

An Analysis of the North Cyprus Image from the Foreign Tourists' Perceptions

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ABSTRACT

The purpose of the study is to examine the strategic dimension of a destination image as a strategic management contrivance for a destination, which could assist to sustain and/or revitalize the tourist streams towards that destination.

The approach of strategic destination image management is a key factor in the case of attracting tourist flows and alternative resource available of constructing valuable outcomes for the destination. In this context, a valuable image which this represents a fundamental requisite for a destination, such as the Turkish Republic of North-Cyprus.

In order to obtain this point, it is crucial to comprehend image's role in tourist's travel decision making and how a significant and indentified shared image will leave effects in customer's minds. For this reason study based on the analysis of the image of Turkish Republic of Northern Cyprus and how is matched with different customers from various culture from all over the world specifically Turkish and British travelers to reveal that an image stereotype which, the destination has created over the years; to realize if the positive image of the Turkish Republic of Northern Cyprus is applicable in the tourist's decision-making process in addition, if and how the image is significant to swell a good strategic plan and ultimately change a negative trend and view in the tourist's demand.

Keywords: Destination Branding, Destination Image, Destination Positioning, North Cyprus; Tourist Behavior.

ÖZ

Bu tezin amacı, bir destinasyonun imajını stratejik boyut açısından incelemek ve turist akışının destinasyona doğru yönlendirilmesine yardımcı olacak stratejik bir planın geliştirilmesine katkı sağlamaktır..

Destinasyon imajının stratejik yönetim yaklaşımı içinde ölçülmesi bir destinasyona yönelik olarak hedeflenen turisti cezbedecek önerilerin geliştirilmesinde ve hedeflenen sonuçlara ulaşılmasında alternatif ve önemli bir faktördür.

Bu bağlamda, Kuzey-Kıbrıs Türk Cumhuriyetinin bir destinasyon olarak imajının ölçülmesi turizmde hedeflere ulaşılması noktasında çok önemli temel bir koşulu temsil etmektedir. Bunun tesbit edilmesi turistin seyahat kararında ve ülkeyle ilgili imajının ortaya çıkarılmasında önemli bir rol oynamaktadır.

Bu nedenden dolayı, Kuzey Kıbrıs Türk Cumhuriyetinin gelen turistin ülkeyle ilgili imaj, düşünce ve algısını anlamak ve farklı kültür farklı kültürlerle nasıl değiştiğini tesbit amacı ile yapılmıştır. Amaç yabancı özellikle Türk ve İngiliz turistler arasında Kuzey Kıbrıs Türk Cumhuriyetinin imajının tesbit edilmesi ve algılamanın negatif olması durumunda bunun pozitif olarak dönüştürülerek seyahat kararının verilmesine yardımcı olacak öneriler yapmaktır. Özetle bu tezin araştırma sonuçları Negatif bir bakış ve algılamanın pozitif bir bakış ve algılamaya dönüştürülmesi için yapılabilecekleri sıralamış ve öneriler geliştirmiştir.

Anahtar Kelimeler: Destinasyon, İmaj, Kuzey Kıbrıs Türk Cumhuriyet, Turist Davranışı.

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Chapter 1

INTRODUCTION

In a highly competitive tourism environment which all providers have to get through competition and alternative products in order to attract traveler. Currently with a large number of destination marketing organizations (DMOs) challenging for attraction, destinations are becoming substitutable.

As mentioned above tourism destination has to be contained in tourists evoked set, while a final decision making process (Cai, Feng, & Breiter, 2004; Dana & McCleary, 1995; Leisen, 2001; Tasci & Kozak, 2006). On the other hand, travelers are commonly offered diverse destination choices which present similar options such as beautiful scenic view, quality accommodations, hospitable people. Consequently being contained in consumer's evoked set may not be sufficient; destination must have a unique and different image in the case of being the ultimate decision.

They are based on the evaluation or selection process and also make the link among motivations and destination selection available (O'Leary & Deegan, 2003).

In order to be able to understand tourists' perception differentiation, images and motivations to a destination is a critical factor to realize and predict tourism demand and its impact on the tourism location. So then, this comprehending of destination image and tourists' perceptions is crucial to a destination and supplies the background for more successful and well-organized future strategic planning of the

destination. In fact, it shows that image studies are a precondition to a successful marketing strategy. Accordingly, understanding of when the image forms, and at what point the image effects travelers' selection process of a general destination is one of most significant elements (Sirakaya et al., 2001).

A main purpose of any destination positioning strategy have to be emphasize positive images already held by the target market, make negative image right or create a brand new image (Pike & Ryan, 2004).

Accordingly destination image concept becomes a crucial factor for a destination to be indentified distinguished from substitutes in the target market's mind.

From this perspective, the concept of destination branding is critical for a destination to be identified and differentiated from alternatives in the minds of the target market. So then the destination image should be considered as a pre-existing element related to destination branding (Pike, 2009).

Additionally, the aim of destination branding is to create a positive destination image which is known and distinguish the destination by choosing a reliable brand variable mix (Cai, 2002). Destination image in a reflected association of perception about the place (Cai, 2002, p. 723).

Based on the facts that destination image is a total impression of cognitive and affective evaluations (Baloglu, 1996; Baloglu & Mangaloglu, 2001; Baloglu & McCleary, 1999; Hosany, Ekinci, & Uysal, 2007; Mackay & Fesenmaier, 2000;

Stern & Krakover, 1993; Uysal, Chen, & Williams, 2000), it is acknowledged that brand associations must contain cognitive and affective image variables (Pike, 2009).

Cognitive and affective components are commonly accepted as significant indicators of (Baloglu, 1996; Baloglu & Mangalolu, 2001; Baloglu & McCleary, 1999; Hosany et al., 2007; Mackay & Fesenmaier, 2000; Stern & Krakover, 1993; Uysal et al., 2000).

According to the demand future, increasing in destination choice's options and the big variety of those advertisements enhanced confusion between travelers (Gunn, 1988).

Tourists are who's made decision based on a reason and who assign the income between diverse goods and services such as travel to exploit efficacy from a consumption experience (Mansfeld, 1992).

For a long time researchers have focused on tourists' decision making included the 6 study structure of tourists' decision making process.

Both psychological variables (motivations, attitudes, beliefs and images) and non-psychological variables (time, destination attributes, perceived costs of tourism product, buyer characteristics and benefits sought) are influencing tourists decision making process, Psychological variables are internal to the consumer, while non-psychological variables are the external reasons during this process whereas the final apply effects the pattern of former.

Both elements help decision makers build consciousness and evoked sets of competing alternatives following a 'hierarchy-like' method. (Raaij, and Francken,1984).

Researchers have come within reach of the topic of destination image from three perspectives, matching as dimensions such as: segmentation analysis, competitive analysis and analysis of image components (Gallarza, Gil, & Caldero´n, 2002).

Some researchers narrate the importance of appropriate image expansion to the overall success of a destination in tourism (Chen and Kerstetter 1999; Crompton 1979; Dadgostar and Isotalo 1992; Hunt 1975). Others attribute destination image importance to its consequence on supply-side elements, namely, marketing related aspects, such as positioning and promotion (Baloglu and Brinberg 1997; Baloglu and McCleary 1999; Calantone et al., 1989; Chen and Kerstetter 1999; Walmsley and Young 1998).

