination image in segmenting of visitors to an island destination. This will be achieved through the development of an image based typology, of visitors to the Isles of Scilly, and subsequent analysis of its value in destination marketing. It is anticipated that the research will build on existing knowledge of market segmentation by presenting the argument for image segmentation as a valuable approach in tourism marketing. Practical implications are also expected for the marketing of island destinations through the identification of differentiated image groups. Such knowledge could enable destinations, with limited marketing resources, to administer focused marketing campaigns targeting image.

The importance of authenticity in destination marketing, in order to maintain customer loyalty, is well established in marketing research (Gilmore and Pine, 2007; Malär *et al.*, 2011).

Arguably, the prevalence of social media and digital marketing is increasing contact between destinations and their visitors (Rosman and Stuhura, 2013), affirming the need for authentic and accurate content that the intended audience is able to connect with. This thesis will, therefore, also explore the relationship between memory, nostalgia and image, among repeat visitors, to identify the emotional connection to place. This research will have academic value, through the contribution of knowledge, offering new understanding of place attachment

through the island tourism lens. It is anticipated that the study will also add to the existing body of literature which considers place attachment and destination image. Perhaps of greater significance is the potential of the research to provide a deeper understanding of place attachment among returning visitors to island destinations. Through the identification of emotional connections to islands, and the role of these in influencing destination image, audience appropriate relationship marketing strategies can be established.

The motivation for this study stems from the researcher's personal experience of cold water island destinations. Having previously lived in the Isles of Scilly, the difficulties in managing and marketing tourism in such localities are both familiar and of great interest to the researcher. Problems that commonly face island destinations, including a limited resource base, lack of financial support, conflicting stakeholder interests and seasonal visitation are recognisable in the Isles of Scilly, a destination with a declining tourism industry. Given the importance of tourism to the economy of the Isles of Scilly it was intended for this research to offer practical benefits to the islands' tourism marketing. The decision to focus this research on destination image originated from an interest in seasonality and the notion that those visiting off-peak or out of season must hold a different image of the destination. From this notion, the concept of image based segmentation was considered and pursued in the context of cold water islands.

### 1.3 Aims and objectives

Few studies consider the use of destination image to segment tourists and, thus far, no studies have used image to segment those visiting cold water island destinations. This thesis, therefore, broadly aims to evaluate the feasibility of image-based segmentation criterion in differentiating between tourists visiting a cold water island destination. This study will focus specifically on visitors to the Isles of Scilly.

Specific aims of this thesis, as informed by identifiable gaps within the literature, are:

1. To advance theory in tourism by establishing the feasibility of image segmentation at an island destination.
2. To develop an image-based typology of visitors to the Isles of Scilly.

The objectives of this study have been established in order to achieve these aims. These objectives consider the need for this research to not only contribute to theory but to also offer practical industry benefits:

1. Analyse relevant literature to determine the feasibility of using destination image as a segmentation criterion.
2. Undertake secondary data collection in order to identify the images currently used to promote the Isles of Scilly, and to compare these with images held by visitors to the islands.
3. Identify the range of destination images held by visitors to the Isles of Scilly to develop an image-based typology.

4. Evaluate the influence of destination image in determining visitor motivation, behaviour, evaluation and place attachment (as outlined in the conceptual framework).

5. Assess the implications of the findings for tourism theory in addition to the practical implications for destination marketing and product promotion.

Through these objectives, contributions will be made to tourism literature where the feasibility of image-based segmentation will be evaluated. The thesis will also develop knowledge and understanding of destination image and its influence upon motivation, behaviour, satisfaction and evaluation, providing both theoretical and practical implications for the marketing of island destinations.



## 1.4 Thesis structure

The thesis will follow a logical and clear structure throughout. New information and research will be introduced to build on the discussion in a methodical manner. The thesis structure will ensure consistency throughout and signposting will guide the reader between the chapters.

The first of these, Chapter 2, provides a review of published academic literature in order to conceptualise islands (section 2.1), explore the role of destination image (section 2.2) and generate a thorough understanding of market segmentation and typology development (section 2.3). The chapter identifies gaps in existing destination image and typologies research and provides a rationale for the use of image based segmentation for visitors to island destinations. To consolidate the material, covered within the literature review a summary is provided (section 2.4). To conclude this chapter a conceptual framework is presented (section 2.5). The conceptual framework underpinning the research is built around five hypotheses, established to explore the relationships between destination image, behaviour, motivation, satisfaction and evaluation and memories and nostalgia. Academic justification for each of these hypotheses is provided.

Chapter 3, setting the context, presents the case study destination to be used in this research. The Isles of Scilly are introduced and their suitability for use in this study is assessed. The Isles of Scilly are discussed in relation to island identity (section 3.1) as previously acknowledged in the literature review. Existing tourism activity which takes place on the islands is also identified (section 3.2) to create a detailed understanding of the Isles of Scilly as a case study location.

The research methods and approach are documented in Chapter 4. This methodology chapter discusses the pragmatic research philosophy underpinning the study and provides the rationale for this approach (section 4.1). The research design and methods used in both the collection and analysis of data are identified and justification of such an approach is provided.

Methods utilised, in the collection of secondary (section 4.2) and primary data (section 4.3) and approaches used in data analysis (section 4.4) are also considered before a summary of the chapter is provided (section 4.5).

Chapter 5, presents the findings and discussion of secondary data analysis relating to the disparities in the promotion and perception of the Isles of Scilly (section 5.1). This chapter compares the content of travel blogs and online promotional material from the destination management organisation in order to identify misalignment in promoted and perceived destination images of the Isles of Scilly (section 5.2). The value of travel blogs, for destination management organisations is also considered (section 5.3) before conclusions are drawn (section 5.4).

Chapter 6 is the first of two chapters, which presents the findings and discussion of primary data analysis. First, Chapter 6 provides descriptive analysis, of the 500 face to face questionnaire results (section 6.1), before documenting the development and discussion of an image based typology of visitors to the Isles of Scilly (section 6.2). Conclusions are then drawn (section 6.3.)

The penultimate chapter, Chapter 7, documents the testing of the conceptual framework underpinning this study. This findings and discussion chapter draws on both quantitative and qualitative data in order to examine differences in destination image (section 7.1), identify the relationship between image and motivation (section 7.2), image and behaviour (section 7.3), image and evaluation (section 7.4) and finally image and place attachment (section 7.5). Findings are discussed throughout the chapter in relation to key literature. The chapter is then summarised (section 7.6).

The final chapter, Chapter 8, draws conclusion to this study by presenting the key findings of this research (section 8.1). Both theoretical (section 8.2) and practical (section 8.3) contributions of this thesis are documented. The limitations of the research are also identified

(section 8.4) and recommendations for further research are made in order to develop conceptual understanding in this field (section 8.5).

## Chapter 2: Literature review and conceptual framework

### 2.0 Introduction

This literature review chapter presents a discussion of the literature to provide conceptual underpinning for this research. In order to introduce the conceptual background, to the research, three key topics will be discussed. First, islands are discussed as a concept (section 2.1), where consideration is given to the characteristics of islands, so that images of islands can be identified. Second, current understanding, on the subject of destination image, is presented (section 2.2). This discussion considers the role of tourism destination image, factors influencing the formation of destination image and difficulties arising in the measurement of image. The final topic, to be addressed, is that of segmentation and typologies (section 2.3). This section will explore the necessity of market segmentation and its use within tourism research. A summary of the literature will be provided (section 2.4) before the conceptual framework is presented in section 2.5.

### 2.1 The concept of islands

#### 2.1.1 Introduction

An island, by definition, is a mass of land surrounded by water (Gillis, 2004; Berry, 2009; Stratford, Baldacchino, McMahon, Fobotko and Harwood, 2011). However, in the field of island studies, “the question of what constitutes an island is not conclusively settled, and what

constitutes a small island is a particularly contested issue” (Hay, 2006b, p. 20). Although it is necessary to conceptualise islands further, the innate sense of ‘islandness’ (Weale, 1991), the intangible impression, feel or unique personality (Romeril, 1985) integral to everything an island encapsulates, is well documented. Indeed, there is an apparent fascination with islands which is evidenced by the image of islands in popular culture and the increasing popularity of islands as destinations for tourism. This section will firstly seek to define and conceptualise islands (2.1.2), identifying key characteristics, to recognise how they impart a sense of place. Two of these characteristics, isolation and boundedness, will then be explored in more detail (2.1.3). As the representation of islands within popular culture, has been noted, this chapter will use literary examples to explore the various representations and images of islands (2.1.4). The liminality of islands, as identified through the discussion of literature, will be presented (2.1.5). Islands will also be discussed in a tourism context, looking at the popularity of islands as destinations (2.1.6), before a conclusion is drawn (2.1.7).

#### 2.1.2 Definition and conceptualisation of islands

The elemental qualities of land and water are at the forefront of all definitions pertaining to islands. As such, the appreciation of these elements is demonstrated in the field of island studies, where it has been recognised that “islands are principally distinguished by an intense and enduring relationship between land and water” (Stratford *et al.*, 2011, p. 115). The very essence of this definition of an island, as land encircled by water, engenders an image of boundedness, remoteness, solitude and separateness. This image of islands as bounded creates distinct inside and outside spaces (Stratford *et al.*, 2011), presenting two notions; firstly, that islands are both secluded from others and insular unto themselves, and secondly, that islands are complete in their entirety (Baldacchino, 2008; McMahon, 2010). These notions of islands as secluded, insular and whole are integral to the conceptualisation of islands, and a fundamental basis in image formation pertaining to islands. Despite this it has also been

argued that conceptually no island is insular; they are separate but never apart from the main (Gosden and Pavlides, 1994; Beer, 2003; Baldacchino, 2007).

Spatiality and form have become significant in the conceptualisation of islands; evoking ideas of equivalence, difference, and mutual relation (Stratford *et al.*, 2011). Discussions pertaining to form relate largely to the identification and definition of the island edge (Hay, 2006). While, in terms of spatiality, attention has been paid to the contradictory geography of islands (Williams, 2010), where the relationships between islands and continents have fuelled interest. In the instance of archipelagos, there is the suggestion that groups, or communities, of islands share common bonds, similar struggles and mutual characteristics. This influences their identity and individuality, their sense of community and belonging, and the extent of their remoteness from the mainland. It has been suggested that island identity stems from the physical boundary formed by the sea; where a “shared sense of isolation” (Hay, 2006b, p. 22) is responsible for creating “a unique sense of difference to other populations” (Anderson, 2003, p.48). This sense of difference echoes the notion that islands are separate from others and, furthermore, they desire to be (Weale, 1991).

The relationship between island and continent is also of interest as islands are often held in relation to a mainland (Stratford *et al.*, 2011). The distance or separateness felt by an island, in relation to its mainland, can instil a sense of place integral to its identity. It has been noted that “for island dwellers, the omnipresence of the sea intensifies the feeling of being cut off from the rest of the world” (Péron, 2004, p. 300). Arguably this remoteness is intensified when an island and its mainland are separated by a greater physical distance. Furthermore, the number of links between mainland and island locations whether tangible, such as bridges, or intangible, such as a shared language or governance, may reduce the feeling of isolation, inaccessibility and vulnerability, but also decrease sense of identity (Baldacchino, 2004; Baldacchino, 2007). Building fixed links eliminates the sense of place differentiating an island community (Baum, 1997) and threatens the island way of life (Weale, 1991; Royle, 2001).

Also of interest in considering the concept of islands is the notion of limits and physical boundaries. Hay (2006b, p. 21) has commented how “the notion of the edge is central to constructions of islandness” noting that islanders, particularly those who dwell on small islands, are more aware and confronted by the fact of boundaries than other populations. It could be interpreted, then, that boundaries, created by the sea, have the capacity to isolate islands as “the maritime boundary surrounding it is always there, solid, totalising and domineering” (Péron, 2004, p. 300). Despite this, it has been noted that, “isolation is not a defining characteristic of island life” (Terrell, 2004, p. 11) as once islands are inhabited, they are never enclosures (Beer, 2003). The presence of the sea, however, is a physical and tangible boundary which suggests both containment and entrapment. Nevertheless, boundaries do not necessarily have negative connotations; on the contrary they are often seen to contribute to the construction of island identity (Hay, 2006b; Stratford, 2008). As boundaries have a fundamental place in defining and conceptualising islands, the characteristics imparted on islands, by such boundaries, need to be considered in relation to their contribution to island identity and the image of islands.

### 2.1.3 The isolation and boundedness of islands

It has been noted that two factors of particular significance, in making islands special or unique, are isolation and boundedness (Royle, 2001). The isolation of islands is caused, in part, by their location on the periphery, on the fringes of continents, societies and governments. Peripherality is a distinctive characteristic of island communities where physical, and political, separateness affirms the idea of the island self. Peripherality is, however, a relative concept; its distinction is dependent on existing levels of development and distance from the mainland or neighbouring islands. The peripherality of islands poses many problems for island communities, most noticeably their distance from political power (Royle, 2001; Lim and

Cooper, 2009). The lack of power of stakeholders (Brown and Hall, 2000), and limited economic development, causes isolated and economically marginal islands to be disadvantaged (Armstrong and Reed, 2003; Shakeela and Cooper, 2009). This raises the question of the vulnerability or resilience of islands. Hay (2006) argues that whether islands are to be viewed as vulnerable or resilient is a particularly contested fault line within island studies. In terms of vulnerability the peripherality of islands leaves them politically marginalised, and often economically dependent, yet island populations are resourceful (Hay, 2006). Islanders come together, when threatened, in order to counteract the negative effects, felt by peripherality (Conkling, 2007). The inaccessibility of islands heightens their sense of isolation where the inevitability of crossing water, in order to reach an island, adds to its uniqueness and individual character. The necessity of a water crossing is a “direct penalty imposed by insularity” (Royle, 2001, p. 45) yet crossing water by aeroplane or by boat adds value to the island experience and it has been noted how an “artificial land link removes the perfection of an island” (Baum, 1997a, p. 24).

The second characteristic to be considered is boundedness. Many scholars argue that no island is insular (Beer, 2003), that islands are not remote nor isolated (Terrell, 2004), that they are in fact part of a main or part of a whole (Gosden and Pavlides, 1994; Baldacchino, 2007). Yet clear physical boundaries, put in place by the ocean, allow one to visualise the whole of an island generating a clear sense of place. In turn this sense of place enhances the notion of island where, on a very basic level, an island is defined entirely by its boundaries, its precise geography, its clear physical edge (Hay, 2006). Regardless of whether islands are conceptualised as insular, the boundedness of islands does induce an image of islands as insular spaces. This idea of insularity, although heavily debated within island studies, heightens the sense of community, and sense of place, vital in providing an island identity. It has been noted how the effects of insularity vary, dependent on size, where effects tend to be greater for smaller islands (Clark, 2004) in creating an identifiable island personality or “what we might



describe as the 'islandness' of their identity, both as individuals and as a community" (Weale, 1991, p. 81).

Weale (1991) was the first to coin the term islandness, identifying that there is an inherent sense of difference between islands and their mainlands. As such islandness can be viewed as a multifaceted expression of identity that distinguishes between the island-self and the mainland-other (Stratford, 2008). Islandness is an intangible impression, the feel or personality, integral to everything an island encapsulates, embracing water and land, boundaries and interiors, isolation and access (Stratford, 2003; Péron, 2004; Stratford, 2008). Within groups of islands individual characters can be differentiated, this has been recognised of the Channel Islands, where Romeril (1985, p. 44) identifies that in addition to being "strongly independent each island has its own distinct personality and appeal". The concept of islandness, or the 'island factor' (Anckar, 2006), is certainly something identifiable despite its intangibility, evident through its ability to inform literary, artistic, scientific and popular culture in multiple ways (Royle, 2001). The notion of islandness imparts a sense of place (Stratford, 2008), facilitated partially by the 'geographical precision' of islands (Weale, 1992). It is this almost "metaphysical sense of isolation" (Fowles, 1999, p. 25) that constitutes a key aspect of islandness, supporting Royle (2001) who suggested that islandness is imposed upon small islands by means of their own insularity.

Not only does islandness refer to the intrinsic personality, or sense of place, possessed by an island locality but also to the shared identity of a community and the sense of self felt by an individual. Islandness is commonly discussed as a state of being, which is responsible for shaping the individual. Weale (1991, p. 81) identifies how "islandness becomes a part of your being, a part as deep as marrow, and as natural and unselfconscious as breathing". Weale (1991) also places high value on the ownership of islandness and the existence of islanders on both an individual and a community level:

*“For the island community, no less than for an individual, the failure to respect the truth about ourselves is a serious and soul-destroying failure. Any repudiation of our Islandness is, therefore, a deep and fundamental repudiation of who we are-and of our uniquely precious existence” (Weale, 1991, p. 81).*

Islandness has also been discussed as a perception of outsiders looking in on, or affiliating themselves, with island communities. Articulating this construct of islandness is of greater importance to outsiders, than to islanders themselves, as islanders understand the concept of islandness intuitively (Platt, 2004). This furthers the notion of islandness being part of the island-self where islandness is in fact instinctive, “a deeply held feeling of a sacred connectedness to place” (Conkling, 2007, p. 199).

Boundedness and isolation play an integral role in shaping the sense of islandness, felt by communities, where common characteristics can be witnessed between island populations (Conkling, 2007). Sharing similar lifestyles, values and experiences “islanders share a common sense with other islanders worldwide” (Putz, 1984, p. 27). Commenting on the communities of the Maine Islands Conkling (2007) suggests that islandness is, in fact, the ability of island characteristics, and the qualities of island populations, to transcend local culture throughout space and time:

*“Islandness is a sense that is absorbed into the bones of islanders through the obstinate and tenacious hold that island communities exert on their native born as well as their converts, who experience it as an instantaneous recognition. Islandness thus is an important metacultural phenomenon that helps maintain islands communities in spite of daunting economic pressures to abandon them” (Conkling, 2007, p. 200).*

The manifestation of islandness as an identifiable impression of place facilitates the differentiation between the ‘island-self’ and the ‘mainland-other’. It is the fundamental separateness of islands, either from other islands, in the case of the archipelago, or separate from their mainlands, that generates the impression of islandness. Separateness, being the central characteristic, is integral to everything an island is by definition and, as such, is the notion which fuels the island image. Whether the image formed is of islands as prison, islands

as fantasy or, in a tourism context, islands as paradise, it is shaped by this sense of difference, and this sense of difference lies in the fact that islands are separated by water.

#### 2.1.4 The image of islands in literature

There is an undeniable fascination with islands, “some never-spelled-out popular mystique” originating far back in history (Ramsay, 1972, p. 111). The intrigue with islands and the island image, although not a contemporary phenomenon, has both informed and been informed by literature, the arts and popular culture (Royle, 2001). As such the island image takes on many forms, including the depiction of islands as prison, fantasy and paradise. The appeal of islands is both fed by, and feeds upon, the concept of islands in reality and metaphor by writers (Royle, 2001). Therefore, before discussing the representations of islands in literature, it is important to discuss the island as a literary construct.

Islands can be viewed as a literary device where the setting, as an island, provides boundaries within which a narrative can be contained. One of the most complex and distinctive themes, within literature, is the isolation of self and consequently islands are often employed to present the theme of psychological isolation. Using an island setting can fully realise this sense of isolation, exploring the notion of being alienated from society, through visual means.

Additionally, within literature, islands can be metaphorical, evident in Donne’s poem ‘No Man is an Island’ where islands provide a symbolic representation of isolation, the distance one may feel from humanity or god:

*“No man is an island entire of itself; every man is a piece of the continent, a part of the main; if a clod be washed away by the sea, Europe is the less, as well as if a promontory were, as well as any manner of thy friends or of thine own were; any man's death diminishes me, because I am involved in mankind. And therefore never send to know for whom the bell tolls; it tolls thee” (Donne, 1952).*

Here the concept of an island is presented as insular, estranged from the main, yet complete in its entirety. This common representation, in popular culture, contradicts the academic conceptualisation of islands, as established within island studies, where it has been argued that no island is in fact insular (Beer, 2003). The image of islands as isolated or remote, however, has been prominent throughout history. As such, people have travelled to islands in search of distance from society. Irish monks, seeking seclusion from civilisation, travelled to Iceland in the Middle Ages as early as the year 770 (Johnson, 1997). Islands have often been presented, within literature, as a refuge from society; a place to which people travel to become detached. Whether this is in an idyllic paradise as presented in 'The summer book' (Jansson, 2008), or an extreme climate, as in Vann's novel 'Caribou Island' (2011), uninhabited islands, in particular, provide an opportunity for detachment; facilitating soul-searching and opportunities to find peace with one's self. Uninhabited islands provide a setting which satisfies human desires of escapism, their remoteness and peripherality integral to their appeal. As noted by Ramsay, "no one ever daydreams of being shipwrecked on a tropical mainland coast" (1972, p. 111). The isolation of islands however is not always characterised in a favourable light and, as such, the image of islands as prison is prominent within literature.

The image of islands takes on many forms with both positive and negative connotations. In many instances the visual imagery used, in the description of islands, identifies them as wild and savage as evident in 'The Mysterious Island' (Verne, 2009). In terms of imagery, the physical isolation of islands is most prominent throughout literature and the psychological horror, induced by isolation, well represented. Defoe explores the trauma inflicted by isolation in his 1719 novel 'Robinson Crusoe':

*"I am cast upon a horrible desolate island, void of all hope of recovery I am singled out and separated, as it were, from all the world to be miserable I am divided from mankind, a solitaire, one banished from human society .... here was an undoubted testimony that there was scarce any condition in the world so miserable" (Defoe, 1994, p. 69).*

The image of islands as hell often exists in literature where the physical boundaries created by the island setting imprison characters within the narrative. The desperation of this setting is caused in part by physical entrapment, but as seen in the 1896 novel, 'The Island of Dr Moreau' (Wells, 2004), is also heightened by the activities undertaken on such islands. The island as hell setting often questions human integrity and morality. In Garland's 1996 novel, 'The Beach' (Garland, 1997), the image of the island as a hedonistic paradise soon collapses, testing the morality of its community. Exploring the inherent darkness of human nature, self-destruction and delusion, the image of an island as hell is presented through the psychological health of characters, within the narrative, drawing back to the theme of isolation of self and the negative effects of insularity. Similar themes are present in Golding's 'Lord of the Flies' (1954) where an island paradise becomes tainted by human evils.

The insularity and separateness of islands induces the image of islands as prison, where inaccessibility, isolation and a limited resource base leaves islands, and their communities, cut off from their mainland. It is these characteristics, however, that lend islands to be used as prisons, separating detainees from wider society. There are many instances of islands being used as locations of detention throughout history, where the offshore, isolated location of islands has made them ideal prisons, penal colonies and lazarets (McMahon, 2005). Islands such as Robben Island and Alcatraz have served a variety of purposes, including the confinement of military and political prisoners, lepers and the mentally ill (Strange and Kempa, 2003). It has been argued (Royle, 2001), and contested (Baldacchino, 2006), that the ability to use an island as prison is indisputably its ultimate asset.

Islands have existed as prisons within literature as far back as the Greek epics, evident in Homer's 'Odyssey' where Odysseus is held captive by Calypso on the Isle of Ogygia:

*"Think: not one of the people whom he ruled remembers Odysseus now, that godlike man, and kindly as a father to his children. Now he is left to pine on an island, racked with grief in the nymph Calypso's house-she holds him there by force. He has no way to voyage home to his own native land, no trim ships in reach, no crew to ply the oars and send him scudding over the seas broad back" (Homer, 1996, pp. 152-153).*

Images of islands as prisons are also presented in more modern literature. Dumas (1997) for instance, documents the use of islands as prisons using the Chateau d'If, a prison on le île d'If, as a setting within his 1845 novel 'The Count of Monte Christo'.

Islands are not only presented in literature in a negative light, Royle (2001) highlights the romantic notion of islands which encapsulates the image of islands as fantasy locations.

Arguably the popularity of islands within literature stems from their ability to lend themselves to fantasy and mythology (Baldacchino, 2005). Thus romantic imagery, associated with island locations, can be traced back to the classical ages (Ramsay, 1972), where the romanticism of islands has occurred since the origins of western literature (Vilatte, 1989). Literary representations of island as fantasy are particularly prominent, identifiable in ancient Greek epics, including Homer's *Odyssey* (Patton, 1996), where islands including Ogygia and Scherie have inspired imaginations. The island of Atlantis, as described by Greek philosopher Plato, has also stimulated interest and discussion in the mythology of islands (Van Duzer, 2006). Today related works span over "50,000 articles and books" (Zangger, 1992, p. 38).

The most appealing notion of fantasy islands is, perhaps, the possibility of the impossible. It has been noted that "the idea of a distant island as haunted or enchanted or as the earthly site of some unearthly marvel is certainly not confined to medieval Europe. It is common to all early maritime cultures" (Ramsay, 1972, p. 112). One of the first great literary islands is the setting for Shakespeare's 1623 play, 'The Tempest' (Shakespeare, 1995), an island which takes on a character in itself, acting as an instrument for Prospero's darker magic. In the creation of this island, Shakespeare created a template for many literary islands which take on a personality. The representation of fantasy islands with magic, or impossible characteristics, is certainly noteworthy. The Algae Island in Martel's 'Life of Pi' (2003) is another such island, with a character and unexplainable powers of its own. There are more instances of islands with powers beyond their natural capabilities including the floating island of Laputa, in Swift's (1995) novel 'Gulliver's Travels'. Islands such as these captivate the imagination, offering

another form of escapism. Imagery associated with fantasy islands often portrays them as locations for adventure and discovery, exploration and freedom such as Stevenson's (1883) 'Treasure Island':

*"I now felt for the first time the joy of exploration. The isle was uninhabited; my shipmates I had left behind and nothing lived in front of me but dumb brutes and fowls. I turned hither and thither among the trees. Here and there were flowering plants, unknown to me; ...then I came to a long thicket of these oak like trees-live, or evergreen, oaks, I heard afterwards they should be called – which grew along the sand like brambles, the boughs curiously twisted, the foliage compact, like thatch"* (Stevenson, 2010, pp. 66-67).

Literature not only presents islands as fantasy, but also employs real island locations as settings for its narratives. Although real settings are unable to facilitate the possibility of the impossible, arguably, they forge a deeper connection between narrative and place. Real island settings allow the reader to form a greater understanding of place, communities, and their way of life, heightening the readers' sense of place and contributing to their image formation. David Vann for instance based both 'Legend of a Suicide' (2009) and 'Caribou Island' (2011) on real islands off the coast of Alaska. Sukkwan Island, part of the Alexander Archipelago in south eastern Alaska, was central to the setting of 'Legend of a Suicide' (Vann, 2009). Within this novel the islands are depicted as stoic, enduring and resilient, a landscape that captivates the reader. Real island settings entice readers, arguably making the image of islands stronger, where place names can be identified and tangible links drawn. Many islands have been used for the settings of both adult and children's fiction including: Prince Edward Island, the setting of 'Anne of Green Gables' (Montgomery, 2013), as discussed by Squire (1996), Great Todday and Little Todday, the setting for 'Whisky Galore' (Mackenzie, 2004), and the Isles of Scilly, the setting for 'Hell Bay' (Llewellyn, 1984), 'The Wreck of the Zanzibar' (Morpurgo, 2003) and 'Why the Whales came' (Morpurgo, 2001). Real islands are used for the settings of narratives, presenting islands as liminal spaces that offer liminal experiences.

### 2.1.5 Islands as liminal spaces

The term liminal is derived from the Latin word *limen*, meaning threshold, yet as a definition, threshold, only goes partway to form an understanding of the term. Liminality has long been seen as a state of transition stemming from the concept of 'Rites de Passage' presented by Anthropologist Arnold Van Gennep. Gennep (1960) identified three stages: separation, transition and incorporation, whereby liminality defines the transition period between social statuses. Turner (1967) re-worked this model, presenting a threefold model consisting of: separation, liminality and reintegration, where liminality is considered to be any betwixt and between situation or object (Turner, 1967; Turner, 1987a). From this standpoint, islands are represented as in-between spaces, as thresholds (Thomassen, 2012) in a constant state of transition (Andrews and Roberts, 2012, p. 2). Perceiving islands as liminal spaces raises the argument that islands are in fact boundless, rather than bounded, where place can be viewed as an event, a moment, the encounter with the here and now (Orley, 2012). "Instead then of thinking of places as areas with boundaries around, they can be imagined as articulated moments in networks of social relations and understandings" (Massey, 1994, p. 154). This notion, presented by Massey, re-conceptualises the representation of islands. Liminality implicates the existence of boundaries (Thomassen, 2012) and, as such, islands must also be considered as thresholds, as in-between states rather than insular localities.

Liminality separates the extraordinary, from the ordinary (Jansson, 2007), and unfamiliar settings allow for fresh experiences (Beckstead, 2010). It has been argued that islands are liminal in their own right (Baldacchino, 2011), thus, the characteristics which define islands, primarily their isolation, separateness and boundedness, largely contribute to their liminality. The unique characteristics of islands impart a sense of islandness and a sense of place which facilitates a spatial and temporal transition from daily life, into island life, this differentiation promotes the feeling of placelessness or non-place:



*“Yet island utopia is not just a perfect place: it is also a non-place. An island shares a mythology of unsteadiness, of flux and turbulence, of permanently shifting shores and coastlines, an unsteady identity that captures its liminality”*  
(Baldacchino, 2011, p. 41)

Islands, as liminal spaces, lend themselves to tourism. When participating in tourism people seek experiences that are different from the ordinary, a non-ordinary state of being (Selanniemi, 2003). Liminal experiences take people from their mundane workday world, offering opportunities for socio-cultural affirmation (Ma and Lew, 2012), personal transformation (Kwak, 2010) and the experience of flow (Csikszentmihalyi, 1975). Turner (1987b, p. 102) suggests that liminal places “are privileged spaces where people are allowed to think about how they think, about the terms in which they conduct their thinking or to feel about how they feel in daily life”. This refers to the mental and sensory transition experienced by the tourist, whereby, they “travel to a different state of being, than to a different place” (Selanniemi, 2003, p. 25). During tourism participation it has been noted how senses are stimulated to a greater extent than in everyday life, furthermore tourists have a greater awareness of their senses, having gone through such a transition (Selanniemi, 2003). Due to this greater awareness of surroundings, liminal experiences are closely related to existential, or experiential, authenticity (Steiner and Reisinger, 2006). Ryan (1991) discusses the liminal tourist moment where a “tourist ceases to be a tourist” (p. 35) instead they become submerged in an authentic experience where the “tourist moment becomes a transformative experience that goes to the root of each persona of being and finds in that root something profoundly communal and sacred” (Cary, 2004, p. 67), where they feel a true connection with the world (Csikszentmihalyi, 1975). According to Wang (1999), these visitors are experiencing existential authenticity facilitated by the liminal process of tourism. Tourists seek authenticity in their tourism experiences (MacCannell, 1973; Fawcett and Cormack, 2001) striving to identify with, and align themselves to, local populations (Hough, 2011). As a result, value can be created in terms of satisfaction through the liminality of the tourist experience.

### 2.1.6 Islands as tourism destinations

Islands have long been recognised as destinations for tourism as well as principal attractions in their own right (Coccosis, 2002). Global tourism growth is occurring “in ever increasing circles to more long haul locations” (Baum, 1996, p. 27) and, as one of the more identifiable characteristics of tourism development, this “continuous thrust towards the periphery” (Butler, 2002, p. 3) goes some way to explain the popularity of island destinations throughout time. British visitors have been attracted to offshore islands, including the Isle of Man, for tourism purposes from as far back as the mid nineteenth Century (Robinson and McCarroll, 1990). Despite the globalization of contemporary tourism being a relatively modern phenomenon (Urry, 2002), with international travel having only embraced most western social classes since the Second World War (Cohen, 2003), the search for remote locations is a well-established and ideologically loaded trait of travel, traceable to the early explorers seeking undiscovered lands (Johnson, 1997). Cohen (2004) discusses the modern fascination with remote locations, where, as tourist travel spreads and infiltrates deeper into popular regions, tourists must travel further to more remote and peripheral destinations in order to experience true authenticity as opposed to the staged authenticity of contrived attractions displayed for tourist consumption (Cohen, 1972; MacCannell, 1973).

Shifting trends are identifiable in modern tourism, where non-traditional and remote destinations have gained popularity, as “isolated or previously unknown destinations have become places to be explored” (Cracolici and Nijkamp, 2009, p. 336). The paradigm of the ‘new tourist’ (Poon, 1989; Poon, 1993) goes some way to explain the demand for remote destinations. New tourists use destination choice to exhibit their independence and individuality as travellers; they want to affirm their individuality and difference from other travellers by taking control of their decision making (Poon, 1993). Urry’s (1995) Post-fordist consumption theory also enhances understanding of the changing fashions of tourism consumption, where tourists are seen to be increasingly independent with volatile demands

(Aguiló, Joaquín and Sard, 2005). As such, comparison has been drawn between islands and frontier regions (Butler, 2002). The appeal of these regions as vacation destinations is enhanced, based on their relative inaccessibility and separateness from society.

The appeal of islands as destinations stems from the “very feeling of separateness or difference, caused in part by their being physically separate” (Butler, 1993a, p. 71). It has already been established that separateness contributes to the notion of islandness, the identifiable feel and personality, of a place and its community. Romeril (1985) highlights, in his study of the Channel Islands, how the individuality of islands is both a recognised and valued commodity, appreciated by the tourist. The identifiable character, and sense of place, as well as the liminality of islands adds value to islands, as destinations for tourism activity, whereby the tourist experience is unique and un-replicable. It is this fact of difference (Baum, 1997), that provides a feeling of separateness which is an important physical, and psychological, attribute of vacations to island destinations. Separateness lends islands to fantasy where “part of the island tourism mystique lies in the affirmation of distance” (Baldacchino, 2006b, p. 4). Contrary to this, isolation has also been identified as detrimental to the success of tourism at British island destinations (Cooper, 1992). In the case of the Isle of Man, it has been recognised that location prevents the development of a short break or weekend market (Cooper and Jackson, 1985).

Although ensuring access to island destinations is essential (Baldacchino, 2006) the initial travel to the destination adds value to the tourist experience. The element of inaccessibility, in travelling to island destinations, enhances appeal to tourists, as if there were “something special” about a place when it must be accessed by air or sea (Baldacchino, 2006, p. 3). This sense of ‘isolation,’ ‘boundedness’ (Royle, 2001, p. 11) and ‘remoteness’ (Baldacchino, 2006b, p. 4) makes the image of island destinations particularly alluring to visitors:

*“What is it that gives an island its special charm....? I think the main reason is that an Island has clear physical limits, and the mind is able to grasp it and make a picture of it as a whole” (Weale, 1992, p. 93).*

As discussed by Weale (1992), the boundedness of islands contributes to their appeal. The clear physical limits, or boundaries, as imposed by the surrounding water, presents an island as a single entity, making it possible for a visitor to explore a whole place, to become familiar and to be able to visualise the whole.

Butler (1993) suggests that features of small island destinations, including political independence and cultural differences, assume a major influence in destination choice. He notes that where “physical separateness is accompanied by political separateness, the appeal can be expected to increase” (Butler, 1993a, p. 71). This argument is also supported by Baldacchino (2006) who states that jurisdictional specificity enhances the circumstance of differentiation and, therefore, heightens intrinsic appeal (Baldacchino, 2006). This appeal, of difference (Baum, 1997), also sees aspects of a destination such as climate, environment and culture adding to their attractiveness in the minds of tourists. In discussing the Channel Islands Romeril (1985, p. 43) draws attention to the way “the continental ambience derived from their proximity and links to France is said to give the feeling of being ‘abroad’ but still in Britain”. As noted by Butler (1993a, p. 71) “given people’s desire for difference when in pursuit of leisure, different climates, physical environments and culture can all be expected to further the attractiveness of islands as tourism destinations”.

In terms of tourist experience, islands epitomize the ultimate ideal (Baum, 1997). Their location, on the periphery, offers both physical and psychological separateness (Butler, 1993a; Baum, 1997), facilitating the opportunity for escape often sought in tourism participation (Dann, 1977; Crompton, 1979b; Dann, 1981; Mannel and Iso-Ahola, 1987; Yuan and McDonald, 1990; Pearce and Lee, 2005). In understanding the motivations, of tourists, to visit island destinations, in order to escape, it is important to consider islands as liminal spaces. “Liminal spaces are attractive. They are places we go in search of a break from the normal... liminal landscapes are found at the fringes, at the limits” (Thomassen, 2012, p. 21). All islands provide

the opportunity for escapism, as “insularity in its literal sense, truly encapsulates the desire to get away from it all” (Baum, 1997a, p. 22). This sense of escape however is enhanced on small islands where the impact of insularity is usually more significant (Royle, 2001).

The desire to visit small islands, in particular, has been attributed to the aspiration to be able to ‘get to know a place,’ alongside the sense of ‘authenticity’ projected by small islands (Butler, 1993). Additionally, Butler (1993) highlights the role of the ‘Robinson Crusoe’ factor in motivating tourist travel to small island destinations. He argues that as one of the few to visit a location and experience its attractions, the tourist will have a unique experience (Butler, 1993). This notion is supported by Theroux (1992, p. 387) who states “the fact that few people go there is one of the most persuasive reasons for travelling to a place”. This sense of destination exclusivity is just as likely to be sought by the allocentric traveller (Plog, 1974) seeking new experiences in untouched regions, as the psychocentric tourist (Plog, 1974) seeking status through an elitist experience.

#### 2.1.7 Conclusion

In conceptualising islands key themes are identifiable. A review of island studies literature has presented key fault lines, or arguments, in the conceptualisation of islands: the existence of islands as insular, the notion of boundaries, the island edge, and the representation of islands, as fundamentally vulnerable or resilient. Furthermore, in the conceptualisation of islands the consideration of liminality is important, sought in the modern day search for escape. Key characteristics of islands are evident, where isolation and boundedness create a sense of islandness. The concept of islandness has been explored, determining how the separateness of islands has the ability to capture a distinct and identifiable personality, unique to individual island localities. In addition, to unique personalities, islands are represented in many forms.

Images of islands include those of fantasy, or those with negative connotations, including the image of islands as prisons. The representation of the island image has largely been informed by popular culture, in western society, throughout time. When considering the image of islands, in the context of tourism, the representation of islands is an important consideration in the formation of destination image. Preconceived images of islands inform the organic image of a destination integral to the perception of place prior to the initial decision to participate in tourism. The discussion of islands in this chapter, has identified the integral role of separateness and boundedness in the formation of an island image. Considering the complexity, of the island image, a firm understanding of destination image is now imperative if the importance of image, in influencing destination choice and consumer behaviour, is to be established. It is also essential to understand the process of image formation, and to discuss difficulties in the measurement of destination image, if an image-based typology of visitors to island destinations is to be developed.

## 2.2 Destination image

### 2.2.1 Introduction

The importance of tourism destination image is well documented as it is a multidisciplinary concept (Gallarza, Saura and García, 2002), arising in a number of contexts (Jenkins, 1999). Within the field of behavioural geography, the concept of 'image' is understood to encapsulate all associated knowledge, impressions, beliefs, values and emotions related to an object or place (Jenkins, 1999); yet it has been noted that "there are almost as many definitions of image as scholars devoted to its conceptualisation" (Gallarza *et al.*, 2002, p. 59). With large numbers of definitions, appearing within tourism literature (Pike and Ryan, 2004), its meaning has become increasingly ambiguous and consequently harder to define. It is however important to consider the effect of destination image in relation to consumer decision making (Chon, 1990), as consumers make product choice decisions based upon the images they form (MacInnis and Price, 1987). Within this chapter a summary of tourism destination image literature will be conducted (section 2.2.2) before focusing on its many definitions and interpretations (section 2.2.3). This chapter will then identify image as a relativistic and dynamic concept and, as such, will discuss the formation of destination image (section 2.2.4) and the factors known to affect this formation (section 2.2.5). The importance of destination image in consumer decision making will be explored (section 2.2.6) and the difficulties and considerations in the measurement of image presented (section 2.2.7). Conclusion will then be drawn (section 2.2.8).

### 2.2.2 Tourism destination image within literature

Destination image has attracted considerable research interest, a review of which is documented in Table 2.1. Research interest, in destination image, is partly accredited to its power in influencing consumer behaviour, but also attributed to its complex nature. Gallarza *et al.* (2002) proposed a theoretical model which identified image as: complex, with its different interpretations; multiple, with many elements and processes; relativistic, in the sense that it is subjective and usually comparative; and dynamic, as it is affected by time and space. These differing features demonstrate that not only are there many interpretations of destination image but also many components and attributes that inform tourism destination image. These different characteristics will be utilised in order to explore the concept of tourism destination image.



Theme	Authors
Conceptualisation of destination image	(Bramwell and Rawding, 1996; Selby and Morgan, 1996; Lumsdon, 1997; Walmsley and Young, 1998; Baloglu and McCleary, 1999; Leisen, 2001; Tasci, Gartner and Cavusgil, 2007; Marine-Roig, 2015)
Measurement of destination image	(Baloglu, 1997; Baloglu and Brinberg, 1997; Borchgrevink and Knutson, 1997; Walmsley and Young, 1998; Baloglu and McCleary, 1999; Lohmann and Kaom, 1999; Coshall, 2000; Formica, 2002; Son, 2005; Deslandes, Goldsmith, Bonn and Joseph, 2006; Govers, Go and Kumar, 2007b; Byon and Zhang, 2010; Yang, He and Gu, 2012; Költringer and Dickinger, 2015)
The process of image formation	(Echtner and Ritchie, 1991; Bordas and Rubio, 1993; Echtner and Ritchie, 1993; Gartner, 1993; Stern and Krakover, 1993; Dann, 1996; Baloglu and McCleary, 1999; Sussmann and Unel, 1999; Bigné, Sánchez and Sanz, 2009; Aaker, 2010; Agapito, Oom do Valle and da Costa Mendes, 2013; Camprubí, Guia and Comas, 2013; Chen and Phou, 2013; King, Chen and Funk, 2015; Smith, Li, Pan, Witte and Doherty, 2015)
Factors influencing image formation	(Chon, 1991; Chon, 1992b; Baloglu, 2001; Litvin and Kar, 2004; Tasci, 2007; Pan, 2011; Chen, Chen and Okumus, 2013; Syed-Ahmad, Musa, Klobas and Murphy, 2013; Stepchenkova and Li, 2014; Llodrà-Riera, Martínez-Ruiz, Jiménez-Zarco and Izquierdo-Yusta, 2015; Tseng, Wu, Morrison, Zhang and Chen, 2015)
Destination image in relation to the destination selection process	(Gunn, 1972; Hunt, 1975; Chon, 1990; Tapachai and Waryszak, 2000; Chen and Phou, 2013)
Destination positioning and promotion	(Echtner and Ritchie, 1991; Carmichael, 1992; Crompton <i>et al.</i> , 1992; Botha <i>et al.</i> , 1999; Lohmann and Kaom, 1999; Pritchard and Morgan, 2001; Day <i>et al.</i> , 2002; Govers <i>et al.</i> , 2007a)
Influence of image on customer satisfaction and loyalty	(Abdullah, Al-Nasser and Husain, 2000; Kandampully and Suhartanto, 2000; Kim, Hallab and Kim, 2012; Prayag, 2012; Prayag and Ryan, 2012; Chen and Phou, 2013; Zhang, Fu, Cai and Lu, 2014; Hallmann, Zehrer and Müller, 2015)
Influence of image on behavioural intentions	(Prayag, 2009; Wang and Hsu, 2010; Assaker and Hallak, 2013; Cheng and Lu, 2013; Papadimitriou, Apostolopoulou and Kaplanidou, 2013; Tavitiyaman and Qu, 2013; Chew and Jahari, 2014; Lim and Weaver, 2014)
The effect of different variables on visitor perceptions of place Image of specific destinations	(Selby and Morgan, 1996; Borchgrevink and Knutson, 1997; Pritchard and Morgan, 2001; Rittichainuwat, Qu and Brown, 2001; Sönmez and Sirakaya, 2002; Rezende-Parker <i>et al.</i> , 2003; O'Leary and Deegan, 2005; Phillips and Jang, 2010; Gudlaugsson and Magnússon, 2012; Chen <i>et al.</i> , 2013; Hsu and Song, 2013; Xie and Lee, 2013; Avraham, 2015; Kladou and Mavragani, 2015; Sun, Ryan and Pan, 2015).

Table 2.1 Prominent themes within destination image research

### 2.2.3 Definitions and interpretations of destination image

Image has been deemed complex (Gallarza *et al.*, 2002), an “elusive and confusing construct” (Tasci *et al.*, 2007, p. 194). This judgement, based upon the many interpretations or definitions evident within literature, draws attention to the multitude of sources and processes that are influential in image formation. Although a diverse range of definitions are identifiable, within literature, tourism destination image is widely assumed to comprise of the ideas or conceptions held about a destination (Embacher and Buttle, 1989). Tourism destination image is commonly identified as a mental construct (Reynolds, 1965; Crompton, 1979a; Sönmez and Sirakaya, 2002), where images represent a simplification of all associations and information connected with place (Kotler, Haider and Rein, 1993). This impression is informed by various sources and, as such, can be considered to be the expression of all objective knowledge, impressions, prejudice, imaginations, and emotional thoughts (Lawson and Baud-Bovy, 1977). It is informed by what is known, about a destination, but also the ‘sum of beliefs’ a person has of a destination (Crompton, 1979a, p. 18).

As “destination image is an interactive system of thoughts, opinions, feelings, visualizations, and intentions” (Tasci *et al.*, 2007, p. 200), where attributes are woven into a total impression (MacKay and Fesenmaier, 1997), it must be considered to be an holistic construct (Um and Crompton, 1990; O’Leary and Deegan, 2003). It is important to note that, while destination image is subjective, unique to the individual, it refers to both individual and collective impressions (Lawson and Baud-Bovy, 1977; Embacher and Buttle, 1989). Whilst a unique mental picture of a destination exists among individuals, a destination stereotype (Pearce, 1988), or a common mental picture is also held (Echtner and Ritchie, 2003).

In addition to the identification of destination image as complex, Gallarza *et al.* (2002) also defined it as relativistic, making reference to its subjectivity. Destination image is unique to each individual, informed by “memories, associations and imaginations of a particular place” (Jenkins and McArthur, 1996, p. 11). Not only is destination image unique, it is entirely subjective (Beerli, Díaz and Pérez, 2002). Destination image is created from an individual’s appraisal of place (Gunn, 1972) where the judgements made about a destination are formed from cognitive and affective aspects (Bigné, Sánchez and Sánchez, 2001). Destination image differs not only between individuals, but also more collectively, between different market segments (Davidoff and Davidoff, 1983), and can consequently be seen as a “fluid concept” (Litvin and Ng Sok Ling, 2001, p. 483). The subjectivity of image makes it difficult to truly characterise a destination. It has been suggested that the existence of a destination image in the mind of the tourist is more important than whether the image is a true representation of a particular destination (Mayo, 1973). The existence, of a destination image, suggests the individual has formed opinions about a place. Thus, it is then important to explore image formation to establish how these opinions are formed.

#### 2.2.4 The formation of destination image

The complexity of destination image is also evident when considering the components of its formation (Gallarza *et al.*, 2002). Image has often been viewed as a concept formed by reasoned and emotional interpretation (Baloglu and Brinberg, 1997; Baloglu and McCleary, 1999). It is these cognitive evaluations (knowledge and beliefs about the place) and affective appraisals (feelings towards the place) (Gudlaugsson and Magnússon, 2012), that have a direct influence on the overall image (Stern and Krakover, 1993). The cognitive and affective components are distinct, but hierarchically related, in image formation (Gartner, 1993) where the cognitive component is thought to precede (Stern and Krakover, 1993; Baloglu and

McCleary, 1999), and influence, the affective component (Lin, Morais, Kerstetter and Hou, 2007). Despite this the affective component has greater influence (Castro, Martín Armario and Martín Ruiz, 2007). Affective appraisals usually become operational during the evaluation stage of the destination choice process (Gartner, 1993) and, through these, affective responses and perceptions are formed of destinations (Russell, Ward and Pratt, 1981; Baloglu and Brinberg, 1997). There is some disagreement, within the literature, as to which components contribute towards image formation. It is argued that image is formed from either cognitive (Crompton, 1979a), cognitive and affective (Baloglu and McCleary, 1999; San Martín and Rodríguez del Bosque, 2008), or cognitive, affective and conative evaluations (Dann, 1996; Gartner, 1996). Although most literature stresses the importance of cognitive and affective components, it is also important to consider the role of conative evaluations of place, where conation refers to the impulse, will or action, which results from cognitive and affective evaluations. Fishbein (1967) proposed that attitude is comprised of cognitive, affective and conative components as, in this context, conation is the likelihood of a potential tourist visiting a destination within a certain timeframe (Pike and Ryan, 2004). It is important to distinguish between beliefs and attitudes. Beliefs represent information held about a destination whilst attitude is the tourists' positive or negative evaluation of the destination (Fishbein, 1967). It has been noted that image results from composite perceptions which are determined by positive and negative attitudes (Sussmann and Unel, 1999).

The multiple nature of image is recognisable in its formation process, which has "multiple components interrelated at a number of stages" (Gallarza *et al.*, 2002, p. 71). Destination image progressively transforms throughout the decision making process, altered by the individuals experience of the destination (Leisen, 2001). The comparison of differing images, held throughout this decision making process, has been noted as an important development in the theory of destination image (Selby and Morgan, 1996). The components of image, which influence destination choice, can be categorised into three distinct types (Ateljevic, 2000). Gunn (1972;1988), "one of the first researchers to conceptualize the image formation process"

(Kim and Richardson, 2003, p. 217), suggested that destination image can be seen as a continuum, beginning with the organic image, which is constantly built upon and modified (O'Leary and Deegan, 2005) to create the modified-induced image. This was, several years later, referred to as the complex image, (Fakeye and Crompton, 1991). A similar eight stage model was later proposed by Gartner (1996) who agreed that the process of image formation can be viewed as a continuum, of image formation agents, ranging from the organic to the induced. Gunn's (1988) model illustrates the seven phases, of the travel experience, highlighting three key stages in image formation. First the organic image is formed, through the accumulation of knowledge (Ateljevic, 2000), this image is then modified as the location is considered as a destination. The induced image is created through commercial information searches pertaining to the destination (Echtner and Ritchie, 2003). This image is again greatly modified, or reinforced (Sussmann and Unel, 1999; Kim *et al.*, 2012), once the destination has been visited and the vacation experience evaluated (Chon, 1992a). It is agreed that the modified-induced, or complex, image results in a much more realistic, objective, differentiated, and complex image than those formed through secondary sources (Pearce, 1982; Gartner and Hunt, 1987; Pearce, 1988; Chon, 1990; Echtner and Ritchie, 1991; Chon, 1992a) as the result of personal primary experience (O'Leary and Deegan, 2005). This presents the notion of image as dynamic, changing in relation to time and space (Gallarza *et al.*, 2002) making it necessary to discuss the factors that elicit change in image formation.

#### 2.2.5 Factors influencing image formation

Theoretical models of destination image formation commonly propose two key factors that are distinguishable in producing a compound destination image; the source of information gathered about a destination, alongside the characteristics of the individual (Stern and Krakover, 1993; Baloglu and McCleary, 1999; Beerli and Martín, 2004). Information sources,

which have also been referred to as image forming agents (Gartner, 1993) or stimuli factors, are diverse, in number and nature, and refer to both primary and secondary sources. Secondary image is formed through the evaluation of organic and induced sources whereas primary image is formed through first-hand experience of the destination (Phelps, 1986). Secondary information, generated in relation to a destination, stems mostly from the media or the social environment of an individual (Pike, 2004). This generation of knowledge consequently plays a significant role in the destination selection process (Huang, Busby and Bosdou, 2009), and the consideration of an alternative destination (Fakeye and Crompton, 1991; Mansfeld, 1992; Beerli and Martín, 2004). It has been found that information sources influence the formation of cognitive evaluations but not affective components (Woodside and Lysonski, 1989; Um and Crompton, 1990; Fakeye and Crompton, 1991). Furthermore, the amount and type of external stimuli sourced influences the cognitive component, yet has no bearing on the affective component (Gartner, 1993). Primary information sources provide an individual with greater opportunity to form a quality destination image where familiarity with the destination, established through the number of visits (Hu and Ritchie, 1993; Milman and Pizam, 1995; Baloglu and Mangalolu, 2001), and the length of stay at a destination (Fakeye and Crompton, 1991; Tasci and Gartner, 2007), has a noticeable influence on destination image formation. It is believed that those who have a greater level of familiarity form destination images which are more holistic, psychological, and unique than those who are less familiar, as they base their destination image on destination attributes, functional characteristics, and common features (Echtner and Ritchie, 1993). Furthermore, "the level of experience has a positive and significant relationship with the cognitive dimension among first-timers and with the affective dimension among repeaters" (Beerli and Martín, 2004, p. 677) where regular visitors, who have a more complex image of a destination, are more likely to re-visit (Yilmaz, Yilmaz, İçigen, Ekin and Utku, 2009).

While beliefs about the attributes of a destination are formed by the exposure of individuals to a variety of information sources, the nature of those beliefs is largely dependent on the

internal characteristics of the individuals (Um and Crompton, 1990). These characteristics include socio-demographic characteristics and psychological determinants. Image discrepancies have been identified based on socio demographic variables including gender, age, occupation, stage in family lifecycle, level of educational attainment, social class and place of residence (Woodside and Lysonski, 1989; Um and Crompton, 1990; Stabler, 1995). Bonn, Joseph and Dai (2005) also identified differences in destination image attitudes of residents, international visitors and domestic visitors. Age and educational attainment have, however, been deemed most influential, as documented within the literature (Baloglu and McCleary, 1999; Tasci, 2007). Psychological determinants such as motivations, values, and lifestyle, influence an individual's perceptions (Beerli and Martín, 2004; San Martín and Rodríguez del Bosque, 2008). Moreover, factors such as cultural proximity (Kastenholz, 2010) have also been found to influence the cognitive and affective components of destination image formation. It is commonly agreed that motivation is integral in the image forming process and consequent choice of destination (Mayo and Jarvis, 1981; Um and Crompton, 1990; Stabler, 1995) as motivation influences the affective component of image (Dann, 1996; Baloglu and McCleary, 1999; Beerli and Martín, 2004). Affective images refer to the feelings aroused by a place and, as such, it can be ascertained that when motivations are satisfied through the tourism experience the affective image will be positively influenced (Gartner, 1993; Dann, 1996; Baloglu, 1997). This draws attention to the role of image in influencing consumer behaviour.

In addition to the aforementioned factors, it is also necessary to consider the role of place attachment in developing complex images of place. Place attachment is formed of both affective and functional connection to place (Backlund and Williams, 2003; Gross and Brown, 2008; Yuksel, Yuksel and Bilim, 2010; Prayag and Ryan, 2012), and in the context of tourism has been acknowledged to influence what an individual sees, thinks and feels in relation to a destination (Yuksel *et al.*, 2010). Place attachment is formed of two dimensions, place identity, which relates to the emotional connection to place (Kyle, Graefe, Manning and Bacon, 2004a; Kyle, Mowen and Tarrant, 2004b; Yuksel *et al.*, 2010; Prayag and Ryan, 2012) and place

dependence, which refers to the ability of the destination to meet functional needs (Williams, Patterson, Roggenbuck and Watson, 1992; Williams and Vaske, 2003; Brocato, 2006).

Literature recognises that place identity is the connection between self and place, a connection comprised of memories, ideas, feelings and interpretations (Proshansky, Fabien and Kaminoff, 1983; cited in Yuksel *et al.* 2010). As such, the role of place attachment in destination image formation can be surmised.

#### 2.2.6 Destination image, destination choice and consumer decision making

Destination image is well documented within decision making and destination choice literature (Crompton, 1979a; Chon, 1990; Fakeye and Crompton, 1991; MacKay and Fesenmaier, 1997; Jenkins, 1999; Oppermann, 2000; Pike, 2004; Tasci *et al.*, 2007). The ability of image, to affect individuals' subjective perception and consequent behaviour, has been particularly acknowledged (Gallarza *et al.*, 2002). Destination image has a valuable role in understanding the destination selection process (Baloglu and McCleary, 1999) as it has particular significance in influencing destination choice (Pearce, 1982; Woodside and Lysonski, 1989; Milman and Pizam, 1995). It has been noted that the choice of a destination is largely dependent on the favourableness of the image held (Mayo and Jarvis, 1981; Woodside and Lysonski, 1989; Chon, 1991; Baloglu and McCleary, 1999). Decision making is largely understood as a way to define consumers and their behaviours (Arroba, 1977), as such, both the process, and reasoning, that determine destination choice are crucial in the study of tourism (Pizam and Mansfeld, 1999) and a central issue in tourism literature (Papatheodorou, 2001; Wong and Yeh, 2009). Conceptual and empirical studies regarding tourist decision making are particularly prominent within destination choice research, where, "studies investigate psychological processes, considered alternatives and factors pertinent in the judgment and eventual choice of a



destination” (Sirakaya and Woodside, 2005, p. 815). Despite their significance, no single theory has been agreed upon to explain tourism decision making (Sirakaya and Woodside, 2005; Hung and Petrick, 2012). This can be attributed in part to the nature of tourist decision making, which has been recognized as a complex, continual process, involving many sub decisions (Smallman and Moore, 2010). Decision making is often assumed to be a rational process (Correia, Kozak and Ferradeira, 2011; Hung and Petrick, 2012), however decision-making styles are individualistic (Sirakaya, McLellan and Uysal, 1996; Smallman and Moore, 2010), making it increasingly difficult to establish a universal model. This is arguably more poignant, with regards to tourism, where the customer is deeply involved in the information search around their purchase (Decrop, 2006) in addition to the experience itself (Csikszentmihalyi, 1975). It is therefore important to explore the consumer decision making process, and identify the influence external variables, most notably image, have on this process.

#### *Models of decision making*

Two approaches are dominant in the conceptualisation of tourist decision making, where tourist decision making models usually adopt either a behavioural or a choice set approach (Sirakaya and Woodside, 2005). Many tourism models have been based upon the grand models of consumer behaviour, conceptualised by Nicosia (1966), Engel, Kollat and Blackwell (1968) and Howard and Sheth (1969), which identify stages of decision making and the factors that influence this process (Wahab, Crampon and Rothfield, 1976; Schmoll, 1977; Mathieson and Wall, 1982; Mansfeld, 1992; Middleton, 1998). Information-processing theory is an integral component of consumer behaviour models (Bettman, Luce and Payne, 1998). It is observed that the consumer decision-making process involves five stages: problem recognition, information search, alternative evaluation and selection, outlet selection and purchase, and post-purchase processes (Hawkins, Best and Coney, 1995). Many existing

models approach tourist decision-making as a behavioural process (Table. 2.2) yet Smallman and Moore (2010) argue the need for greater emphasis to be placed on process models.

Author	Approach
Wahab <i>et al.</i> (1976)	Models that approach the tourist decision-making process as a functional decision-making activity, influenced by psychological and non-psychological variables
Schmoll (1977)	
Mathieson and Wall (1982)	
Mayo and Jarvis (1981)	
Van Raaij and Francken (1984)	
Van Raaij (1986)	
Moutinho (1987)	
Woodside and Lysonski (1989)	
Louviere and Timmermans (1990)	
Um and Crompton (1990)	
Crompton (1992)	
Mansfeld (1992)	
Middleton (1994)	

Table 2.2 Models of tourist decision-making as a functional decision-making activity

Behavioural models suggest tourist decision making is sequential (Siderelis, Brothers and Rea, 1995), whilst choice set models provide an explanation of this process (Hong, Kim, Jang and Lee, 2006). Consequently, choice set models are widely accepted in tourism literature as a framework to conceptualise the way tourists choose from available destinations (Ankomah, Crompton and Baker, 1996). The number of studies adopting this approach (Woodside and Lysonski, 1989; Um and Crompton, 1990; Crompton, 1992; Moscardo, Morrison, Pearce, Lang and O'Leary, 1996; Woodside, MacDonald and Burford, 2004) reflects its popularity in tourism destination choice research (Jafari, 2003). In a choice set model, destination choice decisions are sequential in nature (Sirakaya and Woodside, 2005), with a “large initial set of destinations being reduced to a smaller, late consideration set, from which a final destination is selected” (Ankomah *et al.*, 1996, p. 138). Um and Crompton (1992) identified this as a three stage sequence comprising of an awareness set, an evoked set and a final choice set. During this process “tourists engage in limited search of personal sources to create a set of alternative destination” (Sirakaya and Woodside, 2005, p. 827) and, as destinations are being reduced,

“internal and external factors vary in degree of influence” (Sirakaya and Woodside, 2005, p. 825).

### *Influences on destination choice*

Tourists' decision-making processes are complex as decisions are based on perceptions or evaluative judgements (Smallman and Moore, 2010). Tourism literature has focused on the variables that impact this process (Botha *et al.*, 1999). These variables are categorised as either internal or external (Sönmez and Sirakaya, 2002), or psychological and non-psychological (Sirakaya and Woodside, 2005; Hsu, Tsai and Wu, 2009). Tourism decision making has been explained mainly on psychological features (Woodside and MacDonald, 1994), primarily, motivation (Dann, 1981) or, as identified by Crompton (1979b), push factors. Additionally, an individual's cognitive distance (Ankomah *et al.*, 1996) and cultural traits have been identified as influential in destination choice (Foscht, Maloles III, Swoboda, Morschett and Sinha, 2008; Correia *et al.*, 2011). External variables, however, include group or family member influence (Van Raaij and Francken, 1984; Fodness, 1992; Lee and Beatty, 2002), the impact of marketing and destination image (Echtner and Ritchie, 1991; Alhemoud and Armstrong, 1996; Sirgy and Su, 2000) and the effect of constraints (Woodside & Lysonski, 1989; Um & Crompton, 1990), including cost and exchange rates (Crouch, 1992; Morley, 1994).

It has been identified that decision making is reliant upon the evaluation of information sources (Correia *et al.*, 2011). As a product of the external information search, destination image is recognised for its influence over destination choice within both behavioural and choice set models (Woodside and King, 2001; Correia, 2002; Sönmez and Sirakaya, 2002; Gursoy and McCleary, 2004). Destination image is greatly represented in tourism literature, as such, its influence on decision making and behaviour is well documented (Baloglu and McCleary, 1999; Bigné *et al.*, 2001; Lee, Lee and Lee, 2005; Stepchenkova and Morrison, 2006;

Yüksel and Akgül, 2007; Nadeau, Heslop, O'Reilly and Luk, 2008; Law and Cheung, 2010; Lepp, Gibson and Lane, 2011). Further studies have also explored the influence of destination image on tourists' behavioural intentions (Ramkissoon, Uysal and Brown, 2011). Destination image has been identified as pertinent to the inclusion of destinations in the tourist decision-making process (Bansal and Eiselt, 2004). Image determines the construction of "awareness" and "evoked" sets (Sönmez and Sirakaya, 2002), differentiates destinations (Currie, Wesley and Sutherland, 2008; Phau, Shanka and Dhayan, 2010) and, thus, influences both considered destinations and ultimate selection (Molina and Esteban, 2006). Formal and informal information sources influence image formation (Becken and Gnoth, 2004), yet tourism advertising, with its ability to form positive perceptions (Woodside and Dubelaar, 2002), is greatly significant in influencing destination choice (Gretzel *et al.*, 2000; Park, Nicolau and Fesenmaier, 2013). It has been argued that images are of greater importance than tangible resources, in the promotion and positioning of destinations, as it is perception that motivates consumers (Guthrie and Gale, 1991). Possessing a positive image is crucial for a destination to remain competitive considering that "most tourism products are intangible and can only compete via image" (Pike and Ryan, 2004, p. 334). It has also been argued that the image of a destination, in the mind of the potential tourist, is so significant in the selection process that the viability of the destination is dependent upon the favourability of this image (Hunt, 1975).

It can be observed that destination image has two basic functions. Firstly, to influence the destination decision making process, and secondly to influence post visit behaviour (Bigné *et al.*, 2001). It is essential that, as a factor with significant capacity to affect not only destination selection but also future behaviour, that destination image is fully utilised to achieve high tourist volumes (Huang *et al.*, 2009). Imagery encompasses the entire consumption experience (MacInnis and Price, 1987) and, as such, influences tourists' experience of a destination. Satisfaction, with the tourist experience, is largely associated with, and often accredited to, the alignment of the promoted and perceived destination image (Kotler *et al.*, 1993). If the destination meets expectations, the visitor will be satisfied with the tourist experience

(Alhemoud and Armstrong, 1996; Tasci and Gartner, 2007). Consequently, destination image impacts on the future behaviour of tourists (Bigné *et al.*, 2001; Chen and Gursoy, 2001) dependent on their level of satisfaction (Chon, 1992a). Understanding the different images, associated with a destination by both previous visitors and non-visitors, is invaluable as both naïve image and re-evaluated image need to be represented in the visual elements of tourism marketing (Selby and Morgan, 1996). This is of particular significance when the themes of visual marketing material have the ability to influence “potential vacationists’ evaluations of the vacation experience provided by a destination” (Olsen et al., 1986, p.175, cited in Ryan, 1991).

Despite the extensive multidisciplinary research, focusing on consumer and destination decision making, it has been observed that “research focusing on understanding and describing the dynamic nature of the decision itself is needed” (Sirakaya and Woodside, 2005, p. 828). Arguably, travel decisions are becoming increasingly routine (Crompton and Ankomah, 1993). Experienced travellers are increasingly shifting towards a more limited decision making process (Bargeman and van der Poel, 2006). This can be attributed to previous experience (Oppermann, 1998), brand loyalty (Petrick, Li and Park, 2007) and familiarity with the tourist product (Prentice and Andersen, 2000). It must also be considered that decision-making is complex and often an unconscious process (Zaltman, 2003). As conscious and unconscious decisions are yet to be understood (Carroll and John, 1990) it can be argued that, theoretically, decision making has not been fully developed (Sirakaya and Woodside, 2005). Decision making is influenced by cognitive and affective orientations (Lysonski, Durvasula and Zotos, 1996) and, as such, the role of emotions should also be considered (Sirakaya and Woodside, 2005).

### 2.2.7 Measuring image

Understanding destination image has practical applications, in destination positioning and promotion, which has fuelled attempts to measure image (Deslandes *et al.*, 2006; Byon and Zhang, 2010; Yang *et al.*, 2012). Problems have been identified in the measurement of destination image, however, as there is great complexity in measuring perceptions pertaining to a destination (Guthrie and Gale, 1991). Many of these problems stem from difficulties in capturing the all-inclusive nature of the phenomena. Jenkins (1999, p. 5) notes that “destination images are ‘holistic’ representations of a place and in attempting to measure them, researchers are compelled to look at the parts or attributes singularly”. As such destination image is more commonly conceptualised in terms of lists of attributes, not in terms of holistic impressions (Echtner and Ritchie, 2003). Studies tend to focus on physical, or functional, characteristics (Jenkins, 1999) and few have attempted to include the less tangible components of destination (Echtner and Ritchie, 1991). Empirical studies of tourism destination image have taken different approaches including segmentation, competitive analysis and analysis of image components (Gallarza *et al.*, 2002). Yet the nature of tourism destination image makes any approach to its measurement methodologically challenging (Carmichael, 1992). It has been noted that there is often a degree of trade-off between the application of structured and unstructured survey techniques (Selby and Morgan, 1996). Existing scales used to determine the different attributes, relevant to measuring perceived image, lack homogeneity (Beerli and Martín, 2004). Due to the limitations of each of these methods the most useful data in place image studies is achieved through a combination of techniques (Selby and Morgan, 1996).

### 2.2.8 Conclusion

Exploration of the image construct has illustrated its complexity, particularly in terms of image formation. Therefore, in conducting destination image research, attention needs to be paid to the components of image, where the role of cognitive, affective and conative components need to be acknowledged. In conducting a review of tourism destination image literature, it becomes apparent that image lends itself to segmentation studies where disparities have been identified in the depth of an image held dependent on the stage of the information search, the type and amount of information sourced and the socio-demographic and psychological characteristics of the individual. Variations in the depth, of complex image, have been linked to familiarity with the destination, where trip experience affects the cognitive component, of first time visitors, and the affective component, of repeat visitors. Information sources have been known to affect the formation of cognitive image, both in terms of type and volume, whilst personal characteristics have been found to influence affective image. Destination image studies have been recognised, as important, in enhancing knowledge of decision making, tourist satisfaction and future behaviour, identifying an undeniable practical benefit of research in this field. Consequently, segmentation and typology development will be explored within the next section to explore the suitability and value of destination image as a segmentation criterion.

## 2.3 Segmentation and typologies

### 2.3.1 Introduction

The previous section explored the pivotal role of destination image in decision making. Influential, in both choice and post visit behaviour (Tasci and Gartner, 2007), positive destination image is fundamental in ensuring destination sustainability. Complexity, in the formation of destination image, is evident, with the process informed by a plethora of sources and experiences. Requiring cognitive, affective and conative evaluations (Dann, 1996), it is apparent that image formation is entirely subjective. As such, it has been suggested that individual visitors possess differing images of the same destination (Dolnicar and Huybers, 2007), where, different people will have different images of the same tourism product (Reynolds, 1965). Image has the capacity to influence the type of activities engaged in and overall satisfaction with the experience of a destination (Prayag, 2009). The ability of the tourist to shape their experience has been noted. Experiences of a destination are imagined before consumption, formed upon the “positive emotions that the destination evokes” (Leisen, 2001, p. 49). Furthermore, it has been established that “the possibility that destination heterogeneity, or perceptual heterogeneity, may exist, is not always explored as an integral part of a destination study” (Dolnicar and Huybers, 2007, p. 448). There is, therefore, a strong argument for segmentation by destination image, particularly when previously, “little effort has been made to segment the travel market by images” (Leisen, 2001, p. 49). In order to identify the value of image as segmentation criteria, this chapter will firstly explore the necessity of typology development and role of market segmentation (section 2.3.2). Existing segmentation studies within tourism literature will then be identified (section 2.3.3). The rationale for image based segmentation will be discussed, and attention given to other considerations necessary in developing an effective, image based, typology (section 2.3.4).



Conclusion will then be drawn (section 2.3.5) before a literature review summary is provided in section 2.4.

### 2.3.2 The necessity of market segmentation

The notion, that there is no specific tourist type, is commonly accepted (Gray, 1970). As such the perception that tourists seek different types of experiences, when they participate in tourism, has fuelled attempts to classify tourists (Table 2.3). This sub-division of tourists, into homogeneous groups, has been achieved using typologies based on either socio-demographic segmentation criteria, or socio-psychological and behavioural variables. Cohen (1972) initially created typologies, based upon socio-psychological variables, including the tourist role and sought experiences and the desire for familiarity or originality in their experience.

Consequently, socio-psychological typologies can offer a theoretical approach to market segmentation. Differentiation of tourists, seeking unique or familiar experiences, allows identification of group intentions. Cohen's (1972) four tourist types; organised mass tourist; individual mass tourist; explorer; and drifter are well regarded in typology literature, distinguishing between tourists based on sought experiences. These categories have faced criticism for being too broad, out-dated, and only vaguely encompassing newly defined types of tourism. Consequently, attempts have been made to increase their applicability to modern tourism (Cohen, 1979; Pearce, 1982; Yiannakis and Gibson, 1992; Mo, Howard and Havitz, 1993). Developments focus on either extending the number of tourist types (Smith, 1989), or reconceptualising the type of experience which is sought (Cohen, 1979; Pearce, 1982).

Author	Variables used in segmentation.
Gray (1970)	Benefits Sought
Cohen (1972)	Roles, Motivation, Risk Aversion/Novelty Seeking
Plog (1974)	Personality Traits
Cohen (1979)	Roles, Motives and Sought Experiences
Mayo and Jarvis (1981)	Psychographics
Anderson and Langmeyer (1982)	Age
Etzel and Woodside (1982)	Distances
Woodside and Jacobs (1985)	Benefits Sought
Bronner and de Hoog (1985)	Decision Styles
Woodside, Cook and Mindak (1987)	Frequency of Travel
Davis, Allen and Cosenza (1988)	Attitudes, Interests and Opinions
Smith (1989)	Motives and Lifestyle
Spotts and Mahoney (1991)	Expenditure
Fodness (1992)	Family Life Cycle
Hsieh, O'Leary and Morrison (1992)	Activities
Reid and Crompton (1993)	Involvement, Differentiation Between Attributes
Plog (1994)	Personality Traits
Shoemaker (1994)	Benefits Sought
Madrigal and Kahle (1994)	Values and Lifestyles
Mazanec (1994a)	Socio-styles
Ballantine and Eagles (1994)	Motivations
Cha, McCleary and Uysal (1995)	Push Factors/Motives
Moscardo <i>et al.</i> (1996)	Travel Benefits and Activities
Lang, O'leary and Morrison (1997)	Destination
Thrane (1997)	Personal Values
Hsieh, O'Leary, Morrison and Chiang (1997)	Travel Philosophies
Blamey and Braithwaite (1997)	Values
Fodness and Murray (1998)	Information Search Strategies
Luzar, Diagne, Ecgan and Henning (1998)	Attitudes
Wickens (2002)	Activities/Benefits Sought
Bargeman, Joh and Timmermans (2002)	Sequence of Decisions
Hvenegaard (2002)	Primary Activities
Kozak (2002)	Motivations
McKercher and du Cros (2003)	Depth of Experiences
Mehmetoglu (2004)	Travel Philosophy, Motivations and Personal Values
Oh, Cheng, Lehto and O'Leary (2004)	Age and Gender
Andreu, Kozak, Avci and Cifter (2005)	Motivations
Curtin and Wilkes (2005)	Tour Types
Mehmetoglu (2005)	Specialist vs Generalist Motivations
Mehmetoglu (2007)	Activities
Uriely (2009)	Meaning of the Experience
Arnegger, Woltering and Job (2010)	Nature Based Product
Phillip, Hunter and Blackstock (2010)	Nature of Activity
Pesonen, Laukkanen and Komppula (2011)	Benefits Sought
Stylianou-Lambert (2011)	Perceptions
Kim and Ritchie (2012)	Motivations
Masiero and Nicolau (2012)	Price Sensitivity
Phillips and Brunt (2013)	Sport
Grinberger, Shoval and McKercher (2014)	Spatio-Temporal Behaviour
Chen, Bao and Huang (2014)	Motivation
Srihadi, Hartoyo, Sukandar and Soehadi (2016)	Lifestyle

Table 2.3. Chronological development of tourist typologies

Categorising tourists through socio-psychological variables increases understanding of tourist behaviour. Typologies, measuring relationships between tourist behaviour and personality characteristics including adventuresomeness (Plog, 1974; Lepp and Gibson, 2003), help to identify the rationale behind participation in varying types of tourism. To further identify reasons for involvement, typologies have been created based on lifestyle and values (Thrane, 1997), interests and beliefs (Davis *et al.*, 1988), and the level of cultural confidence possessed by an individual (Graburn, 1983). Efforts to enhance personality type based typologies have been made, identifying psychographic and personality dimensions such as: venturesomeness, pleasure-seeking, impulsivity, self-confidence, plan-fullness, masculinity, intellectualism and people orientation (Plog, 1994). Despite the use of personality type, in ascertaining the rationale behind, and likelihood of participation in specific types of tourism, there are difficulties in utilising such typologies as sophisticated data on tourist personalities is required (Swarbrooke and Horner, 1996). It has also been argued that “the implied types are often difficult to identify” (Bargeman *et al.*, 2002, p. 321). Typologies created using variables which influence participation facilitate easy application to marketing problems. As an influential factor in decision making and destination choice, it could be argued that an image based typology has the capacity to add value and depth to existing understanding.

Socio-psychological and socio-demographic typologies attract criticism as typologies are universal in attempting to categorise multiple tourist types, who participate in diverse tourism activities. To be successful in segmenting the market, typologies need to be specific, classifying the tourists of a particular destination (Wickens, 2002), activity (Phillips and Brunt, 2013), or type of tourism (Mehmetoglu, 2005). This notion of backward segmentation theory is supported by Sirakaya and Woodside (2005, p. 829) who give credence to “creating segments starting with travel outcomes rather than starting with demographic characteristics”. While developing a typology of visitors, to a specific destination, is supported within the literature, image based typologies are under researched. Typologies, based on image, may go some way to help understand the cognitive, affective and conative processes of individual tourists’

destination evaluation, providing a better understanding of how image influences, or is influenced by, trip purpose, tourist behaviour and future intentions of different groups.

Market research, and market segmentation in particular, are crucial activities to ensure destination success (Dolnicar, 2008a). An understanding of consumer demand is essential if marketing expenditure is to produce a return (Hennessey, Yun and Macdonald, 2012). The adoption of target marketing allows a destination to allocate its resources effectively (Dolnicar, Lazarevski and Yanamandram, 2011), where customisation can create a competitive advantage (Dolnicar, 2008b) crucial for destination success (Kozak, 2001). Market segmentation is “vital to ensure the continuing growth in the value of tourism to the destination” (Hennessey *et al.*, 2012, p. 154). Segmentation allows the identification of market opportunities, including differentiation, to target new markets and satisfy existing customers (Tsiotsou, 2006) through the identification of “unmet customer needs” (Hennessey *et al.*, 2012, p. 155).

### 2.3.3 Segmentation within tourism literature

Segmentation facilitates the identification of homogeneous sub-groups. Using set criteria, segmentation establishes the extent to which groups share common interests or characteristics (Almeida, Correia and Pimpão, 2014). Approaches used to identify these homogeneous sub groups are classified as either *a priori*, or *a posteriori* (Dolnicar, 2008a); also identified as common-sense or data-driven approaches, respectively (Dolnicar, 2004). Within tourism literature, a number of approaches to segmentation can be identified where segmentation criteria are based upon socio-demographics, behavioural variables or psychographic variables (Dolnicar, 2008a). Within tourism studies, socio-demographic criteria for segmentation have included distance, ethnicity, gender and age (Etzel and Woodside, 1982; Flognfeldt, 1998; Collins and Tisdell, 2002b; Collins and Tisdell, 2002a; Kim and

Jogaratnam, 2003; Kim, Lehto and Morrison, 2007; Meng and Uysal, 2008; Thrane and Farstad, 2012). Despite its use in targeting specific demographic groups, through marketing campaigns, segmentation based upon socio-demographic characteristics has come under criticism, labelled as situation dependent and unable to identify consumer preference or behaviour (Park and Yoon, 2009). Consequently, a number of studies have adopted psychographic segmentation criteria whereby variables such as lifestyle (Gonzalez and Bello, 2002), values (Thrane, 1997), emotions (Bigné and Andreu, 2004), personality (Gountas, Gountas, Mazanec, Crouch, Brent Richie and Woodside, 2001) and self-congruity (Todd, 2001), have been used to further understand and differentiate tourist groups. A recent study has also segmented groups based on the importance they place on vacationing, and its role in affecting their quality of life (Dolnicar *et al.*, 2011).

It has, however, been suggested that the most effective approach to segmentation is through tourist behaviour (Frochot, 2005; Park and Yoon, 2009; Almeida *et al.*, 2014). Behavioural variables most commonly used in tourist segmentation include motivation for participation and the activities participated in (Boorstin, 1971; Cohen, 1972; Hsieh *et al.*, 1992; Rao, Thomas and Javalgi, 1992; Lang and O'leary, 1997; McKercher, 2002; McKercher, Ho, Cros and So-Ming, 2002; Dolnicar and Leisch, 2003; Beh and Bruyere, 2007; Spencer and Holecek, 2007; Park and Yoon, 2009; Phillips and Brunt, 2013). Other behavioural segmentation criteria appearing in tourism literature have included travel behaviour (Littrell, Paige and Song, 2004), expenditure (Mudambi and Baum, 1997), and spatial behaviour at the destination (Tchetchik, Fleischer and Shoal, 2009). Behavioural segmentation criteria have often been used to further understand tourist decision making, as such, segmentation has been established using decision making processes (Hsieh *et al.*, 1997), destination choice criteria (Konu, Laukkanen and Komppula, 2011), and information sources utilised (Bieger and Laesser, 2004). Segmentation has also focused on the chosen destination (Kim, Noh and Jogaratnam, 2007), travel intentions at the destination (Hsu and Crotts, 2006), sought benefits (Kastenholz, Davis and Paul, 1999; Frochot,

2005), tourist perceptions (Prayag and Hosany, 2014) and destination image (Leisen, 2001; Israeli, 2002; Dolnicar and Huybers, 2007; Prayag, 2009).

In relation to island destinations, tourism literature has seen a variety of segmentation approaches. Socio-demographic approaches based on nationality have been adopted in order to segment visitors to the Balearic (Juaneda and Sastre, 1999) and Baltic islands (Mykletun, Crofts and Mykletun, 2001). Geographic origin, has also been used to segment visitors to Barbados (Reid and Reid, 1997), whilst demographic characteristics have been utilised to categorise visitors to religious festivals in the Azores (Santos, Ambrósio, Correia and Peres, 2013). Behavioural segmentation criteria are, again, prominent in studies with an island focus, where, tourists have been segmented using expenditure, (Mok and Iverson, 2000; Díaz-Pérez, Bethencourt-Cejas and Álvarez-González, 2005), activities (Hennessey *et al.*, 2012), visitor preferences (Johns and Gyimóthy, 2002) and benefits sought (Almeida *et al.*, 2014). Most noteworthy is research carried out by Prayag (2012), who segmented visitors to Mauritius, based upon their satisfaction with cognitive image, in order to predict future behaviour loyalty.

#### 2.3.4 Rationale and considerations

Dolnicar and Huybers (2007, p.448) argue how “it is equally important that destination marketing organisations appreciate the differences in destination image between customer segments as it is to segment tourists based on behavioural or psychographic characteristics.” Analysis of visitors’ perceptions and behaviour, can provide critical information for destination marketing (Beh and Bruyere, 2007). Segmentation, based upon visitor perception, or more specifically, destination image, could be useful in identifying a multitude of visitor profiles (Leisen, 2001). Image based segmentation, could be particularly informative when it is considered that purpose of a trip will vary in accordance to perceived destination image. As

the “distinct travel purpose of each segment will result in different benefits being sought from the same destination” (Chen and Funk, 2010, p. 253), destination image could be influential in the benefits sought, and consequent activities participated in. Segmentation by image could therefore provide insight into the behavioural patterns of tourists at the destination. This could provide a contribution to existing understanding, where it has been noted that future research should measure the effects of destination image on tourist behaviour (Chen and Funk, 2010).

Having, in previous sections, explored the concept of islands, it is evident that islands provoke strong imagery (Dann, 1996), having “long captured the imagination of travellers as exotic or paradisiac places” (Prayag, 2012, p. 1). The appeal of islands as destinations is well recognised, yet the conflicting imagery and ideologies associated with islands are rarely considered in a tourism context. Owing to the subjectivity and relative importance of destination image, in influencing tourist expectations, experiences and satisfaction, visitor segmentation, by image, could be important in the case of island destinations. This form of segmentation could be particularly useful for British island destinations, which, characterised by their seasonality, offer a diverse tourist experience where different image components are identifiable throughout the tourist season. While destination image studies are prominent within tourism literature (Beerli and Martín, 2004), few consider image in relation to island destinations (Prayag, 2009). With image studies often focussing on entire countries (Pike, 2002), gaining knowledge of visitors to island destinations may offer deeper understanding and insights into the image construct (Phillips and Jang, 2010; Prayag, 2012), particularly considering the different motives of those who visit islands (Boo and Busser, 2005).

Existing destination image studies have largely focused on identifying new or potential markets. This has seen the majority of research, carried out using postal surveys, targeting respondents that reside at a considerable distance from the destination (Crompton, 1979a; Gartner, 1989; Chen and Kerstetter, 1999). As destination image has been shown to differ

based on distance from the destination (Fakeye and Crompton, 1991), respondents' knowledge of the destination is often insubstantial and the images held, unfavourable. Consequently, tourism literature lacks studies that segment groups possessing favourable, detailed, destination images (Leisen, 2001). A greater understanding of those with a favourable image is important (Crompton, 1979a), as travel can be increased to a destination where positively perceived attributes are emphasised (Chon, 1991). This suggests value, in targeting visitors at the destination, as an in-depth study of the image possessed by existing tourists could inform marketing strategy. Furthermore, it would be possible to gain a greater understanding, of the existing market, through the identification of subgroups which, again, can facilitate focused marketing campaigns (Leisen, 2001).

In segmenting visitors to a destination based upon their destination image, consideration of the factors influencing the affective associations, developed in relation to the destination is necessary. As promotional messages are created, with reference to a specific type of tourist (Ryan, 1991), the objective demographic characteristics are often the most functional (Leisen, 2001), and will need to be included in order to generate segment profiles. Socio demographics have been found to influence cognitive image (Leisen, 2001; Tasci and Gartner, 2007; Prayag, 2012). Of particular importance is nationality, which accounts for a large disparity in image perception (MacKay and Fesenmaier, 1997). Age, gender, household status, education, income and geographic distance have also been identified as influential (Prayag, 2010). Other noteworthy variables include the number of visits (Stepchenkova and Morrison, 2008), purpose of visit (Yong and Gartner, 2004) and length of stay (Baloglu, 1997). Personal interests, motivations, expectations, personality, and social status have also been highlighted as influential factors in image formation (Mayo and Jarvis, 1981; Stern and Krakover, 1993; Baloglu and McCleary, 1999; Beerli and Martín, 2004). Furthermore, considerations need to be made with regards to the number of segments formed. It has been argued that market segmentation often fails to provide an economically effective solution (Tkaczynski, Rundle-



Thiele and Beaumont, 2010). This is particularly imperative for small island destinations that lack the resources to market a diversified product (Almeida *et al.*, 2014).

### 2.3.5 Conclusion

The fact that tourists seek different experiences, when they participate in tourism, has fuelled the segmentation of tourists using both socio-demographic and socio-psychological variables. In reviewing literature on segmentation and typologies, it is apparent that existing socio-demographic and socio-psychological typologies attract criticism. Categories are often found to be too broad, and the earlier typologies in particular, fail to be applicable to new forms of tourism where niche markets have developed. There is consequently a need for typologies to be more precise, if they are to be of use in understanding tourist groups. Through backward segmentation, a focused and specific approach towards typology development can be achieved. This approach gives credence to segmentation studies which start with travel outcomes, such as visits to a particular destination. The value of destination image, as a segmentation criterion, has also been recognised, where, using the images held by customer groups, differing tourist profiles can be identified. Recent segmentation studies have acknowledged relationships between perception of image and consumer behaviour. It is, therefore, important that future research should investigate, further, the effects of destination image on tourist behaviour. Although segmentation studies, involving destination image, are becoming more common-place, few consider image in relation to island destinations. As such this research focuses on the segmentation of tourists to cold water island destinations, through destination image.

## 2.4 Literature review summary

The aim of this research is to develop an image-based typology of visitors to cold water island destinations. Consequently, this literature review chapter explored the academic discussion surrounding three core topics: the concept of islands, destination image and its formation, and segmentation and the development of typologies. It is essential to first summarise this discussion before establishing the conceptual framework.

It was deemed important to first conceptualise islands, therefore, the review of literature began with this discussion. This literature review drew out the key characteristics of islands, identifying the unique sense of difference felt by islands and their communities, when compared to their mainland counterparts. This sense of difference was largely attributed to the island edge, where, island identity was found to stem from the physical boundary of water. It was noted that the presence of the sea intensifies the feeling of being cut off from the mainland, continent or other islands. It is this distance, which establishes and affirms the unique sense of place felt by island communities. Isolation and boundedness were recognised as the defining characteristics of islands. The discussion of isolation - largely caused by the peripherality of islands- raised the debate of the resilience or vulnerability of islands. Dialogue, pertaining to the isolation of islands, drew attention to the notion of accessibility. Inaccessibility was found to heighten the sense of isolation, but also the uniqueness of islands, where, crossing water adds to their individual character. Boundedness was also found to contribute to a clear sense of place, where, as a consequence of the boundaries, put in place by the sea, one can visualise the whole of an island. This discussion identified an on-going debate within island studies literature, as to the relative insularity of islands. It was discovered that boundedness, as a characteristic, induced an image of islands as insular spaces, again heightening the individual identity of island localities, the effect of which is greater for small islands.

The notion of islandness was acknowledged as an expression of identity, distinguishing the island-self and the mainland-other. Islandness was found to be an intangible impression, a personality, a shared identity and a state of being. Islandness was also discussed as a sacred connection to place, shared by all islanders. Additionally, islandness was discussed from the perspective of the outsider, and found to be of greater importance to those looking in, wishing to affiliate themselves with island communities. It was identified that this impression of islandness is generated by the fundamental separateness of islands, separateness from each other and from their mainland.

Discussion of islands in literature revealed that there is an undeniable fascination with islands, where representations are prominent in popular culture. Within literature, islands were often presented as isolated or remote, as insular and separate; these key characteristics lead to the portrayal of islands as prisons within narratives. Islands are not only presented within literature in a negative light. The romantic notion of islands is also presented, within literature, as islands lend themselves to fantasy and mythology. Furthermore, references to uninhabited islands identified that islands offer opportunity for detachment, from the real world, satisfying human desires of escape. Discrepancy, within the representation of islands, indicates that the concept of an island may bear different meanings to different individuals. It can therefore be surmised that individuals may hold varying images of islands. The fact that different representations of islands exist will be an important consideration in using the island image as a means of segmentation.

This literature review also identified islands as liminal spaces, as thresholds, in-between spaces, in a constant state of transition. Discussions of liminality within the literature revealed that, in perceiving islands as liminal spaces, the argument is raised that islands are in fact boundless rather than bounded. It is argued that place can be viewed as an event or a moment. Liminality, therefore, implicates the existence of boundaries, and as such, islands must be considered as in-between states rather than insular localities. It was argued that

islands should be considered liminal in their own right, where the characteristics that define islands, primarily their isolation, separateness and boundedness, largely contribute to their own liminality. The unique characteristics of islands impart a sense of islandness and a sense of place which facilitates a spatial and temporal transition from daily life into island life.

Consequently, it was noted that islands as liminal spaces lend themselves to tourism.

Finally, in the dialogue on islands, islands were discussed in relation to tourism. It was recognised that islands have become popular destinations for tourism. This popularity may be contributed, in part, to the constant thrust towards the periphery, where postmodern tourists seek out remote locations in order to experience authenticity. It was noted that the appeal of island destinations can be attributed to their separateness or inaccessibility, where part of the island tourism mystique lies in the affirmation of distance. Islands have been identified as the ultimate ideal, in terms of the tourist experience, where their location offers both physical and psychological separateness. Furthermore, it was noted that tourists seek island destinations as islands offer the opportunity for escape.

The importance of destination image in influencing destination choice and consumer behaviour was integral to the dialogue within this chapter. Firstly, to fully comprehend destination image, definitions and interpretations within existing literature were explored revealing the complex nature of image. Image was identified as an holistic construct, formed by impressions, knowledge and beliefs. Image was also deemed to be an interactive system of thoughts, opinions and feelings, a total impression. In exploring definitions, the notion of destination image as a collective impression was discovered. Although image can be unique to the individual, a collective image was noted. Definitions identified destination image to be relativistic, subjective, informed by memories, associations and imaginations of a particular place. Discussion within this chapter found destination image to be not only unique to the individual but also collectively, between different market segments. This notion gives

credence to the development of an image based typology, where it has been recognised that different segments, or groups, may share a common image of place.

It was deemed important to further understand the image formation process, to gauge how images of a place are generated. Discussion within this chapter revealed that destination image is formed by reasoned and emotional interpretation, through cognitive, affective and conative evaluations. It was established that the multiple nature of image is recognisable through its formation. Destination image formation was found to be a transformative process, whereby image is altered or modified. Three components were identified as prominent in image formation. Firstly, the organic image, formed by the accumulation of knowledge about a place before it is selected as a destination. The organic image is then altered, once an individual has begun to search for information about a potential vacation destination, replaced by an induced image. The final image is the modified induced or complex image, formed once the destination has been visited and the experience evaluated. Discussion within the literature ascertained that the modified induced image, formed through real experience, is the more accurate, realistic and objective image. Furthermore, it was identified that those with a greater level of familiarity form images that are more holistic, psychological and unique than those who are less familiar. Image was consequently found to be dynamic, changing over time and space. A conceptual framework, therefore, needs to allow for the modified induced image.

