

Destination Image of Jordan

Aya Asfar

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Approval of the Institute of Graduate Studies and Research

Prof. Dr. Ali Hakan Ulusoy
Acting Director

I certify that this thesis satisfies all the requirements as a thesis for the degree of Master of Arts in Marketing Management.

Assoc. Prof. Dr. Melek Şule Aker
Chair, Department of Business
Administration

We certify that we have read this thesis and that in our opinion it is fully adequate in scope and quality as a thesis for the degree of Master of Arts in Marketing Management.

Prof. Dr. Seldjan Timur
Supervisor

Examining Committee

1. Prof. Dr. Turhan Çetin Kaymak

2. Prof. Dr. Seldjan Timur

3. Asst. Prof. Dr. Tahir Yeşilada

ABSTRACT

This research examines the perceived destination image of the Hashemite Kingdom of Jordan through the complex relationships between destination image components and their influence on intention to revisit and to recommend. Overall destination image operationalized with the cognitive, affective, and unique image components. A convenience sample of 250 tourists visiting Jordan was used. A structured questionnaire is developed to collect data. Using Spearman correlation test, the findings reveal significant positive correlations between Cognitive image and affective image and unique image and holistic image. However, intention to revisit and recommend were found to have moderate correlation with the three image components. Therefore, the study concludes that holistic image has to be created through cognitive, affective and unique images.

Keywords: Jordan, destination image

ÖZ

Bu araştırma, Ürdün Haşimi Krallığı'nın algılanan destinasyon imajını, destinasyon imaj bileşenleri ile tekrar ziyaret etme ve önerme niyetleri üzerindeki karmaşık ilişkiler kullanarak incelemektedir. Genel Destinasyon imajı bilişsel, duyuşsal ve benzersiz görüntü bileşenleri ile ölçülmüştür. Veriler Ürdün'ü ziyaret eden 250 turistten anket yöntemi ile toplanmıştır. Spearman korelasyon testi sonuçlarına göre bilişsel imge ve duyuşsal imge ile benzersiz imge ve bütünsel imge arasında kuvvetli pozitif korelasyon bulunmuştur. Bununla birlikte, yeniden gözden geçirme ve tavsiye etme niyeti ile ilgili olarak orta düzeyde bir ilişki saptanmıştır. Bu nedenle çalışma, bilişsel, duyuşsal ve özgün imgeler yoluyla bütünsel imajın oluşturulması gerektiği sonucuna varmıştır.

Anahtar Sözcükler: Afektif İmge, Bilişsel İmge, Benzersiz İmge, Bütünsel İmge.

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LIST OF ABBREVIATIONS

A.I	Affective Image
C.I	Cognitive Image
H.I	Holistic Image
U.I	UniqueImage
CO. I	Conative Image

Chapter 1

INTRODUCTION

One has to look at most favorable choice when thinking where to spend a holiday. An important issue is what attracts tourists to visit a certain destination. There are many factors that are considered when choosing a destination. People will choose a certain place to visit which shall enrich their personality and at the same time will make them joyful (Aaker, 1995). Due to the rising competition worldwide, product resemblance, and substitutability in tourism markets, the need for destination branding has risen (Usakli, 2009). The aim of destination branding is to give distinction to a tourism brand and introduce the destination in a favorable image to a target market. The key for destination branding is to understand that the most important aspect is the picture of the destination itself (the pre-consumption phase), and what experience the tourist would imagine his trip to the destination will be.

Tourist behavior is influenced by destination image (Hunt, 1975; L.Pearce, 1982). What creates tourist satisfaction of destination is the location related perception and what he finds when he reaches it. Forming an image that can persuade any tourist to visit a certain attraction, is the primary purpose of marketing through establishing a perception in the mind of tourists (Rozier-Rich & Santos, 2011). There are many attributes that can be used to assess or evaluate images of destinations. Some of these attributes could be categorized as functional and psychological (Echtner, & Ritchier, 2003). In order to better understand the overall image, consideration should be given

to the study of affective image (A.I) which are connected to the feelings attached to the place, Cognitive image (C.I) which refers to the knowledge about the destination, and last but not least Unique Image (U.I) which makes that destination unmatched.

What distinguishes this market is what motivates the tourists to visit and revisit it. This depends on the sympathetic perception with the destination and its relevant values. The competition in the destination will strive not over the price but over hearts and thoughts, (Morgan, Pritchard & Pride, 2002).

The tourism industry in Jordan is considered to be among the most important economic activities of the country. Tourism is ranked the second by contributing about 16% of the GDP (Al-Rifai, 2019). Jordan, because of its religious and historical importance, is considered to be one of the most important attractions in the Middle East. According to the central bank, income from tourism rose 12.5% in 2017 (Ministry of Tourism & Antiquities, 2018). In the year 2018 income from tourism has risen to about \$5,249 billion dollars (UNWTO, 2019).

Even though the number of tourists visiting Jordan is going up and the impact of the industry on the economy is growing, there are not many studies exploring the perceptions of the tourists visiting Jordan. Therefore, the purpose of this study is to analyze the perceived image of Jordan as a destination. First, three dimensions of image (affective, cognitive and unique) will be examined and then the impact of the destination image on behavioral intentions of tourists visiting Jordan will be studied.

More specifically the study will try to answer the following research questions:

What are the factors/characteristics/attributes of Jordan?

Does the image of Jordan influence loyalty behavior of tourists?

Chapter 2

LITERATURE REVIEW

2.1 Branding

Branding according to Murphy (1992) is the process of making the attributes of a supplier's brand distinguishable from others.

A brand performs integration between characteristics and added value, both functional and non-functional, which lead to pertinent meaning allied to that brand (Macrae, 1995). It is worth mentioning that branding generates mental formations that aid clients to establish their information and knowledge about products and services that enable them to formulate their decision making while at the same time adds value to the entity.

The starting point for all branding studies requires understanding of the market and knowledge about the strength of the competitor brands. The next stage is to identify the target customers by indicating the demographic and psychographic descriptors. The last stage of making a brand is to decide on its name, to design its logo that would leave an impression in the mind of the consumer, and to identify the benefits that it would give to the consumer (Morgan et al, 2002).

2.1.1 Brand Image

The first introduction of the concept of brand image was in the 1950s (Dobni & Zinkhan, 1990), and has been the most important subject in consumer behavior

research ever since. Researchers and academics adopt the concept that individuals purchase products or brands for a reason different from their physical attributes and functions (Dobni & Zinkhan 1990).

Levy (1978) defines brand image as what is learned about the product through what consumers experience in the conception process. Durgee and Stuart (1987) recommended that every item or brand has an "importance profile", which acts as key identifier for the brand in the eyes of consumers. According to Newman (1957) brand image has a broad definition and defined it as a subsist of everything customers link with the brand. Hampton et al., (1987) defined it as "an abstract, subjective, multidimensional concept consisting of a person's total impressions and experience with a service or product (pp. 83-100). The American Marketing Association defines it as "the perception of a brand in the minds of persons: the brand image is a mirror reflection (though perhaps inaccurate) of the brand personality or product being, it is what people believe about a brand their thoughts, feelings, and expectations" (Starr, 2013, pp.168).

Grander & Levy (1958) suggested that they need to look underneath the surface to discover increasingly consistent inspirations for purchase. Their thought was that a product separated from its physical nature has a social and mental viewpoint which sets the sentiments, thoughts, and demeanors that clients have with respect to brands that are basic to purchase decision. Brand picture has turned into a need for showcasing administrators as has been shown by discoveries affirming that decision to buy depends on picture contemplations (Dolich, 1969). The effect that images have on purchase decision is a result of the congruity between the brand picture and the purchaser's status and confidence (Levy, 1959; Sirgy, 1985).