There are some researchers who relate the importance of destination image to its consequences on demand-side variables, such as tourist behavior, particularly decision making. (Alhemoud and Armstrong 1996; Baloglu and Brinberg 1997; Chen and Hsu 2000; Chen and Kerstetter 1999; Crompton 1979; Dadgostar and Isotalo 1992; Dann 1996; Fakeye and Crompton 1991; Gartner 1993; Goodrich 1977; Hunt 1975; MacKay and Fesenmaier 1997; Mayo 1973; Mayo and Jarvis 1981; Tapachai and Waryszak 2000; Walmsley and Young 1998). The final aim of destinations in performing marketing is to attract tourists by affecting their destination decision making and select.

1.1 Study Contribution

This investigation falls within the last category, as it intends to present an examination of the components of a destination's image: the cognitive component. Destinations try to win the competition first and foremost through their image, since the image that tourists have of them before visiting is a decisive factor in their purchase decision (Buhalis, 2000). Moreover, the preliminary image can be customized by the holiday experience, and loyalty to the destination will simply be fortified if tourists' image of it persistent to be positive (Bigne & Sanchez, 2001).

Accordingly, the structure of an appropriate image for a destination will establish its capacity to attract and hold tourists (Ahmed, 1991). Nowadays the concentrated competition that exists between tourism destinations makes it even more significant to recognize the image held by actual and potential tourists (Buhalis, 2000; Morgan, 1999; Morgan & Pritchard, 1999). Also, for public managers it represents a crucial element of the destination's success, forming the alliance of the marketing strategy (Chon, 1991; Echtner & Ritchie, 1991; Gallarza et al., 2002; Grosspietsch, 2006).

At this purpose, the importance of understanding destination perceptions of visitors becomes serious to a destination. In practical terms, this could be critical for a destination like the North-Cyprus, one of the most popular broad-based areas in the Middle-East and the. This small country has several different scenarios, such as cultural attractions, the small villages in the country, the unique bays in, which makes this destination particularly attractive for all kinds of tourists.

However, even if the generalized image of the North-Cyprus is a positive, well-kept image, it still needs to be maintained and reinforced carefully in order to attract more

tourists. For this reason, a research study might be helpful to discuss strategic options on how to make a difference in the tourists' perceptions and travel choices by the use of the image of a destination.

For this purpose, an empirical test was conducted in Turkish Republic of North-Cyprus, in which currency and the main economy-cycle are generating by tourism industry.

The study of the North-Cyprus image will be based on the analysis of the tourists' perception in its first foreign market that means the Turkish and British tourists target.

In order to reach the aim of the study, three simple questions have been asked:

- What is the strategic dimension of the destination image?
- Is the tourists demand influenced by the image of a destination?
- In which way the image of a destination can influence the tourists' behavior and their travel choices?

1.2 Turkish Republic of North Cyprus

After Sicily and Sardinia, Cyprus is listed as the third biggest island in the Mediterranean. North-Cyprus is divided to three physiographic area north side covered by Kyrenia Mountains, middle by Meseria plains, and Trodos mountains in south-west.

A major key area of employment in North-Cyprus comes about from the service sector such as tourism, public division, trade and education, accordingly minimum agriculture and beam manufacturing. Currency and the main economy-cycle are

generating by the tourism industry, a free zone area located in Famagusta, is attracting foreign investors attention in support of exportable products, and to-date works successfully.

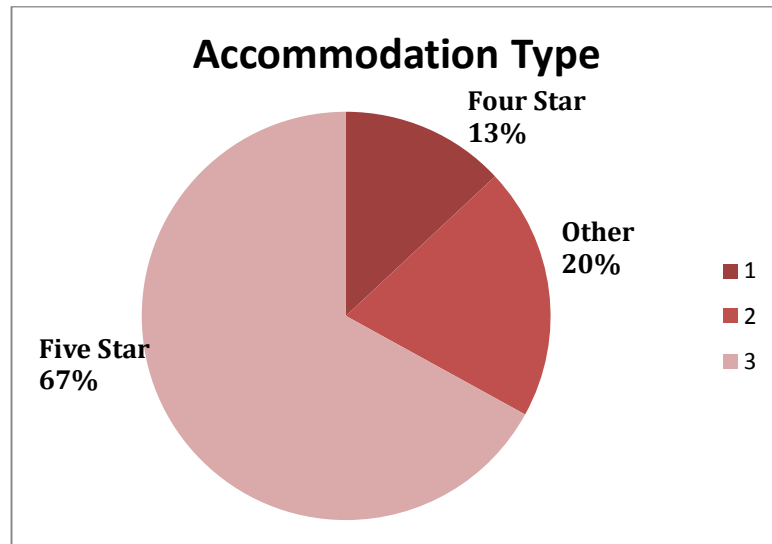


Figure 1: T.R.N.C Accommodation Type

The Tourism sector has a vital role in North-Cyprus economy, In 2007, the share of net tourism earnings in total foreign currency earnings was 29%, In 2008, tourism industry earnings was 434,3 million US dollars and its share in GNP increased to %33,3 (TRNC Ministry of Tourism, Environment and Culture 2009).

Additionally, the accommodation and lodging sub-sector is the main element of the tourism industry and as of the end of 2008 according to the TRNC Ministry of Tourism there were 119 accommodation organizations (hotels, motels, holiday villages) with a bed capacity of 15,540 (Yasarata, Altinay, Burns, and Okumus, 2010). It is possible to find over eight hundred and fifty tourism and hospitality businesses, majority of them are those small family run bars, cafes, restaurants and gift shops. The tourism industry participated in the GDP of North Cyprus by \$303.2

and \$376.2 million in 2006 and 2007. The tourism business twisted 8208 jobs in 2007 which is about 7% in the total employment. most important tourist markets have been Turkey, Britain and Germany. The annual occupancy rate for hospitality organizations was around 30% in 2007.

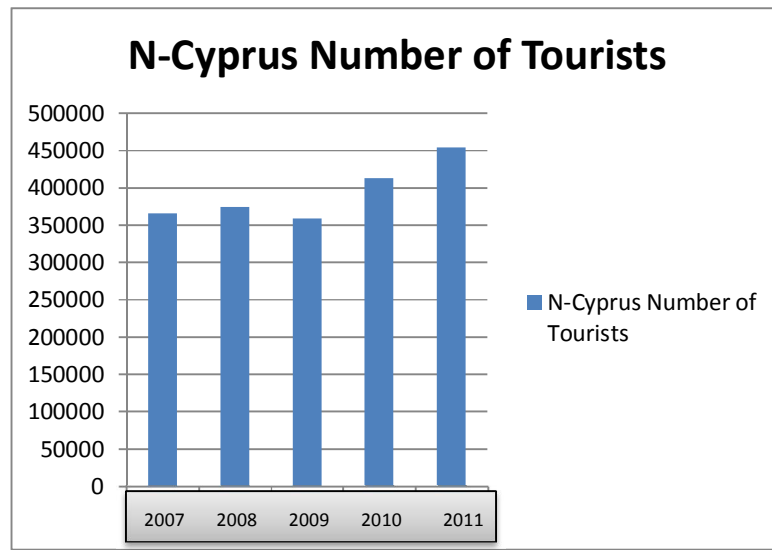


Figure 2: North Cyprus Number of Tourists

Chapter 2

LITERATURE REVIEW

Academic research in the field of image has been started from the work of Boulding (1956) and Martineau (1958) who made an idea about, human behavior is dependent on image rather than objective reality, then it leads to "image theory" which propose that the world is a mental or unclear image of objective reality existence in one's mind (Myers 1968).

