Evaluation of Destination Image of TRNC through the Mediating Role of Trust in Tourist Loyalty

Hamid Bazari

Submitted to the
Institute of Graduate Studies and Research
in partial fulfillment of the requirements for the Degree of

Master of Science
in
Tourism management

Eastern Mediterranean University
July 2014
Gazimağusa, North Cyprus

Approval of the Institute of Graduate Studies and Research

_____
Prof. Dr. Elvan Yılmaz
Director

I certify that this thesis satisfies the requirements as a thesis for the degree of Master of Science in Tourism Management.

_____
Prof. Dr. Mehmet Altinay
Dean, Faculty of Tourism

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 Science in Tourism Management.

_____
Asst. Prof. Dr. Rüçhan Kayaman
Supervisor

Examining Committee
_____

1. Prof. Dr. Mehmet Altinay   _____

2. Assoc. Prof. Dr. Habib Alipour   _____

3. Asst. Prof. Dr. Rüçhan Kayaman   _____

ABSTRACT

Destination image has a crucial role in the development of tourism industry. Trust and loyalty of tourist's are two key factors in sustainable development of tourism in the international market. This thesis aims to investigate the relationship between indicators of destination image and tourist's trust and loyalty. Furthermore, this study attempts to find out whether trust function as a mediator of the relationship between destination image indicators and loyalty, a quantitative approach employed to collect data amongst tourists who visited North Cyprus in spring 2014. Data analysis including correlation, regression analysis performed using SPSS to test model and hypotheses. Reliability and validity of the measurement has been checked using Cronbach's alpha and factor analysis, respectively. Results revealed that cognitive image positively boost tourist' trust and loyalty, whereas affective image has not any significant effect on tourist trust in North Cyprus. Trust is able to mediate the relationship between cognitive image and loyalty. According to the regression result trust raises the loyalty of the tourist and motivates them to revisit or recommend North Cyprus as a holiday destination. Practical implications, limitations, and future research direction are suggested.

Keyword: destination image: affective image, cognitive image, trust, loyalty

ÖZET

Hedef görüntü turizm sektörünün gelişiminde çok önemli bir role sahiptir. Güven ve turist sadakat uluslararası Pazar da turizmin sürdürülebilir kalkınma konusundaiki önemli factor vardır. Bu tezin hedefi görüntü ve turistlerin güven ve sadakat göstergelerinin arasındaki ilişkiyi araştırmaktı. Ayrıca, bu çalışma hedef görüntü göstergeleri ve sadakat arasındaki ilişkinin bir ara bulucu olarak mı güvenişlevini bulmaya çalışır. İlkbaharda 2014'de Kuzey Kıbrıs'ı ziyaret turist arasında veri toplamak için kullanılan birnicel bir yaklaşım. Korelasyon dahil Veri analizi ,regresyon analizi modeli ve hipotezleri test etmek için SPSS. Ölçüm güvenirlik ve geçerlilik sırasıyla Cronbachalfa ve factor analizi kullanılarak kontrol etti. Bulgular bilişsel görüntü olumlu turist ' güven ve sadakatini artırmak olduğunu ortaya koydu .Iken ,duygusal resim Kuzey Kıbrıs'ta turizm güven üzerinde herhangi önemli bir etkisi bulunmamaktadır. Güven bilişsel görüntü ve sadakat arasındaki ilişkiyi ara buluculuk yapabiliyor. Regresyon sonuçu güven turist sadakatini yükseltir ve bir tatil beldesi olarak Kuzey Kıbrıs'ı tekrar ve ya tavsiye için onları motive ediyor. Pratik etkileri, sınırlamalar ve gelecekteki araştırma yönü önerilmektedir.

 Kelimeler: Hedef image, duygusal resim , bilişsel görüntü , güven , sadakat

To my loved parents

ACKNOWLEDGMENT

First of all, thanks my God that covers me during this process.I would like to express my gratitude to my supervisorAsst. Prof. Dr. Rüçhan Kayaman for all of useful comment and her support.Also, I like to thank the participants in my survey.

Sincere thanks to my friends that help me during my education at first time until the end,thanks for all spiritual support and kindness.

I also thank all lecturers, staff and assistants of faculty of tourism for their help.

Special thanks, to my father, mother and all members of my family for all support and great role in my whole life and this period of my life. In my perception, I think I achieved the best knowledge and experience about science and life especially in this 2 years. I hope can use them in the best way in future life effectively.

I thank all my friends in IRAN for giving me strength,confidence and mental support to reach my dreams.

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

Chapter 1

INTRODUCTION

1.1 Problem Statement

The picture and portrait of the destinations on the consumers' minds always have been one of the most interesting and auspicious topics of the researchers of the tourism sector during the times, which yet has not lost its popularity and essentiality (Saeedi & Hanzaee, 2011).

Sans & Ramirez (2013) stated that tourists choose the destinations for their travelling according to the characteristics of the place which are reassembled by the image and portrait of that specific destination.

It is believed that the combination of the effective and cognitive spectrums together build up the portrait of a detonation. In contrast, the personality attributed to a destination is the collection of human characteristics which are believed to exhibit the features of that place (Batra & McClearly, 1999).

The portrait of a destination is described as the sparkles of the whole emotive, cognitive and descriptive wisdom which remind an individual or group of people to a particular place (Lawson & Bavoy, 1977).

The long term benefits which might be presumed to a destination chosen due to its image can be identified according to the intention of the purchasers to revisiting that destination or recommending it to others (Zhang et al., 2014).

O'Leary & Deegan (2003) noted that the destination images influence not only the decision making process of the people, but also their future behavior specially their satisfaction and revisit intentions so the destination portrait is the basis of the evaluation or selection process and thus provides a link between destination images and trust. To understand tourists' differences in observations, images and inspirations to a terminus is fundamental to appreciate and anticipate tourism interest and its effect on the tourism area. Indeed, this understanding of destination image and guests' observations is discriminating to a destination and gives the premise to more viable and productive future key planning of the destination (Marino, 2008).

According to the abovementioned information and the importance of the destination image concept this study was directed to explore the qualities of North of Cyprus and to focus on the extraordinary characteristics that voyager's co-partner with Northern Cyprus.

1.2 Objective of the Study

This research tries to recognize the appellations related to the image of Northern Cyprus as a tourism destination through the investigation of these questions:

1. Is there any relationship between the destination image indicators (affective and cognitive image) and tourist trust?

2. Is there any network between the portrait of the destination indicators and the loyalty of the visitors?

3. Dose trust act as a mediator between indicators of destination image and tourist loyalty?

The current research attempts to find out the connection between the destination attributions and the future behaviors of the travelers by considering their cognitive and affective perceptions and level of trust about Northern Cyprus. Besides the impacts of the destination image on the visitor's destination choice rate, the probability of their revisit intentions will be analyzed in this research as well. It should be noted that the theory of the destination image foundation (Marino, 2008) and the destination image concept of Echtner and Ritchie (1991) have been utilized in the research.

To be brief, this study focuses on the realization of the issuesand to what degree "loyalty" (dependent variable) of tourists who visited North Cyprus might be influenced by "effective" and "cognitive images" as independent variables and "trust" as the mediator among these variables. There are few studies in the hospitality industry which assess the mediating role of trust in linkage of the destination image and loyalty. Hence, this study aims to fill this research gap in the relevant literature.

1.3 Significance of the Study

There are few studies in the literature explaining competitive and affective image of TRNC (Bouzari, 2012; Sadatgol, 2013). To the best of the author's knowledge no empirical study assessed the mediating role of trustin the relationship between effective and cognitiveimage loyalty (Stepchenkova & Mills, 2010). This research investigates direct and indirect effect and cognitiveimage on trust and that of tourists in Northern Cyprus and since the goal of the current thesis is to observe theses gaps

3

and investigate impacts of indicators on destination images on tourist loyalty (direct effect) and trust as a mediator variable (indirect effect).

It is thought that the findings of this research would help the TRNC tourism stakeholders to enhance their attention on the importance of the destination image in the case of TRNC. Moreover, the outcome of this research will assist in the better understanding of the whole process of attracting, maintaining and predicting the appropriate potential visitors of Northern Cyprus.

1.4 Thesis Organization

The current piece of work is comprised of seven chapters in which the first one talks about the purpose, significance and organization of the work. Second chapter includes an introductory of the TRNC. The third chapter provides the literature of the work.

Chapter four is about research and hypotheses.The methodology part consists of samples, data collection and the statistical analysis of data which can be found in chapter five. In this chapter, the information about preliminary analysis of data will be provided.

In chapter six, the results of the study, including demographic characteristics, reliability (Cronbach's alpha), validity (factor analysis), means standard deviations and the correlation matrix of the variables and hypothesis testing can be found.

The final chapter will discuss and conclude the total work and will present implications and future highlights and the limits of the study as well.

Chapter 2

TOURISM IN NORTHERN CYPRUS

2.1 North Cyprus

The Turkish Republic of Northern Cyprus which is generally known as TRNC is located in the Mediterranean Sea and comprises of the north parts of the Cyprus Island (Emerson, 2004).

The Republic of Cyprus obtained its independency from Britain in 1960 with an agreement between Britain, Greece and Turkey (Albrecht, 1994). Since 1974 the Cyprus Island was divided into two segments with a boundary known as the "Green line" which runs through Nicosia, the capital of both South and North Cyprus divides the two parts where Turkish Cypriots live on the North side and Greek Cypriots live on the south side (Figure 1).

The north part of the Island is about 3.354 square kilometers and the nearest countries in this region are Turkey (North), Syria (East) and Egypt (South).
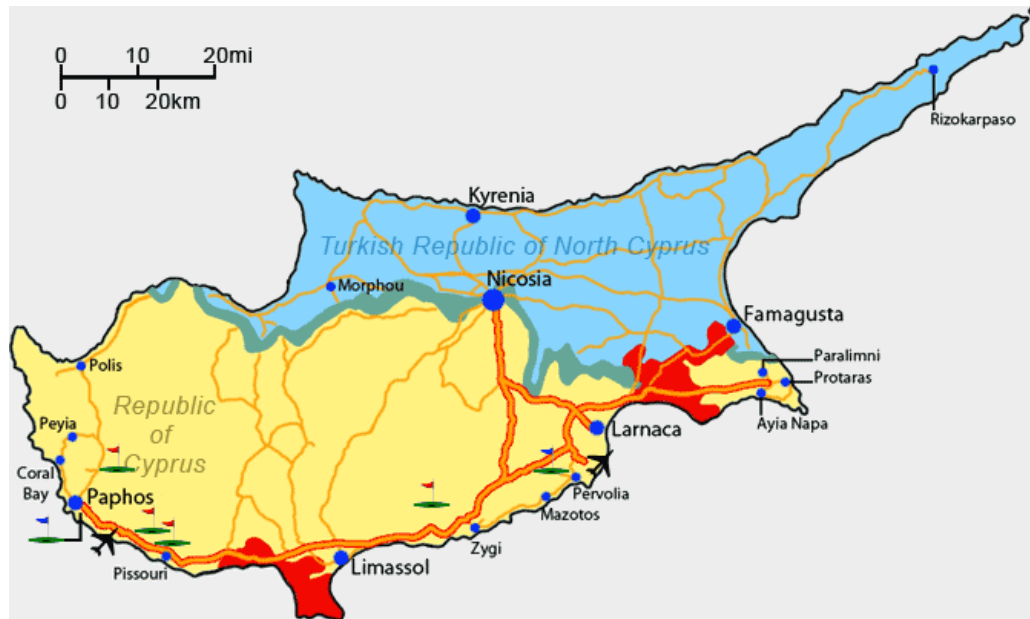
Figure 1: Map of Cyprus
Source: (http://www.google.com)

Turkey is the mere nation that recognizes Northern Cyprus whereas the rest of the world considers it as an occupied territory of the Republic of Cyprus. (Gravely, 1983). Cyprus with a total area of 3584 square miles is considered one of the largest islands in the Mediterranean Sea besides Sicily and Sardinia (www.Wikipedia.com).The Geographical variations of Northern Cyprus are categorized within its unique combination of amazing plains, mountains, beaches and coastlines which make this island a Mediterranean paradise with more than 10.000 years of history.