Within the discussion, two factors were found to influence image formation: the information source, which influences cognitive evaluations, and individual characteristics, which influence affective and conative appraisals. Information sources refer to both primary and secondary sources, yet primary sources, namely experience, are shown to provide the individual with the greatest opportunity to form a quality destination image. Individual characteristics such as socio-demographic and psychological characteristics were also found to influence the nature of the beliefs held about a destination. Discrepancies in destination image were apparent, with age, gender, education, nationality, motives, values and lifestyle all proven to influence

image formation. The dialogue suggested that the cognitive dimension of image was more significant among first timers and the affective dimension, more so, among repeaters. This reiterated the notion that repeat visitors have a more detailed and personal image. As this discussion highlighted disparities in the image of first time visitors and regular visitors, the measurement of both cognitive and affective dimensions of image needs to be considered. Further to the two most commonly cited factors, place attachment was also identified to have role in the formation of affective and functional images at the destination.

Discussion found destination image to be influential in destination choice and consumer behaviour. In reviewing relevant literature, it was identified that image has the ability to affect an individual's subjective perception and consequent behaviour, as choice of a destination is largely dependent on the favourableness of the image held. Two accepted models of decision making were identified within tourism destination choice literature; behavioural and choice set. Destination image was recognised for its influence over destination choice, in both behavioural and choice set approaches. It can, therefore, be surmised that image is pertinent to the inclusion of a destination in the tourist decision-making process. In order to understand other factors that influence destination choice, internal and external variables impacting this process were identified. This dialogue highlighted the role of motivation in influencing destination choice and consumer behaviour. In developing a conceptual framework, it will, therefore, be important to explore the relationship between destination image and tourist motivation. Discussion within this chapter identified two central functions of destination image, firstly to influence destination choice and, secondly, to influence post-visit behaviour. Within the literature, satisfaction was often accredited to the alignment of perceived and actual image. In developing an image based typology it will be necessary to identify tourist images, levels of satisfaction and destination evaluations.

Dialogue concerning the measurement of destination image highlighted the complexity of this task. The main difficulty in measuring destination image was found to stem from the holistic nature of image. The discussion identified that, in measuring image the researcher must capture the all-inclusive nature of image, yet is often compelled to look at image attributes individually. Many considerations will need to be made when creating an image based typology, as to measure image as an holistic impression, a variety of methods may need to be employed. Despite difficulties in measuring image, it is still clear from the review of surrounding literature that destination image lends itself to segmentation. This chapter has identified that image formation is unique, the result of cognitive, affective and conative evaluations, informed by a plethora of sources and experiences. It has also been identified that, although it is not always explored as an integral part of a study, destination heterogeneity and perceptual heterogeneity may in fact exist. As a strong argument for image based segmentation was identifiable within destination image literature, the final topic to be discussed within the literature review was typology development and market segmentation.

Analysis, of segmentation and typologies, established that many types of tourists exist. Consequently, attempts have been made to sub-divide tourists into smaller homogenous groups, using socio-demographic, socio-psychological and behavioural typologies. The review of typology literature explored the development of typologies since the 1970s, identifying the broad range of segmentation criteria adopted, and highlighting problems and issues associated with the varying approaches. It is apparent that socio-demographic and socio-psychological typologies in particular attract significant criticism. It has been argued that, to be successful, tourist segmentation should adopt a backward segmentation approach as typologies need to be specific, classifying tourists of a particular destination, activity or type of tourism. With these findings in mind, this study proposes an image based typology, segmenting tourists visiting the specific destination, of the Isles of Scilly.

Tourism literature presented a variety of approaches to the segmentation of tourists visiting island destinations, including behavioural and socio-demographic typologies. The dialogue indicated, however, that research employing image based segmentation is scarce. It has been noted that image based typologies may go some way to understand how image influences or is influenced by trip purpose, tourist behaviour, satisfaction and future intentions of different tourist groups. The dialogue within this chapter suggested that understanding the differences in destination image held by tourists is of value to marketing organisations. It was also apparent that such information would be useful in identifying different visitor profiles, supporting the development of a typology using image as segmentation criterion. There were a number of relationships highlighted within the discussion as areas for future research. The relationship between image, motivation and behaviour needs to be considered, as the purpose of a trip will result in different benefits being sought by the tourist. The discussion also recognised the need for research measuring the effects of destination image on tourist behaviour. Consequently, these relationships will be explored within the conceptual framework.

Discussion, within this chapter, presented the appropriateness of an image based typology in segmenting visitors to island destinations. This argument was founded upon the multiple representations of islands, the seasonality of tourism in the British Isles and the individual yet complex nature of image. It was established that an image based segmentation of island tourists may be valuable, particularly when considering the different motivations of tourists to visit islands. Dialogue also identified the appropriateness of conducting research at the destination in order to obtain greater understanding of the existing market and those with a favourable, more accurate image of the destination. This literature review chapter has highlighted key considerations, both practical and conceptual, in the development of an image based typology. Conceptual gaps have been identified, most notably in the use of image as a segmentation criterion, but also in the relationships between destination image, motivation



and behaviour. These gaps will now be highlighted and addressed through the development of a conceptual framework.

## 2.5 Conceptual framework

It is commonly accepted, within tourism research, that tourists seek a variety of experiences when they participate in tourism (Gray, 1970). As such, tourists continue to be segmented into smaller homogeneous groups, based upon socio-demographic, socio-psychological and behavioural variables (Cohen, 1972; Fodness, 1992; Hsieh *et al.*, 1992). A number of studies have sought to segment visitors to island destinations (Juaneda and Sastre, 1999; Mykletun *et al.*, 2001; Prayag, 2012; Almeida *et al.*, 2014), yet very few have adopted image as a segmentation criterion, despite the individual nature of image. It has also been noted that destination image is unique, influenced by an individual's knowledge and perceptions (Gallarza *et al.*, 2002). As image formation is dependent on both the source of information, which is gathered about a destination, and the characteristics of the individual (Stern and Krakover, 1993; Baloglu and McCleary, 1999; Beerli and Martín, 2004) it can be surmised that destination image differs between tourists (Jenkins, 1999; Gallarza *et al.*, 2002; O'Leary and Deegan, 2003; Tasci *et al.*, 2007).

Destination image is formed from many sources (Gartner, 1993) through affective, cognitive and conative appraisals (Gartner, 1993; Dann, 1996; Baloglu and McCleary, 1999; Lin *et al.*, 2007; Gudlaugsson and Magnússon, 2012). As such, image is a complex, transformative process, developing the organic, induced and modified induced image (Gunn, 1972; Gunn, 1988; Ateljevic, 2000). It has been revealed, predominantly through the study of film and literature, that islands are represented through multiple themes (Defoe, 1719; Stevenson, 1883; Verne, 2009). The image exists of islands as romantic, undisturbed paradises; as fantasy with magical qualities; and as prisons, isolated, separate, and barren. These themes are of particular note in relation to British islands, as their seasonal nature, in many cases, facilitates a diverse product offering, where the landscape can be appreciated for different qualities, dependent on the season. As it has been identified that tourists have an individual image formation process, studies have begun to segment tourists based on their perceptions of a

destination (Leisen, 2001; Prayag, 2012). Although the relationship of image is often explored, there is still little research utilising image as a segmentation criterion, therefore the first hypothesis proposes that:

*H1. By use of destination image, different groups of visitors can be identified.*

The role of destination image, in determining destination choice and behaviour, has been well documented within tourism, marketing and consumer decision making literature (Chon, 1990; Oppermann, 2000; Pike, 2004; Yüksel and Akgül, 2007; Law and Cheung, 2010). Destination image has been found to influence the motivation for travelling to a specific destination (MacInnis and Price, 1987; Milman and Pizam, 1995) and, arguably, tourists may travel to a destination as a result of their motivation to participate in specific activities. Imagery has been found to encompass the entire consumption experience, not only influencing motivation, but also the behaviour of the tourist at the destination (MacInnis and Price, 1987; Ramkissoon *et al.*, 2011). Bigné *et al.* (2001, p. 608), identified that “tourists’ behaviour can be expected to be partly conditioned by the image that they have of destinations”. The literature review identified gaps in the understanding of image and its influence on motivation, but also in understanding motivation and its influence on destination image. It is suggested that perceived image may influence motivation for travel to a particular destination; motivation, however, may also influence the formation of image. Consequently, it can be hypothesised that:

*H2. The island image held by the visitor influences, and is influenced by, the motivation for visiting the Isles of Scilly.*

*H3. The island image held by the visitor influences, and is influenced by, the visitor’s behaviour.*

Within tourism literature, studies relating to tourist satisfaction are numerous (Ryan, 1995b; Kozak and Rimmington, 2000; Chi and Qu, 2008; del Bosque and Martín, 2008). The literature

suggests that satisfaction levels among tourists visiting the same destination will vary. (Devesa, Laguna and Palacios, 2010). It has been found within these studies that, where expectation and experience are aligned, the tourist is most satisfied (Kotler *et al.*, 1993). The alignment of perceived image and actual image have, therefore, been related to visitor satisfaction (Tasci and Gartner, 2007) and found to impact on the future behaviour of tourists (Bigné *et al.*, 2001). It has been argued that image does not only influence satisfaction but also the overall evaluation of the destination, where one of the functions of destination image is to influence post visit behaviour (Bigné *et al.*, 2001). Levels of satisfaction may be comparable among those belonging to the same image group. If this is the case, practical implications could be derived from understanding this relationship and recognising the image groups with highest levels of satisfaction. Therefore, the fourth hypothesis argues that:

*H4. The image of the Isles of Scilly, held by the visitor, determines the overall evaluation and satisfaction with their experience of the destination.*

Past research argues that image is dynamic, affected by time and space (Gallarza *et al.*, 2002). It is well documented that image is modified once a destination has been experienced (Leisen, 2001). This modified induced, or complex image, is more accurate than both the organic and induced image (Chon, 1990; Chon, 1992a; Kim *et al.*, 2012). This image occurs as a result of evaluation, whereby a tourist reconsiders the destination based upon personal experience (Echtner and Ritchie, 1991; O'Leary and Deegan, 2005). Research indicates that repeat visitors are more likely to have an accurate image of the destination (Yilmaz *et al.*, 2009). This image, however, may be reformed and consolidated based on experience, memories and nostalgia of the destination as a result of the evaluation. The final hypotheses, therefore, considers the influence of nostalgia and memory on this image as they are aspects often overlooked in understanding tourist experience of place (Kerstetter, 2013).

*H5. The visitor's experience, memories and nostalgia form attachment to place altering the images they hold of the destination.*

The conceptual framework, illustrated in Figure 2.1, seeks to explore the interdependent relationships between tourism destination image and motivation, behaviour, evaluation and place attachment. The framework anticipates that tourism destination image can be categorised into key themes relating to seasonal cold water island destinations. In applying this framework to the Isles of Scilly, a number of themes are anticipated including the promoted image of the islands as a beach and wildlife destination (as discussed in section 3.2). It is also anticipated that images may relate to the landscape features of the islands, in particular rough seas, coastal walks, low lying islands and granite outcrops. Most notably, the framework suggests that the theme of the central image held by tourists will relate strongly to their motivation for visiting the destination.

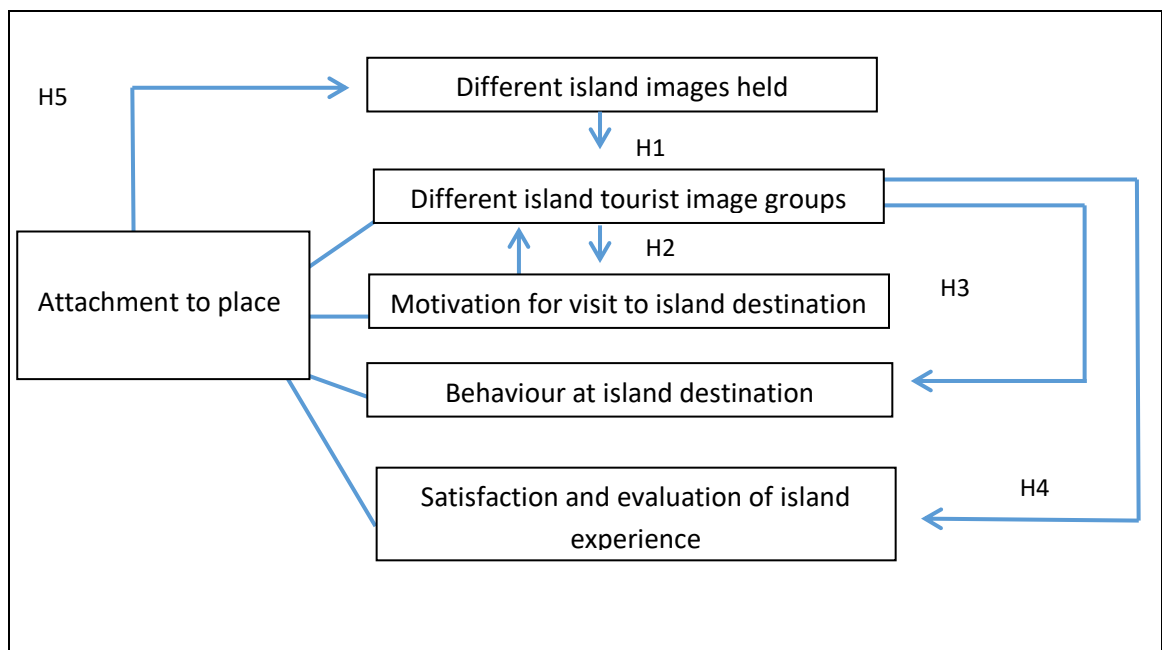


Figure 2.1 Conceptual framework

It is proposed that there will be a strong relationship between the image held of the islands and the activities that a tourist has participated in, or is planning to participate in, during their trip. It will also be beneficial to explore the relationship between motivation and the activities engaged in, as this will help to develop an understanding of the wants, needs and expectations of different groups. Varying levels of satisfaction may be found, dependent on image held,

motivation for visit and activities participated in. If gaps are found in visitor satisfaction, this may help to inform a marketing strategy or product development, in order to meet tourist needs and expectations. These components will come together to form the tourists' overall evaluation of the destination, which will take place continually during the stay as well as post visit. This evaluation will draw on memories and nostalgia, resulting in an affective appraisal that will inform future behavioural intentions, including repeat visitation and recommendation. This evaluation will also contribute to the tourist's accurate complex image of the Isles of Scilly as a destination, drawing from cognitive, affective and conative evaluations, provoked by experience.

In addition to providing a comprehensive literature review this chapter has presented a concise overview of the conceptual framework which underpins the research. The conceptual framework is built around five hypotheses which have been developed as a result of the literature review. The conceptual framework seeks to explore the relationship between destination image and tourist behaviour, motivation, evaluation and satisfaction, building knowledge in these areas of academic interest. The use of the Isles of Scilly, as a case study location, has already been indicated. Therefore, the next step, before the methodological approach to the research is outlined, is to introduce the Isles of Scilly as a case study location.

## Chapter 3: The Isles of Scilly-setting the context

### 3.0 Introduction

The following chapter seeks to demonstrate the suitability, of the Isles of Scilly, as a case study for this research. To determine the appropriateness, of this destination, the islands are discussed in relation to key topics highlighted by the literature review (Chapter 2). The first topic for discussion is island identity (section 3.1) where the Isles of Scilly are discussed in relation to peripherality, isolation, boundedness (section 3.1.1) and community resilience (section 3.1.2). The relevance of these themes, to the Isles of Scilly, will be established through consideration of the islands' geography, community and history. The second topic for discussion is tourism destination image, therefore, the discussion considers the Isles of Scilly as a destination for tourism (section 3.2). Both the context of tourism in the islands (section 3.2.1) and the factors influencing destination image formation (section 3.2.2) are discussed. This section considers a range of organic information sources that could contribute to the tourist image of the Isles of Scilly. Image-based segmentation is the final topic for discussion. To demonstrate the applicability, of the Isles of Scilly, in a study seeking variability in destination image, this chapter discusses factors responsible for variance in image. The multifaceted product base, and other market characteristics, are discussed in relation to segmentation (section 3.2.3). A summary of the chapter is provided (section 3.3) to establish the suitability of the Isles of Scilly as a case study destination.

### 3.1 The Isles of Scilly and island identity

Island identity is a theme central to this research. It has been noted that, for islands in particular, a profound identity and sense of place can be recognised (Anckar, 2006). This is, in part, due to the inherent nature of islands as bounded spaces (Royle, 2001) but also due to their populations (Conkling, 2007) and geography in relation to other islands (Stratford *et al.*, 2011). This section considers the physical geography of the Isles of Scilly, discussing how their spatial distribution and distance from each other, and Cornwall, contributes to their peripherality, isolation and boundedness. Discussion also centres on population, and the role of the community in creating island identity. The islandness (Weale, 1991) of the Isles of Scilly, and resilience of the local population, will be explored in relation to the history and former industries of the islands. The relevance of integral island themes is of fundamental importance if the Isles of Scilly are to be used as a case study location as the contribution of islandness, to island identity, is widely agreed upon in the area of island studies (Stratford, 2003; Péron, 2004; Anckar, 2006; Stratford, 2008).

#### 3.1.1 Geographies of the Isles of Scilly

##### *The relationship between the Isles of Scilly and Cornwall*

The Isles of Scilly are an archipelago, formed of five inhabited islands and approximately 200 smaller islands and rocks, and located 28 miles west of Lands' End (Farr and Rogers, 1994). The archipelago is of volcanic origin and granite geology (Bamber, 2011), connected to a line of



granite bosses, the Cornubian Batholith, that stretches from Dartmoor through Devon and Cornwall (Banks, Reimann and Skarphagen, 1998; Manning, 1998). Stratford *et al.* (2011) commented that islands are often held in relation to a mainland, consequently it is necessary to consider the relationship between the Isles of Scilly and Cornwall, the closest landmass. Weale (1991), through his discussion of islandness, identifies the innate sense of difference between islands and their mainland, demonstrating that comparison can be drawn between the island-self and the mainland-other (Stratford, 2008). Furthermore island studies literature has paid much attention to the contradictory geography and relationship between islands and their mainland, particularly with regards to peripherality, isolation and separateness (Williams, 2010; Stratford *et al.*, 2011).

The location of the Isles of Scilly is certainly peripheral, where the islands are separated from the Cornish coast by 28 miles of water. Péron (2004) comments that separateness, or the feeling of being cut off, is instrumental in instilling a sense of place that is central to island identity. This is supported by Hay (2006) who argues that island identity originates from the physical boundary formed by the sea. Themes of peripherality, isolation and separateness are of great relevance to the islands, particularly in terms of transport, where connections between the islands and Cornwall are not only limited but also expensive and unpredictable (Grydehøj and Hayward, 2014). Spilanis, Kizos and Petsioti (2012, p. 210) argue that that “‘accessibility’ is not measurable by distance in kilometres alone when it comes to islands that are dependent on slow and/or expensive ferries for transport.” Accessibility is a long standing issue for the Isles of Scilly. In his book, ‘A Portrait of the Isles of Scilly’ Mumford (1967, p. 27) provides an account of the effects of unfavourable weather for transport between the Isles of Scilly and Cornwall:

*“The helicopters have been grounded and there is no boat to link the islands with Penzance. Scilly is cut off from the mainland, a marooned half world of swirling sea mists amid an inhospitable Atlantic”.*

Although peripherality, and isolation are often discussed in relation to negative social and economic impacts it has been argued that peripherality has strengthened the islands economically as it is financially unviable to commute between the Isles of Scilly and Cornwall (Grydehøj and Hayward, 2014).

It is commonly understood that peripherality leaves island populations isolated politically (Royle, 2001) and economically (Armstrong and Reed, 2003), with little power among their communities (Brown and Hall, 2000). Yet the resourcefulness of island populations (Hay, 2006) and their ability to work together to counteract the negative effects felt by peripherality (Conkling, 2007) has also been noted. Although the Isles of Scilly are politically and economically linked with Cornwall, and are in fact owned by the Duchy of Cornwall (Farr and Rogers, 1994; Duchy of Cornwall, 2015), they are governed by their own council. The Isles of Scilly Council was first elected in 1890 and, as a unitary authority, is responsible for education, economic development, emergency planning, coastal defence, environmental health, fire services, housing, tourism, social services, waste management, water and operating St Mary's Airport (Council of the Isles of Scilly, 2015). In addition to the council there are a number of other organisations responsible for the management of land, environment and heritage including the Isles of Scilly Area of Outstanding Natural Beauty unit, Isles of Scilly Wildlife Trust, English Heritage, Natural England, Duchy of Cornwall, Tresco Estate, Trinity House and Scilly Local Action Group (AONB, 2010). Although peripheral, the islands are not necessarily isolated by their distance from Cornwall. It can be argued that the Isles of Scilly are in fact advantaged by their distance from their mainland, being the size of a parish with the powers and responsibility of a county (Bowers, 1990). Furthermore, their self-governance contributes to island identity.

### *The relationship between islands within the archipelago*

In addition to understanding the relationship between the Isles of Scilly and Cornwall it is important to understand the Isles of Scilly as an archipelago (Figure 3.1). This will be achieved through the discussion of relationships between the individual islands. There is evidence that the geography of the archipelago has changed significantly since the islands were first inhabited (Johns, 2006). It is commonly believed that, of the larger islands, St Mary's, Bryher, Treско, St Martin's, Samson and the Eastern Isles formed one island, known as Ennor, while St Agnes, Gugh, Annet and the Western Rocks formed another distinct group (Ashbee, 1974; Thomas, 1985; Ratcliffe and Johns, 2003). Although water now separates these islands, a relationship of mutual dependence exists. Before the relationship between the islands is discussed, a brief overview of each of the five inhabited islands; St Mary's, St Agnes, Bryher, Treско and St Martin's (Norman and Tucker, 2001) will be provided. Key features of each island are documented in Table 3.1.

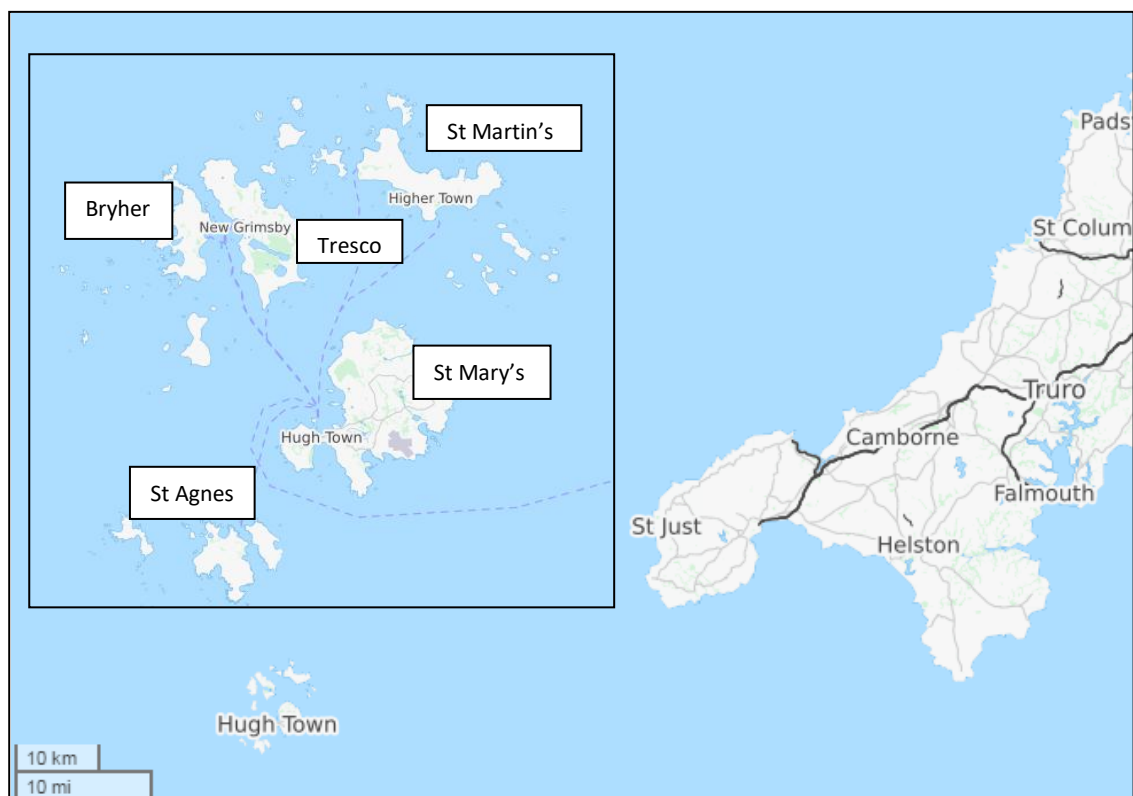


Figure 3.1 Isles of Scilly Map (Adapted from Open Street Map, 2015)

Island	Size (Miles)	Population	Settlements	Principle Industries
St Mary's	2.5 x 1.75	1800	Hugh Town, Old Town, Telegraph, Normandy	Tourism, commercial sector, public sector, farming and fishing
St Agnes	0.75 x 0.5	72	Troy Town	Farming and tourism
Bryher	1.5 x 0.5	80	Bryher Town	Tourism, fishing and farming
Tresco	2.2 x 1.09	175	New Grimsby, Old Grimsby	Tourism and farming
St Martin's	2 x 0.75	142	Higher Town, Middle Town, Lower Town	Flower farming, fishing and tourism

Table 3.1 Characteristics of the individual islands adapted from: (Mumford, 1967; Bryher Isles of Scilly, 2015; St Agnes Scilly, 2015; Tresco Estate, 2015a; Visit Isles of Scilly, 2015e; Visit Isles of Scilly, 2015b; Visit Isles of Scilly, 2015f; Visit Isles of Scilly, 2015d)

St Mary's, the largest of the five inhabited islands, spans an area of 2½ miles by 1¾ miles, with just 9 miles of road (Isles of Scilly Travel, 2015). Home to the majority of the islands' population, St Mary's houses approximately 1800 of 2200 residents (Visit Isles of Scilly, 2015e). Additionally, as the commercial and business centre for all of the islands (Mumford, 1967), St Mary's hosts the Town Hall, banks, secondary school, one of four primary schools, the hospital, dentist, health centre, supermarket, airport and commercial harbour.

Accommodating both the air and sea transport links, between Scilly and Cornwall, St Mary's provides a gateway to the rest of the islands (Visit Isles of Scilly, 2015e). The Isles of Scilly Steamship Company operate both the air and sea links between St Mary's and South West England. The Scillonian, a passenger ferry, departs Penzance for the islands daily between March and October. Meanwhile Skybus, the only airline, runs an all year service from three airports in the South West: Lands' End, Newquay and Exeter. The harbour on St Mary's is vital

for transport by sea, of passenger and freight, both within the islands and between the Isles of Scilly and the mainland,<sup>1</sup> as Scillonians<sup>2</sup> refer to the rest of the UK.

The remaining inhabited islands, known as the off-islands, include St Agnes, Bryher, Tresco and St Martin's. St Agnes is the most south-westerly of the inhabited islands within the archipelago and has a small resident population of 72 (St Agnes Scilly, 2015). At only  $\frac{3}{4}$  mile long and  $\frac{1}{2}$  mile wide, St Agnes would be the smallest off-island, if it were not connected to the island of Gugh, by sandbar, at low tide (Mumford, 1967). St Agnes is largely untouched, with flower farming and fishing the traditional industries. St Agnes hosts the only dairy farm in the Isles of Scilly making its local produce available across the islands (Troy Town Farm, 2015).

Bryher, also largely untamed has a population of 80 (Visit Isles of Scilly, 2015b). Although largely undeveloped, with roads that are little more than tracks, Bryher has the infrastructure necessary to support tourism including a hotel, campsite, shop, boat service, and pub. Bryher is regarded as an island of contrast (Grigson, 1948), with the rugged coastline to the west of the island, and the shelter from Tresco channel at the eastern side (Bryher Isles of Scilly, 2015).

Bryher lies directly across the channel from the island of Tresco, which, "is perhaps the best known for its sub-tropical gardens planted early in the 19<sup>th</sup> Century" (Over, 1993, p. 1). As the only island leased from the Duchy of Cornwall, Tresco is an anomaly (Gill, 1975). Currently leased and run by the Dorrien-Smith Family, Tresco sets itself apart from the other islands as a sub-tropical paradise, focusing on luxury and sophistication in its tourism product, from dining and accommodation through to facilities and services (Visit Isles of Scilly, 2015f). Tresco is the second largest inhabited island (Tresco Estate, 2015a) with a population of 175.

The final inhabited island to discuss is St Martin's, characterised by its long beaches (Visit Isles of Scilly, 2015d). St Martin's is the most northerly of the inhabited islands (Over, 1993) and, at

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<sup>1</sup> Mainland: Scillonian or local terminology for the rest of the UK. Mumford, C. (1967) *Portrait of The Isles of Scilly*. London: Robert Hale

<sup>2</sup> Scillonian: the name for local residents born in the Isles of Scilly, with several generations of their family also born within the islands.

two miles across the water, also furthest from St Mary's (Mumford, 1967). The traditional island industry of flower farming still prevails on St Martin's (Scilly Flowers, 2015), yet the islands also have the necessary infrastructure for tourism with a hotel, pub, number of cafés, a vineyard and a diving school (Visit Isles of Scilly, 2015d).

Although each of the islands has a distinct community, the Isles of Scilly retains a definite population centre, Hugh Town (Grydehøj and Hayward, 2014), from which the majority of the islands' services are accessible. A dependent relationship between the off islands and St Mary's, which acts as a hub, is identifiable. As such it is important to discuss the themes of insularity, isolation, and peripherality in relation to off island communities, separated from crucial services including the hospital, secondary school, supermarket and airport.

That the Isles of Scilly are peripheral in relation to the rest of the UK has already been established, yet in considering relationships between the islands, it is also apparent that peripherality exists within the archipelago. The peripherality of St Agnes, for instance, has been noted. "Agnes is different. It stands off on its own, disdainful and aloof with no neighbours to influence it and rob it of its individuality. It shares with no one but the boundless Atlantic and the labyrinth of rocks and reefs on its western shores" (Mumford, 1967, p. 158). Mumford (1967) further comments on the isolation of off island communities where, in bad weather, the crossing between St Agnes and St Mary's is often inadvisable due to treacherous conditions. St Agnes is not the only island to suffer in terms of transport. Although relatively close, "travel between the various islands (by small boat) is unpredictable, expensive, and infrequent, particularly outside of the tourist season" (Grydehøj and Hayward, 2014, p. 17) causing isolation of the smaller islands.

Grydehøj and Hayward (2014) argue that despite isolation and peripherality often being seen as negative characteristics, this is not always the case. Within their paper they consider how "Scilly's lack of financial resources to implement infrastructure policies has paradoxically led to social and economic benefits for individual island communities in the archipelago" (Grydehøj

and Hayward, 2014, p. 18). For instance, commuting between islands is common in archipelagos, where peripheral island residents commute to major towns (Grydehøj, 2008b). In the case of the Isles of Scilly, individuals are able to commute between the islands; however, the infrastructure is not in place to make this an attractive option out of season which has, in turn, contributed towards the smaller islands retaining active business communities encompassing tourist accommodation, retail, agriculture, and small-scale production (Grydehøj and Hayward, 2014).

### 3.1.2 Community resilience and identity

The importance of community, in the construction of island identity, remains uncontested in island studies research. It is a well-established argument that island populations are bound by a “shared sense of isolation” (Hay, 2006b, p. 22), where the physical boundary formed by the sea is responsible for creating “a unique sense of difference to other populations” (Anderson, 2003, p. 48). The role of insularity in heightening both the sense of community, and sense of place, is particularly prominent among small islands, where the effects of insularity tend to be greater (Clark, 2004). In his discussion of island populations, Weale (1991, p. 81) considers the notion of “islandness”, exploring island identity of individuals and communities. In order to explore island identity and the resilience of the local population, the Isles of Scilly will be discussed in relation to their history and industries. This discussion demonstrates not only how key themes within island research are applicable to the Isles of Scilly, but will also determine how industrial history of the islands can contribute to a multi-faceted tourism product. There have been a number of industries that have supported the islands’ economy for the last several hundred years, those from the sea, those from the land and, the current mainstay of the economy, tourism.

The year around population of the Isles of Scilly has remained fairly static for the last 20 years at approximately 2000; the last census however identified an increase in population to just over 2200 residents (ONS, 2011b). With second home ownership, at 16.3 % in 2012 (National Housing Federation, 2014) and availability of housing limited, the population is maintained at a consistent level. The islands have a stable economy with an unemployment rate of less than 1% (ONS, 2011a) with 36% of the working population being self-employed (Wilcox, 2004).

There are a number of economic problems evident in Scilly however, common among many island communities, including high house prices, where the average house price is £342,727 in comparison to £240,033 for England (National Housing Federation, 2011), high comparative price of goods due to freight costs, and high transport costs with a monopoly operation.

In Scillonian history the sea has been relied upon to provide both employment and tradable goods. Between 1680 and 1830, kelp harvesting was prominent in the islands, becoming the mainstay of economic life and, for a time, the islands largest export (Bowley, 1968). The sea provided employment in the form of piloting, where local knowledge was used to navigate ships either into, or past, the islands safely. Scillonians used pilot cutters for longer distance work outside of the islands, and pilot gigs, for work within (Mumford, 1967). Although previously used to salvage men and goods from shipwrecks, pilot gigs, as part of the islands' heritage, are raced competitively in modern times. In addition to piloting, shipbuilding was also a key industry on St Mary's. Prior to the introduction of shipbuilding in the 16<sup>th</sup> Century Scillonians had little more than a subsistence economy (Farr and Rogers, 1994). Although ship building was not of great importance for employment in the islands, with only a small number of shipyards on St Mary's, a boom in production from the 1830s onwards contributed to the economic recovery of the islands from depression and poverty (Gill, 1975). The building of ships gave rise to other forms of income, namely merchant shipping, where ships were often owned, officered and crewed by island men. Shipwrecks have also played a considerable part in the economy of the islands, where the practice of 'wrecking' saw men salvaging what they could from ships. A collection of figureheads, recovered from wrecked ships, can be seen at



the Valhalla Museum in the Tresco Abbey Gardens (Tresco Estate, 2015b). In total there are 530 registered shipwreck sites in the islands (Larn, 1971) but the most notable wreck was that of the Royal Navy Fleet in 1707. Comprised of the HMS Association, HMS Eagle, HMS Romney and HMS Firebrand, this wreck accounted for Britain's greatest loss of life from shipwreck (Gill, 1975). In addition to piloting and wrecking, the sea provided employment in the form of smuggling, an activity prominent throughout the late 18<sup>th</sup> Century (Bowley, 1968). Surprisingly, perhaps, fishing has taken place in the islands, most prominently, as a source of sustenance (Ashbee, 1974). Particularly "during periods of economic depression, the islanders disregarded the commercial possibilities, their main concern being to feed themselves" (Over, 1993, p. 45). Historically, the inaccessibility of fish markets, due to the size of the boat necessary to cross from Scilly to Cornwall, has also been a barrier to commercial fishing. With the ability to freight their catch to Cornwall, today, a number of commercial fisherman operate within the Isles of Scilly.

There is a long history of farming within the islands. Before the 1700s however, the growing of crops and rearing of livestock was of a subsistent nature, supporting the local community and its economy. It was not until shipping increased between the islands and the mainland that farming became "a more sophisticated business of selling surplus crops and using the earnings to buy deficiencies" (Gill, 1975, p. 71). The year 1870 saw the beginning of the flower industry (Bowley, 1968) which remains, to this day, the islands largest export. Although flowers remain the staple crop of island farming this industry was significantly affected by the first and second world wars, with land being utilised for food production.

The nature of employment on the islands and use of farming and fishing as means of subsistence gives insight into the characteristics of the local population and local industry.

Matthews (1960, p. 20) notes how:

*“Generally speaking, he who farmed, also fished. In the simple structure of the industrial life of the island, there was, as yet, no room for specialisation, so that these two vitally necessary industries were followed by one and the same individual, a practice which has never wholly died out. The inevitable result of this divided toll was that neither industry was developed as it might have been, but as Scillonians were the children of circumstances they had no choice in the matter”.*

This demonstrates, to a certain extent, how insularity contributes to island identity, shaping both communities and their industries through circumstance.

Tourism, when it first started in Scilly in the mid-19<sup>th</sup> Century (Williams, Greenwood and Shaw, 1989), was complementary to the flower industry. The improvement in communications and transport, initially born out of the necessity to export flowers, made it possible to travel to and from the islands (Over, 1993). Although the first passenger steamers departed from Penzance to Scilly in 1858, tourism development in the islands can largely be attributed to the development of the railway through Cornwall where the Great Western Railway reached Penzance in 1859 (Gibson, 1980). Early tourism development was limited by the distance from population centres as Penzance was 8 ½ hours from London by train and it took a further 3 ½ hours to cross to Scilly by steamer in 1898. The first commercial passenger service was established in 1858 by the Scilly Isles Steam Navigation Company, a joint enterprise between local shipping agents, merchants and ship owners, providing a three day a week service scheduled to meet the West Cornwall Railway trains in Penzance (Gill, 1975). The current passenger service provider, the Isles of Scilly Steamship Company, was established in 1920, with the current passenger ferry Scillonian III in service since 1977 (Chudleigh, 1992). Access to the islands was made easier by the provision of an air service by Channel Air Ferries from 1937 until 1964 when a helicopter service was introduced (Over, 1993). Skybus, a subsidiary of the Steamship Company was established in 1983, with its first Islander plane purchased in 1984. Initially utilised for transporting freight, it wasn't until 1987 that Skybus was granted a restricted licence for passenger services (Chudleigh, 1992).

Through discussion of island history and industry, it is apparent that the peripherality and isolation felt by the Isles of Scilly has been fundamental in shaping island identity and creating a resourceful community. Discussion of the islands' industrial heritage identifies a diverse history, and a formerly subsistence economy, exhibiting a way of life that is not only different to other populations but one that is inherent to Scillonian identity. Through this discussion a diverse heritage is revealed, particularly in terms of the maritime history of the islands, which could have significant effect on destination image formation. Consequently, it is now necessary to discuss the Isles of Scilly as a tourism destination, to identify influential sources in destination image formation and highlight the varied product offered by the islands.

## 3.2 Isles of Scilly tourism

The literature review, in Chapter 2, considered, in great detail, the process and importance of destination image formation. This section discusses influences on organic destination image in relation to the Isles of Scilly, considering sources such as film, TV and literature. As this research intends to ascertain whether image based segmentation is achievable, this section considers the diverse product base of the Isles of Scilly and, discusses explicitly, why such a product base lends itself to this study. Firstly, however, the context of tourism, in the Isles of Scilly, will be briefly outlined.

### 3.2.1 The context of tourism

Accounting for at least 70% of economic activity (Council of the Isles of Scilly, 2012, cited in Grydehøj and Hayward, 2014) and £60 million per annum (Council of The Isles of Scilly, 2004) tourism makes a significant contribution to the economy and spreads employment benefit (Getz and Carlsen, 2005). It is estimated that the Isles of Scilly attracts 90,000-100,000 visitors per annum with an increasing number of cruise liners, and thousands of visiting yachts each year (AONB, 2010). A high dependence on the domestic market is evident however, with 98% of visitors originating from the UK (Islands Partnership, 2015).

Key tourism data were examined to conceptualise the islands' tourism industry. As data sets, documenting visitor arrivals and transportation statistics, can be useful data sources for tourism research projects (Finn, Walton and Elliott-White, 2000), management data, recording visitor arrivals between 2000 and 2013, were examined. This included airport, ferry and cruise passenger arrivals data made available by the Council of the Isles of Scilly (Council of the Isles

of Scilly Economic Development Office, 2013), and cruise ship arrivals data (Phillips, 2013) documented in Table 3.2

Data	Details	Source
Airport Arrivals	<ul style="list-style-type: none"> <li>• Arrivals to St Marys' airport</li> <li>• Monthly data</li> <li>• 2000-2013</li> </ul>	(Council of the Isles of Scilly Economic Development Office, 2013)
Ferry Passengers	<ul style="list-style-type: none"> <li>• Scillonian III passengers</li> <li>• Annual data</li> <li>• 2008-2012</li> </ul>	
Ferry Day Passengers	<ul style="list-style-type: none"> <li>• Scillonian III day visitors</li> <li>• Annual data</li> <li>• 2000-2012</li> </ul>	
Cruise Ships	<ul style="list-style-type: none"> <li>• Visiting cruise ships</li> <li>• Annual data</li> <li>• 2004 and 2015</li> </ul>	(Phillips, 2013)
Cruise Ship Passengers	<ul style="list-style-type: none"> <li>• Cruise ship passengers to visit St Mary's</li> <li>• Annual data</li> <li>• 2000 and 2012</li> </ul>	

Table 3.2 Management data sources

### *Volume of visitor arrivals*

Figure 3.2 documents arrivals data between 2008 and 2012. From this figure it can be seen that a high of 130,344 arrivals were recorded in 2011, while a low of 110,044 arrivals were documented in 2012. A continual decline in air travel was evident, among these data, where numbers fell from 64,197 passengers in 2008 to 50,308 in 2012. Growth in the islands' cruise industry was apparent, where the number of cruise passengers increased from 3,777 in 2008 to 7,948 in 2012. Nevertheless, as demonstrated in Figure 3.3, this form of transport only accounted for 5% of visits to the islands overall between 2008 and 2012. These arrivals data evidence the small scale nature of the tourism industry in the Isles of Scilly, despite its significant contribution to the economy.

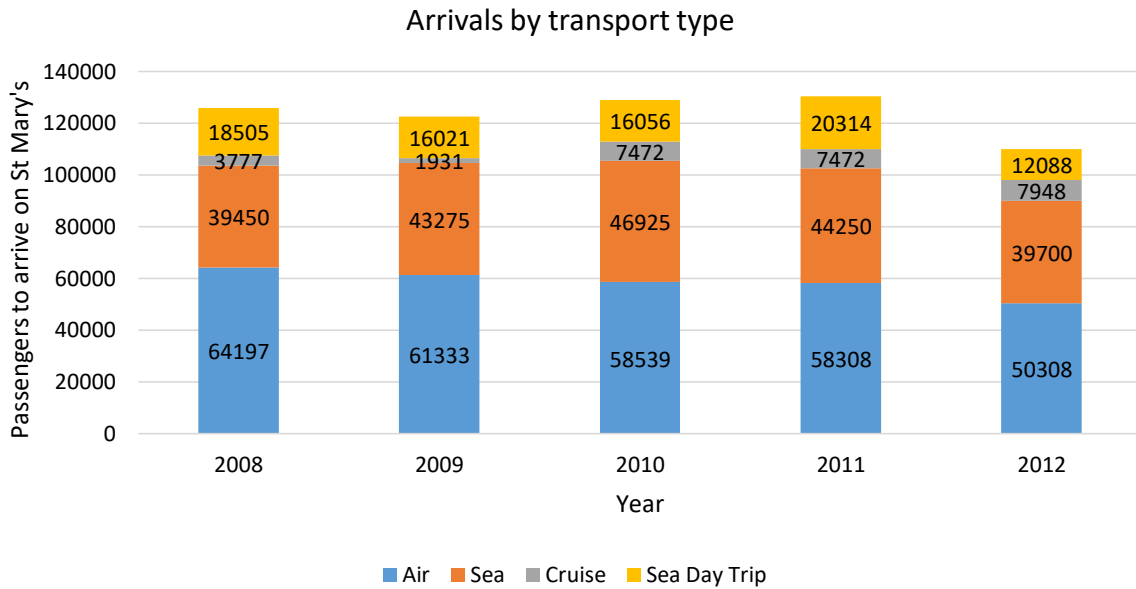


Figure 3.2 Arrivals by transport type

### Proportion of arrivals by transport type between 2008-2012

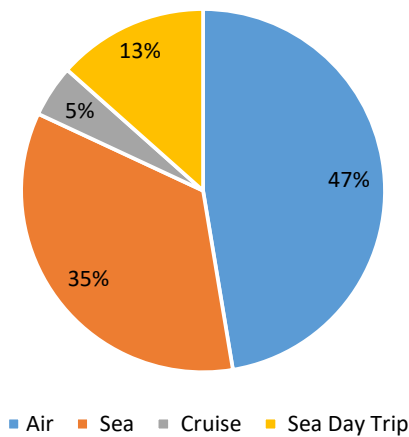


Figure 3.3 Proportion of arrivals by transport type between 2008 and 2012

Travel by air, as the only year around mode of transport, accounts for the highest number of arrivals to St Mary’s between 2008 and 2012. Historical arrivals data, however, evidence a significant decline in the volume of air arrivals. Figure 3.4 illustrates a decline of 36.3% in air arrivals between 2002, when air arrivals peaked at 73,114, and 2013 where they fell to 46,598. Although historic data were not available for all modes of transport, figures for the yearly

number of day visits, made by those travelling by sea, demonstrate a similar trend of decline, as represented in Figure 3.5 These data identified a decline in demand for the Isles of Scilly, as a destination, suggesting that the islands have struggled to remain competitive during this period.



Figure 3.4 Graph identifying decline in arrivals at St Mary's airport

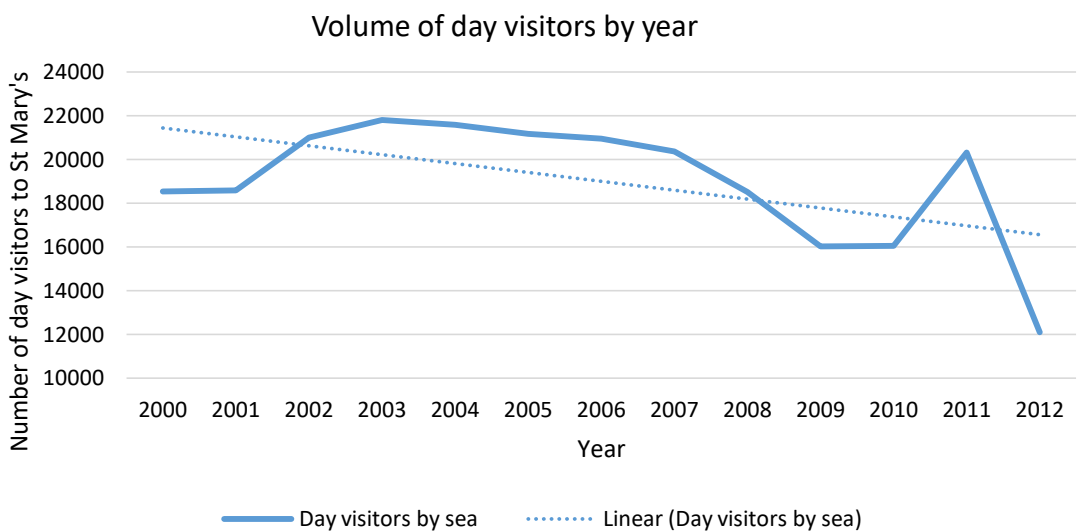


Figure 3.5 Volume of day visitors travelling to the islands by sea by year

A number of factors may have led to such decline. Increased use of the internet, throughout the tourism research and purchase process (Hyde, 2008; Jacobsen and Munar, 2012), may have put the Isles of Scilly at a disadvantage. Buhalis (2000) identified that, by taking advantage of the internet, destinations are able to enhance their competitiveness. Yet, for organisations and destinations with limited resources, online marketing is still a relatively new concept (El-Gohary, 2012). Consequently, a small tourism destination, such as the Isles of Scilly, may have struggled to keep up with competitors, particularly when remote and peripheral destinations often lack the necessary expertise and resources to undertake comprehensive marketing campaigns (Buhalis, 2000). Additionally, the impact of the 2008 recession on UK tourism spend has been documented (Webber, Buccellato and White, 2010). Although Smeral (2010) identified that the impact on domestic tourism, was less significant than that felt by the long-haul market, given the peripherality and relative expense of the Isles of Scilly, it is possible that the islands are viewed as an alternative to long haul destinations, rather than as a domestic destination. Bornhorst *et al.* (2010) identified that location and accessibility were factors crucial in determining the success of destinations. Change to the islands' air transport network, most notably the loss of the helicopter service (Hargreaves, 2013), may have impacted visitor arrivals between 2012 and 2013 due to the perception of inaccessibility.

Despite the evident decline, in arrivals overall, analysis of these data recognise the cruise industry as a growing market segment. Figure 3.6 and Figure 3.7 both illustrate growth in the islands' popularity as a cruise destination. Between 2005 and 2012 a 71.4% increase was identified in the number of ships visiting the Isles of Scilly (Figure 3.6). Furthermore, the number of passengers visiting St Mary's increased by 198.7% (Figure 3.7). These data reflect wider industry trends as the global cruise market has seen consistent growth during this period, reporting a projected annual growth rate of 6.55% between 1990 to 2019 (Cruise Market Watch, 2015). The increasing popularity of cruising and cruise ports within the British Isles is also evident (Wild and Dearing, 2000; Gibson and Bentley, 2007; Busby and O'Neill,



2013) and the emergence of the UK as a niche cruise destination has been noted (Dowling, 2006). Despite the increase in cruise tourism, to the Isles of Scilly, the volume of passengers, and ships, still remains relatively small. These data again reflect the small scale of tourism on the islands' as they accommodate only the smaller passenger ships.

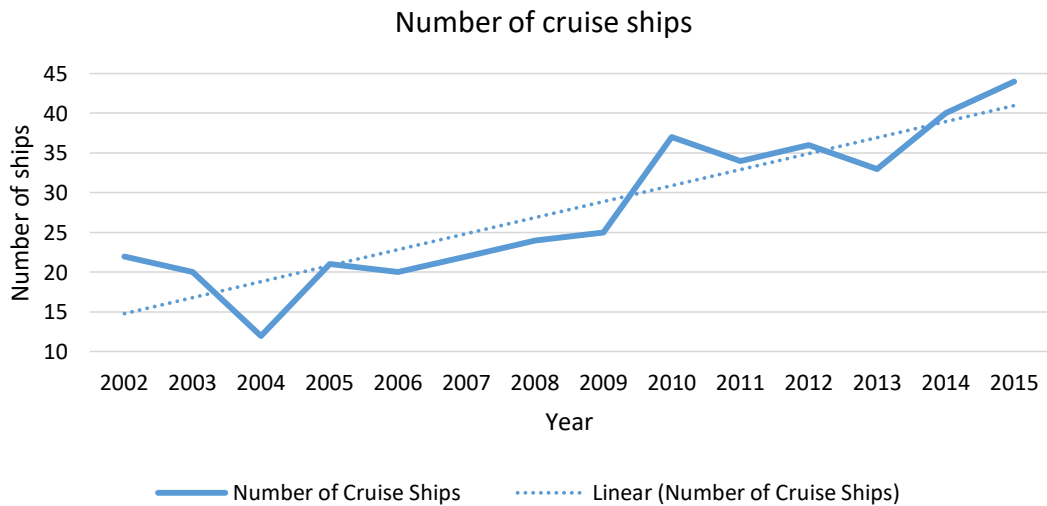


Figure 3.6 Number of cruise ships visiting the Isles of Scilly since 2002

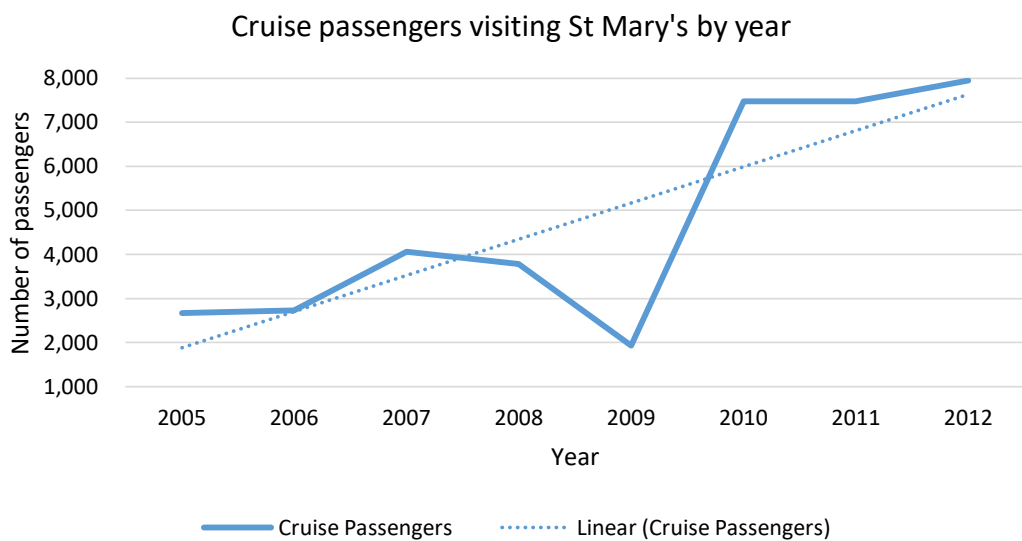


Figure 3.7 Cruise passengers visiting St Mary's since 2002

### *Seasonality of visitor arrivals*

Despite the economic significance of this industry, tourism in the Isles of Scilly is seasonal, as with other cold water British islands. Williams *et al.* (1989, p. 23) note how the pattern of seasonality for the Isles of Scilly is distinctive and “even more sharply differentiated than in nearby Cornwall”. Through arrivals data the seasonal nature of tourism, in the Isles of Scilly, can be ascertained. Figure 3.8 identifies the extent, to which, seasonality is felt within the islands, drawing comparison between visitor arrivals by air in 2002, at their highest, and 2013, at their lowest. This graph illustrates how, despite an overall decline in volume, a seasonal trend is prevalent. Baum and Hagen (1999) identify that seasonal demand for tourism in peripheral locations is caused, primarily, by climatic factors, which make such destinations unattractive to traditional markets out of season. These monthly arrivals data reflect such suggestions, identifying the main tourism season to be in operation from May until September, during the summer season, where arrivals are substantially higher than the winter months. These data identify how, historically, a peak has been seen in tourist arrivals during July and August. This is indicative of the popularity of the Isles of Scilly as a summer holiday destination during institutional holidays (Butler, 2001). The summer months offer the best weather for a traditional holiday (Butler, 2001), which could in part contribute to higher demand during this period.

There is, however, evidence of a shoulder period at the beginning of the season, to include March and April, and the end of the season, to include September and October, where arrivals, although higher than the winter months, are significantly lower than during the busiest period. Interestingly, the decline in visitor arrivals seen between 2002 and 2013 is less pronounced during the shoulder periods of March and October, suggesting the success of initiatives including the Walk Scilly Festival, in March, and the promotion of winter breaks, established in order to extend the season into the shoulder periods (Wilcox, 2004). Decline is most significant in June and September, suggesting a gap in product offer during this time. Unreliable or

difficult access to peripheral island destinations further contributes to their seasonality, reducing tourist demand considerably during winter months (Baum and Hagen, 1999). Such trends are evident in the case of the Isles of Scilly where, during the winter months, arrivals remain low.

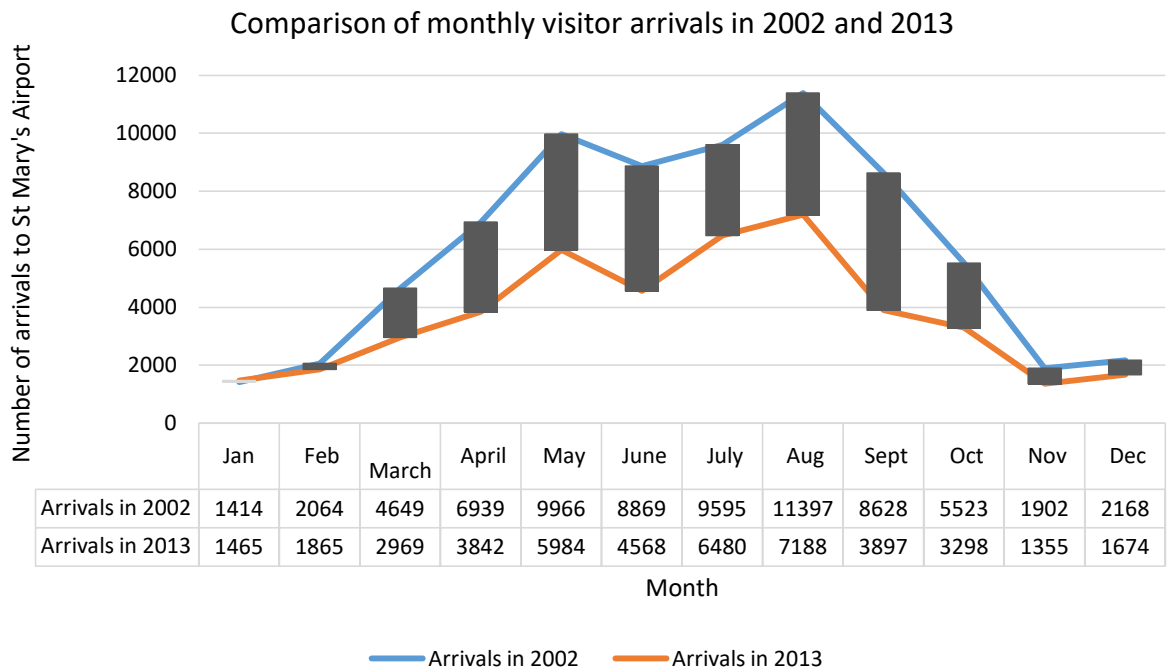


Figure 3.8 Monthly arrivals to St Mary's airport in 2002 -2013

Tourism provides many benefits for the islands in addition to direct visitor spend, where tourism supports a number of shops, services and entertainment that would be unsustainable by the resident population. The visitor market is largely made up of repeat visitors who account for 65-75% of tourists, the majority of whom are over 45 years old (Wilcox, 2004). A visitor survey conducted in 2007 identified that 64% of visitors chose Scilly as their main holiday with 48% staying 5-7 days, 9% for 8-10 days and 25% for 11 days or more (Island Marketing, 2007). Attractions identified within this survey included walking, inter-Island boat trips, eating out, wildlife or bird-watching, arts and crafts, and water sports, demonstrating diversity within the islands' product offer.

### 3.2.2 Factors influencing destination image formation

Chapter 2 identified that tourism destination image represents a simplification of all associations and information connected with place (Kotler *et al.*, 1993). Furthermore, the consensus that image is comprised of the ideas or conceptions held about a destination was discussed (Embacher and Buttle, 1989). As image is created from cognitive and affective aspects (Bigné *et al.*, 2001), its subjectivity has been recognised (Beerli *et al.*, 2002). This subjectivity is largely attributed to the variety of information sources an individual can be exposed to in relation to a particular place (Ateljevic, 2000). This section, however, is concerned with organic image (Gunn, 1972) formed through the accumulation of knowledge (Ateljevic, 2000).

In relation to the Isles of Scilly there are a number of organic information sources (Table 3.3), to which, a tourist may have been exposed before their visit. Grydehøj and Hayward (2014, p. 14) identify how “the British media has played a major role in attracting tourists to Scilly, most significantly in the 1960s, when UK Prime Minister Harold Wilson had a predilection for going on holiday to Scilly and holding press conferences on the islands”. They also note the significance of the BBC2 documentary TV series *an Island Parish* (2007) in highlighting the islands’ beauty.

Media	Source	Details
TV	Prince Caspian and the Voyage of the Dawn Treader (1990)	BBC television series in 6 episodes. The island scenes were filmed on Bryher and Tresco in the Isles of Scilly.
	Bill Oddie Goes Wild: Scilly Isles (2001)	Documentary, series 2: episode 1 was filmed on the Isles of Scilly
	Time Team: Special - The Wreck of the Colossus (2002)	Channel 4 documentary filmed on St Mary's, Isles of Scilly.
	British Isles: A Natural History. (2004)	BBC documentary series of 8 episodes with parts filmed on the Isles of Scilly.
	Seven Natural Wonders (2005)	Isles of Scilly were filmed as one of the wonders of South West England
	Coast: Cornwall and the Isles of Scilly (2006)	BBC Television documentary, series 2: episode 4 saw parts filmed in the Isles of Scilly
	An Island Parish (2007)	A documentary about the parish of the Isles of Scilly.
	Coast: Devon and Cornwall (2011)	BBC Television documentary, series 6: episode 2 with Nicholas Crane, Neil Oliver and Alice Roberts. Locations included the Isles of Scilly, Cornish Tin Mines and Wind Farms.
	The Hungry Sailors (2013)	Series 2 feature the Isles of Scilly, in episodes 6 to 10. St Mary's & St Agnes also feature in episode 18, Tresco & Bryher in episode 19 and St Martin's in episode 20.
	Country file (2014)	BBC Documentary filmed on St Mary's, Tresco, Bryher and St Agnes in the Isles of Scilly.
Film	When the Whales came (1988)	Film adaption of Michael Morpurgo's Children's', book 'Why the Whales Came'.
	Archipelago (2010)	Documenting a family holiday to Tresco, directed by Joanna Hogg.
Fiction	The Eastern Beacon (1965)	Author: Mary Ray.
	Death on the Scillies (1968)	Author: H. C. Davis
	The Happy Year (1977)	Author: Margery Hicks
	The Riddle of Samson (1978)	Author: Andrew Garve
	Hell Bay (1980)	Author: Sam Llewellyn
	Why the Whales Came (1985)	Author: Michael Morpurgo
	Arthur, High King of Britain (1994)	Author: Michael Morpurgo
	The Wreck of the Zanzibar (1995)	Author: Michael Morpurgo
	The Blue Cloak (1995)	Author: Barbara Simpson
	A Fatal Dimension (1998)	Author: Jack Gayton
	The Sea garden (1999)	Author: Sam Llewellyn
	The Priestess of Ennor: A Celtic journey (2001)	Author: Margot Mille
	The Sleeping Sword (2002)	Author: Michael Morpurgo
	The Outlaws of Ennor (2003)	Author: Michael Jecks
	Somewhere More Simple (2007)	Author: Marion Molteno
	Narwhal (2008)	Author: Margaret Gill
	Lyonnesse: The Well Between the Worlds (2009)	Author: Sam Llewellyn
	Gimble Porth and the Grand Opening (2009)	Author: Simon Millichip and Maggie Morgan
	Lyonnesse: Dark Solstice (2010)	Author: Sam Llewellyn
The alone alternative (2014)	Author: Linda MacDonald	
Death at Bishop Rock (2014)	Author: Hugh Trevor	

Table 3.3 Organic image sources referring to the Isles of Scilly

It has been recognised that the intrigue with islands and the island image, has both informed and been informed by literature, the arts and popular culture (Royle, 2001). Parlow (2007) suggests that the Isles of Scilly have long exercised the imagination of storytellers and historians due to their mystery, romance and beauty. Literature often employs real life locations as settings for its narratives (Busby and Laviolette, 2006) and the Isles of Scilly has been used to this end, providing settings for a number of books. Sam Llewellyn chose the Isles of Scilly as the setting for his novel, *Hell Bay* (1984), while children's Author Michael Morpurgo set both *The Wreck of the Zanzibar*, first published in 1995, and *Why the Whales Came*, first published in 1985, on the islands. Real island settings allow the reader to form a greater understanding of place, community, and their way of life, heightening the readers' sense of place and contributing to their image formation. Myths and Legends, of which there are a number relating to the Isles of Scilly, are also influential in destination image formation. Baldacchino (2005) argues that the popularity of islands, within literature, stems from their ability to lend themselves to fantasy and mythology. A number of authors have identified legends relating to the Isles of Scilly where the islands are said to be "the undersea land of Atlantis" (Parlow, 2007, p. 1), the lost islands of Lyonesse (Thomas, 1985; Parlow, 2007) and associated with the death of King Arthur (Bowley, 1968). Thomas (1985, p. 265) comments on Tennyson's portrayal of Lyonesse:

*"As for the notion of Lyonesse, though there can be no suggestion that Tennyson invented this, he found it, enriched it, altered its direction and provided the Isles of Scilly with a completely new literary dimension".*

That a number of organic sources, relating to the Isles of Scilly, are identifiable (previously illustrated in Table 3.3) makes them an interesting and relevant case study for this research.

### 3.2.3 Segmentation and niche tourism

This research aims to ascertain the feasibility, of image based segmentation, in distinguishing between tourists visiting island destinations. Leisen (2001) has commented on the value of such a study, suggesting that segmentation based upon visitor perception, or more specifically, destination image, could be useful in identifying a multitude of visitor profiles. The aforementioned literature review revealed the success of typologies, used in segmentation, that focused on either a particular destination (Wickens, 2002), activity (Phillips and Brunt, 2013), or type of tourism (Mehmetoglu, 2005). Furthermore, the ability of tourist behaviour (Frochot, 2005; Park and Yoon, 2009; Almeida *et al.*, 2014) and motivation (Boorstin, 1971; Cohen, 1972; Hsieh *et al.*, 1992; Rao *et al.*, 1992; Lang and O'leary, 1997; McKercher, 2002; McKercher *et al.*, 2002; Dolnicar and Leisch, 2003; Beh and Bruyere, 2007; Spencer and Holecek, 2007; Park and Yoon, 2009; Phillips and Brunt, 2013) to segment tourists was well documented. Behaviour and motivation has not only proven to be influential in segmentation, but also in the formation of destination image (Mayo and Jarvis, 1981; Um and Crompton, 1990; Stabler, 1995), which suggests these variables could be fundamental in image based segmentation. This highlights the importance of market niches as motivation to visit a specific destination. Participation, in niche tourism, could be key in differentiating between groups in image based segmentation. To fully realise the potential of image-based segmentation it may be crucial that a range of motivations and activities cause tourists to travel to the destination. This discussion seeks to exhibit the varied product offered, and niche markets catered to, by the Isles of Scilly, in order to demonstrate their value as a case study location.

The Isles of Scilly have a diverse product offer yet almost all activities and attractions involve direct engagement with the natural environment. Coccossis (2002) comments how islands have long been recognised as destinations for tourism as well as principal attractions in their own right. This is certainly true in the case of the Isles of Scilly, where both the landscape and

seascape are integral to the islands appeal as a tourism destination. Shifting trends are identifiable, in modern tourism, where non-traditional and remote destinations have gained popularity, due to tourist desires to explore (Cracolici and Nijkamp, 2009). Uninhabited islands in particular provide a setting which satisfies human desires of escapism (Ramsay, 1972). The Isles of Scilly cater to this trend with both inhabited and uninhabited islands to explore. It has been identified that “the Islands possess a diversity of scenery that belies their small scale. Panoramas of sea and sky are punctuated by lenses of low-lying land. The archipelago combines rugged granite cliffs and headlands, sparkling sandy bays, hidden coves, shifting dunes and saline lagoons” (AONB, 2010, p. 17). The islands also boast beautiful beaches with turquoise water and fine sand (Visit Isles of Scilly, 2015a).

There is a significant effort to protect and conserve the natural environment. The entirety of the Isles of Scilly is an Area of Outstanding Natural Beauty (AONB), a non-statutory marine park and all coastlines are heritage coasts. The islands are also a Special Area of Conservation (SAC), Special Protection Area (SPA), RAMSAR site and host a further 26 Sites of Special Scientific Interest (SSSIs) (Bamber, 2011). These designations, conservation and protection efforts give rise to three forms of niche tourism; ornithology or wildlife tourism, archaeology and botany.

The first niche to discuss is that of wildlife tourism, with a specific focus on ornithology as “the Scillies attract an unparalleled number of rare birds” (Chapman, 2007, p. 92), but also host a number of species breeding on the islands include puffins, Manx shearwaters and storm petrels. Birdwatching is now recognisable as a significant niche, taking birdwatchers to marginal destinations, contributing to their emergence as niche tourism destinations (Connell, 2009). As such many islands have gained popularity through birdwatching, including those of the Torres Strait, the Isles of Scilly, Fair Isle and more distant groups including the Chatham Islands, the Faroes and the Falkland Islands (Connell, 2009). It has been noted that “the Scillies have built a reputation as probably *the* place in Britain to see stray autumn migrants from all



over Europe, Asia and North America” (Norman and Tucker, 2001, p. 258). Consequently, in late September and October, the vast majority of the visitors to the Isles of Scilly are birdwatchers (Chapman, 2007). Although renowned for birdwatching, there are other wildlife species of interest as the islands are nationally and internationally recognised for their biodiversity with 293 priority species and 18 priority habitats (AONB, 2013).

The second identifiable niche is that of archaeology. Inhabited since the Bronze Age (Bowley, 1968), historical and archaeological sites are abundant on the Isles of Scilly. The islands have the greatest density of protected sites in Britain with 238 Scheduled Monuments, 900 Scheduled Sites, 130 Listed Buildings, 700-1000 Wrecks and 3 Protected wreck sites (AONB, 2010).

The final niche to identify is that of botany where, due to the mild climate, the Isles of Scilly also has a reputation for exotic plants and flowers. Kay (1963, p. 158) draws particularly on the diversity within Tresco Abbey Garden, demonstrating the islands’ ability to cater to this specific interest market:

*“I have seen, in the Tresco gardens, the yuccas in bloom, the Australian scarlet bottle-brush, the Madeira lily-of-the-valley tree, the citrons, bananas, prickly pear, New Zealand ironwood, Burmese honeysuckle, Himalayan ginger tree, the Dracæna draco from Tenerife, the camphor tree, the gorgeous bougainvillæa of Madeira, the aloe, Indian fan-palms, Chinese paper plants, and cedars”.*

In addition to the three specific niches the Isles of Scilly also caters to the broader market seeking a traditional holiday. The islands destination marketing website draws on the diversity of the islands product, particularly drawing on activities, crafts, wildlife and food as just some of the islands’ attractions.

*“Some visitors crave the deep sense of tradition here, immersing themselves in history and myth. Others come to walk, to cycle, to sail, or to enjoy the heightened creativity of island life through painting, photography or crafts. Many love to lose themselves in the sights and scents of the sub-tropical plants and flowers that give Scilly its distinctive landscape; and others savour the flavour of fresh seafood in beachside cafes and local ales at a traditional pub. And everyone loves to hop from island to island by boat experiencing many natural wonders – puffins, seals, dolphins and a multitude of rare, and migrating birds. All this, plus life’s simple pleasures; from beachcombing barefoot on deserted beaches, collecting shells and picnicking on the sand, to watching the sunset and gazing at the stars” (Visit Isles of Scilly, 2015c).*

From the brief introduction, of the five main islands (Section 3.1.1), the diversity and difference within the Isles of Scilly is apparent. Romeril (1985) has identified how islands individual characters or personalities, can be distinguished. This is certainly the case for the Isles of Scilly, which demonstrate dramatic variety between each island. Diversity, in the product base, has also been established through discussion of the islands capacity to attract specific interest groups but also through identification of a range of activities that cater to those with broader interests. Despite all ‘entertainment’ being dependent upon, or provided by, the natural environment, there is still diversity within this product; ranging from wildlife, walking, and history, to water sports, and boat trips. The product base of the Isles of Scilly is able to appeal to specific or broad interests, suggesting that a wide variety of images could be identified in using the Isles of Scilly as a case study. Furthermore, the seasonal nature of tourism in the islands, offers the possibility of variation in image dependent on season. Much about the context of tourism in the islands lends itself to an image study.

### 3.3 Chapter summary

The discussion, within this chapter, has demonstrated the suitability of the Isles of Scilly as a case study location for image research. In order for the Isles of Scilly to be deemed suitable it was necessary that the conceptual themes, previously identified, were applicable to the islands. Key themes including islandness, community and peripherality were observed in relation to the Isles of Scilly, evident throughout the discussion. Many of the intangible themes, contributing to islandness, are identifiable with regards to the geography of the Isles of Scilly, but also with reference to the islands' history. It is concluded that the islands are able to aptly portray the relevant conceptual themes. In assessing the Isles of Scilly as a case study location it was necessary to establish whether diversity was evident in the product offered by the archipelago as a tourism destination. The discussion of the individual islands identified great diversity within a small geographical area. This has the potential to have positive implications for the collection of data in this location. The product base for tourism, in the Isles of Scilly, offers variety, but also includes a number of niches or areas of special interest. Respondents with specific interests such as archaeology, botany or ornithology, may be of vital importance if variation in image is to be found. It is clear that the product offer is multi-faceted, broad enough certainly for this research, with identifiable specific interest niches. The final component for assessment, in establishing the suitability of the Isles of Scilly as a case study location, was the nature of tourism. It has been shown that although the Isles of Scilly offers a seasonal tourism product, efforts made to attract shoulder season visitation may produce variation in image. Consequently, the Isles of Scilly have been deemed a suitable location for this image research to be conducted. Further discussion of their selection over alternative destinations is detailed in Chapter 4.1.2. It is now necessary to identify the methodological approach and research design for this study.

## Chapter 4: Methodology

### 4.0 Introduction

This methodology chapter details the mixed method approach employed in both the collection and analysis of data amassed in this study. Rationale for such an approach is provided and the considerations made, in the dismissal of alternative methods are documented. In order to provide a clear outline of the methods utilised in this thesis, this chapter is divided into five distinct sections. First, this chapter explores the methodological approach and research design adopted in this research (section 4.1). Here the methodologies adopted in previous studies measuring destination image are explored in order to establish an appropriate research design for this thesis. The philosophical underpinning of this research is presented (section 4.1.1) and the aims and objectives of this study are discussed in relation to pragmatism. The suitability of such a paradigm in tourism research is explored. The rationale and value of a case study approach is provided (section 4.1.2), before the suitability of the Isles of Scilly as a case study destination (section 4.1.3) is discussed. Section 4.2 refers to the sources and methods utilised in secondary data collection. Here secondary research, collated throughout this study, including passenger data (section 4.2.1), website content (section 4.2.2), and travel blogs (section 4.2.3) are described. The value of such sources in achieving the research aims is also established. This chapter continues in section 4.3 where methods of primary data collection are examined. First, the ability of a mixed methods approach, to meet the research aims and objectives outlined in Chapter 1, is established (section 4.3.1). Discussion of quantitative research methods (4.3.2) identifies the use of a face to face questionnaire and details key considerations regarding the survey instrument, sample, questionnaire distribution and ethical research practices. The use of pre-pilot and pilot studies to trial such an approach are also documented. The use of qualitative research methods is then outlined (section 4.3.3). This

section highlights the ability of qualitative methods to supplement quantitative research, enabling the testing of all hypotheses. The use of semi-structured interviews and details of the sample, interview schedule and ethical considerations are documented. Pre-pilot and pilot studies, which informed the qualitative methods utilised in this study are also considered. Both quantitative and qualitative methods are discussed in relation to their validity, consistency and suitability, given the philosophical groundings of this investigation. The fourth section details the methods of data analysis used on both quantitative and qualitative data (section 4.4). First the analysis of quantitative data using Chi-square, Factor Analysis, Cluster Analysis, ANOVA and Tukey's post-hoc test is addressed (section 4.4.1). Discussion considers the suitability of each of these methods and establishes key requirements of the data. Methods employed in the analysis of qualitative data are then discussed (section 4.4.2). The value of thematic content analysis is established and suitability of the framework method addressed. The use of software packages, which support the management and analysis of primary and secondary data, is then documented (section 4.4.3). Here the role and value of IBM SPSS and Nvivo, in facilitating data analysis, is explored before a succinct summary of the methodology chapter is provided (section 4.5).

## 4.1 Methodological approach and research design

The complexity of image measurement is well documented throughout the literature (Guthrie and Gale, 1991; Echtner and Ritchie, 1993; Jenkins, 1999; Echtner and Ritchie, 2003), where a wide range of methodological approaches, employed to measure destination image, are identifiable (Pike, 2002). The nature of tourism destination image makes any approach to its measurement methodologically challenging (Carmichael, 1992) as, when measuring image, researchers face difficulties in capturing the all-inclusive nature of the phenomenon. It has been noted that “destination images are holistic representations of a place and in attempting to measure them, researchers are compelled to look at the parts or attributes singularly” (Jenkins, 1999, p. 5). Consequently, destination image is more commonly conceptualised in terms of lists of attributes and not in terms of holistic impressions (Echtner and Ritchie, 2003). Studies tend to focus on physical or functional characteristics of image (Jenkins, 1999) and few have attempted to include the less tangible elements (Echtner and Ritchie, 1991). Difficulty in measuring image, and indeed, in creating a universally accepted method for doing so, not only stems from the holistic nature of image, but also in the tri-dimensionality of image studies. Three dimensions are present in destination image research. It has been suggested that destination image studies identify the tourist perception, explore the perception in relation to the destination and frame the research within an individual context (Mazanec, 1994b). This context, or third dimension, considers the subjects’ perceptions with respect to explicit attributes or characteristics. The recognised complexity in measuring perceptions, pertaining to a destination (Guthrie and Gale, 1991), adds to the difficulty selecting an appropriate methodology to measure destination image. Given the difficulty in measuring image it was necessary to review methodological approaches employed within existing studies.

Although a number of papers have reviewed literature pertaining to destination image, three key papers stand out in their extensive discussion of destination image literature (Gallarza *et al.*, 2002; Echtner and Ritchie, 2003; Pike, 2004). These papers identify common attributes used in tourism destination image studies (Gallarza *et al.*, 2002; Echtner and Ritchie, 2003), consider the sample that data are collected from and the context in which the study is located (Gallarza *et al.*, 2002; Pike, 2002), and also comment upon the number of variables tested (Pike, 2002). Most notably however they identify the methodological approaches adopted in measuring destination image. Although the reviews conducted by Echtner and Ritchie (2003), Pike (2002) and Gallarza *et al.* (2002) are extensive and particularly useful in assessing the breadth of methodological approaches apparent in the literature, a discussion of more recent approaches is necessary.

Data collection and analysis methods employed in a number of destination image studies, published since the reviews of Echtner and Ritchie (2003), Pike (2002) and Gallarza *et al.* (2002), have been collated and details of such research are presented in Tables 4.1, 4.2 and 4.3. Studies employing a quantitative methodology are documented in Table 4.1, while those with a qualitative methodology are detailed in Table 4.2. Finally, Table 4.3 presents those studies adopting a mixed methods approach.

Data collection methods	Analysis	Author(s)
Self- administered questionnaire with structured and unstructured questions	ANOVA	Baloglu and Mangaloglu (2001)
Self- administered questionnaire with structured questions	MANOVA	Baloglu (2001)
Face-to-face questionnaire with structured questions	Structural equation modelling Path analysis	Bigné <i>et al.</i> (2001)
Mail questionnaire with structured questions	Factor analysis K-Means	Leisen (2001)
Self- administered questionnaire with structured questions	Factor analysis Multiple regression analysis	Sönmez and Sirakaya (2002)
Self- administered questionnaire with structured questions	Principal component analysis	Kim and Richardson (2003)
Face-to-face questionnaire with structured questions	Factor analysis	Beerli and Martín (2004)
Self- administered questionnaire with structured questions	Confirmatory factor analysis	Lee <i>et al.</i> (2005)
Face-to-face questionnaire with structured questions	Measurement model analysis	Nadeau <i>et al.</i> (2008)
Face-to-face questionnaire with structured questions	Path analysis	Castro, Armario and Ruiz (2007)
Face-to-face questionnaire with structured questions	Confirmatory factor analysis Structural equation modelling	Bigné <i>et al.</i> (2009)
Self- administered questionnaire with structured questions	Principal component analysis	Yilmaz <i>et al.</i> (2009)
Face-to-face questionnaire with structured questions	Kruskall-Wallis Mann Whitney U	Kastenholz (2010)
Self- administered questionnaire with structured questions	Factor analysis Regression analysis	Phau <i>et al.</i> (2010)
Self- administered questionnaire with structured questions	<i>t</i> -test <i>f</i> -test	Phillips and Jang (2010)
Self- administered questionnaire with structured questions	Exploratory factor analysis Confirmatory factor analysis Path analysis	Wang and Hsu (2010)
Self- administered questionnaire with structured questions	Factor analysis Hierarchal multiple regression analysis	Kim <i>et al.</i> (2012)
Self- administered questionnaire with structured questions and images	Implicit association test <i>t</i> -test	Yang <i>et al.</i> (2012)
Face-to-face questionnaire with structured questions	Exploratory factor analysis Confirmatory factor analysis Structural equation modelling	Chen and Phou (2013)
Self- administered questionnaire with structured questions	Structural equation analysis Confirmatory factor analysis	Tavitiyaman and Qu (2013)
Self- administered questionnaire with structured questions	Confirmatory factor analysis Structural equation modelling	Veasna, Wu and Huang (2013)
Self- administered	Principal Component Analysis	Huang, Chen and Lin (2013)



Data collection methods	Analysis	Author(s)
questionnaire with structured questions	Multiple Regression Analysis	
Self-administered questionnaire with structured questions	Structural Equation Modelling Cluster Analysis Path Analysis	Assaker and Hallak (2013)
Self-administered questionnaire with structured questions	Exploratory Factor Analysis Confirmatory Factor Analysis Structural Equation Modelling	Papadimitriou <i>et al.</i> (2013)
Self-administered questionnaire with structured questions	Confirmatory Factor Analysis Structural Equation Modelling	Cheng and Lu (2013)
Self-administered questionnaire with structured questions and a second face-to-face-questionnaire with unstructured questions.	Structural Equation Modelling	Agapito <i>et al.</i> (2013)
Self-administered questionnaire with structured questions	Confirmatory Factor Analysis Structural Equation Modelling	Tavitiyaman and Qu (2013)
Self-administered questionnaire with structured questions	Exploratory Factor Analysis Reliability Analysis Structural Equation Modelling	Assaker (2014)
Experiment with pre and post testing structured questionnaires	t-tests	Tessitore, Pandelaere and Van Kerckhove (2014)
Self-administered questionnaire with structured questions	Structural Equation Modelling	Chew and Jahari (2014)
Self-administered questionnaire with structured questions	Factor Analysis Multiple Correlation Analysis	Lim and Weaver (2014)
Self-administered questionnaire with structured questions	Exploratory Factor Analysis Confirmatory Factor Analysis	Gilboa, Jaffe, Vianelli, Pastore and Herstein (2015)
Self-administered questionnaire with structured questions	Structural Equation Modelling	Hallmann <i>et al.</i> (2015)
Self-administered questionnaire with structured questions (2 stages)	Principal Component Analysis Confirmatory Factor Analysis	King <i>et al.</i> (2015)
Self-administered questionnaire with structured questions	Exploratory Factor Analysis	Kim and Park (2015)
Experiment with pre and post testing structured questionnaires	ANCOVA	Rodríguez-Molina, Frías-Jamilena and Castañeda-García (2015)

Table 4.1 Quantitative approaches in destination image research 2000-2016

Traditionally, quantitative methodologies have been employed to measure destination image where a combination of Likert- scales, semantic differential-scales and multi-dimensional scales have been utilised (Gartner and Hunt, 1987; Baloglu and Brinberg, 1997). The popularity of quantitative methods is still evident (as documented in Table 4.1) where the rating of destination attributes is a common methodological approach in the measurement of image (Sönmez and Sirakaya, 2002; Lin *et al.*, 2007; Chen and Phou, 2013; Chew and Jahari, 2014; Gilboa *et al.*, 2015; Kim and Park, 2015). Although effective, in facilitating data analysis, there are many limitations to a purely quantitative approach as structured methodologies are attribute focused and fail to identify intangible impressions of place (Jenkins, 1999; Echtner and Ritchie, 2003). Table 4.2 demonstrates that, by comparison, very few studies choose to adopt a purely qualitative approach despite Reilly (1990) having previously suggested a free elicitation method for assessing tourism destination image. Recent qualitative studies have however collected rich data from less conventional sources including travel blogs (Law and Cheung, 2010; Sun *et al.*, 2015), destination review websites (Kladou and Mavragani, 2015) and visitor employed photography (MacKay and Couldwell, 2004).

Data collection methods	Analysis	Author(s)
Visitor employed photography	Content Analysis	MacKay and Couldwell (2004)
Interviews	Thematic Analysis Artificial Neutral Network	Ryan and Cave (2005)
Self- administered questionnaire with unstructured questions	Content Analysis	Govers <i>et al.</i> (2007a)
Travel blogs	Content Analysis	Law and Cheung (2010)
Trip Advisor	Content Analysis	Kladou and Mavragani (2015)
Travel blogs and online communities	Content Analysis Correspondence Analysis	Költringer and Dickinger (2015)
Travel blogs	Content Analysis	Sun <i>et al.</i> (2015)

Table 4.2 Qualitative approaches in destination image research 2000-2016

Within this body of literature studies that employ a mixed method approach to their data collection and analysis are also identifiable. A number of these studies adopt a largely structured approach but also include unstructured questions, using Reilly's (1990) free elicitation method, in order to measure more holistic aspects of image (Tapachai and

Waryszak, 2000; O’Leary and Deegan, 2003). This review revealed that qualitative techniques are often used to inform the design of quantitative survey instruments. Focus groups and interviews have been utilised within many studies to validate the image variables utilised in otherwise structured methodologies (Rezende-Parker *et al.*, 2003; Bonn *et al.*, 2005; Prayag, 2012). There are however many studies identifiable within Table 4.3 that have integrated qualitative and quantitative techniques to provide a truly mixed approach to measuring image, through their data collection, data analysis or both (Son, 2005; Yüksel and Akgül, 2007; Chen *et al.*, 2013; Syed-Ahmad *et al.*, 2013; Kim and Stepchenkova, 2015; Smith *et al.*, 2015).

Data collection methods	Analysis	Author(s)
Self-administered questionnaire with structured and unstructured questions	Content Analysis Frequency Analysis	Tapachai and Waryszak (2000)
Secondary data search and self-administered questionnaire	Content Analysis	O’Leary and Deegan (2003)
Secondary data collection, focus groups and self-completion questionnaire with structured and un-structured question	Content Analysis Factor Analysis Principal Component Analysis K-means ANOVA	Rezende-Parker <i>et al.</i> (2003)
Panel interviews, focus groups, and face-to-face questionnaire with structured and unstructured questions	Principal Component Factor Analysis ANOVA	Bonn <i>et al.</i> (2005)
Secondary data search and self-administered questionnaire	Content Analysis Importance Performance Analysis	O’Leary and Deegan (2005)
Mail administered questionnaire with structured and unstructured questions and sketch map	Descriptive Content Analysis	Son (2005)
Secondary data	Content Analysis Artificial Neural Network <i>t</i> -tests Factor Analysis	Stepchenkova and Morrison (2006)
Self-administered questionnaire using photographs	Multiple regression analysis <i>t</i> -Test	Yüksel and Akgül (2007)
Focus group, in depth interviews and face-to-face questionnaire	Subjective interpretation Exploratory Factor Analysis Confirmatory Factor Analysis ANOVA	San Martín and Rodríguez del Bosque (2008)

Self-administered questionnaire with structured and unstructured questions	Content Analysis Principal Component Analysis	Stepchenkova and Morrison (2008)
In-depth interviews and self-administered questionnaire with structured and unstructured questions	Exploratory Factor Analysis Confirmatory Factor Analysis Structural Equation Modelling	Prayag (2009)
Self-administered questionnaire with structured and unstructured questions	Market Basket Analysis Content Analysis	Pan (2011)
In-depth interviews and self-administered questionnaire with structured questions	Exploratory Factor Analysis Principal Component Analysis Confirmatory Factor Analysis	Ramkissoon <i>et al.</i> (2011)
In-depth interviews and self-administered questionnaire with structured questions	Cluster Analysis ANOVA	Prayag (2012)
In-depth interviews and self-administered questionnaire with structured questions	Confirmatory Factor Analysis Structural Equation Modelling	Prayag and Ryan (2012)
Visitor employed photography	<i>t</i> -tests Kruskall-Wallis	Syed-Ahmad <i>et al.</i> (2013)
Focus groups and self-administered questionnaire with structured questions	Frequency Analysis Exploratory Factor Analysis Principal Component Analysis	Chen <i>et al.</i> (2013)
Travel magazines	Content analysis Chi-square	Hsu and Song (2013)
Secondary data search and self-administered questionnaire with structured questions	Content Analysis Regression Analysis	Kim and Stepchenkova (2015)
Photo elicitation and self-administered questionnaire with structured questions	Pattern Analysis Content Analysis	Smith <i>et al.</i> (2015)

Table 4.3 Mixed method approaches in destination image research 2000-2016

In addition to reviewing tried and tested approaches within the literature, it was also important to review those papers that propose or critique methodological frameworks for destination image measurement (Echtner and Ritchie, 1991; Echtner and Ritchie, 1993; Formica, 2002; Deslandes *et al.*, 2006; Govers *et al.*, 2007b; Byon and Zhang, 2010). Of these papers, Echtner and Ritchie's (1993) paper 'the measurement of destination image: an empirical assessment' is the most notable. Echtner and Ritchie (1993) proposed an alternative to the traditional quantitative rating scales, through the creation of a framework that

considers three dimensions of destination image - attribute-holistic, functional-psychological and common-unique- considering both tangible and intangible aspects of the destination. Their framework has been widely accepted among researchers, evident by its extensive use within destination image studies (O'Leary and Deegan, 2003; Ryan and Cave, 2005; Stepchenkova and Morrison, 2008). Traditionally, structured quantitative approaches have dominated destination image studies (Pike, 2002), however there are several authors who strongly advocate a mixed methods approach for image research (Echtner and Ritchie, 1993; Selby and Morgan, 1996; Jenkins, 1999).

It has been recognised that, in designing an appropriate methodology, there is often a degree of trade-off between the application of structured and unstructured survey techniques (Selby and Morgan, 1996). Due to the limitations of each of these methods, the most useful data in place image studies is achieved through a combination of techniques (Selby and Morgan, 1996). Consequently, this study will be adopting a mixed method approach, combining both structured and unstructured techniques as illustrated in Figure 4.1.