Early on 1970s "image" idea introduced by Hunt (1971), Mayo (1973), and Gunn (1972) in some disciplines such as social and environmental psychology, marketing, and consumer behavior it has been considered for many years and is still in centre of researcher's interest.

Most common definition of image proposes that it is a set of beliefs, ideas, and impressions which people held about a destination or place (Crompton 1979a; Kotler et al 1993).

Assael (1984) mentioned that image is "total perception of a product that is formed by processing information" from different basis over time, and these definitions commonly highlighted perceptual/cognitive component of image.

2.1 Destination Image Definition

2.1.1 A Brief Definition

“Place image” is the sum of beliefs, ideas and impressions that people have of a place (Kotler, et al., 1993). In other words, image is the mental structures (visual or not) that incorporate with the factors, the imitations and the values that people have about a specific place; and, it is based on a set of some material information of those people, and on a series of perceptions of a more emotional and effective nature.

Some researchers stated image as the terms of a picture in the mind. They revealed that destination image are the sum of all those emotional qualities like experiences, beliefs, ideas, recollections and impressions that a person held about destination in his mind (Crompton, 1979; Reilly, 1990).

In particular, a destination image is “the expression of all objective knowledge, impressions, prejudice, imaginations, and emotional thoughts an individual or group might have of a particular place” (Lawson & Baud-Bovey, 1977).

An answer for the question “what is the image of destination” has given by one of the 11 practitioners and academics from all over world, they met online and responded to 23 questions about destination image evaluation, he states that “the image of a destination is the sum of all perceptions tourists and potential visitors hold of that destination” emphasizing its dynamism. He comments that “it evolves with time and events that are controlled, or not, by the destination”. Also, he emphasizes that destination image in highly related to internal and external environmental factors (Dimanche, 2003).

An examination of tourist destination image can show a result with a conclusion that a proposal of a theoretical framework describing image in terms of four characteristics: complex, multiple, relativistic and dynamic (Gallarza, et al., 2002).

Della Corte and Micera (2007) underlined the significance of the image in the actual demand of a destination, not only in the mind of the future tourists, explains image as “the whole of beliefs, ideas and impressions a destination can generate in potential and actual tourists’ minds”.

Subsequently, we found a general agreement that destination image is a multi-faceted, complex assemble, which contains interrelated cognitive and affective evaluation wicker into overall impression (Stepchenkova & Morrison, 2006).

2.2 Background Revision

According to Lawson and Baud-Bovy (1977) destination is the appearance of all imitations, knowledge and emotions toward a particular item or place.

Before choosing the travel destination tourists are predict logical experiences those lead to positive emotions which tourism destination remind them, because their perception have behavior outcome. (Lindquist, 1974-1975) and tourist will choose the most favorable one in their minds. (Baloglu and McCleary, 1999; Chon, 1991; Goodrich, 1978; Hunt, 1975; Mayo, 1973; Mayo and Jarvis, 1981; Woodside and Lysonski, 1989). Among many choices tourist would choose the most appropriate one in compares with their competitors. (Gartner, 1989).

According to the literature destination image play a crucial role in travel decisions, however it could be hard to find an assured definition for destination image; meanwhile many of researchers have critical challenges in the case of developing the

concept, as reported by Echtner and Ritchie, 1991, Fakeye and Crompton, 1991, there have been a lack of theoretical framework in most of destination image researches., Echtner and Ritchie after review of fifteen studies Between 1875 and 1990 revealed that many of the definitions were unclear such as ‘impressions of a place’ or ‘perceptions of an area’.

Whereas understanding of the important of tourists’ images of travel destination and its critical role in expanding successful marketing and positioning strategies is significantly accepted, impartially the importance of motivations, area of behavior, perceptions and images of places athwart sub segments of a potential market (Morgan & Pritchard, 2002).

The two important role of destination image in behaviors can list such as : First to influence the destination choice in the process of decision making and the second one is the statement of after-decision making behaviors such as participation (on-site experience), evaluation (satisfaction) and future behavioral intentions (intention to revisit and willingness to recommend) (Ashworth & Goodall, 1988; Bigne et al., 2001; Cooper, Fletcher, Gilbert, & Wanhill, 1993; Lee et al., 2005; Mansfeld, 1992).

Moreover images are considerable because of their effects on tourists’ satisfaction level of their travel experiences. (Chon, 1990), this is fundamental in concern of positive word-of mouth recommendations and intention to revisit the destination.

Besides in order to win the competition in the market place marketers have to know travelers images about the destination and must select the most suitable segment which mean the ones that travelers held positive image about.

Destination image is a total impression of cognitive and affective evaluations so brand relatives should include cognitive and affective factors. And the main aim of destination brand is to build positive destination image and identify and differentiate destination from a pool of choices.

Subsequently, Fakeye and Crompton (1991) revealed that destinations those have positive images are more suitable to make profit in compare to those with less favorable image therefore they may never attain the highest rate of tourism potential.

The cognitive, or perceptual, aspect refers to knowledge and beliefs about a destination, whereas the affective aspect refers to feelings about a destination. (Baloglu, 1996; Baloglu & Mangalolu, 2001; Baloglu & McCleary, 1999; Hosany, Ekinici, & Uysal, 2007; Mackay & Fesenmaier, 2000; Stern & Krakover, 1993; Uysal, Chen, & Williams, 2000 ; Cai, 2002), Pike, 2009 ; Baloglu & Brinberg, 1997; Baloglu & McCleary, 1999).

Cognition and affect have been considered as interrelated aspects and affect is basically dependent on cognition by social and environmental psychological tradition, (Baloglu & McCleary, 1999).

On the other hand, Russell and Snodgrass (1987, p. 246) stated that “behavior may be influenced by the (estimated, perceived, or remembered) affective quality of an environment rather than by its objective properties directly”.

The affective element of destination image signifies emotions toward a destination, and those feelings can be positive or negative or neutral. Gartner (1993) proposed

that the affective element comes into play at the stage when various travel options are evaluated. In addition, Yu & Dean, (2001) announced that emotions can be better predictors of behavior than perceptual assessment.

Consumer behavioral literatures announced the relationship between image, satisfaction perceived value and loyalty, and they show direct and indirect effects of image (through value) on customer satisfaction (Bigne, Sanchez, & Sanchez, 2001; Lai, Griffin, & Babin, 2009).

Furthermore researchers revealed direct and indirect effects of customer satisfaction on customer loyalty (Back, 2005; Chi & Qu, 2008). Additionally they found the moderation role of tourists involvement and personalities, gender, age, annual income, and marital status on perception of destination image and its effect on tourists behavior Chen & Tsai's, 2007; Heung, Qu, & Chu, 2001; Walmsley & Jenkins, 1993).