Visitors can pursue the beautiful uniqueness of the island through different regions of Northern Cyprus which is offering something for all tastes and activities which include: Nicosia/Lefkosa, Kyrenia/Girne, Famagusta/Gazimagusa, Iskele/Karpaz and Guzelyurt/Morphou; furthermore, North-Cyprus has 195 villages which each has its distinct attractions.

2.2 North Cyprus Climate

Cyprus has a very pleasant Mediterranean climate with mild winter and dry summer and average of 300 days of sunshine per year, also the average rain fall is 402 mm which is below Mediterranean average, although snowfallis not a common thing in Cyprus it usually snows on theTrodos Mountain in the Southern part. Winter season in TRNC is usually cold and rainy, which reaches to its peak in December to February. Despite the truly cold nights of the winter season, no snow falls in Northern Cyprus. During the spring, the climate is not stable, but it is too short. Summer days in contrast which are followed by a short autumn are so hot and dry which turns the green island in to a brown island. Figure 2 is the average temperature based on the monthly order in Northern Cyprus:
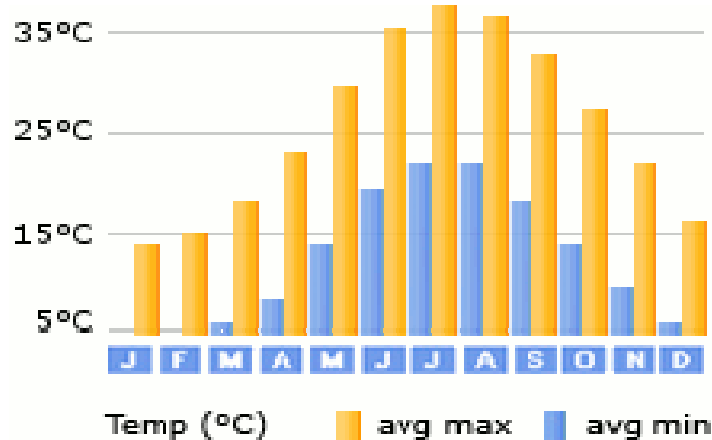
Figure 2: Average temperature in North Cyprus
Source: (http://www.google.com)

Based on the latest count the population of TRNC is around 295000 that is a sign of scarce source of human resources that has led the island to be dependent on the foreign resources (http://www.essentialcyprus.com/north-cyprus-population).

2.3 Northern Cyprus Tourisms

Cyprus is completely dependent upon tourism. A diverse culture and environment is evident on the island which in turn has made tourism an effective option for economic development (Gunsoy, 2012).

The rate of passengers (95%) who come to Cyprus through Ercan Airport is more thanthat of the harbor of Girne, Magusa, and Karpaz terminal. (http:// www.turizm.gov.ct.tr).

According to the official webpage of KKTC touism organization, the number of arrivals and departures that came from South Cyprus with other nationality and Greek Cypriot and TRNC in the first and second month of 2014 there are not any noticeable differences in a number of arrival and departure (http:// www.turizm.gov.ct.tr). As shown in Table 1, the name of forty two countries and the number of their passengers that traveled to the north Cyprus in the 2013 compared to 2014 has been provided. There isa clear difference in this count, someof the resultsare positive and some of them are negative. The best rate of changes related to the Estonia passenger with 678.5% increased and the worst one relates to passengers that arrived from Latvia with 47.5%decreased in 2014.

The limited availability of resources and heavy dependency of TRNC on foreign resources has made it too sensitive to the financial supports of Turkey even for water supply and electricity plants (Altinay, 2000).

Although to a considerable degree, TRNC has been suffering from barriers such as lack of international recognition, an embargo on its ports and dependency to Turkish

military and economic support, consequently it could "turned its economy in an impressive performance"(Ligay, 2011).

Table 1: Number of foreign arrivals by nationality

Country	2013	2014	Changes %	Country	2013	2014	Changes %
USA	343	372	8.5	Israel	56	63	12,5
Germany	3.808	1.417	-62.8	Sweden	193	225	16,6
Albania	26	23	-11.5	Switzerland	45	56	24,4
Azerbaijan	1059	751	-	Italy	105	130	23,8
Australia	58	60	3.4	Canada	79	73	-7,6
Austria	67	108	61.2	Kazakhstan	398	570	43,2
Belarus	138	131	-5.1	Latvia	61	32	-47,5
Belgium	87	89	2.3	Lebanon	310	359	15,8
Bulgaria	725	590	-18.6	Macedonia	18	27	50,0
Czech Republic	54	37	-31.5	Moldovia	283	299	5,7
China	172	100	-41.9	Norway	55	48	-12,7
Denmark	64	81	26.6	Pakistan	374	544	45,5
Estonia	8	63	678.5	Poland	84	68	-19,0
Morocco	104	117	12,5	Romania	137	135	-1,5
Finland	96	633	559.4	Russia	987	1.288	30,5
France	162	257	58,6	Slovakia	17	13	-23,5
Georgia	171	159	-7,0	Slovenia	8	31	287,5
India	34	83	144,1	Syria	399	1.038	160,2
Holland	751	689	-8,3	Turkmenistan	611	709	16,0
Iraq	660	910	37,9	Ukraine	468	568	21,4
England	3.292	3.17	-3,7	Jordan	449	532	18,5
England (Turkish Cypriot)	2.513	2.494	-0.8	Greece	184	337	83,2
Iran	1.787	1.418	-20.6	Others	2.905	3.74	28,7
Ireland	62	54	-12,9	**TOTAL**	24.7	25.044	1,4
Spain	49	91	85,7				

Source: (http:// www.turizm.gov.ct.tr).

9

2.4 North Cyprus nature

2.4.1 Mediterranean Coastline

The coastlines of TRNC are comprised of charming coves, rocky coasts and long golden beaches that are famous for safety and cleanliness in the Mediterranean.

North Cyprus with its fascinating beaches, offer a new nature experience to travelers, as they can choose among the varied beaches available, like: Kyrenia Beaches, Karpaz Peninsula Beaches and Guzelyurt Beaches.

Travelers can enjoy a wide range of beauty in North-Cyprus beaches, from warm Mediterranean water in clean golden sandy beaches to boat trips in the bathers delight coastline with rocky outcrops.

During summer North-Cyprus hotel beaches provide excellent services to visitors and their guests such as beach clubs or seaside bars and restaurants and different water sports like water skiing, wind surfing and scuba diving.

Furthermore, those who are interested in the pure nature can enjoy the fantastic and undiscovered sandy beaches on the west coast of the island.

2.4.2. Mountains

Mountains of Kyrenia known also as 5 finger mounts are one of the most amazing symbols of TRNC that are located next to the coastline. The ranges close to these mountains are covered with olive trees and carobs and also the largest spring of TRNC is in these mountains.

The peak of these ranges called "Mount selvili", is near the ancient village of "Lapta", at 1,023 m.

2.4.3 Plains

The center of Cyprus contains Mesaria plains between the Kyrenia Mountains and the Trodos Mountains and the essential crops such as wheat and oats.

Guzelurt is a wealthy village because of its huge citrus fields, which send out products from North Cyprus and also offers it's locals freshly squeezed juices.

2.5 Regions of TRNC

There are five regions in TRNC.

1. Famagusta, 2.Kyrenia, 3.Nicosia, 4.Trikomo, and 5. Guzelyurt.

2.5.1 Famagusta

Famagusta is famously known as the historical center of TRNC and it means a city covered in sand. The ancient inhabitants of this city were from Egypt. This city is located in the south of an ancient city called "Salamis". This city which has the deepest harbor of the island is the home of the most famous monuments like: St-Nicolas church, Othello castle and Salamis's ruins (www.wikipedia.com).

Besides all these features, "Famagusta offers a host of educational establishments Universities and international study" (Daskin, 2011),which is the reason many international students come to north Cyprus. It is undeniable that student have become a major source of income for this city and made a great contribution to its tourism development. In Figure 3 Lala Mustafa Pasa Mosque, which is located in Famagusta presented.

Figure 3: Lala Mustafa Pasa Mosque
Source: (http://www.google.com)

2.5.2 Kyrenia

This city is considered as the heart of tourism in TRNC. The natural attractions of this city are so many that this city is known as the pearl of Cyprus Island. The Byzantine castle and its harbor built by Britain are so famous. Moreover the Shipwreck museum, Saint Hilarion castle and Bellapais abbey are other outstanding attractions of this place (www.northcyprus.co.uk).

Kyrenia Tourism, has the ability to fulfill a variety of demands and covering different varietyof people from young to old, nature lovers to gamblers, it provides opportunitiesfor tourists to pass their time in whichever manner they wish, either a fabulous or a peaceful journey. Amongst all these alternatives recreational activities are most popular as there is plenty of entertainment, amazing beaches, astonishing walking areas surrounded by fascinating nature, exciting water sports, restaurants, bars, night club and casino. Harbor of Kyrenia demonstrated in Figure 4.

Figure 4: KyreniaHarbour
Source: (http://www.google.com)

2.5.3 Nicosia

Lefkosa is the Turkish given name of this city and is known as the world's first city that is the capital of two republics, TRNC and South Cyprus. This city is the center of governmental and main economic activities of TRNC. The attractions of this city are Mevlana museum, the great inn, Arab Ahmet mosque and Kyrenia Gate (Figure 5) (http://www.lefkosa.com).

Figure 5: KyreniaGate
Source: (http://www.google.com)

13

2.5.4 Karpaz

In the north east of TRNC a city which is famous for its wildlife and amazing beaches has been located that is called Karpaz. The mild climate of this city during the summer attracts lots of people from around the world to enjoy the natural beauty of that.The beautiful Golden beach shown in Figure 6, Deep Karpaz and wild donkeys living in the nature are some of this city's invitations for travelers.

Figure 6: Golden beach
Source: (http://www.google.com)

2.5.5 Iskle

On the way back to Famagusta from Karpaz there is a village called YeniIskele which means new harbor. This place attracts many touristsdue to it's attractive surroundings rich in beautiful coastlines and seafood providing restaurants. The castle of Kantara also is located there.

2.5.6 Guzelyurt

Guzelyurt and Lefke are two strategic cities of TRNC located onthe west side of Kyrenia. Guzelyurt's fame comes from its fruitful soils in which huge amounts of

TRNC agricultural products is cultivated (www.turkishcyprus.com). The orange festivals of Guzelyurt are famous in Cyprus and are held in June every year.