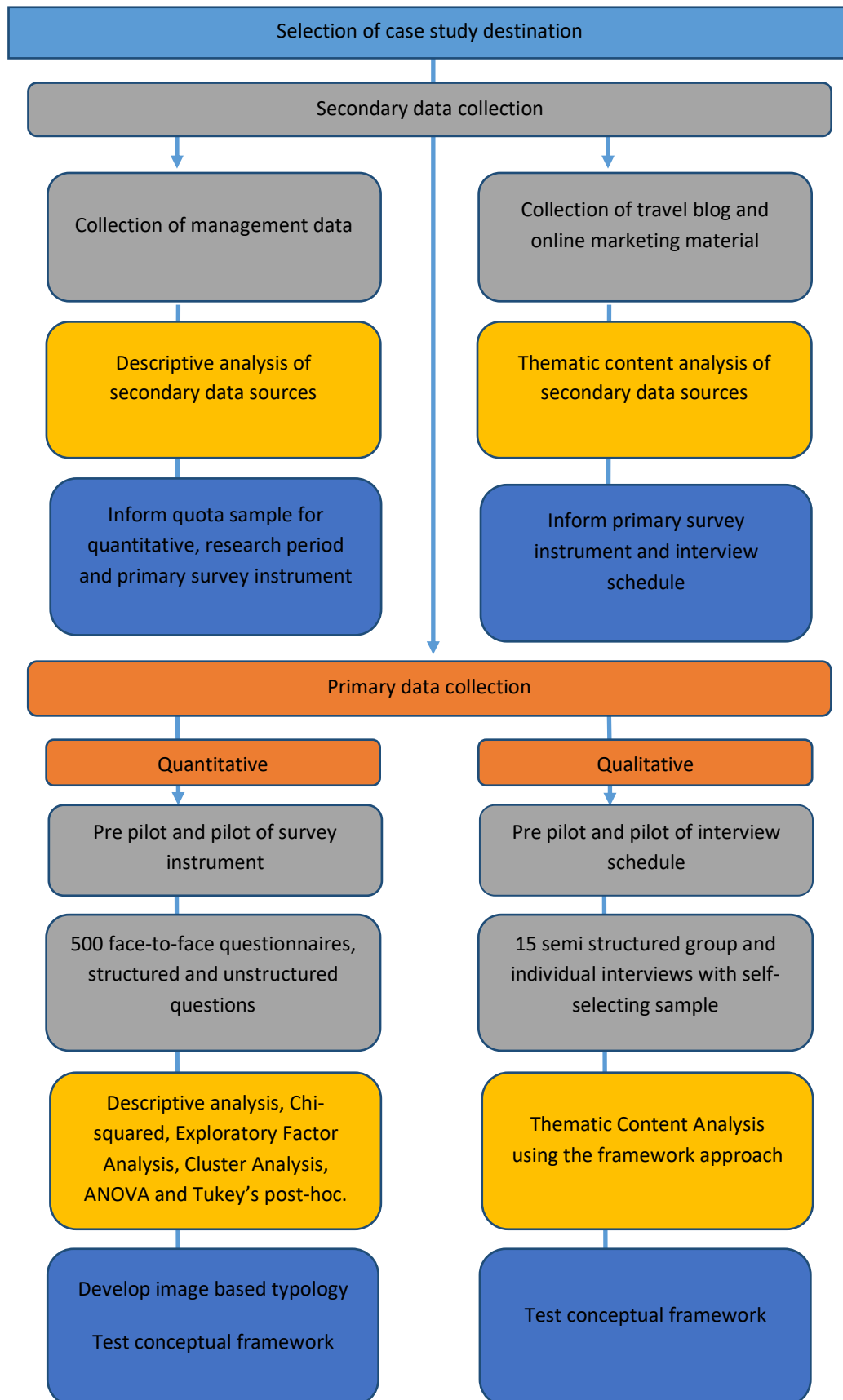


Figure 4.1 Research Design

#### 4.1.1 Research philosophy

It is recognised that the paradigm, or worldview, adopted in research not only guides the assumptions of reality, truth and knowledge but also determines the research methods employed within a study (Masadeh, 2012). Historically two major philosophical perspectives have been adopted in research, positivism and phenomenology (Creswell, Plano Clark, Gutmann and Hanson, 2003; Feilzer, 2010; Masadeh, 2012). These perspectives are, however, fundamentally opposed. Positivism, as a paradigm, “defines knowledge in terms of empirically verifiable observation” (Masadeh, 2012, p. 129) while phenomenology identifies that knowledge is “constructed, subjective and social in nature” (Masadeh, 2012, p. 129). These opposing philosophical perspectives call for different methodological approaches and research methods in order to address study aims (Azzopardi and Nash, 2014). As such, positivist research adopts a quantitative methodology and deductive approach, whereas phenomenology employs qualitative methods and an inductive approach (Creswell, 2014).

The dominance of the positivist paradigm in social science and tourism research has long been noted (Dann, Nash and Pearce, 1988; Walle, 1997; Tashakkori and Teddlie, 2010; Masadeh, 2012; Azzopardi and Nash, 2014), evidenced through the prevalence of quantitative methodologies, where research is undertaken by means of statistical investigation (Pansiri, 2005; Ballantyne, Packer and Axelsen, 2009). Ballantyne *et al.* (2009) highlighted the frequent use of quantitative methodologies in tourism research, identifying that, among a sample of research papers published between 1994 and 2004, the majority (59%) of papers reviewed used a quantitative approach in data collection. Furthermore, it was identified that 70% of papers examined had used some form statistical analysis (Ballantyne *et al.*, 2009), revealing the quantification of data in both mixed methods and qualitative studies. These findings are supported by a review of research published between 2000 and 2009 in *Tourism Management*, *Annals of Tourism Research*, and *Journal of Travel Research* (Dunn and Wickham, 2012). In this

review Dunn and Wickham (2012) identified 54% of research published during this time was quantitative. The use of quantitative methodologies, within destination image research, is also particularly significant. A review of papers, researching destination image, published between 1973 and 2000 identified that 80% of studies used structured methods to measure image (Pike, 2002).

Despite past dominance of positivism, in guiding tourism research, the value of a phenomenological approach is gaining recognition (Masadeh, 2012) where a subjective, or interpretive, perspective can add value to tourism research (Creswell *et al.*, 2003; Creswell and Plano Clark, 2011; Creswell, 2014). As qualitative inquiry in tourism research tends to be seen as a 'forbidden zone' (Jamal and Hollinshead, 2001) it has been argued that an holistic research approach combining both quantitative and qualitative methods may be more appropriate. The complementary nature of qualitative and quantitative methods has been identified, where, through the combination of methods, useful results, which offer new perspectives and deeper understanding of the phenomena, under investigation, can be obtained (Creswell, 2014). As such, the use of a mixed method approach has gained popularity in the social sciences and tourism research where a number of researchers argue the necessity of a mixed methods approach (Davies, 2003; Pansiri, 2006; Creswell and Tashakkori, 2007; Greene, 2007; Tashakkori and Creswell, 2007; Tashakkori, 2009; Teddlie and Tashakkori, 2009; Tashakkori and Teddlie, 2010).

Although there have been calls for a greater number of mixed methods studies there are issues in the conflicting perspectives of positivism and phenomenology where commentators, such as Feilzer (2010, p. 7), assert that a mixed research strategy "does not fall comfortably within one or the other worldview". This notion is also supported by Davies (2003), who recognised that purists consider the differences, in the belief systems of positivist and constructivists, to be too great. Despite this, the need for tourism researchers to work with conflicting philosophical perspectives, to realise the potential of combining quantitative and



qualitative methods, has been recognised (Davies, 2003; Pansiri, 2005; Pansiri, 2006; Heimtun, 2012). It has been noted that, as tourism research advances, researchers have begun to engage with competing philosophical perspectives (Heimtun, 2012). It has been observed that some destination image researchers condone the mixing of paradigms, in order to adopt both approaches (Lai and Li, 2012), yet it has long been argued that the mixing of paradigms is unable to improve validity of research (Fielding and Fielding, 1986). There has been much debate as to whether it is possible to combine quantitative and qualitative methods without violating philosophical principles (Morgan, 2007). Consequently, there have been calls for a new paradigm for mixed methods research in order to enhance the credibility of the methods used (Downward and Mearman, 2004).

Advocating the combination of opposing philosophical perspectives (Heimtun, 2012) pragmatism has risen, from this debate, as an alternative paradigm (Tashakkori and Teddlie, 1998; Pansiri, 2005; Morgan, 2007). Pragmatism is acknowledged to be the most suitable paradigm for justifying a mixed methods approach (Pansiri, 2006), thus, it is widely recognised as the foundation of mixed methods research (Tashakkori and Teddlie, 1998; Teddlie and Tashakkori, 2003; Heimtun, 2012; Azzopardi and Nash, 2014; Creswell, 2014). Pragmatism is able to provide a philosophical underpinning for mixed methods research and is, consequently, the paradigm employed within this research.

Pragmatism is an American philosophy (Blosch, 2001) founded by Holmes, James, Peirce, Wright and Mead in the early 1870s but is also linked to contemporary theorists including Quine, Rorty and Davidson (Murphy and Rorty, 1990; Laughlin, 1995; Tashakkori and Teddlie, 1998; Creswell, 2003). The association of pragmatism with mixed methods research has increased awareness of this philosophy (Morgan, 2014). A renewed interest in pragmatist philosophy has been observed among social scientists (Rosiek, 2013) as pragmatism has the capability to draw on a number of different paradigms (Maxcy, 2003) and resolve issues in mixed method research (Morgan, 2014). This provides particular benefit for tourism research

which has, in the past, lacked philosophical cohesion due to its interdisciplinary nature (Masadeh, 2012).

In a pragmatic approach knowledge and reality are based on socially constructed beliefs and habits and “there is no problem with asserting both that there is a single “real world” and all that individuals have their own unique interpretations of that world” (Morgan, 2007, p. 72). From a pragmatist perspective “truth is what works at the time” (Creswell, 2003, p. 12) and knowledge arises from actions, situations and consequences, not antecedent conditions (Creswell, 2014). As a philosophical perspective, pragmatism “rejects the forced choice between positivism and interpretivism with regard to methods, logic and epistemology” (Pansiri, 2005, p. 198). Pragmatism recognises that both positivism and interpretivism are useful perspectives (Johnson and Onwuegbuzie, 2004). As such, pragmatists can draw from both positivist and phenomenologist paradigms rather than committing to any one system of philosophy (Creswell, 2003; Creswell, 2014). It has been recognised that pragmatism is able to bridge the gap between objective and subjective philosophical orientations, where, as a philosophy, pragmatism does not recognise the incompatibility of these approaches (Johnson and Onwuegbuzie, 2004) placing emphasis instead on what works (Maxcy, 2003).

Pragmatism differentiates itself from the two main streams of philosophy, positivism and phenomenology, by placing emphasis upon, and prioritising, the research question (Maxcy, 2003). Pragmatism permits the strengths of two approaches to be implemented in research strategies, drawing upon the tools best suited to the job at hand (Maxcy, 2003; Masadeh, 2012; Ritchie, Lewis, Nicholls and Ormston, 2014). A pragmatic approach considers the research question to be of greater importance than the methods adopted or the paradigm that underpins them (Teddlie and Tashakkori, 2003) as such “the mandate of science is not to find truth or reality, the existence of which are perpetually in dispute, but to facilitate human problem solving” (Powell, 2001, p. 884). The suitability of pragmatism, as a philosophical underpinning for mixed method research, stems from its prioritisation of the research

question over both methods used and the paradigm that supports it (Tashakkori and Teddlie, 2010; Masadeh, 2012).

In emphasising the choice of methods depending on the context, pragmatism is particularly applicable to the measurement of image facilitating the application of the most appropriate research design. As difficulties have been identified in the measurement of image it is imperative that the research approach employed is that which is most applicable to meet research aims. This approach is of particular value in image studies, where the difficulty in measuring image using a solely structured (Jenkins, 1999), or unstructured (Stepchenkova and Li, 2014) approach has been observed. As such, it is unsurprising that pragmatism has been adopted as a worldview in previous destination image research. Bregoli (2013) and Sun *et al.* (2015), for instance, employed pragmatic perspectives in order to mix both qualitative and quantitative data and solve the problems met in the measurement of image. Within this study there is a clear need to employ a mixed method research design in order to address the research question.

There is a strong justification for a pragmatic underpinning to this study due to the nature of both tourism and image research. In order to test the conceptual framework (outlined in Chapter 3) both qualitative and quantitative data are required. A pragmatic approach places focus on the research question facilitating a flexible methodological approach, and providing an alternative to the traditional dichotomy of quantitative or qualitative methods. General images can be ranked, rated, assessed and quantified through objective and structured methods, yet, to attain a deep understanding as to the unique and individual images held of the destination a subjective approach is required. As this research has practical implications for the marketing of island destinations, the most pertinent factor in method choice, both in terms of data collection and data analysis, is utilising a combination of methods that provide the best understanding of the research problem, rather than fitting into the parameters of a particular philosophy.

The mixing of paradigms is common in mixed method research but, in this instance, has been deemed unsuitable. Mixing of paradigms may occur in mixed methods research when two stages of data collection are taking place independently and the data is analysed separately. In this scenario different paradigms of inquiry will be utilised for each part of the research (Creswell and Plano Clark, 2011). However, in this research, a convergent design is adopted where the two elements of data are collected simultaneously and the results are drawn together during the interpretation stage. To draw from multiple paradigms raises questions to the validity of the research. While a singular reality is sought in terms of proving hypotheses during the deductive research, the incompatibility of a positivist perspective is evident as multiple realities are to be built within the inductive research. Likewise, a phenomenological perspective wouldn't support the measurement of image through a deductive approach. Another alternative often employed in mixed method research is a post-positivist philosophy yet the requirement of objectivity, within this paradigm, is again incompatible with an interpretative approach. As typology development and verification of hypotheses require objectivity and statistical analysis of variance, yet the exploration of relationships between memory, nostalgia and place image require the social construction of knowledge, it is evident that a pragmatic perspective is the most suitable to underpin this study.

#### 4.1.2 Case study approach

This research adopted a case study approach to research design, using the Isles of Scilly as the case. This research was carried out in the context of one British island destination due to the seasonal variation in their product offer. All archipelagos and independent islands within the British Isles were initially considered as the case study, assessed in relation to their suitability for this research. Islands within archipelagos were, however, assessed collectively due to the

inability to separate a shared image. In order to select the case study a list of requirements was established (Table 4.4).

The first requirement was for the case study location to have a significant tourism industry. This was assessed based on the existence of an official DMO that was solely responsible for promoting the island destination. Where no DMO was evident the islands were deemed unsuitable. It has been argued, within island studies literature, that the existence of fixed links to the land reduce sense of place (Baldacchino, 2004; Baldacchino, 2007). Thus, it was important that the case study location was separated by water. This research was conducted in the context of small islands, as population and area have both been used as a measure of size (Briguglio, 1995) these metrics were detailed for individual British islands and archipelagos. Hay (2006) has noted, however, that what constitutes a small island is particularly contested and, while some of the larger archipelagos covered a significant area, smaller islands still contribute to their formation. As such, the existence of a significant local population was deemed to be of more use, in assessing the suitability of the potential case study locations, as opposed to size. The island locations that were considered suitable, after this assessment, are highlighted in Table 4.4.

Archipelago or Island	Official DMO	Fixed link/tidal access	Area Km <sup>2</sup>	Area less than 200km	Population size	Significant population	Suitable
Achill Island	Yes	Yes	148	No	2,620	Yes	No
Anglesey	Yes	Yes	714	No	69,000	Yes	No
Aran Islands	No	No	48	Yes	1,300	Yes	No
Calf of Man	No	No	2	Yes	2	No	No
Canvey Island	No	Yes	19	Yes	37,479	Yes	No
Channel Islands	Yes	No	198	Yes	168,000	Yes	Yes
Foulness Island	No	Yes	26	Yes	212	No	No
Gorumna	No	No	24	Yes	1,010	Yes	No
Great Cumbrae	No	No	12	Yes	1,434	Yes	No
Hayling Island	No	Yes	27	Yes	16,887	Yes	No
Inner Hebrides	Yes	No	4130	No	18,948	Yes	Yes
Isle of Arran	Yes	No	432	No	5,045	Yes	Yes
Isle of Bute	Yes	No	122	Yes	7,228	Yes	Yes
Isle of Man	Yes	No	572	No	80,056	Yes	Yes
Isle of Sheppey	No	Yes	94	Yes	37,852	Yes	No
Isle of Wight	Yes	No	381	No	132,731	Yes	Yes
Isles of Scilly	Yes	No	16	Yes	2,200	Yes	Yes
Lundy	No	No	4	Yes	28	No	No
Mersea	No	Yes	18	Yes	7,182	Yes	No
Outer Hebrides	Yes	No	3070	No	27,400	Yes	Yes
Orkney Islands	Yes	No	990	No	21,349	Yes	Yes
Portsea	No	Yes	24	Yes	147,088	Yes	No
Shetland Islands	Yes	No	1466	No	23,210	Yes	Yes
Thorney	No	No	2	Yes	1,079	Yes	No
Walney	No	Yes	13	Yes	11,388	Yes	No

Table 4.4 Requirements for case study selection

A search of existing academic research, relating to the tourism industry of suitable islands and archipelagos, was then conducted (Table 4.5). From this review it was established that a significant body of research has been conducted in relation to the Channel Islands, the Inner and Outer Hebrides, the Isle of Arran and the Shetland Isles. Thus, the Isle of Bute, Isle of Man, Isle of Wight, Isles of Scilly and the Orkney Islands were remaining. Image studies has not been conducted for any of the remaining locations. While the Isle of Bute and the Isles of Scilly both have a paucity of research, it was clear that research pertaining to the Isles of Scilly was markedly dated, with only one paper published since 2000. As the Isles of Scilly has a designated DMO responsible for tourism marketing, has no fixed link connecting the

archipelago to Cornwall and is small in area but home to a significant local population, they met the requirements of a case study location.

Island/Archipelago	Author	Research Title
Channel Islands	Romeril (1985)	
	Cooper (1995)	Strategic planning for sustainable tourism: The case of the offshore islands of the UK
	Stabler and Goodall (1997)	Environmental awareness, action and performance in the Guernsey hospitality sector
	Christensen and Hampton (2005)	Exploring the relationship between tourism and offshore finance in small island economies: lessons from Jersey
	Hampton and Christensen (2007)	Competing industries in islands a new tourism approach
	Carr (2010)	Shining a light on dark tourism: German bunkers in the British Channel Islands
	Johnson (2016)	A tale of two Guernsey's: tourism branding and island hopping in an archipelagic context
Inner Hebrides	Warburton (1999)	Marine wildlife tourism and whale-watching on the Island of Mull, West Scotland.
	Jolliffe and Smith (2001)	Heritage, tourism and museums: the case of the North Atlantic islands of Skye, Scotland and Prince Edward Island, Canada
	Parsons (2003)	Seal management in Scotland: tourist perceptions and the possible impacts on the Scottish tourism industry
	Parsons, Warburton, Woods-Ballard, Hughes and Johnston (2003a)	The value of conserving whales: the impacts of cetacean-related tourism on the economy of rural West Scotland
	Parsons, Warburton, Woods-Ballard, Hughes, Johnston, Bates and Lück (2003b)	Whale-watching tourists in West Scotland
	Woods-Ballard, Parsons, Hughes, Velandar, Ladle and Warburton (2003)	The sustainability of whale-watching in Scotland
	Connell (2005a)	Toddlers, tourism and tobermory: destination marketing issues and television-induced tourism
	Connell (2005b)	What's the story in <i>Balamory</i> ?': the impacts of a children's TV programme on small tourism enterprises on the Isle of Mull, Scotland
	Rawles and Parsons (2005)	Environmental motivations of whale watching tourists in Scotland
	Everett (2008)	Beyond the visual gaze: the pursuit of an embodied experience through food tourism
	Nimmo, Cappell, Huntington and Grant (2011)	Does fish farming impact on tourism in Scotland?

Isle of Arran	Kerr, Barron and Wood (2001)	Politics policy and regional tourism administration
	Boyne, Williams and Hall (2002a)	Innovation in rural tourism and regional development: tourism and food production on the Isle of Arran
	Boyne, Williams and Hall (2002b)	On the trail of regional success: tourism, food production and the Isle of Arran taste trail
	Hjalager and Richards (2003)	Tourism and gastronomy
	Boyne and Hall (2004)	Place promotion through food tourism: rural branding and the role of websites
	Page, Steele and Connell (2006)	Analysing the promotion of adventure tourism: a case study of Scotland
	Page <i>et al.</i> (2006)	Scoping the nature and extent of adventure tourism operations in Scotland: how safe are they?
	Everett (2012)	Production places or consumption spaces? The place-making agency of food tourism in Ireland and Scotland
Isle of Bute	Boyne, Hall and Gallagher (2000)	The fall and rise of peripherality: tourism and restructuring on Bute
	Graham and Russell (2001)	Inverclyde ferry services: a passenger segmentation analysis
	Birtwistle (2005)	Genealogy tourism
	Fladmark (2014)	Discovering the personality of a region: strategic interpretation in Scotland
Isle of Man	Cooper and Jackson (1989)	Destination life cycle: the Isle of Man case study
	Harrison (2002)	Culture, tourism and local community — the heritage identity of the Isle of Man
	Canavan (2012)	The extent and role of domestic tourism in a small island: the case of the Isle of Man
	Canavan (2013)	Send more tourists! stakeholder perceptions of a tourism industry in late stage decline: the case of the Isle of Man
	Canavan (2014)	Sustainable tourism: development, decline and de-growth. Management issues from the Isle of Man
Isle of Wight	Hjalager (1998)	Environmental regulation of tourism: impact on business innovation
	Grant (2004)	Innovation in tourism planning processes: action learning to support a coalition of stakeholders for sustainability
	Clark, Southern and Beer (2007)	Rural governance, community empowerment and the new institutionalism: a case study of the Isle of Wight
	Grydehøj and Hayward (2011)	Autonomy initiatives and quintessential Englishness on the Isle of Wight
	Grydehøj and Hayward (2014)	Social and economic effects of spatial distribution in island communities: comparing the Isles of Scilly and Isle of Wight, UK
Isles of Scilly	Neate (1987)	The role of tourism in sustaining farm structures and communities on the Isles of Scilly.
	Williams <i>et al.</i> (1989)	Tourism in the Isles of Scilly: a study of small firms on small islands.
	Farr and Rogers (1994)	Tourism and the environment on the Isles of Scilly: conflict and complementarity
	Grydehøj and Hayward (2014)	Social and economic effects of spatial distribution in island communities: comparing the Isles of Scilly and Isle of Wight, UK



Outer Hebrides	MacLellan (1999)	An examination of wildlife tourism as a sustainable form of tourism development in North West Scotland
	Mackenzie (2001)	On the edge: 'community' and 'sustainability' on the Isle of Harris, Outer Hebrides
	Parsons <i>et al.</i> (2003a)	The value of conserving whales: the impacts of cetacean-related tourism on the economy of rural West Scotland
	Woods-Ballard <i>et al.</i> (2003)	The sustainability of whale-watching in Scotland
	Page <i>et al.</i> (2006)	Analysing the promotion of adventure tourism: a case study of Scotland
	Page <i>et al.</i> (2006)	Scoping the nature and extent of adventure tourism operations in Scotland: how safe are they?
	Nimmo <i>et al.</i> (2011)	Does fish farming impact on tourism in Scotland?
	Everett (2012)	Production places or consumption spaces? The place-making agency of food tourism in Ireland and Scotland
Orkney Islands	Gladstone and Morris (2000)	Farm accommodation and agricultural heritage in Orkney
	Page <i>et al.</i> (2006)	Analysing the promotion of adventure tourism: a case study of Scotland
	Basu (2007)	Highland homecomings: genealogy and heritage tourism in the Scottish diaspora
	Yeoman, Brass and McMahon-Beattie (2007)	Current issue in tourism: The authentic tourist
	Grydehøj (2008a)	Branding from above: generic cultural branding in Shetland and other Islands
Shetland Islands	Duffield and Long (1981)	Tourism in the highlands and islands of Scotland rewards and conflicts
	Butler and Fennell (1994)	The effects of North Sea oil development on the development of tourism: the case of the Shetland Isles
	Butler and Nelson (1994)	Evaluating environmental planning and management: the case of the Shetland Islands
	Butler, Briguglio and Harrison (1996)	Problems and possibilities of sustainable tourism: the case of the Shetland Islands
	Fennell (1996)	A tourist space-time budget in the Shetland Islands
	Page <i>et al.</i> (2006)	Scoping the nature and extent of adventure tourism operations in Scotland: how safe are they?
	Page <i>et al.</i> (2006)	Analysing the promotion of adventure tourism: a case study of Scotland
	Grydehøj (2008a)	Branding from above: generic cultural branding in Shetland and other Islands
	Leask and Rihova (2010)	Role of heritage tourism in the Shetland Islands
	Finkel (2010)	"Dancing around the ring of fire": social capital, tourism resistance, and gender dichotomies at up Helly Aa in Lerwick, Shetland
	Nimmo <i>et al.</i> (2011)	Does fish farming impact on tourism in Scotland?

Table 4.5. Past tourism research on suitable case study locations

A case study approach was deemed appropriate in this research as the case provided a suitable setting, within which, the conceptual framework (outlined in Chapter 2) could be explored. In using a case study, to this end, it is identifiable as an instrumental case (Stake, 1995) where the choice of destination is of secondary importance, as the case merely “plays a supportive role, facilitating our understanding of something else” (Baxter and Jack, 2008, p. 549). Beeton (2005) has noted the extensive use of case studies in tourism research, and the use of such an approach is particularly identifiable in image studies due to the unique nature of destination image (Jutla, 2000; Ateljevic and Doorne, 2002; Sönmez and Sirakaya, 2002; O’Leary and Deegan, 2003; Rezende-Parker *et al.*, 2003; Lee *et al.*, 2005; O’Leary and Deegan, 2005; Stepchenkova and Morrison, 2006; Stepchenkova and Morrison, 2008; Prayag, 2009; Law and Cheung, 2010; Phillips and Jang, 2010; Prayag, 2010; Lepp *et al.*, 2011; Prayag and Ryan, 2012; Huang *et al.*, 2013; Stepchenkova and Zhan, 2013; Tavitiyaman and Qu, 2013; Assaker, 2014; Kim and Park, 2015). In adopting a case study method this research aimed to investigate the unique images held by visitors to a specific destination, to establish whether variations occurred in this image and further determine whether different image types were identifiable.

A case study approach provides many benefits for tourism research but most significant, in the case of this research, is the ability to identify, study and understand interactions and relationships between a phenomenon and its context (Stake, 2000; Dubois and Gadde, 2002; Xiao and Smith, 2006; Creswell, 2014; Ritchie *et al.*, 2014). Such an approach allows the hypotheses, which form the conceptual framework, to be tested and permit the development of a typology. The use of case studies in facilitating theory building is well documented (Hartley, 1994), where “case studies provide unique means of developing theory by utilising in-depth insights of empirical phenomena and their contexts” (Dubois and Gadde, 2002, p. 555). Additionally, a case study approach facilitates the application of multiple methodologies (Beeton, 2005) and use of multiple data collection methods (Ritchie *et al.*, 2014), to the extent that it has been suggested that “a hallmark of case study research is the use of multiple data

sources” (Baxter and Jack, 2008, p. 554). Ritchie *et al.* (2014) concur, identifying that a key feature of the case study approach is the ability to identify and utilise a range of perspectives. Consequently, case studies offer flexibility, being suitable for both deductive and inductive paradigms of tourism research (Jennings 2001). Flexibility within the methodological approach allows the researcher to reach an “holistic understanding of the phenomenon being studied” (Baxter and Jack, 2008, p. 555) which is pivotal in studies concerning destination image.

Despite the prevalence of case studies, in tourism research, many authors have discussed the disadvantages of case study research (Campbell, 1975; Yin, 1981; Gummesson, 1991; Yin, 2009). Most criticism surrounding the case study approach refers to the inability to generalise findings as the research is situation specific (Weick, 1969; Yin, 1994).

Prior to the commencement of secondary and primary data collection informal elite interviews were held, with key stakeholders in the marketing of Isles of Scilly tourism, in order to establish the suitability of the Isles of Scilly as a case study destination and gain a greater understanding of tourism in the islands. Informal elite interviews were held during the summer of 2013 with the Head of the Islands Partnership, the Isles of Scilly DMO, the Isles of Scilly Council Economic Development Officer and the Head of marketing for Tresco Island. Informal elite interviews provided knowledge of current and past organisations and bodies responsible for managing and marketing tourism in the islands and insight was gained as to the current aim, direction and priorities of marketing activities, as well as the existing marketing strategy, for tourism in the Isles of Scilly. From the informal elite interviews the lack of existing market research pertaining to tourism in the islands became apparent. Past research included a self-completion visitor survey, conducted every two years since 2010, a transport survey that was in progress during the time of the interviews and a market research report, commissioned by the Isles of Scilly Council in 2006. The limited amount of research, conducted to date, increases the relevance and value of this study to the Isles of Scilly.

## 4.2 Secondary data collection

The initial stage of data collection involved a search of secondary data sources, which served a number of purposes in this study. First, passenger movement data were sourced in order to inform the parameters of the study. Second, collection and examination of secondary information sources was necessary to meet research objective two:

*“Undertake secondary data collection in order to identify the images currently used to promote the Isles of Scilly, and to compare these with images held by visitors to the islands”.*

As such, online promotional material, published by the DMO was examined in order to establish the promotional image of the Isles of Scilly and travel blogs were collated and analysed in order to identify the perceived image of the Isles of Scilly. All secondary material contributed to the development of survey instruments, used in primary data collection.

In order to identify appropriate secondary data sources a critical appraisal tool was developed (Table 4.6). Critical appraisal tools are intended to provide a list of questions that can be asked of a source in order to determine its validity, applicability and appropriateness (Glynn, 2006; Hannes, Lockwood and Pearson, 2010). The tool asked key questions the data sources in order to establish their suitability in informing this study.

Data source	Key requirements for secondary data sources
Management data	Are these data the most recent and accurate data available? Have these data been obtained through a reliable source?
DMO website content	Is this material from the official DMO? Does the material promote the islands rather than individual businesses? Does the material build a representation of the islands?
Travel Blogs	Does all blog content relate to a trip to the islands? Has all blog material been written within written recently (2013-2014)?

Table 4.6 Critical appraisal tool to assess the suitability of secondary data sources

Three forms of secondary data were accessed within this study: Management data (section 4.2.1), DMO website content (section 4.2.2), and finally online blog content (section 4.2.3). The use of secondary sources within this research is presented in Table 4.7. Each of these sources will be discussed in turn, in order to identify their purpose within the investigation, the rationale for their use and finally the advantages and disadvantages of each source. This discussion will act as an overview rather than an analysis of the findings.

Secondary Data	Use within investigation
Management data See Table 3.2	<ul style="list-style-type: none"> <li>• Set parameters for primary research:</li> <li>• Quotas for quantitative sample</li> <li>• Timeframe for investigation</li> <li>• Understand context of the tourism industry</li> </ul>
DMO website content See Table 6.2	<ul style="list-style-type: none"> <li>• Understand context of the tourism industry</li> <li>• Identify promoted image of the destination</li> <li>• Identify variables for primary research regarding product base, existing markets and destination image</li> </ul>
Travel blogs See Table 6.2	<ul style="list-style-type: none"> <li>• Understand context of the tourism industry</li> <li>• Identify perceived image of the destination</li> <li>• Identify variables for primary research regarding product base, existing markets and destination image</li> </ul>

Table 4.7 Use of secondary data

#### 4.2.1 Management data

Secondary data were considered to be important in setting the parameters for quantitative data collection and determining the quotas to be filled by quantitative questionnaires and the temporal length of the investigation (detailed in section 4.3.2). To set these parameters, it was necessary to consult tourism statistics; however, in gaining access to tourism data on a local level, difficulties were encountered. National tourism surveys either failed to recognise the islands (Tourism Insights, 2010; Visit England, 2012) or amalgamated the visitor data of Cornwall and the Isles of Scilly (Office for National Statistics, 2011). On both a regional (South

West Tourism Alliance, 2008) and local level (Wilcox, 2004; Blue Sail, 2011) only limited and dated statistics relating to the islands were identifiable. Agarwal (1997, p. 68) has noted that statistics documenting the volume of tourism are “particularly prone to problems of errors, omissions and oversights that are frequently incorporated within the data” and that was reflected here.

To implement these necessary parameters, management data, in the form of transport data were utilised (Council of the Isles of Scilly Economic Development Office, 2013; Phillips, 2013), discussion of which is provided in Chapter 3. Transport data were able to indicate the volume of people travelling to the islands throughout the year. This enabled monthly quotas, relative to visitor arrivals, to be established. Management data were also analysed to determine the months during which the tourist season operates and to, consequently, identify the timeframe of the study. Despite wide use, within the social sciences, there is controversy surrounding official statistics, largely due to inconsistent methodologies and their tendency to “reflect the assumptions and interests of particular dominant groups” (Henn, Weinstein and Foard, 2009, p. 125). As an alternative to estimated visitor numbers, management data were sourced (Table 4.8).

Secondary Data Source	Source
Airport Arrivals	Council of the Isles of Scilly (Council of the Isles of Scilly Economic Development Office, 2013)
Ferry Passengers	
Ferry Day Passengers	
Cruise Ship Arrivals	Duchy of Cornwall Senior Pilot (Phillips, 2013)
Cruise Ship Passengers	

Table 4.8 Secondary data sources

The use of management data provides the benefit of a more reliable picture as visitor movement data are collected as a normal part of business operations (Kamins, 1993) and, consequently, are less likely to be manipulated to meet the agenda of other interest groups. Despite the benefit of unbiased figures, data from such sources remains aggregated into either monthly or yearly visitor arrivals, limiting what can be achieved (Henn *et al.*, 2009). Regardless of the data source, difficulties in differentiating between tourists and local residents, imposed by the nature of arrivals data, were encountered. Additionally, restrictions were imposed in the use of confidential, unpublished material.

#### 4.2.2 DMO website content

The fourth secondary source, consulted within this investigation, was online promotional material in the form of DMO website content. Initially DMO website material (Table 4.9), was utilised to understand the context of tourism on the Isles of Scilly, however, deeper analysis was also undertaken. Through content analysis, written information, such as guidebooks and travel brochures, can be used to understand the images projected by a tourism destination (O'Leary and Deegan, 2005; Choi, Lehto and Morrison, 2007a). Consequently, direct tourism marketing material was analysed to ascertain the promoted image of the Isles of Scilly. Content analysis was applied to selected material from the DMO website in order to identify the broad range of images associated with the islands (analysis of which is documented in Chapter 5). In past studies content analysis has been used successfully to identify destination images from a range of online information sources (Choi *et al.*, 2007a). In addition to the promotional image, analysis of online marketing material was able to provide a broad understanding of the destinations target market and product base, essential to set variables within subsequent primary research. Perhaps the most significant benefit, in using online

material as a resource, is its availability within the public domain. As web based content is protected by copyright, there are considerations, however, in the use of online material.

Secondary Data Source	Source
www.visitislesofscilly.com	(Visit Isles of Scilly, 2015g)

Table 4.9 DMO website source

#### 4.2.3 Travel blogs

The final form of secondary data, collated within this study, was user generated content (UGC) in the form of travel blogs. Travel blogs are increasingly being considered as a new source of information in research (Schmallegger and Carson, 2008; Banyai and Glover, 2012) and have proven to be particularly valuable in destination image studies (Law and Cheung, 2010; Son, 2011; Çakmak and Isaac, 2012; Sun *et al.*, 2015). Table 4.10 identifies the range of blogs utilised within this study and the search terms employed in order to access the material.



Source	Google Search Terms	Blog title
Holiday Blog	<ul style="list-style-type: none"> <li>• Travel blog Isles of Scilly</li> <li>• Holiday blog Isles of Scilly</li> <li>• Food blog Isles of Scilly</li> </ul>	<i>Diane Heart-shaped: Phase 3 Scilly Isles</i> <i>Grows on you: isles of Scilly back there again</i> <i>Marks veg plot: Isles of Scilly</i> <i>Sally's chateau: Karma St Martins Isles of Scilly</i> <i>Greedy gourmet: Isles of Scilly</i> <i>Everyone loves a Scilly family</i> <i>The Pocahontas files: Where to eat in Isles of Scilly</i> <i>A lady in London: Isles of Scilly</i> <i>Luxlife blog: Isles of Scilly holiday destination</i> <i>Tresco Isles of Scilly honeymoon hideaway</i> <i>Sluttery travels hell bay hotel</i> <i>Hell Bay hotel Bryher Isles of Scilly</i> <i>An arty holiday on Isles of Scilly</i>
Photography Blogs	<ul style="list-style-type: none"> <li>• Travel blog Isles of Scilly</li> <li>• Food blog Isles of Scilly</li> <li>• Wildlife blog Isles of Scilly</li> </ul>	<i>Nordic pics blog: Isles of Scilly landscape photography</i> <i>Ed Marshall photo blog: The Isles of Scilly</i> <i>Rook Photo: Isles of Scilly</i>
Wildlife Blogs	<ul style="list-style-type: none"> <li>• Wordpress Isles of Scilly</li> <li>• Blogspot Isles of Scilly</li> <li>• Wildlife blog Isles of Scilly</li> <li>• Nature blog Isles of Scilly</li> </ul>	<i>Talk on the wild side: Scilly tales</i> <i>Zac's wildlife blog: Isles of Scilly summer holiday</i> <i>Sutton Bingham: Isles of Scilly 16 May</i> <i>Sophie eco Sussex: Scilly days</i> <i>Wild south UK: Photo special Isles of Scilly</i> <i>Stuarts wildlife diary: Isles of Scilly day trip September 15th</i> <i>Grahams birding blog</i>
Activity blogs	<ul style="list-style-type: none"> <li>• Wordpress Isles of Scilly</li> <li>• Blogspot Isles of Scilly</li> <li>• Sailing blog Isles of Scilly</li> </ul>	<i>Sailing yacht Amalia: Learning to fish and the Isles of Scilly</i> <i>Adventuress sailing: Isles of Scilly</i> <i>Maninalora: Sanchez sails to Scilly man still not</i> <i>Fighting for fishing: Scilly Isles</i>

Table 4.10 Travel blog sources

Blogs are considered to be a useful, accessible and authentic source of secondary data, as UGC facilitates the upload of unstructured and unmoderated content (Schmallegger and Carson, 2008). Notably Pan, MacLaurin and Crotts (2007) identified how, through travel blogs, tourists document a wide range of experiences, presenting kaleidoscopic perceptions of destinations, that cover all aspects of a trip from anticipation to overall impression. As such, collating travel blog material, pertaining to visits to the Isles of Scilly, provides allows the researcher to access

uncensored perceptions of the destination. Analysis of blogs was deemed suitable, for this study, as questions asked of blog data should focus on a particular concern, such as destination image (Carson, 2008). It has also been suggested that blog analysis has more effective results when searching for narrow destinations or a distinct market (Carson, 2008). This is particularly useful for island destinations as they have clear geographical boundaries, consequently, as an island destination, the Isles of Scilly can particularly benefit from travel blog research.

The collection and analysis of travel blog data will serve two purposes in this study. It is recognised that material found within blogs is able to demonstrate differences between tourists and destination marketing organisations' perceptions of place (Carson, 2008; Çakmak and Isaac, 2012). As such travel blogs will first be used to gain access to the perceived destination image, of visitors to the Isles of Scilly, so that comparison can be drawn between the promoted and perceived destination image. Travel blog content will then be drawn upon to inform the formation of image variables ensuring that the elements measured are representative of visitor perceptions.

Suggestions have been made that blogs are more representative, than other forms of qualitative data collection, of traveller attitudes towards a destination (Pan *et al.*, 2007), which particularly supports their use within destination marketing research. Anonymity of the blogger could provide more honest data where "anonymity of the online context means that bloggers may be relatively unselfconscious about what they write since they remain hidden from view" (Hookway, 2008, p. 96). Blogs not only provided access to more open and honest perceptions but also to a wider audience where multiple commentators have discussed the use of blogs in gaining access to different audiences. This notion, that analysing blogs allows researchers to assess images, perceptions and insights of markets that might otherwise be unavailable, is well documented (Carson, 2008; Schmallegger and Carson, 2008). Mann and Stewart (2000) also comment how, as with most online research strategies, blogs allow access to populations who may be at a social or geographical distance.

An additional benefit of blogs as a data source was the availability and quality of the organic material. Hookway (2008) identifies the potential of blogs to be a rich source of qualitative data. Furthermore, Hookway (2008) has argued that, in terms of research, blogs offer broader opportunities than those offered by the qualitative research diary. These opportunities are accessible to the researcher primarily due to the public availability of blogs, where, “the practice [of blogging] fundamentally involves placing private content in the public domain” (Hookway, 2008, p. 96). Blogs provide benefit to the researcher not only in terms of access but also in facilitating analysis. Liamputtong and Ezzy (2005, p. 232) comment that “blogs are naturalistic data in textual form, allowing for the creation of immediate text without the resource intensiveness of tape recorders and transcription”

Despite the aforementioned benefits of blogs as a data source, there are still limitations and considerations in their use. Although blogs are a form of naturally occurring text, rather than written for the purpose of research, they have been written for an implicit audience. This may, questionably, influence the validity of data that can be collected from blogs (Hookway, 2008). It must also be noted that data, unprovoked by a researcher is often treated with suspicion, where many researchers believe that to be authentic, research must be conducted in an interview environment (Silverman, 2001). Although this is in itself debateable, data collected within a constructed research environment, are able to address the research question in depth. As written material tends to be descriptive, the usable material found within blogs is often shallow (Carson, 2008); this may create limitations in the quality of the data, where the blogger fails to go beneath surface impressions. Furthermore, researchers may find difficulties in accessing blogs (Carson, 2008). Hookway (2008, p. 107) argues how “entering the blogosphere, with its endless maze of blogs and blog voices, can be a disorientating, time-consuming and overwhelming experience that only reluctantly yields relevant data” where there are often difficulties in identifying blogs relevant to research aims. Moreover, Carson

(2008, p. 117) identified how it was “not always easy to identify all the blog entries” as specific details needed to be entered within search criteria. Additionally, tourists who have published blog entries, referring to their holiday on the Isles of Scilly, are not necessarily representative of every tourist who visits the islands. It can be ascertained that “bloggers’ viewpoints may not be fully representative of the travelling public due to the very open nature of blog sites” (Choi *et al.*, 2007a, p. 128). Furthermore, it must be noted that “there has been no published research on what type of traveller is likely to author blogs, or what types of trips to what types of destinations are more likely to generate blog content” (Carson, 2008, p. 113).

It is also important to note that the use of online sources such as blogs presents a different array of ethical dilemmas including issues of privacy, copyright and ownership (Walther, 2002; Bowker and Tuffin, 2004; Hookway, 2008). It is firstly necessary to assess whether the content of a blog is public or private material. While some researchers will argue that owing to the public availability of blog content, consent from authors is unnecessary (Walther, 2002), others claim material has been written with “an expectation of privacy” (Hookway, 2008, p. 105) which should, consequently, be given (Elgesem, 2002). As “blogs are public not only in the sense of being publicly accessible...but also in how they are defined by users” (Hookway, 2008, p. 105) it is argued in this case that obtaining consent is superfluous. Copyright is integral to ethical issues surrounding the use of blogs as research data. As all online material is automatically copyrighted in the UK (UK Intellectual Property Office, 2013a), authors of online blogs have rights over the reproduction of their material. Limited use or ‘fair dealing’ of copyright material is, however, allowed for the purpose of non-commercial research (UK Intellectual Property Office, 2013b). Whether to preserve author anonymity or acknowledge blog ownership is, however, another ethical consideration (Hookway, 2008). In this research consent was not sought from travel blog owners, as limited content was to be reproduced. However, in line with the Plymouth University Research Ethics Policy (Plymouth University, 2015), the researcher will ensure confidentiality of the data in both the analysis and reporting of the research and anonymity of the blog owner.

### 4.3 Primary data collection

Primary data were the second form of data collected in this investigation. Primary data were pivotal in meeting the two research aims, outlined in Chapter 2, and fundamental in testing both the conceptual framework and the hypotheses underpinning the study. Particular consideration was paid to primary methods, where it was necessary to recognise the aforementioned difficulties in measuring image. As methods were selected following a pragmatic approach, techniques most appropriate to the investigation were employed. Consequently, a mixed methods approach was adopted, combining the use of a face-to-face questionnaire and semi structured interviews. Table 4.11 identifies the primary methods employed within this investigation, mapping them against the objectives, hypotheses and methods of analysis.

Objective	Hypotheses	Method employed	Analysis method
Objective 3: Identify the range of destination images held by visitors to the Isles of Scilly to develop an image-based typology.	H1	Face-to-face questionnaire	Factor analysis Cluster analysis Thematic content analysis
		Semi-structured interviews	Thematic content analysis Framework analysis
Objective 4: Evaluate the influence of destination image in determining visitor motivation, behaviour, evaluation and place attachment (as outlined in the conceptual framework).	H1-H5	Face-to-face questionnaire	Chi-square tests
		Semi structured interviews	Thematic content analysis Framework analysis

Table 4.11 Primary methods mapped against objectives, hypotheses and methods

This section discusses the use of mixed methods research focusing particularly on the advantages and disadvantages of combining qualitative and quantitative methods (Section 4.3.1). The suitability of mixed methods research in comparison to a purely qualitative or quantitative methodology is also considered. Details of quantitative (Section 4.3.2) and qualitative methods (Section 4.3.3) including development of the survey instrument, the sample, distribution and pilot studies are provided.

#### 4.3.1 Mixed methods research

Mixed methods research has developed rapidly, in recent years, emerging as an alternative research methodology (Johnson and Onwuegbuzie, 2004; Molina-Azorín and Font, 2016) that is capable of bridging the gap between quantitative and qualitative research (Onwuegbuzie and Leech, 2005). Mixed methods research has been defined by Onwuegbuzie and Leech (2005, p. 17) as “the class of research where the researcher mixes or combines quantitative and qualitative research techniques, methods, approaches, concepts or language into a single study”. Although there are many definitions of mixed methods, and several approaches that can be taken in terms of research design, mixed methods research involves the combination of at least one quantitative and one qualitative method (Tashakkori and Teddlie, 1998; Greene, 2007; Molina-Azorín and Font, 2016).

It has been suggested that “mixed methods research can incorporate the strengths of both methodologies” (Onwuegbuzie and Leech, 2005, p. 23), and Johnson and Turner (2003) argue that collecting multiple data through multiple methods can result in complementary strengths and non-corresponding weaknesses. This is particularly necessary in image research, where both functional and intangible elements need to be considered. Used together, qualitative and quantitative research have the ability to produce a more complete knowledge, able to

inform theory and practice (Johnson and Onwuegbuzie, 2004). Furthermore, it has been argued that, the combination of qualitative and quantitative methods has the ability to derive logical and practical conclusions from tourism research (Davies, 2003). Thus, it can be inferred that mixed methods are complementary to research which adopts a pragmatic stance, again suggesting its suitability for this study.

Despite the suitability of mixed methods in some instances, the need for such an approach can be questioned. It has been suggested that, due to the time implications and the diverse skill set required in mixing methods (Johnson and Onwuegbuzie, 2004), consideration should be given to the suitability of a mono-method design as a mixed methods approach is not necessarily superior (Molina-Azorín and Font, 2016). Due to the complex nature of image and the requirement to measure both the functional characteristics and holistic attributes (Echtner and Ritchie, 1991; Echtner and Ritchie, 1993; Jenkins, 1999) a mixed methods approach was considered essential for this research. While a structured quantitative approach was required in order to develop a typology created around the functional characteristics of image depth of understanding as to the holistic nature of image and most notably the relationship between memory, nostalgia and place image. It has been suggested that the added value of combining methods can justify a mixed methods approach (Molina-Azorín and Font, 2016) as mixed methods research can provide a greater understanding of phenomena (Creswell and Clark, 2007).

It is important to note that the flexibility of mixed methods research stems from the range of approaches that can be adopted (Tashakkori and Teddlie, 1998; Teddlie and Tashakkori, 2009; Tashakkori and Teddlie, 2010; Creswell and Plano Clark, 2011; Creswell, 2014). Mixed method research supports a range of approaches, where research can be designed to take place concurrently or sequentially, using a triangulation, nested or transformative strategy (Creswell, 2003). Researchers may also choose to prioritise either the quantitative, or qualitative element, or give each approach equal priority (Masadeh, 2012). The point at which the two

data sets are integrated is also determined by the research design, this can be either during the analysis or interpretation phases (Creswell *et al.*, 2003). Within this thesis a concurrent triangulation approach is adopted, as illustrated in Figure 4.2. This approach sees both the quantitative and qualitative data collected, and analysed independently, during the same stage of the research; the two methods are then brought together during the interpretation phase (Creswell, 2003).



Figure 4.2 Concurrent triangulation design

In this thesis a concurrent strategy was employed, whereby both the quantitative and qualitative data were collected simultaneously, rather than one set of data informing the collection of the next. A concurrent approach has been employed previously, in image (Bregoli, 2013) and tourism (Puhakka, Cottrell and Siikamäki, 2014) studies, as it allows the researcher to draw on the understanding gained from both forms of research during the interpretation phase. A triangulated design was also employed. Johnson and Onwuegbuzie (2004) suggest that the strengths of a mixed method approach lie in the ability of words to add meaning to numbers, while numbers can add precision to words. Consequently, when triangulating data, it is possible to use the quantitative data to validate the qualitative data, and the qualitative data to validate the quantitative data. Often in triangulation the priority of the data is equal (Creswell, 2003), in this instance, however, priority was given to the quantitative data. A quantitative dominant approach, symbolised as QUAN+ qual research (Johnson, Onwuegbuzie and Turner, 2007), employs quantitative methods for a larger proportion of all research carried out. A quantitative priority approach was most suitable for this research as, to fulfil the research aims, an image based typology was to be developed



which required the rating of image attributes using a structured and quantifiable approach. The two data sets were drawn together during the interpretation phase, used to validate, support, extend and add depth to research findings.

It has been recognised that mixed methods offer social science researchers a deeper understanding of the phenomena being investigated (Heimtun, 2012) as such, adopting a mixed method approach brings a number of benefits to this research. The key strengths of mixed methods research, harnessed in this study, are complementarity and expansion (Greene, 2007). Complementarity refers to the elaboration, illustration, enhancement and clarification of results from one method with the findings of another (Molina-Azorín and Font, 2016). Thus, it is particularly relevant where a triangulated research design is employed as one method is able to clarify the findings of the other. Expansion, on the other hand, refers to the ability to extend the breadth, scope and range of the investigation through the use of different methods for different research questions within a study (Greene, 2007). In an investigation of mixed methods in tourism research Molina-Azorín and Font (2016) identifies that the most common reason for using mixed methods was expansion. This is particularly applicable in this research, where the inclusion of qualitative methods has enabled the intangible relationships between experience, memory and nostalgia, to be better understood in relation to destination image and the final two hypotheses to be tested.

Having explored the advantages, limitations, uses and strategies of mixed method research it is clear that a multimethod approach is vital in conducting research pertaining to image. In employing a concurrent triangulation research design this study was able to utilise the strengths of both quantitative and qualitative research methods, in order to capture both the functional and holistic aspects of destination image.

#### 4.3.2 Quantitative research

The use of quantitative methods has long been popular within tourism research, as recognised by a number of commentators (Dann *et al.*, 1988; Walle, 1997; Tashakkori and Teddlie, 2010; Masadeh, 2012; Azzopardi and Nash, 2014). Walle (1997) suggests that tourism scholarship tends to favour quantitative and scientific methods, due to the rigour of these approaches. The perceived rigour of quantitative approaches lies first in their ability to reach a large number of respondents and second in their capacity to facilitate statistical analysis (O'Leary, 2004).

Quantitative methods are employed, in this study, in order to facilitate the development of an image based typology using factor analysis in combination with cluster analysis. For this to be achieved a significant volume of structured data was required, supporting the use of a quantitative survey instrument in this study. Quantitative methods are popular among image researchers due to their ability to collect structured information (Baloglu and Mangalolu, 2001; Bigné *et al.*, 2001; Leisen, 2001; Bigné *et al.*, 2009; King *et al.*, 2015). In such studies, image attributes are rated through the use of semantic scales which facilitate data coding and subsequent analysis. There are, however, a number of limitations in the use of quantitative methods where, to be statistically significant, representative and generalizable high numbers of responses are desired (O'Leary, 2004). Another criticism of quantitative methods, particularly in image studies are the limitations placed on the richness and depth in the data collected by the constraints of the survey instrument (Echtner and Ritchie, 1993; Echtner and Ritchie, 2003). Consequently, this research employs a face-to-face questionnaire which combines open and closed questions in order to gather structured and unstructured data.

### *Survey instrument*

A face-to-face questionnaire was deemed the most suitable method for this particular research and was used to gather data from visitors, to the Isles of Scilly, during the 2014 tourist season. The questionnaire enabled Hypotheses 1-4, outlined in Chapter 2, to be tested and also provided an effective way to collect the volume and type of data required to achieve Objective 4. Although more time intensive, a face-to-face approach offers a number of benefits to the interviewer including the ability to “establish a rapport, build trust, motivate respondents, clarify questions, read non-verbal cues and probe appropriately” (O'Leary, 2004, p. 154). As such, questioning respondents face-to-face allowed greater flexibility in the use of un-structured questions where the interviewer was able to clarify any misunderstanding or ask for more information if necessary. Due to the distribution of these questionnaires a greater number of unstructured and open questions were used as this allowed the eventual categories to come from the respondents, rather than being pre-defined by the researcher.

The questions and variables, included in the questionnaire, resulted from destination image literature, pre-pilot and pilot studies (Appendix A and B). As the questionnaire was completed face-to-face, particular consideration was given to the time required to complete the questionnaire, as such the initial survey instrument was reduced. The final version of the survey instrument (Appendix C), comprising of 26 questions took between five to ten minutes to complete. The questionnaire was divided into four sections which identified the respondents travel behaviour and motivations, destination image, evaluation and demographic characteristics.

The first section (Questions 1-11) identified the respondents travel behaviour and motivations utilising both structured and unstructured questions. A number of questions in this section aimed to identify the respondents travel history, where they were asked to identify how they first heard about the islands as a destination (Q1), whether they had previously visited (Q5), the number of times they had visited and the year of their first trip (Q6). Questions relating to

travel behaviours such as length of stay (Q2), choice of accommodation (Q3), and transport (Q4), who they were travelling with (Q7), the size of their group (Q8) and the activities that they had planned during their trip (Q11). Three point semantic scales were used in order to rate the importance of a range of factors in motivating the respondents visit to the Isles of Scilly (Q9). Motivational push factors included the desire to rest and relax, to get away from home, to spend time together or as a family, while motivational pull factors included the scenery and landscape, wildlife and nature and the quality of sea and beaches available at the destination. A free elicitation question was used to identify any other factors that had motivated the respondents trip (Q10). Ascertaining travel behaviour and motivation was important in testing the hypotheses, upon which the conceptual framework is built. Awareness of such attributes was also necessary to characterise the image groups derived from cluster analysis.

Section two ascertained the respondent's destination image (Questions 12-18). Question 12 provided the statistical base for the factor analysis where by 15 functional and intangible characteristics of the Isles of Scilly were ranked by respondents. While Likert-scales allowed respondents to rank image attributes (Q12), open questions asked respondent whether they thought the Isles of Scilly were a fashionable destination (Q13), to identify the images that came to mind when they thought of the Isles of Scilly (Q14), to describe a typical day (Q15) and identify the attributes that they felt differentiated the destination from other places they had visited (Q16). First time visitors were asked to identify whether the islands were as expected (Q17) and repeat visitors were asked whether their perceptions had changed (Q18).

As the value of attribute scales is still well recognised, despite the introduction of alternative methods to measure image (Govers *et al.*, 2007b), scale measures were utilised to make up the structured portion of the survey that would be used for factor analysis. Existing image studies were reviewed in order to identify crucial variables in the measurement of destination image (Baloglu and McCleary, 1999; O'Leary and Deegan, 2003; Beerli and Martín, 2004; O'Leary and

Deegan, 2005; Chen and Tsai, 2007). The variables frequently used to ascertain destination image within existing academic literature are documented in Table 4.12. Understanding, gained through secondary data analysis, was used in order to identify the variables most appropriate for the Isles of Scilly. The variables identified in Table 4.12 were rated as relevant or irrelevant for this study, based upon the islands tourism product. Justification as to why the variables were not relevant in this study is also provided.

Variables	Baloglu and McCleary (1999) Mediterranean	Beerli and Martin (2004) Lanzarote	Chen and Tsai (2007) Taiwan	O'Leary and Deegan (2003; 2005) Ireland	Relevance to the Isles of Scilly
<b>Environment</b>					
Unpolluted and unspoilt environment	X			X	Secondary data collection identified that all of the variables, relating to environment, commonly used in image studies, were relevant to the Isles of Scilly. In the final questionnaire image attributes were condensed into four variables which assessed: beautiful scenery and landscape, quality of beaches and seawater, unspoiled and unpolluted environment. Favourable climate also appeared under this theme.
Cleanliness/ litter free	X	X	X	X	
Cleanliness of beaches			X		
Great beaches	X	X	X		
Beautiful scenery	X				
Uniqueness of landscape			X		
Wealth and beauty of the landscape		X		X	
Variety of flora and fauna		X	X		
<b>Built infrastructure</b>					
Shopping facilities		X	X		Travel blogs identified that the Isles of Scilly was not a destination for shopping, thus this variable was not included
Services (restaurants/shops)				X	With regard to services, quality of food and drink and accommodation was included in the questionnaire.
Infrastructure	X	X	X		Analysis of the DMO website identified that built infrastructure is not considered to be part of the islands product base, as such these attributes were not rated.
Pretty towns				X	
Urbanisation				X	
Comfort of built environment			X		

Accessibility			X	X	Travel blog analysis evidenced the prevalence of travel themes, thus accessibility of the islands, including transport, was rated by respondents.
Internal transport			X		
Travel information			X		
Parking facilities			X		No cars can be taken to the Isles of Scilly, thus this attribute was irrelevant.
Signs and indicators			X		Signage is minimal in the Isles of Scilly; thus this attribute was not included
Variables	Baloglu and McCleary (1999) Mediterranean	Beerli and Martin (2004) Lanzarote	Chen and Tsai (2007) Taiwan	O'Leary and Deegan (2003; 2005) Ireland	Relevance to the Isles of Scilly
Accommodation					
Suitable accommodations	X				Accommodation was a topic frequently discussed in the travel blogs and was considered to be an important attribute of the destination product to visitors. As such respondents were asked to rank the quality of accommodation.
Food and beverages at accommodation			X		
Service of accommodation workers			X		
Activities					
Good nightlife and entertainment	X	X	X	X	Nightlife and entertainment was originally included on the pilot questionnaire however the majority of respondents identified that there isn't any nightlife, thus it was removed.
Water sports	X				The DMO website material in particular highlighted the availability of activities on the islands. From this analysis it was also clear that trips and excursions were offered. The pilot study assessed these variables separately, but they were eventually merged into one: Excursions, trips and outdoor activities.
Opportunities for sport activities		X		X	
Activities				X	
Safety of activities			X		
Discover something new				X	This variable was included on the pilot questionnaire as analysis of travel blogs had identified the uniqueness of the Isles of Scilly as a destination. During the pilot survey this question had to be explained repeatedly so was eventually removed.
Gastronomy					

Appealing local food	X				Food and drink was considered important in the analysis of travel blogs, in the pilot respondents were asked to rate price and quality of food and drink, this was reduced into one variable, rating the quality of food and drink.
Varied gastronomy		X	X		
Price of food and beverages			X		
Food and beverage provision			X		
Local population					
Good quality of life		X	X		The relaxed pace of the destination was particularly prevalent in the secondary analysis phase and the friendliness of the local community was also noted. As such the friendliness of local people, the atmosphere of the islands and the ability of the destination to offer peace and relaxation were included as variables.
Hospitable/friendly people	X	X	X	X	
Relaxed pace				X	
Variables	Baloglu and McCleary (1999) Mediterranean	Beerli and Martin (2004) Lanzarote	Chen and Tsai (2007) Taiwan	O'Leary and Deegan (2003; 2005) Ireland	Relevance to the Isles of Scilly
Culture					
Places of historical and cultural interest	X	X			The DMO website frequently referred to the Islands history.as such the availability of places of cultural or historic interest were assessed by respondents.
Unusual way of life and customs		X	X		
Culture and history				X	
Climate					
Good climate	X			X	Climate was condensed into one variable: favourable climate.
Good weather		X	X		
Characteristics					
Fashionable		X			Whether or not the destination was fashionable was eventually included as an unstructured question.
Luxury		X			The destination was neither promoted nor perceived as a luxury destination or exotic within the travel blogs and DMO material, as such these variables were excluded. The reputation of the destination was also not assessed.
Exotic		X	X		
Good name and reputation		X	X		
Personal safety	X	X	X		Respondents were given the opportunity to rate destination attributes including safety, atmosphere and peace relaxation and tranquillity.
Calm/tranquillity				X	
Family				X	The suitability of the destination for families was originally included on the pilot questionnaire, but was removed as a number of respondents were not traveling with family and struggled to

					rate this variable.
Price					
Price/quality ratio				X	The pilot study asked respondents to rate the price of a number of destination attributes, including food and drink, accommodation and transport. Due to time constraints in administering the questionnaire this was eventually reduced to one variable, rating the destination in terms of value for money.
Good Value for money	X				
Price of accommodation			X		
Prices of activities			X		

Table 4.12 Variables utilised in the measurement of destination image

The third section of the questionnaire sought to identify respondent evaluations of the destination using three closed, and one open question (Questions 19-22). Respondents were asked if they would recommend the Isles of Scilly (Q19), to rate their return intention (Q20), to identify anything they would do differently if they were to revisit (Q21) and finally to identify if they were satisfied with their visit (Q22). Obtaining evaluations was necessary to testing the conceptual framework and determining whether destination image influences levels of satisfaction.

The final section, section four, collected demographic information about the respondent (Questions 23-26). Respondents were asked to identify their gender (Q23), age (Q24), occupation (Q25), and postcode (Q26). Collecting demographic information was necessary in identifying whether demographics had any influence on destination image. Demographic data was also used to explore the any demographic traits among the image groups.

As the survey instrument used a combination of open and closed questions, more data was obtained from the respondent. Rather than selecting pre-determined categories, the respondent was able to use their own language to detail their travel behaviour, motivations, destination image and evaluations. While Likert-scale questions were utilised to identify image attributes and motivations, free elicitation questions identified behaviour and holistic image, facilitating deeper understanding of affective evaluations.



### *Pre-pilot and pilot of quantitative methods*

A pre-pilot study was conducted over a two-week period, at the height of the tourist season, in August 2013 to trial data collection methods and establish the accessibility of the research sample. The use of a face-to-face questionnaire, to collect quantitative data, was tested during the pre-pilot research phase on a convenience sample of 50 respondents. Inter-island boats were trialled as a research location as they provided access to a captive audience. Conducting the research in this setting proved to be effective where the majority of those approached were happy to give up their time. Distributing the questionnaire face-to-face demonstrated the benefits of this approach as the researcher was able to rephrase, or expand upon, questions, note down comments and build rapport with the respondents. It was determined that, in a study capturing image, a face-to-face approach would be more successful in obtaining rich data than a self-completion questionnaire. The pre-pilot highlighted the time intensive and inefficient nature of this approach where wet or rough weather would disrupt data collection. Pre-piloting the questionnaire provided insight as to an appropriate length for the questionnaire, design of the questions and key topics, motivations and image themes to be considered. The use of free elicitation questions was also trialled, evidencing a variety of motivations and behaviours among respondents.

A pilot study was also conducted in the Isles of Scilly during April 2014, in order to test the usability of the questionnaire. The pilot study spanned a seven-day period permitting two versions of the questionnaire to be trialled (Appendix B) among 30 respondents. The issue most evident in the piloting of the first draft of the questionnaire was the time constraint. As the survey instrument was a face-to-face questionnaire, timing was of vital importance. The questionnaire needed to cover all relevant topic areas in just over five minutes in order for distribution to be efficient and not demand too much time from respondents. For this reason, additional questions not directly relating to the research aims were removed. Necessary questions that demanded a large amount of time were reframed. For instance, it was originally

proposed that visual aids would be used in questions relating to image, where respondents would be asked to describe a number of photographs taken on the Isles of Scilly. These questions were dismissed early in the pilot as it quickly became apparent that this was too time intensive. Instead, respondents were asked to describe the image that came to mind when they thought of the Isles of Scilly. In addition to reducing the response time, a number of questions were re-worded and re-structured in order to improve the flow of the questionnaire between the second and final version. For instance, respondents were asked to rate the performance of a number of variables, and although this worked effectively, several variables were condensed during this piloting phase. Distribution methods had been trialled during the pre-pilot in August 2013 and were deemed successful, as such it was decided that these conditions would remain the same. Consequently, the pilot study took place on inter-island passenger boats as they were able to provide a captive audience. Given the results of the pilot study, it was anticipated that on average 10 questionnaires could be completed a day.

### *Sample*

The population for this study were visitors to the Isles of Scilly during the 2014 season. As the total population was unknown probability sampling was unviable, consequently, non-probability methods were utilised (Bryman, 2012). A combination of quota and judgement sampling was used in quantitative data collection. A quota (detailed in Table 4.13) set the parameters for the sample, where a specific number of respondents were interviewed per month. The quota created a sample that reflected monthly visitor arrivals using historic passenger data, which spanned a 14-year period between 2000 and 2013. As monthly arrivals data was only available for St Mary's Airport, average monthly arrivals by air were used to determine the quota. Although a quota sample can reflect a population, it is unable to provide a representative sample as the choice of respondent is determined by the interviewer (Bryman, 2012). In selecting respondent's judgement sampling, a form of convenience

sampling, was used. Judgement sampling is often utilised in tourism research whereby respondents are selected at a specific site based upon the choice of the researcher (Jarvis and Peel 2010).

Month	Average number of visits per month since 2000	% of tourist season visits (April-October)	Quota per month
April	6404	13	63
May	7550	15	74
June	7415	14	73
July	8583	17	84
August	9181	18	90
September	7260	14	71
October	4647	9	45

Table 4.13 Quota sample parameters

In this research the quota of 500 responses was established. Opinions on an adequate sample size for factor analysis are divided, while Hair, Black, Babin and Anderson (2014) have identified that for factor analysis to be effective a sample of over 100 respondents is required, Tabachnick and Fidell (2007) recommend at least 300 respondents. It has been argued, however, that rule of thumb sample sizes are inappropriate as a guideline for factor analysis (Henson and Roberts, 2006; Williams, Onsmann and Brown, 2014). Instead researchers should seek to avoid overfitting the data, by establishing an adequate ratio between the number of cases (respondents) and variables tested (Hair *et al.*, 2014). According to Hair *et al.* (2014) an acceptable ratio is 10:1, however some authors have argued that, to avoid chance effects, a ratio of 20:1 cases to variables is required (Nunnally, 1978). A sample of 500 respondents offers a case to variable ratio of 33:1 and as such is deemed suitable for the analysis methods proposed.

### *Distribution*

The questionnaires were distributed on inter-island passenger boats between April 2014 and October 2014. Permission was granted, by St Mary's Boatmen's Association, to interview passengers on boats running from St Mary's to the other islands. The main benefit in interviewing respondents during inter-island trips was an accessible captive audience who were willing to participate in the research. Although this distribution method had been trialled successfully, in the pre-pilot study, other locations were considered for questionnaire distribution. One such location was St Mary's airport, which also offered access to a captive audience. Conducting research at this location would have been more efficient, however, as there is no ferry terminal where data collection could be replicated, it would have excluded those who travelled by ferry from the sample population causing research bias. Approaching visitors at places of interest around the islands was also considered, however the reluctance of visitors to participate in research when approached on holiday was anticipated. In order to generate a more favourable response rate a captive audience was desired, consequently respondents were targeted as they travelled between the islands.

### *Ethical considerations*

In line with the University of Plymouth Research Ethics Policy ethical approval was sought prior to the commencement of data collection. Ethical considerations, in the collection of quantitative data, included: informed consent, openness and honesty, right to withdraw, protection from harm, debriefing and confidentiality. In order to inform participants of the nature and purpose of the research an information sheet detailing the research aims, methodology outcomes, and core aspects of the ethics approval, including use of data,

withdrawal and confidentiality was provided. Given the nature of this topic there was no reason to withhold information from the respondents. Respondents were able to withdraw at any point during the questionnaire, however it was explained that, due to the anonymity of this approach once completed any contributions could not be withdrawn as it would be difficult to identify individual responses. Before participation, respondents were given sufficient information about the nature of the research to make an informed decision regarding their contribution and data was only collected from those over the age of 18. Respondents were also assured that all data collected would be kept confidential and only used for the purposes stated in the information sheet. Confidentiality was ensured by keeping participants anonymous within the research process.

#### 4.3.3 Qualitative research

Qualitative research methods have long been employed in social science research due to their ability to provide rich data and thorough understanding of specific cases and relationships (Mason, 2002). Traditionally, qualitative research has been considered a preliminary stage of research, where its purpose is to inform or develop hypotheses for subsequent quantitative research (Lewis, Chambers and Chacko, 1995; Walle, 1997). More recently, however, qualitative methods have been regarded as valuable in their own right due to the quality of data they are able to generate. With regards to the measurement of destination image, the value of data obtained through qualitative methods is well documented, where qualitative data has the ability to provide an holistic understanding of image, giving greater insight to the cognitive, affective and conative components of image that cannot be fully understood through quantitative techniques (Stepchenkova and Morrison, 2008). Despite the advantages associated with the use of qualitative methods and their appropriateness for employment in

image research, qualitative techniques present a number of limitations. Qualitative techniques have come under criticism for the subjective nature of data collection and analysis. Qualitative data has been criticised as too specific where findings cannot be generalised outside of the context, within which, research is set (Firestone, 1993; Patton, 2002).

### *Methods employed*

Qualitative methods were employed in this research design through the use of in-depth interviews. Qualitative interviews have been described as a “construction site of knowledge” (Kvale, 1996, p. 2) and were deemed an appropriate method to explore the relationships between destination image, evaluations, experience, memories and nostalgia. Interviews are commonly used to gather in-depth data from individual or multiple respondents, and were used to this end within this study where both individual and group interviews took place. Patton (2002) has categorised qualitative interviews into three types; the informal, conversational interview; the interview guide or topical approach; and the standardised, open-ended interview. In this study a topical approach, also known as a semi-structured (Altinay and Paraskevas, 2008) or guided interview (Marshall and Rossman, 2011), was adopted.

A topical approach permitted a number of topics to be explored by the researcher but placed the focus on the response and perspective of the participant (Marshall and Rossman, 2011). This approach also permitted the researcher more freedom to modify the order or wording of questions so that they fitted naturally into conversation (Altinay and Paraskevas, 2008). The interviews lasted between 30-60 minutes and covered a number of five key topic areas. Topics included the history of their visits to the islands, intangible feelings toward the destination, memories, nostalgia and associations and finally destination image. Visitor employed photography was also incorporated in a number of the interviews where interviewees volunteered to share and discuss images, taken on previous visits, that they felt depicted their

images and memories of the Isles of Scilly. Visitor employed photography offered a more reflexive approach to understanding destination image (MacKay and Couldwell, 2004). A predetermined but flexible interview schedule was devised to explore the five key topic areas, providing several open ended questions under each theme which encouraged interviewees to shed light on their travel behaviour, impressions of and feelings towards the islands (Appendix D). The interview schedule was designed to provide a natural conversation of past visits to enable the relationships, identified within the conceptual framework, proved or disproved through qualitative analysis.

Identifying the history and nature of respondents' previous visits, to the islands, was important to provide a context for the interview. As such, the volume, frequency and duration of visits as well as any changes in travel behaviour were established. It was anticipated this topic would also provide insight into travel behaviour and routine behaviour. The second topic related to the feelings, held by the interviewee, towards the islands. In order to extract intangible feelings towards place a series of questions established why interviewees return to the islands and the feeling they experience on arrival. The third topic also drew on feelings and emotional attachment to place, asking participants to identify places special to them and memories, of previous visits that particularly stand out. The results, of both of these lines of inquiry, are particularly important in understanding place attachment, and identifying meaningful connections to place. Due to the experiential nature of tourism, it was important to gain a deeper understanding of the tourist experience. Interviewees were asked to describe a typical day and identify favourite, least favourite and unique experiences. It was predicted that questions relating to experience would help to build a profile of the respondent, permitting an understanding of behaviour and factors that motivating their visit. The final interview topic was that of image, where interviewees were asked to identify the image that comes to mind when thinking of the Isles of Scilly, they were also asked whether their perceptions had changed over time. It was anticipated that within the interview data, unique images would be identified, which would either validate or contradict quantitative findings.

### *Pre-pilot and pilot of qualitative data collection methods*

The pre-pilot study conducted in August 2013 included a trial of visitor interviews (Appendix E), to determine their suitability as a method of data collection. The study also aimed to establish the accessibility of the research sample. During this period six in-depth interviews were carried out with visitors. These interviews were conducted to test the suitability of in-depth interviews using a semi structured interview format as a method of data collection. It was proposed that visitors would be interviewed during their visit to the islands, therefore it was necessary to assess the willingness of interviewees to participate. It was also necessary to identify an efficient way to find participants. A convenience sample was used in the pre-pilot research, accessed through local accommodation providers. This method only proved to be relatively effective, the need for further promotion of interviews was established. Pre-pilot interviews demonstrated that in-depth interviews would be a suitable method to assess relationships between destination image, experience and nostalgia as, among these interviewees, a variety of image themes, perceptions and behaviours were evident.

Pilot interviews took place in April 2014 to trial the interview schedule and assess the feasibility of using visitor employed photography to supplement the interviews. A convenience sample of four individuals and one couple was used in the pilot interviews, again accessed through local accommodation providers. The flexible nature of the interview schedule (Appendix F) resulted in little change as a result of the pilot study. It was deemed effective in exploring the key topic areas and the organic conversations that developed allowed for individual responses. The pilot interviews did raise difficulties in the use of visitor employed photography as, for interviewees to bring images from previous trips with them, interviews needed to be arranged ahead of their trip. It was originally intended that images shown, to



the researcher, would be used within the thesis and ethical approval was sought for this. During the pilot, however, only three of the respondents brought images to discuss with the researcher and, of these, only one had them in a digital form that they were able to share. Despite the difficulties encountered in obtaining digital copies of the images, to use in the thesis, the discussion surrounding the images provided a unique perspective. Consequently, it was considered important to invite interviewees to discuss images they wanted to share as this proved to add a new dimension to the interview. Pilot interviews were held at the convenience of the interviewee, at their accommodation, due to the success of this approach the same format was used for the in depth interviews.

### *Sample*

Interviews were conducted in order to achieve two objectives. First, the interviews were employed to provide a qualitative perspective on the relationships, identified in the conceptual framework, as this allowed comparison to be drawn with the quantitative findings. Second, the interviews provided the deep understanding of visitor evaluations memories, experience and nostalgia in altering destination image in order to address hypotheses eight and nine. In total 15 interviews were conducted between June and October, 2014 through a combination of individual and group interviews. Altogether 22 people were interviewed (9 individual interviews and 6 couple and group interviews). All interviews were audio recorded and transcribed. Due to the nature and requirements of thematic analysis, interviews were transcribed using intelligent verbatim. Due to the nature of the information sought, with the focus on memory and the complex image, the sample population, were repeat visitors only. The familiarity of participants, with the islands, varied; some having visited since childhood with a long connection to the islands, others having visited multiple times in recent years. This variation within the sample provided a broader range of experiences and memories.

In qualitative research, there is no rule regarding sample size (Patton 1990), rather, it is recommended that sampling be undertaken to achieve redundancy of significant data from additional participants (Pike, 2003). Consequently, rather than filling a quota, interviewing took place until a satisfactory understanding had been gained. Within traditional science disciplines, probability sampling is desired as these approaches allow statistical assessment of the samples representativeness (O'Leary, 2004). In this study the sample population was unknown, ruling out the use of probability sampling methods. The value of non-probability samples are increasingly recognised, particularly where studies are not trying to generalise or achieve representativeness (O'Leary, 2004). As the in-depth interviews aimed to explore the relationship between destination image, evaluations, memories, experience and nostalgia, rather than generalise about a population, non-probability sample was deemed appropriate.

In this study a self-selecting sample was utilised, whereby a need for participants was made known to visitors during the 2014 season. Advertisement of this research, and recruitment of participants, was achieved through the support of accommodation providers on the islands and the local radio station 'Radio Scilly'. The researcher participated in a 15-minute interview on local radio (Appendix G) to promote the interviews and direct potential participants to an information page, by which the researcher could be contacted (Appendix H) information about the research and a link to the page was available on the Radio Scilly webpage (Appendix I).

Altinay and Paraskevas (2008) emphasise the importance of setting clear inclusion and exclusion criteria when advertising a need for participants. For this reason, it was emphasised that only repeat visitors to the islands would be suitable. It is necessary to consider the disadvantages of a volunteer population, such as the researcher relinquishing control over the sample chosen (Altinay and Paraskevas, 2008). There is also the problem of bias in a self-selecting sample as "the characteristics of those who volunteer are likely to be quite distinct from those who don't" (O'Leary, 2004, p. 110). Despite these limitations, utilising a self-selecting sample provided a number of benefits including access to participants and time saving with regards to recruitment. Most notably, however, was the benefit of participants

being interested and invested in the project, which proved to be particularly useful when investigating place attachment.

#### *Ethical considerations*

In line with the University of Plymouth Research Ethics Policy ethical approval was sought prior to the interviews. Ethical considerations, in the collection of qualitative data, included: informed consent, openness and honesty, right to withdraw, protection from harm, debriefing and confidentiality. To inform interviewees of the nature and purpose of this project an information sheet detailing the research aims, methodology outcomes, core aspects of the ethics approval and publication intentions was provided. A consent form was also created for those participating in the in-depth interviews. As with the questionnaire respondents, there was no reason to withhold information with the interview participants, as such the researcher was open and honest with participants and provided their contact details, inviting participants get in contact if they have any questions relating to the research. Interview participants were able to withdraw themselves or their data contribution at any time prior to publication of the research. Participants in the interviews remain anonymous to all but the researcher and are referred to by number throughout the analysis process.

## 4.4 Analysis of primary data

As this research adopted a concurrent triangulation design, data were collected and analysed separately, with data sets brought together during the discussion stage. A number of methods were employed in the analysis of quantitative data. Chi-square tests quantified the significance of relationships hypothesised in the conceptual framework and exploratory factor analysis and cluster analysis were employed in order to create an image based typology. Post-hoc tests were also employed in order to identify cluster characteristics. The data analysis methods, employed on quantitative data will be discussed in this chapter (Section 4.4.1) and analysis provided in Chapter 7. Qualitative data were coded using thematic content analysis in order to identify key themes surrounding memory, nostalgia and place attachment. In order to test the hypotheses and validate the quantitative findings, framework analysis was performed, identifying key relationships within the transcribed material. Qualitative data analysis methods are introduced in this chapter (Section 4.4.2) while analysis is documented in Chapter 8. Both quantitative and qualitative data analysis was conducted using data analysis software, as such a brief introduction to the software will also be given (Section 4.4.3).

### 4.4.1 Quantitative analysis

In order to analyse quantitative data Chi-square tests, exploratory factor analysis, cluster analysis, ANOVA and Tukey's Post-hoc test were utilised. The benefits, limitations and use of these methods within this research will be discussed.

### *Chi-square tests*

Chi-square tests were implemented in this research in order to test hypotheses 1-5 which made assumptions about the relationships between variables. Chi-square is a non-parametric test used, to compare observed and expected frequencies, in order to identify a significant relationship between the two variables tested (Cunningham and Aldrich, 2011; Bryman, 2015). Chi-square is particularly useful in this research for its ability to compare categorical data (Sarantakos, 2012; Pallant, 2013). Although appropriate, given the nature of the data and purpose of chi-square, non-parametric tests are seen to be limited as they are less sensitive than parametric tests (Pallant, 2013).

### *Exploratory Factor Analysis*

Factor analysis is one of the most commonly used statistical tests in applied research (Brown, 2006). Popularity of this technique, in image research, is apparent when reviewing Table 4.1 and Table 4.3, yet the use of factor analysis is also prevalent in segmentation studies (Galloway, 2002; Petrick, 2005; Lee, Lee, Bernhard and Yoon, 2006; Konu *et al.*, 2011; Phillips and Brunt, 2013). Exploratory factor analysis identifies the inter-correlations of a set of variables (Pallant, 2013) in order to identify their underlying structure (Hinton, Brownlow, McMurray and Cozens, 2004; Hair *et al.*, 2014) and is used, within this study, as a data summarisation technique (Hair *et al.*, 2014). It has been noted that “factor analysis provides the basis for creating a new set of variables that incorporate the character and nature of the original variables in a much smaller number of new variables” (Hair *et al.*, 2014, p. 98). In this case the fifteen original variables were reduced into four factors, which were directly incorporated into cluster analysis in order to create the typology. Due to the nature of this study, which was seeking to identify variance in image, principal component analysis was chosen over common factor analysis as the extraction method. Principal component analysis

seeks to identify the linear combination of variables that accounts for the greatest amount of variance and, as such, derives factors that contain a small proportion of unique variance (Hair *et al.*, 2014).

### *Cluster Analysis*

While R-type factor analysis, as described above, grouped variables based upon their inter-correlations, cluster analysis is used in order to group cases based upon their similarity. In this study k-means cluster analysis was utilised in order to allocate respondents into a predetermined number of clusters. Although hierarchal cluster analysis is deemed more rigorous, K-means cluster analysis has gained acceptability and usage (Hair *et al.*, 2014) as such it has been used in past image segmentation studies (Leisen, 2001).

In order to determine the number of clusters, cluster solutions were tested for significance. As there were 500 cases in this research a cluster solution could range between 2 and 500. Due to the pragmatic nature of this study, and its practical implications for marketing, the number of clusters was restricted to ten as observed in other tourism studies (Goodrich, 1977; Leisen, 2001). K-means cluster analysis was used in this study in order to create a six-fold image based typology. In order to identify the characteristics of these groups ANOVA and Tukey's post-hoc test were applied.

#### 4.4.2 Qualitative analysis

In order to analyse qualitative data both thematic content analysis and framework analysis were utilised. The capabilities, limitations and use of these methods within this research will be discussed.

### *Thematic Content Analysis*

Content analysis was used to examine unstructured data gathered through in-depth interviews. It has been noted that content analysis is an effective method to examine many forms of unstructured information (Bryman and Bell, 2007) and was utilised in this research to systematically evaluate interview transcripts (Malhotra, 2004; Hall and Valentin, 2005). As “a research technique for making replicable and valid inferences from data to their context” (Krippendorff, 1980, p. 21) content analysis was a suitable approach to achieve the research aims. In this application content analysis enabled different ‘units of analysis’ to be considered (Bryman and Bell, 2007). Multiple units of analysis were adopted in this study in order to identify a number of themes and the relationships between them. According to Bryman and Bell (2007) “when the process of coding is thematic, a more interpretive approach needs to be taken” (p. 310). However, it has been discussed that “qualitative content analysis is the least interpretive of the qualitative analysis approaches in that there is no mandate to re-present the data in any other terms but their own” (Sandelowski, 2000, p. 338). Therefore, one of the most significant criticisms of content analysis is the subjectivity in the coding process where it must be noted that content analysis is reliant, to some extent, on subjective judgement (Choi *et al.*, 2007a). In order to limit this, as far as possible, a thorough coding scheme was designed and software was used to ensure rigor in the coding. Another criticism of content analysis is its tendency to be labour intensive, particularly when human coding is required (Krippendorff, 1980). Although such an approach still requires a human coder, computer-assisted qualitative data analysis software (CAQDAS) does increase efficiency and accuracy due to the need to organise and analyse data in a methodical manner.

### *Framework Analysis*

Many approaches can be employed in the analysis of qualitative data, however there is a tendency for researchers to utilise a number of approaches (Green and Thorogood, 2004). In this research framework analysis was also utilised to ensure that data was managed effectively during the process of thematic coding. Framework analysis involves the use of a matrix in order to facilitate cross case analysis (Bazeley and Jackson, 2013). Framework analysis, as described by Ritchie *et al.* (2014) follows five key steps: familiarisation, constructing a thematic framework, indexing and sorting, reviewing data extracts and data summary and display. In addition to providing an organised approach for analysing unstructured data, this well-defined process allows researchers to reconsider and rework ideas throughout the analysis stage (Ritchie and Spencer, 2000). Despite using the framework approach in order to manage data a number of limitations are identifiable in the analysis of qualitative data where the output relies on the “creative and conceptual abilities of the analyst to determine meaning, salience and connections” (Ritchie and Spencer, 2000, p. 177). Strauss & Corbin (1998) also acknowledge the subjectivity of both selection and interpretation of data collated in qualitative research.

#### 4.4.3 Software packages

Software packages were used in the analysis of both data sets; while SPSS was employed to collate and analyse the quantitative data, NVivo was used to the same end for the qualitative material. The benefits and limitations of using software packages for the purpose of data analysis will be discussed and the capabilities of both SPSS and NVivo explored.



## *SPSS*

In order to analyse the quantitative data collected, SPSS, a statistical software package designed for the social sciences was utilised. SPSS is one of the longest standing and most widely known and used software packages available (Uprichard, Burrows and Byrne, 2008). Initially developed in the late 1960s, SPSS allowed researchers to run basic descriptive statistics, cross tabulations and regression analysis (Uprichard *et al.*, 2008). Today however SPSS facilitates a diverse range of statistical analyses. Consequently, the development of software packages such as SPSS has enabled researchers to apply complex statistical tests to a data set within seconds (Hinton *et al.*, 2004), increasing the efficiency of quantitative data analysis. SPSS has many capabilities, from running descriptive statistics to summarise the data sample to testing statistical association through correlation and regression analysis, t-tests, Chi-squared and ANOVA testing (Antonius, 2013). Furthermore, SPSS can be used to aggregate variables using factor analysis (Bryman and Cramer, 2009). Factor analysis is facilitated by the use of SPSS in this study in order to examine the correlation between variables to identify variations within the data. Despite the advantages that such packages bring in terms of efficiencies limitations do exist. Statistics packages are susceptible to human error, particularly in terms of imputing and coding data. Although software makes it convenient to run a multitude of tests, a deep level of understanding is necessary in order to interpret their output. Furthermore, a thorough knowledge of the capability of such software packages is needed to ensure that it can be utilised to full capacity.

## *NVivo*

NVivo is just one example of CAQDAS software, which is able to assist researchers in analysing qualitative data through increased effectiveness and efficiency. Such software has numerous capabilities, allowing researchers to explore alternative meaning in the data (Richards, 2002)

identify gaps in the data (Wickham and Woods, 2005) and revisit data to explore new concepts or viewpoints (Sin, 2007). NVivo assists in the management of data (Bazeley and Jackson, 2013) and was used effectively in this study to collate interview transcripts and perform framework analysis. NVivo was also used to visualise the data, as the software is able to identify the content and structure of a range of items and visually represent relationships between them (Bazeley and Jackson, 2013). This capacity was utilised throughout the analysis process in order to illustrate relationships between the memories and themes identified within the different cases. For the purpose of this research NVivo facilitated both thematic content analysis and framework analysis.

Bazeley and Jackson (2013, p. 3) argue that using software such as NVivo can help to “ensure rigour in the analysis process” as software encourages the researcher to work more methodically, thoroughly and attentively. The main benefit of using CAQDAS software is, however, increased efficiency where the software is able to sort data far more expediently than if it were to be sorted manually (Ritchie *et al.*, 2014). Despite the benefits gained, through the use of CAQDAS software, human error limits the analysis as software cannot compensate for poor work or “limited interpretive capacity” (Bazeley and Jackson, 2013, p. 3). Despite the benefits of CAQDAS software a number of concerns have been raised regarding the impact of this software on the process of qualitative data analysis, most notably about forfeiting a close relationship with the data (Fielding & Lee, 1998; Weitzman & Miles, 1995). Exploring this notion, a number of researchers have argued however that software can allow users to get too close causing a code retrieve cycle (Marshall, 2002; Jackson, 2003; Johnston, 2006; Ritchie *et al.*, 2014). In this way NVivo and other CAQDAS packages facilitate a more positivist approach where emphasis is often placed on the coding and quantifying of data (Bazeley and Jackson, 2013).

## 4.5 Chapter Summary

This chapter has presented the concurrent triangulation mixed method research design employed in this thesis. The necessity of such an approach has been established through the examination of key considerations and difficulties in measuring image. A review of the methodologies employed in previous image studies was also conducted. In order to set the philosophical context, underpinning the research, pragmatism was explored as a research philosophy and the case for an alternative paradigm, in mixed method research, was argued, justifying the pragmatic approach adopted. The importance of a case study approach, when exploring destination image, was discussed and the parameters set in choosing the Isles of Scilly as the case study destination were documented. This chapter also considered the primary and secondary data sources used within this research and discussed the benefits and limitations of such sources. While secondary data consisted of DMO marketing material, management statistics and travel blogs; primary data included 500 face-to-face questionnaire responses and 15 in-depth interview transcripts, gathered from visitors to the Isles of Scilly during the 2014 season. Discussion of the primary data used in this research considered the benefits offered and suitability of a mixed methods approach in the measurement of image. The sample used in primary data collection was detailed: a self-selecting sample was utilised for the in-depth interviews while a combination of quota and judgement sampling was employed in order to generate the sample for the face-to-face questionnaires. Finally, the analysis techniques applied to both quantitative and qualitative data were documented. The following chapters will present the analysis and discussion of this research.

## Chapter 5: Findings and discussion-promoted and perceived images of the Isles of Scilly

### 5.0 Introduction

Using thematic content analysis to examine secondary data sources (Table 5.1), the following chapter compares promoted and perceived images of the Isles of Scilly. This chapter serves two purposes. First, this chapter aims to identify the themes used by the DMO in the marketing of the Isles of Scilly. An awareness of current promotional efforts will allow the researcher to offer practical suggestions from this thesis, for the marketing and development of the destination. Second, this chapter aims to draw comparison between the destination image promoted by the DMO, and that perceived by the visitor. This comparison will not only provide a greater understanding of the destination and its attributes, but will also allow the value of travel blogs, in supporting destination marketing, to be assessed.

Data source	Purpose	Details
DMO marketing material	Identify promoted image of the Isles of Scilly	Marketing material produced by the DMO in the form of online content. In total 33 web pages were examined
Travel blog content	Identify visitor image (perceived image) of the Isles of Scilly	27 Blogs written by visitors to the Isles of Scilly between 2013 and 2014

Table 5.1 Sources of secondary data

As this chapter draws comparison between promoted and perceived images of the Isles of Scilly, it is first necessary to introduce the two data sets (section 5.1). First, the promoted image, as portrayed by the DMO Visit Isles of Scilly, is outlined (section 5.1.1) before the

perceived images, presented through travel blogs, are identified (section 5.1.2). Comparison is then drawn between the images themes observed in order to identify potential instances of similarity and disparity (section 5.2). Critical evaluation, as to the value of travel blogs in identifying the complex destination image and aligning promoted and perceived destination images, will be provided (section 5.3). Conclusions will be drawn and the chapter summarised (section 5.4).

## 5.1 Promoted and Perceived Images

Secondary data are an important source of information in qualitative research (Decrop, 1999) and were utilised, within this research, to identify possible disparity in the promotion, and perception, of the Isles of Scilly as a tourism destination. Data sets, formed of online promotional material and travel blogs, were analysed in this research. The first data set comprised of 33 webpages from the DMO website. The second data set contained 27 travel blogs relating to the Isles of Scilly, published between 2013 and 2014. Table 5.2 details the material examined in this study.

Data set one		Data set two	
DMO Webpage Identification	DMO Webpage content	Travel Blog Identification	Travel Blog Content
DMO 1	Accommodation	Blog 1	General Holiday
DMO 2	Arts and Culture	Blog 2	General Holiday
DMO 3	Attractions	Blog 3	General Holiday
DMO 4	Beaches and Coastline	Blog 4	Holiday on St Martins
DMO 5	Birdlife/Wildlife Watching	Blog 5	General Holiday
DMO 6	Bryher	Blog 6	General Holiday
DMO 7	Cultural Heritage	Blog 7	Food
DMO 8	Events and Festivals	Blog 8	General Holiday
DMO 9	Flowers and Plants	Blog 9	General Holiday
DMO 10	Food and Drink	Blog 10	Honeymoon
DMO 11	For the Family	Blog 11	Holiday on Bryher
DMO 12	Getting Around	Blog 12	Holiday on Bryher
DMO 13	Getting Married	Blog 13	Art on Scilly
DMO 14	Habitats and Wildlife	Blog 14	Photography
DMO 15	History and Archaeology	Blog 15	Photography
DMO 16	Homepage	Blog 16	Wildlife Photography
DMO 17	Horse Riding and Golf	Blog 17	Wildlife
DMO 18	Island Highlights	Blog 18	Wildlife
DMO 19	Shopping	Blog 19	Wildlife
DMO 20	St Agnes	Blog 20	Wildlife
DMO 21	St Martin's	Blog 21	Wildlife Photography
DMO 22	St Mary's	Blog 22	Wildlife
DMO 23	The Islands	Blog 23	Wildlife
DMO 24	Things to Do	Blog 24	Sailing
DMO 25	Tours	Blog 25	Sailing
DMO 26	Travel	Blog 26	General Holiday
DMO 27	Tresco	Blog 27	Fishing
DMO 28	Tresco Abbey Gardens		
DMO 29	Uninhabited Islands		
DMO 30	Walking and Cycling		
DMO 31	Walks and Trails		
DMO 32	Water Activities		
DMO 33	Wet Days		

Table 5.2 Data sets analysed in secondary data analysis

### 5.1.1 Images of the Isles of Scilly as promoted by the DMO

The responsibility of the DMO to portray an accurate representation of the destination in their marketing material, is well documented within destination marketing literature (Alhemoud and Armstrong, 1996; Govers *et al.*, 2007a; Tasci and Gartner, 2007). The internet, and websites in particular, have been identified as a vital communication channel for DMOs (Choi, Lehto and O'leary, 2007b). Consequently, the DMO website has been utilised as a secondary data source. Although DMOs are responsible for creating a unique destination image (Gretzel *et al.*, 2006), effectively implementing marketing strategies can present many challenges (Augustyn and Knowles, 2000). One particular struggle is misalignment, where the promoted image is not conveyed by key tourism stakeholders at the destination (King *et al.*, 2000). This challenge is exacerbated by the availability of non-promotional organic information, pertaining to a destination, which reduces DMO control over induced destination images (Stepchenkova and Zhan, 2013). Despite this, the DMO has a fundamental role in ensuring the promoted image is accurate so that visitor satisfaction can be achieved (Kotler *et al.*, 1993; Bigné *et al.*, 2001; Govers *et al.*, 2007). Image themes, apparent in the DMO website content will be identified, ranked, and summarised in this section. Analysis, of promotional images, in order to establish their accuracy, will be provided in section 5.2.