2.1.2 The Components of Brand Image

There is an absence of agreement in the advertising writing among specialists concerning the segments that made up a brand picture and on how it ought to be overseen by showcasing experts. Reynolds and Gutman (1984) view brand image as an attitude, while others proposed that it is composed of factors extending beyond the physical nature of the product. Gensch, (1978) combined the two views that item picture is comprised of two segments: (physical) the proportions of brand traits and (mental) the impact of past advancements of the art, notoriety and friendly assessment of the item.

A progressively moderate view recommends that to gauge or comprehend an image we do not need to depend just on characteristics or just on deliberations. These authors stated that what should be taken into consideration are the objectives or functional quality of the product even though there is congruence between the physical qualities of both the user and the product (Dobni, & Zinkhan, 1990). In this order, Freidmann (1986) clarifies that the “psychological meaning “of products is inclusive of the characteristic bundle, the consumers prevailing noncognitive, and the condition where noncognitive process occurs.

Reynolds and Gutman (1984) consented to this synergistic effect and they talked about the parts of brand image in connection with means-end chain, arranging a suggestion network which reflects memory linkages as the considerable segment of brand image. They depicted a means- end chain to be as the connection between customer concern, item traits, and individual qualities, and formulated a hypothesis that image is symbolized by the structure of these segments . Stone et.al, (1966)

classified three essential components of an image “its theme, its image proper and its net evaluation” (pp.619-627).

2.1.3 Consumer Buying Behavior

There are psychological and sociocultural factors that influence consumer behavior.

2.1.3.1 Psychological Influences on Consumer Behavior

To understand why and how consumers behave as they do we have to consider psychological influences. Motivation, perception, learning, attitudes, and psychographics are valuable concepts in explaining buying processes (Berkowitz et al., 1986).

A. Motivation: what motivates the person in the first place is the need for the product. When the need arises, a person is motivated to search for and choose ways to satisfy this need (Berkowitz, et.al 1986). The most famous and most renowned hypotheses of human inspiration are those of Sigmund Freud, Abraham Maslow, and Frederick Herzberg. They hold various assessments for purchaser examination (Kotler & Keller, 2012).

1. Freud’s Theory: This theory which indicates that what shapes the individual behavior are the unconscious psychological forces, like desires and emotions. It’s applied to sales and marketing to help understand how consumer is motivated to make a purchase. Freud divided the human mind into two parts conscious and unconscious, marketers applied this theory in market research to encourage a customer to decide and chose their own product Samuel (2013).

2. Herzberg's hypothesis : Herzberg, (1959) constructed a two viewpoint hypothesis that perceive dissatisfiers as factors which lead to disappointment from those

satisfiers that lead to fulfillment, which means that the lack of dissatisfiers does not motivate a purchase, but their absence will lead to dissatisfaction. Herzberg's theory implies firstly that dissatisfiers must be avoided. Secondly the seller must supply the main satisfiers that lead or motivate the purchase process after identifying them.

3. Maslow's hierarchy of needs: Maslow (1954) was the first to publish about motivation and personality. His theory is founded on the hierarchy of needs, that the person must satisfy the basic needs first like the need for air, food, etc. In order to recognize the higher needs. It is presented as a pyramid. The survival need at the bottom of the pyramid and the self-actualization at the top. According to Maslow the person needs begin from safety needs, which when satisfied he moves to the social needs, then to the esteem needs, to reach the highest level which is self-actualization (Kotler & Keller, 2012).

B. Perception: Perception is defined as a way of thinking whereby items, situations and events stemming from the objective world of human senses present themselves in their entirety, considering all their characteristics, in the human mind. It depends on the physical stimuli and on the stimuli's relationship with the surrounding environment and the conditions of each human, indicating that the individuals will respond to the perceived situations differently (Kotler & Keller, 2012).

C. Learning: The theorists of learning confirm that learning is achieved through interactions of drives, incentives, signs, reactions, and consolidation. Where drives motivate actions, while cues define when, where, and how a person responds. Learning theory can be applied through marketing by creating request for a product

and attaching to it forceful drives, by means of inspiring clues, and giving affirmative consolidation (Kotler & Keller, 2012).

D. Emotions: consumer reactions are not all through knowledge or logic; they might be passionate and due to recollection of many diverse feelings. A brand may lead the customer to feel proud, excited or confident (Kotler & Keller, 2012).

E. Memory: there are two defined memories by psychologists: the short term memory (STM) and the long term memory (LTM). All the information we face in our whole life is recorded in the long term memory.

LTM as viewed by the associative linkage memory model is a set of knobs and links, where knobs are kept info allied by links. When we see an advertisement the verbal, visual, and contextual information are stored in the network memory. Once a customer observes a new advertisement for a product he/she will recall from memory any similar product been advertised earlier (Kotler & Keller, 2012).

2.1.3.2 Sociocultural Factors Influencing the Consumer Purchase Decision Process

Although psychological factors influence consumer behavior, it is only one aspect which forms one element influencing the customer, sociocultural influences play an important part, sociocultural influences is a result of a consumer's formal and informal relationships with other people. The effects of these influences are examined in terms of reference groups, the family, social class, culture, and subculture (Berkowitz, et.al, 1986). Personal factors such as age, stage of life, career, marital status, and financial situation, all influence the purchase decision (Kotler & Keller, 2012).

2.1.4 Building Brand Equity

Brands differentiate the products; the effectiveness of the brand remains in the picture of the brand in the customer mind, in the feelings they have for the brand and its image, and their thoughts and beliefs (Keller, 2011). The four steps for building a brand as defined by Keller depending on the Customer- based brand equity model are;

1. Establishing the accurate brand character: achieving brand character requires creating brands salient features, which means that the brand is well known and stands out to be more observed and recognized by the customer, hence ensuring brand perception is exact throughout customer's buying process.

2. Creating the appropriate brand meaning: Creating a brand meaning includes creating a brand image. That brand image should be characterized and imprinted in the customer's mind. Brand meaning is made up of two components (Performance and Imagery). Performance should clearly show that the product meets the customer needs. In more detail performance should define the characteristics and features, how reliable is the product, its durability and ease of service rendering, the effectiveness and efficiency, its empathy, acceptable style, design and price. Contrarily the imagery should meet social and psychological needs of the customer. If the customer has experiences with similar products either through targeted marketing activities or through word of mouth, then brand meaning is created (Keller, 2011).

3. Formulate positive, accessible brand responses, through judgments and feelings. In more detail to this point, customers always make judgments about the brand through assessment of the quality of the product, they also assess the product credibility; i.e.,

how innovative and trustworthy it is to make a purchase. To make a decision to buy, customers shall assess how relevant and unique the product is to their needs. Additionally, customers shall evaluate the brand superiority compared to rival brands, and they will rely on their emotions as to how the brand makes them feel, For example, if it gives them warmth would it create fun? How excited they would be if they bought it? Shall it provide security to them? Will the product gain social approval and finally is self-respect achieved? (Keller, 2011).

4. Shaping brand relationships with customers that are characterized by intense, active loyalty. Once customers are bonded psychologically with the brand this means that the brand resonance has been achieved. When customers regularly and repeatedly purchase the product it means behavioral loyalty is achieved. At times when the customer loves the brand or product then attitudinal attachment is achieved. Also when more than a customer buys a certain brand one feels belonging or in association among the community and the brand (Keller, 2011).