Chapter 3

LITERATURE REVIEW

3.1 Theoretical Justification

As Cole (2014) noted, theory is very important in academic research, thisis because based on the theoretical framework, model and hypothesis are developed. If researcher have rational justifications for using theory, s/he are able to propose correct hypothesis. Hence, relavant articles about effect of destination image on trust and loyalty of tourists have been reviewed (Beerli & Martin, 2004; Bouzari 2012; Chen & Phou, 2013; Chi & Qu, 2008; Eslamzadeh, 2014; Stepchenkova & Mills, 2010; Wang & Hsu, 2010; Zhang et al., 2014). Accrodingly, image theory and motivation theory appointed as two core theories in this thesis are described in the following sections.The relationship between destination image and trust are supported by Image theory. Similarly, motivation theory is applied to justify the effect of trust on loyalty of tourist.

3.2 Theoretical Background

In the field of tourism and hospitality, the topic of destination image and the theory that has been used widely in studies is "attitude theory "(Chen & Phou, 2013) which means an appraisal precipitates emotions that later influence on the behavior of individuals and its display cognitive, appraisal, and emotional responses and behaviors which are in the continuum (Bagozzi, 1992). Several theories can be applied in this study that areexplained as follows:

In the study of, "customer loyalty theory" which points out that tourist'sloyalty is the extension of customer loyalty which is defined in three ways (Zhang et al., 2014). Attitudinal loyalty (i.e. The intention of tourists to repurchase) developed by Fournier, 1994 that explained the antecedents of loyalty. Another theory is behavioral loyalty (i.e. The real act of repurchasing) (Hughes, 1991), and finally the combination of these two last types which suggests that behavioral loyalty is initiated after attitudinal loyalty (Baloglu, 2001). The other theory related to the tourists' behavior is the theory of planned behavior that proposes "the behavioral intent signifies motivational components of the tourists' behavior representing the degree of conscious efforts that they will exert to perform that behavior" (Ajzens, 1991). This theory has been applied in a number of studies quite recently (e.g. Jalilvand et al., 2010; Ramkisson et al, 2011).

Based on the theory of planned behavior, cognitive and affective image has linkage with attitudes of tourists (trust) that can lead to behavior of tourist to revisit a destination (e.g. Northern Cyprus) or recommend it to others (loyalty). One other commonly used theory in tourism and hospitality related to visitors' decision making is the "motivation theory" which has been used by many scholars (Chen & Xiao, 2013; Pan et al., 2014; Prebensen et al., 2012). Image theory is also one of the famous theories relevant to this study which will be discussed below.

3.3 Image Theory

Image theory is an alternative to classical decision theories that are based on subjective expected utility, propounded by Lee Roy Beech (1990). Furthermore, traditional decision theory tends to represent each decision as isolated and unique.

This is not how decisions are typically experienced. Image theory thus attempts to construct a broad and inclusive model of decision making as it is really experienced.

Image theory is about the procedure of decision making and it does not refer to I type social processes. Collective decision making is defined as a classification of labor among the same individualistic total model. The representation of P, A and E procedures had already been done.

Three different images are considering the agent's knowledge of decision making in image theory. This images are such as: how issues should go, an schedule of purpose and results they want within specified time, and also tangible ways or programs for achieving those aims and the outcomes. This will leads into a hierarchy which the values and principles are located at the top, goals and timelines are placed in the middle part and in last part (the bottom) there are plans. The images of PAE order are as follow:

P– The strategic image (the bottom part): the arrangements and approaches for following the aims for reaching suitable results. This will cover anticipation and short – term forecast.

A- The value image (the top part): standards , principles, ethical things and other moralities are some compulsory issues that their existence is necessary , which can be used as guidelines for making decisions and specifying what is wrong and right. Principles will create aims and also can manage the acceptance or refusal of candidate goals and plans or methods that disobey the value image.

E- The trajectory image (the middle part): this image will show the direction or directedness which is made by specified aims and conceptual goals, such as definition maker of procedures toward aims. Timely progression can be considered as a goal in trajectory image.

Beach is considerable for his rise from A principle to a better place over E. these two components are more shown as antagonistic. On the other hand on Beach's formulation. Standards have arranged all these points in a way that is in contrast to which we can consider or judge from aspect of being close or far from some results of what we desire. On Beach account, wants rely on should. This will attract the attention to a different connection between these two components which is more focused in some Western writing about how to solve the problem, and it can be so helpful and important in future problem solving within the cultures which are more inclined to A – dominant.

The definition of images is referred to information constructions which show the different tyes of information that represent what the decision maker is doing and what is the reason of what he or she is doing, and what kind of improvement had been done. Image theory utilizes the notion of " image " to show the schemata in decision making. Schemata is defined as cognitive structures which aids the decision makers to arrange their plans and supply meaning and principles for the information which are helpful in the procedure of decision making.

Image theory represents a picture of behavioral decision procedures. The traditional vision of decision making is about the decisions which are made consciously and in a systematic way. In opposite, the views decisions of image theory are created

instinctively and automatically. Considering the image theory, mostly decisions of people are made up by using simple, straight forward and fast processes for every decision, even when the decisions are significant for decision makers.

Image theory will show that there are three kinds of images such as: Value image, Strategic image and Trajectory image. The value image includes the rules of decision maker such as: morality, ethical issues, values. Norms of quality, honesty, faithfulness, and decency which are alone with his beliefs in morality and religion.

The related parts of these three images will make the outline of the existing decision. this outline will be useful in developing the background and creates some norms and principles that restrain the decision.

Researcher started using the image theory in the areas of non decision making, such as administration and job satisfaction. Dunegan has verified the effect of companionable leader image on satisfaction and levels of dedication. Mady and Gopinath analyzed the impacts of image theory elements on customer service satisfaction and the perceptions gained from quality. Dunegan has showed that image theory can be helpful for several procedures and scopes in aspect of managerial and behavioral.

Personal decision making is the result of image theory in the framework of an association or organization with assumption that have a fluctuation may be fixed may be changeable. This theory was anticipated as an differentiator to conventional decision making theory and as an expositive psychological theory of decision making (Mitchell & Beach, 1990).

Image theory is one of the most recent dominant theories describing and supporting the individuals' decision making process. Beach (1978) stated that by means of image theory the experts can influence the people's decision making styles. This theory asserts that people follow a plan in order to achieve their goals. In this while the decisions help the procedure of acceptance or rejection of the new aims and plans affected by people's norms (Beach, 1990; Eslamzadeh, 2014; Stepchenkova & Mills, 2010).

3.4 Motivation Theory

Motivation is a kind of power that can recruit, direct and sustain some behaviors which are goal oriented. For this , we can act , to take a meal for decreasing our hunger or participate in college for achieving higher degree. These forces which are under the dominance of motivation can be biotic, social, emotive or perceptive naturally.

Researchers have improved several theories which are different in nature to describe the notion of innovation. All of these theories have some limitations in their range. On the other hand, by observing the important ideas which are hidden behind these theories, you can achieve a better perception of motivation totally.

Motivation is a complicated occurrence. Many theories have tried to describe how motivation is working. In managerial sectors, the most common descriptions of motivation are based on people's needs.

In a very simple example we can observe that when people travel, they just do it for doing some relaxation and getting far away from stress and pressures of their routine life. All these represent that people have some needs or wants which make them to

do some special activities, which will satisfy their needs, this will lead them to change their primary needs and wants.

It seems that people have various wants. This is very lucky, as in the tourism industry it can make a very suitable occasions.

But on other hand, it shows that we have to manage and handle the total different kinds of needs to understand them for designing the organizations of the holiday to increase the efficiency.

The most important section of motivation is trying to explain and forecast where has which wants. This issue seems to be very difficult.

Many theories have a hierarchy of needs, in which the needs are located at the bottom parts and are the most necessary to be satisfied before all the other needs.

Scholars believe that motivation satisfies the physical needs (e.g. food) and psychological needs (e.g. recognition) (Chen & Xiao, 2013; Prebensen et al., 2012). In this regard Ahola (1980, 1982, & 1983) stated that people in order to meet their psychological needs (finding novelty) and physical needs (escaping tautology) tend to travel.

Motivation has two general factors which are called pull and push factors. According to VanKnippenberg definition, push factor is defined as: some innate and inner and socio psychological needs which push people and make them travel (2000). Van Knippenberg classified these needs into three types :

1- Self- honor

2- Evasion

3- Innovation

Self-honor can be defined as the willingness and desires to be known and recognized by the society, family and friend groups. They like to express their feelings about the experience that they had during their travel. They want to talk about what happened to them for the people who didn't experience it. Evasion is getting far away from the routine things which happen in life and making some modifications and changes in life style. Innovation in this concept means looking for some new places and doing some adventures.

Chen and Xiao has defined push factor : the internal motives which their basic level is from pressure and stress. The people can show these feelings by traveling. Pull factors are placing in other side, which refer to some characteristics such as attractiveness, gorgeousness and specific norms of a destination that attract people and they happen after pushing factors.

Pull factors refer to the attributes of a place and the appearance of a destination which can absorb the tourist. For instance some places are famous for having some good seasides, good climates, historical places and special attractions. These factors can empower the push forces which are defined as internal motives. Often , pull factors are tangible and they are related to destination. Totally these motives are related to the circumstances of destination.

To sum up, the exponent which influences the individuals to take action and try to meet their needs, that results from deprivation is called motivation (Leiper, 2004). It also refers to an internal state which acts as the conductor and invigorator of the people and covers emotions, instigate, cognitive process that altogether lead to discovering an objective (Jang et al., 2009; Kassin, 1998; Mountinho, 2000).

As the major aim of this research is to identify the relations among trust, destination image and visitor' loyalties therefore having a revision of the definitions of these constructs are necessary:

3.5 Destination Image

Destination portrait and image is comprised of effective and cognitive spectrum (Zhang et al., 2014). In contrast, the personality attributed to a destination is the collection of human characteristics which are believed to exhibit the features of that place (Batra et al., 1993; Aaker, 1997). The portrait of a destination is described as the sparkles of the whole emotive, cognitive and descriptive wisdom which remind an individual or group of people to a particular place (Lawson and Baud-Bavoy, 1977). The long term benefits which might be presumed to a destination chosen due to its image can be identified according to the intention of the purchasers to revisiting that destination or recommending it to others (Zhang et al., 2014). Nevertheless, there is consensus among researchers about the linkage of the destination image and intention to revisit (Chi and Qu, 2008; Ramkissoon et al., 2011; Saumell et al., 2012).