In total, 103 themes and subthemes were identified with 1208 individual coding references made. Table 5.3 documents the 50 most frequently coded themes, which are ranked based on the number of coding references (see Appendix J for the full table). From Table 5.3, it can be seen that there is a prevalent promotional image of the Isles of Scilly as a destination for outdoor activities, where the product base depends on the natural environment. Of the major themes, 'things to do' accounts for 133 coding references, and the sub theme of 'wildlife, flora and fauna' as an activity, is proportionally high, ranked sixth with 37 coding references.



Rank	Theme	Subtheme	Number of references	Number of items
1	Things to do		133	29
2	Islands & place		84	22
3	Characteristics		67	23
4	Landscape & seascape		53	18
5	History		48	18
6	Things to do	Wildlife, flora & fauna	37	16
7	Travel		26	9
8	Islands & place	St Mary's	25	11
9=	History	Historical or archaeological sites	21	11
9=	Things to do	Walking	21	12
11	Landscape & seascape	Beaches	20	8
12=	Community		19	12
12=	Food & drink		19	12
12=	Tourism industry		19	14
15=	Characteristics	Natural beauty & environmental	18	12
15=	Things to do	Trips	18	7
17=	History	Maritime history & sites	17	12
17=	Islands & place	Named places	17	8
17=	Landscape & seascape	Wildlife, flora & fauna	17	10
17=	Local art & culture		17	8
17=	Things to do	Explore & adventure	17	14
22=	Characteristics	Climate	16	7
22=	Characteristics	Quiet, relaxing, escape	16	11
22=	Things to do	Land based activities	16	9
22=	Things to do	Water sports	16	10
22=	Travel	Travel by inter island boat	16	8
27=	Evaluation		15	10
27=	Things to do	Beaches as activity	15	7
29=	Community	Island life	14	8
29=	Food & drink	Local produce	14	10
31	Things to do	Events	13	6
32=	Evaluation	Positive evaluation	12	9
32=	Islands & place	Difference between the islands	12	6
32=	Islands & place	Named places - Tresco gardens	12	4
32=	Islands & place	Tresco	12	7
32=	Landscape & seascape	Rugged landscape	12	7
37	Islands & place	St Agnes	11	3
38=	Characteristics	Unspoilt paradise	10	7
38=	Islands & place	Bryher	10	3
38=	Islands & place	Uninhabited islands	10	6
41=	History	Heritage	9	5
41=	Islands & place	St Martin's	9	5
43=	Characteristics	Distance from mainland UK	8	7
43=	Characteristics	Small scale	8	6
43=	History	Gig rowing	8	6
43=	Industries		8	6
47=	Food & drink	Cafes	7	7
47=	Local art & culture	Fine art	7	5
47=	Things to do	Beachcombing	7	6
47=	Things to do	Guided walks	7	5

Table 5.3 Themes coded within DMO webpage material

By ranking the key image themes it can be seen that, the DMO focuses on raising awareness of a diverse product offer where attributes unique to the destination, including 'landscape and seascape', ranked fourth, 'history', ranked fifth, and 'community', ranked 12<sup>th</sup>, are highlighted. The major themes of 'islands and place', ranked second, and 'characteristics', ranked third, highlight the descriptive nature of content, where the islands are described to provide a clear image of the destination. The importance of the natural environment, is affirmed through the coding of 'characteristics' sub themes, where 'natural beauty and environment' is the highest ranked at 15<sup>th</sup>.

#### 5.1.2 Images of the Isles of Scilly as perceived by travel bloggers

The pivotal role of image, in determining tourist satisfaction with a destination, has been documented within destination image literature (Kotler *et al.*, 1993; Alhemoud and Armstrong, 1996; Bigné *et al.*, 2001; Fairweather and Swaffield, 2002; Govers *et al.*, 2007a; Govers *et al.*, 2007b; Tasci and Gartner, 2007; Tasci *et al.*, 2007). The necessity of aligning perceived and promoted images, in order to achieve satisfaction, is acknowledged (Kotler *et al.*, 1993; Alhemoud and Armstrong, 1996; Tasci and Gartner, 2007), as evaluations can be negative when tourists "encounter settings or experiences that differ markedly from their expectations" (Fairweather and Swaffield, 2002, p. 293). The power of promotional images, in determining how a destination is perceived by tourists (Govers *et al.*, 2007), particularly in terms of the destination attributes gazed upon (Urry, 2002; Stepchenkova and Zhan, 2013) is also recognised. Despite this, travel blogs give tourists the ability to document their perception of a destination (Stepchenkova and Zhan, 2013). As such, it is anticipated that travel blogs can prove to be valuable in tourism research. The image themes coded within the 27 travel blogs are ranked in Table 5.4, and will be summarised in this section.

Rank	Theme	Subtheme	Number of references	Number of items
1	Islands & place		214	27
2	Landscape & seascape		200	24
3	Things to do		190	26
4	Characteristics		139	25
5	Things to do	Wildlife, Flora and Fauna	126	19
6	Evaluation		97	25
7	Travel		84	19
8	Islands & place	Named Places	78	17
9	Food and Drink		74	14
10	Evaluation	Positive evaluation	71	22
11	Islands & place	St Mary's	64	14
12	Landscape & seascape	Beaches	52	18
13	Islands & place	Tresco	51	19
14	Accommodation		46	13
15	Landscape & seascape	Blue sea	44	18
16	Tourism industry		41	23
17	Landscape & seascape	Wildlife, flora and fauna	40	14
18	Characteristics	Climate	38	19
19	Characteristics	Natural beauty & environment	36	14
20	Travel	Skybus	33	6
21=	Food and Drink	Restaurants	32	5
21=	History		32	7
21=	Landscape & seascape	Boats	32	15
24=	Community		29	14
24=	Islands and place	Named Places - Tresco Gardens	29	10
26	Accommodation	Hotel	28	7
27	Islands & place	Named places - Harbour	25	10
28=	Evaluation	Feelings towards the islands	24	13
28=	Things to do	Trips	24	8
30=	Characteristics	Quiet, relaxing, escape	23	13
30=	Islands & place	Bryher	23	7
32=	Characteristics	Small scale	21	9
32=	Travel	Scillonian	21	9
34	Things to do	Walking	19	12
35	Characteristics	Distance from mainland UK	18	11
36=	Food & drink	Local produce	16	7
36=	Local art & culture		16	6
36=	Things to do	Fishing	16	1
39=	History	Maritime history and sites	15	3
39=	Islands & place	Named places- Hugh Town	15	4
39=	Travel	Travel by inter island boat	15	9
42=	Characteristics	Climate - sun	14	12
42=	Community	Local names	14	9
42=	Tourism industry	Repeat visitation	14	12
42=	Tourism industry	Unique holidays	14	8
46	Characteristics	Atmosphere	13	7
47=	Characteristics	Climate - windy weather	11	8
47=	Food & drink	Cafes	11	8
47=	Islands & place	Difference between the islands	11	7
47=	Islands & place	St Agnes	11	5

Table 5.4 Themes coded within travel blog material

In total, 102 themes and subthemes were coded within the travel blog data set, and 2577 individual coding references were made. Table 5.4, documents the 60 most frequently coded themes (see Appendix K for the full table), which were again ranked by the number of coding references. Thematic content analysis of travel blogs identifies a perception of the islands as a destination of natural attractions and recognises that environmental quality is of pivotal importance to those visiting the Isles of Scilly. The prevalence of the theme 'islands and place' is also recognised, accounting for 214 coding references. The frequency of this theme, within the material highlights the descriptive nature of travel blogs.

From Table 5.4 it can be identified that the natural environment is fundamental to visitors' image of place. The major theme 'landscape and seascape', ranked second, with 200 coding references. Sub themes 'beaches', 'blue sea' and 'wildlife flora and fauna' all ranked highly, demonstrating the prevalence of landscape throughout the blog content. The theme 'characteristics' is also ranked highly. Identification of sub themes including 'climate' and 'natural beauty and environment' demonstrates that discussion of the islands' characteristics also relates to the environment. Through the ranking of major themes, it can be identified that the infrastructure and services for tourism are also important where 'things to do' ranked third overall, 'travel' ranked seventh, and 'food and drink' ranked ninth. The attraction of the natural environment is further emphasised through the subtheme 'wildlife flora and fauna' as an activity, which ranked fifth overall and accounted for 126 of 190 references to things to do.

## 5.2 Comparing promoted and perceived images

Thematic content analysis allows direct comparison of the two data sets through the ranking of image themes (Table 5.3 and 5.4). Comparison is drawn between the common themes identified in each data set to assess instances of similarity and disparity. First, similarity is identified in relation to the importance of ‘islands and place’ as an image theme within the two data sets. This theme was coded when islands or specific places on the islands, were discussed. It is perhaps unsurprising, given the descriptive nature of travel blogs, that ‘islands and place’ was the most prevalent theme identified among this material. This theme accounted for 214 coding references and was identified among all 27 blogs analysed. The theme of ‘islands and place’ was also well represented in the DMO material, ranked second overall and accounting for 84 coding references. Similar sub themes are identified within the DMO and travel blog material relating to place (Table 5.5). The prevalence of references to ‘islands and place’ within the travel blog material, and the high number of references to ‘named places’, supports the notion that the appeal of islands, as tourism destination, can be attributed to the ability to get to know the place (Butler, 1993) where the visitor showcases their knowledge of and familiarity with the destination.

Travel Blog Content		DMO Material	
Rank	Theme or Sub theme	Rank	Theme
1	Islands and place	2	Islands and place
8	Named Places	8	St Marys
11	St Marys	17 =	Named Places
13	Tresco	32 =	Difference between the Islands
24 =	Tresco Abbey Gardens	32 =	Tresco Abbey Gardens
27	Harbour	32 =	Tresco
30 =	Bryher	37	St Agnes
39 =	Hugh town	38 =	Bryher
47 =	Difference between the Islands	38 =	Uninhabited Islands
47 =	St Agnes	41 =	St Martins
53 =	St Martins	69 =	Harbour
80 =	Uninhabited islands	82 =	Hugh town
		82 =	Vineyards

Table 5.5 Ranking of ‘island and place’ themes and subthemes

From Table 5.5, it can be identified that St Mary's and Tresco are the most frequently cited islands within both data sets, and the importance of Tresco Abbey Gardens as an attraction is also recognised. Differences are seen in relation to the relative importance of the difference between the islands. Island studies literature highlights that the sense of difference is fundamental to the appeal of islands (Butler, 1993a; Baum, 1997a; Baldacchino, 2006) yet, interestingly, the DMO material puts more emphasis on the difference between the islands, identifying how "each island has its distinct characteristics" (DMO 23). The difference between the islands is noted in only 7 of the 27 travel blogs however the ability to feel difference between the islands is recognised suggesting some alignment in image: "The following day I'm off to Tresco, which is only a short boat ride away from St. Mary's, but has a very different feel" (Blog 8).

Disparity is evident, however, in the discussion and representation of the harbour. This theme ranked significantly higher among travel blog material and photographs depicting the harbour were particularly common (Images 5.1-5.3). The prevalence of this theme signifies the importance of the harbour as the travel hub, integral to the visitors' experience of the destination. The inclusion of images and references to the harbour demonstrate place dependency and functional attachment (Williams *et al.*, 1992; Williams and Vaske, 2003; Brocato, 2006) where the harbour is able to meet the needs of the visitors and, as such, is reflected on in a positive light.



Image 5.1 Image of the harbour from The Strand (Blog 3)



Image 5.2: Image of the harbour from the Quay (Blog 10)



Image 5.3: Image of the harbour from Mincarolo (Blog 26)

Landscape and seascape was also identified as an important image theme. 'Landscape and seascape' was the second highest ranked theme within the travel blog material, accounting for 200 coding references. Comparisons were drawn between the landscape of the Isles of Scilly and other locations within the UK: "there can be few places in the British Isles that enjoy such a spectacular and picturesque setting" (Blog 6). Alignment in image was identifiable when compared to the DMO material which also compared the islands' landscape to the rest of England in both text and image (Image 5.4):

*"The unspoilt landscape of Scilly, which looks and feels so different from the rest of England, is its greatest asset, and the wildlife and habitats that flourish here make it a truly fascinating place to visit" (DMO 14).*

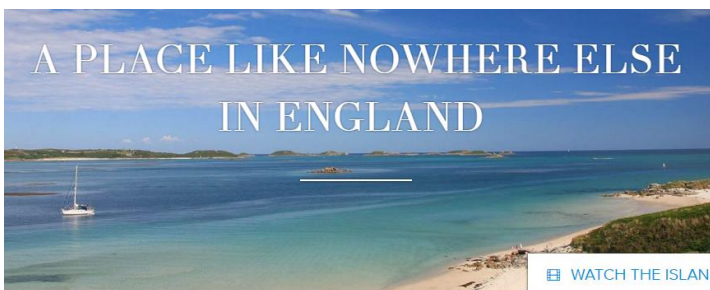


Image 5.4: Promotional images highlighting the difference of the Isles of Scilly (DMO 16)

Such findings identify that the inherent sense of difference, felt by small islands (Butler, 1993a; Baum, 1997a; Baldacchino, 2006), is used by the DMO to promote the Isles of Scilly.

Within the travel blogs, the theme of landscape dominated discussion and a number of landscape subthemes were highly ranked. Analysis identified 'landscape and seascape' was the fourth most frequently utilised theme, in the promotion of the Isles of Scilly. A comparison of sub themes is provided in Table 5.6.



Travel Blog Content		DMO Material	
Rank	Theme or Sub theme	Rank	Theme
2	Landscape and seascape	4	Landscape and seascape
12	Beaches	11	Beaches
15	Blue Sea	17 =	Wildlife, flora and fauna
17	Wildlife, flora and fauna	32 =	Rugged Landscape
21 =	Boats	54 =	Blue Sea
58 =	Rugged Landscape	62 =	Inspiring landscape
65 =	Sunset	69	Sunset
74 =	Gardens	82=	Colour and Light
74 =	Landscape with human subject		
88 =	Inspiring landscape		
97 =	Colour and Light		

Table 5.6 Ranking of 'landscape and seascape' themes and subthemes

Unsurprisingly visual images of landscape and seascape featured heavily in travel blogs and on the DMO website. The landscape sub themes, evident among the travel blog data, differed slightly to those most frequently coded by the DMO with attention paid to 'boats' and 'gardens'. Although 'beaches' and 'wildlife, flora and fauna' ranked highly among both data sets of the highest ranked themes, 'blue sea' only ranked 54<sup>th</sup> within the DMO material, as opposed to 15<sup>th</sup> within the travel blog data. The colour of the sea is a recurrent theme in travel blogs but is also recognised by the DMO as demonstrated in Table 5.7.

Source	Images of Sea
Blog 2	<i>"I think the beauty of Scilly is mainly due to the colours in the sea".</i>
Blog 4	<i>"I gazed down at the sublime aqua and deepest pure blue colour of the seas merging into glistening gold strips of sand".</i>
Blog 9	<i>"During the summer when the full sun is shining on the ocean, it's crystal clear and the loveliest shade of turquoise".</i>
Blog 14	<i>"The colour of the sea has to be seen to be believed".</i>
DMO 18	<i>"The closer you get; you'll seek glimpses on the horizon of the low-lying islands amid a turquoise sea".</i>

Table 5.7 Colours of the sea as a recurrent image theme

Additionally, rugged seascape and landscape was ranked 32<sup>nd</sup> by the DMO but only ranked 58<sup>th</sup> among the travel blog data identifying disparity in the image held and the image promoted.

Although the DMO material supports an image of the Isles of Scilly as a natural destination, the most prevalent image within this material was the islands as an activity destination where emphasis was placed on things to do. Across the DMO website, ‘things to do’ accounted for 133 coding references, from 29 of 33 webpages. Many of the visual images, included on the website portray such a message:



Image 5.5: Cycling as an activity (DMO 24)



Image 5.6: Snorkelling as an activity (DMO 24)



Image 5.7: Horse riding as an activity (DMO 24)



Image 5.8: Swimming with seal as an activity (DMO 24)



Image 5.9: Windsurfing as an activity (DMO 24)



Image 5.10: Walking as an activity (DMO 24)

Thematic content analysis of the DMO website identifies a promotional image of the Isles of Scilly as a destination for outdoor activities. Viewing Table 5.4 it is recognised that the theme of ‘things to do’ is also central to the perceived image, ranked third and accounting for 190 coding references. The popularity of subthemes, however, varied greatly between the two data sets (Table 5.8).

Travel Blog Content		DMO Material	
Rank	Theme or Sub theme	Rank	Theme
3	Things to do	1	Things to do
5	Wildlife, flora and fauna	6	Wildlife, flora and fauna
28=	Trips	9 =	Walking
34 =	Walking	15 =	Trips
36 =	Fishing	17 =	Explore and adventure
47 =	Explore and adventure	22 =	Land based activities
53 =	Creative pursuits	22=	Water sports
65 =	Water sports	27=	Beaches as activity
71=	Beaches as activity	31	Events
80=	Land based activities	47=	Beachcombing
88=	Beachcombing	47=	Guided walks
88=	Events	54=	Events – Walk Scilly
97=	Events – Food Festival	54=	Gig Racing
97=	Gig racing	62=	Events – Gig Championships
		62=	Events – Food Festival
		62=	Creative pursuits
		82=	Events – Art Scilly
		82 =	Events – Folk Festival
		98=	Events –Scilly Sea Swim

Table 5.8 Ranking of ‘things to do themes and subthemes

Among both the DMO and the travel blog material ‘wildlife, flora and fauna’ was the highest ranking subtheme. References to ‘wildlife, flora and fauna’ among DMO material identify the targeting of niche markets, most notably bird watchers:

*“The Isles of Scilly are one of the best places in Britain to spot birds. In addition to Scilly's native feathered friends, the islands are also an important staging post for migrating birds, particularly in October, the best month for more unusual sightings. The red-breasted flycatcher, yellow-browed warbler, wryneck, Richard's pipit, pectoral sandpiper and the Lapland bunting might even make an appearance. Birders from all over the country come to Scilly hoping to spot their own birding highlights, and enjoy evening bird logs to report sightings and rarities” (DMO 5).*

This particular reference demonstrates how wildlife is used as a unique selling point to differentiate the Isles of Scilly from other destinations in Britain. This image is agreed upon in the travel blogs where 8, of 27 blogs analysed, focused specifically on the wildlife found in the Isles of Scilly. There was significant evidence that visitors travel to the Isles of Scilly to specifically participate in birdwatching, where many blogs documented, and provided photographs, of sightings in the islands:

*“Then the long awaited cry of “Manxie!” will break the air, to be followed by numerous birders tracking it with their binoculars, revelling at the sight of its name-sake flight, shearing low across the waves at speed” (Blog 16).*



Image 5.11: Wildlife photography (Blog 16)

Such references to birdwatching and seabird trips highlight the excitement that the islands can provide nature enthusiasts. The frequency of the theme ‘wildlife, flora and fauna’, as an activity, demonstrates that nature is a key motivator for many visiting the islands and suggest the potential of the destination to support special interest tourism.

Despite the prevalence of ‘wildlife, flora and fauna’ ‘trips’ and ‘walking’ in both data sets, some disparity is evident. Organised activity themes are promoted in the DMO material where ‘land based activities’ and ‘water sports’ are both ranked at 22<sup>nd</sup>, however, these attributes only rank at 80<sup>th</sup> and 65<sup>th</sup> among the blog content. Further disparity is identifiable in the discussion of events taking place within the islands, which are heavily promoted by the DMO:

*“Scilly is a destination buzzing with events and festivals, particularly throughout the season: from walking festivals, gastronomic weekends and music events to the World Pilot Gig Championships, art weeks, island fetes, RNLI days, exhibitions, theatre and more” (DMO 8).*

Disparity in image is seen here as only two references to the theme of ‘events’ were coded within the travel blogs, demonstrating differences in the types of activities discussed in each of these data sets.

Within the material analysed some clear disparities were identified. Travel blog material places a much greater emphasis on the key services for tourism, including travel and accommodation, than the material created by the DMO where such themes consistently ranked higher. Table 6.9 compares the themes and subthemes relating to tourism infrastructure and services identified within the data sets.

Travel Blog Content		DMO Material	
Rank	Theme or Sub theme	Rank	Theme
7	Travel	7	Travel
9	Food and drink	12=	Food and drink

14	Accommodation	22=	Travel by inter-island boat
20	Travel - Skybus	29 =	Food and drink- local produce
21 =	Food and drink - Restaurants	47=	Food and drink - cafes
26 =	Accommodation - hotels	51=	Local produce- seafood
32=	Travel - Scillonian	54 =	Accommodation
36=	Food and drink- local produce	54 =	Travel - Scillonian
39=	Travel by inter-island boat	62=	Food and drink - pubs
47=	Food and drink - cafes	62=	Food and drink - Restaurants
53=	Food and drink – hotel dining	62=	Travel - Skybus
53=	Travel - yachting	69=	Accommodation - hotels
60=	Local produce- seafood	69=	Local produce- vegetable
60=	Food and drink - pubs	82=	Events – Gig Championships
74=	Local produce- vegetable	82=	Local produce- Ales of Scilly
74=	Accommodation- Camping	82=	Local produce- livestock
74=	Accommodation- Self catering	82=	Local produce- vineyards
80=	Accommodation- B and B	82=	Local produce- Troy Town Dairy
88=	Local produce- livestock	98=	Accommodation- Camping
97=	Local produce- fudge	98=	Food and drink – hotel dining
97=	Local Produce-Troy Town Dairy	98=	Local produce- fudge

Table 5.9 Ranking of tourism infrastructure and services themes and subthemes

Travel was a particularly prevalent theme within the blog material, accounting for 84 coding references. Both modes of transport to the island were referenced, with 33 references made to flying to the islands, and 21 references made to the Scillonian. Discussion of travel related largely to the journey as an adventure, adding to the experience of a holiday on the Isles of Scilly: “the journey itself has been an adventure, but the real excitement begins when I touch down” (Blog 8). The image of travel conveyed by the DMO was aligned with that of the travel blogs. The DMO also consider travel as part of the adventure:

*“Even seasoned travellers and returning residents feel their pulses quicken as they approach the island archipelago – so imagine what it must be like if you've never done it before! Getting to Scilly is an adventure. It's unique. It's part of your holiday experience” (DMO 26).*

Again the prevalence of such themes supports the conceptual understanding of islands in the literature, where the inaccessibility of islands enhances their appeal to those visiting (Baldacchino, 2006). ‘Food and drink’ was identified as a significant theme within the blog material, ranked ninth, and to which 74 references are made. References to this theme

consider places to eat and provide recommendations of restaurants and cafés. Food and drink ranks similarly within the DMO material at 12<sup>th</sup>, yet, discussion of food and drink was strongly linked to the subtheme of ‘local produce’ ranked 29<sup>th</sup>. Disparity in the image of the islands as a gastronomic destination was evident through attempts of the DMO to promote local produce:

*“From divine locally-produced ice cream to tender island beef; from luxurious, freshly-caught lobsters and crab to squidgy tatty cake, from farm-grown veg to the islands’ own wine and beer, local Scillonian fare will get your taste buds tingling” (DMO 10).*

Recognition of local produce was less apparent within the travel blog material with local produce ranked only 36<sup>th</sup>.

‘Characteristics of the island’, ranked fourth, was another prevalent theme within the material. Analysis continues to support the notion that the environment is fundamental to both the promoted and perceived image of the Isles of Scilly, where of the characteristic themes and sub themes identified (documented in Table 5.10), those relating to the environment are most frequently coded.

Travel Blog Content		DMO Material	
Rank	Theme or Sub theme	Rank	Theme
4	Characteristics	3	Characteristics
18	Climate	15=	Natural beauty & environment
19	Natural beauty & environment	22=	Climate
30=	Quiet, relaxing, escape	22=	Quiet, relaxing, escape



32=	Small scale	38=	Unspoilt
35	Distance from the mainland	43=	Distance from the mainland
42=	Climate - sun	43=	Small scale
46	Atmosphere	51=	Climate- Weather dependent
47	Climate – windy weather	54=	Charm, back in time, simple
53=	Climate – bad weather	69=	Atmosphere
60=	Climate- Temperature	69=	Climate- Temperature
60=	Distance between islands	82=	Distance between islands
65=	Exclusive	82=	Exclusive
65=	Friendly	82=	Friendly
65=	Safety and lack of traffic	82=	Safety and lack of traffic
71=	Unspoilt	82=	Climate – Bad weather
80=	Charm, back in time, simple		
88=	Climate- weather dependent		

Table 5.10 Ranking of ‘Characteristics’ themes and subthemes

The theme of ‘climate’ is prevalent within both data sets (documented in Table 5.11). Travel blogs present an image of unpredictable weather, yet demonstrate that the landscape can still be appreciated. Although references are made to wet weather attractions among the DMO material, references to climate predominantly refer to its temperate climate displaying disparity in image where references to bad weather are minimal:

Source	Images of climate
Blog 21	<i>“Strong winds and heavy rain has been interspersed with sunshine”.</i>
Blog 2	<i>“When a storm threatens it is still beautiful”.</i>
Blog 7	<i>“Even when it wasn’t sunny the view was still outstanding”.</i>
Blog 22	<i>“The Scillies were looking stunning as usual despite the grey skies and strong breeze”.</i>
DMO 9	<i>“The Isles of Scilly, warmed by the Gulf Stream, are a haven for unusual and very beautiful flowers and plants”.</i>
DMO 3	<i>“Due to the warmer microclimate of the Isles of Scilly, much of the kaleidoscopic jungle that thrives here can’t even be found just 30 miles away in the most western parts of Cornwall”.</i>

Table 5.11 Theme of climate

The quiet and relaxing nature of the Isles of Scilly was also drawn upon, demonstrating the ability of visitors to enjoy the environment. Such references present the Isles of Scilly as a destination for escape, and highlight how this was an aspect valued by those who visit:

*“The peacefulness is absolutely intoxicating. No road signs, no phone signal, no*

*streetlights: before you know it, you'll find yourself staring in amusement at a single goose for a good ten minutes, or gazing out to sea motionless to spot the seals which play amongst the rocks” (Blog 11).*

This image is reiterated by the DMO, which identifies “*well it's just as easy to slip away from it all to relax and recharge*” (DMO 24). Such references present the Isles of Scilly as a destination for escape, and highlight how this is an aspect valued by those who visit.

The most significant difference in the image presented by the DMO, to that perceived by the travel blogger, was that of the islands’ history. The theme of ‘history’ was identifiable as a significant promotional theme among the DMO material, ranked fifth overall and accounting for 48 coding references. The theme of ‘history’ and associated subthemes, however, rank much lower within travel blog content (displayed in Table 5.12).

Travel Blog Content		DMO Material	
Rank	Theme or Sub theme	Rank	Theme
21=	History	5	History
39=	Maritime history and sites	9=	Historical and archaeological sites
74=	Historical and archaeological sites	17=	Maritime history and sites
88=	Gig rowing	41=	Heritage
		43=	Gig Rowing
		69=	Myth

Table 5.12 Ranking of ‘history’ themes and subthemes

The DMO promote both tangible and intangible aspects of the destinations’ history, evident in visual material and written content (Table 5.13). References are made in particular to historical and archaeological sites that can be visited, the islands' maritime history and to myths:



Image 5.12: Blockhouse (DMO 15)



Image 5.13: Gig rowing (DMO 7)

Source	Images of history
DMO 29	<i>“It is thought that the archipelago may once have been joined together, making up a large land-mass. Legend suggests that it was the lost Arthurian land of Lyonesse. The islands remain steeped in myth and many have fascinating names to reflect this: Great Arthur, Hangman’s Island, Old Man, Hunter’s Lump, Seal Rock and Great Cheese Rock”.</i>
DMO 7	<i>“Scilly’s cultural heritage revolves around the sea, something that all Scillonian families are proud of. Aside from tourism which now accounts for the most part of our economy, our heritage actually lies with the traditional pastimes of farming, fishing and pilot gig rowing – all of which prosper on the islands to this day”.</i>

Table 5.13 Images of history among DMO material

Among the DMO material particular reference is made to heritage. Heritage is used in the marketing of the Isles of Scilly in order to distinguish them from other destinations, despite this image not being widely perceived among travel bloggers.

To summarise, the perceived image is one of a destination with an environment to be enjoyed. Wildlife, flora and fauna is fundamental to the visitors’ image of the islands, both as part of the landscape and as something to do. There is evidence among this material that the Isles of Scilly are a destination of special interest to those who birdwatch, but could also cater to those interested in marine life and fishing. There is little focus on organised activities among the travel blogs, aside from participating in trips to the other islands. Characteristics of the islands

such as peace, tranquillity and friendliness are noted throughout and it can be observed that these are valued qualities.

Among the DMO material, an image of the Isles of Scilly as an aesthetically beautiful destination, with a tourism product dependent on the natural environment, prevails. The environmental quality of the islands is drawn on throughout, identifying the landscape as fundamental to the islands' appeal. Images presented by the DMO focus on the islands' propensity to offer outdoor activities. Discussion of the islands' heritage and way of life presents a unique sense of place. However, the focus on such themes does present a disparity in image, misaligned from the complex image, demonstrated within the travel blogs.

### 5.3 The value of travel blogs

In comparing image themes, promoted by the destination and perceived by travel bloggers, several gaps are identifiable. Such findings suggest the ability of travel blogs to align promoted and perceived images. Travel blogs have been identified as a useful source of information in research (Schmallegger and Carson, 2008; Banyai and Glover, 2012), yet this analysis has also demonstrated the value of travel blogs as an accessible source for use in destination marketing. Disparities between promoted and perceived images of the Isles of Scilly were evident, both in terms of the type of images that were coded and the ranking of themes and subthemes.

This secondary data analysis could have practical marketing implications for the Isles of Scilly, where the DMO could use insight, gained from travel blogs, in order to refine promotional material. Schmallegger and Carson (2008) argued that blogs facilitate the uploading of uncensored content. It is apparent, in this research that blogs can facilitate portrayal of an accurate destination image by providing access to the visitor evaluations of destination attributes.

From this analysis, it is apparent that travel blogs are able to provide DMOs with access to the complex image, held by visitors to a destination. In total, 27 travel blogs were studied and analysed using thematic content analysis. Content analysis identified 84 instances where evaluation had been provided among 25 of the blog articles analysed. The existence of evaluation among this material evidenced that travel blogs can in fact provide access to the complex image, formed through evaluation of place, during and post visit. Although themes of evaluation, positive evaluation and feelings towards the islands were coded, the quality of such evaluation varied greatly among the blog entries. Hookway (2008) identified that blogs have the potential to provide a rich data source. Although this data set supported this notion,

it also confirms the argument put forth by Carson (2008), that blog data can be shallow.

Disparity within the data analysed is illustrated by the following excerpts which both disclose the emotions felt by the author during their journey to the Isles of Scilly as the islands come into view:

*"I was gripped by a fear that the purity of those childhood holidays could never be recaptured, how wrong I was! The cluster of islands appear and once again I was that excited little girl pressing my nose to the window and if it were possible for your heart to physically soar then it did as I gazed down at the sublime aqua and deepest pure blue colour of the seas merging into glistening gold strips of sand with deep brown rocks"* (Blog 4).

*"Our first view of the islands was a real thrill"* (Blog 3).

While the first excerpt provided depth, drawing on childhood nostalgia to conjure an image of excitement, the second excerpt merely stated that a thrill was experienced, failing to go into more depth as to why. Another comparison can be drawn between the following extracts detailed below. In this instance, the first author identified that the islands are a special place to visit, while the author of the second extract detailed how the islands offer unique experiences:

*"It is a special place for me and always will be"* (Blog 2).

*"Two days ago, I experienced the greatest wildlife moment of my entire life actually, that's a lie. I experienced the great moment of my entire life – wildlife or otherwise...it could have been minutes, or hours, that the dolphins rode beneath the wave. As they sliced the water, the spray caught the setting sunlight, so that it looked like sparks of fire were erupting from the surface. So close to them, I was oblivious to everything else; I knew that there were others around me, but I felt completely alone, almost like I was flying just above the surface"* (Blog 17).

It has been identified that blogs are disregarded as an information source by tourists, seeking information on a destination, due to the poor quality and low credibility of content (Jacobsen and Munar, 2012). The existence of rich data among some blog content, however, suggests that travel blogs are of value to DMOs which are attempting to identify the complex image,

held by visitors to a destination. However, to be informative or beneficial to their marketing efforts, data must be used selectively. In spite of this it is evident, from the blog data analysed in relation to the Isles of Scilly, that travel blogs can provide access to the complex image. This analysis has evidenced that travel blogs, as a data source, can provide detailed personal accounts of trips to the Isles of Scilly. Evaluation was evident within the majority of travel blogs analysed, such evaluation allows DMOs to identify instances of positive evaluation and areas for improvement or inconsistency in the tourism product offer. As such, it can be assumed that travel blogs, when used cautiously, are able to provide access to the complex image.

## 5.4 Chapter summary

This chapter details the analysis of DMO website content and visitor travel blogs, in order to identify potential disparity in the promoted and perceived images of the Isles of Scilly. This analysis has identified that, although the promoted and perceived images of the Isles of Scilly are predominantly aligned, certain disparities are identifiable. Thus, travel blogs have demonstrated their ability to identify gaps between promoted and perceived images. Once these gaps are identified, DMOs are able to better align their marketing material with the images perceived by visitors to the destination, thus increasing satisfaction.

In conducting thematic content analysis, to establish perceived and promoted images of the Isles of Scilly, this chapter identified instances of disparity in the image promoted by the DMO, and those perceived, in travel blogs. DMO website content essentially promotes the islands as an outdoor activity destination, with their main agenda to highlight the diverse resource base available on the Islands. The image perceived by visitors, documented in online blogs, highlights different themes still, recognising the natural environment and landscape as the islands' core product.

Findings have built a clearer image of the islands from a promotional perspective, highlighting the diverse product offer available on the islands which is of great importance in determining the variables to utilise in primary data collection. Identifying the promoted image has also allowed identification of the marketing strategy used by the DMO. The DMO appears to be targeting new markets by focusing on the islands tourism offer. This understanding will be imperative if appropriate recommendations are to be made following this research.

Thematic analysis of travel blogs has indicated that it is the natural environment and landscape that provides the largest draw to those visiting the islands. This understanding demonstrates the importance of assessing different aspects of the environmental product offer (scenery,



beaches and wildlife for instance) in terms of their ability to motivate visitors to take a holiday on the islands, particularly if key niche markets are to be identified.

Overall, this thematic content analysis has facilitated greater understanding of promoted and perceived destination images, identifying parameters for questionnaire design. It has also provided an understanding of the DMO which allows practical suggestions to be drawn from primary data analysis for the future marketing of the Isles of Scilly. Furthermore, the value of travel blogs as an information source which provides access to the complex destination image has been determined.

## Chapter 6: Findings and discussion-creating an image based typology

### 6.0 Introduction

The aim of this findings and discussion chapter is to assess the value of destination image in segmenting visitors to the Isles of Scilly. This chapter is divided into three clear sections, as illustrated by Table 6.1. First, the chapter presents a descriptive overview of the quantitative survey results in order to profile the respondents and identify their behaviour and perceptions of the Isles of Scilly as a destination (section 6.1). Second, the chapter documents the development of an image based typology, using principal component analysis and k-means cluster analysis (section 6.2). The six-fold typology is then characterised and discussed in relation to existing theoretical knowledge and analysis assesses the validity and value of an image based typology for visitors to the Isles of Scilly (section 6.3). A chapter summary is then provided (section 6.4).

Chapter	Section	Objective	Actions
Chapter 6	6.1 Descriptive analysis	Objective 3	Describe dataset to provide an overview of respondents
	6.2 Developing a typology of visitors to the Isles of Scilly	Identify the range of destination images held by visitors to the Isles of Scilly to develop an image-based typology.	Principal Component Analysis and K-means Cluster Analysis to develop typology. Tukey's Post-hoc test to determine clusters.
	6.3 Characterising the image based typology		Crosstabulation to determine cluster characteristics, discussion of findings in relation to current theoretical understanding.

Table 6.1 Structure, objective and actions of quantitative data analysis

## 6.1 Descriptive analysis

This section will provide a descriptive overview of the data collected from respondents and discuss these findings in relation to existing market research and tourism knowledge. First, a profile of the respondents will be given (section 6.1.1) in order to understand their characteristics as a population and determine their socio demographic characteristics. Visitor behaviour will then be discussed (section 6.1.2) in relation to past visitation, length of stay, motivation for visiting, holiday preferences including transport and accommodation choices and return intention. Finally, this section will identify the respondents' perceptions of the Isles of Scilly as a destination where the extent to which expectations have been met, or perceptions of the destination have changed, will be ascertained and images associated with the islands will be determined (section 6.1.3). A short overview of the descriptive observations will be provided (section 6.1.4).

### 6.1.1 Profile of respondents

Five hundred face-to-face questionnaires were completed over a seven-month period, proportionate to visitor arrivals (as discussed in section 4.3.2). The number of respondents questioned per month is documented in Table 6.2. In order to gain a basic understanding of the sample, a short description of demographic characteristics is provided.

Month of data collection	Number of respondents			Average number of visits per month between 2000-2013
	Total	Male	Female	
April	63	28	35	6,404
May	74	32	42	7,550
June	73	32	41	7,415
July	84	43	41	8,583
August	90	48	42	9,181
September	71	34	37	7,260
October	45	25	20	4,647
Total number of respondents	500	242	258	51,040

Table 6.2 Number of respondents questioned each month

The gender split of respondents was relatively even with 242 males participating in the questionnaire, accounting for 48.4% of the sample, and 258 females who accounted for 51.6%. Figure 6.1 provides an age profile of respondents, depicting the number of respondents within each age category. This figure highlights the prevalence of middle aged visitors (aged between 40 and 59) and older visitors (those over the age of 60), while drawing attention to the lower numbers of younger visitors. These findings reflect trends in domestic tourism in Britain, where Visit Britain’s ‘The GB Tourist Survey 2014’ identified participation in domestic tourism is highest among families and “empty nesters”, with the latter being the only segment to have shown growth since 2010 (Visit Britain, 2015). Although this sample has not been designed to be demographically representative, such a profile is reflective of wider demographic trends in domestic tourism and suggests that the Isles of Scilly holds greater appeal to those aged over 40.

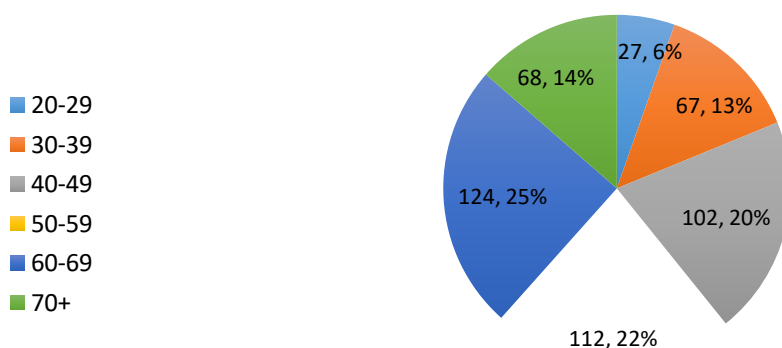


Figure 6.1 Age profile of respondents

The occupation profile of respondents is documented in Figure 6.2. Notably this chart identifies how, of the 500 respondents, a significant proportion were retired. Perhaps more interestingly, Figure 6.2 reveals that 37.2% of respondents are employed in professional or managerial grade positions. Such statistics suggest visitors to the Isles of Scilly are from wealthier economic backgrounds. These findings were consistent with those of the GB Tourist Survey 2014, which found those in AB professional and managerial professions accounted for the highest number of domestic holiday trips, nights and spend in 2014 (Visit Britain, 2015).

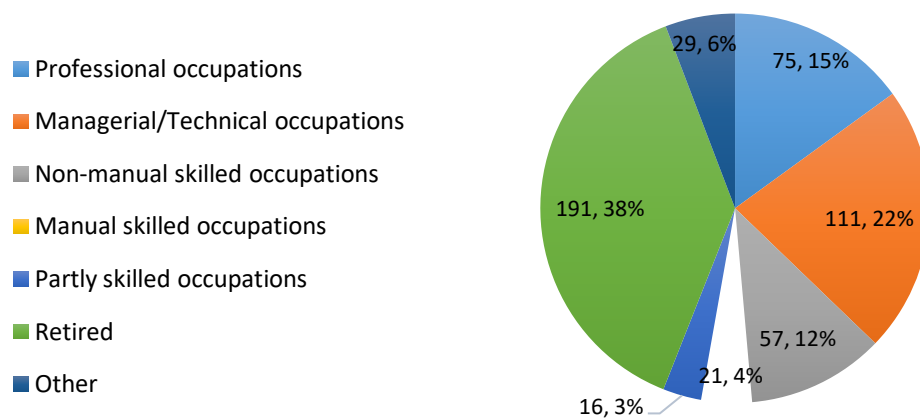


Figure 6.2 Occupation profile of respondents

Profiling respondents based on their region of origin identified the high volume of domestic visitors to the Isles of Scilly. Visitors from the UK accounted for 96.6% of respondents, compared to the 3.4% of international respondents. Of the international market, 88.2% travelled from Europe. Similar findings were observed by the Isles of Scilly Online Visitor Survey 2014 which identified 98% of respondents as UK residents (Islands Partnership, 2015). Among the domestic market, trends are identifiable with regards to the regions from which respondents originate. Significantly Figure 8.3 identifies that 41%, of respondents, originate from the South West. In addition to this 18% of respondents originate from the South East and

a further 7.4% from London. As such, it can be inferred that the majority of respondents (66.4%) have travelled to the Isles of Scilly from the South (South West, South East and London). The popularity of the Isles of Scilly among those from the South is anticipated given that destination accessibility is measured in terms of distance, time and cost where reduced distances and travel costs increase the demands for travel (Tóth and Dávid, 2010). These findings are particularly unsurprising given that those making the water crossing, required to access island destinations, incur additional financial and time costs (Royle, 2001).

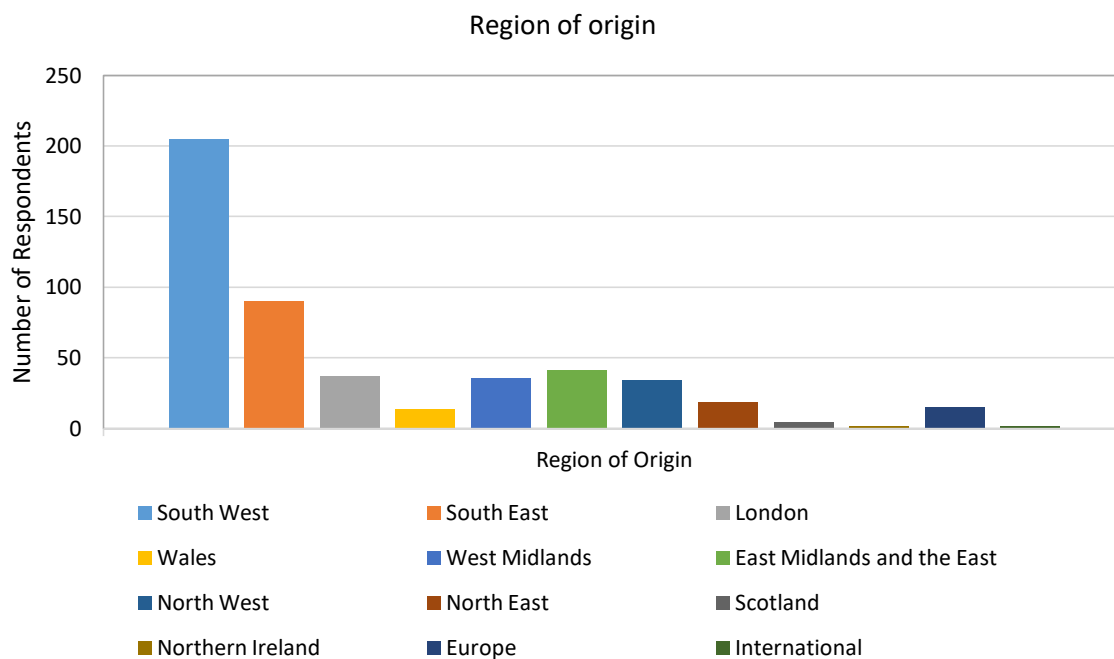


Figure 6.3 Region of origin

### 6.1.2 Visitor behaviour

Profiling respondents based upon socio demographic characteristics provides a basic understanding of the sample population, the ability to identify visitor behaviour is of greater value to this study as analysis of visitors' behaviour, can provide integral information for destination marketing (Beh and Bruyere, 2007). Given the well documented relationship between destination image and behaviour, where behaviour is found to be significant the

formation of destination image (Mayo and Jarvis, 1981; Um and Crompton, 1990; Stabler, 1995), and destination image an influence on tourist behaviour (Baloglu and McCleary, 1999; Bigné *et al.*, 2001; Lee *et al.*, 2005; Stepchenkova and Morrison, 2006; Yüksel and Akgül, 2007; Nadeau *et al.*, 2008; Law and Cheung, 2010; Lepp *et al.*, 2011), it was imperative to gain an understanding of the respondents' behaviour at the destination.

Of the respondents questioned, 68.4% were returning visitors while 31.6% were visiting for the first time. Figure 6.4 details the number of visits made by returning respondents and Figure 6.5 identifies the first year that the respondent visited the islands. Figure 6.4 recognises that 46.2% of returning respondents have taken more than 10 trips to the Isles of Scilly, furthermore, 24.9% have exceeded 20 visits. Figure 6.5 identifies that 58.5% of returning respondents first visited before the islands before the year 2000, however, repeat visitation is still prominent among more recent visitors to the islands. In total, 41.5% of returning respondents made their first visit since the year 2000, suggesting that visitor loyalty is a trend in tourism on the Isles of Scilly, rather than the habitual behaviour of long established visitors.

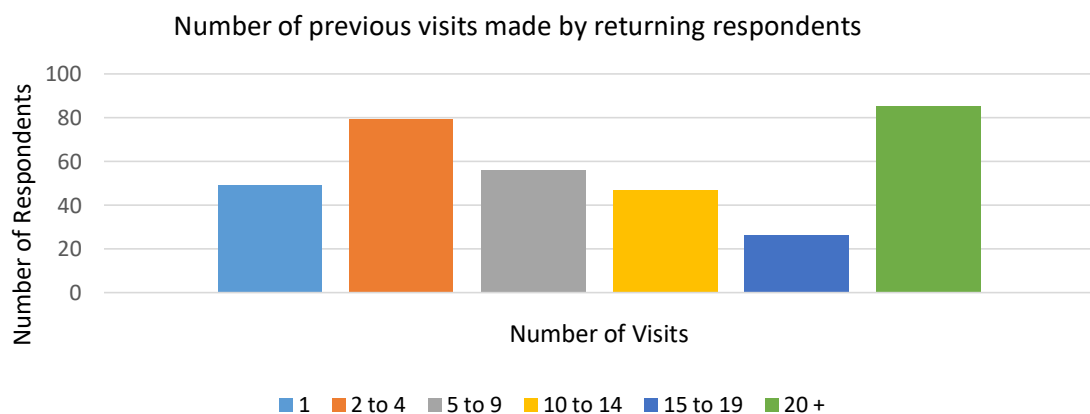


Figure 6.4 Number of previous visits

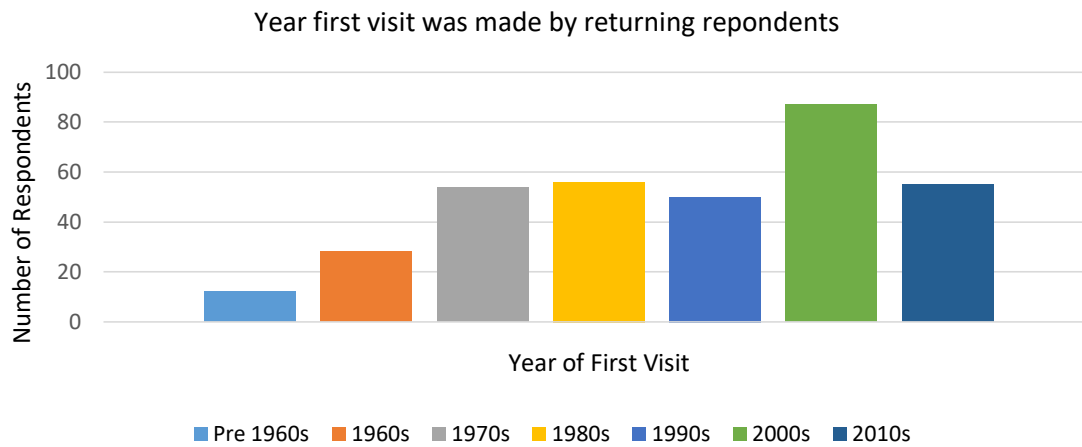


Figure 6.5 Year of first visit

Length of stay, depicted in Figure 6.6, is an important measure in identifying visitor behaviour as the length of time spent at the destination not only influences expenditure (Alegre and Pou, 2006), but also satisfaction (Neal, 2004). It can be seen from Figure 6.6 that the most common length of stay is seven days, accounting for 43.2% of trips. A further 25.6% of respondents were staying for longer than seven days suggesting the Isles of Scilly is chosen by some as a ‘main’ holiday destination. Parallels can be drawn between the behaviour of this sample and that collected by the Islands Partnership (2015) where it was identified that 48% of respondents spent between 5-7 days on the islands while a further 22% visited for over a week. The popularity of shorter breaks is also identifiable, with stays less than seven days, accounting for 27.2% of respondents. These findings reflect changes in traditional tourism patterns as decline in the average length of stay has been observed among UK tourists both internationally (Alegre and Pou, 2006; Martinez-Garcia and Raya, 2008; Barros and Machado, 2010) and domestically (Visit Britain, 2015). New consumer behavioural patterns are identifiable where there is growing preference for short breaks (Alegre and Pou, 2006; Martinez-Garcia and Raya, 2008; Barros and Machado, 2010). The proportion of visitors taking shorter breaks suggests that the Isles of Scilly is able to target the short break market. There is



also evidence of a day trip market on the Isles of Scilly, however, these trips were made by just 4% of respondents which may be reflective of data collection points.

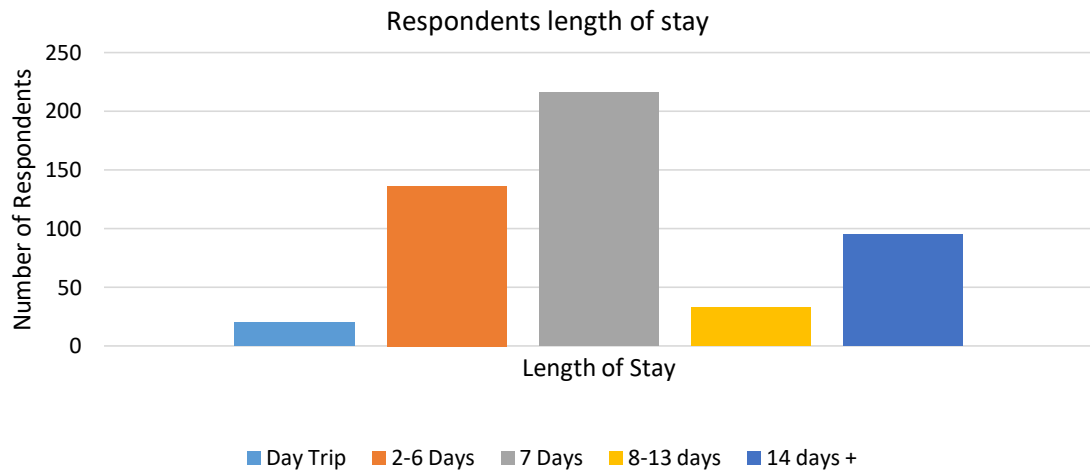


Figure 6.6 Length of stay

The influence of travelling in a group and particularly travelling with children has been found to have a significant impact on decision making and behaviour (Thornton, Shaw and Williams, 1997). As such it is necessary to identify the characteristics of the group within which the respondent was travelling. Findings suggests the Isles of Scilly are a popular destination for couples, who make up 51.4% of respondents. The appeal of the islands as a family destination was also evident (21.8%). A further 15.4% of respondents were travelling with friends, 8.2% alone and 3.2% as part of a tour group. Travel in small groups, of three to five individuals, was popular (24.6%) while travel in larger groups, of over six individuals, was less common (9.4%). To further understand the sample, respondents were asked to identify their choice of transport and accommodation. Figure 6.7 details the chosen mode of transport to the islands, highlighting the passenger ferry ‘*Scillonian*’ as the most commonly used method. Very similar results were seen in the Islands Partnership survey, where 53% had travelled by Scillonian (Islands Partnership, 2015). Lands’ End was identifiable as the most popular airport among those who used the ‘*Skybus*’ service. The most popular transport routes were those shortest in

distance and cheapest in price. This supports studies on transport choice which have found cost, time and convenience to be influential in transport choice, with price being the most influential factor (Hatzinger and Mazanec, 2007; Hergesell and Dickinger, 2013).

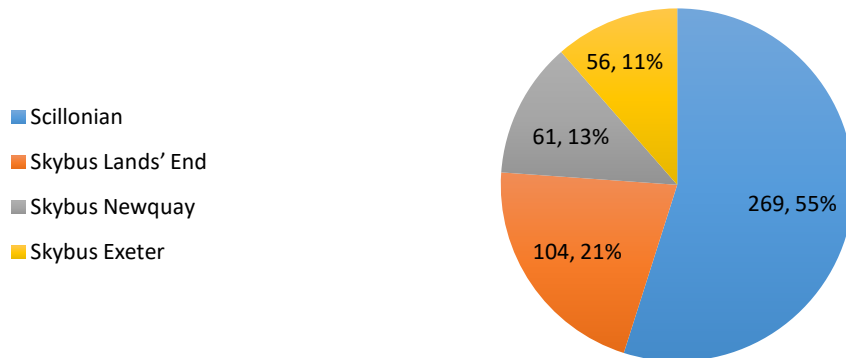


Figure 6.7 Mode of transport used by respondents

In addition to travel behaviour, accommodation choice was also of interest. Figure 6.8 identifies that the greatest proportion of respondents used self-catering accommodation. This highlights the prevalence of such accommodation on the Isles of Scilly and may also go some way to explaining the large proportion of week-long stays. Serviced accommodation was also popular while camping, staying with friends and family and other accommodation arrangements were less common. The prevalence of self-catering accommodation was also identifiable among the Islands Partnership survey which accounted for 52% of respondents (Islands Partnership, 2015).

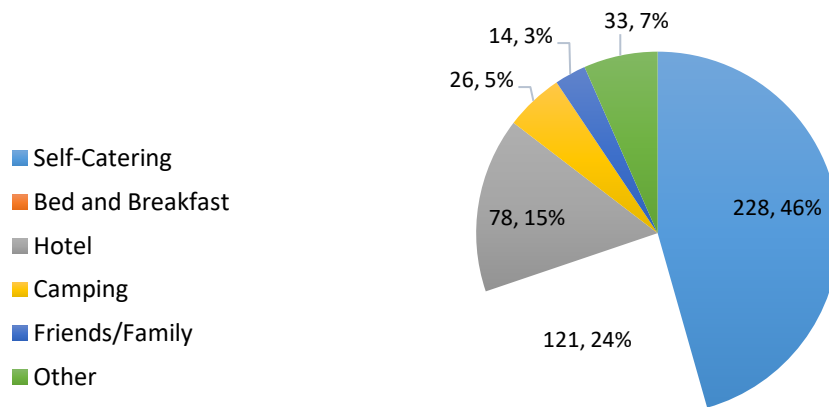


Figure 6.8 Form of accommodation used by respondents

Motivation for the visit was also deemed important in understanding the behaviour of the sample as motivation not only inspires the trip but will also determine what is sought from the destination (Devesa *et al.*, 2010). Respondents were asked to rate the importance of different factors in motivating their trip to the Isles of Scilly using a three point Likert-Scales, the results are detailed in Figure 6.9. Although a range of personal and destination based motivations are apparent, commonalities can be identified among the sample. It is clear that the most important factor motivating travel to the Isles of Scilly is the scenery and landscape, as 76.8% of respondents identified this factor as very important in motivating their holiday. These results agreed with the findings of the Islands Partnership survey that found 81% of visitors were motivated to visit by the scenery (Islands Partnership, 2015). Other prominent factors included being able to rest and relax and see nature and wildlife which were rated as very important by 54.2% and 46% of respondents respectively. The least influential factor was family togetherness, which 46.2% of respondents rated as not important, which may be partly explained by the fewer number of respondents travelling with family.

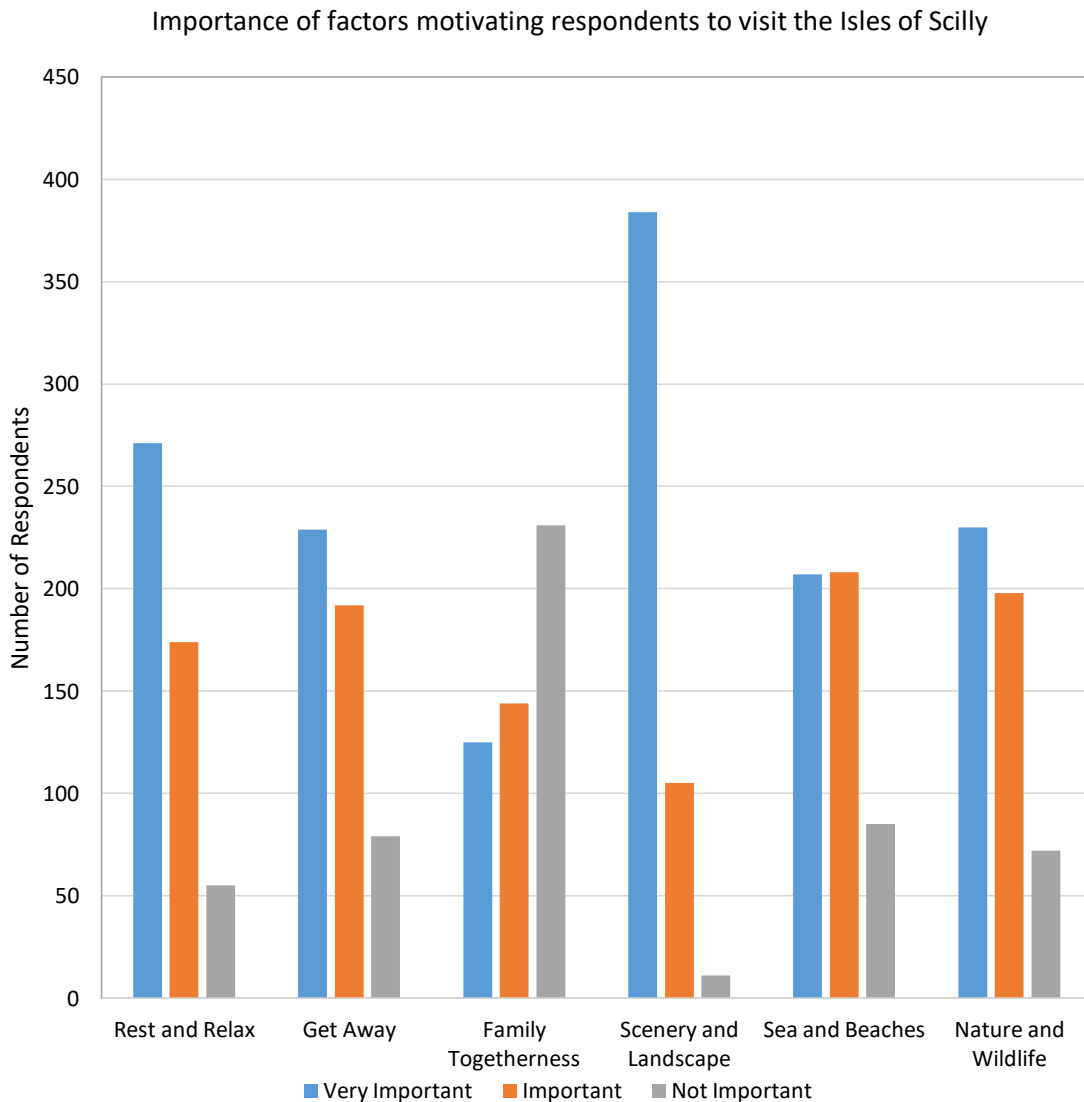


Figure 6.9 Importance of factors motivating respondents to visit the Isles of Scilly

Using an open question, respondents also identified one other factor motivating their decision to choose the Isles of Scilly as a destination (Table 6.3). Most frequently cited was the desire to return, or to visit for the first time. Some motivations related to intangible aspects such as the atmosphere of the islands, ability to get away, memories or the friendliness of local people. Destination based motivations such as the accessibility, climate and geography and the uniqueness of the Isles of Scilly were noted. Motivations identified through free elicitation provided insight as to the purpose of the visit. Motivations related to nature and birdwatching, food and drink, visiting Tresco Abbey Gardens or walking, supporting the research of Kozak

(2001; 2002) who suggested that attributes and resources can be matched with tourist motivations.

Other motivations for visiting the Isles of Scilly	Number of respondents	% of respondents
Previously visited and wanted to return	77	15.4
Always wanted to visit but hadn't before	48	9.6
Intangible characteristics – tranquillity and atmosphere	41	8.2
To participate or spectate at the World Gig Championships	34	6.8
Things to do including walking and other activities	33	6.6
Island offer escapism or ability to get away	32	6.4
Islands are accessible in terms of location, cost, and access	27	5.4
Geography and climate of the islands appealed	22	4.4
Visiting with friends or family	21	4.2
Celebrating an occasion or anniversary	18	3.6
Nature and birdwatching	17	3.4
Food and drink	14	2.8
Memories and nostalgia	14	2.8
Local people and friendliness of the community	14	2.8
People who like to travel to islands	12	2.4
The Isles of Scilly is an unusual destination	11	2.2
To visit the Tresco Abbey Gardens	10	2
Visiting the islands for work	10	2
Visiting friends and relatives	7	1.4
Things to see including landscape, archaeology and history	7	1.4
Not applicable (no other motivations)	31	6.2

Table 6.3 Motivation for visiting the Isles of Scilly

In addition to motivation, the activities that respondents participate in, are useful to determine visitor behaviour. Participation in activities can help to identify the purpose of a visit, and the existence of special interest groups (McKercher and Chan, 2005). When asked to state their primary holiday activity, respondents identified that visiting and exploring the islands was the most popular activity, accounting for 33.8% of respondents. Land and water based organised activities were identified by 19.2% of respondents. The identification of specific activities including boat trips (12%), walking (10.8%), visiting gardens (8.4%), birdwatching and pelagic trips (8.2%) suggest the existence of niche markets. A small

proportion of respondents also identified gastronomy as an activity (4.4%) suggesting some respondents travelled to participate in food tourism. A further 3.2% identified that they planned on relaxing. Special interest tourism can be lucrative to destinations, as those who visit to participate in special interest activities tend to stay longer, visit more frequently and spend more than other tourists (Mackay, Andereck and Vogt, 2002; Robinson and Novelli, 2005; Rogerson, Simango and Rogerson, 2013).

### 6.1.3 Perceptions of the destination

Destination image literature discusses the influence of image on destination satisfaction (Chon, 1992a) and revisit intention (Bigné *et al.*, 2001; Chen and Gursoy, 2001) with studies long citing the importance of image alignment (Kotler *et al.*, 1993; Alhemoud and Armstrong, 1996; Tasci and Gartner, 2007). As such, it was necessary to identify respondents' perceptions of the Isles of Scilly as a destination not only in relation to destination image but also in terms of satisfaction and return intention.

Outstandingly, the majority of respondents have a positive perception of the destination. In total, 99.8% of respondents identified that they were satisfied with their trip and 99.6% of respondents would recommend the destination. Figure 6.10 evidences that the expectations of 96.2% of respondents who were visiting the Isles of Scilly for the first time were either met or exceeded. Comparisons can be drawn between first time respondents and returning respondents through use of figures 6.10 and 6.11. In total, 73.4% of return visitors identified that their perception had stayed the same or improved while 26.6% reported a more negative perception. Despite this, return intention is still high, as Figure 6.12 identifies that the majority of respondents (94.2%) intend to return. Of these respondents, 58.4% will definitely return, again demonstrating the prominence of repeat visitation. The lack of diversity in visitor

satisfaction, although beneficial for the destination, could have negative implications on this research.

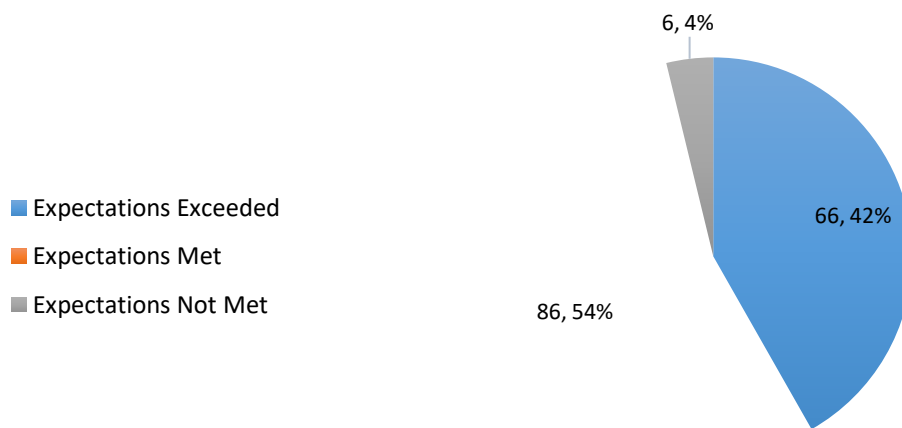


Figure 6.10 Expectations of first time visitors to the Isles of Scilly

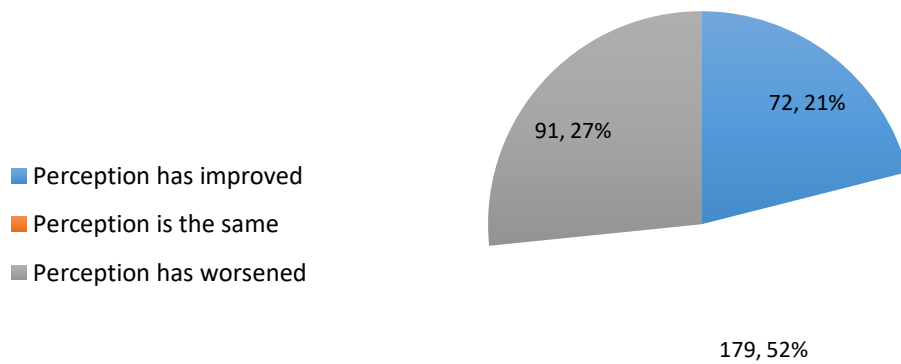


Figure 6.11 Perceptions of returning visitors to the Isles of Scilly

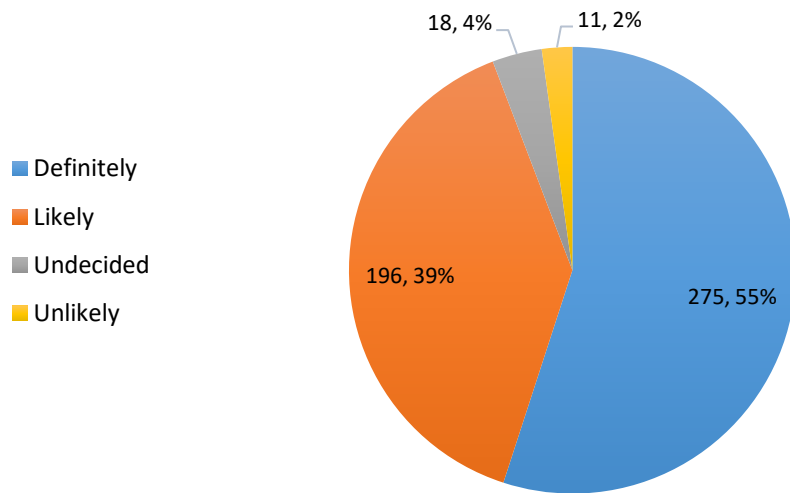
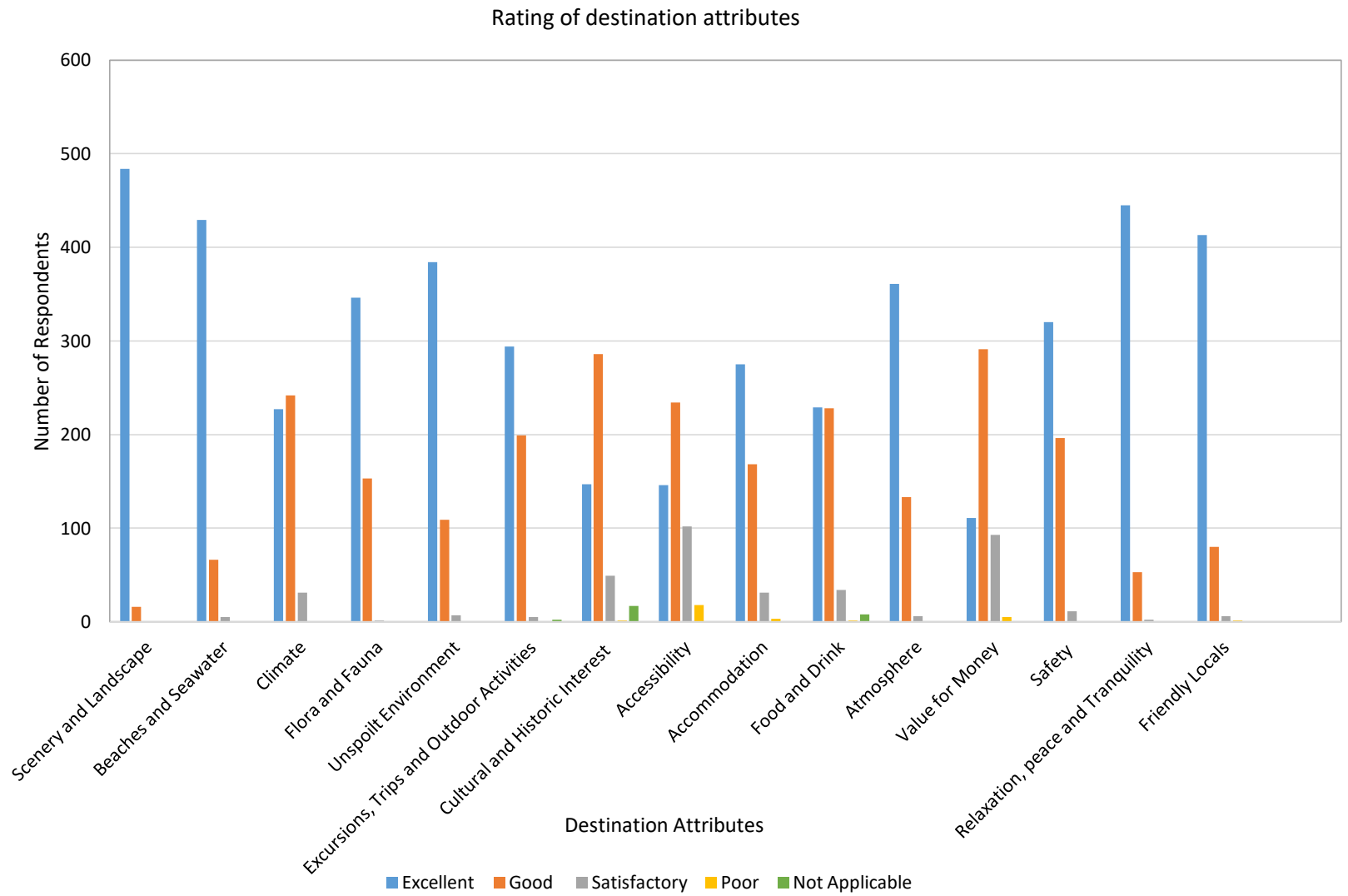


Figure 6.12 Return intention of respondents

In order to identify perceptions of the Isles of Scilly, respondents were asked to rate destination attributes as seen in previous image studies (Baloglu and McCleary, 1999; Beerli and Martín, 2004; O’Leary and Deegan, 2005; Chen and Tsai, 2007). Figure 6.13 highlights some disparity in the perception of destination attributes. While attributes such as scenery and landscape and relaxation, peace and tranquillity are highly rated among the sample, attributes including value for money, accessibility, and places of cultural and historic interest receive a lower rating.



Figure 6.13 Rating of destination attributes



By analysing Figure 6.13, it is clear that there is a positive perception of the destination's environmental attributes. Scenery and landscape is ranked excellent by 96.8% of the sample, with the other 3.5% ranked this attribute as good. This is the only attribute to receive a 100% positive rating, demonstrating there is little variation in the perception of scenery and landscape. The quality of beaches and seawater is also rated highly (85.8% responding excellent, 13.2% good and 1% satisfactory). Respondents are largely in agreement that the environment is unspoilt, rated excellent by 76.8%, good by 21.8%, and satisfactory by the final 1.4%. Furthermore, 99.8% of the sample give flora and fauna a positive rating, with 69.2% of respondents considering this attribute to be excellent, 30.6% good and 0.2% satisfactory. The lowest rating environmental attribute is climate which is rated excellent by 45.4%, good by 48.4% and satisfactory by 6.2%.

Intangible elements of the destination are also highly rated by the sample, most notably, relaxation, peace and tranquillity, which is rated second highest after scenery and landscape. Overall, 99.6% of respondents rate this attribute positively, with 89% regarding it as excellent, 10.6% as good, and 0.4% as satisfactory. Again, there is little variation in this image.

Friendliness of local people is well rated, with 82.6% rating it as excellent, 16% as good 1.2% as satisfactory and 0.2% as poor. Safety and atmosphere receive a slightly lower rating; however the evaluation of these attributes is still very positive at 97.8% and 98.8% respectively.

The attributes relating to the tourism product or tourism infrastructure are those with the lowest rating, and those which display the greatest disparity in perception. With regards to tourism product, excursions, trips and outdoor activities are the highest rated with a 98.6% positive evaluation. The destination's cultural offer is less highly rated, yet with 86.6% of respondents giving cultural and historic interest a positive rating it is still well received. Furthermore, 3.4% of respondents felt this was not applicable to them due to their lack of interest in this attribute as part of the tourism product.

Accommodation is well rated overall with the majority of respondents (55%) rating it as excellent. A further 33.6% rate accommodation as good, 6.2% as satisfactory, 0.6% as poor and this attribute was not rated by 4.6% of the sample. Again, some variation is seen in the rating of food and drink where 45.8% of respondents rate this attribute as excellent, 45.6% as good, 6.8% as satisfactory, 0.2% as poor, and 1.6% identified food and drink as not applicable. The poorest performing attributes are destination accessibility, which is given a positive rating by 76% of the respondents, and value for money, rated positively by 80.4%. The greatest disparity between respondents is also seen in these two categories. Analysis of perceptions has highlighted that for most destination attributes there is very little variation as the overall perception is very positive. Generally, the attributes are highly rated by the majority of respondents. Moreover, the perception of the attributes which were rated lower are still positive for the majority of respondents. There are, however, a few attributes, mainly relating to the infrastructure for tourism on the islands, where there is more variation in the perception held.

In order to ascertain the destination image held by respondents, free elicitation questions were coded according to image themes. From this coding, clear image categories are apparent covering a range of images. Table 6.4 displays the images respondents associate with the Isles of Scilly. The prevalence of the sun, sea, sand image of the Isles of Scilly is evident, as this is noted by 19.6% of respondents. The second most common image relates to intangible attributes of the destination. References to peace, tranquillity, relaxation and escapism were made by 13.4% of respondents. Although a range of images is identified there is significant reference to the natural environment and climate which is broken down into several subgroups. In addition to sun, sea and sand, reference was made to seascape and islands (11.6%), natural landscape and scenery (6.6%), nature, wildlife and flora (6.4%), tropical associations (5.8%) and naturalness and unspoilt environment (3.8%).

Images of the Isles of Scilly	Number of	% of
-------------------------------	-----------	------

		respondents	respondents
Table 6.4 Destinati on images of Isles of Scilly  Respond ents also identify	Sun, sea and sand	110	22
	Peace, tranquillity, relaxation and escapism	67	13.4
	Seascape and islands	58	11.6
	Natural landscape and scenery	33	6.6
	References to nature, wildlife and flora	32	6.4
	Tropical associations	29	5.8
	Naturalness and unspoilt environment	19	3.8
	Participation in activities	19	3.8
	Friendliness and local people	19	3.8
	Atmosphere of the islands, traditional or old fashioned	18	3.6
	Remoteness, space, isolation and seclusion	17	3.4
	Uniqueness and beauty	14	2.8
	Island life	13	2.6
	Specific images of landscape or places	13	2.6
	Food and drink	9	1.8
	Emotional attachment	9	1.8
	Memories	7	1.4
	Getting to the Islands	7	1.4
	History	7	1.4

and one unique attribute that which differentiates the islands from other destinations (Table 6.5) which included themes relating to the natural environment, including landscape, flora, fauna and wildlife (14.8%) natural beauty (8.4%) and climate (7.6%). References were also made to geographical characteristics such as the location of the islands, small scale and closeness of the other islands (12.2%), isolation, being cut off and remote (6%). References were also made to atmosphere including, quietness, peace and lack of people (9.4%), the old fashioned values (9%), friendliness, honesty and safety (6.6%), community and pace of life (5.8%).

Uniqueness of the Isles of Scilly	Number of respondents	% of respondents
Landscape, flora, fauna and wildlife	74	14.8
Location of the islands, small scale and closeness of other islands	61	12.2
References to quietness, peace or lack of people	47	9.4
Atmosphere, old fashioned or back in time, and values	45	9.0
Natural beauty no built attractions and unspoilt	42	8.4
References to climate	38	7.7

References to friendliness, honesty and safety	33	6.6	Table 6.5 Uniqueness of the Isles of Scilly
References to isolation, being cut off or remoteness	30	6.0	
References to community and the pace of life	29	5.8	
Comparison drawn between destinations abroad	24	4.8	
References to lack of traffic	22	4.4	
Difference between the islands	19	3.8	
Use of boats to get around	18	3.6	
Like nowhere in England	18	3.6	

#### 6.1.4 Summary of descriptive findings

Providing a descriptive analysis of the data allows an understanding of the sample to be ascertained. The descriptive analysis identifies that the sample is not disproportionate in terms of gender, however, the majority of the sample falls into the middle categories in terms of age, with far fewer young or much older respondents. The majority of respondents were drawn from the South West and South East with the greatest proportion from the South West. Such findings provide insight as to the catchment area of the islands and raise questions as to accessibility of the Isles of Scilly and awareness of the islands for those further afield. It is clear from the data that there are high levels of destination loyalty among the respondents, with the majority of respondents having visited the islands on multiple trips. It is also apparent that the destination attributes, namely scenery and landscape, are of fundamental importance in motivating trips to the islands among the respondents. It is also interesting to note the perception that the Isles of Scilly are able to satisfy the need to rest and relax, as this was also rated high in motivating visits to the destination. Perceptions of the destination are overwhelmingly positive and demonstrates lack of variance or disparity in the perceptions of some image attributes. When asked to identify the destination image they hold of the islands, respondents identified a range of themes giving the notion that some niche images exist. The image of landscape, natural environment and atmosphere were however prevalent, again suggesting an overriding destination image is held by the majority of visitors.

In order to establish the interrelationships between these data and to test the conceptual framework, outlined in Chapter 2, further analysis is needed. To gain an understanding of the relationships between motivation, behaviour, satisfaction and destination image, cross tabulation and Chi-square tests were used, the discussion of which is documented in Chapter 7 where the conceptual framework is addressed. First, however, the process of creating an image based typology will be documented and the image types analysed.

## 6.2 Developing a typology of visitors to the Isles of Scilly

The overall aim of this research was to develop an image based typology for visitors to the Isles of Scilly. This section documents the formation of an image based typology using Factor Analysis to create composite image components (section 6.2.1) and Cluster Analysis to segment respondents into image groups (section 6.2.2). The findings of ANOVA and Tukey's post-hoc tests are also documented, determining variance in the images held by cluster members (section 6.2.3). A brief summary of the analysis is provided (section 6.2.4).

### 6.2.1 Image based factor analysis

As established in Chapter 4, Factor Analysis is a multivariate method which was utilised within this research as a data summarisation technique. Factor Analysis was employed to identify correlation among the 15 variables tested (as detailed in Table 6.6), allowing them to either be grouped in to factors or removed from the research. From the factors identified, six composite variables were created for later use in the Cluster Analysis. This section will detail the process of Factor Analysis, as established by Hair *et al.* (2014). As the preliminary stages, which include determining the appropriate factor analysis, the purpose of the analysis and the necessary sample size were discussed in Chapter 4, this chapter will only discuss the analysis process.

Factor Analysis was used in this research to identify the structure of 15 image variables, allowing variables with similar characteristics to be organised into factors. As R-type Factor Analysis identifies, correlations between the variables, rather than the respondents, prior knowledge of correlations was required to determine the suitability of this approach. To determine instances of correlation among the image variables a correlation matrix was created using Pearson's Correlation Coefficient (Table 6.6).

Variables	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15
X1 Scenery and Landscape	1.000	.252** .000	.137** .002	.098* .028	.100* .025	.143** .001	.060 .178	.046 .302	.082 .067	.103* .021	.005 .915	-.047 .298	-.002 .957	.006 .893	.129** .004
X2 Beaches and Sea Water	.252** .000	1.000	.119** .008	.060 .177	.093* .037	.139** .002	.092 .040	.099 .027	.060 .181	.097 .030	.025 .575	.017 .702	.107 .016	.084 .061	.030 .497
X3 Climate	.137** .002	.119** .008	1.000	.169** .000	.131** .003	.250** .000	.129** .004	.195** .000	.154** .001	.193** .000	.075 .095	.084 .061	.131** .003	.175** .000	.101 .024
X4 Flora and Fauna	.098* .028	.060 .177	.169** .000	1.000	.138** .002	.166** .000	.266** .000	.120** .007	.076 .088	.134** .003	.033 .465	.054 .226	.095 .033	.030 .500	.035 .436
X5 Unspoilt Environment	.100 .025	.093* .037	.131** .003	.138** .002	1.000	.159** .000	.099 .027	.070 .117	.234** .000	.220** .000	.123** .006	.155** .001	.106 .017	.170** .000	.155** .000
X6 Excursions Trips and Activities	.143** .001	.139** .002	.250** .000	.166** .000	.159** .000	1.000	.336** .000	.158** .000	.320** .000	.209** .000	.208** .000	.168** .000	.149** .001	.154** .001	.187** .000
X7 Cultural and Historical Interest	.060 .178	.092 .040	.129** .004	.266** .000	.099* .027	.336** .000	1.000	.109 .015	.254** .000	.110 .014	.143** .001	.119** .008	.105 .019	.110 .014	.096 .031
X8 Accessibility and transport	.046 .302	.099 .027	.195** .000	.120** .007	.070 .117	.158** .000	.109 .015	1.000	.181** .000	.137** .002	.052 .242	.242** .000	.175** .000	.090 .044	.152** .001
X9 Food and Drink	.082 .067	.060 .181	.154** .001	.076 .088	.234** .000	.320** .000	.254** .000	.181** .000	1.000	.267** .000	.347** .000	.160 .000	.149 .001	.164** .000	.264** .000
X10 Atmosphere	.103 .021	.097* .030	.193** .000	.134** .003	.220** .000	.209** .000	.110 .014	.137** .002	.267** .000	1.000	.108 .016	.226** .000	.233** .000	.233** .000	.339** .000
X11 Accommodation	.005 .915	.025 .575	.075 .095	.033 .465	.123** .006	.208** .000	.143** .001	.052 .242	.347** .000	.108* .016	1.000	.131** .003	.088 .049	.171** .000	.176** .000
X12 Value for Money	-.047 .298	.017 .702	.084 .061	.054 .226	.155** .001	.168** .000	.119** .008	.242 .000	.160** .000	.226** .000	.131** .003	1.000	.221 .000	.135** .002	.223** .000
X13 Safety	-.002 .957	.107* .016	.131** .003	.095* .033	.106* .017	.149** .001	.105* .019	.175** .000	.149** .001	.233** .000	.088 .049	.221** .000	1.000	.323** .000	.284** .000
X14 Relaxation Peace and Tranquillity	.006 .893	.084 .061	.175** .000	.030 .500	.170** .000	.154** .001	.110 .014	.090 .044	.164** .000	.233** .000	.171** .000	.135** .002	.323** .000	1.000	.308** .000
X15 Friendly Locals	.129** .004	.030 .497	.101* .024	.035 .436	.155** .000	.187** .000	.096* .031	.152** .001	.264** .000	.339** .000	.176** .000	.223** .000	.284** .000	.308** .000	1.000

\*\* Correlation is significant at the 0.01 level (2-tailed)  
\* Correlation is significant at the 0.05 level (2-tailed)  
Bartlett's Test of Sphericity 853.579 Significance .000  
Kaiser-Meyer-Olkin Measure of Sampling Adequacy .779

Table 6.6 Variable correlations matrix displaying Pearson's correlation coefficient and 2-tailed significance



Table 6.6 identifies instances of correlation at the 0.01 and 0.05 significance level as this is commonly accepted practice in the social sciences (Kline, 1994). Examination of the matrix identifies correlation between the variables, suggesting their suitability for this analysis. A further condition when selecting variables is that an acceptable case to variable ratio is attained. A sample of 500 respondents was used in this research, providing an acceptable case to variable ratio of 33:1. As the image variables fill these requirements, they were deemed suitable for this analysis.

There were a number of statistical assumptions to be met in order for Factor Analysis to be successful including the factorability of the correlation matrix. Analysis of Table 6.6 identifies that of 210 correlations, 126 (60%) are significant at the .001 level, while 40 (19%) are significant at the .05 level. To be considered suitable for factor analysis some correlations, of  $r=.3$  or above are desired (Pallant, 2013; Hair *et al.*, 2014), thus, correlations which fit this requirement are highlighted on the matrix. Such levels provided an adequate basis for continuing with the factor analysis (Hair *et al.*, 2014) yet an empirical analysis of suitability was also required.

The initial factor analysis output presented measures that were used to determine the significance of the correlation matrix and the factorability of the variables. Bartlett's Test of Sphericity provided the statistical significance of the correlation matrix, having significant correlations among the variables (Hair *et al.*, 2014). For the correlations among the variables to be accepted as statistically significant, a significance level of  $p < .050$  was required. In this study, the Bartlett's Test of Sphericity found the collective significance of the correlations to be  $p < .000$ . Another measure used to assess the factorability of the variables was the Kaiser-Meyer-Olkin Measure of Sampling Adequacy which quantified the degree of inter-correlations among the variables. Pallant (2013) advises the Measure of Sampling Adequacy should score .6 or above if it is to be suitable for Factor Analysis. This is supported by Hair *et al.* (2014) who identify that a score of .80 or above is meritorious, a score of .70 or above is middling, above

.60 is mediocre, while scores of .50 or above are miserable and below .50 are unacceptable.

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy for this factor analysis was middling with a score of .779. It is important to note that the Measure of Sampling Adequacy does, however, increase with the sample size, correlations and number of variables, furthermore, it will increase as the number of factors decreases.

Factors were extracted using Principal Component Analysis, the results of which are documented in Table 6.7. As Principal Component Analysis initially extracts one factor per variable the number of factors to extract was determined by the researcher. A number of methods can be utilised in order to assess how many factors should be retained. These include *a priori* criterion, where the researcher establishes the number of factors that will be extracted before the research takes place, percentage of variance criterion, where the derived factors must explain a certain amount of variance and the most common, latent root criterion, where only the factors with a latent root (eigenvalue) of greater than 1 are extracted.

Component factor	Eigenvalues		
	Total	% of Variance	Cumulative %
1	3.125	20.835	20.835
2	1.389	9.263	30.098
3	1.207	8.049	38.148
4	1.115	7.432	45.579
5	.969	6.460	52.039
6	.944	6.296	58.335
7	.877	5.849	64.185
8	.852	5.679	69.864
9	.766	5.104	74.968
10	.713	4.754	79.722
11	.704	4.696	84.418
12	.649	4.326	88.744
13	.597	3.983	92.727
14	.564	3.762	96.490
15	.527	3.510	100.000

Table 6.7 Extraction of component factors

Initially, a latent root criterion was adopted, thus four factors were extracted, accounting for 45.6% of the variance. The percentage of variance among the factors is too low to be of practical value in this segmentation study. Furthermore, when a factor solution is derived for under 20 variables, Principal Component Analysis extracts a conservative number of factors (Hair *et al.*, 2014). In order to improve the percentage of variance, a percentage of variance criterion was tested for a nine-factor solution where factors accounting for over 5% of the variance were extracted. This accounted for 74.9% of the total variance, but with only one variable loading on the latter three factors, this approach was also rejected. A scree plot was instead examined (Figure 6.14) as discussed by (Child, 1990; Kline, 1994; Hutcheson and Sofroniou, 1999; Tabachnick and Fidell, 2007; Hair *et al.*, 2014).

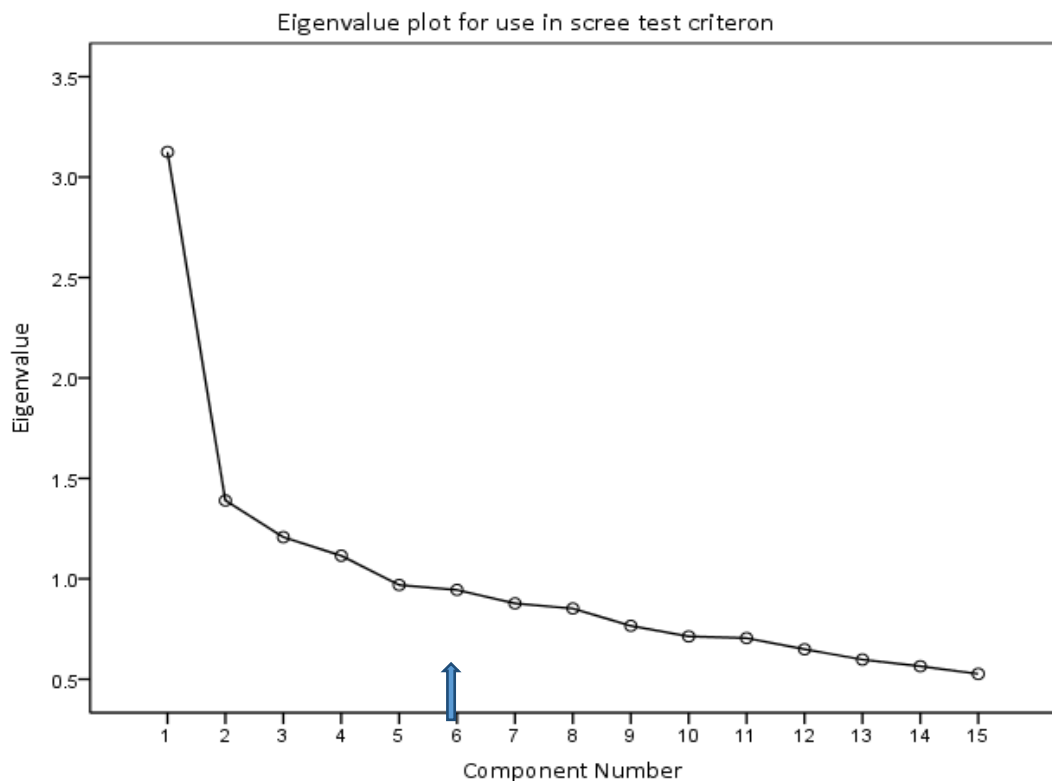


Figure 6.14 Eigenvalue plot showing cut off point for factor analysis

Scree test criterion allowed an optimum number of factors to be identified using the curve to determine an appropriate point to stop extraction. Six factors offered an optimum solution before a steady gradient of decline was observed. At this point, only unique variance distinguished factors, where one variable loaded on each factor. By employing scree test criterion, two additional factors were identified. Referring back to Table 6.7 it can be seen that a six factor solution accounts for 58.3% of variance. Although this is still lower than desired it is not uncommon in the social science disciplines to consider a solution accounting for 60% or less as satisfactory (Hair *et al.*, 2014). The factor solution used by Leisen (2001) in a previous image segmentation accounted for 57.03% of the total variance.