According to meta-analyses of destination image studies reported (Chon, 1990; Gallarza, Saura, & Garcia, 2002; White, 2004), considering image complexity, subjectivity, and unclear character, researchers have been made a variety of comments for this idea.

Oxenfeldt (1974±75) and Dichter (1985) mentioned image as an individual's overall or entire feelings or evaluation of attributes which include both cognitive and emotional content, hence Oxenfeldt (1974±75) and Dichter (1985) in their investigation, as well as the cognitive and affective images, they also identified " the formation of overall image from evaluations of an object."

Subsequently a set of beliefs and knowledge concerning an object signify perceptual or cognitive evaluation, while feelings about that object indicate affective evaluation. it (Baloglu and Brinberg 1997; Burgess 1978; Gartner 1993; Holbrook 1978; Walmsley and Jenkins 1993; Ward and Russel 1981; Zimmer and Golden 1988). Hanyu(1993:p.161) noted that ``Affective meaning refers to the appraisal of the affective quality of environments while perceptual/cognitive quality refers to the appraisal of physical features of environments".

Lynch (1960), in his seminal book *The Image of the City*, mentioned that meaning or the emotional element and physical form of environmental image can be differentiated, which emotional element is reliant on such attributes.

Commonly accepted idea by various researchers notes that affective evaluation relies upon cognitive consideration of objects and the affective responds are shaped as a meaning of cognitive responses. (Anand, Holbrook and Stephens 1988; Burgess 1978; Gartner 1993; Lynch 1960; Holbrook 1978; Reibstein, Lovelock and Dobson 1980; Russel and Pratt 1980; Stern and Krakover 1993). This recommends that besides of the differences which have been mentioned above they are interrelated.

Relatively researchers noted that affective and cognitive image component are hierarchically interrelated with shaping of destination image (Cai, 2002, Gartner, 1993, Woodside & Lysonski, 1989), and there is possibility which each of affective and cognitive brand image element might offer distinctive contributions in forming the overall image.

2.3 The stage of image formation

Destinations with identifiable images and tourists' positive perceptions have more probability of being selected. Moreover, the destination perceived image from previous visit of destination influences tourist satisfaction and intention to revisit the destination in future, and what they from their family and friends and their communication with them (word of mouth).

This certainly related to the destinations' ability in providing experiences that communicate with the image which tourists held of the destination. The stages of image formation are based on the different tourists' perceptions, considering also the impact of all internal and external factors that can influence the tourists' image of the destination, as the below analysis stats. Thus, it's important to make a distinction between perception "a priori", perception "in situ" and perception "a posteriori"

- Perception "a priori" is the mental construction an individual create from a place which have not been in that place before and had no physical connection. This means that tourists have already "visited" a place before they physically visit it.

- Perception "in situ" is a key moment in the tourists' experience, because it "contrasts what they have imagined. Tourists never arrive with a null perception: they have a previous image of the place that can be confirmed or not".

- Perception "a posteriori" specifies that travelers' experience doesn't end with the trip, but they use some essentials in their daily life. For instance, the role those photographs have in order to capture a moment of the trip or specific elements of the destination.

Gunn affirmed that (1988), images are expanded at two diverse levels. He mentioned them as organic level and induced level. The organic image develops internally because of actual experience or visitation, and the induced image shapes because of developing and receiving some information externally such as media hype, advertisement, news reports or positive or negative word of mouth.

Essentially the development of image is related to diverse shapes of information. On the other hand, image is shaped on the basis of an exchange value toward sought and expected and as well as the powers which had put to get this value.

Gunn (1988) repeatedly stated below stages in the development of tourists image formation: (1) gathering mental images of the destination – organic image; (2) adjusting the original image after getting more information – induced image; (3) making a decision to visit the destination; (4) visiting the destination; (5) sharing the destination; (6) coming back home and (7) modifying the image according to their own experience.

Hence, the third level of image formation is the experiential image which is an outcome of a visit (Fakeye & Crompton, 1991). Making shapes in the ways these images are formed, the images are open to change to different extents and in different ways (Vaughan, 2007).

Some studies deemed the image such a concept formed by three different consistent components: cognitive, affective and conative (Baloglu, & McCleary, 1999a, 1999b; Gartner, 1993).

Cognition is the sum of what is known about a destination, which may be organic or induced as we mention above (Gunn, 1988). Influence symbolizes an individual's feelings towards an object, which maybe favorable, unfavorable, or neutral. Gartner (1993) suggested that affect normally develop into operational through the assessment stage of the destination choosing process. The conative can be considered as the likelihood of visiting a destination within a certain time period. After that, Baloglu and McCleary (1999b) add that the affective image is one of the most essential aspects, and that it has to be used repeatedly by the certain destination in order to get more efficiency results. They separated it into both positive (arousing, exciting, pleasant and relaxing) and negative dimensions (sleepy, gloomy, unpleasant and distressing). These scholars propose the idea of "relative images" of destinations, which can be categorized toward evaluation of numerous challenging destinations. in this situation it may lead to the classification of the destinations' strengths and weaknesses, competitive advantages and distinctive competencies comparative to the individualities of each place in compare to the competitors.

In addition, they had an argument that the image of a destination can be customized by their pre-visit or direct experience with the destination as well as after visiting particular place. Thus, traveler satisfaction and the product quality trough the travel experience will affect the last step of image formation.

Especially, Weaver, et al. (2007) investigated about the impact of earlier travel experience and variables linked to vacation on destination evaluation, testing the connection between the variables series: the first set is composed of five variables that are referred to as previous travel experience (number of countries visited, number of countries visited for pleasure) and trip characteristic (length of stay,

number of people in the travel party, and travel mode); the second set of variables referred to as destination evaluation variables (satisfaction, service quality, value, and likelihood to return).

In addition, Della Corte (2000), measuring the customer satisfaction using three levels of a pyramid model, considers the top level start with the overall destination image.

When destinations consist of a "sufficient level of positive attributes, visitors are expected to develop favorable attitude toward a destination. Negatively perceived attributes account for unfavorable attitude toward the destination". In general, people "create" their own image of a destination, thanks to their general knowledge and feeling, or from an external influence, such as friends and relatives, the advertisements, the intermediaries, or, also, their own past experiences.

As a result, the image estimated by tourist destinations during the promotional activities as well as all sources of information to their potential tourists is a topic of main interest to tourist destination remains. The assessment between the projected image and the perceived image by the tourist has to be well-organized because it represents a critical link (Andreu, et al., 2000).

2.3 Tourist behavior

Tourists' behavior is highly dependent on their destination image which they held about the particular destination (Beerli & Martí'n, 2004a). By the time of destination choose influence is began, therefore vacation decision is not made just in the course of objective reality (Baloglu & McCleary, 1999a, 1999b; Johnson & Thomas, 1992).

several researchers had been considered that how previous held image might affect the decision-making models (Baloglu,1999; Crompton & Ankomah,1993; Gartner,1989; Goodall, 1988; Kent, 1990; Mathieson & Wall, 1982; Moutinho, 1987; Schmoll, 1977; Stabler, 1990).