Destination portrait has a critical role inthe visitors' decision making process and their future behaviors in relation to revalidations (Baloglu & McCleary, 1999) and

24

since it has due to its excessive importance, a destination image concept has widely used in tourism management and hospitality literature (Pike, 2002).The significance of destination portrait can be tested from two viewpoints: its contributions to the managerial implication and lightening the related literature review. It has been asserted that managerial teams benefit from the evaluation of destination portraits to realize the strength and weaknesses of the target places. Also, they can use this facility to increase their ability in prediction of the traveler's behavior which altogether can ease the providing of facilities to travelers and managing them better (Bign´e, S´anchez & S´anchez, 2001; Chen & Uysal, 2004). In another study Leisen (2001) found that in market destination portrait promotes the targeted places much proficiently. Although the review of the literature asserts that destination image acts as an important factor of the traveler's decision making process (Yang et al., 2012) in past decades, seldom the investments have been flown to understanding the destination image attributions which may affect travelers' decision making (Tapachai&Waryszak, 2000). Simlarly, Kim & Richardson (2003) stated that there was no consensus on the destination image definition among the scholars. In general the feelings and impressions of individuals resulted from their beliefs and expectations from a specific place achieved during the times is called destination image. Furthermore, Gallarza et al. (2002) collected 12 different definitions of this phenomenon within their comprehensive study among which they refer to the following description more: "subjective interpretation of reality created by the travelers" (Martin & Bosque, 2008; Murphy, Pritchard, & Smith, 2000). In this regard, Ekinci & Hosany (2006) noted that stated that places with well-known images would concur the intense competitive environment of the tourism industry.

Moreover, by means of destination image the identification of the loyal travelers can be facilitated too much (Bigne et al., 2001).

As mentioned above, there are different conceptualizations of destination image, however, in this research the model is developed based on the study of Zhang et al, (2014).

In this research two main indicators of destination image, namely, cognitive and affective image have been considered as antecedents of the tourist' trust and loyalty in the case of Northern Cyprus.

3.6 Cognitive and Affective Images

As discussed before destination portrait is formed up from effective and cognitive components which by cognitive it refers to the beliefs of travelers about a place and by affective it refers to an emotional sensation about there. It should be noted that the travelers from their cognitive image according to their effective (Chen & Phou, 2013). White (2004) stated that the destination feeling of each tourist is effective image and also mentioned the cognitive component of the destination image is related to the tourist destination's attributes – the beliefs and knowledge one holds regarding a destination. Furthermore, he mentioned that both cognitive and effective research may be beneficial for explanation of the destination image.

Moreover, San Martin & Rodríguez del Bosque (2008) have asked the destination image researchers to consider the importance of cultural values, because the people's perception shave to be purified by predetermination engendered by their country culture. The cognitive and effective destination image elements can also been misleading by socio-cultural stereotype which are the results of cultural and physical

26

distances. San Martin & Rodríguez del Bosque (2008) have done some researches which support this theory: if the distance between destination and tourist is shorter, the effectiveness of image of tourist destination will be more.

Sahin & Baloglu (2011) stated that since the perceptions about the destinations are the basics of cognitive image thus the positive and pleasant information about the destinations make it easier for travelers to get more reliable evaluations about them.

The scholars mention the cognitive image cornerstones as followed: public tourists' facilities, environmental resources, socio cultural resources and climate (Beerli & Martin, 2004).

Affective portrait is an effective evaluation which is related to the sensation toward destinations (Baloglu, 1999; Chen & Uysal, 2002; Pike & Ryan, 2004). The realization of the linkage between affective and cognitive portrait one can has a comprehensive view about the ways travelers value a destination (Esper & rateike, 2010), and also they states cognitive is a tourist perception of that place they travel and exactly on that time what they understand and achieve as a information and experience. By achieving the information about the linkage between affective image and cognitive image our avaluation of destination image will be better and applicable. Baloglu & McClearly, (1999) believe that combination of these two images enhances global image. In general it has been argued that there are a number of linkages between cognitive and effective image that indicates travelers value (affective image) is the results of information of the destination (cognitive image) (Stem & karkover, 1993).

There are many studies which tried to understand the share of affective image in the destination image phenomenon (Bouzari, 2012; Eslamzadeh, 2014).In sum the travelers' sensation to a destination plus the physical attributes of those places have the critical role in image formation. effective image can be evaluated by the extent of travelers' happiness and excitement evoked by the visit of destinations.

In another study that was conducted by Eslamzade (2014), the effect of three indicators of destination image (congnitive image, affective image, and unique image) on visitor intention to revisit or recommend Shiraz in Iran.

Bouzari (2012) in investigation of the effect of destination attributes of North Cyprus on future bahaviour of Iranian tourist found that cognitive image and affective image have siginificant and positive effect on overall image. Acording to the results, there is a significant and positive relationship between overall image and future behavior of tourists.

Sadatgol in 2013, used brand equity model to exam ineffect of destination image on overall satisfaction of tourist who visited in North Cyprus. He found that out of four factors of brand equity model, two variables (brand perceived value and brand loyalty) has significant impact on brand destination image. He also concludes that brand destination image raise the level of tourist sarisfaction.

3.7 Tourist Trust

Based on the incommensurability verity of trust, unpleasant images and events influence the trust negatively much more than the positive influence of the pleasant events and images. Thus in this study try to evaluate this phenomenon in the tourism sector and realize that whether the traveler's trust attitudes toward the destinations

vary according to their level of safety. Lots of experts believe that trust works as a social uncertainty, reducing element (Barber, 1983; Giddens, 1990; Earle & Cvetkovich, 1995; Sztompka, 1999) which also enhances the social relationships (Tyler & Degoey, 1996).

Scholars asserted that building up trust is so difficult and time consuming while breaking it is so easy and fast and can happen just with a small mistake (Kaspersonet al., 1992; Levi, 1998; Kramer, 1999). Siegrist and and Cvetkovich (2001) stated that negative information has strongest influences on the customers than the positive information. In addition, the studies of Kahneman & Tversky (1979) has been emphasized the asymmetric nature of trust and its impacts on the decision making process.

White et al. (2003) also stated that human beings notice negative news more than the positives since a negative message contains a level of risk while the positives do not possess such risks. Bringing the abovementioned debates to the tourism industry shows that the safety and security of travelers are the basic conditions for flourishing of tourism industry (So̎nmez & Graefe, 1998; Mawby, 2000 and Lepp & Gibson, 2003). Accordingly, Beirman (2003) discusses that two elements of safety and risk are the determinant factors a tourist destinations' success is highly dependent on.

In most of the previous studies the researches have reported significant relation between perceived risk and trust it can be concluded that the travelers perception to trust in a destination is connected with the extent of safety in that destination.

In other words based on the asymmetry principle of trust, if the travelers receive negative information about the lack of safety in a destination it would influence their perceived trust much more than hearing of positive information about their safety. Therefore the presence of enough positive information about a destination could be a good tool of creating and producing trust and vice versa.

There are three important factors which can influence the customers' trust: the courtesy, honesty and ability of the enterprises (Mayer et al., 1995).

Another factor that can affect tourist trust is tourists' satisfaction obtained from a travell (Bloemer & Odeker, 2002; Selness, 1993). Recent studies proved that customer' trust had positive relation with customer' loyalty (Selness, 1993; Garbarino & Johnson, 1999) moreover customer' trust has influence on customer behavior intention.

Kozak & Remington (2000) argued that there is a positive linkage between intention to recommend and intention to revisit the destinations as well as a positive linkage between behavioral intention and word-of-mouth (Wen et al., 2004).

3.8 Tourist loyalty

Definition of customer loyalty differs in the literature in several ways. In general the opinion of customers about the gained value results in their attitudes toward those products or services (e.g. perception to repurchase) (Fournier, 1994; Hawkins, Best, & Coney, 1989). In other definitions loyalty was described as the continuous support of the customers about a product or service and their act of recommendation of those products or services to others (Hughes, 1991; Sönmez & Graefe, 1998). Others

describe the loyalty as the linkage between influential attitudes and continuous support (Dick & Basu, 1994; Oliver, 1999).

In tourism literature similar to marketing management the concept of loyalty has been treated the same (Backman & Crompton, 1991). In other words the destinations have been considered as products which the travelers may tend to repurchase or recommend it to others if they get satisfied enough (Yoon & Uysal, 2005). In details the loyalty of travelers has been accepted as the loyalty in their behavior (Jacoby & Chestnut, 1978). Loyalty in behavior concentrates on the results of actions which in this context it refers to the result of travelers' loyalty consequence that may cause revisits although this view cannot enclose the precedent the factors which affect the customer's loyalty (Yoon & Uysal, 2005).

Travelers who display behavioral loyalty for a specific destination also have a positive tendency to that destination. There are two major measurements for travelers' loyalty including: revisit and recommendation (Horng et al., 2012; Hung & Petrick, 2012). According to Lau & McKercher (2004) the travelers who intend to revisit a destination are so important from marketing management perspective because they stay more at destinations (Oppermann, 1998), and spray more positive word of mouth (Oppermann, 2000; Shoemaker & Lewis, 1999), and involve in more consumptive activities (Lehto et al., 2004).

There are not many studies which have examined the elements which may affect the destination image perceptions in which they have mentioned previous visits as the main precedents of destination image formation (Baloglu & McCleary, 1999; Beerli & Martin, 2004). In most of the previous researches number of visits to a place was

used as a factor of analyzing tourists' familiarity with a destination but this factor cannot explain the overall tools of familiarity (e.g. books, magazines, brochures and others). (Gursoy, 2001; Gursoy, 2011).

According to Gursoy (2011) and based on the decision making theory travelers are used to travel to the destinations that they are already familiar with them. Thus the extent of familiarity with a place is one of the important factors which affect destination selection (Gursoy & McCleary, 2004). Petrick (2004) found that loyal visitors are more likely to revisit the tourist destinations and recommend the destination to others that's why most of the destination stakeholders try to make their visitors as loyal customers. Above-mentioned debates altogether increase the significance of tourists' loyalty topic more.

Loyalty comprises of three components: "behavioral, attitudinal, and composite approach" in which behavioral approach refers to buying something sequential during a certain period of time (Russell-Bennett, McColl-Kennedy & Coote, 2007). Attitudinal approach refers to the psychological attitudes of customers for repurchasing (Lee et al.,2007; Russell-Bennett et al., 2007). And the composite approach refers to the combination of the previous approaches together.

Loyalty concept has been widely used in tourism industry from different precedential aspects such as involvement and place attachment both of which make the visitors a loyal consumer.

Chapter 4

RESEARCH HYPOTHESES AND MODEL

Overview

This chapter includes research model and proposed hypotheses that are presented as follows:

4.1 Conceptual Model

According to literature review, conceptual model has been proposed and shown in Figure 7. In this model cognitive and effective image, which are two main indicators of destination image, considered as indpenedet varaibles. Loyalty is a dependet variable and trust regarded as mediator.