Having established that six factors were to be extracted, examination of the un-rotated and rotated factor matrixes was conducted to identify significant factor loadings and establish communalities. Factor loadings identify the degree of correlation between each variable and factor while communalities quantify the level of variance between one variable and the remaining variables included in the analysis. Factor analysis aims to maximise the association of each variable, so that it can be attributed to one factor yet what constitutes as a significant factor loading is dependent on sample size. Hair *et al.* (2014) identify that factor loadings greater than .30 are suitable when the sample size is greater than 350. Comrey and Lee (2013), however, identify that loadings over .71 are excellent, loadings in excess of .63 are very good, those over .55 are considered good and loadings greater than .45 are fair, while loadings of .32 are poor. Ultimately the cut-off point is a matter of researcher preference (Tabachnick and Fidell, 2007), as such, loadings of less than .45 were disregarded in this study.

Table 6.8 highlights significant factor loadings (above .45) identifiable in the un-rotated factor solution. In reviewing the table, it is apparent that the first factor accounts for the largest amount of variance with six of the fifteen variables loading on this factor. For the subsequent factors, however, only one high loading per factor is apparent. Furthermore, variables X2, X3, X4, and X12 are not loading significantly on one factor, rather, these variables are cross loading

on a number of factors. In order to redistribute the variables, prevent cross loading and create a more meaningful factor pattern the matrix was rotated using an Orthogonal Varimax rotation.

Variable	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6
<i>X1 Scenery and Landscape</i>	.231	.518	.395	-.369	.143	.116
<i>X2 Beaches and Sea Water</i>	.259	.423	.438	-.190	.230	-.245
<i>X3 Climate</i>	.437	.275	.159	.176	-.026	-.078
<i>X4 Flora and Fauna</i>	.318	.432	-.111	.410	-.444	.156
<i>X5 Unspoilt Environment</i>	.432	.035	.015	-.190	-.234	.588
<i>X6 Excursions Trips and Activities</i>	.580	.275	-.249	-.021	.077	-.167
<i>X7 Cultural and Historical Interest</i>	.444	.340	-.419	.180	-.174	-.241
<i>X8 Accessibility and transport</i>	.404	.009	.107	.485	.539	.040
<i>X9 Food and Drink</i>	.594	-.021	-.371	-.272	.186	.075
<i>X10 Atmosphere</i>	.572	-.148	.205	-.047	-.137	.298
<i>X11 Accommodation</i>	.405	-.141	-.476	-.392	.161	-.154
<i>X12 Value for Money</i>	.442	-.324	-.034	.346	.311	.247
<i>X13 Safety</i>	.488	-.324	.293	.205	-.167	-.324
<i>X14 Relaxation Peace and Tranquillity</i>	.492	-.338	.215	-.117	-.334	-.348
<i>X15 Friendly Locals</i>	.557	-.348	.185	-.184	-.024	.040

Table 6.8 Unrotated Component analysis factor matrix

Prior to rotating the factor matrix, the communalities of the variables were assessed. A higher communality score is given where a large amount of the variance within the variable has been extracted from the factor solution. Although there is no definite cut off point, it has been suggested that factors with communalities under .50 should be removed from the sample (Hair *et al.*, 2014).

Table 6.9 displays the communality of the 15 variables in both the 15 factor solution and the six factor solution. The variable displaying the highest level of communality within the six-factor solution is X8, which has more in common with other variables than X3, the lowest scoring variable. With a score of .330 variable X3, which refers to climate, is removed before the factor solution is rotated.

Variable	15 factor solution	6 factor solution
<i>X1 Scenery and Landscape</i>	1.00	.647
<i>X2 Beaches and Sea Water</i>	1.00	.587
<i>X3 Climate</i>	1.00	.330
<i>X4 Flora and Fauna</i>	1.00	.689
<i>X5 Unspoilt Environment</i>	1.00	.625
<i>X6 Excursions, Trips and Activities</i>	1.00	.509
<i>X7 Cultural and Historical Interest</i>	1.00	.608
<i>X8 Accessibility and transport</i>	1.00	.703
<i>X9 Food and Drink</i>	1.00	.605
<i>X10 Atmosphere</i>	1.00	.501
<i>X11 Accommodation</i>	1.00	.613
<i>X12 Value for Money</i>	1.00	.579
<i>X13 Safety</i>	1.00	.604
<i>X14 Relaxation Peace and Tranquillity</i>	1.00	.649
<i>X15 Friendly Locals</i>	1.00	.501

Table 6.9 Communalities for the 10 and 6 factor models

At this stage the factorability of the variables was re-determined. Bartlett's Test of Sphericity produced a score of 781.187 and identified that the collective significance, of the correlations, remains at .000. The Kaiser-Meyer-Olkin Measure of Sampling Adequacy for the factor analysis of 14 variables remained middling with a slightly lower score of .770 when compared to the previous score of .779. Prior to rotating the six factor matrix the communalities of the variables were also reassessed. Table 6.10 identifies the change in communality among the variables. It can be seen that variable X15 has just fallen below the .50 level by .002. As this variable is only marginally below the guideline threshold, it has been retained for use in the factor rotation.

Variable	6 factor solution with 15 variables	6 factor solution with 14 variables
<i>X1 Scenery and Landscape</i>	.647	.660
<i>X2 Beaches and Sea Water</i>	.587	.636
<i>X3 Climate</i>	.330	-----
<i>X4 Flora and Fauna</i>	.689	.716
<i>X5 Unspoilt Environment</i>	.625	.626
<i>X6 Excursions, Trips and Activities</i>	.509	.504
<i>X7 Cultural and Historical Interest</i>	.608	.652
<i>X8 Accessibility and transport</i>	.703	.695
<i>X9 Food and Drink</i>	.605	.607
<i>X10 Atmosphere</i>	.501	.502
<i>X11 Accommodation</i>	.613	.621
<i>X12 Value for Money</i>	.579	.578
<i>X13 Safety</i>	.604	.626
<i>X14 Relaxation Peace and Tranquillity</i>	.649	.641
<i>X15 Friendly Locals</i>	.501	.498

Table 6.10 Change in communalities for the 10 and 6 factor models

Table 6.11 presents the factor loadings once an Orthogonal Varimax Rotation has been applied. By rotating the factor matrix it can be seen that variance is redistributed among the factors with three variables loading significantly on the first two factors and two variables loading on the subsequent four factors.

Variable	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6
<i>X1 Scenery and Landscape</i>	-.083	.033	.013	-.066	.248	.765
<i>X2 Beaches and Sea Water</i>	.145	.009	.067	.072	-.099	.772
<i>X4 Flora and Fauna</i>	-.002	-.168	.786	.039	.261	.012
<i>X5 Unspoilt Environment</i>	.012	.125	.111	-.003	.772	.041
<i>X6 Excursions Trips and Activities</i>	.114	.492	.415	.160	.039	.222
<i>X7 Cultural and Historical Interest</i>	.089	.340	.719	.047	-.091	.040
<i>X8 Accessibility and transport</i>	.036	.049	.096	.812	-.043	.148
<i>X9 Food and Drink</i>	.067	.702	.098	.166	.263	.053
<i>X10 Atmosphere</i>	.351	.091	.057	.193	.567	.089
<i>X11 Accommodation</i>	.101	.777	-.030	-.029	.023	-.068
<i>X12 Value for Money</i>	.161	.116	.007	.681	.219	-.163
<i>X13 Safety</i>	.744	-.041	.132	.229	-.012	.025
<i>X14 Relaxation Peace and Tranquillity</i>	.774	.150	.035	-.097	.095	.005
<i>X15 Friendly Locals</i>	.524	.236	-.117	.170	.344	.081

Table 6.11 Varimax rotated component analysis factor matrix

Table 6.12 identifies that, by rotating the factor matrix the percentage of variance identifiable in the first factor has decreased from 21.3% to 11.725%, while the variance of the remaining five factors has increased to over 9%. Additionally, Table 6.6 presents clear factor loadings when using the .45 threshold previously stipulated. When interpreting the factor loadings, it is identifiable that ten of the variables (X1, X2, X4, X5, X7, X8, X9, X11, X13 and X14) have loadings of greater than .70, as such, it can be determined that the factor accounts for 50% of the variance within these variables. With a value greater than .60, the factor accounts for 40% of the variance of variable X12, 25% of the variance of variables X10 and X15 with values exceeding .50, and 20% of the variance of variable X6 which has the lowest factor loading at .492. As loadings of above .50 are considered practically significant the six factor solution is accepted.

Factor	Unrotated Sums of Squared Loadings		Rotation Sums of Squared Loadings	
	% of Variance	Cumulative %	% of Variance	Cumulative %
Factor 1	21.344	21.344	11.725	11.725
Factor 2	9.709	31.053	11.459	23.184
Factor 3	8.560	39.613	9.857	33.041
Factor 4	7.890	47.503	9.417	42.458
Factor 5	6.921	54.424	9.387	51.845
Factor 6	6.741	61.164	9.319	61.164

Table 6.12 Comparison of variance between unrotated and rotated factors

Each of the six factors, derived from the 14 variables analysed, represent a composite of two to three variables. Consequently, factors have been assigned labels that capture the nature of all of the variables which form it. The structure of the factor is influential in naming the factors, as variables with higher factor loadings are of greater influence. Table 6.13 identifies the factors, their labels and structure.



Variables and factor labels	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6
<i>Intangible destination characteristics</i>						
<i>X14 Relaxation</i> Peace and Tranquillity	.774					
<i>X13 Safety</i>	.744					
<i>X15 Friendly Locals</i>	.524					
<i>Destination services and tourism infrastructure</i>						
<i>X11 Accommodation</i>		.777				
<i>X9 Food and Drink</i>		.702				
<i>X6 Excursions Trips and Activities</i>		.492				
<i>Natural and cultural attractions</i>						
<i>X4 Flora and Fauna</i>			.786			
<i>X7 Cultural and Historical Interest</i>			.719			
<i>Destination constraints</i>						
<i>X8 Accessibility and transport</i>				.812		
<i>X12 Value for Money</i>				.681		
<i>Uncommercial environment and ambience</i>						
<i>X5 Unspoilt Environment</i>					.772	
<i>X10 Atmosphere</i>					.567	
<i>Destination seascape and landscape</i>						
<i>X2 Beaches and Sea Water</i>						.772
<i>X1 Scenery and Landscape</i>						.765
% of Variance	11.725	11.459	9.857	9.417	9.387	9.319
Kaiser-Meyer-Olkin Measure of Sampling Adequacy .770 Bartlett's Test of Sphericity = 781.187 Significance P < .000.						

Table 6.13 Factor analysis of images of the Isles of Scilly

The three variables which form Factor 1 relate to the intangible characteristics of the Isles of Scilly, including its ability to offer relaxation, peace and tranquillity, safety and a friendly local population. It is recognised that variables X14 and X13 are of greater influence than variable X15, thus, this factor has been labelled 'intangible destination characteristics'. Overall Factor 1 accounts for 11.7% of the variance within the data.

Factor 2 is, again, a composite of three variables, quality of accommodation, food and drink and excursions, trips and activities. As with the first factor, two variables (X11 and X9) are of greater significance than the third (X6). As all variables related to tourism infrastructure at the destination, interpretation of this factor was straightforward. As such, Factor 2 was labelled 'destination services and tourism infrastructure'. In total Factor 2 accounts for 11.5% of the variance, marginally less than Factor 1.

Factor 3, as all subsequent factors, is formed from two significantly loading variables. Components of the destination's tourism product are the variables that form Factor 3. Variable X4, which refers to the diversity of flora and fauna, and variable X7, which considers sites of cultural and historic interest, both demonstrate loadings of over .70. To represent these variables, the factor, which accounts for 9.9% of variance, has been labelled 'natural and cultural attractions'.

The two significantly loading variables which form Factor 4 relate to the destination's accessibility and transport and also ability to offer value for money. Both of these variables are fundamental in determining whether a visitor is able to visit the Isles of Scilly. While lack of access and poor transport infrastructure physically hinder visitation, perception of the destination offering poor value for money may restrict financial propensity to travel and result in the choice of alternative destinations. Variable X8, which refers to accessibility and transport, loads significantly higher at .812 than the .681 loading of variable X12 which relates to value for money. To represent these variables, the factor, which accounts for 9.4% of variance has been labelled 'destination constraints'.

As with Factor 4, Factor 5 takes more interpretation. While there are two high loading variables, variable X5, concerned with the unspoilt environment of the destination, and variable X10, which refers to the atmosphere at the destination, variable X5 loads considerably higher, at .772 than variable X10 at .567. In order to interpret these factors, knowledge gained from the free elicitation questions, relating to unique destination attributes and images of the destination, was drawn upon. Free elicitation questions identified that for 9.8% of respondents, the image they associate with the Isles of Scilly is that of an old-fashioned or back in time atmosphere, while 6.6% drew on the naturalness of the environment. Furthermore, when asked to identify what made the islands unique from other destinations, 9.1% of respondents identified atmosphere as being most unique, while 8.4% stated that the destination was natural and uncommercial. Thus, in capturing the nature of both variables, Factor 5 has been labelled 'uncommercial environment and ambience', accounting for 9.4% of variance.

Interpretation of Factor 6 is the most simplistic as the two high loading variables clearly relate to attributes of the landscape at the destination. Variable X2, which refers to the quality of beaches and seawater, and variable X1, which considers the beauty of the scenery and landscape are the closest loading variables on any of the individual factors at .772 and .765 respectively. As such the composite variable they form, which accounts for 9.3% of variance, has been named 'destination seascape and landscape'.

### 6.2.2 Image based Cluster Analysis and typology development

While R-type Factor Analysis was used to create composite variables, Cluster Analysis was employed to group cases into image segments. In order to detect respondents with similar destination images, non-hierarchical clustering methods were utilised. K-means Cluster Analysis

was selected, over non-hierarchical methods, for its usefulness in grouping large samples and ability to offer practical clustering solutions. As a non-hierarchical method, the number of clusters formed using K-means was determined by the researcher. Although the subjectivity of identifying an optimal cluster solution is recognised (Hair *et al.*, 2014), such an approach has been used in previous image segmentation studies (Leisen, 2001; Prayag, 2012).

The number of clusters to be analysed was determined using a pragmatic approach, whereby the solution most suitable in meeting the research aims (outlined in Chapter 1) was selected. As the research aimed to create a typology, it was necessary to identify multiple image groups, yet, for the typology to be of practical value in the marketing of the destination, the cases needed to be represented by a reasonably small number of clusters. Consequently, solutions ranging from four to eight image groups were tested using One-Way Analysis of Variance (ANOVA) F-tests, the results of which are documented in Table 6.14. Several segmentation studies support the use of ANOVA results to determine the most useful cluster solution (Lee, Lee and Wicks, 2004; Beh and Bruyere, 2007).

Factor	Test	4 Cluster	5 Cluster	6 Cluster	7 Cluster	8 Cluster
Factor 1	Sig.	.000	.000	.000	.000	.000
	F-test	78.696	106.734	83.561	74.664	71.696
Factor 2	Sig.	.000	.000	.000	.000	.000
	F-test	462.566	335.230	371.714	312.657	283.46
Factor 3	Sig.	.000	.000	.000	.000	.000
	F-test	26.659	52.755	47.432	85.557	80.199
Factor 4	Sig.	.000	.000	.000	.000	.000
	F-test	79.709	58.927	79.989	98.489	95.112
Factor 5	Sig.	.000	.000	.000	.000	.000
	F-test	45.501	55.031	42.878	29.280	30.769
Factor 6	Sig.	.054	.014	.018	.000	.002
	F-test	2.562	3.137	2.752	4.462	3.239

Table 6.14 ANOVA results to determine cluster solution

ANOVA identifies the significance of the contribution of each factor to the cluster process, while F-tests show the factors most fundamental in differentiating the clusters. While Factors

1-5 had high F scores and all demonstrated statistical significance ( $P = < .000$ ), Factor 6 proved to be less significant in differentiating the cases. Of the five solutions tested, it can be seen that the four-cluster solution was not significant at the  $P = < .05$  level on Factor 6 and, as such, it was discarded. Of the remaining four, clusters solutions, the seven-cluster solution was most significant ( $P = < .000$ ). Consequently, a seven-cluster solution was adopted in this analysis.

Figure 6.15 identifies the final centres of the seven clusters relative to the image factors. Clear disparities can be seen between the clusters in relation to the image of tourism services and infrastructure (Factor 2), natural and cultural attractions (Factor 3) and destination constraints (Factor 4). The full ANOVA table (Table 6.15) confirms that these are the factors with the highest F-statistics, thus accounting for the highest amount of variance between the cases. Differences in the image structure of each cluster can be observed, identifying the most positive perceptions among Cluster 3 and Cluster 6, while the least positive images belong to the respondents in Cluster 1 and Cluster 4.

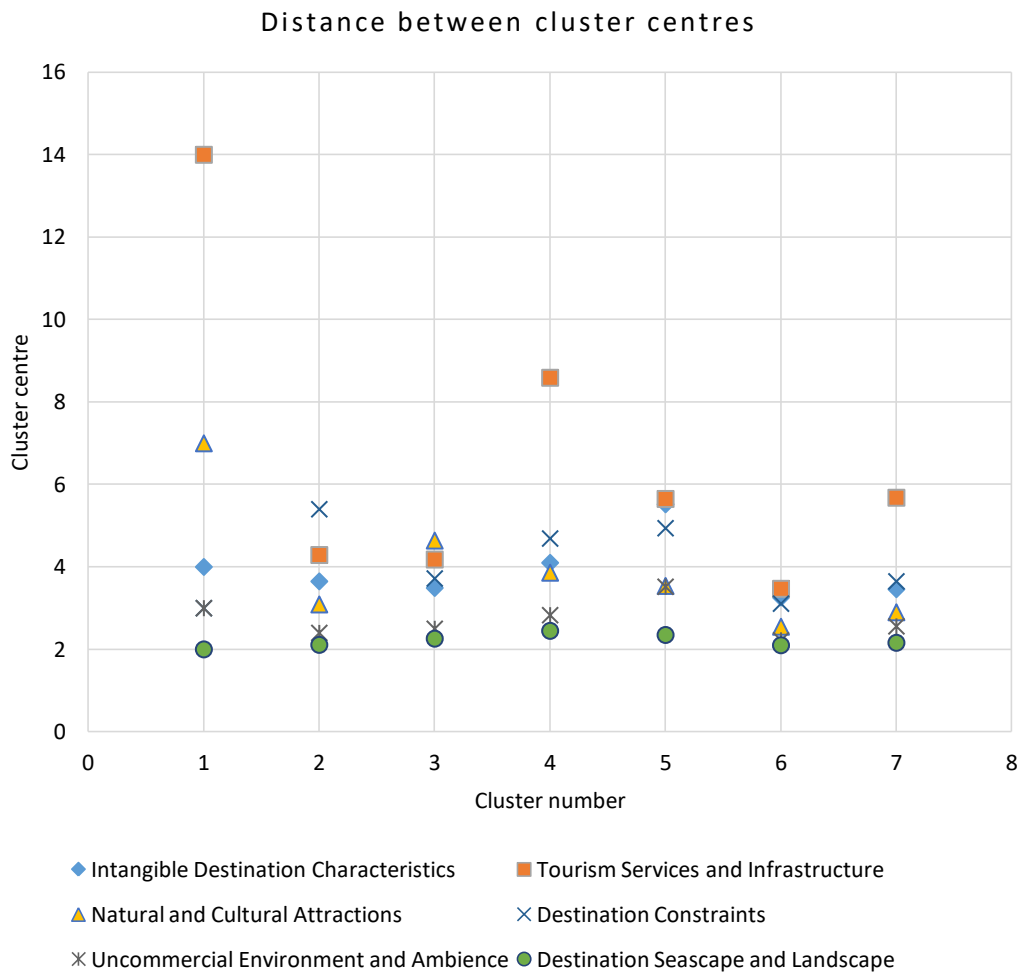


Figure 6.15 Final cluster centres for the 7 cluster solution

Factor	ANOVA					
	Cluster		Error		F	Sig.
	Mean square	df	Mean square	df		
Factor 1: Intangible destination characteristics	36.159	6	.484	493	74.664	.000
Factor 2: Tourism services and infrastructure	185.529	6	.593	493	312.657	.000
Factor 3: Natural and cultural attractions	47.763	6	.558	493	85.557	.000
Factor 4: Destination constraints	61.195	6	.621	493	98.489	.000
Factor 5: Uncommercial environment & ambience	11.838	6	.404	493	29.280	.000
Factor 6: Destination seascape and landscape	.919	6	.206	493	4.462	.000

Table 6.15 Results of one-way ANOVA with six factors and seven clusters

Cluster membership is detailed in Table 6.16 below, where variance in the size of clusters can be observed. Cluster 6 is the largest cluster, with 31.4% of respondents, next follows Cluster 7, with 21% of respondents. Cluster 2 and Cluster 3 are of a similar size with 16.4% and 14.4% of respondents respectively. The three remaining clusters are smaller, 10.4% of cases belong in Cluster 5, 5.8% in Cluster 4 and only 0.6% in Cluster 1.

Cluster number	Number of members
Cluster 1	3.000
Cluster 2	82.000
Cluster 3	72.000
Cluster 4	29.000
Cluster 5	52.000
Cluster 6	157.000
Cluster 7	105.000
Total number of cases	500.000

Table 6.16 Number of cases per cluster

Analysing clusters with such small membership is undesirable in this research. Limited membership restricts the applicability and generalisability of the cluster characteristics to all visitors to the Isles of Scilly. Furthermore, including image clusters that account for such a small minority of respondents also has ramifications for marketing using this typology, as resources could be better spent on targeting larger segments. Figure 6.15 highlights how the destination image of the three cases, belonging to Cluster One, differ substantially from the other groups. As such, this cluster was deemed an outlier and excluded from further analysis. Consequently, six clusters were analysed in order to establish a six-fold typology of image groups.

### 6.2.3 Determining cluster characteristics

ANOVA F-tests were used to explore each cluster in relation to the six factors identified. Table 6.17 documents the ANOVA results for the six-cluster solution, having removed outlying Cluster 1. These results identify all image factors to be significant in differentiating the clusters. The F score identifies Factor 2 and Factor 4 to be most significant in differentiating the clusters, while Factor 6 is of least influence. Results from the one-way ANOVA do not identify how the clusters differ from one another. Thus, in order to determine specific disparities between the six clusters with regards to image, post-hoc tests were utilised. Tukey's post-hoc test was performed (Appendix L) to identify statistically significant differences between the means of each cluster (illustrated in Figure 6.16), in relation to the six image factors. Tables 6.18-6.23 document the homogeneous subsets for each factor, identifying significant similarities and differences between the clusters at  $P < .05$ .

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Factor 1	Between Groups	216.654	5	43.331	89.864	.000
	Within Groups	236.751	491	.482		
	Total	453.404	496			
Factor 2	Between Groups	855.384	5	171.077	293.145	.000
	Within Groups	286.544	491	.584		
	Total	1141.928	496			
Factor 3	Between Groups	243.454	5	48.691	86.865	.000
	Within Groups	275.222	491	.561		
	Total	518.676	496			
Factor 4	Between Groups	364.341	5	72.868	117.568	.000
	Within Groups	304.319	491	.620		
	Total	668.660	496			
Factor 5	Between Groups	70.379	5	14.076	34.674	.000
	Within Groups	199.323	491	.406		
	Total	269.702	496			
Factor 6	Between Groups	5.413	5	1.083	5.234	.000
	Within Groups	101.557	491	.207		
	Total	106.970	496			

Table 6.17 Results of one-way ANOVA with six factors and six clusters



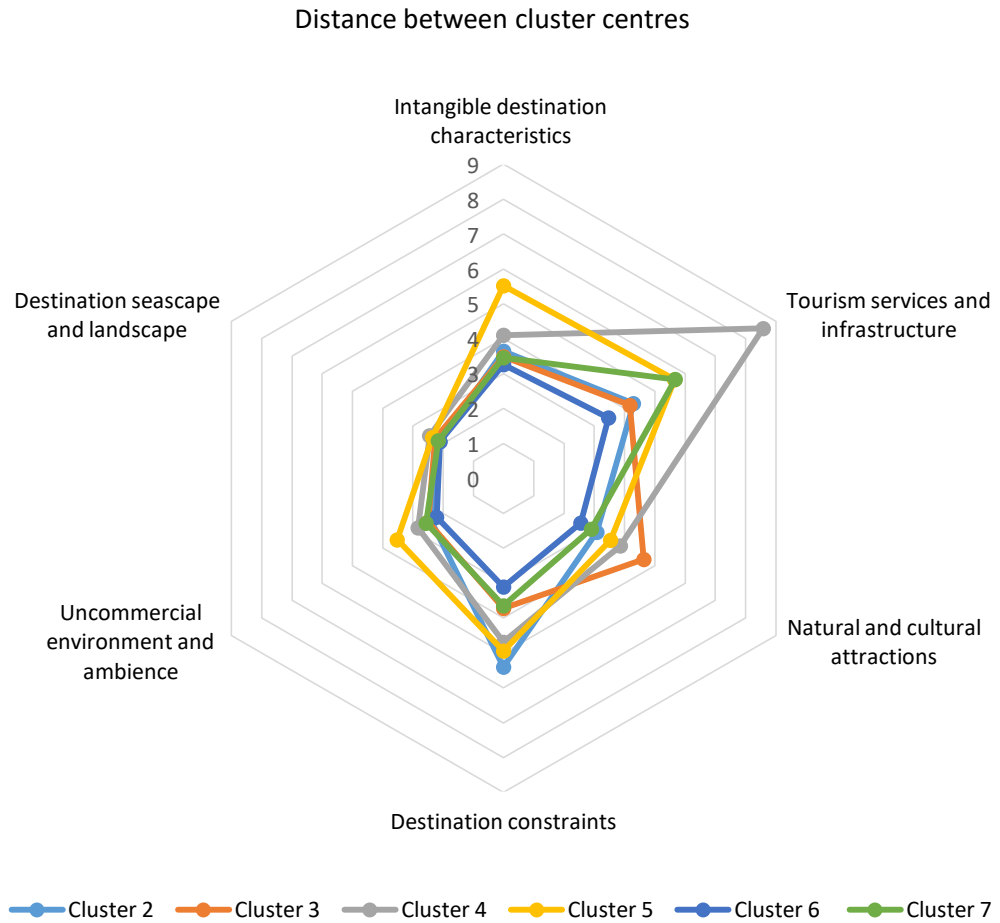


Figure 6.16 Difference in cluster means for image variables

Table 6.18 identifies that both Cluster 4 and Cluster 5 are significantly different as they do not appear in the same subset as any other clusters. When reading the homogeneous subsets where the mean score is highest, the perception of that factor is lowest. Thus, both Clusters 4 and 5 have a less favourable image of 'intangible destination characteristics' than the other clusters. While Cluster 3 and Cluster 7 display similarities, further dissimilarities can be identified between Cluster 2 and Cluster 6, where the latter holds the most favourable image of 'intangible destination characteristics'.

6 Cluster Solution	N	Subset for alpha = 0.05			
		1	2	3	4
Cluster 6	157	3.2611			
Cluster 7	105	3.4571	3.4571		
Cluster 3	72	3.4861	3.4861		
Cluster 2	82		3.6463		
Cluster 4	29			4.1034	
Cluster 5	52				5.5192
Sig.		.458	.648	1.000	1.000
Mean = 3.9122					

Table 6.18 Tukey post-hoc test factor 1: intangible destination characteristics

Greater dissimilarities are evident among the clusters in relation to Factor 2. Table 6.19 identifies that Cluster 6, again, holds the most favourable image of 'tourism services and infrastructure', an image that is distinctly different to the other clusters. Similar images are identifiable between Cluster 2 and Cluster 3 and Cluster 5 and Cluster 7. These two groups appear in different subsets, thus it can be seen that Clusters 2 and 3 hold an image that is more positive than that of Cluster 5 and Cluster 7. The least favourable image is that of Cluster 4, which scores much higher than the other clusters and, consequently, resides in its own subset.

6 Cluster Solution	N	Subset for alpha = 0.05			
		1	2	3	4
Cluster 6	157	3.4713			
Cluster 3	72		4.1806		
Cluster 2	82		4.2927		
Cluster 5	52			5.6538	
Cluster 7	105			5.6762	
Cluster 4	29				8.5862
Sig.		1.000	.963	1.000	1.000
Mean = 5.3101					

Table 6.19 Tukey post-hoc test factor 2: tourism services and infrastructure

Table 6.20 demonstrates that, overall, Factor 3 is rated more favourably than the previous two factors. Cluster 6 again holds the most positive image, however, this image is similar to that

held by Cluster 7. Cluster 2 also shows a favourable image of ‘natural and cultural attractions’ and despite being similar to Cluster 7, is distinctly different from that of Cluster 6. Similarities are evident between Cluster 4 and Cluster 5, yet they are dissimilar to all other clusters.

Cluster 3 is the most significant of all with a separate subset and the least favourable image.

6 Cluster Solution	N	Subset for alpha = 0.05			
		1	2	3	4
Cluster 6	157	2.5541			
Cluster 7	105	2.9048	2.9048		
Cluster 2	82		3.0854		
Cluster 5	52			3.5385	
Cluster 4	29			3.8621	
Cluster 3	72				4.6389
Sig.		.094	.756	.151	1.000
Mean = 3.4306					

Table 6.20 Tukey post-hoc test factor 3: natural and cultural attractions

Observing Table 6.21, it can be identified that the most favourable image, relating to destination constraints belongs, again, to Cluster 6 which is distinctly different from all other clusters. At the other end of the scale, the least favourable image belongs to Cluster 2 which is also differentiated from the other clusters. Cluster 7 and Cluster 3 share image characteristics on this factor but are different from all other clusters. Once again, similarities can be seen between Clusters 4 and 5 where they hold a less favourable image of ‘destination constraints’.

6 Cluster Solution	N	Subset for alpha = 0.05			
		1	2	3	4
Cluster 6	157	3.1083			
Cluster 7	105		3.6476		
Cluster 3	72		3.7222		
Cluster 4	29			4.6897	
Cluster 5	52			4.9423	
Cluster 2	82				5.4024
Sig.		1.000	.995	.469	1.000
Mean = 4.2520					

Table 6.21 Tukey post-hoc test factor 4: destination constraints

In analysing Table 6.22, it can be seen that Cluster 5 is distinctly different from the other clusters in relation to Factor 5: the ‘uncommercial environment and ambience’ of the destination, of which it holds the least favourable image. Generally, the perception of this factor ranks positively among all Clusters. As such, common characteristics can be seen between Cluster 6, which holds the most positive image, Cluster 2 and Cluster 3. Similarities are also identifiable between Clusters 2 and 3 and 7 despite Cluster 7 being distinctly different from Cluster 6. Cluster 7 also displays similarity to Cluster 4, which, with the second lowest ranking image on this factor, shares no similarity with Clusters 2, 3 and 6.

6 Cluster Solution	N	Subset for alpha = 0.05			
		1	2	3	4
Cluster 6	157	2.2166			
Cluster 2	82	2.4024	2.4024		
Cluster 3	72	2.5000	2.5000		
Cluster 7	105		2.5619	2.5619	
Cluster 4	29			2.8276	
Cluster 5	52				3.5192
Sig.		.129	.726	.182	1.000
Mean = 2.6713					

Table 6.22 Tukey post-hoc test factor 5: uncommercial environment and ambience

Factor 6 is the least significant of all factors, as it can be seen that, for this factor, there are only three subsets as opposed to the four identifiable previously. It is also apparent through analysis of Table 6.23 that opinions on Factor 6 rank highest among all cluster groups.

Nevertheless, significant differences are identifiable between Cluster 4, which holds the least favourable image of ‘destination seascape and landscape’, and Cluster 6, Cluster 2 and Cluster 7 which hold the most favourable images. Cluster 5 shares some similarities with Clusters 7, 3 and 4 but is distinct from Clusters 6 and 2. The least differentiated of all clusters, however, is Cluster 3, which appears in all three subsets, sharing characteristics with each Cluster.

6 Cluster Solution	N	Subset for alpha = 0.05		
		1	2	3
Cluster 6	157	2.1019		
Cluster 2	82	2.1098		
Cluster 7	105	2.1619	2.1619	
Cluster 3	72	2.2639	2.2639	2.2639
Cluster 5	52		2.3462	2.3462
Cluster 4	29			2.4483
Sig.		.347	.209	.208
Mean = 2.2387				

Table 6.23 Tukey post-hoc test factor 6: destination seascape and landscape

By performing Tukey's post-hoc test, key image characteristics are evident among the clusters.

Cluster 2 (n=82) rates above average on all factors except destination constraints (Factor 4), for which it rated the lowest. Factor 4 is the only factor where Cluster 2 demonstrates a distinctly different image from the other clusters. Factor 5 and Factor 6 are rated highest by Cluster 2, identifying a positive image of the landscape, natural environment and atmosphere of the destination. Overall, a positive image of landscape and a less favourable image of destination accessibility characterises this cluster.

With regards to Cluster 3 (n=72), it is apparent that the key factor distinguishing this group is Factor 3 which refers to nature, wildlife and places of cultural or historical interest. Cluster 3 rates lowest on this factor and holds a distinctly different image to the other clusters.

Furthermore, Cluster 3 ranks below average on Factor 6, despite this being the highest rated factor by this cluster. Cluster 3 ranks third highest on Factors 1, 4 and 5 and is the second highest ranking cluster on Factor 2, suggesting a positive image of destination services and infrastructure, relative to other clusters. Overall, a positive image of intangible destination attributes, ambience and tourism services and a less favourable image of natural and cultural attractions characterises this cluster.

It is evident that, relative to the other clusters, Cluster 4 (n=29) has the least positive perception of the destination. Cluster 4 scores below average on all factors, ranking lowest on Factor 2 and Factor 6 and second lowest on Factors 1, 3 and 5. Although rating Factor 4 second lowest of all factors, Cluster 4 has a better image of destination accessibility than Clusters 2 and 5. The image held by Cluster 4 is distinctly different from other clusters in relation to Factors 1 and 2, scoring less favourably with regards to services and infrastructure. This cluster is characterised by a less positive image overall, particularly in relation to intangible destination attributes and tourism services.

Tukey's post-hoc tests also identify the image held by Cluster 5 (n=52) is less positive than other Clusters. Like Cluster 4, Cluster 5 rates all factors below average but is differentiated from the other clusters on Factor 1 and Factor 5, where it has the most negative perception. Both of these factors refer to the intangible aspects of the destination, including the characteristics and atmosphere. Cluster 5 ranks highest on Factor 3, which relates to the natural and cultural attractions at the destination, and scores highest on Factor 6, suggesting the importance of landscape and nature for this cluster. Overall, a positive image of natural attributes but a less favourable image of intangible characteristics and ambience characterises this cluster.

It has emerged that Cluster 6 (n=157) holds the most positive image of the destination across all six factors. Cluster 6 scores Factor 3, 5 and 6 particularly highly, suggesting appreciation of the natural environment. This cluster is significantly different from other clusters in relation to Factor 2 and Factor 4, which it has scored well above average. The lowest rated factor for this variable was Factor 4, despite holding a more preferable image than the other clusters. Cluster 6 is characterised by the most positive overall image particularly in relation to tourism infrastructure including services and accessibility.

Overall, Cluster 7 (n=105) holds a positive image of the destination. Cluster 7 ranks 2<sup>nd</sup> highest in relation to Factor 1, Factor 3 and Factor 4 and also rates above average on Factors 5 and 6. No image Factors significantly differentiate Cluster 7, instead similarities are seen between Cluster 7 and Cluster 6 in relation to Factors 1, 3 and 6, between Cluster 7 and Cluster 3 in relation to Factors 1, 4, 5 and 6, and between Cluster 7 and Cluster 2 in relation to Factors 3, 5 and 6 as these Clusters all hold a favourable image. A positive destination image particularly in relation to natural destination attributes and a less favourable image of tourism services characterises this cluster.

#### 6.2.4 Summary and discussion of Factor Analysis and Cluster Analysis

This section has documented the process of Factor Analysis, using Principal Component Analysis, to create composite image variables and K-Means Cluster Analysis to identify image clusters. Principal Component Analysis, using an Orthogonal Varimax Rotation created six image factors, from an initial 15 image variables. K-Means Cluster Analysis then grouped 500 respondents, using the six factors identified as a basis for the segmentation, in order to identify seven distinct clusters. Due to the low population of one of the cluster groups, post-hoc tests were conducted on six of the initial seven clusters which represented 497 respondents. ANOVA identified Factor 2 and Factor 4 to be most influential in differentiating the clusters, while Factor 6 is of least significance. Tukey's post-hoc test was then performed to identify statistical significance between the means of each cluster in relation to the six image factors. A summary of the image clusters is provided in Table 6.24.

Cluster Number	Image characteristics
Cluster 2 (n=82)	Positive image of landscape differentiated by a less favourable image of destination constraints including accessibility
Cluster 3 (n=72)	Positive image of ambience and services differentiated by less favourable image of nature and culture
Cluster 4 (n=29)	Least positive image differentiated by less favourable of intangible characteristics and services and infrastructure
Cluster 5 (n=52)	Positive image of natural attributes differentiated by less favourable image of intangible characteristics and ambience
Cluster 6 (n=157)	Most positive overall image differentiated by positive image of services and accessibility
Cluster 7 (n=105)	Positive destination image particularly in relation to natural destination attributes less favourable image of services than other attributes

Table 6.24 Summary of image clusters

Very few studies utilising image as segmentation criteria have previously been conducted (Leisen, 2001; Prayag, 2012) yet these results support the use of image based segmentation where clear differences are seen between the clusters. Tukey's post-hoc tests have identified that five of the six clusters are statistically differentiated from all other clusters in relation to at least one image factor. The remaining cluster demonstrates similarities with other clusters on all factors but holds a unique image overall.

The ability to identify distinct image clusters supports current understanding of destination image. Although it is well recognised within the literature that destination image is subjective (Beerli *et al.*, 2002; Gallarza *et al.*, 2002), the existence of a collective image is also observed (Lawson and Baud-Bovy, 1977; Embacher and Buttle, 1989). The notion of a collective image is, however, largely associated with the organic or induced image where stereotypes or common images exist prior to visiting a destination (Pearce, 1988; Echtner and Ritchie, 2003). As this research gathered data from respondents at the destination, findings relate to the complex image. It is understood that the complex image is more differentiated, formed as a result of primary experience (Gunn, 1972; Fakeye and Crompton, 1991; Ateljevic, 2000; O'Leary and



Deegan, 2005) yet these findings identify that collective complex images are identifiable among visitors to the Isles of Scilly.

Although this analysis has been successful in segmenting the respondents based upon their image of the destination, limitations in this approach are identifiable. In some instances, the difference between the mean image scores is marginal. For instance, ANOVA F scores identified that the least differentiated image factor is that of seascape and landscape ( $F=5.234$ ). With just 0.3464 deviation between the means of the highest scoring and lowest scoring cluster. As such, this attribute is unable to meaningfully differentiate the clusters. The tourism product of the Isles of Scilly is largely dependent on the quality and appeal of the natural environment. Fortunately for the destination, these image attributes receive the highest mean scores, however, difficulties in segmentation are incurred when all respondents hold a similar image.

Despite limited variance among the image of natural destination attributes some factors demonstrate greater disparity. Factors 1, 2 and 4 which relate to the intangible attributes of the destination, tourism infrastructure and services, and destination constraints show more variation with variance of 5.119 and 2.2941 between the highest and lowest mean scores. This may occur due to subjectivity in perception or disparity in experience. Certainly it was anticipated that the image of tourism infrastructure and services would vary, with these more likely to be inconsistent, susceptible to individual experience and encounters. The factor relating to destination constraints sees disparity in image. This factor includes value for money which is known to be subjective, based on the circumstances on the individual traveller. This factor also considers the accessibility of the destination, as there are four commercial transport routes, variation in image could be influenced by the type of transport chosen. The geographic distance travelled has also been found to influence destination image (Prayag, 2010).

Cluster Analysis and post-hoc tests have identified significant difference between respondents based on image. Nevertheless, interpretation of the clusters using image alone is not meaningful in a marketing context. Previous image segmentation studies discussed images in relation to sociodemographic characteristics (Rezende-Parker *et al.*, 2003) sociodemographic characteristics and behavioural loyalty (Prayag, 2012) and sociodemographic characteristics and intention to visit (Leisen, 2001). Although not segmentation studies, Kim, Holland and Han (2013) discuss destination image factors in relation to service quality, value, satisfaction and loyalty while Baloglu (1997) considered image factors in relation to sociodemographic and behavioural variables. In order to determine the practical value of image based segmentation and to build on existing knowledge, image clusters will be characterised through behaviour, motivation, evaluation and demographics.

## 6.3 Characterising the image based typology

Cluster Analysis has identified disparity in destination image, segmenting 497 respondents into six differentiated clusters. In order to fully explore the six clusters identified and to develop an image based typology, crosstabulation of the clusters was required. The crosstabulation of six image clusters with a range of demographic, behavioural, motivational and evaluation variables is documented in Appendix M. Chi-Square is applied in order to identify the significance of such variables in characterising the clusters. In this section, the characterisation of each cluster is summarised in turn (sections 6.3.1- 6.3.6). The validity and value of this typology in segmenting visitors to the Isles of Scilly is then summarised (section 6.3.7). For the full characterisation of the six clusters, refer to Appendix N.

### 6.3.1 Cluster 2: 'Landscape and nature

Cluster 2 is characterised by a positive image of the natural environment and differentiated from other clusters by a less positive image of destination constraints (illustrated in Figure 6.17). The positive image of scenery and landscape held by this cluster is particularly significant, given the importance of scenery and landscape in motivating travel to the destination, and may go some way to explain satisfaction with the destination. Less favourable perceptions of destination access and value for money could be explained by travel behaviour where greater use of flights from Newquay Airport and lower use of Lands' End Airport, which offers the shortest and lowest cost journey by air, is seen among this cluster. The cluster demonstrates long term loyalty, with the greatest proportion of repeat visitors. High levels of satisfaction are apparent among new visitors and despite poorer evaluation among returning visitors, revisit intention is highest within this cluster. Cluster members are more likely to travel alone or in small groups and stay longer than other clusters. Travel patterns regarding

group type, length of stay, accommodation preference, participation in activities and the month of travel suggest families, tied to institutional holidays, are prevalent among this cluster.

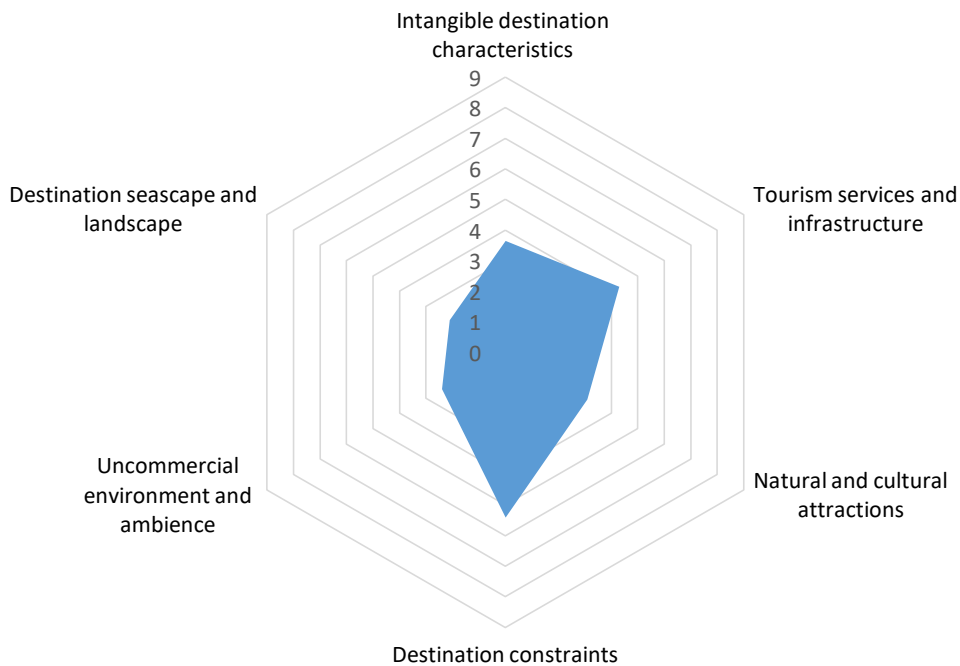


Figure 6.17 Rating of image attributes by Cluster 2

### 6.3.2 Cluster 3: 'Destination comforts'

Cluster 3 is characterised by a positive image of services and infrastructure for tourism, destination constraints and intangible destination characteristics. Cluster 3 is differentiated from other clusters by its image of natural and cultural attractions which is less positive (illustrated in Figure 6.18). The positive image of services and infrastructure and destination access is significant given distinctly different behaviours by this group in relation to accommodation and transportation. Behaviour identifiable within this cluster indicates high spend at the destination, on both accommodation, transport and activities, yet positive

perceptions of value for money are also evident. Lower rated perceptions of natural and cultural attractions among this cluster could be explained, in part, by both motivations for visiting and participation in activities. Nature and wildlife is the least important pull motivation for this cluster and activities, which directly relate to the natural and cultural resource base are less commonly identified by cluster members. The cluster represents proportionately high levels of first time visitors relative to other clusters. Repeat visitors among this cluster demonstrate higher levels of recent visitation, with fewer previous visits than other clusters. High levels of satisfaction are apparent among new visitors and returning visitors yet revisit intention is lowest among this cluster, although arguably high at over 90%. Cluster members are most likely to travel as part of a couple and stay for a week or less. The importance of push motivations for this Cluster and travel patterns regarding group type, length of stay, accommodation and transportation preference, suggest the prevalence of affluent couples looking for an accessible destination where they can relax in comfort and make the most of services and infrastructure available during warmer months of the year.

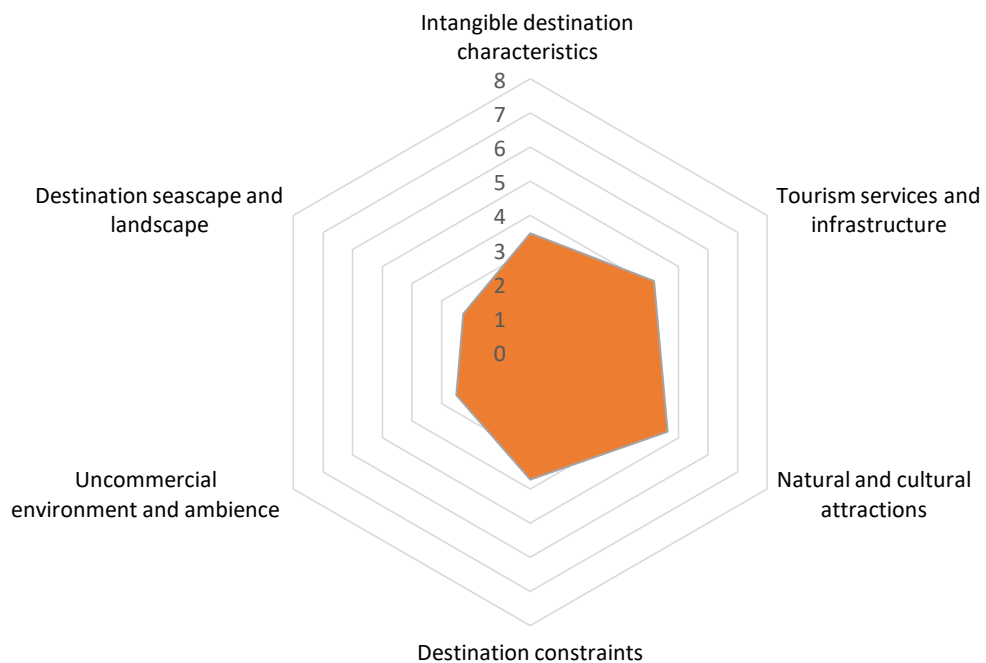


Figure 6.18 Rating of image attributes by Cluster 3

### 7.3.3 Cluster 4: 'Short stay, shallow image'

From the post-hoc tests, it is apparent that this, the smallest cluster, has the least favourable image of the Isles of Scilly as a tourism destination. Although a very positive image of the natural environment is apparent, reflected in the activities participated in at the destination, Cluster 4 is characterised by a less favourable image than that held by other clusters (illustrated in Figure 7.19). This cluster is particularly differentiated from others in relation to its image of services and infrastructure and intangible destination characteristics. Behavioural characteristics identify that Cluster 4 is certainly representative of the short break and day trip market where the maximum duration of any visit is one week. It is anticipated that the less favourable image, held by this cluster, is in part caused by lack of familiarity with the destination among short break visitors, or disenchantment for long time visitors. Lack of familiarity is particularly relevant to the less favourable image of excursions, cultural attractions, food and drink, and accommodation where those staying for a shorter time have less opportunity to experience the full product offered by the destination. The distribution of cluster members, between different primary activities is noticeably greater among this cluster. Such findings suggest that members of Cluster 4 visit the Isles of Scilly with specific activities in mind. Most noticeably, visiting the Tresco Abbey Gardens, walking, birdwatching and organised activities are common among this cluster. The frequency of more recent visitation among this cluster suggests a trend of shorter breaks among new visitors to the islands. High levels of satisfaction are apparent among returning visitors, while lowest levels of satisfaction are apparent among new visitors. Despite lower satisfaction among new visitors and some negative evaluation among returning visitors, revisit intention is still high. Cluster members are most likely to travel as couples and stay for a shorter duration than other clusters, in alternative forms of accommodation.

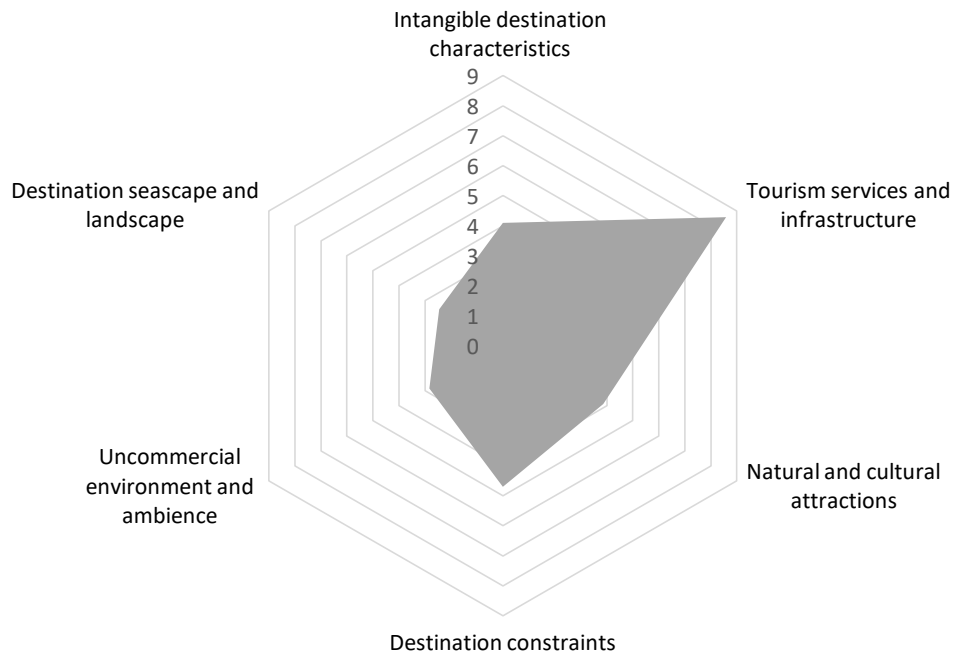


Figure 6.19 Rating of image attributes by Cluster 4

#### 6.3.4 Cluster 5: 'Wildlife and walking'

Cluster 5 is characterised by a positive image of the natural environment and landscape, in particular, it is however differentiated by a less favourable image of intangible characteristics including destination ambience (illustrated by Figure 6.20). It is evident that this cluster has the highest proportion of visitors who have made more than 20 visits to the islands, and those who first visited before the 1980s. Changes and development at the destination during this period may cause a less positive image of the intangible characteristics such as atmosphere, commercialisation, feel, pace and friendliness. The positive image of scenery and landscape held by this cluster is particularly significant given the importance of scenery and landscape in motivating travel to the destination, and may go some way to explain the primary activities participated in by respondents which include visiting and exploring islands and walking, both of which benefit from the quality of the natural landscape. The identification of walking and

organised activities by respondents in this cluster highlights the intention to engage in active pursuits. Travel behaviours of this cluster identify a preference towards serviced accommodation, stays of a week or less, travel in small and large groups accompanied by friends and family. Visitation is highest in September and July, with active avoidance of travel in August. Repeat visitation is third highest among this cluster but long term visitation is apparent. High levels of satisfaction are apparent among new visitors yet among returning visitors' overall satisfaction is relatively low. Revisit intention is also lowest within this cluster.

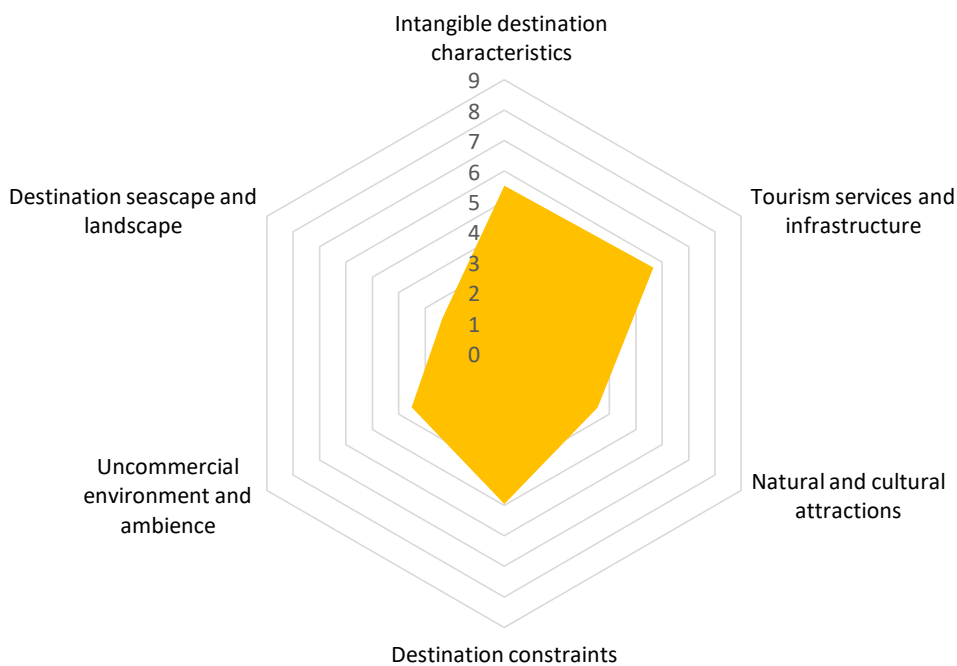


Figure 6.20 Rating of image attributes by Cluster 5

### 6.3.5 Cluster 6: 'Tourism destination'

Cluster 6 hold the most favourable image of the destination, yet is differentiated from other clusters by a positive image of services and infrastructure for tourism and destination constraints (Figure 6.21). Members of this cluster form the core market for the tourism



product on the Isles of Scilly, staying for longer on average than most other clusters, with positive perceptions of all aspects of the destination and both pull and push motivations for choosing the destination highest among this cluster. Loyalty is prevalent among this cluster, yet with over 40% of repeat visitors travelling to the islands since 2000, it is clear that this is a cluster of new loyalists. Visitation is well spread throughout the year, with the exception of October where numbers fall significantly. Such behaviour suggests fairer weather and the pursuits it affords appeal to this cluster. The positive image of services and infrastructure is particularly important given the behaviour of this cluster. Participation in organised activities and trips, popular among this cluster rely on tourism infrastructure at the destination. There is also evidence of highest gastronomic interest among this cluster. The positive perception of destination constraints may reflect travel behaviour, where shorter and less expensive transport routes are selected by this cluster, furthermore the choice of self-catering and bed and breakfast accommodation is greater than hotel accommodation which offers greater value for money. The majority of this cluster travel as a couple, which could explain high visitation from this cluster throughout the season. However, the family market is also identifiable, explaining the slightly higher levels of visitation in August. Members of this cluster are most likely to have their expectations of the destination exceeded. Despite a greater proportion of returning visitors identifying a more negative perception of the destination, revisit intention is high among this cluster at 94.3% with 62.1% identifying that they would definitely return. Behavioural characteristics of this cluster suggest the prevalence of couples and families who enjoy the outdoors looking for an accessible destination where they can participate in outdoor activities and make the most of services and infrastructure available during warmer months of the year.

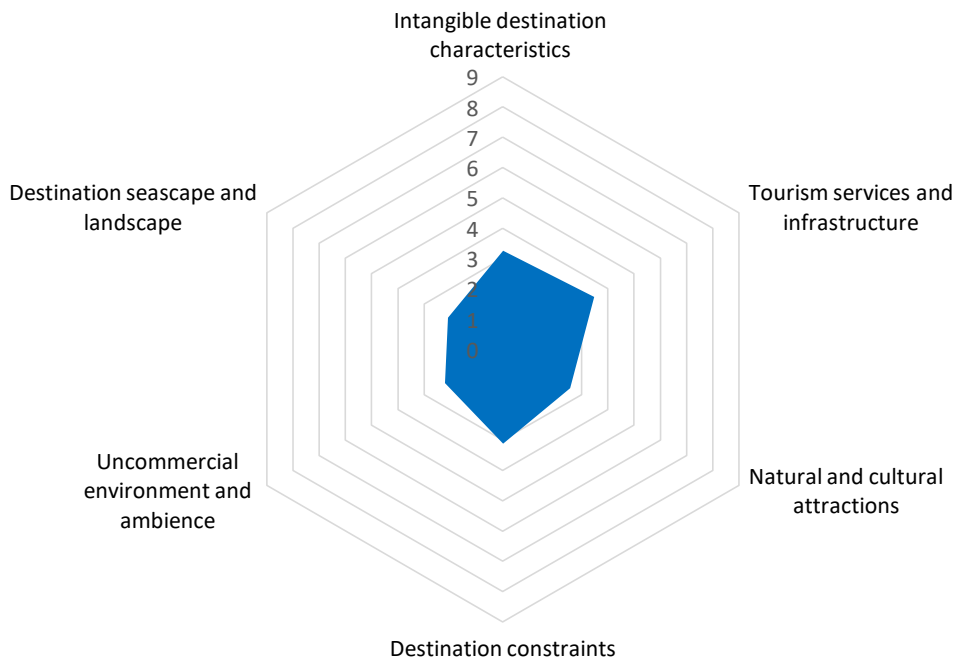


Figure 6.21 Rating of image attributes by Cluster 6

### 6.3.6 Cluster 7: 'Natural destination'

Cluster 7, the second largest cluster, is characterised by an overall positive image of the destination particularly in relation to the environment and natural and cultural attractions (Figure 6.22). This image is reflected in both the motivations for choosing the destination and the activities participated in by cluster members where participation in outdoor activities is apparent. A favourable image is held of intangible characteristics such as the destinations ability to offer relaxation, peace and tranquillity, this is particularly significant given the importance of rest and relaxation as a motivation for Cluster 7. The image of destination constraints is also favourable where value for money and accessibility are rated highly, such perceptions could be influenced by high use of less expensive forms of transport and accommodation among this cluster. This cluster holds a less positive perception of tourism

services and infrastructure including excursions, trips and activities and food and drink yet organised activities and gastronomy are identified as primary activities among those in this cluster. This cluster accounts for the highest number of first time visitors, and also the greatest proportion of more recent visitors to the islands. Highest return intention is identifiable among this cluster. Traditional holiday behaviours are apparent among this cluster with a large proportion staying for seven days, although short breaks are evident, a significant proportion also stay for two weeks. Although the majority of this cluster travel as part of a couple, relatively high proportions of respondents travelling with friends and family are evident. Visitation is highest in May, July and August, such behaviour suggests desire for fairer weather and travel during school holiday periods appeal to this cluster. Although visitation in the autumn is lower, interest in birdwatching and the natural environment suggests a niche within this cluster.

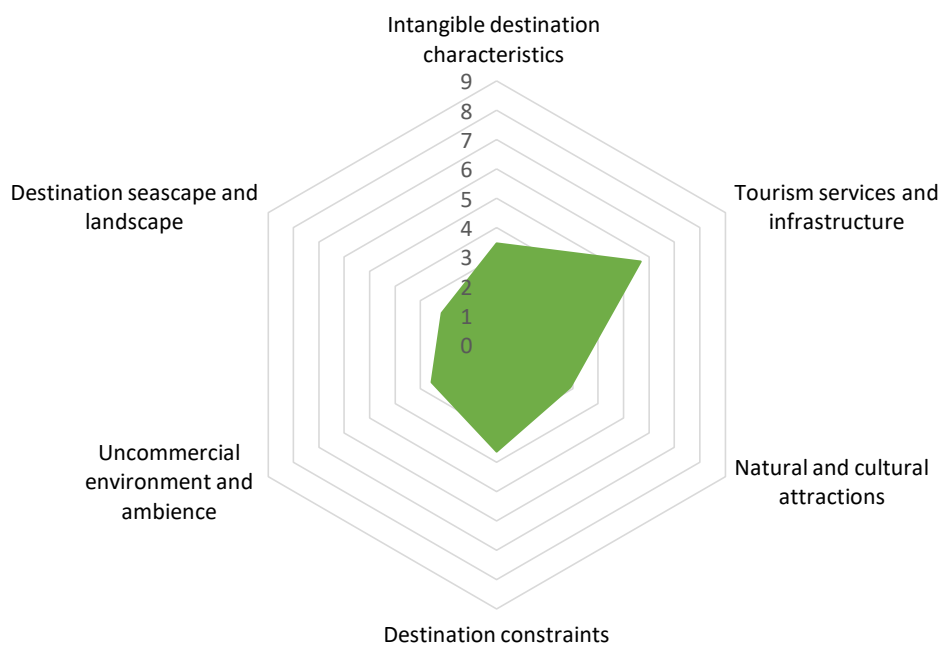


Figure 6.22 Rating of image attributes by Cluster 7

### 6.3.7 Discussion of image based segmentation

This segmentation of visitors to the Isles of Scilly adds to a limited body of literature that documents image based segmentation (Andreu *et al.*, 2000; Leisen, 2001; Rezende-Parker *et al.*, 2003; Prayag, 2012). Leisen (2001) conducted an image segmentation of US residents in relation to their image of New Mexico as a tourism destination; Rezende-Parker *et al.* (2003) surveyed US residents to identify their image of Brazil as a destination. As such, these studies aimed to measure the organic or induced images of the destination. Andreu *et al.* (2000) created an image typology of British residents who had previously visited Spain while Prayag (2012) published an image segmentation of tourists staying on Mauritius and was the only researcher to capture the images of tourists at the destination. Consequently, this research contributes to an even smaller understanding of image segmentation using the complex image at the destination. Despite the small volume of papers published, this research has established that meaningful segmentation can be achieved through destination image when profiled against other variables.

A lack of existing research allowed the opportunity to build upon current theoretical understanding of image segmentation. As such, a different approach was taken in the profiling of image clusters. While previous segmentation studies have profiled clusters using sociodemographic characteristics (Leisen, 2001; Rezende-Parker *et al.*, 2003; Prayag, 2012), behavioural loyalty (Prayag, 2012) and intention to visit (Leisen, 2001), this study also profiled the characteristics based on travel behaviour and motivation in addition to sociodemographic and evaluation variables.

This research found sociodemographic variables to be uninfluential in determining cluster membership, with age, gender, occupation and geographic location demonstrating no significance when cross tabulated with the image clusters. These findings partly agree with

existing segmentation studies that largely recognise the limited influence of demographic characteristics on destination image. Rezende-Parker *et al.* (2003) identified statistical significance between gender and image, but found age, marital status, education and income to be insignificant while Prayag (2012) only found nationality and marital status to be significant in differentiating clusters. Leisen (2001) identified significant relationships between cluster membership and demographic characteristics in relation to state of residence, area of residence, age, gender and children under the age of 18, yet found household income, education, marital status and ethnicity to have no significance. The findings of these segmentation studies contradict other destination image studies which largely agree that destination image is influenced by demographic characteristics (Woodside and Lysonski, 1989; Um and Crompton, 1990; Stabler, 1995; Baloglu and McCleary, 1999; Bonn *et al.*, 2005; Tasci, 2007).

The relationship between destination image and satisfaction is well documented (Bigné *et al.*, 2001; Lin *et al.*, 2007; Chi and Qu, 2008; Žabkar, Brenčič and Dmitrović, 2010; Kim *et al.*, 2012; Prayag and Ryan, 2012; Chen and Phou, 2013), with studies identifying the role of image in influencing positive evaluation, return intention and intention to recommend the destination. Return intention is often used as a measure of satisfaction and is particularly high among respondents in this study, with 88.5% being the lowest return intention among any cluster. Despite high levels of positive evaluation, trends are still identifiable between the clusters. Cluster 2, 'landscape and nature', Cluster 6, 'tourism destination', and Cluster 7, 'natural destination', demonstrate largely positive destination images and, as anticipated, higher return intention. Furthermore, Cluster 5, 'wildlife and walking', which holds one of the least positive images particularly in relation to services, intangible characteristics and access has the lowest intention to revisit. These findings support popular understanding of destination image and return intention.

When profiling the clusters using evaluation variables, it is clear that assumptions of a direct correlation between image, satisfaction and return intention are too simplistic. Cluster 6 possesses the most favourable image of the destination and has the highest proportion of first time and repeat visitors to have their expectations exceeded. Overall, return intentions are, however, highest among Cluster 7 and the cluster demonstrating the greatest intention to definitely return is Cluster 2. This notion is also supported by the findings among Cluster 4, 'short stay shallow image', which holds the least positive overall image of the destination. Unsurprisingly, the proportion of first time visitors to have their expectations met or exceeded is lowest among this cluster at 77.7% and the evaluation among returning visitors is second lowest of all clusters where 15% recorded a more negative perception. Despite this, return intention is relatively high when compared to other clusters at 93.1% with 48.3% identifying they would definitely return. Return intention among Cluster 3, which held a positive destination image also contradicts academic understanding of image, satisfaction and return intention. The overall image and evaluation of the destination is positive yet, of all clusters, members of Cluster 3 demonstrate the second lowest overall return intention. These findings support the work of Chen and Tsai (2007) who recognise that positive destination image does not always result in satisfaction. Given the distinct differences in behaviour among clusters 3 and 4 these findings suggest that behavioural traits influence return intention. Indeed, Bigné *et al.* (2001) suggested that destination image alone is not enough to explain satisfaction.

Although this research suggests that behavioural traits are also influential in determining revisit intention, the importance of image attributes can also be observed. Interestingly, existing segmentation literature identifies an intrinsic relationship between the nature of image variables and intention to revisit, such findings are supported by this study. Prayag (2012) identified that where satisfaction was higher among variables relating to local cuisine, local transport and water sports, respondents demonstrated less intention to revisit, while those more satisfied with the friendliness of the destination and natural attractions demonstrated the highest propensity to revisit. Research findings support this observation as

Cluster 3 possesses a favourable image of destination services and infrastructure but demonstrates low revisit intentions. Similarly, Leisen (2001) identified that those with an unfavourable image of recreational activities demonstrated above average revisit intention while those expressing an unfavourable image of socio cultural aspects of the destination were less likely to return. These findings are supported by this study as Cluster 5, which holds a less favourable image of intangible destination characteristics such as the friendliness of local people and the ambience and atmosphere of the destination has lower return intentions. Cluster 7 also rates image attributes relating to recreation low, yet demonstrates high return intentions. As such it can be inferred that increasing the provision or quality of destination services and tourism infrastructure will not necessarily improve return intention. These findings support the work of both Leisen (2001) and Prayag (2012) but also Beerli and Martín (2004) who identify that all cognitive attributes of image, with the exception of a destinations' natural attractions, are of lower importance to returning visitors at a destination.

In addition to demographic and evaluation variables, the clusters were also profiled using behavioural characteristics and attributes of the trip. In their image segmentation of previous visitors to Spain, Andreu *et al.* (2000) identified that the organisation of the trip impacted destination image, where disparities were seen between those traveling as part of a tour and those who travelled independently. Such research supports the use of behavioural attributes to profile clusters and in this study a number of interesting relationships were found. Although it is identified that destination image directly influences travel behaviour (Chon, 1992a; Milman and Pizam, 1995), the relationship between travel behaviour and destination image lacks a substantive body of research due to the number of image studies that consider destination image prior to visitation.

Trends were identifiable between destination image and month of visitation where distinct behavioural patterns were apparent within some clusters. Previous image studies have noted the influence of seasonality on the perceived image of service attributes which are affected by

seasonal operation (Kozak and Rimmington, 2000) however this research suggests that month or season of visitation has a wider impact on destination image. Cluster 3, for instance, demonstrates lower visitation in October and also has the lowest perception of natural and cultural attractions. A favourable image of flora and fauna is identified by Cluster 5, however, where visitation is highest in the autumn. Inferences can be made that the month of visitation and purpose of the trip influence the image held of the destination. These findings are of practical significance in the promotion of seasonal destinations.

A relationship was also identifiable between length of stay and cluster membership supporting the work of Fakeye and Crompton (1991) who identified how long-stay tourists scored higher on some image dimensions than short-stay tourists. It is anticipated that members of clusters demonstrating longer visits, such as Cluster 2 and Cluster 6, are able to experience more of the destination and consequently form a truer perception than those in making shorter visits (Tasci and Gartner, 2007). Interestingly, Cluster 4 accounts for a significant proportion of the day trip and short stay market yet holds the least favourable image of the destination. Furthermore, members of Cluster 4 visiting the islands for the first time are more likely to have the destination not meet their expectations, in comparison to those who have made a previous trip.

Relationships are also evident between the choice of transport and the perception of destination accessibility which is particularly interesting given the role of accessibility in island tourism and the perception of separateness in the appeal of island destinations (Butler, 1993b; Baum, 1997b; Baldacchino, 2006). It is seen that Cluster 2, which holds the most negative image of destination access is the cluster least likely to fly from Lands' End, the shortest air route, yet most likely to fly from Newquay in relation to other clusters. Interestingly, despite the negative image of accessibility, analysis demonstrates that members of Cluster 2 are most likely to return to the islands supporting the notion that inaccessibility of island destination is intrinsic to their appeal (Butler, 1993a; Baum, 1997a; Baldacchino, 2006).



Relationships are also identifiable between the image of tourism services and infrastructure and accommodation choice. Cluster 3, which holds the second most favourable image of tourism infrastructure demonstrates distinctly different accommodation preferences when compared to the other clusters with the majority of cluster members opting for serviced accommodation. This cluster also demonstrates differences in relation to length of stay and the importance of rest and relaxation was highest of all clusters. The significance of accommodation in differentiating between clusters in benefit segmentation has been noted (Frochot, 2005) as such relationships can be inferred between motivation, behaviour and destination image. The influence of accommodation choice on other behaviour is also observed. Kozak (2002) for instance, identified a relationship between repeat visitation and choice of self-catering accommodation for tourists visiting Mallorca. Such behaviour is identifiable within this segmentation where Clusters 2 and 6, which display the highest levels of repeat visitation, demonstrate the highest proclivity of use of self-catering accommodation.

It has been established that tourist loyalty is significantly affected by tourists' perceptions of the destination (Bigné *et al.*, 2001; Lee *et al.*, 2005; Chen and Tsai, 2007; Kim *et al.*, 2013; Zhang *et al.*, 2014) and such findings are reflected in the profiling of these image clusters. It can be seen that the clusters with the highest overall image, and those that score particularly highly in relation to destination landscape and the environment and ambience of the destination, demonstrate the highest levels of repeat visitation (Cluster 2 and Cluster 6) meanwhile those demonstrating the highest levels of long term visitation have the least favourable image of ambience and intangible destination attributes. The clusters which demonstrate the highest levels of new visitors, either those visiting for the first time or that have demonstrated destination loyalty over recent visitation, have a more favourable image of intangible characteristics and destination access. The influence of prior visitation on destination image is widely researched yet there is disagreement as to the relationship. This research agrees with Baloglu and McCleary (1999), Chon (1991), and Pearce (1982) who found

positive image was common among those with previous visitation, contrary to the work of Chen and Kerstetter (1999) who identified no relationship between the two.

The existence of relationships between behaviour and destination image not only support the use of behavioural characteristics in future segmentation research but also identify the need for a greater body of literature conceptualising this relationship. As a number of trends are identifiable in the profiling of the clusters through trip behaviour, the relationship between behaviour and destination image will be discussed in greater detail in Chapter 7.

The relationship between motivations for visiting a destination and destination image formation is well recognised by academics including Baloglu and McCleary (1999) and San Martín and Rodríguez del Bosque (2008). Yet the influence of motivation in determining the image at the destination is less well researched (Beerli and Martín, 2004). Motivation has yet to be used in the profiling of image clusters yet the results from this research support their use where it is identifiable that when motivations are satisfied by image, the overall perception of the destination is higher.

A number of trends are identifiable where clusters motivated by push motivations are more likely to hold a favourable image of the destination. It can be seen that Clusters 2, 3, 6 and 7, which possess a more preferable image of the destination, are more likely to be motivated by the desire to rest and relax. While clusters motivated by the ability to get away hold a more preferable image of the destinations' intangible attributes which offer escapism. With regard to destination pull motivations, it is seen that the most important motivation for all clusters is scenery and landscape, which is also the highest rated image attribute across the six image groups. As a pull motivation, sea and beaches is of greatest motivation to Clusters 2, 6 and 7, which demonstrate the most favourable image with regard to both natural and cultural attractions and destination landscape and seascape. As a pull motivation, wildlife and nature is of least importance to clusters 3 and 4 which also demonstrate the least favourable image of natural and cultural attractions. While Beerli and Martín (2004) identified a weak relationship

between motivation and destination image, clear trends are identifiable in this study. These findings support the use of motivation in profiling image clusters and providing deeper insight into the relationship between image, motivation and satisfaction.

## 6.4 Chapter summary

This chapter has provided a descriptive overview of quantitative data and documented the development of an image based typology using Factor Analysis and K-means Cluster Analysis. First, a descriptive overview of survey results was provided, identifying the positive image held by respondents and high levels of satisfaction with the destination. Second, Factor Analysis identified principal components of image to derive six image factors from the 15 variables included in this research. Finally, K-means cluster analysis was used to segment respondents. From this analysis, six image clusters were derived and characterised using the Chi-square test. Being the first segmentation study to be conducted in the context of cold water islands, this analysis has added to current theoretical understanding of image based segmentation. Furthermore, this image segmentation was also the first to characterise image clusters using motivation characteristics. Typology development has highlighted the value of behaviour and motivation variables in profiling image clusters where significant relationships were identifiable. Crosstabulation of the image clusters with variables relating to behaviour, motivation and evaluation highlighted a number of complex relationships. These will be explored in greater detail in Chapter 7 where the conceptual framework is addressed. To further understand the relationship between destination image, motivation, behaviour and evaluation, both quantitative and qualitative data will be analysed.

## Chapter 7: Findings and discussion- testing the conceptual framework

### 7.0 Introduction

This chapter analyses both quantitative and qualitative data in order to test the five hypotheses which constitute the conceptual framework (see section 2.5). The chapter explores the significance of relationships between variables statistically, using Chi-Squared tests, and thematically, using framework analysis, in order to test the relationships hypothesised within the aforementioned conceptual framework. Each hypothesis is discussed in a separate section, as illustrated by Table 7.1, drawing on both quantitative and qualitative material when appropriate in order to evaluate the influence of destination image on motivation, behaviour and satisfaction. Findings are then drawn together in a conceptual discussion to present the theoretical and practical contributions of the research. Both quantitative and qualitative material are used to test hypotheses 1 to 4 (sections 7.1 to 7.4) while qualitative material is used in isolation to address hypothesis 5 (section 7.5). A summary of the analysis is provided in section 7.6.

Chapter	Section	Objective	Actions
Chapter 7	7.1 Hypothesis one	Objective 4: Evaluate the influence of destination image in determining visitor motivation, behaviour, evaluation and place attachment.	Cross tabulate quantitative data to test hypotheses 1 to 4 using Chi-squared tests.
	7.2 Hypothesis two		
	7.3 Hypothesis three		
	7.4 Hypothesis four		
	7.5 Hypothesis five		Use thematic content analysis and the framework approach to identify relationships and test hypotheses 1 to 5

Table 7.1 Structure, objective and actions of quantitative data analysis

Before hypotheses 1 to 4 could be tested using quantitative means, it was first necessary to establish significant relationships between image and motivation, behaviour and destination evaluation. Table 7.2 identifies significant Chi-Square tests, documenting associations between such variables at two levels ( $p < .000$ ,  $p < .050$ ). Significance below  $p < .050$  is usually rejected in social science research (Kline, 1994; Sproull, 2002; Stevens, 2012), as such, this cut off point is also used in this research. The significant associations, identifiable in Table 7.2, are discussed in relation to each hypothesis in order to accept or reject the relationships previously theorised.

Relationship	Chi-square	Df	Sig.	Validity
Image and rest and relaxation as motivation	22.418	10	.013	Reliable
Image and get away as motivation	30.193	10	.001	Reliable
Image and togetherness as motivation	19.863	10	.031	Reliable
Image and landscape and scenery as motivation	47.005	10	.000	Not reliable
Image and sea and beaches as motivation	28.771	10	.001	Reliable
Image and wildlife and nature as motivation	47.123	10	.000	Reliable
Image and season of visit	19.664	10	.033	Reliable
Image and month of visit	59.021	30	.001	Reliable
Image and length of stay	63.880	20	.000	Reliable
Image and accommodation	137.642	25	.000	Not reliable
Image and number of previous visits	48.343	25	.003	Reliable
Image and group size	21.103	10	.020	Reliable
Image and expectations of first time visitors	39.601	20	.006	Not reliable
Image and perceptions of returning visitors	38.600	20	.007	Not reliable
Image and return intention	32.749	20	.036	Not reliable
<i>Chi-Square results are deemed 'not reliable' when more than 20% of cells have an expected count less than 5 and the minimum expected count is lower than 1.00.</i>				

Table 7.2 Significant associations between image and other variables using Chi-square tests

## 7.1 Hypothesis one

### ***H1: By use of destination image, different groups of visitors can be identified***

It is understood that image formation is a complex and transformative process (Gallarza *et al.*, 2002) where, on experience of the destination, the organic or induced image previously held is modified (Gunn, 1972; Gunn, 1988; Ateljevic, 2000). Due to the range of factors influencing the formation of image, segmentation studies have begun to segment tourists based on their perceptions of a potential holiday destination (Andreu *et al.*, 2000; Leisen, 2001; Rezende-Parker *et al.*, 2003) and their images during the visit (Prayag, 2012). As such, hypothesis one proposed that, though the use of destination image, different groups of tourists can be identified. This hypothesis was tested using both quantitative and qualitative means. First, the use of Factor Analysis and K-means Cluster Analysis was employed to establish whether distinct image groups were identifiable. Second, thematic analysis was used to identify image themes presented by interview respondents relating to the Isles of Scilly.

#### 7.1.1 Quantitative analysis of hypothesis one

Factor Analysis produced composite image variables by which respondents were segmented. In order to segment the respondents into image types, K-means Cluster Analysis was utilised. This process, documented in Chapter 8, identified six statistically significant image types held by visitors to the Isles of Scilly which are summarised in Table 7.3. Statistical analysis has identified the ability to segment visitors to the Isles of Scilly based upon the images they hold



of the destination. As such, the first hypothesis, which proposes that different groups of tourists can be identified using destination image, is accepted. This research not only supports the work conducted in previous segmentation studies concerning the complex image (Andreu *et al.*, 2000; Prayag, 2012), but also provides an alternative for market segmentation in destination marketing for the Isles of Scilly. It is clear from this segmentation that through the identification of image segments, targeted marketing strategies (discussed in Chapter 1) could be implemented. This segmentation is also beneficial in terms of destination development, where awareness of greater variation in image can be used to ensure consistency in quality, service and experience to improve overall perception and image.

Typology	Characteristics
Cluster 2 Landscape and nature	Overall, a positive destination image is held with a particularly positive image of the unspoilt environment and landscape. The image held by this group is differentiated from other segments by a less favourable image of destination constraints including accessibility and value for money. Behaviour, including destination loyalty, longer visits and higher levels of visitation in the summer and autumn is prevalent among this segment. Participation in birdwatching and other activities is observed. This segment is highly motivated by the landscape and scenery, wildlife and nature, need to rest and relax and get away. Definite return intention is highest among this cluster.
Cluster 3 Destination comforts	Overall, a positive destination image is held, particularly in relation to destination ambience, services and accessibility. This cluster is differentiated by a less favourable image of natural and cultural attractions when compared to other clusters. Preference for serviced accommodation and high cost travel routes is identifiable. Comparatively high levels of first time and more recent repeat visitors are in this segment. Majority of segment travel as a couple and have shorter stays. High visitation in summer and low visitation in autumn is also demonstrated. Activities include visiting other islands, organised activities and visiting gardens. Landscape and scenery is most important motivator followed by ability to rest and relax and get away. Despite high satisfaction, revisit intention is lower among this cluster.
Cluster 4 Short stay shallow image	Overall, this segment holds the least positive destination image. The image held by this group is differentiated from other groups by a less favourable image of intangible characteristics and services. Behaviour, including travel by shorter travel routes, shorter trips and day trips and higher levels of visitation in the summer and autumn is prevalent among this segment. Participation in specific interest activities including gardens, walking, organised activities and birdwatching. This segment is less motivated by push motivations while landscape and scenery is of greatest importance. Lowest evaluation among first time visitors but high return intention.
Cluster 5 Wildlife and walking	Overall, this segment holds a less favourable destination image. Positive image of natural attributes is identifiable; however, destination image is differentiated by a less favourable image of intangible characteristics and ambience. Behaviour, including highest visitation in autumn, longer visits, preference for self-catering and highest use of Cornish airports is evident. Destination loyalty and long term visitation is demonstrated. Participation in walking highest among this cluster. This segment most motivated by pull motivations including landscape and scenery and wildlife and nature. Lowest return intention.
Cluster 6 Tourism destination	Overall, the most positive destination image is held by this segment which is differentiated by a positive image of services and accessibility. High levels of repeat visitors are identified in this segment. The majority of this segment travel as a couple and have longer stays. High visitation in summer and spring is also demonstrated. Activities include visiting other islands, organised activities and boat trips. This segment is motivated by push factors including relaxation and ability to get away and is also highly motivated by landscape and scenery, wildlife and beaches as pull motivations. Revisit intention is high.
Cluster 7 Natural destination	Overall, a positive destination image is held with a particularly positive image in relation to natural destination attributes while a less favourable image of services than other attributes is identifiable. Behaviour, including preference for self-catering accommodation and shorter transport routes, higher levels of visitation in the summer and spring is prevalent among this segment. This cluster has the highest proportion of first time visitors. Participation in broad range of activities including visiting islands, recreational activities, walking, birdwatching and boat trips is demonstrated. This segment is highly motivated by the landscape and scenery, wildlife and nature, need to rest and relax and ability to get away. Return intention is highest among this cluster.

Table 7.3 Summary of image clusters

### 7.1.2 Qualitative analysis of hypothesis one

It is recognised that quantitative approaches are unable to capture the complete nature of destination image (Echtner and Ritchie, 1993; Jenkins, 1999; Echtner and Ritchie, 2003); as such, a convergent triangulation approach was adopted to further assess images of the Isles of Scilly. Echtner and Ritchie (1991) argue that destination image is comprised of both holistic impressions and individual attributes, with images based on either functional or psychological features. The categories of image established by Echtner and Ritchie (1991) were used to classify images of the Isles of Scilly, identified through thematic content analysis (Figure 7.1). Through qualitative analysis it is evident that differences are identifiable in the image components coded within transcripts and the nature of these images.

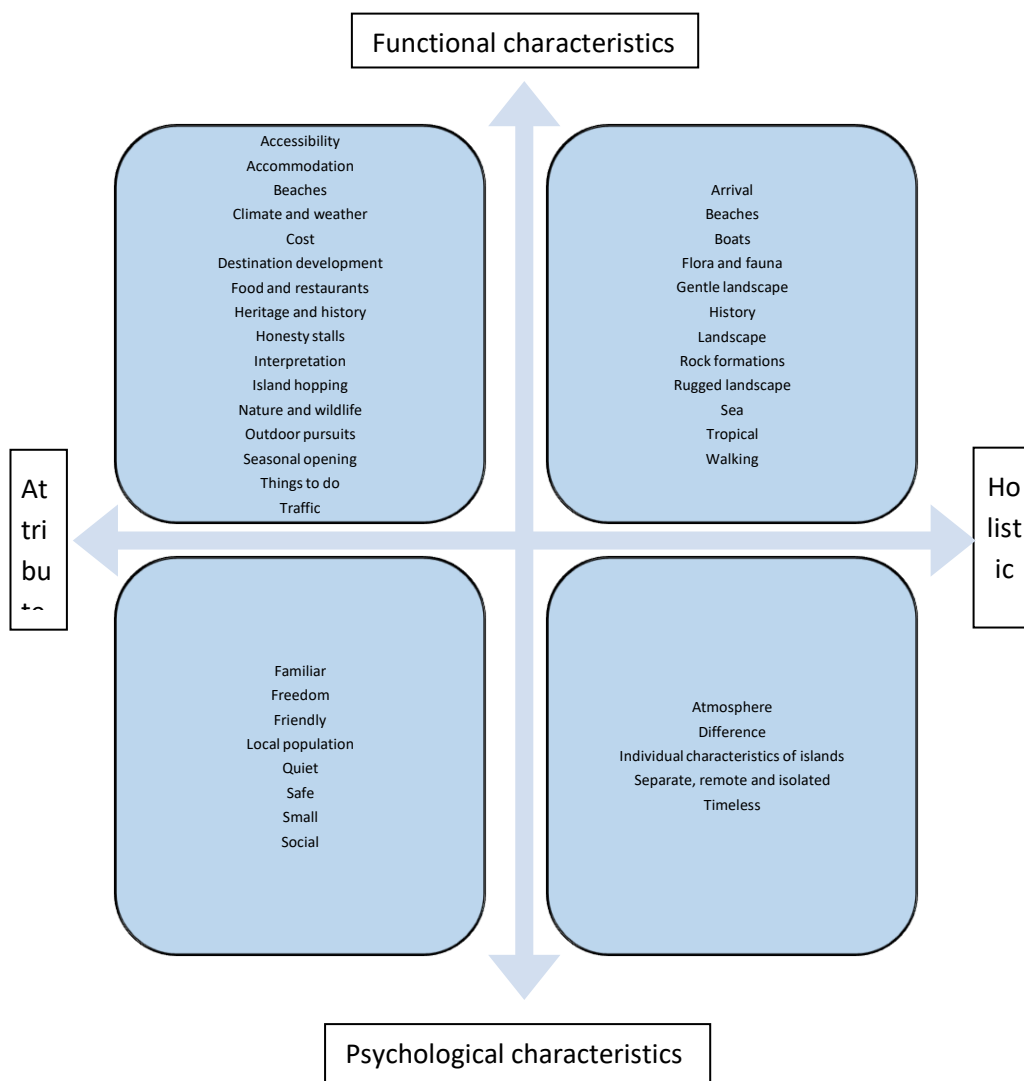


Figure 7.1 Four components of destination image (adapted from Echtner and Ritchie 1991)

Figure 7.1 reveals greatest diversity among the themes relating to functional destination attributes. Analysis also identifies these as the most frequently coded images with 275 coding references among the 15 transcripts. Although a smaller range of themes is apparent, images relating to psychological destination attributes were also prevalent with 101 coding references. As such, it is identifiable that holistic imagery relating to the destination's functional and psychological characteristics are less common, with 88 and 86 coding references. The ability to identify images that are both holistic and formed of destination attributes, and those that are functional and psychological, supports past work on the measurement of destination image (Echtner and Ritchie, 1991; Echtner and Ritchie, 2003).

Interesting differences were seen between the transcripts in relation to the nature of destination image. Functional attributes were most frequently coded among all transcripts with the exception of Interview 8. The respondents in this interview presented images that were holistic and psychological. An attribute focused destination image was demonstrated by respondents in interviews 4, 10, 12 and 13, where the majority of images related to functional and psychological attributes. Similar trends were seen among respondents in interviews 6, 7 and 9, however, the holistic image of functional characteristics was less identifiable within these transcripts. Furthermore, the respondent in interview 7 demonstrated no holistic imagery relating to such characteristics. Respondents in interviews 2, 5 and 14 demonstrated an image which largely related to functional characteristics, consisting of attributes and holistic imagery. Similarly, respondents in interviews 1 and 11 revealed an image formed of functional characteristics; however, these transcripts also demonstrated greater reference to holistic imagery of psychological characteristics. Meanwhile, respondents in interviews 3 and 15 demonstrated an image dominated by functional attributes with limited reference made to images of an holistic or psychological nature. These findings suggest disparity in the nature of destination images held by interview respondents, further supporting hypothesis one.

Table 7.4 presents the image themes coded within the transcripts and provides an overall image from each interview. In analysing the destination images documented within interview transcripts it is evident that both shared, and individual, destination images of the Isles of Scilly exist. While the existence of a group images (Lawson and Baud-Bovy, 1977) or destination stereotype (Pearce, 1982) has been recognised in destination image literature, this research establishes the prevalence of a shared complex image among returning visitors to the destination who are generally considered to hold a more unique mental picture (Chon, 1990; Chon, 1992a; O'Leary and Deegan, 2005).