Furthermore in the process of decision making the image with high positive images have higher possibility of being chosen by tourists. (Alhemoud & Armstrong, 1996; Echtner & Ritchie, 1991; Johnson & Thomas, 1992; Telisman- Kosuta, 1994).

However image not only affects tourist destination selection, it influences the tourist's behavior in whole period as well. (Ashworth & Goodall, 1988; Cooper et al., 1993; Mansfeld, 1992).

Bigne' et al., (2001) stated that image turns to be a crucial factor in tourist behavior analysis, before, during, and after holiday experience, Therefore in the analysis of tourist's post-purchase behavior image is an important aspect Lupton (1997) and Bigne' et al. (2001) noted that image has significant effect on the intention of revisit and intention to recommend the destination .

2.4 Destination Image Measurement Quantitative and Qualitative Approach

Beyond all destination image researches, adequately a unique conceptualization about destination image construct as regard of a widespread review of the literature on destination image research for the period of 1975–1990:has been propound by Echtner and Ritchie (1991, p. 11). “Destination image should be envisioned as consisting of two main components; those that are attribute-based and those that are

holistic. Each of these components of destination image contains functional, or more tangible, and psychological, or more abstract, characteristics. Images of destinations can also range from those based on “common” functional and psychological traits to those based on more distinctive or even unique features, events, feelings or auras” .

The attribute-based aspect conquered of scaled series items which array from tangible, or functional (beaches, shops, sports facilities, etc.), to more intangible, or psychological (receptiveness of local people, quality of service, etc.). In addition above mentioned attributes signify a general dimension of a destination, because each destination can be estimated on the basis of these common standards.

Echtner and Ritchie revealed in their seminal work on tourism images, that destination image contains attribute, holistic, functional, psychological, common and unique components, nevertheless an overview of numerous image researches affirmed that, none of the scientists had been successful in acquisition of all destination image elements.

Structured or quantitative researches have more aimed to point out in the case of common and attribute-based sides of destination image, and in order to measure the holistic element of destination image as well detain unique aspects and impressions qualitative or unstructured research methods tend to be more constructive.

Echtner and Ritchie proposed a measurement system which applies quantitative and qualitative methods. This includes a set of scales to measure the destination image's common attribute-based component besides both functional and psychological dimensions and a set of open-ended questions in order to obtain the holistic elements of destination image next to both functional and psychological dimensions, in

addition to the presence of distinctive or unique attributes or impressions, thus several investigators have assimilated this approach in various image researches.

The holistic component is measured via two open-ended questions (Echtner & Ritchie, 1991, p. 11):

_ “What images or characteristics come to mind when you think of _____ as a travel destination?

_ How would you describe the atmosphere or mood that you would expect to experience while visiting _____?”

The first question is functional, whereas the second one is more psychologically oriented. Answers to the second item consist of affective evaluations, such as exciting, relaxing, boring, etc., and, therefore, is somehow similar to the Baloglu and Brinberg (1997) affective component (White, 2004).

Subsequently, the holistic component is located as a rational picture, or overall illustration, of the destination, and, as such, resembles the overall component of the destination image. holistic component plays a crucial role in the process of understanding how consumers is classified an appropriate destination in their mind, and which idea held as standard and what prevailing images are allied with a specified destination.

The uniqueness dimension is evaluated by the item:

_ “Please list any distinctive or unique tourist attractions that you can think of it _____”.

In order to distinguish one destination from the competitor destinations uniqueness dimension plays a critical role and it will turn to the uniqueness image. accordingly Echtner's and Ritchie's idea comes through the cognitive-affective-overall image past belief and is dependable with MacKay's and Fesenmaier's (1997, p. 538) approach that "a destination image is a composite of various products (attractions) and attributes woven into a total impression".

A conceptual theory has been proposed by Echtner and Ritchie (1993) for operationalization of all destination images' particular components, additionally an appropriate framework has also suggested for visual representation of image components. To propose new scale of measuring the attribute-based aspects, Echtner and Ritchie pursued Churchill's (1979) theoretical framework in the field of marketing studies. Indicating the domain of building the image, producing a model of objects, and make measures clear through Cronbach's alpha as an indicator, and iterative factor analysis were conducted. Consequently, the issues of content validity, dimensionality, and internal consistency reliability (Peter, 1979) of the proposed scale were recommended by investigators.

In this study attributes will be set in the order of their psychological or functional nature (Echtner and Ritchie 1991, 1993). Functional component which are based on more tangible or measurable perception such as scenery, accommodation or price levels. (b) Psychological component.

Contains more abstract and intangible characteristics such as atmosphere or friendliness. As a result, Echtner and Ritchie hypothesize the subsistence of a continuum from the functional to the psychological.

Subsequently, scientist such as Baloglu and Brinberg (1997); Chen (2001); Hong, Kim, Jang, and Lee (2006) and Walmsley and Young (1998) stated that the image is a construct built from the tourist's " rational and emotional interpretations, consisting of two interrelated components: (i) a cognitive or perceptual component, also known as the designative component: beliefs and knowledge about the perceived attributes of the destination; and (ii) an affective or evaluative component: the individual's feelings towards the destination".

Chapter 3

METHODOLOGY

3.1 Sample

The very common sample method is to use the Likert Type scale or the semantic disparity scale measurement of destination image. Various studies have applied the structured methods in the case of measuring the usual image attributes by using a set of semantic differential or Likert scale , thus creating ratings on each attribute, Studies which used this concept are such as Hunt(1975) in the case of United States, Andreu, et al. (2000) concerning Spain and Sönmez and Sirakaya (2002) regarding Turkey. However those studies applied result of exploratory qualitative factor analysis which resulted in the important attributes and determinant of tourists perceived image (Beerli & Martin, 2004a).therefore like other models these methods have their own limitations.

The first one who used open-ended questions in the destination image studies up until 1993 was Reilly (1990) measurement, Echtner and Ritchie (1991, 1993) were the second whose suggested the construction of image consist of three dimensions: attribute-holistic, functional-psychological, and common unique.

In order to detain all those three components, a set of structured and unstructured methodologies is necessary to measure destination image (Echtner, & Ritchie, 1993). Accordingly, Echtner and Ritchie expanded a measurement system which using

quantitative and qualitative methods to measure common attribute-based element along with functional and psychological dimensions and a set of open-ended destination image question to obtain the holistic components of destination image with both functional and psychological dimensions, plus the incidence of distinctive or unique features or aura.

Present research conducts a cross-sectional research or survey design in order to answer the research questions, meaning that a sample of 178 tourists visited the North-Cyprus were taken at a certain point of the 1.06.2012 to 25.06.2012.

3.2 Questionnaire Development

In this research data gathering was done by using a series structured questionnaire which is based on the study by Marino (2008) related to the destination image. Moreover, this study has first reviewed destination image theories and practices used in the Marino (2008) and Echtner and Ritchie (1991, 1993) research in order to pre-select a set of main attributes to evaluate destination image and find an appropriate instrument to measure it.

As mentioned before, it is clear that Echtner and Ritchie (1991, 1993) had successfully developed a conceptual framework in order “to identify ‘true’ images of tourist destinations” (Baloglu&Mangaloglu, 2001, p. 7).