2.2 Destination Branding

Destination branding can be categorized as a technique to show a destination's distinctive character through recognizing a destination from its adversaries (Morrison & Anderson, 2002). It has to be noted here that destination brands have features similar to the consumer brands; these features are identification and uniqueness. The implication of "identification" includes the explanation of the origin of the product to customers. While product in common expressions is tangible though it performs a physical offering, but in the case of representing a place as a product is more complicated because it is a large entity that includes material and non-material elements to represent it (Florek, 2005). For instance, a place contains tangible

characteristics such as its nature views and historical sites, further to its intangible attributes such as culture. Due to the complex nature of the destination to be branded, popularization of the identity is unavoidable. It is important to create brand identity for simplification of required characteristics planned by supplier's viewpoint (Qu et al., 2010). According to the previously explained brand identity, a relationship with a certain brand should be developed by customers by creating a proposition that is valued either compromising the benefits or granting trustworthiness to a specific brand (Aaker, 1996; Konecnik & Go, 2008). The destination image depends mainly on tourist imagination of the destination than on personal experience.

Destinations are places that have similarities with commercial products. A destination at the same time has variety of differences mainly when it appears in many ways it gets presented or marketed. A product can be presented as a separate item while places include a combination of individual services, shopping centers, means of transportation, and accommodations. Marketing strategies could be hindered once local governments interfere in the administration of such strategies (Hankinson, 2007).

In the tourism business, a tourist may decide to visit (or revisit) a certain destination rather than visiting another might be based on his inner feelings towards this particular destination's values. Such action may lead to future marketplace battles to be fought between heart feelings and rational thinking of minds instead of price (Pride et al., 2002).

A destination brand distinguishes itself from its rivals based on the sense and attachment in the consumer mind. Broadly speaking, tourism destination

encompasses points of parity associations for example good restaurants, quality accommodations, and well-designed public spaces (Baker, 2007).

What helps consumer evaluate the brand positively and be attached to it is the points of different associations. Indeed, the key to branding is that consumers find the brand different from other brands in the same category for example positioning; because the brand is anticipated as special and unique it is hard to replace it by any other brand (Qu et al., 2011). The core for destination positioning is building a strong U.I which is distinguishing a destination from rivals to grasp the consumers' minds (Botha et al., 1999; Calantone, 1989; Chon, 1991; Mihalic, 2000; Mykletun et al., 2000).

2.2.1 Destination Image

Many researchers agree that image of destination “is a set of impressions, ideas, expectations and emotional thoughts an individual has of a specific place” (Stylos et al., 2016, pp.41).

Tourist behavior is influenced by destination image (Hunt, 1975; Pearce, 1982). What creates the tourist satisfaction of destination is the location, related perception and what they find when they reach it.

Forming an image that can persuade any tourist to visit a certain attraction, is the primary purpose of marketing through establishing a perception in the mind of tourists (Rozier-Rich & Santos, 2011). In other words there are so many attributes that can be used to assess or evaluate brand image destination either functional or psychological (Echtner & Ritchie, 2003).

2.2.2 Studies on Destination Image

The influence of tourism on the economic growth of different local and foreign countries is widely confirmed (Song, Dwyer , Li & Eao ,2012 , Tugcu ,2014 ; Webster & Ivanov, 2014). A tourist destination as defined by Metelka, (1990) is place where visitors are travelling to. In their study Tinsley and Lynch (2001), found that most studies view the tourist destination as combination holding many components such as tourists sites and dwellings.

Echtner and Ritchie (1991) indicate in their study that the role of image have been transferred to the tourism field for the benefit of travel decision process and to measure destination image. Morgan , Pritchard and Piggott (2003) pointed out that for destination marketers who are seeking a competitive advantage the most persuasive tool available for them is destination branding.

According to Laws (1995), a destination contains primary resources and secondary resources, the primary resources are those comprise of nature recourses such as climate, ecology, traditions and arch, while the secondary resources are the components added to the destination in order to attract the tourists, like services, accommodation, activities, and means of transportation, receptiveness, friendliness and hospitality.

2.2.3 Research Background:

Image serves as constructor to symbolize people insights of products, objectives, actions and events compelled by persuasion, spirits and impressions that are widely used in marketing and behavioral sciences (Balogul & Brinberg, 1997;Crompton, 1979). The review of the literature revealed different definitions for marketing tourist destination. According to Ekinçi (2003), in order to be infallible, destination brands

need to establish brand personality which creates a link to the tourist's self-image through their needs and motives. As Pike (2009), indicated destination image should be regarded as a previous concept analogical to destination branding.

During the last fifty years, there has been a surpassing growth in the tourism industry that has produced major challenges in tourism marketing that would lead to customer choices. The destination selections available to clients continue to magnify as further areas of the world are established and available for tourism (Echtner and Ritchie,1991).

Today's consumers are more complicated than before as they have the technology (social media, advertisement, brochures, internet), in addition to word of mouth from friends or family members, available at their hands, transportation means, while they have enough days to travel, they have more income that they can spend on tourism, have the sources to pick from among this bigger assortment of destinations This competitive and increasingly complex global marketplace is creating challenges for tourism marketers (Echtner and Ritchie1991).

2.2.4 The Meaning and Conceptualization of Destination Image:

The arrangement of images is depicted by Reynolds, (1965) “as the development of a mental construct based upon a few impressions chosen from a flood of information” (Echtner & Ritchie, 2003, pp.38).

The data gathered from non-business provenances relating to different authentic, political, and monetary and communities variables are consolidated into the image tourist have of the destination. Hence as the magnificence among natural and actuated images, as characterized by Gunn, (1998) is very particular to the

arrangement destination image. As per Echtner and Ritchie (1991), once visiting the destination first impression taken and experience will adjust and manipulate its image.

According to Echtner and Ritchie (2003) the seven phases of the travel experience sources of information and their part in creating destination image are:

- (1) Accumulation of mental images about vacation experience
- (2) Modification of those images by more information
- (3) Decision to take a vacation trip
- (4) Travel to the destination
- (5) Participation at the destination
- (6) Return home
- (7) Modification of images based on the vacation experience (pp.38).

Assorting the destination image formed in phase 1 is an essential (organic) image. At this stage the image does not depend on touristic and commercial information, it comes from broad media (magazines, news reports, books, and movies), education (school courses) and the estimations of family/friends. The role of commercial sources starts in phase 2, for example travel brochures, travel agents and travel guidebooks. This may result in changing the organic image in phase 1. Information sources for the widely held products and services are commercial.

For the case of destination image as it is linked in the middle of a country's tourist image and its nationwide image which leads to a wider spectrum of information sources (Kotler, 1987). In the final phase what modifies the destination image is the actual experience. Researchers suggested that destination image will change when visiting the destination, turns more accurate, complicated and differentiated (Pearce, 1982; Murphy & Hodel, 1980; Phelps, 1986; Chon, 1987).

2.3 Brand Identity and Image

Past investigations contend that to make a destination brand successful two critical ingredients which are brand identity and brand image must be included (Cai, 2002; Florek, et al, 2006; Nandan, 2005). The diversion happens from the contrast between two concepts. One amongst impressive functions of separation is that they're created passionate about two alternate points of view; the sender's and receiver's (Florek et al., 2006). "In short, identity is created by the sender whereas image is perceived by the receiver" (Kapferer, 1997, pp.32).

Brand charisma reverberates because of the involvement of all brand ingredients to mindfulness and image. (Keller, 2008). It's the driver of brand affiliations, it likewise provides a course, purpose, and importance for the brand and is vital to a brand's key image (Aaker, 1996). To brand destination personality, the sender (in other words the destination advertiser) utilizes and initiates all features that separate the destination from other contending destinations. In the meantime, the recipient who is the purchaser, recognizes the destination image, which is made and formed in their minds (Florek et al., 2006).