Interview number	Overall Image	Psychological Attributes	Functional Attributes	Psychological Holistic	Functional Holistic
1	Focus on destination product including flora, fauna and history. Images of landscape and friendliness of destination also prevalent.	Friendly Quiet Small	Accessibility Accommodation Beaches Climate and weather Cost Destination development Heritage and history Honesty stalls Island hopping Nature and wildlife Outdoor pursuits Traffic	Atmosphere Difference Individual characteristics of islands Separate, remote and isolated	Beaches Gentle landscape Rock formations
2	Appreciation of islands as a tourism destination positive image of climate, landscape, friendliness and quietness.	Friendly Local population Quiet	Accessibility Accommodation Beaches Climate and weather Food and restaurants Things to do	Atmosphere Difference Separate, remote and isolated	Beaches Landscape Sea
3	Image of destination development and increase in traffic, difference, quietness and landscape also prevalent.	Freedom Quiet Safe Small	Accommodation Climate and weather Cost Destination development Food and restaurants Heritage and history Things to do Traffic	Difference Individual characteristics of islands	Arrival Beaches Sea
4	Image of landscape and tourism attributes. Psychological images including difference, friendliness, quietness and safety.	Freedom Friendly Local population Quiet Safe Small	Accessibility Accommodation Beaches Climate and weather Cost Food and restaurants Heritage and history Nature and wildlife Outdoor pursuits Things to do Traffic	Difference Timeless	Arrival Boats Flora and fauna History Landscape Rock formations Sea
5	Image of the destination landscape, nature and destination development.	Local population Quiet Safe Social	Accessibility Accommodation Beaches Climate and weather Cost Destination development Nature and wildlife Outdoor pursuits Things to do	Atmosphere Difference Individual characteristics of islands	Flora and fauna Landscape Rock formations Rugged landscape Tropical Walking
6	Difference between islands and mainland drawn on, awareness of island life and destination friendliness. Image of nature, tourism infrastructure and landscape also prevalent.	Familiar Friendly Local population Quiet Safe Small	Accessibility Beaches Climate and weather Cost Destination development Food and restaurants Honesty stalls Island hopping Nature and wildlife Seasonal opening Things to do	Atmosphere Difference Individual characteristics of islands Separate, remote and isolated Timeless	Flora and fauna Gentle landscape Rugged landscape
7	Image focuses on destination attributes including things to do, food, friendliness and safety, no holistic functional image evident.	Familiar Freedom Friendly Quiet Safe	Accessibility Accommodation Cost Destination development Food and restaurants Honesty stalls Nature and wildlife Outdoor pursuits Things to do Traffic	Atmosphere Difference	None
8	Psychological image considering timelessness,	Familiar Freedom Local population	Accommodation Beaches Cost	Atmosphere Difference Individual	Flora and fauna History Landscape

	difference, characteristics of individual islands and freedom provided.	Quiet Safe	Destination development Island hopping Nature and wildlife Outdoor pursuits Traffic	characteristics of islands Separate, remote and isolated Timeless	Rugged landscape Walking
9	Psychological attributes particularly prevalent including friendliness and safety traveling alone, nature and landscape image also common,	Familiar Friendly Local population Quiet Safe Small Social	Accessibility Accommodation Beaches Climate and weather Cost Destination development Food and restaurants Heritage and history Nature and wildlife Outdoor pursuits Traffic	Atmosphere Difference Individual characteristics of islands Separate, remote and isolated	Arrival History Landscape Rock formations Walking
10	Attributes including nature and wildlife, climate, food and drink and friendliness. Individual characteristics also noted.	Friendly Quiet Safe Small	Beaches Climate and weather Cost Destination development Food and restaurants Island hopping Nature and wildlife Outdoor pursuits	Individual characteristics of islands Separate, remote and isolated	Beaches Flora and fauna Gentle landscape Rugged landscape
11	Detailed landscape imagery and awareness of destination development. High levels of familiarity.	Freedom Quiet Safe Small	Accessibility Climate and weather Destination development Food and restaurants Nature and wildlife Outdoor pursuits Traffic	Atmosphere Difference Individual characteristics of islands Separate, remote and isolated	Beaches History Landscape Sea Tropical Walking
12	Image of a social destination, for wildlife pursuits, and positive image of climate and landscape	Freedom Local population Quiet Safe Social	Accessibility Climate and weather Destination development Food and restaurants Nature and wildlife Traffic	Difference Individual characteristics of islands Separate, remote and isolated	Boats Sea
13	Nature and wildlife, food and social attributes most prevalent in image, functional attributes.	Friendly Local population Quiet Safe Social	Beaches Climate and weather Cost Food and restaurants Interpretation Nature and wildlife Seasonal opening	Difference Individual characteristics of islands Timeless	Landscape
14	Functional attributes including, food and drink, seasonality and things to do. Holistic functional image also related to landscape and history.	Friendly Quiet Social	Accessibility Accommodation Cost Food and restaurants Heritage and history Interpretation Nature and wildlife Outdoor pursuits Seasonal opening Things to do Traffic	Difference Individual characteristics of islands Separate, remote and isolated	History Landscape
15	Character of the islands, nature and wildlife and seasonality are prevalent images.	Quiet	Accessibility Beaches Food and restaurants Nature and wildlife Outdoor pursuits Seasonal opening	Difference Individual characteristics of islands	Gentle landscape

Table 7.4 Identification of image themes among interview transcripts

Shared images, which are both functional and psychological are identified in relation to destination attributes and holistic impressions. Not surprisingly, a similar image is held among

interview respondents in relation to functional attributes of the destination including destination development (Table 7.5), cost (Table 7.6) and seasonal operation (Table 7.7).

Interview Number	Excerpt
1	<i>"Electricity's a lot better here now. When we first came and the electricity wasn't very good. We were always having power cuts".</i>
3	<i>"The way Tresco has changed makes it somehow less appealing to me, 'cause of all the building that there has been over the last few years".</i>
5	<i>"And Scilly's changed certainly over the years".</i>
6	<i>"I get the impression it changed here this time, I certainly get the impression that things are beginning to happen here that perhaps should have happened a long time ago. There's a lot of work going on isn't there, the airport, the roads".</i>
8	<i>"Hugh Town, very developed and obviously the islands have to move on and I understand that, you know, but it feels there's a lot more traffic, it feels a lot more developed, you know".</i>
9	<i>"And I know there's quite a lot of work going on at the moment but that's because it's necessary and they're re-doing the roads, and they're doing work on the quay".</i>
11	<i>"It's less of a far-away place than it was. It's more sophisticated, more developed - for the better as well. The plumbing's better, the heating's better".</i>

Table 7.5 Functional attributes: destination development

Interview Number	Excerpt
3	<i>"There's always a reason to come back, as long as I can afford it, 'cause that's a big consideration".</i>
4	<i>"It's just getting that balance right 'cause it's quite an expensive place to come to which you don't mind because you know what you're getting for it and that's nice".</i>
5	<i>"And I suppose the other thing is that it's inevitable and we do appreciate that, but the expense of coming to Scilly, it's very expensive".</i>
6	<i>"I know we're not millionaires but we can afford to do these kinds of things and the financial side of it's not a major issue to us. It's not the cheapest place".</i>
8	<i>"Tresco really the main reason is just the expense of it. For young families Tresco is just really...unless you're earning a fair amount of money, so it does attract the financial elite over there and unfortunately we're not able to justify really that sort of money".</i>
9	<i>"One of the drawbacks is, it is expensive, it's an expensive place to come and once you're here it's not cheap".</i>
10	<i>"It can be a challenge, it's quite costly, and I think that is the bit that puts some people off.</i>

Table 7.6 Functional attributes: cost



Interview Number	Excerpt
6	<i>"Most of them were still open. I mean I suppose there weren't as many things going".</i>
13	<i>"I think the other thing is...see I'm a bit different again because I understand why the island closes down in October... by the time we leave it is getting very stressful trying to find places to eat because we do like eating out, we're in that minority of birders that do like eating out".</i>
14	<i>"Certainly I think in the summer, this time of year we're obviously here with a different pursuit, so we have a different set of goals in many respects. Although we would like some more cafés to be open, and those things to pad it out".</i>
15	<i>"It is the end of the season and there's an element of shutdown going on and I see that particularly because, you know, if you go to somewhere like St Martin's in particular, the last couple of years, you've not known whether anything would be open".</i>

Table 7.7 Functional attributes: seasonal operation

A shared image is also identifiable among the holistic imagery of functional characteristics.

Tables 7.8 and Table 7.9 demonstrate that a common image is held of the sandy beaches at the destination and the rugged landscape of Bryher. Despite these impressions being holistic, the identification of shared images of landscape characteristics is unsurprising; however, the use of similar terminology in their description affirms the existence of shared perceptions.

Interview Number	Excerpt
1	<i>"Yes, and the beaches are I think some of the best beaches here that I've ever seen. They're white and soft and they're lovely".</i>
3	<i>"The sandy beaches round the edges and the clear water, everything like that really".</i>
10	<i>"Yes, St Martins just seems long and thin and all one thing, just sandy beaches".</i>
11	<i>"I love the feel of that soft fine white sand and that always stays in my mind and that's one reason why I always want to come back".</i>

Table 7.8 Holistic imagery of functional characteristics: sandy beaches

Interview Number	Excerpt
6	<i>"I do love landscape, I am big into landscape and if you go over to that side of Bryher you've got the tranquillity of the pool, then you've got the waves crashing against the rocks a bit further up. You've just got everything on that very short stretch and it's just so beautiful".</i>
8	<i>"There's a couple, yeah. I think the view from the shop across the Western Rocks where the rocks at the back of Bryher here, the Northern Rocks, that's unique. I always think that's unique to Scilly and you're not going to get that sort of view out to the Atlantic that wild sort of rugged side of Scilly is unique, so that reminds me of it."</i>
10	<i>"Whereas Tresco and Bryher have got the rugged north part"</i>

Table 7.9 Holistic imagery of functional characteristics: wild and rugged landscape

Similarities are also seen among the holistic images of psychological characteristics. Of particular note is the image of difference (Table 7.10), identified within 14 of the 15 transcripts. Holistic images of the destination's atmosphere (Table 7.11) and timelessness (Table 7.12) also evidence a shared psychological impression of the destination by those returning visitors. Again, a similar use of terminology in relation to these characteristics reiterates the strength of such perceptions.

Interview Number	Excerpt
1	<i>"Yet it's a world of difference in my opinion. It's 28 miles but 28 miles in country isn't a lot but for some unknown reason that 28 miles it seems to really alter things in temperature and landscape, everything".</i>
2	<i>"Yeah it is. We live in London so this is a million miles different from London. It's great."</i>
3	<i>"It's just like nowhere else really"</i>
4	<i>"I think above all it's completely different so if you go on holiday somewhere you're always in a car driving somewhere, you're stuck in traffic jams and things, here there's no cars, you don't come here by car, you're going out on the boats so it's that unique, that complete change to what you do. So it's basically boats and foot isn't it and it's just completely different from home completely different"</i>
5	<i>"But because of the way I suppose you've got cloud, light, Scilly is ever changing in a few moments it will go from one thing to the next. You haven't moved and yet the whole thing has changed in front of you, and you get that more here than you do on the mainland"</i>
6	<i>"It's not only that, that certainly helps but I think there is most definitely a different way of life over here, a more relaxed way of life"</i>
7	<i>"It's just more peaceful. Yeah, just different."</i>
8	<i>"You don't really notice if it's a rainy day or a sunny day because I work in Bristol so I commute to and from Bristol all of the time, you know, weather can be an inconvenience but here it's part of daily life and the surroundings and the beauty of it become entrenched in everything that you do I guess"</i>
9	<i>"It's very different to the mainland"</i>
11	<i>"We came over to Tresco and I thought this is different, this place, this really is away from it all. It is just so different."</i>
12	<i>"It might be that little short hop from Land's End to Scilly, it puts that distance between you and the mainland life."</i>
13	<i>"I really enjoy talking to them, I enjoy their way of life"</i>
14	<i>"I think that Scilly does have a bit of culture of its own, which is essentially still English in terms of being Cornish. But has a bit of a feel to it."</i>
15	<i>"Well, small islands always have a distinctive character to them, I think, and slightly less stressful"</i>

Table 7.10 Holistic imagery of psychological characteristics: difference

Interview Number	Excerpt
1	<i>"But then it's like as well a relaxed atmosphere here"</i>
2	<i>"I think the culture of the islands just being so laid back"</i>
6	<i>"It's not only that, that certainly helps but I think there is most definitely a different way of life over here, a more relaxed way of life"</i>
7	<i>"Yeah, so we like the simplicity...or I like the simplicity of things"</i>
8	<i>"It's almost like you go back in time as well I suppose, actually that might be a good point it probably is like going back to a time when things were easier and simpler maybe, so."</i>
9	<i>"This week it's quieter but it still has a nice feel about it"</i>

Table 7.11 Holistic imagery of psychological characteristics: atmosphere

Interview Number	Excerpt
4	<i>"I just absolutely love it, I suppose I've grown up with it so maybe it's childhood memories but I think it's got these unique qualities about it, it's very old fashioned in a way but also it's quite modern but it's very old fashioned and a lot of it hasn't changed since I was three or four years old".</i>
6	<i>"To me it feels as if it's an old-fashioned way of life if you like".</i>
8	<i>" It's almost like you go back in time as well I suppose, actually that might be a good point it probably is like going back to a time when things were easier and simpler maybe, so".</i>
13	<i>"This year when I got off the plane it was actually quite scary because I didn't feel like I'd gone anywhere because there is that timeless thing about Scilly that things just don't change, it is exactly the same boats, in exactly the same places in the harbour."</i>

Table 7.12 Holistic imagery of psychological characteristics: timelessness

Surprisingly, the greatest commonalities between interview respondents are found in relation to psychological attributes. An image of quietness and relaxation is identifiable among respondents in all interviews (Table 7.13) while other attributes, such as social opportunities (Table 7.14), the ability for the destination to offer freedom (Table 7.15) and friendliness (Table 7.16) is prevalent within a significant number of interviews. These findings confirm the notion that greater disparity exists among holistic imagery, while common images are held of destination attributes.

Interview Number	Excerpt
1	<i>"It's so quiet isn't it?"</i>
2	<i>"It's just so quiet and tranquil"</i>
3	<i>"So, it's the scenery, it's the peace and tranquillity"</i>
4	<i>"It's so quiet you can just stand there and there's nothing, there's no noise apart from the sound of the birds"</i>
5	<i>"There were about six other people on the beach, and I was saying to Oliver, 'I'm sorry about the crowds on the beach today.' That's the beauty of Scilly, isn't it? You can go somewhere with 90 people on a boat, you get off and 15 minutes later it's like: where have they all gone? It's very easy to get a bit of beach to yourself. And over the years we've found quiet nooks and crannies"</i>
6	<i>"Yeah, we do. If there are three other people on the beach that's fine, if it's more than three it's crowded"</i>
7	<i>"It's just more peaceful. Yeah, just different"</i>
8	<i>"I remember a couple of years ago we went down onto the Great Bay in St. Martin's and got there about 10:00 a.m. in the morning and there was a chap at the other end of the beach and he shouted to us "Get off it's my beach." And I thought that was like a really, sort of, unique thing that wouldn't happen anywhere else because the beach was empty, he was joking, you know, but there was the two of us on a beach and it felt crowded, so I think that's unique"</i>
9	<i>"Bar Point is special, I just love the sandy beach there, and it's just so peaceful"</i>
10	<i>"Tranquillity, good weather, sun waves, it makes you smile"</i>
11	<i>"It's an awful lot quieter. It's the quietness. There's no shouting, there's no music blaring out, there's no cars, there's no sirens, it's predominantly wind"</i>
12	<i>"Oh, very much, Bryher is so peaceful because there's no traffic, Bryher really is a get away from it all place"</i>
13	<i>"We'll try and go down to the other end of the island a couple of times while we're here and just the peace and the quiet, in October and it's not cold, it's warm because we're walking and it's just calm and quiet, broken only by the static of the radio that you just go and you just can't get that on the mainland you can't get that anywhere else, well I've never had it anywhere else"</i>
14	<i>"...and that was late May and there were quite a lot of people about but we got out on Wingletang and we were the only people in the world for two and a half hours"</i>
15	<i>"Well, I really like the 'off islands'. I've always stayed in St Mary's but I particularly like going over to Bryher and St Martin's, particularly because they're quieter"</i>

Table 7.13 Psychological attributes: quietness and relaxation

Interview Number	Excerpt
6	<i>"So we can all meet on the beach and all that sort of thing, so it's a communal holiday as well as... "</i>
9	<i>"And that was really good, there was loads of single people on their own, and I met up with a group of girls, and I used to go out with them at night, and that was good"</i>
12	<i>"And social life, it's the social side of things"</i>
13	<i>"So that social side of it is what probably draws me back again and again"</i>
14	<i>"So yes I think there is a big social element for that."</i>

Table 7.14 Psychological attributes: social

Interview Number	Excerpt
3	<i>"Initially it was being able to let our children run on the beach".</i>
4	<i>"We wouldn't let them go out to the shops, pop down to the shops on their own and things like that which we wouldn't really do at home so it's just that freedom you just feel like it's safe here so that's a novelty for them as well".</i>
7	<i>"It is the safety, it is the fact that you can, you know, particularly they can go off to the toilet on their own; you're not constantly watching them. Whereas I think you would be on the mainland and particularly I think if you went abroad you'd be, you know, particularly when they're little you're always watching them. I don't know, I mean now they're older you can let them go off and do things on their own so...".</i>
8	<i>"Yeah, definitely I think that was part of why we returned really because I wanted him to enjoy the freedom of the islands, you know. There's a couple of things I remember as a boy was being able to just explore all day and it was the freedom you got here that you didn't tend to get... I mean I grew up in Somerset in a smallish town and we had a bit of freedom there but not like you would here just to roam on your own and I was getting a lot of independence here which I wasn't allowed at home".</i>
11	<i>"Freedom, beauty, natural beauty, natural sounds, freedom and tranquillity".</i>
12	<i>"We could just let them trundle across to the beach to play on the beach on their own if they wanted to when they were seven or eight and so that sort of ... safe secure sort of environment was quite nice for them. Now they're 12 and 14 we just say, go and do what you want really and we don't have any worries about what they're going to get up to really".</i>

Table 7.15 Psychological attributes: freedom

Interview Number	Excerpt
1	<i>"No I think the people are so friendly towards you".</i>
2	<i>"I think the culture of the islands just being so laid back. The friendliness of the people".</i>
4	<i>"And it's the people, they're ever so friendly".</i>
6	<i>"They're lovely, they're really helpful".</i>
7	<i>"I think the first year when I brought them on my own you've always got that comfort to know that everything will be all right because that's how people are here. That it's just all fine, that there is somebody to look out for you, and if there is something the matter there is always somebody to go to, which is nice, isn't it? If you went somewhere else, you perhaps wouldn't get that".</i>
9	<i>"But anyway I found that everywhere I went it was so friendly and I think when you're on your own more people talk to you".</i>
10	<i>"We like the friendliness".</i>
13	<i>"it's all done on friendliness of manner and all done on being very welcoming which we absolutely love".</i>
14	<i>"I mean local people not other birders. This is the only place left in the British Isles where small children will sometimes come up and start a conversation with you".</i>

Table 7.16 Psychological attributes: friendliness

In addition to shared images, individual images are also identifiable these, however, are primarily holistic images formed of psychological characteristics (Table 7.17). The identification of unique images within the sample further supports the work of Bigné *et al.* (2001) and Gallarza *et al.* (2002) who commented on the subjective nature of destination image. Here it can be seen that unique and holistic images are identifiable among those familiar to the destination, with respondents in interviews 8 and 11 having both visited since childhood.

Interview Number	Theme	Excerpt
8	<i>Islands as romantic</i>	<p><i>"The other side of it as well, there was this wild, romantic side to it as well, you know, all the pubs had pictures of wrecks and boats and there was all this nautical past".</i></p> <p><i>"So when I bring my son back we very much do a lot of the things we did as kids, although that sort of wild romantic side has probably disappeared a little bit now, you know".</i></p> <p><i>"As a boy the Scillonian was quite romantic and I used to like sitting on the deck and watching all the waves".</i></p>
11	<i>Power of nature</i>	<p><i>"The fact that mankind doesn't dominate it so much, that's the real huge bottom line, underdrawn. On the Scilly Isles, and it was more so the case 20/30/40 years ago, mankind is put into its proper place, subject to the weather, it doesn't control the tides, the sea, the wind, the rain, he's got to live by the natural forces. Increasingly, that's changed, that's how I perceive the Scillies as being different".</i></p> <p><i>"Mankind is very egotistical and he blows up himself into a very important creature, the most important thing is that his comfort is everything, so he's no longer in his proper place which is subject to natural forces and that's why Scilly is very very different and that's really why I like coming here because we have to live by natural law".</i></p>

Table 7.17 Individual destination images

The identification of images, unique to the Isles of Scilly, further supports the framework of destination image measurement presented by Echtner and Ritchie (1991; 1993). This framework identified that destination image is formed of functional and psychological

characteristics, holistic impressions or image attributes and images that are either common or unique. This research agrees with the findings of Echtner and Ritchie (1993) who established that unique images tend to be holistic and psychological.

### 7.1.3 Discussion

Although Cluster Analysis of the quantitative data demonstrated statistically significant differences between the six image groups, through application of post-hoc tests it was apparent that some image attributes had greater influence in differentiating the clusters. While positive images of destination landscape and the unspoilt environment and ambience of the destination were prevalent among all clusters, images of accessibility and tourism services and infrastructure divided opinion. Similar trends were also identifiable through the analysis of the qualitative material. Identification of functional destination attributes revealed greater consistency among the image of attributes relating to the natural environment and wildlife, while perceptions of cost, accessibility, provision of restaurants, destination development and the volume of traffic see greater disparity. This research identified that images relating to services and infrastructure for tourism are more susceptible to a more mixed evaluation by visitors; such findings stress the influential role of experience in image formation (Fakeye and Crompton, 1991).

One of the limitations of measuring image using quantitative methods is the restrictions it places on the number of variables evaluated. Analysis of destination image using semi-structured interviews permitted the identification of a wider range of image components including attributes, holistic impressions, functional and psychological characteristics which were either common or unique. Among the images held by interview respondents, key themes pertaining to the conceptualisation of islands could be identified. Direct links were made

between the image themes, captured by interviewees and those prevalent within island studies literature, popular culture and island tourism research. As such, this research adds to a body of literature which conceptualised islands (Baum, 1997a; Royle, 1997; Royle, 2001; Baldacchino, 2004; Platt, 2004; Hay, 2006b; Baldacchino, 2007; Conkling, 2007), presenting an understanding of the island image as generated through the lens of visitors to an island location and community.

Integral to the definition of islands is the relationship between land and natural elements. Stratford *et al.* (2011, p. 115) recognised how “islands are principally distinguished by an intense and enduring relationship between land and water”. Understanding and respect of this relationship, is evidenced by interview respondents, where exposure to nature is inherent to the appeal of the Isles of Scilly as a destination:

*"On the Scilly Isles...mankind is put into its proper place, subject to the weather, it doesn't control the tides, the sea, the wind, the rain, he's got to live by the natural forces. Increasingly, that's changed, that's how I perceive the Scilly's as being different...and that's really why I like coming here because we have to live by natural law" (Interview 11).*

It has been established that the geography of islands is fundamental in their conceptualisation (section 2.1.2), yet these findings also emphasise the pivotal role of geography in the formation of destination image. Within island studies literature, the relationship and distance between islands and their mainland has been found to instil a sense of place (Péron, 2004; Williams, 2010) where the separateness of islands is important creating island identity or difference (Anderson, 2003; Hay, 2006a; Stratford, 2008). It is clear that this notion of difference is observable between islands within an archipelago. Inferences were made in 13 of the 15 transcripts, which highlighted the unique tangible and intangible attributes of the individual islands. Such findings further the work of Romeril (1985) who highlighted, in his study of the Channel Islands, that the individuality of the islands is recognised and valued by



those who visit. It is clear from this study that the appeal of the destination lies in the variety offered, and the uniqueness of that variety as a tourism product:

*“This business of having five different inhabited islands all of which are slightly different in their flavour, but all of which are within 20 minutes on a boat, is I think quite unusual. I don’t think I’ve ever been anywhere else which is quite like that” (Interview 14).*

Findings from this study also support the notion of difference between islands and their mainland. One respondent observes that “it is away from it and it has a different feel from the mainland” (Interview 6). As such, it can be surmised that the physical distance imparts a feeling of difference. Baum (1997) identified that a sense of difference is able to provide a feeling of separateness, often desired from island destinations. Findings again support such understanding where it is recognised that “it might be that little short hop from Land’s End to Scilly, it puts that distance between you and mainland life” (Interview 12). Furthermore, the appeal of distance provided by the Isles of Scilly as a tourism destination is also apparent through affective images of the destination: “I think that I just fell in love with the place, the natural beauty of it, the isolation” (Interview 8). These findings support those of the secondary analysis where seven of the travel bloggers acknowledged the different feel of the islands (section 5.2). This view supports the work of Baldacchino (2006b, p. 4) who claimed “part of the island tourism mystique lies in the affirmation of distance”.

Within island tourism literature, it is suggested that the appeal of islands lies in their location on the periphery which is able to offer physical and psychological separateness (Butler, 1993a; Baum, 1997). This research identifies, however, that the feeling or perception of distance is of greater importance than actual distance, where respondents question “how could something this remote be so close to civilisation?” (Interview 2). As such, these findings suggest the insularity of the destination is of greater importance in affirming distance from the outside world. Such analysis concurs with Royle (2001) who commented how the feeling of escape was enhanced on small islands due to their insularity.

The geography of islands in informing destination image is not only significant in relation to distance, but also with regard to size. Both Butler (1993) and Weale (1992) express the ability of getting to know an island, or seeing the whole of an island is intrinsic to their appeal. One respondent confirms this notion suggesting “there’s a sense as well, it’s almost primeval isn’t it that you can conquer it, you know, you’re on it and you know and ‘yeah I’ve done that one’ it’s quite primitive” (Interview 6). In addition to offering the ability to get to know the destination, the size of islands has also been found to be fundamental in informing sense of place, recognised by Weale (1991, p. 81) as “islandness”. In using the term islandness, Weale (1991) established that an inherent sense of difference exists between islands and their mainlands, islanders and outsiders. It has been identified that this notion of islandness is of greater importance to outsiders than to islanders themselves, as islanders understand the concept of islandness intuitively (Platt, 2004; Conkling, 2007). The findings of this research again support this notion, among the secondary data travel bloggers frequently cited place names, demonstrating their familiarity with and knowledge of the destination (section 5.2). Among the qualitative data interview respondents not only identify the difference in feel between the Isles of Scilly and its mainland, but also comment on the culture of the local community:

*“For me, I guess I was going to say they're Cornish, they are part of the British Isles and yet they have something that suggests that you could be somewhere else, I think. I've done quite a lot islands, Virgin Islands, Caribbean, I suppose islands like that have their own culture. I think the Scilly does have a bit of culture of its own, which is essentially still English in terms of being Cornish. But has a bit of a feel to it” (Interview 14).*

Furthermore, interview transcripts provide evidence to support the work of Platt (2004) and Conkling (2007) where visitors, as ‘outsiders’, look in on island identity and islandness attempting to understand the unique relationship or sense of place felt by island dwellers:

*“I’ve spoken to islanders before and they have a real strong sense of place, you know, and they’re very, very attached to it and got almost sometimes emotional when they leave, you know. They’ve obviously lived here and grew up here and they’ve got that really strong pull and I get that sort of pull to the place and feeling part of it because it is a unique environment and it’s very open to the elements” (Interview 8).*

Such findings support the work of Hough (2011) who suggests visitors strive to identify with, and align themselves to, local populations in order to encounter authentic tourism experiences.

The final characteristic, imposed by geography is the inaccessibility of islands. The concept of inaccessibility is well documented in relation to islands, yet in island studies literature and island tourism research, it is understood that the appeal of island destinations lies in their inaccessibility (Butler, 1993a; Baum, 1997). The necessity of a water crossing to reach an island is discussed as a “direct penalty imposed by insularity” (Royle, 2001, p. 45) yet it is clear that this crossing is seen as part of the adventure, adding to the excitement of reaching the destination, where respondents note how “it’s a little bit of an adventure getting a plane or a boat to get to your destination” (Interview 14) and “the adventure starts when you get on the plane” (Interview 4). This statement agrees with the findings of the secondary analysis (section 5.2) and supports the work of Baldacchino (2006), who suggests the inaccessibility of island destinations enhances their appeal. There is also evidence to suggest that the isolation and remoteness, caused in part by inaccessibility, is romanticised by those who visit:

*“We’ve had those wonderful days where we’ve been marooned here for three days by thick fog in the past, before there was, sort of, another solution”(Interview 5).*

This research asserts that the sense of isolation and remoteness, commented on by both Royle (2001) and Baldacchino (2006) adds to the authenticity of the island experience and enjoyment of the destination. Island studies literature recognises that the accessibility of island destinations and provision of artificial links between islands and their mainland “removes the perfection of an island” (Baum, 1997a, p. 24). This research adds to this understanding of the island ideal where it is apparent that development of island destinations is also able to distort this image:

*"It's less of a far-away place than it was. It's more sophisticated, more developed - for the better as well...The downside is there's a loss of the feeling of being far away and away from it all and that's quite sad really" (Interview 11).*

Discussion, thus far, has considered the image of islands conceptually, as discussed within both island studies and tourism literature. It is, however, also necessary to consider the island image in relation to popular culture. Within popular culture, the image of islands as fantasy locations is often projected, both in film and literature and is reflected in the image of the Isles of Scilly. It is identified that imagery, associated with fantasy islands, often portrays them as locations for adventure and discovery, exploration and freedom, with Stevenson's (1883) 'Treasure Island' one such example. The image of freedom has been identified by interview respondents as both a motivating factor for visiting the Isles of Scilly and integral to their image of the destination:

*"It fantastic to be able to let him run and have that freedom. He took his shoes off and I remember him running down the little grass path that led to the head all the way along to Great Bay and then he jumped out of a rock at the bottom, like giggling, and jumped from behind a rock, you know. I just remember watching him running off into the distance with this glorious view behind him and just thinking "Fabulous to have that sort of freedom." I suppose that reminded me as a boy as well having that sort of freedom, you know, it was empty, there was no one around, it was just us and this beautiful landscape" (Interview 8).*

While a strong image of islands as fantasy exists in relation to the Isles of Scilly, the notion of islands as hell or prison (as presented in section 2.1.4) is not identifiable within the interview transcripts. Instances of being marooned are revered, rather than reflected upon with negative associations.

From a methodological standpoint, the qualitative analysis employed in this study supports the work of Ryan and Cave (2005) who utilised interviews and thematic analysis in image measurement. Such an approach has provided access to rich data providing a deeper understanding of destination image and its complexities. Notably, this approach has permitted

the identification of the three image dimensions, outlined by Echtner and Ritchie (1993) in relation to the Isles of Scilly as a cold water island destination.

While quantitative analysis segmented respondents according to image, analysis of qualitative data has permitted the deeper exploration and understanding of destination image. Discussion has evidenced the existence of holistic, attribute, functional, psychological, common and unique images of the Isles of Scilly and has identified the role of conceptual island themes in forming destination image. In order to fully understand the formation and influence of destination image, it is necessary to explore the relationship between image, motivation, behaviour, evaluation and memory.

## 7.2 Hypothesis two

### ***H2: The island image held by the visitor influences, and is influenced by, the motivation for visiting the Isles of Scilly***

The relationship between motivation and destination image has been established by a number of academics (Gartner, 1993; Dann, 1996; Baloglu and McCleary, 1999; Beerli and Martín, 2004; San Martín and Rodríguez del Bosque, 2008; Tang, 2014). Many of these studies, however, explore organic and induced images of potential destinations, providing empirical analysis of respondents' affective images towards the destination. As such, hypothesis two anticipates that the island image held by the tourist influences, and is influenced by, the motivation for visiting. This hypothesis builds on the work of Beerli and Martín (2004) and Tang (2014) who sought data from tourists visiting a destination. Chi-Square was used in order to statistically test the relationship between image and motivation. Furthermore, thematic analysis was used to explore associations between motivation and destination image among interview respondents.

### 7.2.1 Quantitative analysis of hypothesis two

In order to accept or reject hypothesis two, associations between the aforementioned image clusters and motivations for visiting the Isles of Scilly were tested using Chi-square tests, Within the questionnaire, six three-point Likert-Scales and one free elicitation question were used in order to assess visitor motivations which related to both push and pull motivations (Crompton, 1979b). Three push motivations were assessed in this study, namely the desire to rest and relax, the need to get away and the wish to spend time together. Table 7.18 presents

the association between the desire to rest and relaxation as a motivation and the destination image held. Significance is evident at the  $p < .050$  level, where this motivation is very important to the majority of cluster members in Cluster 2 (53.7%,  $n=44$ ), Cluster 3 (54.2%,  $n=39$ ), Cluster 6 (59.9%,  $n=94$ ), and Cluster 7 (57.1%,  $n=60$ ) which all hold favourable images of the destination. Furthermore, the ability to rest and relax is of lower importance to members of Cluster 4 and Cluster 5, who hold the least favourable image of the destination (refer to section 7.2.3), where 27.6% ( $n=8$ ) and 23.1% ( $n=12$ ) of cluster members identify this motivation as not important. As such, it can be ascertained that those motivated by the desire to rest and relax are more likely to hold a preferable image of the destination.

Motivation to rest and relax	6 Image clusters						Total
	2	3	4	5	6	7	
Very Important	44	39	11	22	94	60	270
Important	32	28	10	18	50	34	172
Not Important	6	5	8	12	13	11	55
Total	82	72	29	52	157	105	497
Pearson Chi-square =22.418 Df= 10 Sig= .013 Validity= reliable							

Table 7.18 Association between rest and relax motivation and destination image

It is observed, within literature, that where motivational needs are met by the destination, satisfaction is higher (Lee *et al.*, 2004; Devesa *et al.*, 2010). These results suggest that a similar relationship can be inferred between destination image and motivation, where positive image implies that the destination is able to meet the motivational needs of the visitors. This assumption is supported by the work of Beerli and Martín (2004) who identified that when motivation and destination offer correspond, destination image is positively affected. However, as clusters 4 and 5, which hold the least favourable overall image of the destination, also indicate they are less motivated by the desire to rest and relax, another interpretation can be made. As a better perception of the destination is held by those groups wishing to rest and relax, results imply that motivation for visiting can influence the way a destination is perceived during the visit. In this instance, respondents strongly motivated by the desire to rest and relax have a more preferable image of the destination. These findings support Baloglu and

McCleary (1999) who identified that motivations relating to the ability to relax and escape significantly influenced affective images of the destination, their study did not however assess complex or cognitive images. Further analysis recognises that clusters 2, 3, 6 and 7, which have a greater proclivity to identify the desire to rest and relax as a very important motivation, also provide a higher rating for image attributes relating to intangible destination characteristics and the uncommercial environment and ambience. As such it can be observed that the desire to rest and relax, as a motivation influences the image of intangible aspects of the destination which include its atmosphere, tranquillity and friendliness.

The desire to get away also proved significant as a push motivation in influencing destination image. Table 7.19 presents the crosstab between the need to get away as a motivation and the destination image held. Again, an association is identified between the importance of the push motivation and the favourability of destination image (sig =.001). Similarly, it can be recognised that this motivation is of particular importance to Cluster 3 and Cluster 6 which share an undifferentiated image of intangible destination characteristics and the uncommercial environment and ambience of the destination. For both clusters, the majority of members identify the desire to get away as very important in motivating their trip, this accounts for 50% of Cluster 3 (n=36) and 59.2% (n=93) of Cluster 6. As seen previously, Cluster 4 and Cluster 5, which hold the least favourable image of intangible destination attributes, see the highest proportion of cluster members identifying this motivation as not important. As such, it can be inferred that clusters motivated by the ability to get away, hold a favourable image of the destination generally, and specifically in relation to intangible attributes. As previously discussed, this may be due to the ability of the destination and its intangible attributes to offer escapism and meet the needs of the visitors. These findings further support the notion that motivation influences the way a destination is perceived during the visit.



Motivation to get away	6 Image clusters						Total
	2	3	4	5	6	7	
Very Important	33	36	9	13	93	42	226
Important	38	26	12	28	41	47	192
Not Important	11	10	8	11	23	16	79
Total	82	72	29	52	157	105	497
Pearson Chi-square =30.193 Df= 10 Sig= .001 Validity= reliable							

Table 87.19 Association between get away motivation and destination image

The final push motivation, included in this analysis, is the desire to spend time together. From the Chi-square test, it is evident that this is the least significant of the three push motivations when crosstabulated with the image clusters (Table 7.20). Nevertheless, as sig=.031, statistical significance is still evident between these variables. Again, togetherness is of greatest importance to clusters 3 and 6 which display commonalties in image relating to the intangible aspects of the destination. Similarly, this push motivation proves to be less influential for clusters 4 and 5 and, in this instance, also Cluster 2 which demonstrate dissimilar, but less favourable, images of intangible destination characteristics and also a less preferable image of destination accessibility. The association between intangible destination characteristics and motivation is observed across all three push motivations suggesting that such attributes are fundamental in satisfying these needs.

Motivation togetherness	6 Image clusters						Total
	2	3	4	5	6	7	
Very Important	19	21	4	12	47	21	124
Important	15	20	9	10	53	35	142
Not Important	48	31	16	30	57	49	231
Total	82	72	29	52	157	105	497
Pearson Chi-square =19.863 Df= 10 Sig= .031 Validity= reliable							

Table 7.20 Association between togetherness motivation and destination image

In addition to the three push motivations, destination pull motivations were also assessed.

Destination pull motivations drew on key elements of the tourism product at the destination,

derived from secondary data analysis and use of pre pilot studies. Three point Likert-scales asked respondents to rate the importance of sea and beaches, wildlife and nature and scenery and landscape, in motivating their visit.

Associations between the importance of the sea and beaches, in motivating visits to the Isles of Scilly, and destination image are presented in Table 7.21. In total, 41.4% (n=206) of respondents identify this factor as very important in motivating their visit. Sea and beaches is of greatest motivation to Cluster 6, where 49.7% (n=78) identify it as very important, 40.1% (n=63) as important, and 10.2% (n=16) as not important. Cluster 6 demonstrates the most favourable image towards both natural and cultural attractions and destination landscape and seascape, suggesting appreciation of the sea and beaches for both entertainment and as part of the landscape. The motivation of sea and beaches is rated lowest among members of Cluster 4 and Cluster 5. Reference to the post-hoc tests (Chapter 6.2.3) identify that these clusters hold a similar image of destination seascape and landscape, which is rated lower than all other clusters, and also share a similar less favourable image of natural and cultural attractions. As such, significant associations are identifiable between motivation and destination image (sig.001).

Motivation sea and beach	6 Image clusters						Total
	2	3	4	5	6	7	
Very Important	40	22	10	12	78	44	206
Important	27	39	10	24	63	43	206
Not Important	15	11	9	16	16	18	85
Total	82	72	29	52	157	105	497
Pearson Chi-square =28.771 Df= 10 Sig= .001 Validity= reliable							

Table 7.21 Association between sea and beach as a motivation and destination image

Another pull motivation tested was the availability of wildlife and nature at the destination. Table 7.22 identifies that this motivation is of particular importance to Cluster 6 and Cluster 7, where the majority of cluster members (58.6%, n=92 and 53.3% n=56) rate this motivation as

very important in motivating their visit. Wildlife and nature is also noticeably important to Cluster 2 and Cluster 5, where only 9.8% (n=8) and 11.5% (n=6) of cluster members rate this factor as unimportant. This factor is of least importance to clusters 3 and 4, notably 41.4% (n=12) of Cluster 4 identify wildlife and nature as unimportant in motivating their trip (sig.000). Referring back to the earlier post-hoc tests, it can be seen that while Clusters 6 and 7 possess the most favourable image of natural and cultural attractions, clusters 3 and 4 hold the least favourable image. As such, it can be suggested that those less motivated by wildlife and nature are likely to have a lower image of wildlife and nature as an attraction at the destination. It can then be inferred that pull motivations support the earlier assumption that motivation influences the way a destination is perceived during the visit.

Motivation wildlife/nature	6 Image clusters						Total
	2	3	4	5	6	7	
Very Important	34	20	7	21	92	56	230
Important	40	37	10	25	52	33	197
Not Important	8	15	12	6	13	16	70
Total	82	72	29	52	157	105	497
Pearson Chi-square =47.123 Df= 10 Sig= .000 Validity= reliable							

Table 7.22 Association between wildlife/nature as a motivation and destination image

It is observable, in Table 7.23, that the most influential motivation is the pull motivation of landscape and scenery. In total, 76.7% (n=381) of respondents identify this motivation as very important in motivating their trip to the Isles of Scilly, which is particularly significant given that destination seascape and landscape was the highest rated image attribute. These results support earlier assumptions that motivation influences the positive perception of the destination. Although the Chi-square test identified significant associations between landscape, as a motivation, and destination image, this test was unreliable. It can be identified that scenery and landscape, as a motivation, is of greatest importance to Cluster 2 and Cluster 6, where 84.1% (n=69) of Cluster 2 and 83.4% (n=131) of Cluster 6 rate this motivation as very

important. These clusters not only hold the most favourable image of the destination seascape and landscape, but also share a similar image of the uncommercial environment which they rate higher than any other cluster. Differences are seen among Cluster 4, where 17.2% of the Cluster (n=5) rate this motivation as unimportant. Regarding image, Cluster 4 demonstrated the least favourable image of destination seascape and landscape, and a lower image than most clusters in relation to other environmental attributes including the uncommercial environment and natural and cultural attractions.

Motivation landscape	6 Image clusters						Total
	2	3	4	5	6	7	
Very Important	69	50	17	34	131	80	381
Important	11	21	7	17	26	23	105
Not Important	2	1	5	1	0	2	11
Total	82	72	29	52	157	105	497

Table 7.23 Importance of landscape as a motivation among image clusters

Although Chi-square tests were neither significant at the  $p < .050$  level, nor reliable, when testing the associations between image and other motivations, interesting relationships were identified. In order to assess the motivations of visitors to the Isles of Scilly, a free elicitation question was also included, responses were then coded into themes as identifiable in Table 7.24. First it is observed that a higher proportion of Cluster 2 (23.2%, n=19) and Cluster 5 (23.1%, n=12) are motivated by their past experience of the destination, while demonstrating a dissimilar but less favourable images of destination constraints. Furthermore, a greater proportion of respondents in Cluster 3 (12.5%, n=9) and Cluster 7 (15.2%, n=16) are motivated by the fact they had never visited and it is apparent that these clusters share a positive image of intangible characteristics and uncommercial environment. These findings also identify a relationship between image and behaviour, where first time visitors demonstrate a preferable image of intangible attributes while repeat visitors hold a negative image of destination constraints.

Other motivation	6 Image clusters						Total
	2	3	4	5	6	7	
Not applicable	5	5	3	4	10	4	31
Previous visitors who love Scilly and wanted to return	19	12	5	12	18	14	80
First time visitors who wanted to visit hadn't been before	3	9	1	5	11	16	45
Islands are accessible in terms of location, cost & access	5	3	2	1	11	5	27
Island offer escapism or ability to get away	4	4	2	0	13	9	32
Intangible characteristics, tranquillity & atmosphere	8	7	1	3	15	7	41
Geography and climate of the islands appealed	4	3	1	2	5	7	22
Things to do including walking and other activities	7	8	0	2	9	7	33
Things to see including landscape, archaeology & history	0	1	1	0	3	2	7
To participate or spectate at the Gig Championships	2	3	2	4	14	9	34
Visiting friends and relatives	0	1	3	1	2	0	7
Visiting with friends or family	5	3	0	3	5	5	21
Visiting the islands for work	2	1	3	0	2	2	10
The Isles of Scilly is an unusual destination	2	1	1	0	5	2	11
Visitors who like to travel to islands	4	4	0	1	2	1	12
Occasion, anniversary or celebration	0	4	2	1	4	4	15
To visit the Tresco Abbey Gardens	0	2	2	1	4	1	10
Nature and birdwatching	4	0	0	3	6	4	17
Food and drink	4	0	0	3	5	2	14
Memories and nostalgia	2	1	0	4	5	2	14
Local people and friendliness of the community	2	0	0	2	8	2	14
Total	82	72	29	52	157	105	497

Table 7.24 Other motivations among image clusters

Clear trends are identifiable between motivation to visit the destination and image factors. The tranquillity and atmosphere of the destination is identified as a motivation by proportion of Cluster 2 (9.8%, n=8), Cluster 3 (9.7%, n=7), Cluster 6 (9.6%, n=15) and Cluster 7 (6.7%, n=19), which all hold a favourable image of intangible characteristics and uncommercial environment. Things to do, including walking and organised activities, are identified as a motivation by a higher proportion of Cluster 2 (8.5%, n=7) and Cluster 3 (11.1%, n=8) than any other cluster. Both of these clusters hold a positive image of destination services and tourism infrastructure. Despite these trends, disparities are also identifiable in relation to the image of natural and cultural attractions. Additionally, Cluster 3 and Cluster 4 are the only clusters not to identify nature and birdwatching as a motivating factor in visiting the islands and demonstrate the

least favourable image of natural and cultural attractions at the destination. It is also apparent that 40.7% of respondents who identified destination accessibility as a motivation for their visit are from Cluster 6, which holds the most favourable image of destination constraints.

This research supports existing literature which identifies a significant relationship between destination image and motivation (Gartner, 1993; Dann, 1996; Baloglu and McCleary, 1999; Beerli and Martín, 2004; San Martín and Rodríguez del Bosque, 2008; Tang, 2014). It is identified in this study that where higher levels of motivation are recognised, destination image is favourable. Specific relationships have also been identified between image and motivation, where the existence of a favourable image of intangible destination characteristics has proven to have a strong connection with push motivations. Consequently, this hypothesis can be accepted from a quantitative perspective.

#### 7.2.2 Qualitative analysis of hypothesis two

While quantitative analysis is able to identify the existence of a significant relationship between destination image and motivation, qualitative data is used in this instance to determine the nature of the relationship between destination image and motivation. Semi-structured interviews were used to assess the factors influential in motivating return visitation to the destination. A combination of push and pull motivations were assessed within the quantitative analysis, yet the influence of destination attributes in motivating return visits was apparent among the qualitative data.

Table 7.25 documents the factors motivating repeat visitation among returning visitors to the Isles of Scilly. The prevalence of pull motivations among return visitors is noted where destination attributes, including friendliness, natural beauty, atmosphere and history, inspire

repeat visitation. Despite the dominance of pull motivations, evidence of push motivations is also provided where respondents identify the desire to get to know a destination, spending time with family, participation in birdwatching and celebrating an occasion as influential in motivating their visit. The most common motivation, however, is the natural beauty of the destination. As such, parallels can be drawn between the quantitative and qualitative material where landscape and seascape was found to be of greatest importance in motivating visits.

Identification, of factors motivating return visits to the destination, permits examination of the relationship between destination image and motivation. While it has already been established that a significant relationship exists between these two variables, the nature of this relationship was not examined. Table 7.25 documents factors motivating visitation and identifies images associated with such motivation, the relationship is also inferred. Analysis of qualitative material identifies a two-way relationship between destination image and motivation where image both influences and is influenced by the motivation for visiting.

Interview	Motivation	Image	Relationship
1	"I love their history"	"The history, I love the history...It's interesting to see how like years ago how it was and as I said we were reading about the garrison, the blockhouse and all the different castles, but then it was saying all the kelp pits as well. The history of the burning of the seaweed years ago on Samson".	Direct relationship between destination image and motivation where positive image of historical offering at the destination motivates return visitation.
2	"It's hard to say 'cause I think it's obviously the environment. It's just so pretty and so nice".	"White sand, blue sea and it could be almost anywhere. You could be on the Samson or looking at Samson, you could be up at Bar, you could be at St. Martin's, Tresco, Bryher, just round the corner from Hell Bay. You could be anywhere to have these images. You just have this green, yellow blue and you think and you just smile. Not necessarily a particular place but in my mind it's just that, it's just beautiful blue sky, the greenness, the yellow sand and then the blue sea. Wonderful".	Direct relationship between destination image and motivation where positive image of the natural environment motivates the desire to return to the destination.
3	"But since then the beauty of the place has drawn us back".	"The sandy beaches round the edges and the clear water, everything like that really. I mean, the same as the pictures there, the colour of the water and it's all around you".	Direct relationship between destination image and motivation where positive image of the natural environment motivates the desire to return to the destination.
4	"...but I think above all it's completely different so if you go on holiday somewhere you're always in a car driving somewhere, you're stuck in traffic jams and things, here there's no cars, you don't come here by car, you're going out on the boats so it's that unique, that complete change to what you do. So it's basically boats and foot isn't it and it's just completely different from home completely different"	"I think it's got these unique qualities about it, it's very old fashioned in a way but also it's quite modern but it's very old fashioned and a lot of it hasn't changed since I was three or four years old".	Sense of difference is identified as key factor motivating return visitation as such a direct relationship can be inferred between the image of the destination as unique and the ability of the sense of difference to motivate a return visit.
5	"It was family ownership and family living here and, therefore, it's been a meet up place for family"	"We can all meet on the beach and all that sort of thing, so it's a communal holiday as well"	An inverse relationship is identified between motivation influences image as a destination for socialising.
6	"Well I think that being cut off and being, when you're there being self-contained, you know that's it you're on the island and that is it, but I think also because they're relatively small you can actually get to know the whole thing very intimately"	"Gain you sort of recognise not quite every rock and every path but almost and you sort of... I don't know, it's a lovely familiarity. I do like islands, I do. I think there's that sense as well, it's almost primeval isn't it that you can conquer it, you know, you're on it and you know and, "Yeah, I've done that one." It's quite primitive"	Direct relationship between destination image and motivation where image of islands as small satisfies the desire to get to know the destination.
7	I think the first year when I brought them on my	"It's just [sighs]...it is slower-and, since I've been coming with the	Direct relationship between



	own you've always got that comfort to know that everything will be all right because that's how people are here. That it's just all fine, that there is somebody to look out for you, and if there is something the matter there is always somebody to go to, which is nice, isn't it? If you went somewhere else, you perhaps wouldn't get that".	children on my own, you feel safer with your children because you're not constantly looking where they are or what else is around you".	destination image and motivation where image of friendly and safe atmosphere influences motivation to re visit.
8	" I don't know. Whether it was just literally the beauty of the islands and the more as I get older I think it was just that, I think I just fell in love with the place. "	" It's almost like you go back in time as well I suppose, actually that might be a good point it probably is like going back to a time when things were easier and simpler maybe, so".	Relationship between image and motivation where psychological images of place influence feelings toward the destination and subsequent motivation to return.
9	"The people are friendly. They make you feel like you're a friend rather than a visitor, and people always say to me "oh it's nice to see you", and I think that's what gives it the attraction to me"	"And I soon found that I didn't feel I was on my own, and it was really nice to think that I felt safe and I felt, though, as I say, more people talked to me, because I kept thinking, I'd be walking around, and just walking around aimlessly, but people talk to you on the boat, if you go to a café for a drink people talk to you, and it made me feel so friendly. And at the guesthouse as well, they were very good".	Direct relationship between destination image and motivation where image of friendly and safe destination influences motivation to return.
10	"Yeah yeah I think so, yes for us. We celebrated our anniversary this year earlier on, and we actually wanted to come back here because there is a certain calm about coming back to somewhere you know. And we just know we are going to enjoy it. So yeah"	"Tranquillity, good weather, sun waves, it makes you smile".	A positive overall image of the destination motivates return visitation.
11	" It's those views and those sounds and the flowers in the early summer and late spring"	"I think Old Grimsby, Dolphin Town, yeah, 'cause that stuck in my mind when I first came to - yes, it has, it's stuck in my mind. When I first came to Scilly, landing at New Grimsby and then walking towards Old Grimsby, I was struck by the cuteness of Dolphin Town. That this was a town, there's about four or five cottages there. There's the bigger Dolphin House and Rose Cottage to Dolphin Cottage and then St Nicholas's Church. I just felt this is Lilliput Land because it was so cute. Probably the wrong word, but it was and I always had this vision of that place makes me think and then going down to Old Grimsby to the harbour, walking along that quay"	Direct relationship between image and motivation where significant evidence of holistic imagery of landscape motivates return visitation to the destination.
12	"It's the birds and birders and social life, it's the social side of things. You can have a proper holiday, birding, seeing people you know because it's the same people come back year after year..."	"Instead which is entirely different because they have to drive around [referring to birdwatching on Shetland] and there isn't the hub that you get here in Hugh Town where all the birders go to log or they go to the same restaurant...And you'd only actually meet up at the birds, whereas	Direct relationship between destination image and motivation where image of Isles of Scilly as social birdwatching destination

	but it's what keeps bringing you back year after year is you catch up with people"	here you go round and you keep bumping into people so it's a social aspect to the whole thing as well as a birding trip. So it's much more of a sort of holiday".	motivates repeat visitation.
13	"It's mainly to do with, for me, the social side of it, coming here. Partly seeing other people who've come on holiday at the same year as us because obviously we don't just come as a pair, we kind of come as a pack and [laughter] and before everyone comes we know exactly what dates everyone's here, where they're saying, where they're going, what their plans are...So that social side of it is what probably draws me back again and again and again"	"The social side of it as well was just overwhelming in many respects"	Direct relationship between destination image and motivation where image of Isles of Scilly as social birdwatching destination motivates repeat visitation.
14	"October also has a strong social element... rare birds scattered around the islands would be a nice supplement but I think we're all really enjoying catching up with people, again we only see them once a year"	"There is a big social element for that"	Direct relationship between destination image and motivation where image of Isles of Scilly as social birdwatching destination motivates repeat visitation.
15	"For me, it is basically about the birding but also the place and, of course, it's a lovely place to walk round"	"The bird watching had been so fantastic"  "I like going over to Bryher and St Martin's particularly and if there are no birds, they're still beautiful places to just spend some time"	Two-way relationship between destination motivation and image where motivation to participate in birdwatching influences image of wildlife and natural beauty.

Table 7.25 Identification of motivation to visit and destination image

In reviewing Table 7.25, it is evident that positive destination image influences the motivation to return to the destination. These findings support those of the quantitative data which found higher levels of motivation result in a more favourable image towards destination attributes associated with that motivation. This is particularly the case in relation to pull motivations where a direct relationship can be inferred between motivational attributes of the destination and positive perception as seen among the majority of interviews (with the exception of interviews 5,10 and 15).

An inverse relationship is also apparent between destination image and motivation.

Respondents in interview 5 identified that the ability to spend time with family was the factor motivating their return visit to the islands. The desire to have a family reunion has altered the image of the destination, where the image of functional attributes, such as the ability of the destination to provide social opportunities, is determined by the motivation to travel. As such, it is also apparent that while image determines motivation, motivation also influences the formation of image. In addition to this a two-way relationship between image and motivation was also identified among respondents. The respondent in interview 15 identified participation in birdwatching as the factor motivating the trip and demonstrated a positive image of the islands in terms of wildlife, opportunities for outdoor pursuits and natural beauty. The image held of the destination suggests the ability of the destination to satisfy this motivation, however, the motivation also continues to build this image, where the destination is viewed through a specific lens. Such findings suggest the motivation to participate in special interest activities contributes to the formation of destination image, supporting the exploration of destination image and behaviour.

Qualitative data only assesses returning visitors, as such further relationships can be inferred between the ability of the destination to satisfy needs of returning visitors based upon their existing image. The respondent in interview 10, for instance, identified that a special occasion motivated their desire to take a holiday, yet it was the overall positive image of the Isles of

Scilly and understanding of the destination's ability to meet the needs of that trip which resulted in the choice of the destination.

Analysis of qualitative data has been able to confirm the nature of the relationship between destination image and motivation further supporting the work of Gartner (1993); Dann (1996); Baloglu and McCleary (1999); Beerli and Martín (2004); San Martín and Rodríguez del Bosque (2008) and Tang (2014). These findings suggest that, among returning visitors, the complex image held of the destination is fundamental in determining the motivation to return. This analysis also notes that among returning visitors citing push motivations as influencing their visit, motivation is able to influence the image they hold of the destination due to the behaviour in which they participate. Such analyses support the need to further understand the relationship between behaviour and the formation of complex destination image.

### 7.2.3 Discussion

Both push and pull motivations (Crompton, 1979b) were examined in relation to cognitive destination image. While push motivations cause a tourist to leave home, pull motivations compel a tourist toward a destination that can satisfy their motivations (Kozak, 2002; Lee, 2009). Among the quantitative data, landscape and seascape was identified as the most influential motivation. These findings were also supported among the qualitative data where pull motivations, including attributes such as natural beauty and atmosphere were influential in encouraging return visitation.

Quantitative analysis identified significant relationships between destination image and motivation while qualitative data analysis identified how, among returning visitors, complex images held of the destination are more likely to influence, than be influenced by motivation

for visiting. Baloglu (2000) comments that whether socio-psychological motivations influence affective or cognitive image is a controversial issue. It is more commonly accepted that motivations are related to the affective component of image (Gartner, 1993; Dann, 1996; Baloglu and McCleary, 1999; Beerli and Martín, 2004; Tang, 2014), yet Woodside and Lysonski (1989) and Um and Crompton (1990) acknowledged the role of motivations in influencing cognitive perceptions prior to travel. It is clear from this analysis that motivation is able to influence cognitive image where motivation determines how functional attributes of the destination are viewed.

This study identifies the influence of motivation on destination image among tourists visiting the destination. As such, these findings are in the context of the complex image, contrary to a number of image studies which considered the influence of image prior to travel (Gartner, 1993; Bramwell and Rawding, 1996; Baloglu and McCleary, 1999; San Martín and Rodríguez del Bosque, 2008). Qualitative analysis demonstrates the role of complex image in motivating future travel among loyal visitors adding to existing understanding on motivation and image.

It has been determined, in the case of returning visitors that complex image, previously formed of the destination, directly motivates their visit, meanwhile, for first time visitors, the motivation for visiting will influence the formation of the complex destination image at the destination. Quantitative analysis identifies that those with stronger motivations hold an increasingly favourable image of the destination. As such, this research supports the work of Beerli and Martín (2004) who suggested that the ability of the destination to satisfy motivations is a determining factor in the formation of positive destination image.

Although a significant relationship has been identified, where destination image both influences and is influenced by the motivation for visiting, it is clear that a greater understanding of image is required both in relation to behaviour and evaluation of the destination to fully test the intrinsic relationships of destination image.

## 7.3 Hypothesis three

### ***H3: The island image held by the visitor influences, and is influenced by their behaviour***

The role of destination image in determining tourist behaviour is well documented among academics in the fields of tourism, marketing and consumer behaviour (Chon, 1990; Oppermann, 2000; Pike, 2004; Lee *et al.*, 2005; Stepchenkova and Morrison, 2006; Yüksel and Akgül, 2007; Nadeau *et al.*, 2008; Law and Cheung, 2010; Lepp *et al.*, 2011). Thus, hypothesis three proposes that the island image held by the visitor influences, and is influenced by their behaviour at the destination. This hypothesis was tested using both quantitative and qualitative means. Chi-Square was used in order to statistically test associations between image and behavioural characteristics, while thematic analysis was used to explore the relationship between behaviour and destination image among interview respondents.

#### 7.3.1 Quantitative analysis of hypothesis three

Chi-square was employed to identify the significance of associations between destination image and behavioural variables. These include time of visitation, length of stay, travel and accommodation preferences, instances of repeat visitation, group size and activities participated in at the destination. The first behavioural characteristic examined is the season of visitation. Table 7.26 demonstrates a significant association between destination image and the season, during which the destination was visited ( $\text{sig}=.033$ ), where distinct travel patterns are evident between the clusters. The majority of Cluster 3 (58.3%,  $n=42$ ) and Cluster 6 (51%,  $n=80$ ) visited during the summer and a greater proportion of those remaining visited in spring rather than autumn. These two clusters not only demonstrate the highest visitation in summer

but also display the most favourable image towards tourism services and infrastructure (refer to section 6.2.3). High visitation during the summer season suggests these Clusters are least affected by seasonality, as such, these findings support the research of Kozak and Rimmington (2000) who identified the negative influence of seasonality on the perceptions of service attributes.

Season of visit	6 Image clusters						Total
	2	3	4	5	6	7	
Spring	19	17	7	10	45	39	137
Summer	40	42	13	21	80	48	244
Autumn	23	13	9	21	32	18	116
Total	82	72	29	52	157	105	497
Pearson Chi-square =19.664 Df= 10 Sig= .033 Validity= reliable							

Table 7.26 Association between season of visit and destination image

In addition to Cluster 3 (23.6%, n=17) and Cluster 6 (28.7%, n=45), Cluster 7 (37.1%, n=39) also demonstrated a preference for spring visitation. Among these three clusters the images of destination constraints are more favourable than those possessed by Cluster 2, Cluster 4 and Cluster 5 which demonstrate higher visitation during the autumn. Not only do these clusters possess a less favourable image of destination constraints, but they also demonstrate a less favourable image of intangible destination characteristics. Cluster 5, which demonstrates the highest proportion of autumn visitation (40.5%, n=21), records the least favourable image of intangible characteristics and destination ambience. These findings suggest that not only is a seasonal image apparent in relation to infrastructure and services but also in relation to destination's accessibility and its intangible attributes.

These findings are also apparent when reviewing the month of visitation in Table 7.27. Here it can be seen that Cluster 2 (14.6%, n=12), Cluster 4 (20.7%, n=6) and Cluster 5 (17.3%, n=9), which demonstrate highest visitation in October, have the least positive images of accessibility (sig.001). From these findings the negative influence of seasonality on the image of accessibility can be ascertained.

Month of visit	6 Image clusters						Total
	2	3	4	5	6	7	
April	14	11	0	4	22	12	63
May	5	6	7	6	23	27	74
June	13	16	2	5	26	11	73
July	13	11	8	11	23	17	83
August	14	15	3	5	31	20	88
September	11	11	3	12	24	10	71
October	12	2	6	9	8	8	45
Total	82	72	29	52	157	105	497
Pearson Chi-square =59.021 Df= 30 Sig= .001 Validity= reliable							

Table 7.27 Association between month of visit and destination image

Tourism destination image studies have asserted the influence of destination familiarity on the ability of a visitor to form a quality destination image (Baloglu and Mangalolu, 2001; Tasci and Gartner, 2007). Familiarity with the destination is influenced by length of stay, where longer visits provide greater awareness of the destination (Fakeye and Crompton, 1991; Tasci and Gartner, 2007). This research identified noteworthy relationships between the length of stay and destination image (sig=.000). Analysis of Table 7.28 suggests destination image is more favourable among clusters making longer visits. Cluster 2, Cluster 6 and Cluster 7 demonstrate the highest proportion of members staying at the destination for two weeks or longer at 26.8% (n=22), 24.8% (n=39) and 18.1% (n=19). These clusters not only hold a more favourable image over all, but also demonstrate the most favourable image of the destination landscape and seascape and natural and cultural attractions, suggesting greater ability to get to know the destination. Cluster 4 holds the least favourable image of the destination and, with no members staying longer than one week, displays significantly shorter stays than the other image clusters. A less favourable image of destination services and infrastructure is identifiable among Cluster 4 and Cluster 7 which account for 41.2% (n=7) and 29.4% (n=5) of the day trip market. Current academic understanding suggests that familiarity is required for a quality image to be formed. These finding also infer a relationship between length of stay and the formation of a positive destination image. Different trends are evident among Cluster 3, which holds a favourable image overall, yet demonstrates a preference for shorter visits, and Cluster



5, which has a less favourable image, yet takes longer visits. These results contradict previous assumptions about the favourability of overall image and length of stay. It can be surmised, however, that a longer stay has a positive influence on the image of natural and cultural attractions where Cluster 3 and Cluster 4, which demonstrate a greater tendency for shorter visits have the least positive image.

Length of stay	6 Image clusters						Total
	2	3	4	5	6	7	
Day Trip	1	1	7	1	2	5	17
2-6 Days	18	26	11	15	41	25	136
7 Days	36	32	11	24	64	49	216
8-13 Days	5	6	0	4	11	7	33
14 Days or more	22	7	0	8	39	19	95
Total	82	72	29	52	157	105	497
Pearson Chi-square =63.880 Df= 20 Sig= .000 Validity= reliable							

Table 7.28 Associations between length of stay and destination image

It has been suggested that familiarity with the destination is established through the number of visits (Hu and Ritchie, 1993; Milman and Pizam, 1995; Baloglu and Mangaloglu, 2001), as such, it was important to assess the frequency of visitation. Table 7.29 demonstrates high levels of significance ( $p < .003$ ) between the number of previous visits made by respondents and their destination image. Cluster 2, Cluster 5, and Cluster 6 display more frequent visitation, with 58.5% ( $n=48$ ) of Cluster 2, 51.9% ( $n=27$ ) of Cluster 5 and 47.8% ( $n=75$ ) of Cluster 6 having made more than five visits to the islands. Destination loyalty is particularly prevalent among Clusters 2, and Cluster 5, where 50% ( $n=41$ ) and 42.3% ( $n=22$ ) have made more than ten visits. Clusters 2 and 5 both hold less favourable images of destination constraints suggesting different perceptions of destination accessibility and value exist among those visiting for a longer period. While few similarities are seen among clusters with high visitation, trends are identifiable among clusters where lower visitation is evident. Less visitation is evident among Cluster 3, Cluster 4 and Cluster 7, where 76.4% ( $n=55$ ), 68.9% ( $n=20$ ) and 63.8% ( $n=67$ ) of cluster members have made less than five previous visits. Cluster 3 demonstrates the highest

level of recent repeat visitation and is distinguished from the other clusters, by the least favourable image of natural and cultural attractions, identifying the importance of familiarity in forming a positive image of this attribute.

Number of previous visits	6 Image clusters						Total
	2	3	4	5	6	7	
Not applicable	18	28	9	16	43	42	156
1	5	9	4	5	16	10	49
2-4	11	18	7	4	23	15	78
5-9	7	8	1	5	28	7	56
10-19	19	5	3	8	22	16	73
20+	22	4	5	14	25	15	85
Total	82	72	29	52	157	105	497
Pearson Chi-square =48.343 Df= 25 Sig= .003 Validity= reliable							

Table 7.29 Association between number of previous visits and destination image

Table 7.30 presents the association between group size and destination image (sig=.020).

Cluster 3 and Cluster 4, which demonstrate a less favourable image of destination seascape and landscape and natural and cultural attractions, are the most likely to travel in small groups of 1-2 (77.8%, n=56 and 79.3%, n=23). Small groups are most prevalent among Cluster 2 (39%, n=32), Cluster 5 (28.8%, n=15) and Cluster 7 (26.7%, n=28) which hold similar images of tourism services and infrastructure and natural and cultural attractions. Large groups are most prevalent among Cluster 6, accounting for 12.1% (n=19) of cluster members and 40% of all large group respondents. Cluster 6 holds the most positive image of the destination overall, and the most favourable image of natural and cultural attractions. Such findings suggest that group characteristics influence perception of the destination. Despite these findings, there was no significance between group type and destination image.

Group size	6 Image clusters						Total
	2	3	4	5	6	7	
1-2	44	56	23	31	104	70	328
3-5	32	10	3	15	34	28	122
6+	6	6	3	6	19	7	47
Total	82	72	29	52	157	105	497
Pearson Chi-square =21.130 Df= 10 Sig= .020 Validity= reliable							

Table 7.30 Association between group size and destination image

The Chi-square test, presented in Table 7.31, was not significant at the  $p < .050$  level. An interesting relationship is also identifiable between destination image and repeat visitation, supporting the notion that familiarity with a destination influences the formation of image (Baloglu and Mangalolu, 2001; Tasci and Gartner, 2007). Cluster 2 and Cluster 6 demonstrate the highest levels of repeat visitation and also hold the most favourable image, in relation to the uncommercial environment and ambience and destination landscape and seascape. Clusters 3 and 7 demonstrate the highest levels of first time visitation and hold a similar image with regard to destination landscape and seascape, uncommercial environment and ambience, destination constraints, and intangible characteristics. Such findings identify similarities in the image of first time visitors supporting the suggestion that a collective image is held of a destination (Lawson and Baud-Bovy, 1977; Embacher and Buttle, 1989).

Repeat visitation	6 Image clusters						Total
	2	3	4	5	6	7	
Yes	64	44	20	36	114	63	341
No	18	28	9	16	43	42	156
Total	82	72	29	52	157	105	497

Table 7.31 Repeat visitation among image clusters

Although not significant at the  $p < .05$  level inferences can be made between the mode of transport and destination image. Post-hoc tests identify that clusters 2, 4 and 5 demonstrate the least favourable images of destination constraints, while Table 7.32 identifies distinct patterns regarding their travel behaviour. Cluster 2, which held the least favourable image of destination constraints also held the highest proportion of respondents to travel from Newquay airport in relation to other clusters (23.2%,  $n=19$ ). These respondents accounted for 31.1% of all respondents to fly from Newquay, inferring a relationship between perceptions of access and choice of transport route. However, it is also apparent that Cluster 4 and Cluster 5, which showed a preference for shorter travel routes, also held a less favourable image of destination constraints. These findings support Spilanis *et al.* (2012, p. 210) who argued that

that “‘accessibility’ is not measurable by distance in kilometres alone when it comes to islands that are dependent on slow and/or expensive ferries for transport.”

Mode of transport	6 Image clusters						Total
	2	3	4	5	6	7	
Scillonian from Penzance	42	32	19	29	80	64	266
Skybus from Lands’ End	13	15	6	12	40	18	104
Skybus from Newquay	19	8	2	6	17	9	61
Skybus from Exeter	8	13	1	5	17	12	56
Other/private transport	0	4	1	0	3	2	10
Total	82	72	29	52	157	105	497

Table 7.32 Choice of transport among image clusters

Although the Chi-square test is not reliable, greater significance is identifiable between the destination image held and choice of accommodation. Table 7.33 highlights that Cluster 4, which holds the lowest image of services and infrastructure for tourism, demonstrates unique behaviour regarding accommodation choice. Cluster 4 contains the highest proportion of cluster members to stay with friends and relatives (24.1%, n=7) and choose other forms of accommodation (31.5%, n=10). When analysing these forms of accommodation, it can be seen that 50% (n=7) of respondents who stay with friends and relatives belong to Cluster 4, which also accounts for 33.3% of all respondents who choose other forms of accommodation (including those outside of the islands). Cluster 7 also demonstrates a less favourable image of services and infrastructure, as such, a relationship can be assumed between image and accommodation choice. Members of Cluster 7, are least likely to stay in serviced accommodation (26.6%, n=28), yet most likely to choose self-catering accommodation (57.1%, n=60). When comparison is drawn with Cluster 3, it can be seen that higher use of serviced accommodation (63.5%, n=46) results in a more favourable image of destinations services and infrastructure.

Chosen accommodation	6 Image clusters						Total
	2	3	4	5	6	7	
Hotel	14	17	3	9	27	8	78
Bed and breakfast	14	28	3	17	39	20	121
Self-catering	42	22	5	20	79	60	228
Camping	6	2	1	3	5	9	26
Friends/Family	3	0	7	2	2	0	14
Other	3	3	10	1	5	8	30
Total	82	72	29	52	157	105	497

Table 7.33 Accommodation choice among image clusters

The final behavioural characteristic tested in this research was the participation in activities. Although not significant at the .05 level, or reliable, Table 7.34 displays the relationship between image and primary activities. When comparison is drawn between the clusters it is identifiable that Cluster 4 and Cluster 5 show greatest interest in walking, as an activity, and low interest in boat trips and organised recreational activities. In addition to similarities in behaviour, likeness in image is also apparent. Although their image is less favourable when compared to other clusters it is apparent that the image of destination landscape and seascape, natural and cultural attractions, and the uncommercial environment and ambience is more favourable than other image attributes. Similarly, Cluster 4 demonstrates the highest interest in flora which is identified as a primary activity by 24.1% of the cluster. Although Cluster 4 holds a less favourable image of seascape and landscape, natural and cultural attractions and uncommercial environment and ambience when compared to other clusters, it is important to note that these attributes are still rated highest by this cluster. Cluster 2, Cluster 3 and Cluster 6 demonstrate the highest levels of interest in organised recreational activities when compared to other clusters. Not surprisingly, these clusters also demonstrate the most favourable images of tourism infrastructure and services. It is also observed, however, that a more favourable image of the uncommercial environment and ambience is shared. Interest in birdwatching and pelagic trips is highest among members of Cluster 2 and 7 which share a favourable image of natural and cultural attractions and destination landscape

and seascape. These findings suggest that the primary activities participated in at the destination have a bearing on destination image attributes, relevant to the specified activity. These findings support the findings of Suh and Gartner (2004) who identified variations in destination image dependent on trip purpose.

Activities	6 Image clusters						Total
	2	3	4	5	6	7	
Visiting/exploring islands	25	30	6	24	48	34	167
Walking or walking tour	9	6	5	7	13	14	54
Boat trips	7	7	2	3	30	11	60
Flora/Tresco Abbey Garden	6	7	7	3	11	7	41
Birdwatching and pelagic trips	11	3	3	4	8	12	41
Organised recreational activities	18	16	3	8	34	17	96
Gastronomy	3	1	1	1	10	6	22
Relaxation	3	2	2	2	3	4	16
Total	82	72	29	52	157	105	497

Table 7.34 Primary activities among image clusters

This research supports existing literature that identified a significant relationship between destination image and behaviour (Chon, 1990; Oppermann, 2000; Pike, 2004; Lee *et al.*, 2005; Stepchenkova and Morrison, 2006; Yüksel and Akgül, 2007; Nadeau *et al.*, 2008; Law and Cheung, 2010; Lepp *et al.*, 2011). Notably, the influence of seasonality and familiarity with the destination has proven to be particularly influential in destination image formation. From the analysis of quantitative data hypothesis three can be accepted to a certain extent. Yet, as a number of tests demonstrated lower significance and unreliability, support of qualitative data is required before the hypothesis can be accepted.

### 7.3.2 Qualitative analysis of hypothesis three

Quantitative analysis identified significant associations between behaviour and destination image, particularly in relation to seasonality and familiarity. Qualitative data is drawn upon in order to assess the nature of this relationship and confirm trends identified by quantitative analysis. Interview respondents' behavioural attributes were identified and the implications of such behaviour, on destination image, observed. While the influence of destination image on behaviour is evident, instances of behaviour informing image are also apparent.

Within the quantitative data a relationship was identified between the season of visit and destination image, particularly in relation to the image of tourism infrastructure and services. Analysis of qualitative material supports quantitative findings, where a seasonal image relating to provision of services, and things to do at the destination, is identified. Autumn visitation is found to create an image of seasonal opening where respondents comment on the lack of services available during this period. Table 7.35 documents the image of seasonality among respondents visiting during autumn. Meanwhile, Table 7.36 details the positive image of things to do, as observed among respondents who have travelled to the islands during the summer. Such findings suggest that the less favourable image of services and infrastructure for tourism, observed among the quantitative data, is caused by seasonality at the destination. These findings support the work of Kozak and Rimmington (2000) who identified a seasonal image of tourism services.

Interview Number	Excerpt
6	<i>"The boatmen were beginning to pack up. In fact, I think one trip was their very last day... I suppose there weren't as many things going on like we're doing the wine tasting tomorrow night and that sort of thing wouldn't be going on at that time of year. Although we're doing it tomorrow it's not why we come. We come to soak up the landscape and the general ambiance really".</i>
13	<i>"I think the other thing is...see I'm a bit different again because I understand why the island closes down in October... by the time we leave it is getting very stressful trying to find places to eat because we do like eating out, we're in that minority of birders that do like eating out".</i>
14	<i>"Time of year we're obviously here with a different pursuit, so we have a different set of goals in many respects. Although we would like some more cafés to be open, and those things to pad it out"</i>
15	<i>"It is the end of the season and there's an element of shutdown going on and I see that particularly because, you know, if you go to somewhere like St Martin's in particular, the last couple of years, you've not known whether anything would be open".</i>

Table 7.35 Image of seasonal opening

Interview Number	Excerpt
2	<i>"There's always something different to do".</i>
3	<i>"But one thing that is good about the islands is that you can pretty much find most things you like here, can't you? Activities - I think you can. Like I said, having done the diving, we have done cycling in the past".</i>
4	<i>"I think our two will maybe find it a little bit more boring, well we wouldn't find it boring but our two might find it boring if it was just sitting on a beach all day, because you've got the horse riding and the kayaking and other attractions like that then that's what keeps them interested and I think that's a really important part of the holiday to have".</i>
5	<i>"And each island is so different, I think that's what we look forward to really, isn't it? The variety that you've got here, you can change every day, or you can walk, something different every day".</i>
6	<i>"It's just, you know, this is now our fifth time here but we are still finding new things each time we come and doing new things each time we come".</i>
7	<i>"We've been horse-riding nearly every year but we're not going this year, we're going to do something different".</i>
14	<i>"Everything from the fishing trips, to kayaking to... But also things like Chas does with guided walks, Will's Tours all of those things. I think expands what you can do here, as well as just enjoy the outside".</i>

Table 7.36 Image of things to do

A negative image of destination constraints was, observed within the quantitative data, among those visiting in the autumn. Among the qualitative material, however, no distinct pattern was evident. Instead, mixed evaluations of destination accessibility were provided through all seasons. Despite this, a seasonal image of transport reliability was noted where respondents



commented on discomfort or difficulty in travelling to the destination both early and late in the tourist season (documented in Table 7.37). Furthermore, those staying during the spring and summer demonstrate a consistent image of the islands as an expensive destination to visit. These findings, presented in Table 7.38, conflict with quantitative findings which found those visiting in the spring to have a more favourable image of destination constraints.

Interview Number	Excerpt
1	<i>"Just out of season at this time it's a rough crossing".</i>
5	<i>"yeah, we came over one November once on the Scillonian II, and I was very ill, and I think that rather put us off the boat".</i>
10	<i>"We came here at March one time, and it was really windy and nothing came off island for about three days, and the Scillonian came up for an hour and a half of Pelistry and had to turn around and go back again".</i>
14	<i>"There'll be more in... well no not tomorrow, well yes I suppose the Scillonian gets back tomorrow, if the planes are flying".</i>

Table 7.37 Image of destination access during shoulder seasons

Interview Number	Excerpt
3	<i>"I can't imagine saying that this is the last time I'm coming to Scilly, 'cause there's always a reason to come back, as long as I can afford it, 'cause that's a big consideration".</i>
4	<i>"It's just getting that balance right 'cause it's quite an expensive place to come to which you don't mind because you know what you're getting for it and that's nice"</i>
5	<i>"And I suppose the other thing is that it's inevitable and we do appreciate that, but the expense of coming to Scilly, it's very expensive. And I think when you look at what you could do for the same amount of money"</i>
6	<i>"I know we're not millionaires but we can afford to do these kinds of things and the financial side of it's not a major issue to us. It's not the cheapest place".</i>
7	<i>"But I think that's it, you know, whilst it is quite expensive to come here, when you're here you don't have to spend that much money 'cause you're just sort of out, aren't you, and just doing".</i>
8	<i>"For young families Tresco is just really...unless you're earning a fair amount of money, so it does attract the financial elite over there and unfortunately we're not able to justify really that sort of money".</i>
9	<i>"One of the drawbacks is, it is expensive, it's an expensive place to come and once you're here it's not cheap".</i>

Table 7.38 Image of destination expense

Qualitative findings build upon the work of Kozak and Rimmington (2000) not only by identifying a seasonal image of services and infrastructure, but also in identifying a seasonal image of natural attractions at the destination (Table 7.39). While interview respondents visiting in the autumn demonstrate the most preferable image of nature and wildlife, particularly in relation to ornithology, a favourable image of marine life is apparent among those visiting in summer and of flora among those frequenting the islands during the spring. Such findings document the influence of behaviour on destination image.

Interview Number	Season of visit	Excerpt
1	Spring	<i>"All the naturalness of it and all the beautiful flowers"</i>
7	Spring	<i>"Yeah, it was nice to come at the end of May 'cause you see different flowers"</i>
9	Spring	<i>"I like the springtime, I like looking at all the flowers"</i>
4	Summer	<i>"This is coming back from St Martin's on the Meridian and that was just amazing to see the dolphins, everyone was so happy so that was one of the really nice aspects we liked. Look at that."</i>
5	Summer	<i>"I managed to photograph a fin of a killer whale in the...whilst photographing gannets once when we were here...I think we had a big pod of 120 dolphins once, didn't we"</i>
6	Summer	<i>"Seals, yes, the wildlife of course is... we haven't mentioned that, the wildlife is great...We're not that avid bird watchers, we're looking for birds around the place but... and we've seen a couple of blue sharks now and that's about it really"</i>
8	Summer	<i>"We came round the corner and the bay was full of seals. So there were 20 or 30 seals and we didn't realise it at first actually, we sat down we were talking, we were the only people there and the seals must have caught our voices and they were just, sort of, bobbing up and down in front of us".</i>
10	Autumn	<i>"Yeah we like the birdlife, the wildlife we always take binoculars with us".</i>
12	Autumn	<i>"the eyebrow thrush which was my second trip to Scilly which was actually a day trip, I came to stay for two weeks at the end of September/October 1984 and we came back for a day because there were some good birds".</i>
13	Autumn	<i>the first year that I came I got 26 new birds in three weeks which is just staggering for someone who's just starting out, it was absolutely unbelievable and they were birds I'd seen for the first time ever anywhere in the world".</i>
14	Autumn	<i>"First light came and the bird flew up and the roar was like a football crowd, completely shattered the silence, you've never seen bits like that, you'll only see things like that once".</i>
15	Autumn	<i>"People were just on a high because the bird watching had been so fantastic".</i>

Table 7.39 Image of natural attractions

Quantitative analysis found familiarity, with the destination, positively influenced destination image. Behavioural attributes including length of stay, repeat visitation and number of previous visits were found to influence the image of landscape and natural and cultural attractions. Interviews were held with visitors returning to the islands, however, variety was seen in their visit history. While it was clear all returning respondents held a favourable image of the destination, qualitative analysis identified those with long term visitation were able to demonstrate holistic images of place both in terms of landscape and cultural attractions (Table 7.40). Meanwhile, respondents in interviews 6, 7 and 13, who demonstrate more recent visitation, identified fewer holistic impressions of the destination. Such findings indicate familiarity is influential in determining the nature of image formed.

Interview Number	Theme	Excerpt
4	<i>Cultural attractions</i>	<i>"And you've got all the Bronze Age stuff and you've got the burial chambers. Again that's another thing that sets Scilly apart is being so unique just all that history which is here and the fact that you can almost touch it because you can imagine it so vividly can't you because not a lot has changed really, you look back at the old pictures in the books and stuff..."</i>
9	<i>Cultural attractions</i>	<i>"I like Pelistry because I like going to Tolls Island and I like exploring, I like looking at all the different, they have a lot of kelp pits on Tolls Island, so I like to look at those and think like how people use to live. I can picture people in the past with the seaweed and doing the kelping and the kelp pits, so I do like Pelistry and Tolls Island. But if I was to sit on the beach and do anything, Bar Point and Pendrethan I like."</i>
11	<i>Cultural attractions</i>	<i>"We went across to Tresco and we walked out to Cromwell's Castle and that was again lovely, because you've got the deep water channel there, looking northern entrance, across to Bryher and again, you can imagine, the 18th Century ships warping, coming round, lowering their sails getting into the channel before they're going to anchor".</i>
5	<i>Landscape</i>	<i>"But because of the way I suppose you've got cloud, light, Scilly is ever changing in a few moments it will go from one thing to the next. You haven't moved and yet the whole thing has changed in front of you, and you get that more here than you do on the mainland. I guess it's going back to what we said before, it's that vista that you're never away from the sea really, and that's why I like Peninnis, because it turns corners all the time, and you're in one tiny space. You know, you look at the mainland, Little Bay, out to sea, back across to the end of Gugh, back in land, back over the island - it's forever changing. Yet it's got all the bits of Scilly in one place".</i>
8	<i>Landscape</i>	<i>"I think the view from the shore across the Western Rocks where the rocks at the back of Bryher here, the Northern Rocks, that's unique. I always think that's unique to Scilly and you're not going to get that sort of view out to the Atlantic that wild sort of rugged side of Scilly is unique, so that reminds me of it. Then probably the other side of Tresco I think because of all the little beaches and coves and then you've got the view of loads of different islands, St. Martin's, Eastern Isles and so you get that feeling that Scilly is made up of lots of different small islands, you know, I think if you were on Tresco most of the time you'd think everything is based around Tresco which is this island and a couple of other places. I don't know, I get that feeling of a wider archipelago of islands".</i>
11	<i>Landscape</i>	<i>"You realise that there are other lanes, little lanes on St Agnes, and cottages hidden away and the remnants of former cottages. There was a half of an old cottage you could see was amongst the stones, it's obviously where the back of the building, the cottage used to be, and there was the half, that's all that remains of it and that was on the lane which leads down to Periglis, yeah, that's it, yeah, yeah. Not the one by the lighthouse lane, the next one which then cuts into the one which leads down the church, and Periglis Bay".</i>

Table 7.40 Holistic images of place among long term visitors

In addition to the influence of season of visit and familiarity with the destination, direct links are identifiable between image and on-site behaviour, including participation in activities, accommodation choice and mode of transport. In assessing the influence between image and behaviour a two-way relationship is again identifiable.

Destination image has directly impacted on the activities participated in, and attractions sought at the destination. The positive image of historical offering at the destination, for instance, has influenced recent behaviour where respondents seek out the islands heritage: "it's actually a famous site but it was actually interesting to try and find it" (Interview 1). The opposite relationship is also identifiable where participation in educational activities, relating to the islands history, have generated a positive image of the historical offering at the destination. Respondents comment: "I've been to some of the talks in the summer and the history of the place is absolutely fascinating" (Interview 14). Those participating in organised activities have demonstrated a favourable image of their availability: "you've got the horse riding and the kayaking and other attractions like that then that's what keeps them interested and I think that's a really important part of the holiday to have" (Interview 4). Similarly, seeking beach activities at the destination has formed a positive image of such attributes "But our grandson's here, and he's not quite three, and he's on Porthcressa...just pootling on the side of the beach, and it's perfectly safe" (Interview 5). Furthermore, it can also be identified how a change in perception causes reluctance to travel to the different islands: "[referring to member of group] doesn't like going to Tresco does he now?" (Interview 1).

The image of the Isles of Scilly, as a special interest destination, impacts on behaviour. One respondent notes "we came in the September the year after, because my boyfriend watches birds and he says 'oh it's actually better for birdwatching September/October'" (Interview 9). Such behaviour demonstrates how perceptions of the islands as a destination for birdwatching determines the month of visit, where respondents travel to the islands specifically in the autumn. Participation in birdwatching, as a form of special interest tourism, also demonstrates

a positive relationship between on-site behaviour and image. Respondents in interviews 12, 13, 14 and 15 demonstrate a unique and favourable image of wildlife. It is identified, however, that among special interest markets, a negative perception has an adverse effect on behavioural intention, where a less favourable image of resources at the destination leads to lower return intention:

*"You know, there are some fantastic places to go bird watching. It's a big, wide world out there and you know, it might be one year I think I'm just not going to Scilly; I'm going to Nepal again or something" (Interview 15).*

Destination image has been proven to directly determine behaviour at the destination.

Perceptions of the advantages gained from staying on St Mary's, in relation to accessibility and infrastructure has influenced behaviour. Respondents have noted a change in behaviour: "as they got a little older that was when we decide to start coming onto St. Mary's because obviously they liked to go which island they want to" (Interview 1). Another respondent notes: "I would always want to be staying on St Mary's because I think you have more choice and you have more choice because the boats leave from here for instance so getting to the other islands it's more logical to be here" (Interview 3). Similarly, respondents show a reluctance to stay on islands they consider to be remote: "You know, we said about not staying on St. Agnes, you know, one of the reasons is you are a little bit more cut off" (Interview 8).

Qualitative analysis identifies that change in behaviour is also able to improve destination image, where respondents are exposed to different attributes of the destination. The data collected during interview 2, reveals that taking up running in the morning has positively influenced the psychological image held of the destination. Other changes in behaviour, such as an increase in the length of stay by respondents in interview 4, has permitted greater enjoyment of the destination and formed an increasingly positive image of the psychological attributes of the destination including the ability to slow down and relax. The data collected through interview 8 also revealed that a visit during the shoulder season provided closeness to

the local community, improving the image and understanding of local people and their way of life.

Destination image has also been deemed influential in the choice of accommodation and transport. Choice of campsite accommodation has been influenced by a positive image of the natural environment at the destination:

*“At the end of the day we actually prefer the camp. I know it’s a bit hippyish but I like walking about barefoot and, sort of, feeling part of the islands a little bit more and get really almost, sort of, part of the environment because really it’s just wind, waves, tide isn’t it, so sea and all that sort of stuff and it’s good to try and feel as much a part of that as possible” (Interview 8).*

The image of expense is found to determine choice of accommodation among respondents in interview 3. During peak season self-catering accommodation is utilised while, in the shoulder season, hotel accommodation is chosen. Image has also been found to influence travel behaviour where a negative perception of reliability has determined choice of transport:

*“Yeah, no I think we’ve always got the boat over because we know that we won’t get held up with the weather.” (Interview 2).*

As such, it is clear that behaviour both impacts, and is impacted by, a positive image of the destination and its functional attributes. These findings reiterate the importance of destination image in influencing satisfaction. Despite the identification of a two-way relationship between behaviour and destination image it is also important to note that, among the qualitative material, a number of respondent recorded the impact of lifestyle changes on tourism behaviour. While destination image is influential, factors such as travelling with or without children prove to be of greater influence in altering behaviour at the destination as recorded among interviews 3, 4, 5 and 10.

### 7.3.3 Discussion

The quantitative findings identify a seasonal image in relation to destination constraints where those with greater proclivity to travel in autumn possess a less favourable image of destination constraints. These findings support Spilanis *et al.* (2012) who argued that, in relation to islands, accessibility is not just measurable in terms of distance. Instances of poor weather obstructing transport routes to the Isles of Scilly was also noted by Mumford (1967). Although a direct relationship was not identified between the season of visitation and image of accessibility, the unreliability of transport to the islands was evidenced. Within both the quantitative and qualitative data analysis seasonality was found to influence the image of infrastructure for tourism, including services and provision of activities at the destination. Such findings support the work of Kozak and Rimmington (2000) who commented on the influence of seasonality in creating negative evaluation of tourism services. The findings of this study further the conceptual understanding offered by past research, where seasonality was found to particularly influence the image of natural attractions at the destination. A seasonal image of the natural resource base is particularly significant in terms of practical implications for the marketing of destinations.

It is recognised that primary information sources, such as experience of a destination, provide an individual with greater opportunity to form a quality destination image. The findings of this study build on existing understanding where it is suggested that familiarity with the destination, established through the number of visits (Hu and Ritchie, 1993; Milman and Pizam, 1995; Baloglu, 2001; Baloglu and Mangalolu, 2001), and the length of stay at a destination (Fakeye and Crompton, 1991; Tasci and Gartner, 2007), has a noticeable influence on formation of the complex image. In this research it was observed within the quantitative data, that length of stay has a positive impact on the image of natural and cultural attraction. Those visiting for longer periods recorded more favourable images, suggesting the ability to



get to know the destination. This trend was also identifiable in relation to the number of visits, where those with lower visitation and familiarity held a less favourable image of natural and cultural attractions. Such findings reiterate the importance of familiarity in forming a positive image of this attribute. While it is clear that familiarity with the destination influences destination image, the number of visits to the destination was seen to influence different image attributes to the length of stay. Those with a higher level of familiarity, in terms of number of visits, held a less positive image of destination constraints. Such finding suggesting different perceptions of destination accessibility and value exist among long term visitors.

Although qualitative analysis only reflects the image and evaluations of returning visitors it is clear that those demonstrating long term visitation hold an image of the destination that is unique and holistic, based on psychological characteristics of the destination. As such, these findings agree with Echtner and Ritchie (1993) who identified that those with a greater level of familiarity are able to form destination images which are more holistic, psychological, and unique than those who are less familiar. Qualitative findings support this notion, where it was identifiable that, of returning visitors, those with greater familiarity not only held more unique images but had also developed stronger affective associations.

Although it is recognised that variations are identifiable in destination image dependent on trip purpose (Suh and Gartner, 2004), the influence of participation in special interest tourism on the formation of complex image is yet to be fully explored. There was evidence of participation in special interest tourism among travel bloggers (refer to section 5.2), questionnaire respondents (section 6.1.2) and interview respondents. Relationships could be inferred between participation in activities and the positive perception of image attributes among quantitative data. These findings suggest, that when a visitor travels to a destination in order to participate in a specific activity, they form positive images of the destination attributes that relate to the purpose of their visit. Qualitative findings support this notion where those who participate in organised activities, wildlife tourism or demonstrate a specific

interest in heritage have all formed positive image associations. Few previous studies examine the influence of tourists' on-site experiences on image modification (Lee, Lee and Lee, 2014). As such, the relationship between participation in special interest tourism and the construction of destination image is recommended as an area for future research.