According to Reilly (1990) and Marino (2008), to fully capture the components of destination image characteristics, holistic, functional, psychological, common, and unique- a combination of structured and unstructured methodologies should be used. Based on their assumptions, with the help of a questionnaire, the primary data have been conducted, and the foreign visitors’ perceptions have been obtained.

A series of open-ended questions that can capture the holistic components of destination image, reliable and set of scales to measure its common attribute based components have been selected based on the extant literature review. The surveys have been conducted by performing face to face questionnaires. Principal's component analyses have been used to determine the underlying dimensions of the cognitive and unique image components of North Cyprus. The data have been processed with the statistical package, SPSS 8.0.

The attributes of the questionnaire are focus on the destination image items in English such as, tourist attractions, services, climate, facilities, and safety at low prices.

According to Echtner and Ritchie's (1993) framework for measuring image, the questionnaire is a combination of closed-ended and open-ended questions, in order to achieve a through picture of the North cypeus image.

Moreover According to Marino (2008) about closed-ended attribute questions, a standardized scale was used to measure the attributes based and common components of the destination image. The main holistic and common attributes of a destination were pre-selected with the help of the literature review.

3.3 Data Collection

For the current study we planned to distribute 200 questionnaires among North-Cyprus hotel customers of different nationalities from all over the world. Questionnaires have been translated and back translated to English-Turkish and English-Italian and English-German.

We did the pilot study among 10 tourists in order to avoid the errors, and make sure if it is fully understandable to all of them and in result we found that the questionnaires with all translations were comprehensible in all translated languages.

Among targeted five, four and three star hotels, excluded Salamis Bay and Palm Beach hotels, other five star hotels avoid to participate due to the fact they would not disturb their guests and put pressure on them to participate during their vacation.

Furthermore almost a big number of area with high tourist attraction have been visited and distributed questionnaires by the researcher, however, they were happily participated in filling them.

Of all five, four and three star hotel and boutique hotels, which have given 20 each, 20 questionnaires were given back from Salamis hotel, 10 from Palm Beach, 10 European hotel, 15 from Monastery hotel, 20 from Manolia hotel, 12 questionnaires from Dedeman, 15 from Viva, 20 from Pia Bella 20 from Bella View, 10 Bellapais boutique hotels and 5 from River Side holiday village.

Famagusta's Castle known as a historical and ancient place which attracts thousands of tourists yearly, we have been able to collect 22.

Questionnaires were distributed by researcher in 10 days and have got them back in 15 days' time lag, the process took 25 days in total, and however in touristic areas we were able to get them back immediately.

Under this circumstance we could collect 178 out of 200, with the response rate of 89%, which majority of respondent were from UK and Turkey, and the rest from Iran and Europe.

Chapter 4

DATA ANALYSIS

The results of the research will be presented and show by different sections that matched those of the questionnaire. According to the data analysis in table I display respondent profile. From one hundred and seventy eight participants 52% of them were female, 39% were between ages 25-44 and 33% in rang 45-64 and 15% were 65 and above the rest were in the age ranges15-24.

4.1 Findings

4.1.1 Part I

Table 1: Respondent Profile

Respondent Profile	Frequency	Percentage
Gender		
Male	86	48.3
Female	92	51.7
Age		
15-24	25	14.0
25-44	69	38.8
45-64	58	32.6
65-above	26	14.6
Total income		
Under \$5000	39	21.9
\$5000-9999	12	6.7
10000-19999	24	13.5
10000-29999	31	17.4
\$830000-39999	29	16.3
\$40000-49999	19	10.7
\$50000	24	13.5
Length of Stay		
Less than a week	34	19.1
A week	94	52.8
Two weeks	32	18
15-20 nights	9	5.1
A month	9	5.1
Education		
High the university (Ms, Ph.D..)	32	18
Bachelors degree	71	39.9
Vocational education	64	36
Primary school	1	5
Other	4	2.2
Nationality		
British	61	34.3
Italian	2	1.1
Russian	3	1.7
Polish	2	1.1
Holland/Dutch	20	11.2
Turkish	61	34.3
German	21	11.8
Persian	8	4.5
Total	178	100

Twenty two percent of tourists had the income under \$5000 and 18% of them had income between \$20,000-\$30,000 and 16%, \$30,000-\$40,000, about 13% had income about \$10,000-\$20,000, the eleven percent \$40,000-\$50,000 and 14% \$50,000.

Majority of respondents about fifty-three percent were in a week vacation 19 percent less than one week and 18% two weeks, and the rest had 15-20 nights and a month stay in North-Cyprus.

A big percentage of forty percent tourists had bachelor's degree 36%, high school and 18% university graduates or with master degrees and higher. Fifty percent of their catering types were bed and breakfast 25% all inclusive, 17% full board and 6% of them had room only.

Respondents accommodation were in a majority of 81% hotel staying type which 39% of them include four star 27%, 3 star 23%, 5 star hotels. Seven percent of staying place was holiday villages, 5% apartment and the rest were other types of accommodation.

Majority of respondent about 50%, were their first time being to North-Cyprus, 25% second or third, 14% more than three the rest were frequent visitors. Surprisingly, the same percentage 34 had found in British and Turkish nationalities among the respondents, additionally 11% were from Holland and 12% from Germany, meanwhile 5% had come from Iran, the rest were Italian, Russian and polish.

4.1.2 Part II

Table 2: Factors Affecting Image Formation

Factors Affecting Image Formation	Frequency	Percentage
Main Reason of visiting Cyprus		
Leisure	139	78.1
Business	10	5.6
To visit family/Friend	16	9
Education other Reason	12	6.7
Number of previous visit and familiarity with the North-Cyprus		
No, first time	89	50
Yes, second time/third time	45	25.3
More than three times	24	13.5
Habitual holiday receptor	20	11.2
Source of information		
Personal Knowledge	46	25.8
Recommendation from friends	50	28.1
Internet	53	29.8
travel agency and tour operator	11	6.2
Traditional advertising	9	5.1
Other	9	5.1
Main Motivation		
Reputation	23	12.9
Mild climate	98	55.1
Activities offered	23	12.9
other reason	34	19.1
Trip or holiday Type		
All inclusive	44	24.7
Full board	30	16.9
bed and Breakfast	89	50
Self-Catering	5	2.8
Room Only	10	5.6
Accommodation Type		
Hotel	144	80.9
Apartments	8	4.5
Holiday village	12	6.7
Other	14	7.9
Categorizing of hotels		
5 Stars	41	23
4 Stars	69	38.8
3 Stars	48	27
Other	20	11.2
Main Attraction		
Handmade	16	9.0
Places	54	30.3
Natural Attractions	88	49.4
Event	20	11.2
Total	178	100

Main travel reason for big number of respondents, of 78% were leisure, 9% visiting their family or friend, 7% education and other reasons and 5% for business. Thirty percent of them have known about North-Cyprus via internet, 28% with their friend's recommendation, 26% personal knowledge, 6% by travel agencies and tour operators and 5% traditional advertising.