It must be observed that the link between destination brand personality and brand image is shared. "Brand image plays a significant role in building brand identity" (Qu et al.2010. pp.467), whereas brand image is likewise a perfect representation of brand personality (Florek et al., 2006). The destination advertisers direct the brand personality that is the primary hotspot for structure a destination image in the purchasers' mind. At that point, destination advertisers promote advanced brand

character by relying on their information about shoppers' image picture of a specific destination (Qu et al., 2010).

A strong brand distinguishes a product from its contestants (Lim & O'Cass, 2001), condenses information search costs (Biswas, 1992), reduces perceived risks, transports high quality (O'Cass & Grace, 2003) and satisfies consumer's practical and emotional desires (Bhat & Reddy, 1998).

2.4 Measuring or Building Destination Image

The first step in building an image for the destination is to set up core values of the destination and its brand; which is solid, relevant, and communicable and making it noticeable, after investigating the market, the next stage is developing the brand identity. Creating emotional attraction toward the destination, a destination brand must be dependable, delivering, differentiating, conveying powerful ideas, enthusing for trade partners and resonating with the consumer (Morgan, Pritchard & Pride, 2002).

According to Morgan, Pritchard & Pride (2002) brand personality development is a key aspect in building destination brand.

As story marketing is used to build a brand image for products (Brown et al., 2005), story can be used for destination brands in the way of telling stories about the history of the destination, as every destination has a unique history and culture, these features can be used as tools for marketing the destination (Wong & Lee & Lee, 2015). According to Gerrig (1993) the tourist's view of the destination can be changed depending on the viewpoint of the story.

The multi-attribute approach of destination image aids as shared basis for most destination image, as cited by researchers (Dann, 1996; Galarza et al., 2002; Gross, 2010; Zhang & Fu, 2014). The two major accession are established by (Echtner & Ritchie (1991) and Gartner, (1993) with the second approach is widely common between tourism researchers (Zhang et al., 2014).

Gartner, (1993) suggested the presumption that destination image consists of, affective, cognitive and conative elements.

C.I refers to the totality of knowledge and beliefs considering estimation of the anticipated characteristics of a certain destination, (also referred as holistic image of the destination), (Bigine, 2009;Andronikidis, 2013).

Hypothesis 1: C.I is positively correlated with H.I.

The Affective element symbolizes the sentimental reactions or evaluations of personal rebounds the traveler's emotional state regarding the destination (Baloglu & Bringberg, 1997; Baloglu & 1999a; Bigne ,Andreu & Gnoth , 2005 ; Hallmann, Zehrer & Muller , 2014).

Hypothesis 2: A.I is positively correlated with H.I.

The Conative element for destination image “represents tourist active consideration of a place as a potential travel destination” (Stylos et al., 2016, pp.42).

The conative features regarding the image tourists have for the destination had been ignored by tourism research when envisioning tourist point of view and behavioral

conations (Gallarza, Saura, & Garcia, 2002; Tasci, 2009; White, 2014), in spite of the evidence that numerous analysts concurred that destination image is critical to travelers grasped imageries (Chen Ji & Funk, 2014; Dann, 1996; Garther 1993; King Chen & Funk 2015; Li pan, Zhang & Smith, 2009, Nadeau Heslop, O'Reilly & Luk, 2008, Pike & Ryan, 2004; Stephen Kov & Momson, 2008).

The Role of C.I and A.I of customer approaches and behavioral objectives were underlined by different studies (e.g., Bigne, Sanchez & Sanchez, 2001; Bigne, Sanchez & Sanz, 2009; Chew Jahari, 2014, Hosany, Ekinci, Uysal, 2006, Jang, Bai, Hu & Wu, 2009, Kim & Yoon, 2003; Yuksel & Akgul, 2007).

Although the correlation between C.I, A.I, and CO.I. is not well understood, Gartner (1993, 1994) suggested that there is a hierarchical relationship in the formation of an image of the touristic site in the order cognitive – affective – conative. Thus based on the C.I, the tourist develops the A.I and then the CO.I (Chen & Phou, 2013; Gartner, 1993).

However, more academics suggested that the CO.I is anticipated by C.I and A.I (Agapito, 2013; Roth & Diamantopoulos, 2009).

U.I of Destination: This is another image that has to be considered as per (Etchner, 1993), where she proposes that in order to view and regard the correct and proper destination measure, the following references should be considered: Holistic, Functional-psychological, and Unique.

All three to be common characteristics, contemplated that the U.I of destination is utterly important as it differentiates among similar destinations that lures the mind of the customer to decide on his/her destination. (Cai , 2002; Etchner, & Ritchie, 1993; Morrison & Anderson, 2002; Ritchie & Ritchie 1998). It is critical to brand a product so that it can be dissimilar from other products (Aker, 1991). At the same time such branding should assure that it is not similar to other products that may compete with that destination. As well destination branding can be looked at as a communicative element of the destination to be in line with customer's expectation for a satisfactory experience, i.e it is distinctively linked with a specific destination. (Blain, Levy & Ritchie, 2005; Pike, 2009). Such a unique destination forms a forceful element that directs the customer to choose this unique destination over other competing destinations (Qu et al.,2011). "U.I will positively affect the visitor's overall image of a destination" , (Qu, et al., 2011, P 468).

Hypothesis 3: U.I is positively correlated with H.I.

It is important to mention the role of personal normative beliefs (PNBs) as it has influence on tourist decision making when deciding on a destination (Stylos, Vassiliadis, Bellou, Andronikidis, 2015). PNB glares the significance of self-evaluation personal norms or goals linked to an ideal- self in constructing ones foundation of intent and performance (Abraham, Sheeran,& Johnston, 1998; Bandura, 1998; Harland,Staats, &Wikle, 1999,2007; Miniard& Cohen, 1993; Triandis, 1977).

Visiting a certain tourist destination is inspired by the powerful conceptual image or "pre-experience" the tourist has for the anticipated experience at the new destination,

which means there is no relationship to the actual tangible features of the new site. (Manhasa, Manraib, & Manraib,2016). Delivering impactful experience by marketers is the way to accomplish effective destination branding (Pride, Pritchard, & Morgan, 2007).

Mackey and Fesenmaier (1997) define H.I “Composite of various products (attractions) and attributes woven into a total impression” (P.538). Various analysts have contended holistic exemplification is more noteworthy than its total parts (Fakey & Crompton, 1991; Phelps 1986). Scholars who assure the role of C.I and A.I they also conceive the idea that H.I is a third element of destination comprehensions which comprise the universal impact of tourists added to that C.I and A.I emotional recognitions or subgroup of them.

Baloglu (1997) pointed out that H.I is predicted to be A.I and C.I whereas Stern and Krakover (1993) and Baloglu and McCleary (1999a, 1999b) found out that affective preforms a mediating part in the connection between C.I and H.I.

With reference to the linking concerning the three images of destination and H.I. Aurifeille ,Clearfeuille , and Quester,(2001) found out that the C.I, A.I, and CO.I share similar frames of mind similarly.

Regarding the connection among H.I and aim to return to, Chen and Tsai (2007) indicated that the behavioral intentions is a strong factor that leads directly to destination image. Prayag (2009) found out that the visitor's loyalty has a strong factor that is indirectly affected by destination image through H.I.

2.4.1 The Role of Personal Normative Beliefs

PNBs are an individual's ways of appreciation or estimation as to his\ her expectations based on his own behavior and the comparable motivation elements that cause his response to such assumptions (Ajzen & Fishbein , 1973; Schwartz & Howard, 1980; Budd & Spencer, 1985). While Schwartz (1977) suggested that personal standard principles or criterion resembles the emotional state of personal commitment to indulge in a particular behavior.