Quantitative analysis identified the significance of relationships between image and behaviour; yet, qualitative analysis has determined how behaviour relating to the choice of accommodation, activities and choice of island base is influenced by image. It is also apparent that behaviour influences image, particularly in relation to participation in activities which expose visitors to different attributes of the destination, and contribute to complex image formation. This study supports the work of Lee *et al.* (2014) who identified the importance of primary, on-site experience in forming destination image. The role of experience and subsequent evaluation of the tourism experience has also been found to influence destination image (Chon, 1992a; Baloglu and McCleary, 1999; Kozak, 2002; Lee *et al.*, 2005), as such, the relationship between image and evaluation must also be established.

## 7.4 Hypothesis four

***H4: The image of the Isles of Scilly, held by the visitor, determines their overall evaluation and satisfaction with their experience of the destination***

The influence of destination image on satisfaction (Chon, 1992a; Bigné *et al.*, 2001; Chen and Tsai, 2007; Chi and Qu, 2008; Chen and Phou, 2013; Tavitiyaman and Qu, 2013) and revisit intention (Bigné *et al.*, 2001; Chen and Gursoy, 2001; Prayag, 2009; Wang and Hsu, 2010; Kim *et al.*, 2012; Assaker and Hallak, 2013; Cheng and Lu, 2013; Hallmann *et al.*, 2015; Papadimitriou *et al.*, 2013) is discussed within the literature. As such, hypothesis four anticipates that the island image held by the visitor determines their overall evaluation and satisfaction with their experience of the destination. This hypothesis was again tested using both quantitative and qualitative means. Chi-Square was used in order to statistically test associations between image and evaluation while thematic analysis of interview transcripts was drawn upon to assess this relationship in greater depth.

### 7.4.1 Quantitative analysis of hypothesis four

To test the fourth hypothesis, questions pertaining to overall satisfaction and intention to recommend the destination were included in the quantitative survey instrument.

Uncommonly high levels of satisfaction were identifiable among questionnaire respondents where 99.8% of respondents were satisfied with their visit and 99.6% would recommend the destination. As a consequence, no significant relationships could be identified. Instead, five-point semantic scale questions relating to the destination's ability to meet, exceed, or fall

below expectations, and the return intention of visitors were utilised to test this hypothesis. Such variables were crosstabulated with the predetermined image clusters in order to ascertain the existence of an association between destination image and evaluation. Although the Chi-square tests identified significant associations, all tests are unreliable due to high levels of positive evaluation among respondents. Despite this, relationships between evaluation and image are described.

In order to provide evaluation of the destination, first time visitors to the Isles of Scilly were asked to identify whether the islands met, exceeded, or fell below their expectations. It is recognised within literature that when a destination meets or exceeds expectations the visitor will be satisfied with the tourist experience (Alhemoud and Armstrong, 1996; Tasci and Gartner, 2007). When crosstabulated with the image clusters, associations can be identified between destination image and the evaluation of first time visitors (Table 7.41).

Image evaluation of first time visitors	6 Image clusters						Total
	2	3	4	5	6	7	
Not Applicable	64	44	20	36	114	63	341
Destination met expectations	10	19	6	11	19	20	85
Destination exceeded expectations	8	9	1	5	22	20	65
Destination fell below expectations	0	0	2	0	0	2	4
Not as expected but neither pos. nor neg.	0	0	0	0	2	0	2
Total	82	72	29	52	157	105	497

Table 7.41 Relationship between first time visitor evaluation and destination image

Of the applicable responses, Cluster 2, Cluster 6 and Cluster 7, which demonstrate the most favourable images in relation to destination landscape and seascape and natural and cultural attractions, are the most likely to have had their expectations exceeded. As such, high levels of satisfaction with these attributes can be assumed (Tasci and Gartner, 2007). Satisfaction was particularly evident among Cluster 6, where the majority of first time visitors (51.2%, n=22) identified that their expectations had been exceeded. As the most favourable image of the destination is held by this cluster, in relation to all image attributes, these findings concur with

Chon (1992a); Chen and Phou (2013); Tavitiyaman and Qu (2013) who identify a positive relationship between image and satisfaction. It is also observed that 44.4% (n=8) of first time respondents in Cluster 2, and 47.6% (n=20) of respondents in Cluster 7, identified that their expectations had been exceeded. Cluster 6, Cluster 2 and Cluster 7 all record particularly favourable images of destination seascape and landscape and natural and cultural attractions. As such, a relationship between a positive perception of these attributes and destination satisfaction is suggested. Furthermore, Cluster 4, which demonstrates the least favourable image overall, recorded the highest proportion of dissatisfaction where the destination failed to meet expectations for 22.2% (n=2) of cluster members, reiterating the significance of this relationship.

Disparity in the image of first time and returning visitors is recognised (Beerli and Martín, 2004; Yilmaz *et al.*, 2009), thus, repeat visitors were asked to evaluate the destination based upon their existing perceptions of the Isles of Scilly. Returning respondents identified whether the destination was as expected, or whether their perceptions had improved or worsened, the results of which are documented in Table 7.42.

Image evaluation of repeat visitors	6 Image clusters						Total
	2	3	4	5	6	7	
Not Applicable	18	28	9	16	43	42	156
Destination met expectations	32	29	13	20	52	33	179
Improved perception of the destination	8	9	4	3	32	15	71
Negative change in perception of the destination	24	6	3	13	30	13	89
Perception changed but neither pos. nor neg.	0	0	0	0	0	2	2
Total	82	72	29	52	157	105	497

Table 7.42 Relationship between repeat visitor evaluation and destination image

Of the applicable responses, Clusters 3 and 4, are most likely to have their expectations met. It can be observed that 65.9% (n=29) of repeat visitors in Cluster 3 and 65% (n=13) of repeat visitors in Cluster 4, felt their expectations had been met by the destination. Furthermore,

these two clusters accounted for the lowest proportion of negative evaluation at 13.6% (n=6) and 15% (n=3) respectively. Interestingly, Cluster 4 holds a generally less favourable image of the destination, indicating that expectations of the destination were lower overall. The image held by Cluster 3 is generally more favourable, suggesting the influence of familiarity in the evaluation of the destination. Returning visitors in clusters 6 and 7 were most likely to provide a more positive evaluation with 28.1% (n=32) of Cluster 6, and 23.8% (n=15) of Cluster 7, stating that this was the case. As previously identified, Cluster 6 and Cluster 7 hold a favourable image of the destination overall, but particularly in relation to destination constraints, natural and cultural attractions, destination landscape and seascape and intangible characteristics. Findings among repeat visitors agree with those of first time visitors, identifying that where destination image is favourable, positive evaluation is achieved (Chon, 1992a; Chen and Phou, 2013; Tavitiyaman and Qu, 2013). Cluster 2 and Cluster 5 provide the most negative evaluation of the destination where 37.5% (n= 24), and 36.1% (n=13), of cluster members identify that their perception of the destination has worsened. These findings are particularly significant as both clusters represent a high proportion of repeat visitors. Clusters 2 and 5 both hold unfavourable images of destination constraints, while cluster 5 also has the lowest image of the uncommercial environment and ambience and intangible destination characteristics. As such, it can be inferred that the negative perception of such attributes may have contributed to a decline in the overall evaluation of the destination. These findings suggest that familiarity with the destination only improves the image of the destination until a certain point. Those demonstrating long term visitation are more likely to see changes at the destination which negatively affect their perception.

Revisit intention (documented in Table 7.43) was also used as a measure of destination satisfaction, as seen in previous studies (Bigné *et al.*, 2001; Chen and Gursoy, 2001; Prayag, 2009; Wang and Hsu, 2010; Kim *et al.*, 2012; Assaker and Hallak, 2013; Cheng and Lu, 2013; Hallmann *et al.*, 2015; Papadimitriou *et al.*, 2013). Return intention was high among respondents, with 94.5% identifying their intention to revisit. Cluster 2 and Cluster 6

demonstrate the highest revisit intention, with 68.3% (n=56) and 63.1% (n=99) of respondents in these clusters identifying that they would definitely return to the Isles of Scilly. Overall, Cluster 7 demonstrates the highest return intention with 97.1% (n=102) of cluster members likely to revisit. Given the favourable destination image, held by these clusters, this research supports past studies which highlight the importance of positive destination image in securing return visitation (Bigné *et al.*, 2001; Chen and Gursoy, 2001; Prayag, 2009; Wang and Hsu, 2010; Kim *et al.*, 2012; Assaker and Hallak, 2013; Cheng and Lu, 2013; Hallmann *et al.*, 2015; Papadimitriou *et al.*, 2013). Given that Cluster 6 demonstrates the most positive image in relation to all attributes, highest return intention would also be expected among this cluster. Despite this revisit intention among this cluster is exceeded by both Cluster 7 and Cluster 2. Such findings suggest that destination image is not the only factor influencing revisit intention. In support of the literature, however, are the findings relating to Clusters 4 and Cluster 5. Among these clusters revisit intention (although still high) is proportionally lower than clusters possessing a more favourable image of the destination. Cluster 3 presents an anomaly, as revisit intention is second lowest among this cluster but overall destination image is comparatively high, particularly in relation to services and infrastructure.

Return intention of visitors	6 Image clusters						Total
	2	3	4	5	6	7	
Will definitely return	56	27	14	26	99	53	275
Likely to return	23	39	13	20	49	49	193
Undecided on return visit	2	2	2	4	6	2	18
Unlikely to return	1	3	0	2	2	1	9
Definitely will not return	0	1	0	0	1	0	2
Total	82	72	29	52	157	105	497

Table 7.43 Relationship between return intention and destination image

Although unreliable, due to uncommonly high levels of destination satisfaction, evaluation and revisit intention, chi-square tests detect a significant relationship between destination image and destination evaluation. As such, from a statistical perspective, hypothesis four can be accepted. Despite this, analysis of the relationship between destination image and evaluation

has raised questions with regards to the effect of different image attributes on evaluation particularly those held by repeat visitors. It is clear from the evaluations that first time visitors demonstrate higher levels of satisfaction with the destination, and a negative change in perception is common among returning visitors. Interpretation of the crosstabs revealed that destination evaluation is more positive among those who have the most favourable image of the destinations natural attributes. Analysis also revealed that a less favourable image of intangible destination characteristics including atmosphere and ambience may be responsible for poorer evaluation among returning visitors. To understand these trends further, qualitative material is examined.

#### 7.4.2 Qualitative analysis of hypothesis four

Quantitative research suggested relationships between destination image and satisfaction with the destination. The possession of positive destination image was found to increase satisfaction, particularly in relation to natural attributes. To support the quantitative findings of this study, qualitative analysis of the relationship between image, evaluation and satisfaction was conducted.

Among the qualitative material direct links between positive image and positive evaluation were observed, concurring with the findings of Bigné *et al.* (2001); Chen and Tsai (2007); Chi and Qu (2008); Lee *et al.* (2014) who comment on the direct and positive relationship between complex destination image and satisfaction with the destination. Such relationships were identified in relation to natural attributes including beauty, weather and wildlife, tourism infrastructure including travel, food and the unique characteristics of the destination including, atmosphere and local people. The positive evaluation of image attributes is detailed in Table 7.44.



Interview Number	Image Attribute	Evaluation excerpt
2	<i>Natural beauty</i>	<i>"The amazing beauty that you keep thinking I can't believe we're in England".</i>
4	<i>Weather</i>	<i>"Perhaps we haven't picked the right places but I've not found a place that's better than this especially when the sun's shining absolutely there's no place better than this at all".</i>
15	<i>Wildlife</i>	<i>"We got one of those perfect scenarios where the bird is easily visible on Taylor's Island, I think, off-shore and we were all able to line up along the beach. We must have been four or five hundred people all lined up there. It was quite a spectacle".</i>
6	<i>Food</i>	<i>"They are the best crab sandwiches that I've ever had and I used to go to the beach and catch them when I was a kid and mum used to cook them; so you know".</i>
1	<i>Atmosphere</i>	<i>"And you come here and everything's so... it's just at a relaxed pace. It's like so much nicer".</i>
9	<i>Local community</i>	<i>"They make you feel like you're a friend rather than a visitor, and people always say to me "oh it's nice to see you", and I think that's what gives it the attraction to me, it's not, it's very different to the mainland".</i>

Table 7.44 Positive evaluation of image attributes

It was clear from the quantitative data that image attributes relating to natural resources at the destination were more influential in determining satisfaction, while less favourable images of services, infrastructure and accessibility were less influential. Qualitative findings concur where it is evident that infrastructure is less important to those who visit regularly. For instance, respondents identify that seasonal availability of some infrastructure has little influence on their experience of the destination (Table 7.45).

Interview Number	Evaluation excerpt
6	<i>"I mean I suppose there weren't as many things going on like we're doing the wine tasting tomorrow night and that sort of thing wouldn't be going on at that time of year. Although we're doing it tomorrow it's not why we come. We come to soak up the landscape and the general ambiance really".</i>
14	<i>"Certainly I think in the summer, this time of year we're obviously here with a different pursuit, so we have a different set of goals in many respects. Although we would like some more cafés to be open, and those things to pad it out".</i>

Table 7.45 Importance of tourism infrastructure

These findings add to the understanding of evaluation and destination image. It is clear the relative importance of the image attribute, to the experience sought from the destination, is fundamental in establishing the level of satisfaction.

While attributes relating to tourism infrastructure may be less important, it is clear those inherent to enjoyment of the destination, or travel purpose, are of greater importance in determining both satisfaction and return intention. The transcript of interview 15 revealed a less favourable image of the natural resources sought during the visit:

*"Well, it used to be that it was the best place to come bird watching in October. It was the best place to see rare birds but that's really no longer the case because increasingly, in recent years, Shetland has been doing better than Scilly over rare bird count" (Interview 15).*

Due to the importance of this resource in determining the purpose of the visit, negative return intention is demonstrated where the respondent identifies how such resources may be sought from alternative destinations:

*"It's possible. Possible. There will come a time when there'll be a year when I just don't come here. I don't know when that'll be. It might not necessarily be that I go to Shetland instead. It might be I'll go on a bird watching holiday abroad or maybe at a different time of year. So, no, I don't feel I have to come to Scilly every year, even though I have done so every year since '98" (Interview 15).*

Quantitative data identified that negative evaluations were more common among returning visitors, as such, qualitative analysis sought to understand the cause of such evaluation.

Instances of negative evaluation were identified among returning visitors within interview transcripts, particularly in relation to traffic and development (Table 7.46). It is clear from this analysis that image influences satisfaction, in relation to such attributes, where a change in image results in negative perception. Further relationships are identifiable where those demonstrating long term visitation to the destination show negative evaluation, while respondents with recent visitation offer no evaluation of such elements. Such findings reveal

the dynamic nature of image where changes occur over time (Gallarza *et al.*, 2002; Lee *et al.*, 2014). It is evident from these findings that the destination image is modified during each visit, informing expectations of the destination prior to the next visit:

*"Yeah, it has. It's less of a far-away place than it was. It's more sophisticated, more developed - for the better as well. The plumbing's better, the heating's better. There's more food, there's more places selling food. You have more choice. It's easier - I benefit from that. It's easier to come here and easier to live here - stay here, rather. The downside is there's a loss of the feeling of being far away and away from it all and that's quite sad really, 'cause again, you look at the sights and you get here and you think, is it going to be okay in ten years' time? Predominantly, very very nice people come to the Scilly Isles, 'cause they accept what they're going to do here is walk, natural things, simple things" (Interview 11).*

Interview Number	Attribute	Excerpt
3	Development	<i>"The way Tresco has changed makes it somehow less appealing to me, 'cause of all the building that there has been over the last few years. I know it's always been a private island, in fact we used to pay when we first came when we got off the boat, there was a charge, wasn't there? But it somehow doesn't appeal so much, whereas all the rest do".</i>
5	Development	<i>"I mean, I think with the tarmac situation, visually obviously it's not as pretty, it's never going to be".</i>
8	Development	<i>"Hugh Town, very developed and obviously the islands have to move on and I understand that, you know, but it feels there's a lot more traffic, it feels a lot more developed, you know".</i>
10	Development	<i>"I've gone off Tresco, I used to like Tresco but it's too built up now and too touristy it feels. The changes there [laughs] I've got the photographs to prove it too".</i>
12	Development	<i>"Obviously the airport has got bigger and bigger".</i>
1	Traffic	<i>"A little bit more traffic in Hugh Town but you've got to expect this".</i>
4	Traffic	<i>"I think the traffic has got busier definitely which I don't think is a great thing, though if you say take the works out the way 'cause I can understand why they're doing that. I think last year particularly on St Martin's we walked up probably half a mile and were passed by a dozen cars or whatever and you've only got a small track road and you can't actually work out why they need that amount of motor vehicles".</i>
11	Traffic	<i>"I was surprised that the speed and presence of the traffic, almost aggression, seemed out of keeping and I was staggered by the number of vehicles there are on St Mary's in Hugh Town".</i>
12	Traffic	<i>"There's more cars, hell of a lot more cars. It's quite noticeable and it always baffles me considering how few people there are now and how busy they are".</i>

Table 7.46 Negative evaluations by long term visitors

Quantitative analysis revealed that a less favourable image of intangible destination characteristics, including atmosphere and ambience, may be responsible for poorer evaluation among returning visitors. Similar trends are seen among the qualitative data where those who visited as children recognise a change in ambience. Furthermore, these respondents attempt to recreate the image they had of the destination as children:

*"It's one of the reasons why we now stay on the off islands actually, I find the experience here is more like I had as a boy in the 70s and 80s" (Interview 8).*

In analysing evaluations made by returning respondents it is clear that satisfaction results in positive benefits for the destination. Returning visitors who retain their positive image of the destination demonstrate loyalty:

*"Definitely, definitely, oh yes we'd never stop coming, no I couldn't" (Interview 1).*

In addition to destination loyalty, satisfaction is also seen to reduce price sensitivity. Despite providing negative evaluations of the expense of the destination, it is clear this cost is willingly absorbed (Table 7.47).

Interview Number	Evaluation excerpt
4	<i>"It's just getting that balance right 'cause it's quite an expensive place to come to which you don't mind because you know what you're getting for it".</i>
5	<i>"And I suppose the other thing is that it's inevitable and we do appreciate that, but the expense of coming to Scilly, it's very expensive. And I think when you look at what you could do for the same amount of money, although it doesn't change us".</i>
9	<i>"They'll never price me out anyway, because people say to me "have you ever thought about going anywhere else because of the cost of getting here"? And I say "no they'll never price me out, even if they charge five hundred I'll always come, I'll always come to Scilly".</i>

Table 7.47 Reduced price sensitivity

Such findings agree with Prayag and Ryan (2012) who identified the benefits of satisfaction in increasing loyalty and reducing price elasticity. The strength of relationships between destination image and evaluation established, through qualitative analysis, allow hypothesis four to be accepted.

#### 7.4.3 Discussion

Destination image has been identified as an antecedent of satisfaction (Lee, 2009). As such, a significant number of studies document the relationship between destination image, satisfaction and future behavioural intentions (Prayag, 2009; Wang and Hsu, 2010; Kim *et al.*, 2012; Prayag, 2012; Prayag and Ryan, 2012; Assaker and Hallak, 2013; Chen and Phou, 2013; Cheng and Lu, 2013; Hallmann *et al.*, 2015; Papadimitriou *et al.*, 2013; Tavitiyaman and Qu, 2013; Chew and Jahari, 2014; Lim and Weaver, 2014; Zhang *et al.*, 2014). It is recognised, however, that research on satisfaction and image has traditionally explored the influence of organic or induced images, held prior to travel, on overall satisfaction (Baloglu and McCleary, 1999; Abdullah *et al.*, 2000; O'Leary and Deegan, 2003; Lee *et al.*, 2005; O'Leary and Deegan, 2005). As such, this study adds to a less substantial body of research which considers the influence of the complex image on overall satisfaction with the destination (Kozak and Rimmington, 2000; Bigné *et al.*, 2001; Chen and Tsai, 2007; Chi and Qu, 2008; Lee *et al.*, 2014). This research identified a positive relationship between the favourability of image and satisfaction with the destination, where positive images increased the ability of the destination to exceed expectations.

Quantitative research identified, that among clusters which held a more favourable image of natural attributes, including destination seascape and landscape, and natural and cultural

attractions, first time visitors were most likely to have their expectations exceeded. It has also been identified that, for first time visitors, expectations are exceeded when the reality experienced at the destination improves on the organic or induced image formed prior to visiting (Kotler *et al.*, 1993; Alhemoud and Armstrong, 1996; Tasci and Gartner, 2007).

Identification of an improved image supports studies which characterise image as dynamic (Gallarza *et al.*, 2002; Lee *et al.*, 2014). While the ability of the destination to exceed expectations alludes to the quality of the experience at the destination (Li, Pan, Zhang and Smith, 2009), it is evident that satisfaction with the experience is fundamental in formation and modification of the complex image.

While the relationship between image and satisfaction is straightforward among first time visitors, a multifaceted relationship is apparent among repeat visitors. Familiarity with the destination was found to have a moderating effect on the relationship between image and satisfaction. Quantitative analysis identified that destination evaluation was lowest among the clusters demonstrating high familiarity. A negative change in perceptions of the destination were recorded among those with the least favourable image of destination constraints and intangible destination characteristics. Reason suggested that those demonstrating greatest familiarity with the destination, in terms of visit frequency, would be most likely to observe changes over time, negatively influencing destination perception. Such assumptions were confirmed through qualitative analysis where it was identified that respondents demonstrating long term loyalty provided negative evaluation towards destination development, traffic and cost. Such findings support the work of Lee *et al.* (2014) who identified that satisfaction can be statistically related to the modification of image. In this case, the negative modification of image reduces satisfaction with the destination.

Past studies identify that positive image, and consequent satisfaction, is able to influence revisit intention (Abdullah *et al.*, 2000; Bigné *et al.*, 2001; Chen and Tsai, 2007; Prayag and Ryan, 2012). Findings of this study largely concur with existing understanding where evaluation

of image, satisfaction, and return intention are high. It is also apparent, however, that destination loyalty is not a direct outcome of positive image and satisfaction. Quantitative findings identified lower revisit intention among respondents of Cluster 3 who demonstrated high levels of satisfaction and a comparatively favourable image of the destination. Such findings support discussions of consumer behaviour in marketing where it has been established that satisfaction will not automatically lead to repeat custom (Egan, 2008). Such behaviour has been explored in tourism research. Woodside and MacDonald (1994) argued that some tourists may not return to a familiar destination in order to avoid the familiarity effect. Furthermore, Jang and Feng (2007) in their segmentation of tourists based on return intention identified three behavioural groups: continuous repeaters, deferred repeaters, and continuous switchers. It is possible that those in this cluster would be defined as continuous switchers who visit destinations to experience novelty. Alternatively, a less favourable image of the natural and cultural attractions, which form the destinations primary product offer, may not have had a negative effect on destination image but instead impacted on revisit intention.

Although a positive association between the favourability of image and revisit intention is identifiable within both the quantitative and qualitative material, quantitative analysis identified that the cluster in possession of the most positive image did not display the highest return intention. Such findings draw attention to the influence of other variables on destination loyalty. Correia, Zins and Silva (2015) identified that choice of accommodation, age of respondent and affluence are factors that impact on return intention. Analysis of qualitative material identified the influence of other factors in mediating satisfaction including, long term visitation and attachment to the destination. As such, a deeper understanding of the role of memory and place attachment is required if the intrinsic relationships of destination image are to be fully assessed.

## 7.5 Hypothesis five

***H5. The visitor's experience, memories and nostalgia form attachment to place altering the images they hold of the destination.***

The dynamic nature of image has been established (Lee *et al.*, 2014), where destination image is influenced by both time and space (Gallarza *et al.*, 2002). It is clear that the experience of the destination modifies image (Leisen, 2001) to create a complex image, more accurate than both the organic and induced images held prior to the visit (Chon, 1990; Chon, 1992a; Kim *et al.*, 2012). As this image occurs as a result of evaluation, where image is formed of the destination based upon personal experience (Echtner and Ritchie, 1991; O'Leary and Deegan, 2005), it is important to consider the role of place attachment in informing complex images of the destination. Previous studies of place attachment identify the role of destination image in influencing cognitive and affective aspects of attachment (Hou, Lin and Morais, 2005; Prayag and Ryan, 2012; Veasna *et al.*, 2013), however studies on the influence of attachment on image are limited (Silva, Kastenholz and Abrantes, 2013). As such, material generated through semi-structured interviews was used to assess place attachment among returning visitors to the Isles of Scilly in order to assess the influence of place attachment on destination image formation and modification.

### 7.5.1 Qualitative analysis and discussion of hypothesis five

Place attachment is identified as the affective relationship or emotional connection between person and place (Kyle *et al.*, 2004b; Yuksel *et al.*, 2010). It is observed within place attachment



literature that, as a construct, place attachment is formed of place identity, which refers to the emotional, symbolic or affective connection to place, and place dependence, which relates to the functional aspects of a destination (Moore and Graefe, 1994; George and George, 2004; Gross and Brown, 2006; Gu and Ryan, 2008). While place identity is established where there is a feeling of comfort, safety and belonging to a destination (Hidalgo and Hernandez, 2001), the concept of place dependence in relation to tourism suggests that the attributes of a destination can help visitors meet their needs (Kyle *et al.*, 2004b).

An emotional connection with place is often reflected in the feeling of a place or sense of belonging by an individual (Yuksel *et al.*, 2010). In the case of the Isles of Scilly emotional connections are identified between individual and place in relation to the sense of belonging and wellbeing on returning to the destination (Table 7.48).

Interview Number	Evaluation excerpt
7	<i>"But it's just...it's everything. It's that feeling when you get here that everything's all right. It's hard to describe to people who don't come because I don't think they get it"</i>
8	<i>"I wouldn't say coming home that's too strong but that sort of sense of returning to somewhere that you're fond of and know and comfortable with and you're happy with and you enjoy being and you get that sense of wellbeing as well"</i>
9	<i>"[referring to arriving on the islands] I just think I'm home, I'm here, and I just feel so different"</i>

Table 7.48 Emotional connections to place

From these excerpts, the relationship between sense of belonging and destination image can be inferred. Attachment to the destination through place identity strengthens psychological images of the destination, including the difference and atmosphere offered by the destination.

It has been identified that interactions between local and visiting populations are able to form emotional bonds to place (Pretty, Chipuer and Bramston, 2003; Trauer and Ryan, 2005).

Instances of attachment, caused by interactions with local people, are identifiable within the

interview material; embedded in memories from childhood and recent experiences of the destination:

*“I think it’s part of the attraction certainly when I was younger it was part of the attraction in the sense that you had the older Scillonians with the accent... But you’ve got people who have long bush beards like the Hicks family...if the whole tourist setup was on cheap labour and people from other areas it wouldn’t necessarily be the same it’s part of the Scillonian welcome which is nice. But that said the taxi drivers Swiss but he’s just local, can’t remember his name now... he’s just like anyone else, he tells you the old stories and all that so maybe it’s got some unique, I can’t quite put my finger on it but there’s a unique Scillonian quality about the people I think” (Interview 4).*

It is clear that, while these interactions are fundamental in establishing attachment to the destination, they are also influential in developing holistic images of psychological characteristics of the destination. In this instance respondents related such interactions and encounters to “the unique Scillonian quality” (Interview 4) felt at the destination.

Yuksel *et al.* (2010) identified that place attachment influences both cognitive associations and affective beliefs about place. As such, it can be inferred that individuals impart emotional and symbolic meanings on place (Hwang, Lee and Chen, 2005). Emotional meaning is identifiable in relation to the respondents’ arrival on the islands. When asked how they feel on arrival, respondents refer to feelings of elation and excitement (Table 7.49).

Interview Number	Evaluation excerpt
2	<i>“Elated”.</i>
4	<i>“Well it’s always a feeling of elation I think”.</i>
7	<i>“I love it when you are coming in on the boat and you can see the islands. I love it! My heart skips a beat and my stomach does a bit of a flip, and I’m like ‘Yeah! I’m here’”.</i>
8	<i>“I always feel a little bit of a lift when you’re on the Scillonian and you first see the islands in the distance you get a bit of a lift. Then getting on the boat and coming over to Bryher and my son gets quite excited as well because he can see our little boat on the beach”.</i>
10	<i>“Excited and in a bubble almost”.</i>
14	<i>“Full of hopeful anticipation”.</i>

Table 7.49 Feelings on arrival at the destination

The significance of emotional connection to the destination is also identifiable through pre and post visit behaviour. One respondent identifies how they visualise travelling to the destination in order to relieve stress when at home:

*“I think, you know, at home you get stressed and things get on top of you, and if I can’t sleep or if I’m stressed I do this visualisation technique, and it used to be ‘cause we used to fly, it used to be getting to Land’s End Airport and getting the bags out, checking them in, and waiting and getting on the plane, and now I have to do it with the Scillonian but when you work through it all you’re sort of reliving it again a little bit” (Interview 7).*

Such behaviour demonstrates the importance of affective feelings in place identity but also shows direct links between place attachment and image modification among returning visitors prior to their next visit.

Symbolic meaning is placed on the destination, identifiable through a desire to stay connected to the destination post visit. Respondents identify how items, symbolic of the destination, are taken home. Others identify the desire to keep in touch with the destination through TV, local news, radio or social media (Table 7.50).

Interview Number	Theme	Evaluation excerpt
7	<i>Items taken from the destination</i>	<i>“Well, our house is full of Scilly...There’s loads of jars of shells; there’s pictures everywhere; it’s just everywhere, isn’t it? There’s a plant...I bought a plant at Tresco, that’s on the windowsill”.</i>
11	<i>Items taken from the destination</i>	<i>“I collected some sand in a bottle and I took it back home and I’ve still got it in our house, a bottle of Scilly sand. I think that was probably from Bryher actually, ‘cause I love the feel of that soft fine white sand and that always stays in my mind and that’s one reason why I always want to come back”.</i>
4	<i>Watching TV coverage</i>	<i>“Oh yeah it’s quite exciting really it’s almost like watching a football team on telly isn’t it, ‘Look quick it’s on’. We were watching the other night they had that programme about the shipwrecks didn’t they Will? It only got a little mention on there, oh yes it’s like supporting your home team, I think that’s what it’s like”.</i>
6	<i>Listening to local radio</i>	<i>“[Referring to Radio Scilly] Yeah, constantly, yeah.... He’ll say to me, ‘What’s happening today then?’ I know what he means, what’s happening in the islands today. I say, ‘Oh well, you know, so and so’s done this and...this is the politics today”.</i>
13	<i>Listening to local radio</i>	<i>“Check the website, listen to the radio. If there’s nothing else on I just casually put the radio on and get very defensive over them if I hear any criticism or anything like that, which I know is absolutely silly because of course you’ve got to criticise for things to revolve but I think I do get quite protective about them”.</i>
7	<i>Social media</i>	<i>“The Scilly police have got a Facebook page and that’s hilarious...We like Radio Scilly”.</i>

Table 7.50 Symbolic connections to place

Memories of trying to recapture holidays on the islands through childhood games are also reflected upon, further demonstrating symbolic attachment to place:

*“When we used to get back home we used to have a landing and you’d have the bedrooms, the bathrooms, you’d have four rooms. We used to have them as all the different islands and then we’d build with the LEGO the little cottages and write the names on them with tape and put the tape on them for the little holiday cottages and we’d build little boats with the names of the boats on, so we’d do it like that” (Interview 1).*

Moore and Graefe (1994) identify how place attachment can develop from the first visit; however, it is also evident in this study that place attachment develops from childhood both in relation to place identity and place dependency (Table 7.51).

Interview Number	Evaluation excerpt
4	<i>"I just absolutely love it, I suppose I've grown up with it so maybe it's childhood memories but I think it's got these unique qualities about it, it's very old fashioned in a way but also it's quite modern but it's very old fashioned and a lot of it hasn't changed since I was three or four years old".</i>
8	<i>"One of the reasons is just being able to explore this beautiful natural environment and I have very fond memories of us coming as a child as well so I think in all our lives it's important to have a place where you can go and relax and get back to basics".</i>

Table 7.51 Attachment development during childhood

The positive effect of place attachment on loyalty, has been suggested (Yuksel *et al.*, 2010). Findings from this study build on current understanding where loyalty is demonstrated in terms of revisit intention, and place attachment is shown to result in a feeling of destination ownership (Table 7.52).

Interview Number	Evaluation excerpt
11	<i>"When you've been to the island loads of times, you start to feel a little bit proprietorial about it, even if you don't live there, you feel as if you belong, to some extent, and you want to protect it and you know a lot about it".</i>
13	<i>"Realistically birding on Scilly for the past two years has been rubbish and we're all moaning but we'll all come back next year just the same, and we'll moan again but then we'll come back the year after that and we'll keep moaning but in a way we love moaning about Scilly because we feel like it's ours...there is a massive sense of ownership there that you get very protective over Scilly, even if it has been absolutely rubbish, you'll still go onto the forums and defend it to the end".</i>

Table 7.52 Feelings of ownership

Place attachment is understood to be the emotional connection to the environment (Hidalgo and Hernandez, 2001), a connection that is prevalent among the interview data:

*“The natural beauty of it, the isolation, like, the wildness, the ruggedness you’re very much part of it. You have to sort of go with the flow of it, you can’t dictate terms and that’s pretty much, you know, I quite like to just go and sit on a rock and stare out to sea, you know, things like that really draw me back. So it’s hard really to describe it you do get, sort of, quite entrenched about coming back and you never really fully understand it either” (Interview 8).*

Respondents demonstrate a strong connection to the natural environment, evidenced by their desire to get close to nature in order to truly experience the destination. It is apparent that nostalgia and memories of the destination are fundamental in forming this connection. This strong bond between visitor and place informs the image and evaluation of the destination, determining what is sought from the destination in terms of functional needs. It is also clear that attachment to the natural environment is inherent to the respondent’s self-image. In addition to forming a connection to the environment, place attachment has also been interpreted as the personal identification or affiliation with place, by an individual (Korpela, Hartig, Kaiser and Fuhrer, 2001). Several instances of personal affiliation with place are identifiable among the interview material where symbolic meaning is attached to place (Table 7.53). Personal connection is also evident in relation to the memories of deceased family members, strengthening existing emotional connections to place and the ability to personally identify with the destination.

Interview	Evaluation excerpt
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Number	
1	<i>"We scattered Dad's ashes on Peninnis".</i>
3	<i>"We're gonna go to Bryher tomorrow because our son and his family are here now, they've got William and his middle name's Bryher, so we've got to go to Bryher with William. And our daughter named he son Milo Samson - so you can tell they like the islands".</i>
4	<i>"King Charles's Castle we always go up there, Chloe lost her first tooth up there so that was a special place".</i>
5	<i>"My grandparents are buried here in Old Town, and my parents, we brought the ashes over".</i>
7	<i>"Then we got married in August 1998; we got married in Penzance and we came to Scilly for our honeymoon, which was very nice, and then every year after that we've been".</i>
8	<i>"Then I came back again when I met my wife in the year 2000 and we holidayed a couple of times and we ending up getting married here as well 'cause I fell in love with the island. So we got married in the register office and had our reception in Tresco Gardens and flew our friends over".</i>
9	<i>"But he passed away in November last year and at the funeral I wrote some words about Scilly, because it was special to me and him".</i>

Table 7.53 Personal affiliation with place

Through memory, personal relationships have been projected onto the destination and deep emotional involvement, connection and nostalgia is evident. As such, it is clear in this research that personal relationships with the Isles of Scilly have created strong feelings of attachment. These findings concur with Prayag and Ryan (2012) and Hou *et al.* (2005) who suggested that self-identity with a place contributes to attachment.

It has been established that positive attachment to place can be created through direct and indirect experiences (Halpenny, 2006) where personal involvement, or the extent to which a visitor is immersed in an experience, can determine their attachment to place (Hou *et al.*, 2005; Hwang *et al.*, 2005; Gross and Brown, 2006; Prayag and Ryan, 2012). Supporting this notion, active involvement and experience of the destination is shown to develop affective connections to place:

*“Last year a very rare bird turned up on Gugh and we were all on Mary’s and we all jumped on a boat and then suddenly realised hang on a minute the tides, how we going to get to Gugh and one of the boatmen said, “Look, I can get you there but you’re going to have literally five minutes to get across the sandbar,” and we all had our shoes off on the boat and we ran up the quay and ran across the Gugh sandbar as the tide was coming in and got marooned out there for like five hours or something but it was great. Actually it’s quite stupid to run across a sandbar when the tide’s coming in, that’s not the cleverest thing to do in the world but there was this pack mentality, this mob mentality and it was fun, even though none of us saw this bloody bird it was fun and I find that on Agnes I’ve always had lots of those fun experiences” (Interview 13).*

The role of tourism experiences in creating memories and positive emotions was also identified by Loureiro (2014), who considered the importance of experience in forging attachment to place. Findings from this study support her work where memories of the destination are largely experiential and demonstrate both affective and functional attachment.

The influence of nostalgia on place attachment has been suggested. Attachment to the destination reduces a visitors’ ability to critically assess a destination where sentimental feelings effect their evaluation (Halpenny, 2006). Such findings are evidenced among respondents in interview 1 in relation to Tresco where it is observed:

*“Steven doesn’t like going to Tresco does he now? But I do because I don’t know, I spend the first few hours in nostalgia because that was where my husband went and my mum and we all used to go so you relive it don’t you” (Interview 1).*

Place dependency is noted among those traveling to the destination for a specific purpose; where it is clear the ability of the destination to meet the needs of the trip has resulted in destination loyalty:

*“It’s the birds and birders and social life, it’s the social side of things. You can have a proper holiday, birding, seeing people you know because it’s the same people come back year after year. And we were discussing this in terms of going up to Shetland instead which is entirely different because they have to drive around and there isn’t the hub that you get here in Hugh Town where all the birders go to log or they go to the same restaurant. Somewhere like Shetland you would be spread out all over the place. And you’d only actually meet up at the birds, whereas here you go round and you keep bumping into people so it’s a social aspect to the whole thing as well as a birding trip. So it’s much more of a sort of holiday” (Interview 12).*



Past research indicated that functional attachment to the destination is related to the image of the destination as unique (Williams *et al.*, 1992). Findings of the secondary analysis support this notion, where the importance of the harbour to bloggers and uniqueness of travelling by boat was identified (section 5.2). Such inferences can also be made from the interview data where attachment to the islands as a destination for birdwatching is evident. Findings suggest that place dependency is higher among those visiting the destination to participate in special interest tourism.

Despite some evidence of functional attachment, or place dependency, instances of place identity are more frequent among the data. In their study of Mauritius, Prayag and Ryan (2012) identified that place identity was the most significant construct in defining place attachment. The evidence of significant emotional attachment, rather than functional attachment within this research presents the same relationship. Such findings suggest the need for further research in the island context to determine whether the unique qualities of islands cause visitors to form affective attachments to place. Gross and Brown (2006) identified that place attachment played a marginal role in tourism experiences in South Australia due to the substitutability provided by such localities. Such findings support claims made by Prayag and Ryan (2012), that destinations with unique appeal will have higher levels of repeat visitation causing those who visit, hold stronger emotional attachment than traditional destinations. The evidence of place attachment among returning visitors to the Isles of Scilly also supports such notions. It is clear that unique destination attributes including the atmosphere and natural resource base are fundamental in forming affective and functional attachment to place.

The influence of positive attachment to place in forming affective perceptions of place has been noted (Halpenny, 2006; Prayag and Ryan, 2012; Silva *et al.*, 2013). Interview data provides evidence of such a relationship in the case of the Isles of Scilly. As such, this study

establishes the role of place attachment in image formation and modification, allowing the acceptance of hypothesis five.

## 7.6 Chapter Summary

This findings and discussion chapter has presented the results of quantitative and qualitative data in order to test the conceptual framework underpinning the research. All five hypotheses proposed in the conceptual framework were accepted. Analysis has facilitated the understanding of the intrinsic relationships between destination image and motivation, behaviour, evaluation and place attachment. Destination image has been found to influence visitor motivation, behaviour, evaluation, and place attachment and the inverse relationship was also identified. From this analysis it was clear that these factors are fundamental in the development and modification of the complex image formed at the destination. In accepting all five hypotheses this research supports and build on existing understanding of tourism destination image and its intrinsic relationships. From this understanding theoretical and practical implications can be made, contributing to tourism theory and the marketing and development of the Isles of Scilly as a tourism destination. These implications and recommendations are addressed in Chapter 8.

## Chapter 8: Conclusion

### 8.0 Introduction

The primary purpose of this thesis was to offer an alternative solution for the marketing of cold water islands, by assessing the feasibility of segmentation using destination image. This aim was established in view of the difficulties faced in the promotion of cold water islands and the importance of marketing efforts for a destination's success (Buhalis, 2000). Existing research has indicated that, in addition to the challenges of increasingly digitalised destination marketing, islands experience greater problems due to their geographical and economic size (Wing, 1995), peripherality (Royle, 2001; Lim and Cooper, 2009), lack of power (Brown and Hall, 2000) and limited economic development (Armstrong and Reed, 2003; Shakeela and Cooper, 2009). Furthermore, in the case of cold water islands, these issues are exacerbated by their seasonality. As such, the study of destination image was deemed necessary in enabling island destinations to implement target marketing. Despite a plethora of studies relating to destination image (Echtner and Ritchie, 1991; Carmichael, 1992; Crompton, Fakeye and Lue, 1992; Botha, Crompton and Kim, 1999; Lohmann and Kaom, 1999; Pritchard and Morgan, 2001; Day, Skidmore and Koller, 2002; Govers, Go and Kumar, 2007a), it was clear that few studies had addressed image based segmentation (Andreu *et al.*, 2000; Leisen, 2001; Rezende-Parker *et al.*, 2003; Prayag, 2012). It was also apparent that, of the published studies using image as segmentation criterion, the number of studies measuring the complex image among tourists at the destination (Andreu *et al.*, 2000; Prayag, 2012) and in the context of island destinations (Prayag, 2012) were limited.

To build on the limitations of existing research, this thesis has tested the feasibility of image segmentation in the context of cold water islands through the development of a six-fold typology of visitors to the Isles of Scilly. A face to face questionnaire, distributed at the destination, allowed the measurement of a range of image variables relating to the natural and cultural features of the destination, services supporting tourism and intangible characteristics including safety, friendliness and atmosphere. Moreover, the research has explored the intrinsic links between motivation, behaviour, evaluation and place attachment and destination image in order to test the conceptual framework developed from the literature (section 2.5). Analysis of individual and group interviews enhanced existing understanding of destination image, particularly in relation to place attachment. Furthermore, from these interviews the value of place attachment in creating meaningful marketing content is apparent. As the first study to take place in this context, this thesis offers both theoretical and practical value with regards to the destination marketing of cold water islands.

This final chapter presents the conclusions of this thesis, including the theoretical and practical contributions offered by the research. First, Chapter 8 considers the main outcomes of this research in relation to the initial research problem identified in Chapter 1 (section 8.1). The theoretical contributions of this study are then addressed in relation to the value of image based segmentation, the intrinsic relationships of destination image, the measurement of destination image and the conceptual study of islands (section 8.2). Practical implications of this research for the marketing of the Isles of Scilly are then outlined in relation to destination promotion and development (section 8.3). The methodological limitations of this study are also acknowledged (section 8.4) before recommendations are made as to areas of future research (section 8.5).

## 8.1 Key findings

Given the challenges surrounding the marketing of cold water island destinations (outlined in Chapter 1), this research sought to achieve two aims; first, to advance theory in tourism by establishing the feasibility of image segmentation at cold water island destinations, and second, to develop an image-based typology of visitors to the Isles of Scilly. In addition to these two overall aims, a further five research objectives were created (section 1.3). In order to demonstrate the extent to which this study has been successful, the key findings of this thesis are discussed in relation to the research aims and objectives.

The literature review undertaken in this thesis identified the diverse nature of images relating to islands, where they were discussed as peripheral and separate (Péron, 2004; Baldacchino, 2007), bounded and insular (McMahon, 2010; Stratford *et al.*, 2011) and vulnerable yet resilient (Hay, 2006). Within popular culture, positive images were offered of islands as paradise (Jansson's 2008 novel 'The Summer Book') and fantasy (Stevenson's novel 1883 'Treasure Island'). Negative representations were also identified, of islands as prisons (Homer's 'Odyssey' and Dumas' 1845 novel 'The Count of Monte Christo') and places of immorality (Wells' 1986 novel 'The Island of Dr Moreau'). These multiple representations of islands, from both an academic and symbolic perspective, supported the notion that islands as destinations can generate a range of images, giving credence to the suitability of image based segmentation. In aiming to establish the feasibility of image segmentation, specifically in the context of cold water island destinations, this study added to a small body of research undertaking image segmentation (Andreu *et al.*, 2000; Leisen, 2001; Rezende-Parker *et al.*, 2003; Prayag, 2012). While existing research on image segmentation is limited, the number of studies using the complex image as segmentation criterion is narrower still with only two studies segmenting images of visitors at the destination (Andreu *et al.*, 2000; Prayag, 2012). Due to the limited number of publications documenting image segmentation, this study has

made significant contributions towards its understanding methodologically. This thesis offers a methodology which can be utilised in the future as a framework for image segmentation. Furthermore, as one of two studies conducting image based segmentation for island destinations and the only study to conduct this research in the context of cold water islands, a unique perspective and original contribution is provided theoretically.

From this thesis, further conclusions can be drawn with regard to the methodology employed in image segmentation. While image segmentation is deemed to be feasible, this research demonstrates that the value of such an approach is derived from the individual and specific nature of image variables used as segmentation criterion. Use of only 15 variables in this study limited the effectiveness of the segmentation; however, variance in destination image was identifiable in both quantitative and qualitative data, supporting wider use of image segmentation in the marketing of destinations. This study demonstrated that a diverse range of variables should be selected to reflect the unique characteristics of the destination. The use of destination specific characteristics will increase the value of an image segmentation approach in destination marketing, as identification of favourable destination attributes, among each segment, allows DMOs to implement informed target marketing strategies. The ability to identify positive segments, and promote the destination using image attributes valued by those groups, permits the optimal use of marketing resources.

The second aim and third objective of this study was to produce an image based typology of visitors to the Isles of Scilly (refer to section 1.3). This aim was achieved through the creation of a six-fold typology, using Factor Analysis and K-means Cluster Analysis. This analysis identified six statistically differentiated image clusters (documented in Table 6.17), however, in the creation of this typology it was apparent that some image variables, including 'tourism services and infrastructure' and 'destination constraints', showed greater differentiation, while perceptions of natural attributes demonstrated less variance. Identification of variance between the image variables not only identified preferable image attributes of the Isles of

Scilly that can be used to target all clusters, but also identified attributes of the destination image that could be improved, thus, informing destination development. In order to provide meaningful characterisation of the six segments in the typology (Table 7.3), behavioural and motivation variables were employed. The use of these variables, to distinguish between segments, allowed a profile to be developed for each cluster. By identifying the motivations and behaviours of each cluster, in relation to the image that they hold of the destination, this research offers further opportunities for target marketing as tourism products can be developed for a specific cluster based on the image they hold of the destination, their travel behaviour and the factors that motivate their travel. Such measures could reduce conflicting marketing material to ensure promotional campaigns resonate with the intended audience. As such, it can be ascertained that the creation of such a typology has direct benefits for future marketing and development of tourism in the Isles of Scilly as a cold water island destination.

Prior to undertaking primary data collection it was necessary to understand the image of the destination as held by existing visitors and promoted by the DMO. As such, the second objective was to undertake secondary data collection in order to identify the images currently used by the DMO to promote the Isles of Scilly and to compare these with images held by those visiting the islands. DMO websites have become a key promotional tool for tourism destinations therefore this content was analysed and compared the content documented in travel blogs. This analysis provided an essential understanding of the current marketing position of the DMO and offered insight as to the destination images held by those who visit. In meeting this objective, misalignment was identified between the image promoted by the DMO and that perceived by the visitor. The necessity of aligning perceived and promoted destination images, in order to achieve visitor satisfaction, was identified within the literature review (Kotler *et al.*, 1993; Alhemoud and Armstrong, 1996; Tasci and Gartner, 2007) as it is understood that where expectations do not reflect the reality of the destination, negative evaluation is more likely (Fairweather and Swaffield, 2002). Notably, this analysis identified heavy promotion of the islands' historical offering and the availability of local produce that was



not recognised within visitor blogs. Non-recognition of these attributes within travel blogs suggests greater promotion of these products is required at the destination. Furthermore, misalignment suggests other attributes such as landscape, scenery and wildlife are of greater importance to those who visit and should feature more prominently in marketing material. In conducting this analysis, the value of travel blogs as a tool for destination marketing was established where it was evident that blog content can be used to determine aspects of the destination important to those who visit and the products that require greater promotion or interpretation.

The literature review revealed a body of research that has explored the impact of destination image on factors including loyalty, behavioural intention and satisfaction (Table 2.1). As such, this study also intended to evaluate the influence of destination image in determining tourist motivation, behaviour, satisfaction and evaluation and place attachment as outlined in the conceptual framework (section 2.5). In meeting the fourth objective, all five hypotheses proposed in the conceptual framework were accepted. Destination image was found to influence visitor motivation, behaviour, evaluation and place attachment, however, an inverse relationship was also identified where these factors were fundamental in the development and modification of the complex image formed at the destination. Notably, the role of evaluation and place attachment, in the modification of image, was also evident building on existing understanding. From this analysis, theoretical contributions were made to tourism theory where little previous research had previously been conducted.

The final objective, outlined in this study, was to assess the implications of the findings for tourism theory, destination marketing and product promotion. In reviewing the findings of this research, theoretical contributions to existing knowledge and practical implications for the marketing of the Isles of Scilly are evident. Discussions of these contributions are documented in this concluding chapter. Theoretical contributions are addressed in section 8.2, while practical contributions are discussed in section 8.3.

## 8.2 Theoretical contributions

This research provides theoretical contributions to enhance current understanding of image segmentation. The most significant theoretical contribution, offered by this research, was establishing the feasibility of image segmentation, in the context of cold water islands. This research adds to a limited body of research documenting image segmentation using the complex image (Andreu *et al.*, 2000; Prayag, 2012), demonstrating the viability of segmentation using complex image at the destination. Given that distance from the destination distorts destination image (Walmsley and Young, 1998), this contribution is particularly notable in providing segmentation of accurate destination images. Additionally, this research provides an original contribution in relation to the profiling of image clusters. While past studies have profiled image groups by means of socio-demographic (Leisen, 2001; Rezende-Parker *et al.*, 2003; Prayag, 2012), evaluation (Leisen, 2001; Prayag, 2012) and behavioural variables (Andreu *et al.*, 2000), this research demonstrates the value of motivation in understanding cluster membership.

Findings support existing understanding of the relationships between destination image and motivation, where complex image is found to both influence and be influenced by the motivation for visiting the destination (Dann, 1996; Baloglu and McCleary, 1999; Beerli and Martín, 2004; San Martín and Rodríguez del Bosque, 2008; Tang, 2014). Within existing literature, focus is placed on the influence of organic and induced images in determining motivation to visit a destination. By addressing the complex image this study adds to a smaller understanding of the complex image and motivation (Beerli and Martín, 2004). This research identifies the influence of complex image previously formed of the destination in motivating future travel among returning visitors. Meanwhile, among first time visitors, motivation influences the formation of the complex destination image. While previous research suggests the role of motivation in influencing affective images (Gartner, 1993; Dann, 1996), this study

establishes the influence of motivation on cognitive image as suggested by Woodside and Lysonski (1989); Um and Crompton (1990) where motivation determines perceptions of functional attributes.

This study adds to an existing body of research which considers the influence of the complex image, on overall satisfaction (Kozak and Rimmington, 2000; Bigné *et al.*, 2001; Chen and Tsai, 2007; Chi and Qu, 2008; Lee *et al.*, 2014). These findings support popular understanding of destination image and return intention; where, favourability of image increases the ability of the destination to exceed expectations and results in higher return intention. This research suggests, however, that assumptions of a direct correlation between image, satisfaction and return intention are too simplistic as the influence of behaviour in determining return intention is also observed (refer to section 7.4.3). The findings of this thesis support existing understanding of destination image and revisit intention (Leisen, 2001; Beerli and Martín, 2004; Prayag, 2012) where an intrinsic relationship, between the nature of image and intention to revisit, was identified. Clusters possessing less favourable images of intangible destination characteristics, including the friendliness of local people and destination ambience, demonstrated a lower return intention. Meanwhile, attributes relating to services and infrastructure were found to have limited impact on return intentions. As such, it can be inferred that increasing the provision or quality of destination services and tourism infrastructure will not necessarily improve return intention.

Contributions are also made to the theoretical understanding of destination image and on-site behaviour, an area under represented in tourism research. On-site behaviour at the destination was found to influence the formation of positive image associations, supporting existing understanding (Lee *et al.*, 2014). Notably, behaviour was found to expose visitors to different attributes of the destination and thus, contribute to complex image formation. Although it is recognised that variations are identifiable in destination image, dependent on trip purpose (Suh and Gartner, 2004), this research suggests participation in special interest

tourism influences formation of the complex image where relationships were inferred between participation in activities and the positive perception of image attributes. This research identified, that when a visitor travels to a destination in order to participate in a specific activity, they form positive images of the destination's attributes that relate to the purpose of their visit. Respondents participating in organised activities, wildlife tourism or heritage tourism demonstrated the formation of positive image associations.

This thesis furthers the work of Kozak and Rimmington (2000) who identified a seasonal image in relation to tourism services. While this research also identified that the image of tourism services and infrastructure, was influenced by seasonality, seasonality was found to influence a greater range of image attributes than previously understood. This research recognises the wider implications of seasonality on destination image, including the favourability of natural attractions, destination accessibility and infrastructure for tourism at the destination.

Findings contribute to existing theoretical understanding of destination image and familiarity, supporting those who suggest that familiarity with the destination, has a noticeable influence on formation of the complex image (Fakeye and Crompton, 1991; Hu and Ritchie, 1993; Milman and Pizam, 1995; Baloglu, 2001; Tasci, 2007; Tasci and Gartner, 2007). In this research it was observed that both length of stay, and the number of previous visits made by respondents, has a positive impact on the image of natural and cultural attractions (refer to section 7.3.3). Such findings reiterate the importance of familiarity, in forming a positive image of this attribute. While it is clear that familiarity with the destination determines destination image, the number of visits to the destination influenced different image attributes to length of stay. Notably, those with a higher number of previous visits held a less positive image of destination constraints, when compared to those who made fewer visits. Such finding suggesting different perceptions of destination accessibility and value exist among those with a greater number of visits, demonstrating image modification over time.

This research makes a theoretical contribution to the understanding of destination image and place attachment (Gu and Ryan, 2008; Yuksel *et al.*, 2010; Prayag and Ryan, 2012). While previous research documented the ability of image to influence place attachment (Hou *et al.*, 2005; Prayag and Ryan, 2012; Veasna *et al.*, 2013), this research recognised the influence of place attachment in determining image. It was identified that positive attachment to the destination is influential in forming affective perceptions of place. It is well recognised within place attachment literature that affective images are important in determining place identity. This research builds upon this understanding (Halpenny, 2006; Silva *et al.*, 2013), where place attachment was shown to modify affective images of the destination, among returning visitors, prior to the next visit. Furthermore, attachment to the destination, through place identity, was found to strengthen psychological images of the destination, including the sense of difference or atmosphere offered by the destination. Findings supported existing theoretical understanding of experiential tourism and place attachment (Hwang *et al.*, 2005; Gross and Brown, 2006), where tourism experiences proved to be fundamental in creating memories and affective and functional attachment towards the destination. In relation to the Isles of Scilly, emotional attachment was more prevalent than functional attachment. As such, parallels were drawn between the findings of this study, and that of Prayag and Ryan (2012) in relation to Mauritius. It is asserted that the unique qualities of island destinations, including atmosphere and natural resources, lend visitors to form affective attachments to place. While place identity was more prevalent among respondents in relation to the Isles of Scilly instances of place dependency were also identified. This research suggests the significance of place dependency as a form of place attachment is felt to a greater extent among those visiting to participate in special interest tourism, furthering understanding in this field.

This study provides further theoretical contribution in relation to image formation and the conceptualisation of islands. From an island studies perspective, it is well established that the geography of islands is fundamental in their conceptualisation. Not only does this research add to a body of literature conceptualising islands (Baum, 1997a; Royle, 1997; Royle, 2001;

Baldacchino, 2004; Platt, 2004; Hay, 2006b; Baldacchino, 2007; Conkling, 2007) but a unique perspective is offered, where islands are conceptualised through the gaze of the visitor, rather than the lens of the islander or academic.

Theoretical contribution is made to the understanding of accessibility and its influence on destination image. Island studies literature recognises that the accessibility of island destinations and provision of artificial links between islands and their mainland is detrimental to the perfection of an island (Baum, 1997). This research adds to this understanding, where it is apparent that the development of island destinations distorts the image of island perfection, making the island appear more accessible and closer to modern life. Insularity of islands is regarded as important in their conceptualisation, contributing to the feeling of escape (Royle, 2001). This research furthers existing understanding, identifying that for visitors to cold water islands the perception of distance is of greater importance than physical distance.

The final theoretical contribution, made by this research, is in relation to the appeal of islandness, which is found to be fundamental in providing an authentic island experience. This research supports the work of Platt (2004) and Conkling (2007), identifying that visitors to the Isles of Scilly observe island identity and islandness in order to understand the sense of place felt by island dwellers. Such behaviour supports the notion that visitors strive to identify with local populations in order to encounter authentic tourism experiences (Hough, 2011).

In addition to theoretical contributions in the field of destination image, this mixed method study also makes noteworthy methodological contributions. The appropriate methods to measure image have long been debated in image studies where lack of agreement has led to a range of methodologies (refer to section 4.1). This study employed a mixed method approach in order to counter the limitations presented by a purely qualitative or quantitative study. Although quantitative methods permitted the empirical assessment of image attributes a number of limitations arose in relation to the number of image variables used and generic or unique nature of these variables. From this study, methodological recommendations can be

made to improve structured survey instruments that measure destination image (see section 8.4). The difficulties encountered in this study support arguments put forth by Jenkins (1999), who states that structured surveys are unable to capture the holistic impressions of destination image. Qualitative data provided greater access to image components, including attributes, holistic impressions, functional and psychological characteristics. From a methodological perspective, the qualitative analysis employed in this study supports the work of Ryan and Cave (2005), who have previously utilised interviews and thematic analysis in image measurement. In this study, such an approach has provided access to rich data. Furthermore, secondary data analysis established the value of travel blogs as an accessible source in the identification and measurement of destination image. The ability to identify rich data among such sources suggests that travel blogs are of value to both DMOs and researchers, attempting to identify complex images held by visitors to a destination.

### 8.3 Practical implications for destination marketing

Practical implications can also be derived from this research to inform the marketing and development of the Isles of Scilly as a tourism destination. The development of an image based typology, of visitors to the Isles of Scilly, has both short and long term implications for its marketing and development. In the short term, it is suggested that the destination builds its marketing strategy around segments that already hold a positive image of the destination (refer to section 6.2.4). Clusters 2, 6 and 7 are deemed to be the most desirable segments, holding favourable images of the destination overall and demonstrating high levels of return intention. Targeting Cluster 3 will be lucrative in the short term as this cluster demonstrates higher spend behaviours. It is predicted, however, that this cluster will not provide the same return on investment as loyalty is less prevalent, with this cluster seeking novelty and new experiences. In the long term it is suggested that attention is turned to destination development in order to improve the image of less favourable attributes including accessibility and ambience. Findings suggest, however, that improving the provision or quality of destination services and tourism infrastructure will not necessarily result in higher satisfaction or return intention among existing visitors (refer to section 6.3.7). As length of stay has been found to improve destination image, it is also recommended that effort is made to convert the day trip market into a short stay market. It is anticipated that such actions would encourage the development of a more favourable destination image, increase overall satisfaction and return intention. As first time visitors taking day trips held the least favourable image of the destination, marketing strategies targeting first time visitors should promote staying visits rather than day trips. It is anticipated, that in adopting this approach, the expectations of first time visitors will be more likely met or exceeded, resulting in higher satisfaction with the Isles of Scilly as a destination.



This research provides a number of suggestions to improve existing marketing efforts. First, the value of difference felt between the islands and the mainland, and between the islands within the archipelago, was evidenced by respondents. Although secondary data analysis identified how existing marketing draws attention to the sense of difference felt at the destination, it is recommended that the sense of place is featured to a greater extent in future marketing efforts. It is clear from the analysis of primary and secondary sources that the appeal of the destination lies in their difference from the mainland and the variety offered between the different islands.

Second, this study identified that first time visitors who possessed a favourable image of natural attributes, including destination seascape and landscape and natural and cultural attractions were most likely to have their expectations of the destination exceeded. Although this is beneficial in terms of achieving satisfaction with the destination, it also suggests that current marketing undersells the natural attributes of the destination. As such, natural attributes could be used to a greater extent in the promotion of the destination.

Third, findings of this research suggest the potential of marketing campaigns that make reference to popular culture. Within film and literature, the image of islands as fantasy locations is often projected and is reflected in the image of the Isles of Scilly among those travelling with young children. The notion of the islands offering opportunities for freedom and adventure are identified, as such marketing could draw on fiction, to promote this aspect of the destination.

This thesis documents that the season of visitation has a wider impact on destination image, as such, the fourth suggestion for the marketing of the Isles of Scilly is the implementation of a seasonal marketing strategy. While it is clear those visiting during the autumn have the most favourable image of natural attributes it is clear that the image of such attributes varies throughout the year. While flora is particularly noted among spring time respondents, the popularity of marine life among those visiting during summer and birdlife among autumn

visitors supports the use of seasonal marketing. It is suggested that such a strategy is used to target special interest markets traveling to the islands in order to participate in wildlife tourism. Wildlife and nature was an important motivation for those visiting the destination and interest in birdwatching, flora and marine life was observed. Wildlife tourism could become an important niche for the Isles of Scilly in order to attract new visitors to the destination and to sustain tourism in the long term. The suitability of niche tourism in optimising tourism at island destinations has been acknowledged (Lim and Cooper, 2009). As such it is recommended that the destination promotes a seasonal wildlife offer and focuses on the development of special interest tourism at the destination.

As this research identified a strong relationship between destination image and motivation, the fifth marketing recommendation derived from this study is the use of motivation in marketing. Respondents who identified the desire to rest and relax and ability to get away as important motivations, held a preferable image of the destinations intangible attributes. As such it is proposed that marketing strategies draw on motivation in order to promote the intangible attributes of the destination.

CRM is of great importance in destination marketing (as established in section 1.1), particularly for a destination which receives such high levels of repeat visitation, thus, the sixth marketing recommendation relates to CRM. This study found place attachment to be significant among those returning to the islands, particularly in relation to place identity, which involves affective connections to place. It is apparent that visitors to the Isles of Scilly impart emotional and symbolic meanings on place, as such, it is suggested that the DMO actively engages loyal visitors in a dialogue that encourages reflection on, and sharing of, memorable experiences. It is anticipated that such actions will not only keep the destination active in the minds of emotionally connected visitors, but recollection of their attachment will also encourage loyalty among those less connected to place.

The final marketing recommendation relates to the use of travel blogs as an information source. Chapter 5 saw the analysis of promotional material and user generated content in order to identify misalignment between the images promoted by the destination those perceived by visitors. The ability of blogs to provide access to affective feelings, felt towards the destination, was also identified. Such findings hold practical implications for destination marketing where it is clear that DMOs can employ user generated content to refine their promotional material and ensure image alignment. Furthermore, access to uncensored evaluation and detailed personal accounts of trips will prove useful in facilitating meaningful CRM. DMOs will be able to draw on elements of the destination experience that resonate with visitors. Findings are also significant for the promotion of the Isles of Scilly where analysis identified misalignment in the promotion and perception of history. It is recommended that in the short term promotion focuses on attributes of greater importance to those who visit while, in the long term, effort is made at the destination in terms of interpretation and infrastructure to promote the islands historical offering, which goes unrecognised by many who visit.

In addition to marketing recommendations, practical implications for destination development were also derived from this research. In total, four suggestions for destination development are made. First, it is suggested that efforts are made to promote short breaks, rather than day trips among first time visitors to the islands. This study identified that those visiting on day trips held the least favourable image of the islands, and specifically, that for first time visitors on day trips, the islands were more likely to fall below expectation. As such, it is recommended that the destination takes action to promote short breaks among those visiting the islands for the first time, in order to encourage positive perceptions of the destination.

This study drew attention to the relationship between personal involvement and place attachment, supporting prior studies in this field (Hou *et al.*, 2005; Hwang *et al.*, 2005; Gross and Brown, 2006; Prayag and Ryan, 2012). As immersion of the visitor in experiences at the destination resulted in affective and functional attachment, the second recommendation for

destination development is the encouragement of experiential tourism. It is also clear from this research that interaction with local residents is fundamental in establishing place attachment. Thus, a further recommendation is made, to encourage the involvement of local people in offering experiential tourism.

This research identifies that extensive development and modernisation of the islands has a negative impact on destination image. As the ambience and natural environment are commodities valued by those that visit the final recommendation is to ensure that the destination is effectively managed in the long term. In order to achieve this, it is essential that new developments are in keeping with the character and feel of the islands in order to maintain satisfaction and encourage repeat visitation.

## 8.4 Limitations

Despite the success of this research in meeting its initial aims there are a number of limitations to address, the first of which relates to the value of image segmentation. Although research has demonstrated that image based segmentation is achievable from a theoretical perspective, where statistically distinct segments were identifiable, it is clear that in relation to the Isles of Scilly variation in the image held is limited. This is in part due to the variables used in the study but also due to the lack of differentiation in image evaluation. For image based segmentation to be successful it is necessary that image variables receive diverse evaluation. As such, a wider range of variables should be included in the data collection to improve on this segmentation. Rather than identifying beautiful scenery and landscape as a variable, multiple variables could be used in its place to establish greater diversity. Variables such as rugged coastline, pretty gardens, unusual landscape, and beautiful beaches could be included, for instance, to assess the image of landscape. This segmentation was also limited, to a certain extent, by the unusually positive image of destination attributes, particularly those relating to the natural environment (see section 6.2.3). The lack of variation in the image held by those who visit reduces the value of image as a segmentation criterion. As such, it is suggested that image segmentation may be of greater value to destinations with a wider product base, that cover a greater area such as a region of country, or a location that attracts a diverse population. While variance in image was identified in this research, to be of value in the marketing of destinations it was clear that image segments must be profiled using other characteristics including behaviour and motivation.

Limitations were also identifiable in the methods used to collect data. In the case of qualitative data collection, the sample was self-selecting, as such, those particularly passionate about the islands volunteered to be interviewed. It is apparent in some cases that respondents had their

own agenda, putting forth strong opinions on topics including destination development, increasing traffic or seasonal opening.

The quantitative survey instrument also presented limitations. Although free elicitation questions were included in the original survey instrument the responses to these were quantified, reducing the value of unstructured data. If this study were to be repeated greater use of Likert and semantic scales would be recommended, to allow a greater number of variables to be tested. The use ranking scales to assess the importance of activities in particular would provide greater understanding of the relationship between image and behaviour. With the inclusion of free elicitation questions, distributing the questionnaire face to face was deemed appropriate, however, in further studies, it would be recommended that self-completion questionnaires were used at the destination as these would allow for a greater number of questions to be asked of respondents.

## 8.5 Recommendations for future research

Despite a wealth of literature surrounding the fields of destination marketing, destination image and place attachment, it is evident from this thesis that there are additional research opportunities to be pursued within these areas. Future investigations could serve to enhance the understanding offered by this thesis and also contribute new knowledge in relation to a number of the study findings; these recommendations will be discussed in turn.

While there is a significant body of research attributed to the formation and influence of destination image, the concept of image segmentation has been paid little attention and thus requires further investigation. As such, a number of recommendations can be made to enhance knowledge in this area. First, it is suggested that image segmentation research is implemented in a number of contexts in order to identify the optimal conditions for such a study. In this research, image segmentation was carried out in the context of cold water islands and although significant differentiation between the clusters was evident, variation between image variables was, in some instances, limited. Given the results of this investigation, it is anticipated that destinations which attract a broad range of tourist types, participating in diverse tourism experiences, will demonstrate greatest variation in image and offer more pronounced differentiation between image clusters. In order to fully ascertain the value and feasibility of image segmentation, as an alternative marketing approach, similar studies will need to be conducted in a wide variety of contexts.

In this research, the Isles of Scilly was employed as a case study destination. As this destination possesses similar characteristics to other cold water archipelagos, including the Channel Islands and the Shetland Islands, it is recommended that the methodological framework, devised in this thesis, is tested at other destinations. If this methodology is successful in measuring the image of multiple destinations, this research would demonstrate the feasibility of a framework for image measurement. Such a framework could be introduced across various

destination contexts including, but not confined to: cold water islands, Mediterranean islands, tropical islands, national parks, mountain resorts and coastal resorts. This research would also allow comparison to be drawn between the images of the different island archipelagos, as held by those who visit. Interest in the comparative image of these archipelagos is not purely academic. Authors such as Grydehøj (2008a) have commented on a lack of product differentiation between such islands and suggest the top down approach to marketing, currently utilised, has resulted in undifferentiated destination brands. As such, this research could further improve the marketing of cold water islands by contributing to the development of differentiated marketing strategies. Should image segmentation research be used to inform marketing strategy, further research could also investigate the implementation of image segmentation by DMOs where academic research could identify how such campaigns are targeted, using image, and also monitor the success of this approach.

Methodological recommendations can also be suggested as a result of this research. Although this study has demonstrated the feasibility of image segmentation, it is anticipated that image segmentation has the capacity to offer more meaningful segmentation than that achieved in this instance. In future image segmentation research, it is important that methodological limitations of this thesis are considered. As such, it is recommended that structured methodologies are utilised; self-completion questionnaires comprised of closed questions and Likert-scales are able to permit adequate identification of image attributes. Due to the need to identify specific characteristics of the destination, to include in the analysis, a sequential mixed methods approach would be recommended with interviews used to identify key variables. It is anticipated that inclusion of a greater number of image variables and deliberate inclusion of variables to differentiate visitors would increase the success of image segmentation. It is also noted that factor analysis is only as meaningful as the variables included, as such, it is necessary to include variables specific to the destination.



The literature review in this thesis identified a significant body of research surrounding destination image, however, it is clear that gaps exist in academic understanding of the role of on-site behaviour in influencing complex image formation. In exploring the relationship between destinations image and behaviour, in order to address hypothesis three, the influence of on-site behaviour in determining destination image was identified. It is evident that few existing studies examine this relationship, with a recent study by Lee *et al.* (2014) the only identifiable source to also consider the importance of on-site experience in forming destination image. Consequently, the detailed investigation of this relationship is another recommendation of this study. In understanding this relationship it will be important to establish the types of tourist behaviours that influence image formation. From this thesis it is clear that on-site behaviour, such as month of visit, length of stay and number of visits are able to influence the image held of the destination and, as such, these would be the recommended starting point for research in this area. It is also suggested that tourist spend, transport choice and accommodation selection may influence destination image, thus, there is potential for further research surrounding these factors. This knowledge of the influence of on-site behaviour on destination image will be of significant value to the destination, allowing DMOs to improve or enhance destination image by encouraging certain tourist behaviours. This research will not only have useful implications for the promotion and development of the destinations upon which it is based, but also contribute new knowledge to an area where there is little previous research.

Image segmentation identified an association between tourist behaviour and destination image, where the image of destination attributes, including the atmosphere and ambience of the destination, and destination accessibility, was worst among those who had visited the destination for the longest period. As this research suggested that image of the destination changes over time, a longitudinal study of destination image is recommended. In this research, destination development and greater provision of infrastructure for tourism has been found to be detrimental to destination image among long time visitors to the Isles of Scilly. From this

research it can be hypothesised that, initially, repeat visitation improves destination image, however, once a certain level of familiarity has been achieved, destination image begins to decline. A longitudinal research design, could be implemented in order to observe this change, recording visitor reflections across multiple visits. This research would add to an existing body of research that considers the lifecycle of a tourist destination, but offer a new perspective in the context of destination image.

This research identified a lack of conceptual knowledge relating to the relationship between special interest tourism, destination image and place attachment. While it is recognised, within the literature, that trip purpose can cause variations in destination image, the influence of participation in special interest tourism has yet to be examined. Findings of this study suggested that participation in a specialised activity contributes to the formation of a positive and detailed image of attributes closely linked to the chosen activity. Additionally, qualitative research undertaken in this study demonstrates that those participating in special interest tourism were more likely to exhibit place dependency, where participation in special interest activities was found to build functional attachment to destinations. It is recommended that future research is conducted to compare the images and attachments to place formed by conventional visitors to a destination and those participating in special interest tourism. Pursuing research in this area would further conceptual understanding of special interest tourists, but allow researchers to assess the extent to which participation in special interest activities alters destination image and contributes to place attachment.

The findings of this research identified respondents' strong emotional connections to place, demonstrating the prevalence of affective attachments to the destination. It was evident in the discussion of this thesis that a number of parallels can be drawn between the findings of this study, and that of Prayag and Ryan's (2012) paper investigating place attachment in Mauritius, where affective attachment was also significant. As such, the final recommendation, drawn from this thesis, is to further investigate place attachment among visitors to a range of

island destinations. It is suggested that this research is conducted in order to determine whether the unique qualities of island destinations, particularly attributes such as scale, peripherality and sense of islandness, cause visitors to form affective attachments. As similarities were evident between these two studies, it is anticipated that commonalities will be identifiable in tourists' attachment to all island destinations. Further research in this area will not only develop the current conceptual understanding of island tourism and the tourists who frequent island destinations but may also offer opportunities for marketing where island destinations could draw on affective attachment to place in order to generate appropriate and meaningful marketing content.

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## Appendices

### Appendix A: Pre pilot questionnaire



#### Section One: Behaviour

1. How long are you staying for?
2. How many days have you been on the islands so far during this visit?
3. Which island are you staying on?

St Marys      St Agnes      Bryher      Tresco      St Martins      Other

4. What type of accommodation are you staying in?

Self-catering      B&B Hotel      Camping      Friends/Family      Other

5. Have you visited the islands before?      Yes      No

6. If so, how many times have you visited? \_\_\_\_\_

7. With 1 being the most important, rate how important each of these factors were in motivating your holiday to the Isles of Scilly?

	1	2	3	4	5
VFR					
Relax					
Get away/escape					
Walking					
Water sports					
Beaches					
Wildlife					

8. Did anything else motivate your trip? \_\_\_\_\_

9. Which activities have you participated in since you arrived?

Walking	Tresco Gardens	
Beach	Bike hire	
Visited 1 other island	Cart hire	
Visited 2 other islands	Water sports	
Visit 3 + other islands	Other sports	
Eating out	Watched gig racing	
Boat trips	Watched music events	
Fishing	Visited art galleries/studios	
Wildlife boat trips/tours	Other (please state)	

10. What activities are you planning on participating in before you leave?

Walking	Tresco Gardens	
Beach	Bike hire	
Visited 1 other island	Cart hire	
Visited 2 other islands	Water sports	
Visit 3 + other islands	Other sports	
Eating out	Watched gig racing	
Boat trips	Watched music events	
Fishing	Visited art galleries/studios	
Wildlife boat trips/tours	Other (please state)	

## Section Two: Destination Image

11. Where did you first hear about the Isles of Scilly? \_\_\_\_\_

12. When you think of the isles of Scilly what images do you think of?

Sea		Sub-tropical	
Beaches		Paradise	
Wildlife		Rugged	
Boats		Home	
Islands		Community	
Nature		Stormy	
Gardens		Remote	
Coastal landscape		Secluded	
Puffins		<b>Other (please state)</b>	
Seals			
Light houses			

13. Do you feel that Scilly is?

	Yes	No	Sometimes
A beach destination			
A walking destination			
Natural			
A wildlife destination			
Paradise			
Rugged			
Authentic			
Inaccessible			
Remote			
Peaceful			
Safe			
Friendly			

14. What do you feel is most unique about the islands?

\_\_\_\_\_

15. If this is your first visit, are the islands what you expected? (if not how do they differ?)

\_\_\_\_\_

16. If you have visited before, has your perception of the islands changed? (if yes how so?)

\_\_\_\_\_

17. Have you read any books about the Isles of Scilly (if so what are the titles/authors)?

\_\_\_\_\_

18. Have you seen any films or TV programmes about the islands (if so, which)?

\_\_\_\_\_

### Section Three: Accessibility

19. How did you travel to the islands?

Scillonian      Skybus      other

20. If Skybus from which airport?      Lands' End      Newquay      Exeter

21. If you have visited before, how have you travelled in the past? (if this has changed, why?)

\_\_\_\_\_

22. Have you faced any problems in traveling to/from the islands? (i.e. fog bound)

\_\_\_\_\_

23. Do you think the islands are difficult to travel to?      Yes      No  
Sometimes

24. Does this concern you or is it part of the charm/adventure?

Yes, it concerns me      No it doesn't concern me      Part of the charm      Part of the adventure

### Section Four: Demographics

25. Is the respondent Male or Female?      Male      Female

26. Which age category do you belong to?      20-29      30-39      40-49      50-59      60-69      70-79  
80+

27. What is your occupation? \_\_\_\_\_

28. Who are you on holiday with?      Partner      Family      Friends      Tour group      Alone

29. How large is the group you are on holiday with?      1-2      3-5      6-8      9+

30. What is your nationality? \_\_\_\_\_

31. What is your country of residence? \_\_\_\_\_

32. What is your postcode/ town name? \_\_\_\_\_

33. Would you be happy to be contacted in the future if the researcher has any follow up questions?

Yes      No      If yes, email address

\_\_\_\_\_

Anything the respondent wishes to add:
--

## Appendix B: Pilot questionnaire



### Section One: Behaviour and Motivation

1. How long are you staying in the islands for?

2. Which island are you staying on?

St Marys      St Agnes      Bryher      Tresco      Martins  
Other

3. Which type of accommodation are you staying in?

Self-catering      B&B      Hotel      Camping      Friends/Family  
Other

4. How did you travel to the islands?

Scillionian      Skybus- Lands' End      Skybus- Newquay      Skybus- Exeter  
Other

5. Have you visited the islands before?      Yes      No

6. If so, how many times have you visited?

7. Who are you on holiday with?      Partner      Family      Friends      Tour group  
Alone

8. How large is the group you are traveling with?

9. Are there any particular activities/trips that you plan to participate in during your holiday?

10. Please rate the importance of the following factors in motivating your holiday to the Isles of Scilly as very important, important or not important.

	Very important	Important	Not important
Relax			
Get away/escape			
Family friendly			
Scenery/Landscape			
Beaches			
Wildlife			

11. Did anything else motivate your trip?



19. If one is the highest and five is the lowest, please rate how the Isles of Scilly performs as a destination, in the following areas

<b>Natural resources</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Climate					
Quality of beaches					
Quality of Seawater					
Unique landscape					
Beautiful scenery					
Variety and uniqueness of flora and fauna					
Wealth of countryside					
Accessibility of footpaths/walks					
Attractiveness of towns					
Unspoiled/ unpolluted environment					
Cleanliness					
Low traffic congestion					
<b>Leisure, recreation and attractions</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Adventure activities					
Outdoor activities					
Water sports					
Excursions/ trips					
Provision of indoor entertainment					
Art galleries					
Nightlife/entertainment					
Shopping facilities					
Opportunity to experience something new					
Places of cultural and historical interest					
Provision of signs and information					
<b>Infrastructure for tourism</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Means of transport					
Cost of transport					
Interisland transport services					
Access to destination					
Variety of dining options					
Local gastronomy					
Quality of food and drink					
Value for money of food and drink					
Range of accommodation					
Quality of accommodation					
Value for money of accommodation					
<b>Destination</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Price					
Value for money					
Safety					
Reputation					
Luxury					
Family orientated					
Fashionable					
Relaxing / peaceful					
Friendly/ hospitable locals					
Different way of life					
Relaxed pace of life					

20 Please rate the importance of these areas when you book a holiday, whether they are always important, sometimes important or never important.

<b>Natural resources</b>	<b>Always important</b>	<b>Sometimes important</b>	<b>Not important</b>
Climate			
Quality of beaches			
Quality of Seawater			
Unique landscape			
Beautiful scenery			
Variety and uniqueness of flora and fauna			
Wealth of countryside			
Accessibility of footpaths/walks			
Attractiveness of towns			
Unspoiled/ unpolluted environment			
Cleanliness			
Low traffic congestion			
<b>Leisure, recreation and attractions</b>	<b>Always important</b>	<b>Sometimes important</b>	<b>Not important</b>
Adventure activities			
Outdoor activities			
Water sports			
Excursions/ trips			
Provision of indoor entertainment			
Art galleries			
Nightlife/entertainment			
Shopping facilities			
Opportunity to experience something new			
Places of cultural and historical interest			
Provision of signs and information			
<b>Infrastructure for tourism</b>	<b>Always important</b>	<b>Sometimes important</b>	<b>Not important</b>
Means of transport			
Cost of transport			
Interisland transport services			
Access to destination			
Variety of dining options			
Local gastronomy			
Quality of food and drink			
Value for money of food and drink			
Range of accommodation			
Quality of accommodation			
Value for money of accommodation			
<b>Destination</b>	<b>Always important</b>	<b>Sometimes important</b>	<b>Not important</b>
Price			
Value for money			
Safety			
Reputation			
Luxury			
Family orientated			
Fashionable			
Relaxing / peaceful			
Friendly/ hospitable locals			
Different way of life			



## Three: Evaluation

19. Would you recommend Scilly as a destination? Yes No

20. How likely are you to return? Definitely Likely Undecided  
Unlikely Will not return

21. If/when you returned is there anything that you would do differently given your experience this visit?

22. Overall are you satisfied with your experience of the Islands? Yes  
No

23. Rate the following aspects of your holiday, whether you are very satisfied, satisfied, unsatisfied or very unsatisfied.

Aspect	Very satisfied	Satisfied	Unsatisfied	Very unsatisfied
Transport				
Accommodation				
Food and drink				
Activities/entertainment				
Atmosphere				
Value for money				

## Section Four: Demographics

24. Is the respondent Male or Female? Male Female

25. Which age category do you belong to? 20-29 30-39 40-49 50-59 60-69  
70-79 80+

26. What is your occupation?

27. What is your nationality?

28. What is your postcode/ town name?

Anything the respondent wishes to add:
--

## Appendix B2: Pilot questionnaire version two



### Section One: Behaviour and Motivation

1. How long are you staying in the islands for?

2. Which island are you staying on?

St Marys      St Agnes      Bryher      Tresco      St Martins  
Other

3. Which type of accommodation are you staying in?

Self-catering      B&B      Hotel      Camping      Friends/Family  
Other

4. How did you travel to the islands?

Scillonian      Skybus- Lands' End      Skybus- Newquay      Skybus- Exeter  
Other

5. Have you visited the islands before?      Yes      No

6. If so, how many times have you visited, (can you remember which year you first visited)?

7. Who are you on holiday with?      Partner      Family      Friends      Tour group      Alone

8. How large is the group you are traveling with?

9. Are there any particular activities/trips that you plan to participate in during your holiday?

10. Please rate the importance of the following factors in motivating your holiday to the Isles of Scilly as very important, important or not important.

	Very important	Important	Not important
Rest and Relax			
Get away/escape			
Family togetherness			
Scenery/Landscape			
Quality of sea and beaches			
Wildlife and nature			

11. Did anything else motivate your trip?

## Section Two: Destination image

12. When you think of the Isles of Scilly what three images come to mind?
  
  
  
  
  
  
  
  
  
  
13. Describe a typical day for you on the Isles of Scilly?
  
  
  
  
  
  
  
  
  
  
14. What do you feel is unique about the Isles of Scilly to differentiate it from other places you have visited?
  
  
  
  
  
  
  
  
  
  
15. Is this what is most attractive to you? Yes                      No
  
  
  
  
  
  
  
  
  
  
16. If this is your first visit, are the islands what you expected? (if not how do they differ?)
  
  
  
  
  
  
  
  
  
  
17. If you have visited before, has your perception of the islands changed? (if yes how so?)
  
  
  
  
  
  
  
  
  
  
18. Look at this image, what does it make you think of?

Image 1	
Image 2	
Image 3	
Image 4	
Image 5	
Image 6	



## Section Four: Demographics

23. Is the respondent Male or Female?                      Male                      Female
24. Which age category do you belong to?    20-29    30-39    40-49    50-59    60-69    70-79  
80+
25. What is your occupation?
26. What is your nationality?
27. What is your postcode/ town name?

Anything the respondent wishes to add:

## Appendix C: Questionnaire final version



### Section One: Behaviour and Motivation

1. How did you first hear about the islands?

2. How long are you staying in the islands for?

3. Which type of accommodation are you staying in?

Self-catering    B&B    Hotel    Camping    Friends/Family  
Other

4. How did you travel to the islands?

Scillonian    Skybus- Lands' End    Skybus- Newquay    Skybus- Exeter  
Other

5. Have you visited the islands before?    Yes    No

6. If so, how many times have you visited, (can you remember which year you first visited)?

--	--

7. Who are you on holiday with?    Partner    Family    Friends    Tour group    Alone

8. How large is the group you are traveling with?

9. Please rate the importance of the following factors in motivating your holiday to the Isles of Scilly as very important, important or not important.

	Very important	Important	Not important
Rest and Relax			
Get away/escape			
Family togetherness			
Scenery/Landscape			
Sea and beaches			
Wildlife and nature			

10. Did anything else motivate your trip?

11. Are there any particular activities/trips that you plan to participate in during your holiday?

## Section Two: Destination image

12. Using the scale provided (separate) please rate how well you feel Scilly performs in the following areas.

<b>Natural resources</b>	<b>Excellent</b>	<b>Good</b>	<b>Satisfactory</b>	<b>Poor</b>
Beautiful scenery and landscape				
Quality of beaches and seawater				
Climate				
Variety and uniqueness of flora and fauna				
Unspoiled/ unpolluted environment				
<b>Leisure, recreation and attractions and Infrastructure for tourism</b>	<b>Excellent</b>	<b>Good</b>	<b>Satisfactory</b>	<b>Poor</b>
Excursions/ trips/ outdoor activities				
Places of cultural/ historical interest including art galleries				
Access to the destination including transport				
Food and Drink				
Atmosphere				
Accommodation				
<b>Destination</b>	<b>Excellent</b>	<b>Good</b>	<b>Satisfactory</b>	<b>Poor</b>
Value for money				
Safety				
Relaxation, peace and tranquillity				
Friendly/ hospitable locals				

13. Do you see Scilly as a fashionable destination? Yes No  
Tresco
14. When you think of the Isles of Scilly what images come to mind?
15. Describe a typical day for you on the Isles of Scilly?
16. What do you feel is unique about the Isles of Scilly to differentiate it from other places you have visited?
17. If this is your first visit, are the islands what you expected? (if not how do they differ?).
18. If you have visited before, has your perception of the islands changed? (if yes how so?)





## Appendix D: Interview schedule

Exploring the relationship between memory nostalgia and place image: Interview schedule

Topic	Questions and prompts	Notes
<b>History of visits to the islands</b>	<ul style="list-style-type: none"> <li>• How did you first come to Scilly?</li> <li>• How many times have you visited?</li> <li>• Have your holidays to Scilly differed in this time, how so?</li> <li>• Have you always travelled with family/friends/partner etc.</li> </ul>	
<b>Intangible feelings towards the islands</b>	<ul style="list-style-type: none"> <li>• What is it that draws you back to Scilly?</li> <li>• What differentiates the islands from other places that you have visited?</li> <li>• What has made you choose Scilly over other destinations?</li> <li>• How do you feel when you arrive on the islands?</li> </ul>	
<b>Memories, nostalgia and associations</b>  If they have photographs- ask them to talk about them here	<ul style="list-style-type: none"> <li>• Are there particular places on the islands that are special to you?</li> <li>• Have you got any memories of Scilly that stand out to you and that you wish to share?</li> <li>• What do these images make you think of?</li> </ul>	
<b>Experiences</b>	<ul style="list-style-type: none"> <li>• What is a typical day for you when you are here?</li> <li>• Best experiences, worst experiences and most unique experiences?</li> </ul>	
<b>Image</b>	<ul style="list-style-type: none"> <li>• When you think about the islands are there particular images that come to mind?</li> <li>• Have your perceptions of the islands changed over the time you have been coming?</li> <li>• Has this affected what you do on holiday?</li> </ul>	
<b>Conclude interview</b>	<ul style="list-style-type: none"> <li>• Give respondent opportunity to add anything else that they haven't mentioned</li> </ul>	

## Appendix E: Pre pilot interview schedule

Repeat visitor	First Time visitor
<ul style="list-style-type: none"> <li>• <b>Is this your first visit to the Isles of Scilly?</b></li> </ul>	
<p><i>Prompt to find out about past visits</i></p> <p><i>Where are they staying?</i></p> <p><i>How long are they staying for?</i></p> <p><i>When did they arrive?</i></p> <p><i>How did they travel here?</i></p> <p><i>Is this how they have always travelled to Scilly?</i></p> <p><i>Did they enjoy the trip here?</i></p> <p><i>Why did they choose Scilly as a holiday destination?</i></p> <p><i>What was their main motivation for taking a holiday here?</i></p>	<p><i>Where are they staying?</i></p> <p><i>How long are they staying for?</i></p> <p><i>When did they arrive?</i></p> <p><i>How did they travel here?</i></p> <p><i>Did they enjoy the trip here?</i></p> <p><i>Why did they choose Scilly as a holiday destination?</i></p> <p><i>What was their main motivation for taking a holiday here?</i></p>
<ul style="list-style-type: none"> <li>• <b>What does Scilly mean to you?</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>What do you think of the islands so far?</b></li> </ul>

<i>Prompt to get affective evaluations What feelings do the islands evoke?</i>	<i>Prompt to get effective evaluations Will they return? Why/why not? What feelings do the islands evoke?</i>
<ul style="list-style-type: none"> <li><b>What activities have you participated in so far, during your stay</b></li> </ul>	
<i>What else do they plan to do whilst they are here?</i>	
<ul style="list-style-type: none"> <li><b>When you think of the Isles of Scilly, what images do you think of?</b></li> </ul>	
<i>Prompt – get them to expand. What is the most influential/ important image? Having visited before do you feel your perception of Scilly has changed between visits or after your visit? if yes- how so?</i>	<i>Prompt – get them to expand. What is the most influential/ important image?</i>
<ul style="list-style-type: none"> <li><b>How did you first find out about Scilly?</b></li> </ul>	
<i>Prompt to find out where their organic and induced images originate. Have they heard of any books/films/to etc. about the Isles of Scilly</i>	
<ul style="list-style-type: none"> <li><b>Do you feel that the promotional images used to capture Scilly are relevant to you and your motivations for holidaying here?</b></li> </ul>	
<i>Prompt them to expand? If not what images do, they think should be used?</i>	
<ul style="list-style-type: none"> <li><b>Do you think that the islands are accessible enough?</b></li> </ul>	
<i>Prompt to expand What are their feelings about the separateness of islands?</i>	

## Appendix F: Pilot interview schedule

Exploring the relationship between memory nostalgia and place image: Pilot Interview schedule

### **History of visits to the islands**

How did you first end up coming to Scilly? How many times have you visited? Have your holidays to Scilly changed, how so? Have you always travelled with family/friends/partner etc.?

### **Intangible feelings towards the islands**

What is it that draws you back to Scilly? What differentiates the islands from other places that you have visited? What has made you choose Scilly over other destinations? How do you feel when you arrive on the islands?

### **Memories, nostalgia and associations**

Are there particular places on the islands that are special to you? Have you got any memories of Scilly that stand out to you and that you wish to share? What do these images make you think of?

### **VEP**

Can you talk me through the photographs you want to share?

### **Experiences**

What is a typical day for you when you are here? Best experiences, worst experiences and most unique experiences?

### **Image**

When you think about the islands are there particular images that come to mind? Have your perceptions of the islands changed over the time you have been coming? Has this affected what you do on holiday?