4.1.3 Part III

Table 3: Image of the North Cyprus

Image of North-Cyprus	Rank (Yes)	Percent
Relaxing	132	74.2
Climate	119	66.9
Hospitality	88	49.4
Unexplored	53	29.8
Unique	25	14
Popularity	19	10.7
Entertaining	15	8.4
Untidy	9	5.1
Unorganized	7	3.9
Other	4	2.2

We can assess the perceived image in hotels tourist's minds .Tables II, III and IV demonstrate minimum, maximum, mean scores and standard deviations of tourists' image held factors that are sorted in descending order by mean scores for travelers in North Cyprus Frequency rank.

Components of Image of North-Cyprus has shown in Table III, Among eight components of the most preferable image of North-Cyprus, relaxing image has the highest score (mean score = 0.75) the second image is climate (mean score = 0.68) the third is hospitality (mean score = 0.49) and fourth image is Untidy (mean score = 0.29) the fifth one is unique (mean score = 0.13) the sixth image is as popularity (

mean score = 0.10) the two last are entertaining and other images (means score = 0.09, 0.02).

4.1.4 Part IV

Table 4: North Cyprus Attributes

North-Cyprus attributes	Means	St. deviation
Climate	4.46	.698
Hospitality	4.34	.704
Safety	4.26	.803
Natural attraction	4.15	.813
Accommodation	4.06	.734
Restaurant	4.02	.816
Beaches	4.01	.857
Bar & café	3.81	.879
Architecture	3.67	.925
Crowdedness	3.67	.855
Night life	3.60	.960
Tours / excursions	3.57	.907
Gambling & Sex	3.54	.965
Tourism information	3.54	.915
Museums	3.47	.824
low of price	3.46	.990
Accessibility	3.42	.919
Cleanness	3.40	.880
Shopping facilities	3.34	.950
Transportation	3.29	.636

Table II demonstrates the North-Cyprus attributes components, highest score achieved with destination climate (mean score = 4.46) hospitality attribute is next (mean score = 4.34) the after that safety (mean score = 4.26) then natural attraction (mean score = 4.15) accommodation (mean score = 4.06), restaurant (mean score = 4.02), beaches (mean score = 4.01), bar & cafe (mean score = 3.81), architecture (mean score = 3.67), crowdedness (mean score = 3.67), night life (mean score = 3.60), tours/ excursions (mean score = 3.57), gambling and sex (mean score = 3.54), tourism information (mean score = 3.54), museums (mean score = 3.47), low of price (mean score = 3.46), accessibility (mean score = 3.42), cleanness (mean score = 3.40), shopping facilities (mean score = 3.34 and not surprisingly the last attribute comes with transportation (mean score = 3.29).

4.1.5 Part V

Table 5: Tourist Overall Satisfaction Experience vs. Expectation

<u>Tourists Own Experiences</u>	<u>Frequency</u>	<u>Percentage</u>
Totally satisfied	73	41
Satisfied	77	43.3
To some extend satisfied	26	14.6
Not satisfied very much	2	1.1
Not satisfied at all	0	0

Seventy three tourist were totally satisfied with their experience of travel to North-Cyprus a percentage of 41 , 77 respondent were satisfied about 43% and 26 tourists to some extend satisfied 15% about and 2 tourists not satisfied very much and surprisingly no one were unsatisfied with their holiday in North-Cyprus.

Chapter 5

DISCUSSION

This study has examined the importance of destination image in destination selection and traveler decision- making, through different nationalities.

At the academic level, we employed the functional psychological continuum proposed by Echtner and Ritchie (1991, 1993).

We aimed to identify which components of cognitive image According to Chen (2001), will influence customer decision making.

As our finding shows, regarding to destination attributes, North-Cyprus climate attribute has the highest rate, the second rate belongs to hospitality attribute, in this case business providers must be consider the factors related to destination climate, accordingly they may highlight allied issues in destination commercials or make some packet promotions available to some tourists whose suffering from a rainy or unclear climate.

However, North-Cyprus rather has its market, that UK can categorize the main market, which attracts thousands of British visitors, according to the proper climate in North-Cyprus. Consequently for this market there may be additional available opportunities, regarding to the findings which is main attraction deemed as North-Cyprus Natural Attractions , not only in the case of climate, but to encourage the

image which is held in customers mind, and provide an influential image, in order to be the travelers first choice.

The more inclusive and accurate the measure of attributes and images, the more functional for positioning and promotional tactics, furthermore, in the case that a destination is found to be complicated to categorize or is not simply distinguished from other comparable destinations then its probability of being considered and chosen in the travel decision process is condensed.

While a destination has natural and/or man-made resources available, such as physical resources, historical and cultural resources, etc., will guarantee a proportional advantage, however destination's ability of using or mobilizing these resources in long-terms establishes a competitive advantage.

For that reason, a destination must to utilize and improve its resources effectively in order to be able to compete with its competitors, the image is the most imperative intangible resource for the reason that tourist's observations and travel choices depend on it.

Chapter 6

MANAGERIAL IMPLICATION

Looking beyond the structural relationships identified, the findings have some important managerial implications. Based on the results, the current study claims that cognitive, unique, and affective evaluations on destination must be identified to understand the brand image of a destination for its significant effects on overall image. Moreover, the perceived image (i.e., brand image or overall image of a destination) should be assessed with the projected image (i.e., brand identity) by the destination. The assessment offers information to build the desired image that is consistent with the brand identity of the destination (Cai, 2002).

Business providers supposed to have a competitive advantage, according to their tourism marketing, which plays an important role in expansion and maintenance of those competitive advantage according to build of valuable images to construct positive anticipation that can be met (Buhalis, 2000).

Investing in facilitating accessibility, and better cultural/historical attractions, for example, will most likely increase place attachment through place identity and place dependence. (Prayag, G. and Ryan, Ch.2012).

At managerial stage, we need to identify which components of cognitive image results highest influence on the common image of the destination, according to Chen (2001), cognitive attributes are simpler to construe and apply at business level, so it

has a vital role for public and private business providers to engage in the management of a destination know which elements show utmost effect on tourist's choices and destination selection and their behavior intentions. It is crucial to highlight that tourist's overall image is a significant antecedent of both intention to recommend and revisit intention.

In addition, tourists recognize different images that can affect their behavior in a different way, so categorizing the different components of a destination's image may supply applicable information for developing promotional strategies focused on key segments. Nonetheless, a big number of tourism destination's marketing strategies simply focus on the overall image rather than destination's partial image (Ahmed, 1996).

As we mentioned before Destinations with identifiable images and tourists' positive perceptions have more probability of being selected. what they are receiving from their family, relatives and friends will influence their emotions and image (word of mouth).Promoting brand identity without fixing the existing problems would causing the negative word of-mouth communications because of the discrepancy between what tourist expect and the performance that they actually get. Positioning strategy must be implemented to create that perfect and desired brand image in tourists' minds which they held of the target market. In addition, tourism destinations should monitor the destination image regularly to examine if the projected image is well adopted by tourists. This is because consistency of core identity is critical for the success of long-term oriented destination branding practices.

Accordingly, the culmination of these brand attributes is a destination personified by relaxed, hospitable and down to earth, safe, and natural attraction and traditional yet open-minded traits. This should become the essence of Turkish-Republic of North-Cyprus. In summary, the findings of the overall study provide a clear identity of North-Cyprus image attributes.