Schwartz & Howard (1980) suggested that PNBs affects behavior only when they are switched on (activated). The conditions that result in activation may be (a) the awareness of the person for the result of his behavior towards others, and (b) he or she refers to himself or herself the cause of at least some responsibility for the results.

As a result of the theory of reasoned actions (Finisbein, 1967), the individual shall act in accordance with his proper suitable way of thinking how his action should be, that is reflected by PNBs, and hence is a part of total inner pressures that leverage attached actions (Schwartz, 1977). Budd and Spencer (1985) suggested to strongly decide to involve PNBs in models testing observable purposes, confirming their explanative role.

2.4.2 Tourist Loyalty

Studies have proved that keeping a loyal customer is less costly than attracting new customers (Reichheld, 1996). It was found that 5% of customer retention leads to 85% more profit in service industry (Reichheld & Sasser, 1990).

Depending on customer loyalty theories in marketing literature, the field of travel and tourism devoted attention to tourist loyalty since 1990s (e.g. Dimanche & Havitz, 1994). Tourist loyalty has been considered as an expansion of customer loyalty in tourism location (Backman& Crompton, 1991; Baloglu, 2001) therefore, if we view the destination experience as a product, then tourists may choose to revisit or recommend the destination to friends or relatives (Yoon &Uysal, 2005). In order to endure tourist destination it is essential to create customer loyalty (Prayag and Ryan 2012; Taplin 2013), although customer satisfaction is important but not adequate to create tourist loyalty (Dolnicar, Coltman, and Sharma2015; Kumar, Pozza, and Ganesh 2013; Taplin 2013). To achieve the loyalty, customer delight must be obtained (Albayrak and Caber 2015; Magnini, Crotts, and Zehrer 2011; Torres, Fu, and Lehto 2014).

Jacoby and Chestnut, (1978) have divided tourist loyalty to behavioral loyalty, attitudinal loyalty, and composite loyalty.

2.4.3 Intention to Revisit

It is fair to state that any customer who has been satisfied and happy from previous travel to a certain destination shall not think twice to revisit the destination, and this action is due to a customer being willing and ready to visit again same destination due to him/her being satisfied, got the value for the travel to destination and the past experience confronted (Petrick , Morais, and Norman 2001).

Other researchers came up with the idea that if a customer needs to see various other places as an alternative choice, these are known to be branded as having a novel personality. (Assaker & Hallak, 2013; Assaker, Vinzi, & O'Connor, 2011; Barroso, Martin-Armario & Ruiz, 2007; Bigne, S anchez & Andreu, 2009).

It has been observed and declared by some researchers that a type of bond occurs between destination image and the desire to revisit the same destination due to direct impact as a positive direction due to cognitive and A.I (Bigne, Sanchez, & Sanz, 2009; Chew & Jahari, 2014; Kim & Yoon, 2003).

Whenever a customer decides to revisit the same destination again, this means he/she were very satisfied and his decision to do that is termed as loyalty. For businesses this loyalty can add more profit to their income rather than enticing new customers that shall cost more. It is clear that the overall image is the deciding factor behind drawing the customer again and again to the identical destination (Alcaniz, Garcia & Blas 2005; Bigne et al., 2001).

In the event a customer with a perceived positive image of a certain destination or product, where risk is involved, (Murray,1991) his/her mere satisfaction can persuade (intention to recommend to) another customer to act as the satisfied one, and this can be through a word of mouth (Harrison-walker 2001 p.63), which is based on the cognitive, affective and unique images of the satisfied customer.

In short, the model of the study is presented in Figure 2.1

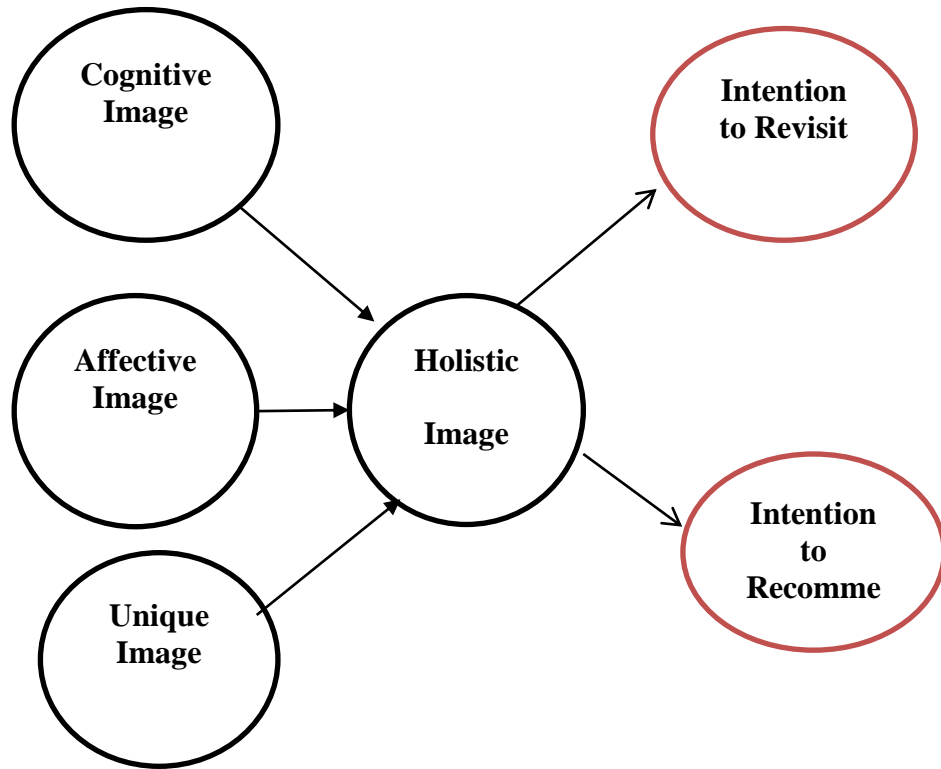


Figure 2.1. The model of this study as shown in the following figure

Chapter 3

ABOUT THE HASHEMITE KINGDOM OF JORDAN

Jordan, or the Hashemite kingdom of Jordan, is an Arabic Muslim country located on south west of Asia, it is in the middle of Middle East countries with a population of “10,060,755 as of Friday, June 14, 2019, based on the latest United Nations estimates”. Land area is 88,780 Km² (34,278 sq. miles) (world meters info). As Jordan was occupied from the British for many years the English language is the second language after Arabic. The climate is good as it is not too hot in summer the temperate is about 32 to 37 C.

Jordan is truly a land of astonishing culture, views and people. Although Jordan is a small Arab kingdom it holds within its borders sites of antiquity that position it among the most remarkable in the world. Jordan is known for its historical locations witnessed on this land like wars since Islam was spreading in the region centuries ago and also for historical places, as Petra the “Rose City“ which entered in 2007 in the 7 wonders of the world, It was built by Nabataea’s, the Romanian theater and the remarkable vestiges of Umayyad palaces an ancient archaeological palace located on the top of the Citadel in Amman City, the churches of Madaba city which is decorated by Mosaic stones built in 576 AD by the Byzantines, in Madaba also located the Mount Nebo which is the destination of many christens because it’s the place where prophet Moses was buried, (<http://ar.visitjordan.com/wheretogo/madaba.aspx>), City of Ajloun which is known

for 12th-century Muslim castle situated in northwestern Jordan, (Jordan<http://ar.visitjordan.com/Wheretogo/Ajlun/HistoryCulture.aspx>).