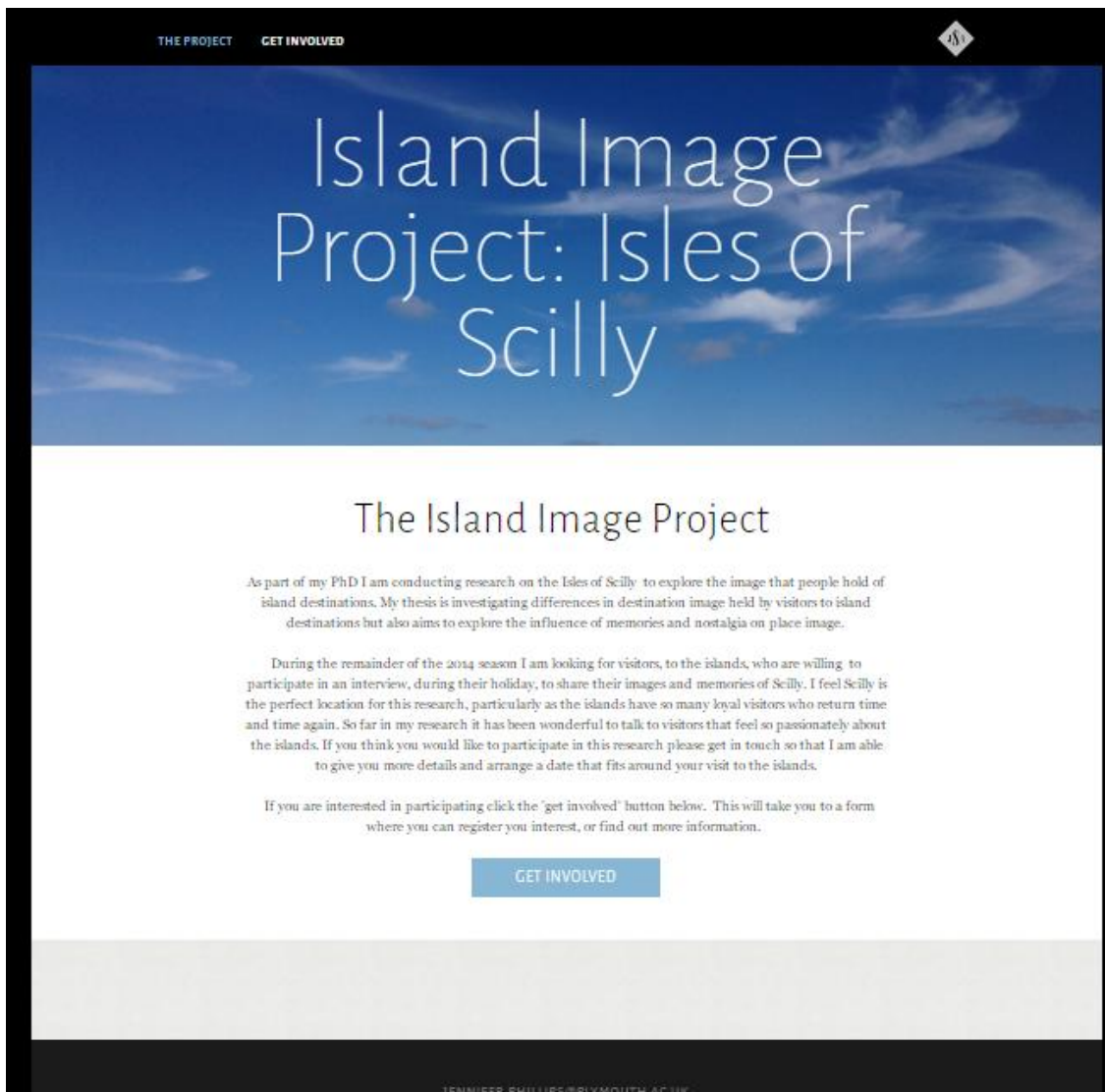
## Appendix G: Radio interview to promote research

Radio Scilly Interview 31<sup>st</sup> July 2014

<https://soundcloud.com/kerijonesradio/jennifer-phillips-talks-to-radio-scilly-about-her-visitor-survey>

## Appendix H: Information and contact page for interview participants.

<http://islandimageproject.yolasite.com>



THE PROJECT GET INVOLVED

# Island Image Project: Isles of Scilly

## The Island Image Project

As part of my PhD I am conducting research on the Isles of Scilly to explore the image that people hold of island destinations. My thesis is investigating differences in destination image held by visitors to island destinations but also aims to explore the influence of memories and nostalgia on place image.

During the remainder of the 2014 season I am looking for visitors, to the islands, who are willing to participate in an interview, during their holiday, to share their images and memories of Scilly. I feel Scilly is the perfect location for this research, particularly as the islands have so many loyal visitors who return time and time again. So far in my research it has been wonderful to talk to visitors that feel so passionately about the islands. If you think you would like to participate in this research please get in touch so that I am able to give you more details and arrange a date that fits around your visit to the islands.

If you are interested in participating click the 'get involved' button below. This will take you to a form where you can register your interest, or find out more information.

GET INVOLVED

JENNIFER.PHILLIPS@PLYMOUTH.AC.UK

## Appendix I: Radio Scilly web coverage

<http://www.radioscilly.com/features-radio-scilly/tourism-show/researcher-identifying-interesting-trends-among-scillys-visitors/>

The screenshot shows the Radio Scilly website interface. At the top is a navigation menu with links for Home, Features, Community, Leisure, Wildlife, Gallery, Advertising, Listen & Watch Live, and Scilly Lottery. There are also social media icons for Facebook and Twitter. The main article is titled "Researcher Identifying Interesting Trends Among Scillys Visitors" and is dated Thursday, July 31st, 2014. The article text describes Jennifer Phillips' research on Scilly island visitors. A photo of Jennifer Phillips is included. To the right of the article is a "FLICKR PHOTO STREAM" with a grid of nine small images. Below the article text is a "From Radio Scilly" section with a play button icon and the text "Jennifer talks to Radio Scilly about her research..." and "Keri Jones - Jennifer Ph... SOUNDCLLOUD".

Home Features Community Leisure Wildlife Gallery Advertising Listen & Watch Live Scilly Lottery Follow us:

### Researcher Identifying Interesting Trends Among Scillys Visitors

Posted by Andy Features, Lead Stories, Radio Scilly Listen Again, Tourism, Tourism Show Thursday, July 31st, 2014

An islander is undertaking a detailed survey of visitors' impressions of Scilly.

By the end of summer, Jennifer Phillips will have spoken to around 600 tourists onboard inter-island tripper boats for her Plymouth University PhD course.

She'll then compare the Scilly data with other islands, possibly the Channel Islands.

Jennifer says some interesting trends are emerging.

Tourists she's spoken to don't seem to find travel here too onerous and new visitors don't complain about traffic. Instead, they've praised our litter-free streets and clean accommodation.

And locals' concerns about occasional late night noise haven't been raised at all.

Visitors have told Jennifer that they notice the sense of community here and how businesses like the Steamship Company and freight carriers work together to offer a seamless experience.

And she's been surprised that most respondents, even those coming from more distant parts of the UK, feel that it's quite easy to get here.

Few people have learned about Scilly on the internet, but TV coverage is an important promotional tool, with a number of Dutch tourists discovering Scilly from recent programmes.

Jennifer is now keen to learn how the experiences of regular visitors have changed as their families have grown up.

She says newer visitors feel Scilly is very tranquil compared to the mainland, while regulars seem to notice things like the increase in traffic.

Jennifer is focussing on perceptions of Scilly and her survey has revealed that many visitors who haven't extensively researched the destination, or seen TV programmes featuring the islands, are delighted by what they've discovered.

And she hasn't found a single respondent who has been dissatisfied with what they've found.

Jennifer wants to hold longer 30 to 60 minute extended interviews with tourists as part of her research.

All participants need to have visited the islands previously and be visiting again in August, September or October, as this is when the interviews will be taking place.

You can contact Jennifer through her website.

**From Radio Scilly**  
Jennifer talks to Radio Scilly about her research...  
Keri Jones - Jennifer Ph...

**FLICKR PHOTO STREAM**

## Appendix J: Extension of Table 7.3 coding of DMO material

Extension of Table 7.3 coding of DMO material			
Rank	Theme	Number of coding references	Number of items coded
1	Nodes\\Things to do	133	29
2	Nodes\\Islands and place	84	22
3	Nodes\\Characteristics of the Isles of Scilly	67	23
4	Nodes\\Landscape and Seascape	53	18
5	Nodes\\History	48	18
6	Nodes\\Things to do\\Wildlife, Flora and Fauna	37	16
7	Nodes\\Travel	26	9
8	Nodes\\Islands and place\\St Marys	25	11
9=	Nodes\\History\\Historical or Archaeological sites	21	11
9=	Nodes\\Things to do\\Walking	21	12
11	Nodes\\Landscape and Seascape\\Beaches	20	8
12=	Nodes\\Community	19	12
12=	Nodes\\Food and Drink	19	12
12=	Nodes\\Tourism Industry	19	14
15=	Nodes\\Characteristics of the Isles of Scilly\\Natural beauty and environmental quality	18	12
15=	Nodes\\Things to do\\Trips	18	7
17=	Nodes\\History\\Maritime history and sites	17	12
17=	Nodes\\Islands and place\\Named Places	17	8
17=	Nodes\\Landscape and Seascape\\Wildlife, Flora and Fauna	17	10
17=	Nodes\\Local Art, Craft and Culture	17	8
17=	Nodes\\Things to do\\Explore and Adventure	17	14
22=	Nodes\\Characteristics of the Isles of Scilly\\Climate	16	7
22=	Nodes\\Characteristics of the Isles of Scilly\\Quiet, relaxing, escape	16	11
22=	Nodes\\Things to do\\Land Based Activities	16	9
22=	Nodes\\Things to do\\Water Sports	16	10
22=	Nodes\\Travel\\Travel by inter island boat	16	8
27=	Nodes\\Evaluation	15	10
27=	Nodes\\Things to do\\Beaches as activity	15	7
29=	Nodes\\Community\\Island life	14	8
29=	Nodes\\Food and Drink\\Local produce	14	10
31	Nodes\\Things to do\\Events	13	6
32=	Nodes\\Evaluation\\Positive evaluation	12	9
32=	Nodes\\Islands and place\\Difference between the islands	12	6
32=	Nodes\\Islands and place\\Named Places\\Tresco Abbey Gardens	12	4
32=	Nodes\\Islands and place\\Tresco	12	7
32=	Nodes\\Landscape and Seascape\\Rugged landscape	12	7
37	Nodes\\Islands and place\\St Agnes	11	3
38=	Nodes\\Characteristics of the Isles of Scilly\\Unspoilt paradise	10	7
38=	Nodes\\Islands and place\\Bryher	10	3
38=	Nodes\\Islands and place\\Uninhabited Islands	10	6
41=	Nodes\\History\\Heritage	9	5
41=	Nodes\\Islands and place\\St Martins	9	5
43=	Nodes\\Characteristics of the Isles of Scilly\\Distance from the mainland	8	7
43=	Nodes\\Characteristics of the Isles of Scilly\\Small Scale	8	6



43=	Nodes\\History\Gig rowing	8	6
43=	Nodes\\Industries	8	6
47=	Nodes\\Food and Drink\Cafes	7	7
47=	Nodes\\Local Art, Craft and Culture\Fine Art	7	5
47=	Nodes\\Things to do\Beachcombing	7	6
47=	Nodes\\Things to do\Guided walks	7	5
51=	Nodes\\Characteristics of the Isles of Scilly\Climate\Weather dependent	6	1
51=	Nodes\\Food and Drink\Local produce\Local seafood	6	5
51=	Nodes\\Tourism Industry\Unique Holidays	6	6
54=	Nodes\\Accommodation	5	4
54=	Nodes\\Characteristics of the Isles of Scilly\Charm, back in time, simple pleasures	5	4
54=	Nodes\\Industries\Flower farming	5	5
54=	Nodes\\Landscape and Seascape\Blue sea	5	4
54=	Nodes\\Local Art, Craft and Culture\Crafts	5	3
54=	Nodes\\Things to do\Events\Walk Scilly	5	4
54=	Nodes\\Things to do\Gig Racing	5	5
54=	Nodes\\Travel\Scillonian	5	3
62=	Nodes\\Food and Drink\Pubs	4	4
62=	Nodes\\Food and Drink\Restaurants	4	3
62=	Nodes\\Landscape and Seascape\Islands as inspiring	4	1
62=	Nodes\\Things to do\Events\Gig championships	4	3
62=	Nodes\\Things to do\Events\Tresco and Bryher Food Festival	4	3
62=	Nodes\\Things to do\Participation in painting photography or crafts	4	4
62=	Nodes\\Travel\Skybus	4	3
69=	Nodes\\Accommodation\Hotel	3	3
69=	Nodes\\Characteristics of the Isles of Scilly\Atmosphere	3	2
69=	Nodes\\Characteristics of the Isles of Scilly\Climate\Temperature	3	3
69=	Nodes\\Evaluation\Feelings towards the islands	3	2
69=	Nodes\\Food and Drink\Local produce\Vegetables	3	3
69=	Nodes\\History\Myth	3	3
69=	Nodes\\Industries\Farming	3	2
69=	Nodes\\Industries\Fishing	3	2
69=	Nodes\\Islands and place\Named Places\Harbour	3	2
69=	Nodes\\Landscape and Seascape\Sunset	3	2
69=	Nodes\\Tourism Industry\Family Holidays	3	2
69=	Nodes\\Tourism Industry\Repeat Visitation	3	3
69=	Nodes\\Tourism Industry\Wedding Destination	3	1
82=	Nodes\\Characteristics of the Isles of Scilly\Distance between the islands	2	1
82=	Nodes\\Characteristics of the Isles of Scilly\Exclusive	2	1
82=	Nodes\\Characteristics of the Isles of Scilly\Friendly	2	2
82=	Nodes\\Characteristics of the Isles of Scilly\Safety and lack of traffic	2	2
82=	Nodes\\Community\Island life\Local business and enterprise	2	2
82=	Nodes\\Community\Local Names	2	2
82=	Nodes\\Food and Drink\Local produce\Ales of Scilly	2	2
82=	Nodes\\Food and Drink\Local produce\Livestock	2	2
82=	Nodes\\Food and Drink\Local produce\Local wine and vineyards	2	2

82=	Nodes\\Food and Drink\Local produce\Troy town dairy	2	2
82=	Nodes\\Islands and place\Named Places\Hugh Town	2	2
82=	Nodes\\Islands and place\Named Places\Vineyards	2	2
82=	Nodes\\Landscape and Seascape\Colour and light	2	2
82=	Nodes\\Things to do\Events\Art Scilly	2	1
82=	Nodes\\Things to do\Events\Folk Festival	2	2
82=	Nodes\\Tourism Industry\Dog friendly	2	2
98=	Nodes\\Accommodation\Camping	1	1
98=	Nodes\\Characteristics of the Isles of Scilly\Climate\Bad weather	1	1
98=	Nodes\\Food and Drink\Hotel dining	1	1
98=	Nodes\\Food and Drink\Local produce\Fudge	1	1
98=	Nodes\\Local Art, Craft and Culture\Music	1	1
98=	Nodes\\Things to do\Events\Scilly sea swim	1	1

## Appendix K: Extension of Table 7.4 coding of blog material

Extension of Table 7.4 coding of Blog material			
Rank	Theme	Number of coding references	Number of items coded
1	Nodes\\Islands and place	214	27
2	Nodes\\Landscape and Seascape	200	24
3	Nodes\\Things to do	190	26
4	Nodes\\Characteristics of the Isles of Scilly	139	25
5	Nodes\\Things to do\\Wildlife, Flora and Fauna	126	19
6	Nodes\\Evaluation	97	25
7	Nodes\\Travel	84	19
8	Nodes\\Islands and place\\Named Places	78	17
9	Nodes\\Food and Drink	74	14
10	Nodes\\Evaluation\\Positive evaluation	71	22
11	Nodes\\Islands and place\\St Marys	64	14
12	Nodes\\Landscape and Seascape\\Beaches	52	18
13	Nodes\\Islands and place\\Tresco	51	19
14	Nodes\\Accommodation	46	13
15	Nodes\\Landscape and Seascape\\Blue sea	44	18
16	Nodes\\Tourism Industry	41	23
17	Nodes\\Landscape and Seascape\\Wildlife, Flora and Fauna	40	14
18	Nodes\\Characteristics of the Isles of Scilly\\Climate	38	19
19	Nodes\\Characteristics of the Isles of Scilly\\Natural beauty and environmental quality	36	14
20	Nodes\\Travel\\Skybus	33	6
21=	Nodes\\Food and Drink\\Restaurants	32	5
21=	Nodes\\History	32	7
21=	Nodes\\Landscape and Seascape\\Boats	32	15
24=	Nodes\\Community	29	14
24=	Nodes\\Islands and place\\Named Places\\Tresco Abbey Gardens	29	10
26	Nodes\\Accommodation\\Hotel	28	7
27	Nodes\\Islands and place\\Named Places\\Harbour	25	10
28=	Nodes\\Evaluation\\Feelings towards the islands	24	13
28=	Nodes\\Things to do\\Trips	24	8
30=	Nodes\\Characteristics of the Isles of Scilly\\Quiet, relaxing, escape	23	13
30=	Nodes\\Islands and place\\Bryher	23	7
32=	Nodes\\Characteristics of the Isles of Scilly\\Small Scale	21	9
32=	Nodes\\Travel\\Scillonian	21	9
34	Nodes\\Things to do\\Walking	19	12
35	Nodes\\Characteristics of the Isles of Scilly\\Distance from the mainland	18	11
36=	Nodes\\Food and Drink\\Local produce	16	7
36=	Nodes\\Local Art, Craft and Culture	16	6
36=	Nodes\\Things to do\\Fishing (2)	16	1
39=	Nodes\\History\\Maritime history and sites	15	3
39=	Nodes\\Islands and place\\Named Places\\Hugh Town	15	4
39=	Nodes\\Travel\\Travel by inter island boat	15	9
42=	Nodes\\Characteristics of the Isles of Scilly\\Climate\\Sun	14	12
42=	Nodes\\Community\\Local Names	14	9
42=	Nodes\\Tourism Industry\\Repeat Visitation	14	12
42=	Nodes\\Tourism Industry\\Unique Holidays	14	8
46	Nodes\\Characteristics of the Isles of Scilly\\Atmosphere	13	7

47=	Nodes\\Characteristics of the Isles of Scilly\\Climate\\Windy weather	11	8
47=	Nodes\\Food and Drink\\Cafes	11	8
47=	Nodes\\Islands and place\\Difference between the islands	11	7
47=	Nodes\\Islands and place\\St Agnes	11	5
47=	Nodes\\Local Art, Craft and Culture\\Fine Art	11	3
47=	Nodes\\Things to do\\Explore and Adventure	11	8
53=	Nodes\\Characteristics of the Isles of Scilly\\Climate\\Bad weather	10	6
53=	Nodes\\Food and Drink\\Hotel dining	10	3
53=	Nodes\\Islands and place\\St Martins	10	6
53=	Nodes\\Things to do\\Participation in painting photography or crafts	10	4
53=	Nodes\\Travel\\Yachting	10	2
58=	Nodes\\Community\\Island life	9	5
58=	Nodes\\Landscape and Seascape\\Rugged landscape	9	5
60=	Nodes\\Characteristics of the Isles of Scilly\\Climate\\Temperature	8	8
60=	Nodes\\Characteristics of the Isles of Scilly\\Distance between the islands	8	6
60=	Nodes\\Evaluation\\Expectations	8	7
60=	Nodes\\Food and Drink\\Local produce\\Local seafood	8	4
60=	Nodes\\Food and Drink\\Pubs	8	5
65=	Nodes\\Characteristics of the Isles of Scilly\\Exclusive	7	4
65=	Nodes\\Characteristics of the Isles of Scilly\\Friendly	7	5
65=	Nodes\\Characteristics of the Isles of Scilly\\Safety and lack of traffic	7	7
65=	Nodes\\Evaluation\\Existing perceptions of Scilly	7	5
65=	Nodes\\Landscape and Seascape\\Sunset	7	4
65=	Nodes\\Things to do\\Water Sports	7	6
71=	Nodes\\Characteristics of the Isles of Scilly\\Unspoilt paradise	6	5
71=	Nodes\\Things to do\\Beaches as activity	6	6
71=	Nodes\\Tourism Industry\\Family Holidays	6	5
74=	Nodes\\Accommodation\\Camping	5	3
74=	Nodes\\Accommodation\\Self catering	5	4
74=	Nodes\\Food and Drink\\Local produce\\Vegetables	5	2
74=	Nodes\\History\\Historical or Archaeological sites	5	5
74=	Nodes\\Landscape and Seascape\\Gardens	5	3
74=	Nodes\\Landscape and Seascape\\Landscape with human subject	5	4
80=	Nodes\\Accommodation\\Bed and Breakfast	4	2
80=	Nodes\\Characteristics of the Isles of Scilly\\Charm, back in time, simple pleasures	4	4
80=	Nodes\\Industries	4	2
80=	Nodes\\Islands and place\\Uninhabited Islands	4	3
80=	Nodes\\Things to do\\Land Based Activities	4	4
85=	Nodes\\Industries\\Flower farming	3	1
85=	Nodes\\Islands and place\\Named Places\\Churches	3	3
85=	Nodes\\Local Art, Craft and Culture\\Crafts	3	3
88=	Nodes\\Characteristics of the Isles of Scilly\\Climate\\Weather dependent	2	2
88=	Nodes\\Food and Drink\\Local produce\\Livestock	2	2
88=	Nodes\\History\\Gig rowing	2	1
88=	Nodes\\Industries\\Farming	2	2
88=	Nodes\\Islands and place\\Named Places\\Harold	2	1

	Wilson's house		
88=	Nodes\\Landscape and Seascape\Islands as inspiring	2	1
88=	Nodes\\Things to do\Beachcombing	2	2
88=	Nodes\\Things to do\Events	2	2
88=	Nodes\\Tourism Industry\Wedding Destination	2	2
97=	Nodes\\Community\Island life\Local business and enterprise	1	1
97=	Nodes\\Food and Drink\Local produce\Fudge	1	1
97=	Nodes\\Food and Drink\Local produce\Troy town dairy	1	1
97=	Nodes\\Landscape and Seascape\Colour and light	1	1
97=	Nodes\\Things to do\Events\Tresco and Bryher Food Festival	1	1
97=	Nodes\\Things to do\Gig Racing	1	1

Appendix L: Results of Tukey's post-hoc test

Tukey HSD Multiple Comparisons							
Dependent Variable	(I) 7 cluster solution	(J) 7 cluster solution	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Factor 1	2	3	.16023	.11215	.709	-.1606	.4811
		4	-.45711*	.15002	.029	-.8863	-.0279
		5	-1.87289*	.12310	.000	-2.2251	-1.5207
		6	.38519*	.09461	.001	.1145	.6559
		7	.18920	.10233	.435	-.1036	.4820
	3	2	-.16023	.11215	.709	-.4811	.1606
		4	-.61734*	.15272	.001	-1.0543	-.1804
		5	-2.03312*	.12637	.000	-2.3947	-1.6716
		6	.22496	.09883	.206	-.0578	.5077
		7	.02897	.10625	1.000	-.2750	.3330
	4	2	.45711*	.15002	.029	.0279	.8863
		3	.61734*	.15272	.001	.1804	1.0543
		5	-1.41578*	.16093	.000	-1.8762	-.9553
		6	.84230*	.14035	.000	.4408	1.2438
		7	.64631*	.14567	.000	.2295	1.0631
	5	2	1.87289*	.12310	.000	1.5207	2.2251
		3	2.03312*	.12637	.000	1.6716	2.3947
		4	1.41578*	.16093	.000	.9553	1.8762
		6	2.25808*	.11110	.000	1.9402	2.5760
		7	2.06209*	.11775	.000	1.7252	2.3990
	6	2	-.38519*	.09461	.001	-.6559	-.1145
		3	-.22496	.09883	.206	-.5077	.0578
		4	-.84230*	.14035	.000	-1.2438	-.4408
		5	-2.25808*	.11110	.000	-2.5760	-1.9402
		7	-.19600	.08754	.222	-.4465	.0545
	7	2	-.18920	.10233	.435	-.4820	.1036
		3	-.02897	.10625	1.000	-.3330	.2750
		4	-.64631*	.14567	.000	-1.0631	-.2295
5		-2.06209*	.11775	.000	-2.3990	-1.7252	
6		.19600	.08754	.222	-.0545	.4465	
Factor 2	2	3	.11213	.12338	.944	-.2409	.4651
		4	-4.29352*	.16505	.000	-4.7657	-3.8213
		5	-1.36116*	.13542	.000	-1.7486	-.9737
		6	.82135*	.10409	.000	.5236	1.1191
		7	-1.38351*	.11258	.000	-1.7056	-1.0614
	3	2	-.11213	.12338	.944	-.4651	.2409
		4	-4.40565*	.16802	.000	-4.8863	-3.9250
		5	-1.47329*	.13903	.000	-1.8710	-1.0755
		6	.70922*	.10873	.000	.3981	1.0203
		7	-1.49563*	.11689	.000	-1.8301	-1.1612
	4	2	4.29352*	.16505	.000	3.8213	4.7657
		3	4.40565*	.16802	.000	3.9250	4.8863
		5	2.93236*	.17705	.000	2.4258	3.4389
		6	5.11487*	.15441	.000	4.6731	5.5566
		7	2.91002*	.16026	.000	2.4515	3.3685
	5	2	1.36116*	.13542	.000	.9737	1.7486
		3	1.47329*	.13903	.000	1.0755	1.8710
		4	-2.93236*	.17705	.000	-3.4389	-2.4258
		6	2.18251*	.12223	.000	1.8328	2.5322
		7	-.02234	.12954	1.000	-.3930	.3483
	6	2	-.82135*	.10409	.000	-1.1191	-.5236
		3	-.70922*	.10873	.000	-1.0203	-.3981
		4	-5.11487*	.15441	.000	-5.5566	-4.6731
		5	-2.18251*	.12223	.000	-2.5322	-1.8328
		7	-2.20485*	.09631	.000	-2.4804	-1.9293

	7	2	1.38351*	.11258	.000	1.0614	1.7056
		3	1.49563*	.11689	.000	1.1612	1.8301
		4	-2.91002*	.16026	.000	-3.3685	-2.4515
		5	.02234	.12954	1.000	-.3483	.3930
		6	2.20485*	.09631	.000	1.9293	2.4804
Factor 3	2	3	-1.55352*	.12092	.000	-1.8995	-1.2076
		4	-.77670*	.16175	.000	-1.2395	-.3139
		5	-.45310*	.13272	.009	-.8328	-.0734
		6	.53123*	.10201	.000	.2394	.8231
		7	.18060	.11034	.574	-.1351	.4963
	3	2	1.55352*	.12092	.000	1.2076	1.8995
		4	.77682*	.16466	.000	.3057	1.2479
		5	1.10043*	.13625	.000	.7106	1.4902
		6	2.08475*	.10656	.000	1.7799	2.3896
		7	1.73413*	.11456	.000	1.4064	2.0619
	4	2	.77670*	.16175	.000	.3139	1.2395
		3	-.77682*	.16466	.000	-1.2479	-.3057
		5	.32361	.17352	.425	-.1728	.8200
		6	1.30793*	.15132	.000	.8750	1.7409
		7	.95731*	.15706	.000	.5080	1.4067
	5	2	.45310*	.13272	.009	.0734	.8328
		3	-1.10043*	.13625	.000	-1.4902	-.7106
		4	-.32361	.17352	.425	-.8200	.1728
		6	.98432*	.11979	.000	.6416	1.3270
		7	.63370*	.12696	.000	.2705	.9969
	6	2	-.53123*	.10201	.000	-.8231	-.2394
		3	-2.08475*	.10656	.000	-2.3896	-1.7799
		4	-1.30793*	.15132	.000	-1.7409	-.8750
		5	-.98432*	.11979	.000	-1.3270	-.6416
		7	-.35062*	.09439	.003	-.6207	-.0806
	7	2	-.18060	.11034	.574	-.4963	.1351
		3	-1.73413*	.11456	.000	-2.0619	-1.4064
		4	-.95731*	.15706	.000	-1.4067	-.5080
5		-.63370*	.12696	.000	-.9969	-.2705	
6		.35062*	.09439	.003	.0806	.6207	
Factor 4	2	3	1.68022*	.12715	.000	1.3164	2.0440
		4	.71278*	.17009	.000	.2262	1.1994
		5	.46013*	.13956	.013	.0608	.8594
		6	2.29416*	.10727	.000	1.9873	2.6011
		7	1.75482*	.11602	.000	1.4229	2.0868
	3	2	-1.68022*	.12715	.000	-2.0440	-1.3164
		4	-.96743*	.17315	.000	-1.4628	-.4721
		5	-1.22009*	.14327	.000	-1.6300	-.8102
		6	.61394*	.11205	.000	.2934	.9345
		7	.07460	.12046	.990	-.2700	.4192
	4	2	-.71278*	.17009	.000	-1.1994	-.2262
		3	.96743*	.17315	.000	.4721	1.4628
		5	-.25265*	.18246	.736	-.7747	.2694
		6	1.58137*	.15912	.000	1.1261	2.0366
		7	1.04204*	.16515	.000	.5695	1.5145
	5	2	-.46013*	.13956	.013	-.8594	-.0608
		3	1.22009*	.14327	.000	.8102	1.6300
		4	.25265*	.18246	.736	-.2694	.7747
		6	1.83403*	.12596	.000	1.4736	2.1944
		7	1.29469*	.13350	.000	.9127	1.6766
	6	2	-2.29416*	.10727	.000	-2.6011	-1.9873
		3	-.61394*	.11205	.000	-.9345	-.2934
		4	-1.58137*	.15912	.000	-2.0366	-1.1261
		5	-1.83403*	.12596	.000	-2.1944	-1.4736
		7	-.53934*	.09925	.000	-.8233	-.2554
	7	2	-1.75482*	.11602	.000	-2.0868	-1.4229
		3	-.07460	.12046	.990	-.4192	.2700
		4	-1.04204*	.16515	.000	-1.5145	-.5695

		5	-1.29469*	.13350	.000	-1.6766	-.9127
		6	.53934*	.09925	.000	.2554	.8233
Factor 5	2	3	-.09756	.10290	.934	-.3920	.1968
		4	-.42515*	.13766	.026	-.8190	-.0313
		5	-1.11679*	.11295	.000	-1.4399	-.7936
		6	.18588	.08681	.268	-.0625	.4342
		7	-.15947	.09390	.534	-.4281	.1092
		2	.09756	.10290	.934	-.1968	.3920
	3	4	-.32759	.14013	.181	-.7285	.0733
		5	-1.01923*	.11595	.000	-1.3510	-.6875
		6	.28344*	.09069	.023	.0240	.5429
		7	-.06190	.09749	.988	-.3408	.2170
		2	.42515*	.13766	.026	.0313	.8190
	4	3	.32759	.14013	.181	-.0733	.7285
		5	-.69164*	.14767	.000	-1.1141	-.2692
		6	.61103*	.12878	.000	.2426	.9795
		7	.26568	.13366	.351	-.1167	.6481
		2	1.11679*	.11295	.000	.7936	1.4399
	5	3	1.01923*	.11595	.000	.6875	1.3510
		4	.69164*	.14767	.000	.2692	1.1141
		6	1.30267*	.10194	.000	1.0110	1.5943
		7	.95733*	.10804	.000	.6482	1.2664
		2	-.18588	.08681	.268	-.4342	.0625
6	3	-.28344*	.09069	.023	-.5429	-.0240	
	4	-.61103*	.12878	.000	-.9795	-.2426	
	5	-1.30267*	.10194	.000	-1.5943	-1.0110	
	7	-.34534*	.08032	.000	-.5752	-.1155	
	2	.15947	.09390	.534	-.1092	.4281	
7	3	.06190	.09749	.988	-.2170	.3408	
	4	-.26568	.13366	.351	-.6481	.1167	
	5	-.95733*	.10804	.000	-1.2664	-.6482	
	6	.34534*	.08032	.000	.1155	.5752	
	Factor 6	2	3	-.15413	.07345	.290	-.3643
4			-.33852*	.09826	.008	-.6196	-.0574
5			-.23640*	.08062	.041	-.4671	-.0057
6			.00785	.06197	1.000	-.1694	.1851
7			-.05215	.06702	.971	-.2439	.1396
3		2	.15413	.07345	.290	-.0560	.3643
		4	-.18439	.10003	.439	-.4706	.1018
		5	-.08226	.08277	.920	-.3191	.1545
		6	.16198	.06473	.125	-.0232	.3472
		7	.10198	.06959	.686	-.0971	.3011
4		2	.33852*	.09826	.008	.0574	.6196
		3	.18439	.10003	.439	-.1018	.4706
		5	.10212	.10540	.928	-.1994	.4037
		6	.34637*	.09192	.003	.0834	.6094
		7	.28637*	.09541	.033	.0134	.5593
5		2	.23640*	.08062	.041	.0057	.4671
		3	.08226	.08277	.920	-.1545	.3191
		4	-.10212	.10540	.928	-.4037	.1994
		6	.24424*	.07277	.011	.0361	.4524
		7	.18425	.07712	.162	-.0364	.4049
6		2	-.00785	.06197	1.000	-.1851	.1694
		3	-.16198	.06473	.125	-.3472	.0232
		4	-.34637*	.09192	.003	-.6094	-.0834
		5	-.24424*	.07277	.011	-.4524	-.0361
		7	-.05999	.05734	.902	-.2240	.1040
7		2	.05215	.06702	.971	-.1396	.2439
		3	-.10198	.06959	.686	-.3011	.0971
		4	-.28637*	.09541	.033	-.5593	-.0134
	5	-.18425	.07712	.162	-.4049	.0364	
	6	.05999	.05734	.902	-.1040	.2240	

\*. The mean difference is significant at the 0.05 level.



## Appendix M: Crosstabulation of clusters and application of Chi-Square

Demographic characteristics:

Crosstab 1: Gender * Clusters								
		7 cluster solution						Total
		2	3	4	5	6	7	
Gender	Male	37	38	12	30	72	51	240
	Female	45	34	17	22	85	54	257
Total		82	72	29	52	157	105	497

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.681 <sup>a</sup>	5	.596
Likelihood Ratio	3.688	5	.595
Linear-by-Linear Association	.000	1	.996
N of Valid Cases	497		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 14.00.

Crosstab 2: Age* Clusters								
		7 cluster solution						Total
		2	3	4	5	6	7	
Age	20-29	3	1	1	0	12	8	25
	30-39	29	25	15	16	51	32	168
	50-59	37	33	10	28	78	50	236
	70-79	13	13	3	8	16	15	68
Total		82	72	29	52	157	105	497

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.729 <sup>a</sup>	15	.335
Likelihood Ratio	19.445	15	.194
Linear-by-Linear Association	.656	1	.418
N of Valid Cases	497		

a. 5 cells (20.8%) have expected count less than 5. The minimum expected count is 1.46.

Crosstab 3: Occupation * Clusters								
		7 cluster solution						Total
		2	3	4	5	6	7	
Occupation	Professional occupations	19	10	5	4	20	17	75
	Managerial and Technical occupations	19	14	8	16	27	26	110
	Skilled occupations - Non-manual	9	4	5	3	25	11	57
	Skilled occupations - Manual	3	5	0	2	8	3	21
	Partly skilled occupations	2	3	2	2	5	2	16
	Unskilled occupations	0	0	0	0	1	0	1
	Retired	26	31	6	24	61	43	191
	Housewife	1	3	2	1	4	0	11
	Student	1	1	1	0	3	1	7
	Self-employed (no other information)	1	1	0	0	1	1	4
	Unemployed	1	0	0	0	2	1	4
Total		82	72	29	52	157	105	497

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	42.497 <sup>a</sup>	50	.765
Likelihood Ratio	47.559	50	.572
Linear-by-Linear Association	.797	1	.372
N of Valid Cases	497		

a. 42 cells (63.6%) have expected count less than 5. The minimum expected count is .06.

Crosstab 4: Region * Clusters									
		7 cluster solution						Total	
		2	3	4	5	6	7		
Region	South West	23	27	15	14	72	52	203	
	South East	22	12	3	16	25	12	90	
	London	4	5	3	3	13	9	37	
	Wales	2	2	0	1	6	3	14	
	West Midlands	5	9	0	7	13	2	36	
	East Midlands/East	13	5	2	5	8	8	41	
	North West	7	3	4	3	10	7	34	
	North East/ Yorkshire	4	5	0	0	5	4	18	
	Scotland	1	1	0	1	0	1	4	
	Northern Ireland	0	0	0	0	1	1	2	
	Europe	1	3	2	2	3	4	15	
International	0	0	0	0	0	2	2		
Total		82	72	29	52	156	105	496	

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	69.730 <sup>a</sup>	55	.087
Likelihood Ratio	74.993	55	.038
Linear-by-Linear Association	2.197	1	.138
N of Valid Cases	496		

a. 44 cells (61.1%) have expected count less than 5. The minimum expected count is .12.

Behavioural Characteristics:

Crosstab 5: Season of visit * Clusters								
		7 cluster solution						Total
		2	3	4	5	6	7	
Season	Spring	19	17	7	10	45	39	137
	Summer	40	42	13	21	80	48	244
	Autumn	23	13	9	21	32	18	116
Total		82	72	29	52	157	105	497

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.664 <sup>a</sup>	10	.033
Likelihood Ratio	18.510	10	.047
Linear-by-Linear Association	4.355	1	.037
N of Valid Cases	497		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.77.

Crosstab 6: Month of Visit * Clusters								
		7 cluster solution						Total
		2	3	4	5	6	7	
Month	April	14	11	0	4	22	12	63
	May	5	6	7	6	23	27	74
	June	13	16	2	5	26	11	73
	July	13	11	8	11	23	17	83
	August	14	15	3	5	31	20	88
	September	11	11	3	12	24	10	71
	October	12	2	6	9	8	8	45
Total		82	72	29	52	157	105	497

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	59.021 <sup>a</sup>	30	.001
Likelihood Ratio	61.996	30	.001
Linear-by-Linear Association	2.148	1	.143
N of Valid Cases	497		

a. 7 cells (16.7%) have expected count less than 5. The minimum expected count is 2.63.

Crosstab 7: Length of Stay * Clusters								
		7 cluster solution						Total
		2	3	4	5	6	7	
Length of Stay	Day Trip	1	1	7	1	2	5	17
	2-6 Days	18	26	11	15	41	25	136
	7 Days	36	32	11	24	64	49	216
	8-13 Days	5	6	0	4	11	7	33
	14 Days or more	22	7	0	8	39	19	95
Total		82	72	29	52	157	105	497

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	63.880 <sup>a</sup>	20	.000
Likelihood Ratio	51.614	20	.000
Linear-by-Linear Association	.277	1	.599
N of Valid Cases	497		

a. 8 cells (26.7%) have expected count less than 5. The minimum expected count is .99.

Crosstab 8: Accommodation * Clusters								
		7 cluster solution						Total
		2	3	4	5	6	7	
Accommodation	Self-Catering	42	22	5	20	79	60	228
	Bed and Breakfast	14	28	3	17	39	20	121
	Hotel	14	17	3	9	27	8	78
	Camping	6	2	1	3	5	9	26
	Other	6	3	17	3	7	8	44
Total		82	72	29	52	157	105	497

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	127.358 <sup>a</sup>	20	.000
Likelihood Ratio	85.373	20	.000
Linear-by-Linear Association	4.628	1	.031
N of Valid Cases	497		

a. 7 cells (23.3%) have expected count less than 5. The minimum expected count is 1.52.

Crosstab 9: Travel * Clusters								
		7 cluster solution						Total
		2	3	4	5	6	7	
Travel	Scillonian	42	32	19	29	80	64	266
	Skybus Lands' End	13	15	6	12	40	18	104
	Skybus Newquay	19	8	2	6	17	9	61
	Skybus Exeter	8	13	1	5	17	12	56
	Other	0	4	1	0	3	2	10
Total		82	72	29	52	157	105	497

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29.190 <sup>a</sup>	20	.084
Likelihood Ratio	29.146	20	.085
Linear-by-Linear Association	2.275	1	.131
N of Valid Cases	497		

a. 8 cells (26.7%) have expected count less than 5. The minimum expected count is .58.

Crosstab 10: Repeat visitation * Cluster								
		7 cluster solution						Total
		2	3	4	5	6	7	
Repeat Visitation	Yes	64	44	20	36	114	63	341
	No	18	28	9	16	43	42	156
Total		82	72	29	52	157	105	497

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.065 <sup>a</sup>	5	.073
Likelihood Ratio	10.106	5	.072
Linear-by-Linear Association	1.685	1	.194
N of Valid Cases	497		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.10.

Crosstab 11: Number of Visits * Cluster								
		7 cluster solution						Total
		2	3	4	5	6	7	
Number of Visits	Not applicable	18	28	9	16	43	42	156
	1	5	9	4	5	16	10	49
	2-4	11	18	7	4	23	15	78
	5-9	7	8	1	5	28	7	56
	10-19	19	5	3	8	22	16	73
	20+	22	4	5	14	25	15	85
Total		82	72	29	52	157	105	497

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	48.343 <sup>a</sup>	25	.003
Likelihood Ratio	49.348	25	.003
Linear-by-Linear Association	1.899	1	.168
N of Valid Cases	497		

a. 5 cells (13.9%) have expected count less than 5. The minimum expected count is 2.86.

Crosstab 12: Year of first visit * Clusters								
		7 cluster solution						Total
		2	3	4	5	6	7	
Year of First Visit	Not Applicable	18	28	9	16	43	42	156
	pre 1980's	17	9	5	14	36	13	94
	1980's-1999	26	15	7	9	28	21	106
	Since 2000	21	20	8	13	50	29	141
Total		82	72	29	52	157	105	497

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.900 <sup>a</sup>	15	.140
Likelihood Ratio	20.697	15	.147
Linear-by-Linear Association	.442	1	.506
N of Valid Cases	497		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.48.

Crosstab 13: Group size * Clusters								
		7 cluster solution						Total
		2	3	4	5	6	7	
Group Size	1-2	44	56	23	31	104	70	328
	3-5	32	10	3	15	34	28	122
	6+	6	6	3	6	19	7	47
Total		82	72	29	52	157	105	497

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.130 <sup>a</sup>	10	.020
Likelihood Ratio	21.384	10	.019
Linear-by-Linear Association	.058	1	.810
N of Valid Cases	497		

a. 2 cells (11.1%) have expected count less than 5. The minimum expected count is 2.74.

Crosstab 14: Group Type * Clusters								
		7 cluster solution						Total
		2	3	4	5	6	7	
Group Type	Alone or single as part of tour group	13	4	3	7	19	11	57
	Partner	30	47	19	20	87	53	256
	Family	25	11	4	13	32	23	108
	Friends	14	10	3	12	19	18	76
Total		82	72	29	52	157	105	497

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.003 <sup>a</sup>	15	.084
Likelihood Ratio	23.432	15	.075
Linear-by-Linear Association	.129	1	.720
N of Valid Cases	497		

a. 2 cells (8.3%) have expected count less than 5. The minimum expected count is 3.33.

Crosstab 15: Activities * Clusters								
		7 cluster solution						Total
		2	3	4	5	6	7	
Activities	Visiting and exploring the Islands, boat trips to the islands, sightseeing	25	30	6	24	48	34	167
	Walking or walking tour	9	6	5	7	13	14	54
	Boat trips	7	7	2	3	30	11	60
	Flora including Tresco Abbey Gardens	6	7	7	3	11	7	41
	Birdwatching and pelagic	11	3	3	4	8	12	41
	Activities	18	16	3	8	34	17	96
	Gastronomy eating and drinking	3	1	1	1	10	6	22
	Relaxation	3	2	2	2	3	4	16
Total		82	72	29	52	157	105	497

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	46.848 <sup>a</sup>	35	.087
Likelihood Ratio	44.065	35	.140
Linear-by-Linear Association	.012	1	.913
N of Valid Cases	497		

a. 16 cells (33.3%) have expected count less than 5. The minimum expected count is .93.

Motivation Characteristics:

Crosstab 16: Motivation Rest and Relax * Clusters								
		7 cluster solution						Total
		2	3	4	5	6	7	
Motivation Rest and Relax	Very Important	44	39	11	22	94	60	270
	Important	32	28	10	18	50	34	172
	Not Important	6	5	8	12	13	11	55
Total		82	72	29	52	157	105	497

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.418 <sup>a</sup>	10	.013
Likelihood Ratio	19.323	10	.036
Linear-by-Linear Association	.358	1	.550
N of Valid Cases	497		

a. 1 cells (5.6%) have expected count less than 5. The minimum expected count is 3.21.

Crosstab 17: Motivation Get Away * Clusters								
		7 cluster solution						Total
		2	3	4	5	6	7	
Motivation Get Away	Very Important	33	36	9	13	93	42	226
	Important	38	26	12	28	41	47	192
	Not Important	11	10	8	11	23	16	79
Total		82	72	29	52	157	105	497

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.193 <sup>a</sup>	10	.001
Likelihood Ratio	30.619	10	.001
Linear-by-Linear Association	.394	1	.530
N of Valid Cases	497		

a. 1 cells (5.6%) have expected count less than 5. The minimum expected count is 4.61.

Crosstab 18: Motivation Family Togetherness * Clusters								
		7 cluster solution						Total
		2	3	4	5	6	7	
Motivation Family togetherness	Very Important	19	21	4	12	47	21	124
	Important	15	20	9	10	53	35	142
	Not Important	48	31	16	30	57	49	231
Total		82	72	29	52	157	105	497

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.863 <sup>a</sup>	10	.031
Likelihood Ratio	20.601	10	.024
Linear-by-Linear Association	1.605	1	.205
N of Valid Cases	497		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.24.

Crosstab 19: Motivation Scenery and Landscape * Clusters								
		7 cluster solution						Total
		2	3	4	5	6	7	
Motivation Scenery and Landscape	Very Important	69	50	17	34	131	80	381
	Important	11	21	7	17	26	23	105
	Not Important	2	1	5	1	0	2	11
Total		82	72	29	52	157	105	497

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	47.005 <sup>a</sup>	10	.000
Likelihood Ratio	32.618	10	.000
Linear-by-Linear Association	.566	1	.452
N of Valid Cases	497		

a. 6 cells (33.3%) have expected count less than 5. The minimum expected count is .64.

Crosstab 20: Motivation Sea and Beaches * Clusters								
		7 cluster solution						Total
		2	3	4	5	6	7	
Motivation Sea and Beaches	Very Important	40	22	10	12	78	44	206
	Important	27	39	10	24	63	43	206
	Not Important	15	11	9	16	16	18	85
Total		82	72	29	52	157	105	497

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.771 <sup>a</sup>	10	.001
Likelihood Ratio	28.485	10	.002
Linear-by-Linear Association	.958	1	.328
N of Valid Cases	497		

a. 1 cells (5.6%) have expected count less than 5. The minimum expected count is 4.96.

Crosstab 21: Motivation Wildlife and Nature * Clusters								
		7 cluster solution						Total
		2	3	4	5	6	7	
Motivation Nature and Wildlife	Very Important	34	20	7	21	92	56	230
	Important	40	37	10	25	52	33	197
	Not Important	8	15	12	6	13	16	70
Total		82	72	29	52	157	105	497

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	47.163 <sup>a</sup>	10	.000
Likelihood Ratio	43.342	10	.000
Linear-by-Linear Association	10.555	1	.001
N of Valid Cases	497		

a. 1 cells (5.6%) have expected count less than 5. The minimum expected count is 4.08.



Crosstab 22: Other Motivation * Clusters								
		7 cluster solution						Total
		2	3	4	5	6	7	
Other Motivation	Not applicable	5	5	3	4	10	4	31
	Previous visitors who love Scilly and wanted to return	19	11	4	11	19	13	77
	First time visitors who wanted to visit hadn't been before	3	10	2	6	10	17	48
	Islands are accessible in terms of location, cost, and ease of access.	5	3	2	1	11	5	27
	Island offer escapism or ability to get away	4	4	2	0	13	9	32
	Intangible Characteristics including peace, tranquillity and atmosphere	8	7	1	3	15	7	41
	Geography and climate of the islands appealed	4	3	1	2	5	7	22
	Things to do including walking and other activities	7	8	0	2	9	7	33
	Things to see including landscape, archaeology and history	0	1	1	0	3	2	7
	Here to participate or spectate at the World Pilot Gig Championships	2	3	2	4	14	9	34
	Visiting friends and relatives	0	1	3	1	2	0	7
	Visiting with friends or family	5	3	0	3	5	5	21
	Visiting the islands for work	2	1	3	0	2	2	10
	The Isles of Scilly is an unusual destination	2	1	1	0	5	2	11
	Visitors who like to travel to islands	4	4	0	1	2	1	12
	Occasion, anniversary or celebration	0	4	2	1	4	4	15
	To visit the Tresco Abbey Gardens	0	2	2	1	4	1	10
	Nature and birdwatching	4	0	0	3	6	4	17
	Food and drink	4	0	0	3	5	2	14
	Memories and nostalgia	2	1	0	4	5	2	14
Local people and friendliness of the community	2	0	0	2	8	2	14	
<b>Total</b>		82	72	29	52	157	105	497

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	123.222 <sup>a</sup>	100	.058
Likelihood Ratio	131.640	100	.019
Linear-by-Linear Association	.695	1	.405
N of Valid Cases	497		

a. 95 cells (75.4%) have expected count less than 5. The minimum expected count is .41.

Evaluation Characteristics:

Crosstab 23: Perception as expected * Clusters								
		7 cluster solution						Total
		2	3	4	5	6	7	
Perception as expected	Not Applicable	64	44	20	36	114	63	341
	Yes	10	19	6	11	19	20	85
	No positive	8	9	1	5	22	20	65
	No negative	0	0	2	0	0	2	4
	No neither positive or negative	0	0	0	0	2	0	2
Total		82	72	29	52	157	105	497

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	39.601 <sup>a</sup>	20	.006
Likelihood Ratio	34.502	20	.023
Linear-by-Linear Association	3.831	1	.050
N of Valid Cases	497		

a. 14 cells (46.7%) have expected count less than 5. The minimum expected count is .12.

Crosstab 24: Perception changed * Clusters								
		7 cluster solution						Total
		2	3	4	5	6	7	
Perception Changed	Not Applicable	18	28	9	16	43	42	156
	No	32	29	13	20	52	33	179
	Yes, positive	8	9	4	3	32	15	71
	Yes, negative	24	6	3	13	30	13	89
	neither positive or negative	0	0	0	0	0	2	2
Total		82	72	29	52	157	105	497

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	38.600 <sup>a</sup>	20	.007
Likelihood Ratio	37.979	20	.009
Linear-by-Linear Association	.525	1	.469
N of Valid Cases	497		

a. 7 cells (23.3%) have expected count less than 5. The minimum expected count is .12.

Crosstab 25: Return intentions * Clusters								
		7 cluster solution						Total
		2	3	4	5	6	7	
Return Intentions	Definitely	56	27	14	26	99	53	275
	Likely	23	39	13	20	49	49	193
	Undecided	2	2	2	4	6	2	18
	Unlikely	1	3	0	2	2	1	9
	Will Not Return	0	1	0	0	1	0	2
Total		82	72	29	52	157	105	497

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	32.749 <sup>a</sup>	20	.036
Likelihood Ratio	32.511	20	.038
Linear-by-Linear Association	.090	1	.764
N of Valid Cases	497		

a. 17 cells (56.7%) have expected count less than 5. The minimum expected count is .12.

## Appendix N: Characterisation of image clusters

### Characterisation of Cluster 2: 'Landscape and nature

Cluster 2 has an unanimously positive image of scenery and landscape ( $p=.001$ ), with 100% of this cluster rating the aforementioned attribute as excellent. Destination attributes, including sea and beaches ( $p=.003$ ) and unspoilt natural environment ( $p=.000$ ) are also rated highly among this cluster reinforcing the positive image of environmental characteristics.

Crosstabulation reiterates the results of Tukey's post-hoc tests, identifying perceptions of destination access as lowest among this cluster ( $p=.000$ ) where 24.4% of cluster members considered this attribute good, 62.2% satisfactory and 13.4% poor.

In terms of behavioural characteristics 48.8% of this cluster visit during the summer months. Visitation among this cluster is highest in August and April, but due to low visitation in May, when only 6.1% of the cluster made a trip, visitation from this cluster was higher during autumn than spring ( $p=.033$ ). When compared to other clusters, Cluster 2 displays the highest visitation in April and the lowest visitation during May ( $p=.001$ ), indicating high visitation during institutional holiday periods.

Longer visits are identifiable among this cluster with 6.1% of the cluster staying between 8-13 days and 26.8% staying for 14 days or more. Traditional holiday patterns are identifiable among this group with 43.9% of cluster members staying for 7 days, and the lowest proportion of all clusters to stay for less than a week at 23.2% ( $p=.000$ ). This can, in part, be explained by the choice of accommodation as the majority of cluster members (51.2%) choose self-catering accommodation, rented on a weekly basis. Use of serviced accommodation is also apparent, with both bed and breakfast and hotel accommodation accounting for 17.1% of respondents ( $p=.000$ ). The majority of this cluster travel to the islands by *Scillonian* (51.2%), and although

not significant at the  $p < .050$  level, respondents in this cluster are most likely to fly from Newquay, and least likely to fly from Lands' End when compared to other clusters ( $p = .084$ ).

The highest proportion of repeat visitors are identifiable within this cluster ( $p = .073$ ) where 78% of cluster members had visited previously. Loyalty is prevalent among this cluster where, of returning visitors 29.7% have visited between 10-19 times and 34.4% had made over 20 visits ( $p = .003$ ). Although not statistically significant, long term loyalty is evident among those previous visitors as 67.2% of return visitors first made a trip to the islands before the year 2000 and, with 32.81% of visitors making the trip for the first time since 2000, this cluster has the lowest proportion of new loyal visitors.

Small groups are prevalent among this cluster ( $p = .020$ ) where 39% of cluster members travel in groups of three to five, highest of all clusters. The proportion of cluster members travelling in larger groups, greater than six, is lowest of all clusters at 7.6%. Although the majority of members travel alone or as a couple (53.75%), this is proportionately low in comparison to other clusters. Further analysis provides greater understanding of group composition ( $p = .084$ ). Significant at the 90% level, it is evident that, of all clusters, members of Cluster 2 are most likely to travel alone (15.9%) or with family (30.5%) and travel with friends is also proportionally high (17.1%) when compared to other clusters. In total, 36.6% of this cluster travel as couples. Although this accounts for the largest proportion of Cluster 2, when compared to other clusters, this figure is much lower.

Behaviour can also be assessed in relation to the activities planned at the destination. Although only significant at the 90% level ( $p = .087$ ), trends are identifiable within and between clusters in relation to their activity. While the greatest proportion of cluster members identified trips to the other islands (30.5%), a high proportion (22%) had planned organised

activities including sailing, kayaking and horse riding. Participation in birdwatching activities, including pelagic trips, was also highest among this cluster (13.4%).

In terms of motivation to visit the destination, the ability to rest and relax is important or very important to 92.7% of the cluster ( $p=.013$ ). In comparison to other clusters, the ability to get away is highest among this cluster ( $p=.001$ ) where 86.6% rate this motivation variable as very important or important. Family togetherness is not important for the majority of cluster members ( $p=.031$ ), despite the proportion of respondents travelling with family being highest among this cluster. Scenery and landscape is highly important as a motivation for this cluster with 84.1% identifying this attribute as very important and a further 13.4% identifying it as important ( $p=.000$ ). The importance of this motivation is of particular interest given the positive image held by this cluster in relation to seascape and landscape. Although landscape is identifiable as the most influential motivator, sea and beaches are less influential for this cluster with 48.8% identifying sea and beaches as important. When compared to other clusters, however, this pull motivation is only of greater importance to Cluster 6 ( $p=.001$ ). Nature and wildlife also provides an important motivator for this cluster with 90.2% of the cluster identifying it as important or very important, second highest of all clusters ( $p=.000$ ). The significance of this motivation among the cluster and identification of activities such as birdwatching and pelagic trips, suggests wildlife as a special interest within this cluster. It is clear in this analysis that destination pull factors are of greater significance than motivational push factors.

Satisfaction is high among this cluster. It is identifiable that 100% of first time visitors had their expectations met or exceeded ( $p=.006$ ). Meanwhile, 50% of return visitors identified no change in perception, 12.5% identified that their evaluation of the islands has improved, while 37.5% recorded a more negative perception. In total, 62.5% of returning cluster members had a positive evaluation, lowest of all clusters ( $p=.007$ ). Despite this, 96.3% of the cluster

identified that they were likely to return, with 68.3% identifying that they would definitely revisit. Of all clusters, revisit intention is highest among Cluster 2 ( $p=.009$ ), reaffirming the notion of long term visitor loyalty. As such, relationships can be inferred between destination image, motivation and satisfaction.

Of this cluster, 54.9% are female, while 45.1% are male. The age profile sees 19.6% of respondents fall between the ages of 20-39, 46.3% between age 40-59 and 31.4% over 60. When compared to other clusters, this cluster has the highest proportion of members in professional grade occupations (23.2%) and a further 23.3% are in managerial or technical occupations. Geographically, respondents largely originate from the South West (28%), South East (26.8%) and the East and East Midlands (15.9%). The demographic profile of this cluster is, however, not statistically significant.

#### Characterisation of Cluster 3: 'Destination comforts'

Post-hoc tests identified that Cluster 3 can be distinguished from other clusters in relation to Factor 3, the image of natural and cultural attractions at the destination. Analysis of the individual image variables identify the perception of flora and fauna is lowest among this cluster ( $p=.000$ ) where 15.3% of cluster members rated this attribute as excellent, 83.3% good and 1.4% satisfactory. This cluster also rated places of historical and cultural interest significantly lower ( $p=.000$ ), with 12.9% rating such sites as good, 33.3% satisfactory, 1.4% poor and 13.9% identifying that they had no image, evidencing a lack of interest in such attractions. Although the image of attributes related to the natural environment is lower, perception of variables relating to intangible destination characteristics, including friendly local population ( $p=.000$ ), those concerning services and infrastructure, such as accommodation ( $p=.000$ ) and food and drink ( $p=.000$ ) are better rated than all clusters aside from Cluster 6.

Unique behaviour is identifiable within Cluster 3 where 58.3% of visitors travel during the summer, a higher proportion than all other clusters ( $p=.033$ ). Furthermore, 23.6% of cluster members visited during the spring in comparison to 18.1% in the autumn. Cluster 3 demonstrates distinctive travel patterns regarding the month of visitation ( $p=.001$ ), responsible for the highest proportion of visitors during June (22.2%) and August (20.8%). When compared to other clusters, Cluster 3 sees the lowest proportion of visitors in October, at 2.8%, further reiterating the lack of interest in wildlife which provides the main attraction during this period. Trips taken by this cluster to the Isles of Scilly are also noticeably shorter than those taken by all but Cluster 4 ( $p=.000$ ). Only 18% of the cluster visit for more than one week, yet 37.5% spend less than a week on the Isles of Scilly. The most frequent length of stay is, however, seven days, accounting for 44.4% of cluster members.

Cluster 3, displays markedly different travel behaviour in relation to accommodation choice ( $p=.000$ ). Cluster 3 is one of two clusters for which self-catering is not the most popular choice of accommodation, chosen by 30.6% of respondents rather than the majority identifiable in Clusters 2, 6 and 7. Conversely, the preference of serviced accommodation is identifiable with 38.9% of cluster members choosing bed and breakfast accommodation while 23.6% stay in hotels. As use of serviced accommodation is greater within this cluster than any other, a relationship between positive perception of accommodation and the nature of accommodation can be inferred. Furthermore, choice of accommodation reflects higher spend among this cluster, a trend that is also identifiable among choice of transport. Although only significant at the 90% level, distinct travel behaviours are displayed in relation to transport as Cluster 3 is the only cluster where the majority of respondents does not travel by boat. Frequency of flying among this cluster (50%) and the popularity of Exeter Airport (18.1%), the most expensive travel route, highlights higher spend among this cluster. Cluster 3 also demonstrates the highest levels of alternative transport, such as travel by yacht or private plane, reaffirming this notion.

Of all clusters, Cluster 3 has the second highest proportion of first time visitors at 38.9% ( $p=.073$ ). Of the repeat visitors (61.1%), 49.9% have visited between 2-4 times and 20.5% have visited once before. Thus, fewer cluster members with a higher number of previous visitors are identifiable. Only 9.1% of respondents in this cluster have made over 20 visits, the lowest of all clusters. When reviewing the year of first visit, although not being statistically significant, it is clear that this cluster contains respondents who have travelled to the islands more recently with 45.5% of returning visitors having first visited since 2000, highest of all clusters.

The predominance of couples among this cluster is apparent when reviewing both group type ( $p=.084$ ) and group size ( $p=.020$ ). As the significant majority of cluster members (77.8%) travelled in a group of 1-2, the proportion of cluster members travelling in small (13.9%) and large (8.3%) groups is small when compared to other clusters. Further examination of group type identifies the respondents within this cluster are least likely of all clusters to travel alone yet 65.3% travel with a partner. Furthermore, 15.3% of this cluster travel with family and 13.9% travel with friends which is proportionately low when compared to other clusters.

A number of trends are identifiable in terms of activities ( $p=.087$ ), which help to further understand the image held by Cluster 3. The highest proportion of this cluster identified visiting other islands as a planned activity (41.7%), participation in organised activities was also high (22.2%), again implying greater spend. In comparison to other clusters, interest in the Tresco Abbey Gardens was apparent (9.7%), nevertheless, interest in other activities associated with nature are low where, of all clusters, Cluster 3 demonstrates the least interest in birdwatching as a specific activity. Despite rating food and drink at the destination highly, gastronomy is only identified as a specific activity by 1.4% of the cluster.

Factors motivating the choice of the Isles of Scilly as a holiday destination also differed among this cluster where push factors are recognisably of greater importance. The desire to rest and relax was important to 93.1% of cluster members, highest of all clusters ( $p=.013$ ).

Furthermore, the ability to get away was important to 86.1% of members, second highest



when compared to other clusters ( $p=.001$ ). Togetherness was important to 57% of the cluster, which was also second highest when compared to other clusters ( $p=.031$ ). Of the pull motivations, landscape and scenery was rated as most important among this cluster with 98.6% of the cluster identifying it as important in motivating their trip ( $p=.000$ ). Sea and beaches are important for 84.8% of the cluster ( $p=.001$ ) while wildlife and nature are important for 79.2%. Notably, only 27.8% identify wildlife and nature as very important in motivating their trip, second lowest of all clusters ( $p=.000$ ) perhaps explaining the less positive image of wildlife and nature as an attraction among this cluster.

First time visitors within this cluster demonstrate high levels of satisfaction with the destination ( $p=.006$ ). Overall, 100% of first time visitors had a positive evaluation with expectations met for 67.9% of relevant respondents and exceeded for the remaining 32.1%. Expectations were met for 65.9% of returning visitors and exceeded for 20.5%. Although the islands fell below expectation for 13.6% of returning visitors, evaluation was positive among 86.4% of returning visitors, highest of all clusters ( $p=.007$ ). Despite members of this cluster demonstrating the highest levels of satisfaction, in their evaluation of the destination, revisit intention was low at 91.7% when compared to other clusters, suggesting change in travel behaviours among new visitors. Only 37.5% identified that they would definitely return in the future, lowest of all clusters while those identifying that they were unlikely to return was highest of all clusters at 5.6%.

Of this cluster, 58.2% are male, while 47.2% are female. The age profile of this cluster is older than all clusters, with the exception of Cluster 5 where 18.1% of respondents fall between the ages of 20-39, 38.9% between age 40-59 and 43.1% over 60. When compared to other clusters, this one demonstrates high financial propensity where 43% of the cluster is retired, 13.9% are in professional occupations, and a further 19.4% are in managerial or technical occupations. Geographically respondents largely originate from the South West (37.5%), South

East (16.7%) and West Midlands (12.5%). The demographic profile of this cluster is, however, not statistically significant.

#### Characterisation of Cluster 4: 'Short stay, shallow image'

From the post-hoc tests, it is apparent that this, the smallest cluster, has the most negative image of the Isles of Scilly as a tourism destination. Although Cluster 4 ranks consistently low on all image variables, those relating to tourism services and infrastructure are notably low. Cluster 4 holds the least positive image of all clusters in relation to excursions, trips and activities ( $p=.000$ ), food and drink ( $p=.000$ ), and accommodation ( $p=.000$ ). Factors relating to the natural environment including scenery and landscape ( $p=.001$ ), sea and beaches ( $p=.003$ ) and climate ( $p=.000$ ) are rated lowest of all clusters yet these are attributes rated highly within the cluster with 86.2% of the cluster rating the landscape as excellent. Intangible destination characteristics including the friendliness of the local population ( $p=.000$ ) and the ability of the destination to offer peace, relaxation and tranquillity ( $p=.000$ ) are ranked second lowest of all clusters yet again the majority of respondents consider these attributes to be excellent.

In terms of behavioural characteristics, 44.8% of this cluster visit during summer, 31% in autumn and 24.1% during spring ( $p=.033$ ). In comparison to clusters, Cluster 4 displays the lowest visitation in April, where no cluster members visit, and June, where only 6.9% of respondents in this cluster visit ( $p=.000$ ). Highest visitation among Cluster 4 is recorded in May (24.1%), July (27.6%), and October (20.7%). Shorter visits are most prevalent among this cluster where 24.1% of members took a day trip to visit the Isles of Scilly and a further 37.9% of the cluster stayed between 2-6 days. The tendency for shorter trips is also evident by the proportion of the cluster to stay for a week (37.9%) which is fewer than any other cluster. No

members of this cluster stay longer than seven days; as such it can be argued that Cluster 4 represents a significant short break market when compared to the other five clusters ( $p=.000$ ).

Behavioural characteristics relating to accommodation choice are significantly different to all other clusters ( $p=.000$ ). Within Cluster 4, a significant number of respondents, stay with friends and family (24.1%) or in alternative accommodation (34.5%). This can, in part, be explained by the number of day trip visitors who do not stay on the islands and provides a strong justification for negative perception of accommodation held by 95.8% of this cluster. Of those who stay in paid accommodation, 17.2% of the cluster self-cater, 10.3% stay in both bed and breakfast and hotel accommodation while a further 3.4% camp. The majority of this cluster travel to the islands by *Scillonian* (65.5%), behaviour which is highest among this cluster ( $p=.084$ ). Members of this cluster are least likely to fly from Exeter (3.4%) and Newquay (6.9%) and more likely to fly from Lands' End (20.7%), the shortest travel route. Travel behaviour among this cluster shows preference for the shorter and most cost effective travel routes.

Within this cluster, 69% of members have previously visited the Isles of Scilly. While the majority (55%) of returning cluster members have made less than five visits, longer term loyalty is also prevalent among this cluster where 15% of members have visited between 10-19 times and 25% had made over 20 visits ( $p=.003$ ). Although loyalty is evident among those previous visitors, with 60% visiting before 2000, it is evident that this cluster has the highest proportion of new loyal visitors, with 17.2% visiting for the first time since 2010.

Small groups are prevalent among this cluster ( $p=.020$ ) where 79.3% of cluster members travel either alone or with one other. It is observed that 10.3% travel in groups of three to five and a further 10.3% in larger groups of more than six individuals. Further analysis provides greater understanding of group composition ( $p=.084$ ). While not significant at the  $p<.05$  level, it is evident that, members of Cluster 4 are the most likely to travel as a couple where 65.5% travel

with their partner while 10.3% travel independently. Travel with both family (13.8%) and friends (10.3%) is lowest among this cluster.

Although only significant at the 90% level ( $p=.087$ ), distinctive behavioural traits, relating to activities participated in at the destination, are identifiable among Cluster 4. Visiting the other islands and general sightseeing is identified as an activity by 20.7% of Cluster 4.

Proportionately, this is lowest of all clusters, suggesting specific interests among this Cluster.

The greatest proportion of cluster members identified their intention to see Tresco Abbey Gardens during their visit (24.1%) suggesting the pull of this attraction for the short break market. Walking is identified as an activity by 17.2% of this cluster, higher than any other clusters proportionately. Additionally, both birdwatching and organised activities are identified by 10.3% of the cluster, further supporting the notion that those on short breaks visit in order to participate in specific activities at the destination.

In terms of motivation to visit the destination, push factors are lowest among Cluster 4. When compared to other clusters, the ability to rest and relax is least important among this cluster ( $p=.013$ ) with 62.4% of members identifying rest and relaxation as important in motivating their trip. The ability to get away as a motivator is also rated lowest by this cluster ( $p=.001$ ) where 72.4% rate this motivation variable as important. Togetherness is not important for the majority of cluster members ( $p=.031$ ), only being rated as important by 44.8% of cluster members. Of the destination pull motivations, scenery and landscape is most important as a motivation for this cluster with 82.7% identifying this attribute as important ( $p=.000$ ). Although landscape is identifiable as the most influential motivator, sea and beaches are only important for 69% of cluster members ( $p=.001$ ) while nature and wildlife is least significant of all motivations, important for 58.6% of Cluster 4 ( $p=.000$ ).

It is identifiable that, of first time visitors within this cluster, only 77.7% had their expectations met or exceeded, lowest of all clusters ( $p=.006$ ). Meanwhile, 65% of returning visitors identified no change in perception, 20% identified that their evaluation of the islands has improved, while 15% recorded a more negative perception, second lowest of all clusters. In total, 85% of returning cluster members had a positive evaluation, second highest of all clusters ( $p=.007$ ). Despite lower satisfaction among first time visitors and a destination image that is significantly less favourable than other clusters, return intention among this cluster is high in relation to other clusters ( $p=.009$ ). Overall, 93.1% of the cluster identified that they were likely to return while 6.9% stated that they were undecided.

Of this cluster, 58.6% are female, while 41.4% are male. In relation to age, it is apparent that this is the youngest cluster with 20.6% of respondents falling between the ages of 20-39, 58.6% between age 40-59, and 20.6% over 60. As such, this cluster has the lowest proportion of retirees at 20.7%, other significant occupational categories among this cluster include professional grade occupations (17.2%), managerial or technical occupations (27.6%), and a further 17.2% in non-manual skilled occupations. Geographically the majority of respondents in this cluster originate from the South West (51.7%), the North West (13.8%), London (10.3%) and Europe (6.9%). Demographic profile of this cluster is, however, not statistically significant.

#### Characterisation of Cluster 5: 'Wildlife and walking'

Cluster 5 is characterised by a consistently less favourable image of all destination attributes when compared to other clusters. This cluster is, however, differentiated by its image of intangible attributes and destination ambience which score particularly low. Further exploration of intangible image variables identify that this cluster holds the least desirable image of peace, relaxation and tranquillity at the destination ( $p=.000$ ), friendly local people

( $p=.000$ ) and destination safety ( $p=.000$ ). Image relating to the uncommercial destination ambience is also rated lowest among this cluster where atmosphere is rated as excellent by 23.1% of cluster members, good by 67.3% and satisfactory by 9.6%. ( $p=.000$ ). The unspoilt environment, is again, rated lowest of all clusters ( $p=.000$ ) with 42.3% identifying it as excellent, 50% good and 7.7% satisfactory. Although less favourable than the image is held by other clusters, a positive image, held in relation to the natural attractions available at the destination including flora and fauna ( $p=.000$ ), landscape ( $p=.001$ ) and seascape ( $p=.003$ ) is evident. Despite rating such attributes lower than other clusters, the image held by Cluster 5 in relation to scenery and landscape is positive with 93.1% of members rating as excellent and 6.9% rating it good. The majority of cluster members also perceive the sea and beaches to be excellent (73.1%) with a further 25% rating them as good and 1.9% satisfactory. Additionally, all respondents have a positive image of flora and fauna at the destination with 57.7% of respondents in this cluster rating such attributes as excellent, while 42.3% rate these as good.

Unique travel behaviour is identifiable among Cluster 5 in relation to the month ( $p=.001$ ) and season ( $p=.033$ ) of travel. Distinct patterns are seen for this cluster in relation to autumn visitation which, at 40.2% of respondents, is highest of any cluster. An equal proportion of Cluster 5 frequent the islands during the autumn and the summer, with only 19.2% visiting in spring. As such, this cluster demonstrates the lowest summer and spring visitation. The highest proportion of visitors in this cluster travelled in September (23.1%) and July (21.2%); however, visitation was also significant in October (17.3%). When compared to others, Cluster 5 sees highest visitation for September, second highest for October and lowest visitation in August at 9.6%, suggesting that the summer holiday period is avoided. High visitation in the autumn suggests an interest in wildlife, which forms the main tourism product during this season. The most frequent length of trip, taken by this cluster, is one week, as seen among 46.2% of cluster

members. A further 23.1% stay longer than one week while 28.8% take shorter trips of between 2-6 days. The day trip market is low among this cluster accounting for a mere 1.9%.

The most popular choice of accommodation among this cluster is self-catering accommodation, selected by 38.5% of cluster members. When compared to others, Cluster 5 demonstrates a preference for serviced accommodation ( $p=.003$ ) as use of bed and breakfast (32.7%) and hotel accommodation (17.3%) is second highest after Cluster 3. Cluster 5 also sees the highest level of campsite accommodation at 5.8%. Although only significant at the  $p<.90$  level, differences in travel behaviour can be identified among the clusters. The *Scillonian* is used by 55.8% of Cluster 5 accounting for the third highest proportion overall. Use of Lands' End Airport (23.1%) and Newquay Airport (11.5%) among this cluster is second highest when compared to other clusters. A preference for Cornish airports offering shorter and less expensive travel routes is evident where only 9.6% of the cluster fly from Exeter, second lowest overall. Furthermore, Cluster 5 is one of two where no alternative forms of transport are utilised.

Cluster 5 has high levels of repeat visitation with 69.2% of cluster members having previously visited the islands. Respondents in this cluster are loyal to the destination with 38.9% of returning respondents having visited the destination over 20 times prior to this trip, the highest proportion of all clusters ( $p=.003$ ). Furthermore, an additional 22.2% have made over 10 visits. When reviewing the year of first visit, although not statistically significant, it is clear that this cluster demonstrates long term loyalty to the greatest extent when compared to other clusters. Of the returning cluster members, 38.9% identified that their first visit to the islands predates the 1980s, the highest of all clusters.

Travel as part of a group is more common among Cluster 5. Although the majority of respondents in this cluster still travel alone or with one other (59.6%), higher numbers of small groups (28.8%) and large groups (11.5%) are identifiable. Cluster 5 is the only cluster to demonstrate a high proportion of respondents in both small and large groups ( $p=.020$ ). In

order to understand the composition of such groups, group type was also reviewed and is significant at the  $p < .090$  level. Respondents in Cluster 5 are the second most likely of all clusters to travel alone (13.5%). The proportion of cluster members, travelling with a partner, is second lowest when compared to other clusters (38.5%), yet, traveling with a partner is still most common within Cluster 5. The highest proportion of friends travelling together is found in Cluster 5 (23.1%) and the second highest proportion of families (25%) explaining the high levels of small and large group travel demonstrated by this cluster.

A number of trends are identifiable in terms of activities ( $p = .087$ ), which help to further understand the image held by Cluster 5. The highest proportion of this cluster identified visits to the other islands as their main planned activity (46.2%), this was also the highest proportion in relation to other clusters. Participation in organised activities was relatively high within the cluster (15.4%); however, proportionately lower when compared to other clusters. Walking was identified as a specific activity by 13.5% of this cluster, second highest of all clusters.

Interest in gastronomy is particularly low within this cluster at 1.4% of cluster members identifying gastronomy as an activity. Interest in flora and visiting the Tresco Abbey Gardens is also lowest (5.8%) among members of Cluster 5 when compared to other clusters, furthermore only 7.7% of members identified that they intended to participate in birdwatching as their primary activity. The positive image of natural and cultural attractions and the importance of wildlife as a motivation suggest that there is a niche of serious birdwatchers in this cluster among those that enjoy wildlife as part of their holiday. Such analyses highlight the importance of walking as a special interest activity during the autumn season.

Factors motivating the choice of the Isles of Scilly as a holiday destination also differed among cluster 5 where pull factors are recognisably of greater importance. Of the pull motivations landscape and scenery was rated as most important by this cluster with 98.1% of the cluster identifying it as important in motivating their trip ( $p = .000$ ). Wildlife and nature are the second most important pull motivation, identified as important for 88.5% of this cluster. Sea and



beaches are least important of the pull motivations with only 69.3% of the cluster identifying these destination attributes as important ( $p=.001$ ). The desire to rest and relax was important to 76.9% of cluster members, second lowest of all clusters ( $p=.013$ ). Furthermore, the ability to get away was important to 78.8% of members, also second lowest when compared to other clusters ( $p=.001$ ). The low rating of such factors perhaps reflect the active nature of activities participated in at the destination. The final push motivation refers to family togetherness which was not important to the majority of respondents with 57.7% of the cluster identifying that this did not motivate their trip, second highest when compared to other clusters ( $p=.031$ ).

First time visitors within Cluster 5 identify high levels of satisfaction with the destination ( $p=.006$ ). Overall, 100% of first time visitors had a positive evaluation with expectations met for 68.8% of first time visitors and exceeded for the remaining 31.2%. Expectations were met for 55.6% of returning visitors and exceeded for 8.3%. Perceptions of the islands are more negative among 36.1% of returning visitors. As this is the second highest level of negative evaluation, second only to Cluster 2, it can be seen that in the clusters characterised by long term visitation, negative evaluation is apparent. Despite this, positive evaluation is identifiable among 64% of returning visitors ( $p=.007$ ). As returning members of this cluster demonstrate lower levels of satisfaction than most clusters, revisit intention is lowest among this cluster at 88.5% ( $p=.009$ ).

Of this cluster 57.7% are male, while 42.3% are female. Cluster 5 demonstrates the oldest age profile of all clusters where 7.1% of respondents fall between the ages of 20-39, 46.2% between age 40-59 and 46.2% over 60. When compared to others, this cluster unsurprisingly represents the highest proportion of retirees (46.2%). The proportion of those in professional grade occupations is lowest among this cluster at 7.7%, while the cluster holds the highest proportion of respondents in managerial or technical occupations (30.8%). Geographically respondents largely originate from the South East (30.8%), South West (26.9%) and the West

Midlands (13.5%). The demographic profile of this cluster is, however, not statistically significant.

#### Characterisation of Cluster 6: 'Tourism destination'

In addition to being the largest cluster, it is clear that members of Cluster 6 have the most favourable destination image in relation to all image factors. This cluster is significantly differentiated from other clusters in relation to the destination's infrastructure, services and access, suggesting greater appreciation of the Isles of Scilly as a tourism destination. Analysing the image attributes it is clear that Cluster 6 holds the most positive perception of excursions trips and activities ( $p=.000$ ), food and drink ( $p=.000$ ), accommodation ( $p=.000$ ), value for money ( $p=.000$ ) and destination access ( $p=.000$ ). Additionally, the most positive image is also held in relation to intangible characteristics including friendly locals ( $p=.000$ ), ability of the destination to offer relaxation, peace and tranquillity ( $p=.000$ ), safety ( $p=.000$ ), and atmosphere ( $p=.000$ ) and environmental characteristics including seascape ( $p=.000$ ), climate ( $p=.000$ ), flora and fauna ( $p=.000$ ), unspoilt environment ( $p=.000$ ), and places of cultural and historic interest ( $p=.000$ ). The only image variable, ranked higher by another cluster is that relating to scenery and landscape.

In reviewing visitation among Cluster 6 by month and season, key behavioural characteristics can be determined. The majority of respondents in this cluster (51%) visit during the summer with remaining respondents more likely to visit in spring (28.7%) than autumn (20.4%). Cluster 6 demonstrates distinctive travel patterns regarding the month of visitation ( $p=.001$ ) where highest visitation can be seen that among this in August (19.7%) and lowest in October (5.1%). Monthly visitation levels are more evenly distributed within this cluster than any other, however, the popularity of August and June is particularly evident.

Visits to the Isles of Scilly, made by Cluster 6 are noticeably longer than all others bar Cluster 2 ( $p=.000$ ). The greatest proportion of the cluster visit for seven days (40.8%), and while 27.4% stay on the islands for less than a week, 31.8% stay longer with 24.8% staying for two weeks or longer. Traditional holiday patterns are again identifiable among this group explained by the choice of self-catering accommodation by the majority of cluster members (50.3%), serviced accommodation is also popular with bed and breakfast accommodation accounting for 24.8% of the cluster and hotel accommodation for 17.2%. In terms of travel behaviour, it is identifiable that the majority of this cluster travel to the islands by boat (51%). The preference for shorter and more affordable travel routes is apparent as a greater proportion of respondents fly from Lands' End Airport (25.5%) than Newquay and Exeter Airports combined. Alternative transport is used by 1.9% of respondents.

Of all clusters, Cluster 6 has the second highest proportion of repeat visitation at 72.6% demonstrating loyalty among this market ( $p=.073$ ). The volume of visitation among repeat visitors is diverse. In total, 14% have visited once before, 20.2% have visited between 2-4 times, 24.6% have made more than five but fewer than ten visits, 19.3% have made between 10-19 visits while 21.9% of respondents in this cluster have made over 20 visits, the second lowest of all clusters. When reviewing the year of first visit, although not being statistically significant, it is clear that the greatest proportion of returning visitors within this cluster (43.9%) had first visited since 2000.

The prevalence of couples among this cluster is apparent when reviewing both group type ( $p=.084$ ) and group size ( $p=.020$ ). The majority of cluster members (55.4%) travelled with their partner and a further 12.1% travelled alone. Travel in groups was also apparent, where 21.7% of cluster members travel in small groups of 3-5 and 12.1% in large groups of above six. Although accounting for the smallest proportion within the cluster, relative to other clusters, the highest proportion of large groups is found in this cluster. Further examination of group

type identifies the respondents within this cluster are less likely to travel with friends (12.1%) than other clusters, with 20.4% of respondents traveling with family.

A number of trends are identifiable in terms of activities ( $p=.087$ ), which help characterise the image held by Cluster 6. From the activities identified, it is clear that this Cluster relies on tourism infrastructure in order to be entertained at the destination. The highest proportion of this cluster (30.6%) identified visiting other islands as a planned activity, while organised recreational activities (21.7%) and boat trips (19.1%) were also prevalent. Furthermore, of all clusters, Cluster 6 represents the highest proportion to identify gastronomy as an activity (6.4%). While the activities which rely on tourism services or infrastructure at the destination are more prevalent among Cluster 6, those which centre on the natural environment are less significant. Walking (8.3%), flora (7%) and birdwatching (5.1%) are selected by a lower proportion of respondents than the majority of clusters. Despite the positive image of the destination as relaxing, relaxation as an activity is lowest among this cluster at 1.9% when compared to other clusters.

All motivational factors, tested in the research, were of great importance to Cluster 6. The desire to rest and relax was important to 91.7%, with 59.9% of cluster members rating this as very important, the highest proportion of all clusters ( $p=.013$ ). Furthermore, the ability to get away was important to 85.4% yet very important to 59.2% of members, again highest proportionally when compared to other clusters ( $p=.001$ ). Family togetherness was less significant, with 63.7% of cluster members rating this motivation as important, despite this, the importance of this factor, when compared to other clusters, is still most significant for Cluster 6 ( $p=.031$ ). It is apparent, however, that the pull motivations are of greater significance to this cluster, landscape and scenery was rated important by 100% of this cluster identifying it as the most important factor in motivating their trip ( $p=.000$ ). Sea and beaches, identified as important by 89.8% of respondents, are most important among this cluster ( $p=.001$ ). Likewise,

wildlife and nature, being important for 91.7% of Cluster 6, is also most important to this cluster ( $p=.000$ ).

Although destination image is highest, positive evaluation is not most prevalent amongst this cluster. First time visitors within this cluster demonstrate high levels of satisfaction with the destination ( $p=.006$ ). Overall, 95.4% of first time visitors had a positive evaluation of the destination. First time visitors in Cluster 6 were the most likely to have their expectations exceeded; 51.2% identifying this to be the case. The remaining 4.6% of new visitors identified that their expectations of the destination had not been met; however, they were unable to identify why this was the case. Expectations were met for 45.6% of returning visitors and exceeded for 28.1%, again the highest level of exceeded expectations among all clusters. The islands did, however, fall below expectation for 26.3% of returning visitors, as such evaluation was positive among 73.7% of returning visitors, lower than Clusters 3, 4 and 7 ( $p=.007$ ). Despite members of this cluster demonstrating the lower levels of satisfaction, in their evaluation of the destination, revisit intention was third highest at 94.3% when compared to other clusters. Furthermore, 63.1% identified that they would definitely return in the future, second highest of all clusters, while 3.8% were undecided on a return visit, 1.9% indicate they were unlikely to return.

Of this cluster 54.1% are female, while 45.9% are male. The age profile of this cluster identifies that 19.1% of respondents fall between the ages of 20-39, 42.7% between ages 40-59, and 38.2% are over 60. When compared to other clusters, this cluster demonstrates lower financial propensity than other clusters where 38.9% of the cluster is retired, 12.7% are in professional occupations, second lowest of all clusters, and 17.2% are in managerial or technical occupations, lowest of all clusters. Geographically, respondents largely originate from the South West (46.2%) and the South East (16%). The demographic profile of this cluster is, however, not statistically significant.

## Characterisation of Cluster 7: 'Natural destination'

Cluster 7, the second largest cluster is characterised by a favourable image of the Isles of Scilly as a tourism destination particularly in relation to the natural environment, intangible characteristics, accessibility but is statistically the least differentiated cluster of the typology with regards to image. The most positive image within this cluster is held in relation to environmental characteristics and natural and cultural attractions including landscape ( $p=.000$ ), seascape ( $p=.000$ ), climate ( $p=.000$ ), flora and fauna ( $p=.000$ ), and places of cultural and historic interest ( $p=.000$ ). A favourable image is held of intangible characteristics including, friendly locals ( $p=.000$ ), ability of the destination to offer relaxation peace and tranquillity ( $p=.000$ ) and safety ( $p=.000$ ). The image of destination constraints is also favourable among this cluster where value for money ( $p=.000$ ) and accessibility are both rated highly. Analysing the image attributes it is clear that this Cluster holds a less positive perception of tourism services and infrastructure including excursions trips and activities ( $p=.000$ ), food and drink ( $p=.000$ ) and accommodation ( $p=.000$ ). The perception of the destination as uncommercial in terms of the unspoilt environment ( $p=.000$ ) and atmosphere ( $p=.000$ ) is also lower.

In identifying the month and season of visitation, key behavioural characteristics, displayed by Cluster 7 can be determined. Although the greatest proportion of respondents in this cluster (47.5%) visit during the summer, the popularity of spring visitation is apparent. In total 37.1% of this cluster visit early in the season which is a much greater proportion than other clusters. Furthermore, only 17.1% of respondents visit in autumn, which is lowest of all clusters. Cluster 7 demonstrates distinctive travel patterns regarding the month of visitation ( $p=.001$ ) where it can be seen that, among this cluster, visitation is highest in May (25.7%), August (19%) and July (16.2%) while lowest in October (7.6%) and September (9.5%). Monthly visitation levels show greater visitation during summer school holidays including the May bank holidays and traditional summer holiday periods.

The popularity of week-long visits to the Isles of Scilly are apparent within Cluster 7, where 46.7% of the cluster stay for seven days. While 24.8% of the cluster take breaks longer than one week, a further 28.6% take shorter breaks. Cluster 7 also represents 29.4% of day trip visitors who travel to the Isles of Scilly; this does, however, only account for 4.8% of the Cluster. Traditional holiday patterns are again identifiable among this group with 18.1% staying for 14 days.

The majority of respondents in Cluster 7 stay in self-catering accommodation (57.1%), the highest proportion of all clusters ( $p=.000$ ). When compared to other clusters, it is also apparent that Cluster 7 has the highest proportion of respondents who choose to camp. This behaviour, however, is only recorded from 8.6% of the cluster. This cluster contains the lowest proportion of respondents to stay in hotel accommodation at 7.6% while 19% stay in bed and breakfast accommodation. Travel by boat is common among this cluster, where 61% of respondents use this mode of transport. The preference for shorter and more affordable travel routes is apparent as 17.1% fly from Lands' End. Newquay is the least frequently used air route (8.6%), followed by Exeter (11.4%).

Although only significant at the  $p<.080$ , Cluster 7 has the highest proportion of first time visitors, when compared to other clusters, where 40% are on their first visit to the islands ( $p=.073$ ). When reviewing the year of first visit, although not being statistically significant, it is clear that this cluster has the highest proportion of new visitors with 20.6% first visiting before the 1980s, 33.3% visiting between 1980 and 1999, while 46.1% have visited since the year 2000. The volume of visitation among repeat visitors is diverse. In total, 15.9% have visited once before, 23.8% have visited between 2-4 times, 11.1% have made more than five but fewer than ten visits, 25.4% have made between 10-19 visits while 23.8% of respondents in this cluster have made over 20 visits.

The prevalence of couples among this cluster is apparent when reviewing both group type ( $p=.084$ ) and group size ( $p=.020$ ). The majority of cluster members (66.7%) travelled in a group

of 1-2, while 26.7% of cluster members travel in small groups of 3-5 and 6.7% travel in large groups of above six. Further examination of group type identifies the majority of respondents in this cluster travel with their partner (50.5%). Relatively high proportions of respondents travelling with friends (17.1%) and family (21.9%) are evident while those travelling alone are less prevalent (10.5%).

It is evident that members of Cluster 7 participate in a broad range of activities ( $p=.087$ ). The highest proportion of this cluster (32.4%) identified visiting other islands as a planned activity, while organised recreational activities (16.2%) and walking (13.3%) are also prevalent. Walking, birdwatching (11.4%) and boat trips (10.5%) are proportionally high when compared to others, suggesting the importance of outdoor activities among Cluster 7. Flora (6.7%), gastronomy (5.7%) and relaxation (3.8%) are less prevalent. Scenery and landscape provides the most important motivation for Cluster 7, important to 98.1% of cluster members ( $p=.000$ ). Other destination pull motivations are, however, less significant. Sea and beaches are identified as important by 82.9% of respondents ( $p=.001$ ) while wildlife and nature are important for 84.7%. Destination push motivations, although important to Cluster 7, are of greater influence to other clusters. The majority of cluster members identified that the ability to rest and relax was very important in motivating their trip (57.1%); overall, 89.5% of the cluster identified this motivation as important. The ability to get away was important to 84.8% of the cluster while family togetherness was less significant, with only 53.3% of cluster members rating this motivation as important.

First time visitors within this cluster demonstrate high levels of satisfaction with the destination ( $p=.006$ ). Overall, 95.2% of first time visitors had a positive evaluation of the destination. First time visitors in Cluster 7 were the second most likely to have their expectations exceeded as 47.6% identified this to be the case, this is particularly important as this cluster contained the highest proportion of first time visitors. The remaining 4.8% of new visitors felt that the islands had not met their expectations. Overall, 95.2% of new visitors



demonstrated positive evaluation. Perceptions of the islands had not changed for 52.4% of returning visitors yet existing perceptions were exceeded for 23.8%. The islands fell below expectation for 20.6% of returning visitors who had a more negative image of the islands upon return. A further 3.2% were unable to identify how their image of the destination had been altered by this visit. Positive evaluation was received from 76.2% of returning visitors, third highest overall ( $p=.007$ ). Despite some negative changes to destination image, members of this cluster had the highest overall return intentions where 97.2% identified that they planned to return to the islands in the future while 1.9% were undecided on a return visit, 1% indicate they were unlikely to return.

Of this cluster, 51.4% are female, while 48.6% are male. The age profile identifies that Cluster 7 contains the highest proportion of respondents under 40, with 20.9% between ages 20-39. A further 38.1% were aged between 40-59 and 41% over 60. Higher financial propensity is evident among this cluster with 41% of the cluster retired, 16.2% in professional occupations, and 24.8% in managerial or technical occupations. Geographically, respondents largely originate from the South West (49.5%) and the South East (11.4%). All non-European international respondents are represented by this cluster. The demographic profile of this cluster is, however, not statistically significant.