H_6: Cognitive image→Trust→Loyalty
H_7: Affective image→Trust→Loyalty
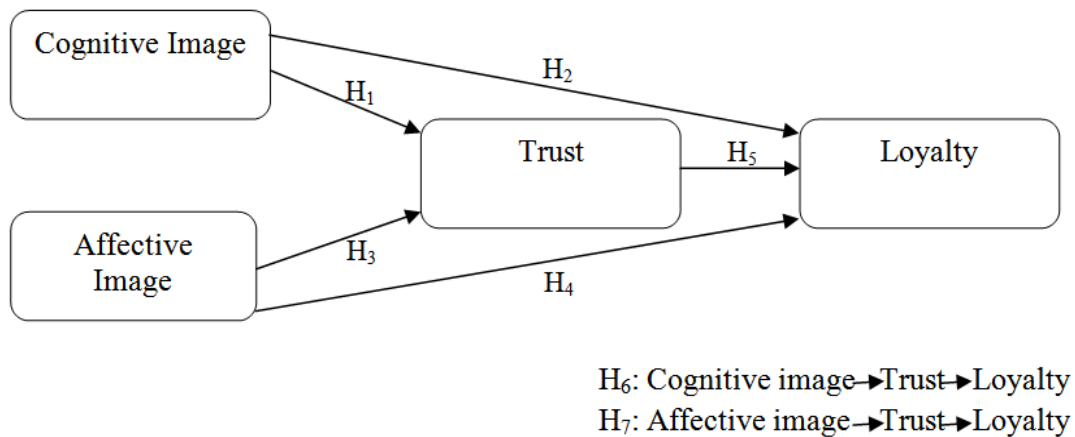
Figure 7: Proposed Model of the Research

To reach the purpose of the study seven hypotheses proposedas follows:

Hypothesis 1: Cognitive image boost loyalty of tourist in North Cyprus

Hypothesis 2: Cognitive image boost loyalty of tourist in North Cyprus

Hypothesis 3: Affective image increases tourist's trust in North Cyprus

Hypothesis 4: Affective image increases tourist's trust in North Cyprus

Hypothesis 5: Trust of tourist raises level of tourist's loyalty in North Cyprus

Hypothesis 6: Trust mediate the relationship between cognitive Image and loyalty

Hypothesis7: Trust function as mediator on relationship between affective image andloyalty.

4.2 Elaboration of the Hypothesis

4.2.1 Effects of Cognitive Image on Trust and Loyalty

Surveying the destination attributes is so important to measure the cognitive details. Based on the proposed debates above the cognitive component is known as the information which people have about a particular destination. Cognitive image is believed to be the perceptions about the places and if people get more positive and pleasant information about a place their cognitive assessments will be more reliable Sahin and Baloglu (2011). Natural and cultural resources, infrastructures, the environment of the destinations and so forth are considered as the samples of cognitive image elements (Beerli & Martin, 2004; Qu et al., 2011).

As aforementioned, congnitive image term refers to the physical appearance like the natural or manmade attractions related to the designations (Pereira et al., 2012). According to Sahin and Baloglu (2011) the more attractive and positive physical characteristics of the places causes the more creation of a positive evaluation of the people about those places. These positive assessment influence the trust of the tourists. Accroding to the theory of planed behavior, attitude of the customer is atecendent of their behavior. Based on assumption of the study, congnitive image directly effects the loyalty of tourist in North Cypus. So the aforementioned elements

can influence the intentions of the people for recommending a place to others (word of mouth).

In other word, cognitive image results in attitude (trust) and behavior (loyalty) of tourist. Hence, following hypotheses suggested:

Hypothesis 1: Cognitive image boost loyalty of tourist in North Cyprus

Hypothesis 2: Cognitive image boost loyalty of tourist in North Cyprus

4.2.2 The Influence of Affective Image on Tourist's Trust and Loyalty

Effective component or the people's sensation about a destination would be discussed in a way that evaluates the acceptance or rejection of that destination by the visitors based on the criteria like: the extent of its distressing or relaxing attributions, it's pleasant or unpleasant sensation expressions and so on (Kim & Yoon, 2003, p. 17) believe that "the image of destinations that is appropriately combined from effective and cognitive images should be communicated to potential tourists".Chew&Jahari (2014) assess the mediating role of destination image on the relationship of risk and revisit intention of tourist in Japan. They found that destination image positively associated to tourist revisit intention.

The mechanism of planned behavior can be considered to identify impact of effective image on trust (attitude) and loyalty (behavior) of tourists in North Cyprus. In other word, it expected, like cogntivieimgae, another indicator of destination image, namely effective image positively assossiated with tourists' trust and loyalty. Accrodringly, following hypotheses offered:

Hypothesis 3: effective image increases tourist's trust in North Cyprus

Hypothesis 4: effective image increases tourist's trust in North Cyprus

4.2.3 Relationship between Trust and Loyalty

There are few scholar that assess effect of trust on tourist olyaty in the context of destination image (Quet al., 2011). It is obvious that if the visitors get trust sense about a destination they will surely intend to revisit that place and recommend it to others. when the tourist have a positive perception of image of that destination it is logical that he/she will like to travel to this place one more time or spread a positive word of mouth that could lead to recommendation (Bigne et al., 2009). According to motivation theory, trsut can be function as a motivational factor that encourage tourist to revisit or recommend destination.

Therefore, following hypothesis proposed:

Hypothesis 5: Trust of tourist raises level of tourist's loyalty in North Cyprus

4.2.3 Mediating Effect of Trust

Review of the literature prove there are enough evidence that the attributes of destinations influence decision of the travelers to revisit those places (Chen & Phou 2013; Mariutti & Giraldi 2013; Sans & Ramiraz 2013; Zhang et al., 2014). On the other side Sahin and Baloglu (2011) emphasized the significance of cognitive image on the cognitive assessment of visitors. Thus, it can be concluded that since the cognitive image is related to the perception of travelers about destinations it positively influences their revisit intentions.

Effective image can be measured through the destination features that means when the characteristics of the destinations perceived more positive and attractive their affective assessments would be better.In variety of studies (Baloglu, 1999; Chen & Uysal, 2002; Pike & Ryan, 2004) the affective image has been introduced as an affective assessment which is connected with the emotional feelings about the touristic places.

Thus the more a visitor has affective attachment to a place the more he has intentions to revisit that place.

The point is that rare study investigate how congnitive and effective image influence the tourist loyalty and empirical evidence that demonstrate trust as a motivational factor and positive attutide can be mediate the relationship between indicator of destination image and loyalty is rare. One of the purpose of this study is that weather positive effect of destination image dimension on loyalty mediated through trust? Hence, following hypotheses proposed:

Hypothesis 6: Trust mediates the relationship between cognitive Image and loyalty

Hypothesis 7: Trust functions as mediator on relationship between affective image and loyalty.

In the next chapter, method and procedures that used to check research question articulated.

Chapter 5

METHODOLOGY

5.1 Research Method

Two main research approaches are deductive and inductive methods. Deductive approach that relates to quantitative method is useful for hypothesis testing (Altinay & Paraskevas, 2008).

The difference between these two approaches elaborated according to Altinay & Paraskevas (2008), which provided as follows:

Inductive approach is based on phenology philosophy and tries to identify the totality of phenomena. Phenomenologists believe that world socially constructed and subjective. While, deductive approach functions based on positivism philosophy and focus on the fact and objective issues.

In deductive approach, researchers have a predefined variable that attempt to identify the relationship between them. In other word, researchers collect and analysis to check the predefined hypotheses. In addition, in deductive research the relationship between variable should be supported by a valid theory. In contrast, in inductive approach that refers to the qualitative method, hypothesis developed after the data collection and analysis.

Type of the data collection and procedure of deductive method is totally different with inductive approach. In deductive approach, researchers are independent from study and have more control on the study method. Whilst, in inductive approach, researchers are part of the study and more time, effort and expense required in terms of data collection, analysis, interpret and report. Furthermore, inductive approach suffered from reliability test.

Rich (2013) noted eight items that show importance of quantitative approach are outlined as follows:

1 Quantitative method is more reliable and objective

2 Quantitative method can use statistics to generalize a finding

3 Quantitative method often reduces and restructures a complex problem to a limited number of variables

4 Looks at relationships between variables and can establish cause and effect in highly controlled circumstances

5 Tests theories or hypotheses

6 Assumes sample is representative of the population

7 Subjectivity of researcher in methodology is recognized less

8 Less detailed than qualitative data and may miss a desired response from the participant.

According to philosophy and objective of the study, skill, knowledge, and resources that researchers select different method for conducting their research.

Consonant to literature review, quantitative approach has been used and suggested for assessment of destination image (Banki et al., 2014; Echtner & Ritchie, 2003;

Echtner & Ritchie, 1993; Dolnicar&Grün, 2013; Gallarza et al., 2002; Quintal et al., 2014) and its effect on behavioral intention (Chen & Phou, 2013; Chen & Tsai, 2007; Zhang et al., 2014). Therefore, deductive approach employed to test proposed conceptual model and hypotheses.

5.2 Sampling and Data Collection

A quantitative approach has been employed to target the objective of the research. The research conducted during two weeks in March 2014. To make sure about understandability and the ambiguity of the scale items, 20 questionnaires testes as a pilot study and the results revealed there was not serious trouble with this issue. A total of 250 questionnaires distributed among tourists who visit North Cyprus and 127 valid questionnaires collected from a sample of the study. Hence, the response rate is more than 50 percent. A cover letter enclosed to the questionnaires that assure respondents regarding anonymity and reducing evaluation apprehension (Podaskof et al., 2003). Convenience technique used as sampling method for data collection. A sample of the questionnaire provided as an appendix in this thesis.

5.3 Data Analysis

Two sets of the data analysis employed, namely, preliminary analysis and test analysis. Preliminary analysis is conducted to check the reliability and validity of the measurements of study. Cronbach's alpha employed to check internal consistency of the items of each construct. Convergent and discriminate analysis checked using factor analysis. Kaiser-Meyer-Olkintesttest help us to check whether the sample size statistically adequate or not. Respondents' profile and travel information of the tourist descriptively summarized and interpreted.

Correlation analysis and regression analysis performed to test hypotheses of the study. As we aim to examine the mediating effect of trust on the relationship between indicators of the destination image and tourist loyalty in North Cyprus, guideline of Baron and Kenny, 1998 used as a scientific framework for the testing mediating role. All analysis conducted using SPSS software, version 20.

Chapter 6

RESULTS

The results of the study consist of three main parts including demographic and travel information for tourists, preliminary tests and correlation and regression analysis results that provided as follows.

6.1 Respondents' Profile

Summary of information of the tourists are outlined in Table 2. Majority of respondent (37%) are aged between 28-37 years and 38% of them are between 18-27 (18%) and 48-57 years. There are 50 male (41%) and 73 females (59%) respondents. About 70 percent of respondents are married and 33 percent of them are single or divorced. Thirty seven percent of tourists have diploma and 27% secondary school education. The level education of 15 and 12 percent of respondents is master and doctoral, respectively.

Table 2: Respondents' profile

Variables	Frequency	Percent
Age		
18-27	22	18
28-37	45	37
2.66	1	1
38-47	21	17
48-57	22	18
58-67	11	9
More than 68	1	1
Total	123	100
Gender		
Male	50	41
Female	73	59
Total	123	100
Education Level		
Primary school or below	1	1
Secondary school	33	27
Diploma	46	37
College/University	10	8
Master	18	15
Doctoral	15	12
Total	123	100
Marital Status		
Single or divorced	40	33
Married	83	67
Total	123	100

As shown in Table 5, the main source of information for respondents is provided by travel agencies (67%), 14 percent internet, 10 percent map and the rest from other sources. About 70 percent of tourists travel to North Cyprus with their family or relatives and approximately, 20 percent are traveled with friends and tour operators. The purpose of 41 percent of tourists is relaxation, 39 percent experience new, 20 percent fun or excitement and just 1 percent business.