Jerash city which is the second most important historical place in Jordan after Petra as it is one of the Roman's cities, it contains the arc de triumph that was built in 129 AD which is the year that represents the boom of this civilization, it also provides with its monument a great opportunity for scientists to study the ancient Roman architecture (batuta.com), every year it holds the Jerash festival for culture and arts in its Roman theater that attracts many tourists.

It has the Dead Sea which is the lowest area on Earth and contains the saltiest water which is the destination for many tourists to benefit from its mud, for those who love adventures there is a waterfall in the City of Karak, where they can experience getting down from the highest spot to the valley, Karak city also contains the Karak castle is the only memorial to the former Crusader glory (<http://ar.visitjordan.com/Wheretogo/Karak/HistoryCulture.aspx>). Tourists can also experience the charming desert with mountains in Wadi Rum where the elements of nature, wind and weather, created high-rise natural skyscrapers (Visit Jordan).

In terms of national wealth, it relatively has modicum of natural resources. Compared to the Arabian Gulf states which are rich in oil resources ,and it also face a serious water shortage, Jordan has built the base of its economy on a well-educated and healthy labor force. The economy of Jordan relay on the well-educated and healthy labor force in order to compensate the gap between the country's scarce natural resources and the need for economic and social programs to support its

blossoming population, there was no other solution than depending on funds from external sources (King Hussein, 2017).

Jordan natural resources are mineral assets incorporate enormous stores of phosphates, potash, limestone, and marble, just as dolomite, kaolin, and salt. All the more as of late found minerals incorporate barite (the key metal of the metallic component barium), quartzite, gypsum (utilized as a manure), and feldspar, and there are unexploited stores of copper, uranium, and shale oil.

Despite the fact that the nation has no critical oil stores, unobtrusive stores of petroleum gas are situated in its eastern desert. In 2003 the primary area of another pipeline from Egypt started conveying gaseous petrol to Al-‘Aqabah (Britannica, 2019), and with respect to farming - Products: citrus, tomatoes, cucumbers, olives, strawberries, stone organic products; sheep, poultry, dairy (Economy Watch, 2015).

Over the previous decade, Jordan has sought after basic changes in training, well-being, just as privatization and progression. The Government of Jordan has presented social assurance frameworks and improved sponsorship, making the conditions for open private organizations in foundation and making expense changes. Nonetheless, further advancement is required with the goal that changes went for upgrading the venture atmosphere and simplicity of working together can prompt solid results (World Bank, 2019).

Jordan or the Hashemite Kingdom of Jordan is known for its authentic areas saw on this land like wars since Islam was spreading in the locale hundreds of years prior and furthermore for recorded spots.

3.1 Tourism in Jordan

Jordan is considered one of the most important attraction areas in the Middle East, and that is a result of its historical and religious significance. Jordan is endowed with many other features that attract visitors especially in the section of tourism treatment. Jordan country contains special geographical features; it contains a bridge that links it with Asia, Africa, and Europe.

In view of the shortage of natural resources that Jordan has, and what the country recently faces from political instabilities in its neighborhood, the tourism sector is its only window in these hard times. That depends on the country's historical and religious attractions, its good climate, its good reputation for safety, security and stability (Daegheh, 2019).

Jordan is endowed with touristic attractions, and that's for the availability of tourism attraction, like the historical locations. There is in the kingdom more than 300 hotel, 100 hotels among them are ranked more than three stars hotels, and the hotels varies from 3 stars to 5 stars hotels, the investment in the hotel section reached 3.4 billion Jordanian dinar in the year 2010.

The income of tourism in Jordan had risen in the percent of 12.5% in the year 2017, compared with the year before recording \$4.6 billion dollar according to the declaration of the Central Bank. According to the Central Bank declaration also the tourist income in the year 2016 was \$4.1 billion dollar. This increase refers to the increase of the tourist entering Jordan in the percent of 8.7 comparing to the year 2017 (Ministry of Tourism & Antiquities, 2018). The tourism income for the year

2018 was about \$5 billion dollars, which showed a rise up from the year 2017 which was \$4.6 billion dollars (UNWTO Report, 2018).

3.3 Past Studies about Jordan

There are many studies about Jordan as a destination ,the most famous is the one for Schneider & Sönmez (1999) which explored the image of Jordan through the Jerash festival of culture and arts and compared between the view of tourists traveling within their own province, like Arabs from the surrounding countries, and non-Arab tourists.

The study Harahsheh (2009) which concentrated on the British and Swedish tourists with reference to the impact of the Jordanian tourism board (JTB) to make the publicity for Jordan in these two countries and found that there is a certain attributes that have to be valid in a destination to be chosen from the British and Swedish tourist's like religious sites.

Chiu and Ananzeh (2012) their study examined the Meetings, Incentive travels, Conferences, and Exhibitions (MICE). They found that MICE function an important part in formatting the touristic image of Jordan, and that the attributes available in the destination are of high importance for event planners; these attributes are amenities, appropriate facilities for conventions, exhibitions, and meeting rooms which contain the safety services.

Al-Tarawneh, Omar, and Tahir (2018) studied the effect of terrorism, political crisis and war over tourism destination of Jordan. Dr.Al-Muala (2017) examined in his research the perceived trust and its impact on creating tourist loyalty image.

Chapter 4

METHODOLOGY

The target population of this study was visitors of Jordan, in other words who visited four touristic locations of Jordan (Petra, Wadi Rum, Jabal Alqala, and The Roman theater). A structured questionnaire was developed to conduct the study and the answers of the research questions of the study. A sample of 400 tourists was asked to participate to the study. During the period from 20th of July to the 12th of September 2018, however, only 250 tourists completed the questionnaire.

4.1 Measurement of Variables

The questionnaire consisted of four main parts:

1. The first part includes questions related to every tourist information; the source used before planning a trip to Jordan, the number of times they visited Jordan, purpose of the trip, and demographic information about the respondents.
2. The second part was created to assess the respondents C.I: This was measured by multi-item scale, a method used by Echtner and Ritchie (1993). Respondents were asked to rate Jordan as a travel destination on 17 attributes on a 5 point Likert scale, starting from 1 stating Strongly Disagree to 5 stating Strongly Agree (SA). 17 attributes were divided to four categories, the attractive conditions, essential conditions, appealing activities, and natural environment.

3. The third part was developed to assess the respondent's A.I and U.I: 8 items was used to measure it. Individuals were questioned to evaluate Jordan as traveler's destination by using 8 bipolar feelings, formerly submitted from the observation of Russell, Ward, and Pratt (1981). Alike items were used by Baloglu and Brinberg (1997), Baloglu and Mangalou (2001), and Russell and Pratt (1980). Semantic differential scale with 7- point was used. The scale included: Pleasant – Unpleasant, Exciting- Gloomy, Arousing-Sleepy, Relaxing- Distressing, Positive- Negative, Enjoyable- Unenjoyably, Favorable- Unfavorable, Fun-Boring. Where the affirmative poles were allocated to higher standards: for example 7 equal to Pleasant and 1 equal to unpleasant.

4. The fourth part was developed to measure the U.I that make Jordan unique from its neighboring countries as traveling stopover. A total of 9 items were borrowed from the study of image by Plog (1999a, 1999b). Both images were measured by using 5- point Likert-type scale where 1 equal to strongly disagree; 5 equal to strongly disagree). Even though some measures were alike for gaining C.I and U.I of Jordan, C.I measures must be treated differently to impress the common quality of tourist experiences in Jordan as travelers journey's endpoint (without any association with other destinations) whereas U.I concentrate on contrast of measures between Jordan and nearby countries. That gives a possibility that an image element observed strongly in C.I could be weak when compared with nearby countries (Qu et al., Kim, & Im, 2010).