North-Cyprus's perfect Climate make it well suited to marketing a clean, nature-based tourism destination with friendly, spirited people and the freedom and space to travel. As long as the brand identity along with strong, clear and distinctive attributes and brand personality are proposed, the most crucial step forward is to develop an integrated and reliable marketing connection with the target market. Through cooperation and government support, the goal may become achievable.

Therefore destination managers should act on the endogenous elements underlying the destination's image, such as advertising, promotional instruments, and new attractions as a means of improving the destination's image.

Chapter 7

FUTURE RECOMENDATIONS AND STUDY

LIMITATIONS

Used to conceptualize North-Cyprus's destination image, undoubtedly highlight the need for research which consist of both qualitative and quantitative methods.

For example, although Climate, hospitality and safety were stated in scale type questions, emphasizing the importance in terms of North-Cyprus's destination image Culture /History , Economic development/urbanization an Pretty towns not mentioned in this research , as we underlined in the chapter of North-Cyprus, countries economy is highly dependent on tourism industry and measuring the economy and urbanization attribute may provide new ideas in the case of how tourists observe the economy of this country and what kind of image thy may held in their mind, as well as the country consist of many small , beautiful and close towns pretty towns attribute will also present useful information of tourist's perceived images .

Chaotic, joyful and dirty factors of destination image can also be measured in future image measurements of North-Cyprus. As we mentioned in methodology part, study had a main limitation, which because of being in high season and too much stress in management group we were not be able to collect data from big and main 5 star

hotels in North-Cyprus, so then it may be reasonable to collect data in a time with low pressure and stress on staff and managers.

The core limitation of this study was the willing of participation of main five and four star hotels' in the area .They prefer not to involve their customers in this issue during their vacation time, which was limited the population of this study to a few number of visitors who were chosen to stay in four star hotels and holiday village types of accommodation.

The results may be only applicable for the travelers from above mentioned type of accommodated tourists. It may not be generalize for those who did not stay at any of the main and luxury five star hotels during their trip to Turkish Republic of North-Cyprus. However the total response rate was (89%), suggesting that this study was limited to generalizing the large portion of visitors who did not participate in the survey due to the fact of permission.

Third, there may be other factors influencing the development of destination image. This study was limited to the included variables, which are consistently and repeatedly mentioned and partially supported by empirical results in the literature. Therefore, the results of this study may have excluded additional destination image attributes that might have helped better explain tourist destination image choose and tourists' behavior in the process of selection the image. For example, socio-psychological travel motivations of an individual were suggested by numerous tourism scholars as a crucial construct to form tourism destination images. Future research should investigate additional destination brand attributes that may influence overall image and tourist behaviors.

In addition future study may adopt the affective component of destination image was not measured and this could be included in future studies to assess specifically the relationship between affective image, and tourist decision. Therefore, it would be worthwhile to explore these avenues in future researches. In addition the findings are limited to the selected items measuring the related constructs. We suggest that future research utilize more items to measure designated constructs.

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APPENDIX

Questionnaires

Please place a mark into category that describes you, best for the following questions.

Your responses are for research purposes only.

1. What is your gender : Male Female

2. What is your age :

a. 15-24

b. 25-44

c. 45-64

d. 65-above

3. What category best describe your total income level ? before taxes ?

a. Under \$ 5000

b. \$ 5000 - \$ 9999

c. \$ 10000 - \$ 19999

d. \$ 20000 - \$ 29999

e. \$ 30000 - \$ 39999

f. \$ 40000 - \$ 49999

g. \$ 50000

4. How long do you plan to stay in North-Cyprus ?

a. Less than a week

b. A week

c. Two weeks

d. 15-20 nights

e. A month

5. Your Education :

- a. High the university (Master, PhD, etc)
- b. Bachelor degree
- c. High school
- d. Vocational education
- e. Primary school
- f. Other Please explain

.....

6. What is your trip or holiday type?

- a. All inclusive
- b. Full board
- c. Bed and Breakfast
- d. Self –Catering
- e. Room only

7. What type of accommodation are you staying?

- a. Hotel
- b. Apartments
- c. Holiday village
- d. Other

8. How would you categorize the hotel in which you are staying?

- a. 5 star
- b. 4 star
- c. 3 star
- d. Other

Please explain.....

9. What is the purpose of your visit to North-Cyprus?

- a. Leisure
- b. Business
- c. To visit family and friends
- d. Education
- e. other reason Please explain.....

10. Have you visited North-Cyprus before?

- a. No, first time
- b. Yes, second/ third times
- c. More than three times
- d. Frequent visitor to N.Cyprus

11. How did you learn about North-Cyprus as a destination?

- a. Personal knowledge
- b. Recommendation from friends
- c. Internet
- d. Travel agency and tour operator
- e. Traditional advertising
- f. Other Please specify.....

12. What are your main motivations to visit North-Cyprus?

- a. Reputation
- b. climate
- c. Activities offered
- d. Other reason Please specify.....

13. What are your nationalities?

- a. British
- b. Italian
- c. Russian
- d. Greek
- e. Polish
- f. Holland / Dutch
- g. Turkish
- h. German
- i. Iranian
- j. other nationality please specify

14. What is the main motivating attraction for North-Cyprus for example;

Handmade, Places, Natural attractions, Events?

.....

15. Which one of the following is identified the image of North-Cyprus?
(You can choose more than one factor)

1. Climate	<input type="checkbox"/>
2. Relaxing	<input type="checkbox"/>
3. Unexplored	<input type="checkbox"/>
4. Hospitality	<input type="checkbox"/>
5. Popularity	<input type="checkbox"/>
6. Untidy	<input type="checkbox"/>
7. Unique	<input type="checkbox"/>
8. Unorganized	<input type="checkbox"/>
9. Entertaining	<input type="checkbox"/>
10. Other	<input type="checkbox"/> Please specify

16. How would you compare your own experience vs. your expectation when visiting the North-Cyprus? When I match my expectation with my experience I find it

- a. satisfied b. Totally satisfied
c. To some extend satisfied
d. Not satisfied very much e. Not satisfied at all

17. Please express your perception about following attributes ranging from Very bad to Very good.

Very bad Bad Unrelated Good Very good
1 2 3 4 5

aMuseums	1	2	3	4	5
bBeaches	1	2	3	4	5
cArchitecture	1	2	3	4	5
dClimate	1	2	3	4	5
eNatural attraction	1	2	3	4	5
fTours / excursions	1	2	3	4	5
gTransportation	1	2	3	4	5
hTourism information	1	2	3	4	5
iAccommodation	1	2	3	4	5
jHospitality	1	2	3	4	5
kRestaurant	1	2	3	4	5
lBar & café	1	2	3	4	5
mNight life	1	2	3	4	5
nCleanness	1	2	3	4	5
oCrowdedness	1	2	3	4	5
pShopping facilities	1	2	3	4	5
qAccessibility	1	2	3	4	5
rSafety	1	2	3	4	5
sLow of price	1	2	3	4	5
tGambling & Sex	1	2	3	4	5