Table 3: Information of travel

Variable	Frequency	Percent
Source of Information		
Official guide	9	7
Brochure	1	1
Map	12	10
Travel agent	76	62
Book or articles	2	2
Friend or relatives	6	5
Internet	17	14
Total	123	100
Travel with whom		
Alone	8	7
Family or Relative	85	69
Friends	14	11
Tour Operator	12	10
Other	4	3
Total	123	100
Purpose		
Relaxation	50	41
Fun or Excitement	24	20
Experience new thing	48	39
Business	1	1
Total	123	100
First visit		
Yes	119	97
No	4	3
Total	123	100
Stay Length		
5.00	2	2
6.00	20	16
6.84	1	1
7.00	96	78
8.00	4	3
Total	123	100

The majority of respondents (97%) is visited North Cyprus for the first time.

More than 75 percent and 16 percent of tourists stay there for 7 days and 6

days respectively (Table 3).

6.2 Preliminary tests

6.2.1 Results of factor analysis (validity)

The principle component method was conducted to extract four components using rotation of 36 items using Varimax approach. Out of 24 items of congnitive image, 9 items were deleted during factor analysis process due to underlying a new component or cross-loading at level of 0.4.These item are, "Beaches", "Safety and security", "Shopping facilities", "Unpolluted/unspoiled environment", "People's friendliness/hospitality", "Cleanliness and hygiene standards", "Accessibility", "Cultural attractions", and "Scenery/natural attractions". One item (I will encourage my friends and family to visit North Cyprus) was removed from loyalty, which did not load under relevant component. The results of factor analysis provided in Table 4.

Table 4: Results of factor analysis

Scale Item	Component			
	1	2	3	4
Cognitive Image (Echtner and Ritchie, 1991)				
Quality of service	.729			
Availability of local festivals and fairs	.729			
Local tours/excursions	.724			
Night life and entertainment	.700			
Museums	.678			
Sports Facilities and activities	.673			
Cost/Value	.670			
Quality of accommodation facilities	.657			
Public transportation	.628			
Quality of restaurants/cafes	.587			
Local Cuisine	.551			
Casinos	.530			
Historical attractions	.461			
Climate	.402			
Affective Image (Baloglu&Brinberg, 1997)				
Arousing		.711		
Exciting		.709		
Pleasant		.701		
Relaxing		.571		
Loyalty (XiaoXia et al., 2013)				
Revisit North Cyprus in the next few years			.857	
Revisit North Cyprus			.824	
Recommend North Cyprus to other people			.760	
Trust (Loureiro& González, 2008)				
Trust on services delivered by lodging				.869
Exists a real concern to my well-being				.835
The promise is fulfilled				.804

6.2.2 Reliability Analysis

There are two methods for reliability analysis that frequently used to check internal consistency of the data. The first one is composite reliability and second one is Cronbach's alpha (Carmines and Zeller, 1979). Cronbach's alpha employed in this study and acceptable level for coefficient for each construct should be more than 0.7 (Raykov, 1998).

As aforementioned, cronbach's alpha has been used and the results confirmed the internal consistency among scale items. The coefficient for the cognitive image is. 89, affective image .72, trust .81, and loyalty.80. Since all coefficients are more than frequently acceptable level of internal consistency, reliability of the study proved (Cortina, 1993).

6.2.3 Kaiser-Meyer-Olkintest

Since, 123 usable questionnaires returned, there is a concern about sample size. But the results of Kaiser-Meyer-Olkintest proved sampling adequacy (x_2= 2276.57, p<001).

6.3 Hypothesis Testing

6.3.1 Correlation Matrix

Means, standard deviations and the correlation matrix of study variables are presented in Table 5. The results indicate marital status has a significant and positive relationship with respondent age (r=. 409, p<. 01) That is, married respondents are older than tourists who are single/divorced. There is a significant correlation between gender and education level (r=-. 192, p<. 05). It means, female tourists are more educated than male. According to the results of correlation, none of demographic information (age, gender, education level, and marital status) has not any significant

correlation with variable of the study, which is cognitive image, affective image, trust, and loyalty of the respondents (Table 5**).**

Table 5: Results of mean, standard deviation and correlation matrix

	Variables	M	SD	1	2	3	4	5	6
1	Age	2.66	1.29						
2	Marital Status	0.70	0.46	.409[**]					
3	Education	2.12	1.01	.028	.149				
4	Cognitive Image	3.14	0.69	-.090	-.084	.106			
5	Affective Image	3.66	0.69	-.051	.159	-.092	-.112		
6	Trust	3.05	1.11	.008	.076	.001	.283[**]	-.021	
7	Loyalty	2.42	1.05	-.051	.021	-.032	.187[*]	-.120	.191[*]

Note: [**]Correlation is significant at the 0.01 level (2-tailed). ·Correlation is significant at the 0.05 level (2-tailed).

Cognitive image, trust, and loyalty are measured using five Likert scale ranged from 1 (strongly disagree) to 5 (strongly agree).

Cognitive image do not have significant association with the effective image (r=-. 112, *NS.*). Whilst, it has a significant and positive relationship with the Trust (r=. 283, *p*<. 01). It means high degree of cognitive image results in a high level of trust among the tourists. Therefore, **Hypothesis 1** is supported.

According to the results, the cognitive image has a significant and positive impact on tourist loyalty (r=. 187, *p*<. 05). Thus, **Hypothesis 2** is supported.

As shown in Table 4, effective image has not any significant affect trust (*r*=-. 021, *NS.*) and loyalty (*r*=-. 120, *NS.*). Hence, **Hypothesis 3**and **4 are** not supported.

Customer trust has a significant and positive correlation with tourists loyalty (*r*=. 191, *p*<. 05), therefore with the increasing of trust in tourists, They will prefer coming to North Cyprus more or suggesting this place to their family, relatives and friends (Table 7**).** Therefore, **Hypothesis 5** is supported.

6.3.2 Mediation Testing

According to Baron and Kenny's approach for mediation test, four conditions should be met during the regression analysis (1986):

1. First condition is independent variable (cognitive and affective image) has significant relationship with dependent variable (loyalty)

2. Second condition is independent variable (cognitive an affective image) has significant relationship with mediator (trust)

3. Third condition is mediator (trust) has significant relationship with dependent variable (loyalty).

4. Fourth condition is entrance of mediator (trust) should remove significant effect of independent variable (cognitive and affective image) on dependent variable (loyalty).

This process conducted two times. First time is for hypothesis 6, which examine the mediating effect of trust on relationship between cognitive image and tourist's loyalty. The second time is for hypothesis 7, which examine the mediating effect of trust on relationship between affective image and tourist's loyalty.

As aforementioned, regression analysis performed to test the mediating role of trust in the relationship between indicators of destination image (cognitive and affective image) and the loyalty of tourists who travelled to North Cyprus. Since, affective image has not significant effect on tourist trust, removed from regression analysis (Baron and Kenny, 1986).

As shown in Table 6, cognitive image has a significant effect on loyalty (β=.189, p<.001). When trust entered into the model in the second step, effect of the cognitive image of loyalty become non-significant (β=.145, *NS.*). Trust has a significant and positive impact on loyalty (β=. 150), p<.05). There is an increment in R^2, when trust inserted into the equation (Table 6). Such results proved the mediating role of the trust on the assassin of cognitive image and loyalty. In other word, trust fully mediates the relationship between cognitive image and loyalty. Thus, **Hypothesis 6** is supported.

Table 6: Results of regression analysis

Predictor Variables	Dependent Variable: Loyalty Standardized regression weight (β)	
	Model	Model 2
Cognitive Image *(Independent variable)*	.189**	.145
Trust *(Mediator variable)*		.150*
R^2	.27	.40
ΔR^2		.13

** indicated significant at the 0.05 level and * is significant at level of 0.1.

Since, Baron and Kenny guideline used to check mediation effect of affective image. The result revealed that it has not any significant relationship with trust and loyalty

(Table 7). Therefore, trust did not function as a mediator of the relationship between affective image and loyalty. Hence, **Hypothesis 7** does not support (Table 7).

Table 7: Results of regression analysis

	Dependent Variable: Loyalty Standardized regression weight (β)	
Predictor Variables	Model	Model2
Affective Image *(Independent variable)*	-.12	-.11
Trust *(Mediator variable)*		.18
R^2	.01	.05
ΔR^2		.04

Results of model testing are summarized in Table 8. Four out of six hypotheses are supported. Hypotheses 1, 2, 5, and 6 are supported and hypotheses 3, 4, and 7 that related to effect of affective image on trust and loyalty do not supported. Next chapter presents main findings, conclusion, limitations, implications, and future research directions.

Table 8: Summary of the hypothesis of the study

No	Hypothesis	Status
H 1	Cognitive image boosts the level of the trust among tourists	Supported
H 2	Cognitive image positively associated with tourist loyalty	Supported
H 3	Affective image increase the level of trust among the tourist	Not Supported
H 4	Affective image increase the level of Loyalty among the tourist	Not Supported
H 5	Trust has a significant and positive linkage with tourist loyalty	Supported
H 6	Trust mediates the relationship between cognitive image and tourist loyalty	Supported
H7	Trust mediates the relationship between affective image and tourist loyalty	Not Supported

Chapter 7

DISCUSSION AND CONCLUSION

7.1 Discussions

Based on the result of the study using SPSS 20, four of the proposed hypothesis which was (H1, H2, H5 and H6) was supported. Hypothesis (H3, H4, and H7) were rejected.

The first hypothesis (H1) which is cognitive image boosts the level of the trust among tourists. This is consonant with the findings of Johnson and Grayson (2005) and Parayitam and Dooley's (2009) study that investigated the association of indicators of the destination image and trust.

Second hypothesis (H2) of this study which argues that cognitive image positively associated with tourist loyalty was supported. As it was explained in chapter three, several researches have confirmed the positive relation between destination image and loyalty. According to the findings, cognitive image positively increases trust and loyalty of tourists who visited North Cyprus (Bouzari, 2014; Pereira et al., 2012).

Third Hypothesis (H3) which states that affective image increase the level of trust among the tourist was also did not support. In contrast, Pereira et al. (2012) found that this attribute of destination image positively affected trust of tourists.

The fourth (H4) hypothesis of the study was rejected which is affective image increase the level of loyalty among the tourist. Effective image does not lead to trust and loyalty among the tourists.

As Sahin and Baloglu (2011) reported, the more attractive and positive physical characteristics of the places causes the more creation of a positive evaluation of the people about those places. These positive evaluations influence the trust of the tourists. In line with theory of planed behavior, attitude of the customer is antecedents of their behavior. It is obvious that if the visitors get trust sense about a destination they will surely intend to revisit that place and recommend it to others. when the tourist have a positive perception of image of that destination it is logical that he/she will like to travel to this place one more time or spread a positive word of mouth that could lead to recommendation (Bigne et al., 2009).

The fifth hypothesis (H5) of the study was significantly supported based on the finding. The hypothesis argues that trust has a significant and positive linkage with tourist loyalty. As we expected, tourist loyalty results in loyalty of the tourists to revisit or recommend North Cyprus as a destination to their relatives and friends. Such findings were reported by Su et al., (2014) and Kassim and Abdullah (2010).

According to the results of the study, hypothesis sixth (H6) accepted which is trust mediates the relationship between cognitive image and tourist loyalty. We conclude that trust functions as a full mediator of the relationship between cognitive image and loyalty of tourists. This finding is consonant with study of (Loureiro et al., 2008).