Furthermore two questions were added to define the travelers purpose to visit Jordan again and the travelers purpose to recommend Jordan as favorable journey's endpoint

to friends and family using a 5- point Likert-type scale (1 stating strongly disagree; 5 stating strongly disagree).

5. The fifth part was developed to measure the respondent's H.I of Jordan; this was measured with one question adopted by Echtner and Ritchie (1993; 2003). Respondents were asked to rate the overall attractiveness of Jordan as a travel destination by using a 5 point Likert-type scale with "1=Not attractive at all and "7=very attractive".

Chapter 5

DATA ANALYSIS

5.1 Demographics

The current study collected data from 250 participants (111 males, 139 females) that were randomly selected among tourists in Jordan.

24% of the respondents were between the ages of 18-24, 37% were between the ages of 25-34, 14% were between the ages of 35-44, 10% of the respondents were between the ages 45-54, 12% of the respondents were between the ages 55- 64, 4% of the respondents were over the age of 65. The demographics are represented in table 5.1.

Table 5.1. Age Intervals

Age	18-24	25-34	35-44	45-54	55-64	65+
Frequency	59	92	35	24	30	10
Percent	23.6	36.8	14.0	9.6	12	4

Regarding the purpose of visit; 9 % of the tourists came for relaxation, 20% came for fun, and 43% came for the purpose of new experience, 11% came for the purpose of business, 2% came for the purpose of treatment, and 15% came for other purposes.

The purpose of the visit is presented in table 5.2.

Table 5.2. Purpose of visit

Purpose	Relaxation	Fun	New Experience	Business	Treatment	Other
Frequency	21	51	107	27	6	38
Percent	8.4	20.4	42.8	10.8	2.4	15.2

16% of the respondents indicate that they traveled alone, 30% of the tourist's traveled with family, 32% of the tourist traveled with friends, 15% traveled with tour group, and 7% of the tourist traveled with others. The information in table 5.3 summarizes this.

Table 5.3. Travel Companion

Companion	Alone	Family	Friends	Tour	Other
Frequency	41	74	79	38	18
Percent	16.4	29.6	31.6	15.2	7.2

5.2 Reliability Test

Initially a reliability test is conducted on the questionnaire to assess the reliability of its constructs. The reliability test was conducted on the scale of attractive result was equal to the Cronbach alpha is equal to 0.7 which is reliable according to Nunnally (1978). The accepted scale threshold should be equal to 0.7 to the estimation range Cronbach alpha coefficient; one item from the attractive scale has been deleted to make it reliable, for the essential scale the results were reliable with the range 0.76,

regarding appealing scale it was reliable range 0.68 which is almost reliable the reason for that there are only two items measuring this scale, regarding affective scale Cronbach alpha was 0.89 which is above threshold 0.7 which is counted strong. The unique scale was 0.7, the scale of behavior (Revisit/ Recommend) was equal to 0.7, for the holistic image the Cronbach's alpha equal to 1 the reason for that there is only 1 item to measure it has 100% internal consistency.

Table 5.4. Reliability Test

Constructs	Cronbach's alpha
Cognitive	
• Attractive*	.7
• Essential	.76
• Appealing	.69
• Nature	.68
Affective	.89
Unique	.7
Behavior (Revisit/Recommend)	.7
Holistic	1

5.3 Distribution Analysis

Subsequently, Kolmogorov-Smirnov test is employed to specify the normality of probability distributions for C.I ($M = 3.64$, $SD = .73$), A.I ($M = 5.04$, $SD = 1.22$), U.I ($M = 3.63$, $SD = .75$), and H.I ($M = 4.34$, $SD = 1.61$). Test results indicate that scores on H.I follow a normal distribution ($D(250) = .036$, $p = 1.42$), however scores on C.I ($D(250) = .108$, $p < 0.001$), A.I ($D(250) = .114$, $p < 0.001$), and U.I ($D(250) = .107$, $p < 0.001$), do not follow.

Considering normality results, Spearman correlation test is used to assess the relationships between C.I, A.I, U.I, and H.I. Findings reveal that H.I is positively correlated with C.I in other words there is a strong significant relationship between C.I and H.I ($r_s = 0.730$, $p \leq 0.00$). There are statistically significant relationships between A.I and H.I ($r_s = 0.568$, $p \leq 0.01$) and also between U.I and H.I ($r_s = 0.525$, $p \leq 0.00$) (see table 5.5).

Table 5.5. Correlations between Holistic image and Affective, Cognitive and Unique images

		Holistic Image	Affective image	Cognitive image	Unique image	
Spearman's rho	Holistic Image	Correlation Coefficient	1.000	.568**	.730**	.525**
		Sig. (2-tailed)	.	.000	.000	.000
		N	250	250	250	250
	Affective image	Correlation Coefficient	.568**	1.000	.315**	.170**
		Sig. (2-tailed)	.000	.	.000	.007
		N	250	250	250	250
	Cognitive image	Correlation Coefficient	.730**	.315**	1.000	.433**
		Sig. (2-tailed)	.000	.000	.	.000
		N	250	250	250	250
	Unique image	Correlation Coefficient	.525**	.170**	.433**	1.000
		Sig. (2-tailed)	.000	.007	.000	.
		N	250	250	250	250

** . Correlation is significant at the 0.01 level (2-tailed).

Spearman correlation test is used to assess the relationship between the C.I, A.I, U.I, and intention to revisit. The findings reveal that there is a statistically significant relationship between C.I and intention to revisit ($r_s = 0.347, p \leq 0.00$). There is a weaker but statistically significant relationship between A.I and intention to revisit ($r_s = 0.151, p < 0.05$). There is also a statistically significant relationship between U.I and intention to revisit ($r_s = 0.312, p \leq 0.00$) as shown in table 5.6.

Table 5.6. Correlations between intention to revisit and Affective, Cognitive and Unique images.

			Intension to revisit	Cognitive image	Affective image	Unique image
Spearman's rho	Intension to revisit	Correlation Coefficient	1.000	.347**	.151*	.312**
		Sig. (2-tailed)	.	.000	.017	.000
		N	250	250	250	250
	Cognitive image	Correlation Coefficient	.347**	1.000	.315**	.433**
		Sig. (2-tailed)	.000	.	.000	.000
		N	250	250	250	250
	Affective image	Correlation Coefficient	.151*	.315**	1.000	.170**
		Sig. (2-tailed)	.017	.000	.	.007
		N	250	250	250	250
	Unique image	Correlation Coefficient	.312**	.433**	.170**	1.000
		Sig. (2-tailed)	.000	.000	.007	.
		N	250	250	250	250

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Moreover, the correlation between intention to recommend and affective, cognitive and unique images were examined and the result is presented in table 5.7. There is statistically significant relationship between C.I and intention to recommend ($r_s = 0.455$, $p < 0.00$). There is statistically significant relationship between A.I and intention to recommend ($r_s = 0.183$, $p < .01$). There is statistically significant relationship between U.I and intention to recommend ($r_s = 0.322$, $p \leq 0.00$).