Last hypothesis (H7) did not support which is trust mediates the relationship between affective image and tourist loyalty.

7.2 Conclusion

This research identified the attributes related to the image of Northern Cyprus as a tourism destination through the investigation of these questions:

1. Is there any relationship between the destination image indicators (affective and cognitive image) and tourist trust?

We conclude that cognitive image positively affected tourist trust in North Cyprus. However, results of empirical study showed that there is not any significant relationship between affective image and trust.

2. Is there any network between the indicators of destination image and the loyalty of the visitors?

Similar to first objective, cognitive image significantly and positively increase the level of loyalty of tourists in North Cyprus. Whilst, this association was not significant for affective image.

3. Dose trust act as a mediator between indicators of destination image and tourist loyalty?

We conclude that trust fully mediate the relationship between cognitive image and loyalty of tourist who visited North Cyprus. Meanwhile, trust does not mediate the association of affective image and loyalty.

In conclusion, the current research found how attributes of destination image results in loyalty of tourists. These results are compatible with image theory and motivation theory.

7.3 Managerial Implications

Results of this study revealed that cognitive image affect tourist loyalty both directly and indirectly as well as tourist trust. Hence, managers should be focus on the elements of this factors that are scenery/natural attractions, historical attractions, cultural attractions, unpolluted/unspoiled environment, people's friendliness/hospitality, cleanliness and hygiene standards, accessibility, climate, calm atmosphere, quality of restaurants/cafes, quality of accommodation facilities, safety and security, shopping facilities, casinos, beaches, public transportation, local tours/excursions, night life and entertainment, sports facilities and activities, local cuisine, availability of local festivals and fairs, museums, cost/value, and quality of service have appropriate condition in North Cyprus. To sum up, cognitive image increases level of trust and loyalty of tourist. Then, manager should focus on enhancement and improvement of aforementioned elements to be able to raise tourist trust and loyalty. In other words,these items can influence the intentions of the people for recommending a place to others (word of mouth).

There is a managerial implication for decision-makers and tourism planners in North Cyprus to raise the level of affective image through providing the main causes of this important indicator of the destination image. It is important because the appropriate destination image results in trust and loyalty of tourists. Decision makers, planners, NGOs, and all contributors in tourism industry of North Cyprus must arrange a technical committee to take some strategy to promote effective and cognitive image of Island.

7.4 Study Limitations and Future Research Direction

One of the limitations of the study is that this research is a cross-sectional study which is recommended to perform this research as a longitudinal study to assess the causality of the variant. However, there is no serious trouble in terms of common method bias; it is suggested to predictor variables and dependent variables from different sources. For example, cognitive image and effective image measure based on the statements of the tourist and loyalty of them collected from official record and reports (Podaskof et al., 2003). In this study, mediating role of trust on the relationship of two indicators of destination image (cognitive and affective image) and loyalty has been examined. It is proposed to investigate mediating role trust on other dimension of destination image like unique image and overall image considered as a future research direction. Other factors (e.g. market performance) can be investigated in the proposed model as independent variable. In other word, it is recommended to assess mediating effect of trust on the relationship between destination image and market performance.

REFERENCES

Aaker. (1997). Dimension of Brand Personality. *Journal Of Marketing Research,34* , 347-356.

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, *50*(2), 179-211.

Albrecht, P. (1994). A Travel Book. *London:Havellia* .

Altinay, L., & Paraskevas, A. (2008). Planning research in hospitality and tourism. Routledge.

Backman, S. J., & Crompton, J. L. (1991). The usefulness of selected variables for predicting activity loyalty,. *Leisure Science, 13(3)* , 205-220.

Backman, S. J., & Crompton, J. L. (1991). The usefulness of selected variables for predicting,for activity loyalty. *Leisure Science, 13(3)* , 205-220.

Banki, M. B., Ismail, H. N., Dalil, M., & Kawu, A. (2014). Moderating Role of Affective Destination Image on the Relationship between Tourists Satisfaction and Behavioural Intention: Evidence from Obudu Mountain Resort. *Journal of Environment and Earth Science*, 4(4), 47-60.

Baron, R. M., & Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of personality and social psychology*, 51(6), 1173.

Batra, R., & McClearly, K. W. (1999). A Model of Destination Image Formation. *Annals of Tourism Research,26* , 868-897.

Beach, L. R. (1990). Image Theory: Decision Making in Personal and Organizational Contexts. (Wiley Series in Industrial and Organizational Psychology). *Chichester, West Sussex, UK: John Wiley & Sons.*

Beerli, A. J., & Martín, H. S. (2004). Factors influencing destination image. *annual of tourism research 31(3)* , 657-681.

Beerli, A., & Martín, J. D. (2004). Tourists' characteristics and the perceived image of tourist destinations: a quantitative analysis—a case study of Lanzarote, Spain. *Tourism management*, *25*(5), 623-636.

Bigne, J.E., Sanchez, M. I., &Sanz, S. (2009). The functional psychological continuum in thecognitive image. *Tourism management, 30(5)* , 715-723.

Bouzari, M. (2012). Preliminary study on Destination Attributes of north Cyprus : Iranian travelers perspective. (Master's Thesis). Eastern Mediterranean University, Famagusta, North of Cyprus. Retrieved from http://rep.emu.edu.tr:8080/jspui/bitstream/11129/340/1/Bouzari.pdf

Burrows, R., Nettleton, S., & Bunton, R. (1995). Sociology and health promotion: Health, risk and consumption under late modernism. The sociology of health promotion, 1-12.

Carmines, E. G., & Zeller, R. A. (Eds.). (1979). Reliability and validity assessment (Vol. 17). Sage.

Chen, C. F., & Phou, S. (2013). Acloser look at destination: Image, personality, relationship and Loyalty. *Tourism management,36* , 269-278.

Chen, C. F., & Tsai, D. (2007). How destination image and evaluative factors affect behavioral intentions?. Tourism management, 28(4), 1115-1122.

Chen, G. & Xiao, H. (2013). motivations of repeat visits: A longitudinal study in Xiamen, China. *Journal of Travel & Tourism Marketing 30(4)* , 350-364.

Chew, E. Y. T., & Jahari, S. A. (2014). Destination image as a mediator between perceived risks and revisit intention: A case of post-disaster Japan.*Tourism Management*, 40, 382-393.

Chi, C. G. Q., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism management*, 29(4), 624-636.

Cole, G. (2014). Executive summary of: The pragmatic importance of theory for marketing practice. *Journal of Consumer Marketing*, *31*(4), 19-19.
59

Cortina, J. M. (1993). What is coefficient alpha? An examination of theory and applications. *Journal of applied psychology*, 78(1), 98.

Daşkın, H. (2011). *The Effects of Positive Affectivity and Support on Work-Family and Family-Work Conflict: A Study of Employees In Travel Agencies*(Doctoral dissertation, Eastern Mediterranean University (EMU)).

Dick, A. S., & Basu, K. (1994). Customer loyalty: toward an integrated conceptual framework. *Journal of the Academy of Marketing Science, 22(2),* , 99-113.

Dolnicar, S., & Grün, B. (2013). Validly measuring destination image in survey studies. Journal of Travel Research, 52(1), 3-14.

Echtner, C. M., & Ritchie, J. B. (1993). The measurement of destination image: An empirical assessment. Journal of travel research, 31(4), 3-13.

Echtner, C. M., & Ritchie, J. B. (2003). The meaning and measurement of destination image. Journal of Tourism Studies, 14(1), 37-48.

Emerson, M. (2004). The Wider Europe Matrix. *CEPS Paperback Series*, (1), 1-128.

Eslamzadeh, S . (2014). *Destination Image, Destination Attributes and Behavioral Intentions of Tourist : Case Study of Shiraz.* (Unpublished Master's Thesis). Eastern Mediterranean University, Famagusta, North of Cyprus.

Fournier, S. (1994). A consumer-brand relationship framework for strategy brand.

Fournier, S., & Yao, J. L. (1997). Reviving brand loyalty: a reconceptualization within the framework of consumer-brand relationships. *International Journal of Research in Marketing*, *14*(5), 451-472.

Garbarino, Ellen, and Mark S. Johnson. (1999). The different roles of satisfaction, trust, and commitment in customer relationships. *the Journal of Marketing* , 70-87.

Gallarza, M. G., Saura, I. G., & García, H. C. (2002). Destination image: towards a conceptual framework. Annals of tourism research, 29(1), 56-78.

Gravely. (1983). The further secessionist acts in the occupied part of the republic of Cyprus, United Nations Security Council.

Gunsoy & Hannam. (2012). Confilicting perspectives of residents in the Karpaz region of Northern Cyprus towards Tourism Development. *Tourism Planning & Development* , 9,309-318.

Gunsoy, E. H. (2012). Confilicting perspectives of Residents in the Karpaz Region of Northern Cyprus toward Tourism Development. *tourism planning & development* , 9, 309-3018.

Gursoy, D., & McCleary, K. W. (2004). An Integrative Model Of Tourists'information Search Behavior. *Annals of tourism research*,*31*(2), 353-373.

Haddadi, S. (2013). *The effect of External Information Source of Destination Decision- Making Case of North-Cyprus*. (Unpublished Master's Thesis). Eastern Mediterranean University, Famagusta, North of Cyprus.

Hawkins, D., Best, R., & Coney, K. (1989). Consumer behavior: Implication for marketing strategy (4th ed.). *Homewood, IL: BPI/Irwin.*

Horng, J. S., Liu, C. H., Chou, H. Y., & Tsai, C. Y. (2012). Understanding the impact of culinary brand equity and destination familiarity on travel intentions. *tourism Management, 33(4), ,* 815-824.

Horng, J. S., Liu, S., Chiu, H. Y., & Tsai, C. Y. (2011). The role of international tourist perceptions of brand equity and travel intention in culinary tourism. *The Service Industries Journal, 32(16), ,* 1-15.

Hughes, K. (1991). Tourist satisfaction: a guided cultural tour in north Queensland. *Australian Psychologist, 26(3)*, 166-171.

Hung, K., & Petrick, J. F. (2012). Testing the effects of congruity, travel constraints,and self-efficacy on travel intentions: an alternative decision-making model. *tourism management*, 855-867.

Jacoby, J., & Chestnut, R. W. (1978). Brand loyalty: Measurement and management.

Jacoby, J., & Kyner, D. B. (1973). Brand loyalty vs. repeat purchasing behavior. *journal of Marketing Research, 10(1)* , 1-9.

Jalilvand, Mohammad Reza, and Neda Samiei. (2012). The impact of electronic word of mouth on a tourism destination choice: Testing the theory of planned behavior (TPB). *Internet Research 22(5)*, 591-612.

Kahneman, Daniel, and Amos Tversky. (1979). Prospect theory: An analysis of decision under risk. . *Econometrica: Journal of the Econometric Society* , 263-291.

Kassim, N., & Abdullah, N. A. (2010). The effect of perceived service quality dimensions on customer satisfaction, trust, and loyalty in e-commerce settings: a cross cultural analysis. *Asia Pacific Journal of Marketing and Logistics*,22(3), 351-371.

Kramer, R. M. (1999). "Trust and distrust in organizations: Emerging perspectives, enduring questions.". *Annual review of psychology 50(1)*, 569-598.

Kramer, R. M., & Tyler, T. R. (Eds.). (1996). *Trust in organizations: Frontiers of theory and research*. Sage.

Lau, L., & McKercher, B. . (2004). Exploration versus consumption: a comparison of first-time and repeat tourists. *Journal of Travel Research, 42* , 279-285.

Lehto, X. Y., O'Leary, J. T., & Morrison, A. M. (2004). The effect of prior experience on vacation behavior. *Annals of Tourism Research, 31(4),* , 801-818.

Lepp, A., & Gibson, H. (2003). Tourist roles, perceived risk and international tourism. *Annals of Tourism Research*, *30*(3), 606-624.

Ligay, E. (2011). *An Assessment of "governance" for sustainable Tourism Development: the case of North Cyprus.* Gazimagusa-North Cyprus: Master Thesis, Eastern Mediterranean university.

Loureiro, Sandra María Correia, and Francisco Javier Miranda González. (2008). The importance of quality, satisfaction, trust, and image in relation to rural tourist loyalty. *Journal of Travel & Tourism Marketing 25(2)*, 117-136.

Marino. (2008). The Strategic Dimension of Destination Image, An Analysis of the French Riviera Image from the Italian Tourists, Perceptions.

Mawby, R. I. (2000). Tourists' perceptions of security: The risk-fear paradox.*Tourism Economics*, *6*(2), 109-121.

Mayer, R. C., & Davis, J. H. (1999). The effect of the performance appraisal system on trust for management: A field quasi-experiment. *Journal of applied psychology*, *84*(1), 123.

O'Leary, S. & Deegan, J. (2003). People, Pace, Place: Qualitative and Quantitative Image of Irland as a Tourism Destination in France. *Journal of Vacation Marketing, 9(3)* , 213-226.

Oliver, R. L. (1999). Whence consumer loyalty? . *Journal of Marketing, 63(Special issue)* , 33-43.

Oppermann, M. (1998). Destination threshold potential and the law of repeat visitation. *Journal of Travel Research, 37(2)* , 131-137.

Oppermann, M. (2000). Tourism destination loyalty. *Journal of Travel Research,39(1)* , 78-84.

Pan, S., Lee, J., & Tsai, H. (2014). Travel photo: motivations, image dimensions, image dimensions, and affective qualities of places. *Tourism management, 40* , 59-69.

Petrick, J. F. (2004). The roles of quality, value, and satisfaction in predicting cruise passengers' behavioral intentions. *Journal of travel research*, *42*(4), 397-407.

Podsakoff, P. M., MacKenzie, S. B., Lee, J. Y., &Podsakoff, N. P. (2003). Common method biases in behavioral research: a critical review of the literature and recommended remedies. *Journal of applied psychology*, 88(5), 879.

Poortinga, W., & Pidgeon, N. F. (2004). Trust, the asymmetry principle, and the role of prior beliefs. *Risk Analysis*, *24*(6), 1475-1486.

Prebensen, K. N., Woo, E., Chen, S. J., & Uysal, M.. (2012). motivation and involvement as antecedents of the percieved value of the destination experience . *Journal of Travel Research, 52(2)* , 253-264.

Qu, H., Kim, H. L.,& Im, H. H. (2011). A model of destination branding strategy: a case of Wals the brand. *Journal of vacation Marketing, 4(3)* , 215-229.

Quintal, V., Phau, I., & Polczynski, A. (2014). Destination brand image of Western Australia's South-West region Perceptions of local versus international tourists. Journal of Vacation Marketing, 20(1), 41-54.

Ramkissoon, H., &Uysal, M. S. (2011). The effects of perceived authenticity, information search behaviour, motivation and destination imagery on cultural behavioural intentions of tourists. *Current Issues in Tourism*, *14*(6), 537-562.

Raykov, T. (1998). Coefficient alpha and composite reliability with interrelated nonhomogeneous items. Applied psychological measurement, 22(4), 375-385.

Rich, S. R. (2013). Handbook of research methods in tourism: quantitative and qualitative approaches. *Journal of Tourism and Cultural Change*, *11*(1-2), 135-136.

Russell-Bennett, R., McColl-Kennedy, J. R., & Coote, L. V. (2007). Involvement, satisfaction, and brand loyalty in a small business services setting. *Journal of Business Research*, *60*(12), 1253-1260.

Saeedi and Hanzaee. (2011). A Model of Destination Branding for Isfahan City: Ontegrating the Concepts of the Branding and Destination Image. *Interdisciplinary Journal of Research in Business 1(4)* , 12-28.

Sadatgol, S. M. (2013). *TRNC's Destination Image among Travelers: Preliminary Analysis of Distance Decay Theory* (unpublished master's thesis). Eastern Mediterranean University, Famagusta, North of Cyprus.

Sahin, S., &Baloglu, S. (2011). Brand personality and destination image of Istanbul. Anatolia–An *International Journal of Tourism and Hospitality Research*, 22(01), 69-88.

San Martin, H., & Rodríguez del Bosque, I. A. (2008). Exploring the cognitive–affective nature of destination image and the role of psychological factors in its formation. *Tourism Management*, *29*(2), 263-277.

Shoemaker, S. &. (1999). Customer loyalty: the future of hospitality marketing . *International Journal of Hospitality Management, 25(8),* , 345-370.

Shoemaker, S., & Lewis, R. (1999). Customer loyalty: the future of hospitality marketing. *International Journal of Hospitality Management, 25(8),* , 345-370.

Stepchenkova, S., & Mills, J. E. (2010). Destination image: A meta-analysis of 2000–2007 research. *Journal of Hospitality Marketing & Management*, 19(6), 575-609.

Sönmez, S. F., & Graefe, A. R. . (1998). Determining future travel behavior from past travel experience and perceptions of risk and safety. . *Journal of Travel Research,37(2)* , 171-177.

Sönmez, S. F., & Graefe, A. R. (1998). Determining future travel behavior from past travel experience and perceptions of risk and safety. *Journal of Travel Research*, *37*(2), 171-177.

Su, L., Hsu, M. K., & Swanson, S. (2014). The Effect of Tourist Relationship Perception on Destination Loyalty at a World Heritage Site in China: The Mediating Role of Overall Destination Satisfaction and Trust. *Journal of Hospitality & Tourism Research*, 1096348014525630.

Sztompka, P. (1999). Trust: A sociological theory. *Cambridge University Press* .

Inzucchi, S. E., Bergenstal, R. M., Buse, J. B., Diamant, M., Ferrannini, E., Nauck, M., ... & Matthews, D. R. (2012). Management of hyperglycaemia in type 2 diabetes: a patient-centered approach. Position statement of the American Diabetes Association (ADA) and the European Association for the Study of Diabetes (EASD). *Diabetologia*, *55*(6), 1577-1596.

Van Knippenberg, D. (2000). Work motivation and performance: A social identity perspective. *Applied psychology*, *49*(3), 357-371.

Wang, C. Y., & Hsu, M. K. (2010). The relationships of destination image, satisfaction, and behavioral intentions: An integrated model. *Journal of Travel & Tourism Marketing*, 27(8), 829-843.

Welsh, J., Domitrovich, C. E., Bierman, K., & Lang, J. (2003). Promoting safe schools and healthy students in rural Pennsylvania. *Psychology in the Schools*,*40*(5), 457-472.

Yoon, Y., & Uysal, M. S. (2005). An examination of the effects of motivation and satisfaction on destination loyaltya structural model. *Tourism Management,26(1)* , 45-56.

Zhang, H., Fu, X., Cai, A. L., & Lu, L. (2014). Destination image and tourist loyalty: A meta-analysis. *Tourism Management,40* , 213-223.

APPENDIX

Appendix A: Questionnaire

Dear Respondent**:**

You are being asked to participate in a study examining the Destination Attributes of Northern Cyprus. All information that you provide will be confidential and in no way will you be identified when the results of this study are reported.

Thank you for taking the time to complete this survey and being a part of this study.

Contact Address:
Asst.Prof.Dr.Rüçhan KAYAMAN   Hamid Bazari
Faculty of Tourism   M.Sc. of Tourism
Management
Eastern Mediterranean University,   Eastern Mediterranean
University
Gazimağusa, KKTC   Mob: 09 533 886 8974
Tel: 0 392 630 16 85

Section 1

Listed below are some attributes that determine the quality of a tourist destination.

Using the scale below, where "1" means "Poor" and "5" means "Excellent," and "X"

"No idea". Please rate these attributes for Northern Cyprus by circling the

appropriate number.

	Cognitive Image about North Cyprus	Poor	Fair	Good	Very Good	Excellent
1	Scenery/natural attractions					
2	Historical attractions					
3	Cultural attractions					
4	Unpolluted/unspoiled environment					
5	People's friendliness/hospitality					
6	Cleanliness and hygiene standards					
7	Accessibility					
8	Climate					
9	Calm Atmosphere					
10	Quality of restaurants/cafes					
11	Quality of accommodation facilities					
12	Safety and security					
13	Shopping facilities					
14	Casinos					
15	Beaches					
16	Public transportation					
17	Local tours/excursions					
18	Night life and entertainment					
19	Sports Facilities and activities					
20	Local Cuisine					
21	Availability of local festivals and fairs					
22	Museums					
23	Quality of service					
24	Cost/Value					

Section 2: Below is a list of scales that can be used to describe your feelings towards places. Evaluate Northern Cyprus as a tourist destination on each word set by checking the appropriate box.

Unpleasant	1	2	3	4	5	Pleasant
Sleepy	1	2	3	4	5	Arousing
Distressing	1	2	3	4	5	Relaxing
Gloomy	1	2	3	4	5	Exciting

Section 3: For each of the statements below, please indicate the extent of your agreement or disagreement by placing a tick in the appropriate box. The response scale is as follows:

1. Strongly agree
2. Agree
3. Undecided or Neutral
4. Disagree
5. Strongly disagree

Loyalty	1	2	3	4	5
1 I will revisit North Cyprus					
2 I will probably revisit North Cyprus in the next few years					
3 I will recommend North Cyprus to other people					
4 I will encourage my friends and family to visit North Cyprus					

Trust	1	2	3	4	5
1 Here the promise is fulfilled					
2 I trust on service delivered by lodging					
3 Here exists a real concern to my well-being					

Section 4

1. How long have you been in Northern Cyprus? …………days.

2. Is this your first visit to Northern Cyprus? □Yes □ NO, I visited North Cyprus

……...time(s) before. (Number)

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

□ Relaxation □ Fun/Excitement □ Experience new things □ Business □ other

4. With whom are you traveling on this trip?

□Travel alone □ Family/relatives □ Friend(s) □ Tour group □ other

5. Sources of information?

□ Official Guide □ Brochure □ Map □ Travel agent □ Book/Article

□ Friend/Family □ Other…….

Age: Level:	**Gender:**		**Education Level:**	
18-27 ( )	Male	( )	High School	( )
28-37 ( )	Female	( )	Bachelor	( )
38-47 ( )	**Marital Status:**		Master	( )
48-57 ( )	Single or widowed ( )		Doctorate	( )
58-67 ( )	Married	( )	College attendant ( )	

Annual income in US dollars:

Nationality: …………

Less than $30,000 ( )	$60,000-$89,999 ( )
$120,000 or more ( )	$30,000-$59,999 ( )
$90,000-$119,999 ( )	