Table 5.7. Correlations between intention to recommend and Affective, Cognitive and Unique images

			Intension to recommend	Cognitive image	Affective image	Unique image
Spearman's rho	Intension to recommend	Correlation Coefficient	1.000	.455**	.183**	.322**
		Sig. (2-tailed)	.	.000	.004	.000
		N	250	250	250	250
	Cognitive image	Correlation Coefficient	.455**	1.000	.315**	.433**
		Sig. (2-tailed)	.000	.	.000	.000
		N	250	250	250	250
	Affective image	Correlation Coefficient	.183**	.315**	1.000	.170**
		Sig. (2-tailed)	.004	.000	.	.007
		N	250	250	250	250
	Unique image	Correlation Coefficient	.322**	.433**	.170**	1.000
		Sig. (2-tailed)	.000	.000	.007	.
		N	250	250	250	250

** . Correlation is significant at the 0.01 level (2-tailed).

Chapter 6

DISCUSSION

Based on the previous study conducted by Qu (2011), it was hypothesized that C.I, A.I, and U.I positively influence H.I. Similarly, the findings of this study indicated significant positive correlations between independent variables (C.I, A.I, and U.I) and H.I, which confirms the hypothesis and supports past findings.

Moreover, it was revealed from the correlation of the three variables (C.I, A.I, and U.I) and intention to revisit and recommend is weak and moderate, but the correlation between the three variables and H.I is strong. This indicates that the correlation becomes strong after visiting the destination and constructing the holistic image.

Based on the represented model in this study, the overall image of the Hashemite Kingdom of Jordan (Jordan) was measured through the cognitive, affective, and U.Is and results indicated an overall positive image towards Jordan. Results were especially stronger on the A.I where tourists expressed positive feelings towards Jordan as a destination and also in the U.I considering Jordan to be a safe, friendly and historically unique place to travel to.

However, the correlation of the three variables (C.I, A.I, and U.I) and intention to revisit and recommend is weak and moderate. The key point here is that the

questionnaires were given to tourists during their travel to Jordan, and not afterwards. In this regard, findings of the study suggest that emotional experiences of tourists during the trip can directly influence their intentions to revisit and recommend. Meanwhile, the holistic image that tourists form about a destination after the travel would incorporate all cognitive, affective, and unique elements, affective elements are stronger and more influential during the trip. Perhaps an overall mental image would require more time to be fully formed and explain tourist's long-term intentions to recommend or revisit but the A.I that involves tourist's current emotional experiences in the place, is a direct and stronger predictor of their short-term intentions to recommend and revisit. In other words, since tourists have been asked about their intentions to recommend or revisit during their trip, they have not had formed a full overall image about Jordan yet, and hence their answers were about recommendation and revisit were more directly influenced by their emotional experiences at the moment.

Future studies can improve these findings, by differentiating between short-term and long-term intentions to recommend and revisit and investigate how these intentions can change over time. A longitudinal repeated measure study design can be employed, in which tourists are asked about their intentions to recommend and revisit once during their trip, and once via an online follow up questionnaire. Contrasting the short and long term intentions to recommend and revisit and analyzing contributions of cognitive, affective, unique, and overall images on these intentions can shed light on how tourist's ideas and emotions about a destination form and change over time. It might be hypothesized that affective and emotional factors have a stronger influence on short-term intentions while unique and cognitive factors of a destination are better predictors of long-term intentions.

One main limitation of the current study is that it employs a correlational design. While correlational studies can reveal the relationships between study variables, they cannot indicate causal relations. In other words, the current study cannot conclude that positive cognitive, affective, and unique elements of a destination, increase tourist's intentions to revisit the place or recommend it to others. To investigate the causal relationships between these factors, the aforementioned longitudinal methodology with follow up surveys than be used, and see how cognitive, affective, unique, and overall images contribute to actual revisits and recommendations over time.

Moreover, based on the findings of this study, Jordan's tourism authority can reinforce tourist's intentions to revisit and recommend Jordan, by improving their emotional experiences during their trips. This might be achieved by engaging tourists in more exciting programs and providing them with better accommodation and touristic sites.

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APPENDIX

Questionnaire

This questionnaire aims to generate information for my thesis in Marketing Management. All responses are anonymous so please answer as honestly as possible. The questionnaire will only take fifteen minutes to complete. For ethical reasons, if you start to feel uncomfortable at any point of the questionnaire, feel free to quit. The questionnaire is targeted on Jordanian visitors, so please do not complete if you are not visiting Jordan. Thank you for participating. Please be advised that your participation constitutes consent.

1. Is this your first visit to Jordan?

Yes No

2. What is the main purpose of your trip on this occasion?

Relaxation Fun/Excitement Experience new things Business
 Treatment other

3. With whom are you traveling on this trip?

Travel alone Family/relatives Friend(s) Tour group Other

4. Sources of information?

Official Guide Brochure Map Travel agent Book/Article Friend/Family

Other.....

Some demographics about you:

Please indicate which one of the following categories contains your age

34 -25 24 -18 54- 45 44-35 64-55 65+

5. Gender: Male Female

6. Marital Status: Single Married Divorced Other

10. Education: High School or less University Master or PhD

In the following table, some statements about Jordan are shown. Please, rate your level of agreement-disagreement by using the following scale:

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

	Cognitive					
Attractive conditions	1.I find Jordan clean	1	2	3	4	5
	2.The country is politically stable	1	2	3	4	5
Attractive Conditions	3. The natural environment is unpolluted	1	2	3	4	5
	4. there are great beaches	1	2	3	4	5
	5. The availability of accommodation is good	1	2	3	4	5
	6. There is interesting cultural attractions	1	2	3	4	5

Essential Conditions	7.The availability of hotels is good	1	2	3	4	5
	8.The country gives relaxation and avoiding daily routine	1	2	3	4	5
	9. The country is a safe place to travel to	1	2	3	4	5
	10.Jordan is a family oriented destination	1	2	3	4	5
	11. Good quality for restaurants and hotels are easy to find	1	2	3	4	5
Appealing Activities	12. There is various shopping opportunities	1	2	3	4	5
	13. There is interesting historical monuments & relevant events	1	2	3	4	5
	14. Good tourist information is readily available	1	2	3	4	5
	15. Good climate	1	2	3	4	5
Natural environment	16. There are good beaches	1	2	3	4	5
	17. There is beautiful landscape	1	2	3	4	5

Below is a list of items that can be used to describe your feelings toward a place. Please rate Jordan as a tourism destination for every set of feelings by selecting the appropriate number, with 1= very negative feelings to 7 = very positive feelings.

Affective Image	18. Unpleasant	1	2	3	4	5	6	7	Pleasant
	19. Gloomy	1	2	3	4	5	6	7	Exciting
	20. Sleepy	1	2	3	4	5	6	7	Arousing
	21. Distressing	1	2	3	4	5	6	7	Relaxing
	22. Negative	1	2	3	4	5	6	7	Positive
	23. Unenjoyable	1	2	3	4	5	6	7	Enjoyable
	24. Unfavorable	1	2	3	4	5	6	7	Favorable
	25. Boring	1	2	3	4	5	6	7	Fun

In the following table, additional statements about Jordan are shown. Please, rate your level of agreement-disagreement by using the following scale:

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Unique Image	26. The country is clean	1	2	3	4	5
	27. The country is safe	1	2	3	4	5
	28. The country is politically stable	1	2	3	4	5
	29. It was easy to communicate	1	2	3	4	5
	30. The people were friendly	1	2	3	4	5
	31. There was many unique historical places	1	2	3	4	5
Unique Image	32. The medical treatment is good	1	2	3	4	5
	33. Is it crowded	1	2	3	4	5
	34. It has quality medical services	1	2	3	4	5
Behavior Image	35. Do you Intend to visit Jordan again	1	2	3	4	5
	36. Do you recommend Jordan to a friend	1	2	3	4	5

H.I:

37. Please rate the overall attractiveness of Jordan as a travel destination:

Not attractive at all	Not attractive	Neutral	attractive	Very attractive
1	2	3	4	5