

Chapter 6

DESTINATION IMAGE PERSPECTIVES OF TOURISTS VS RESIDENTS

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Abstract: This study aims to measure the image of Lagos in the Algarve region, the most important Portuguese destination, using a cognitive, affective and behavioral approach. Given the lack of studies which compare the perspectives of tourists and residents, the empirical investigation includes a mixed methodology enabling a holistic approach followed by a quantitative methodology with the use of questionnaires for both tourists and residents. The attributes that are more consensually associated with Lagos are the good weather and good beaches, although these variables do not have significant discriminatory power for “recommendation of the destination to friends and family” as the dependent variable.

Keywords: destination image; cognitive-affective approach; tourists; residents; Portugal.

INTRODUCTION

Taking into account the continuing expansion of the tourism industry and the opportunities arising from the current international crisis, it is important to develop strategies to make destinations more competitive. In fact, destinations compete among themselves, in an environment where the supply is becoming increasingly similar and communication strategies are increasing targeting the same market segments. Therefore, if tourism marketing strategies are aimed at attracting people to particular places, the big challenge lies in differentiation based on attributes, tangible or intangible, allowing the development of a solid branding strategy for destinations (Kotler, Asplund, Rein and Haider 1999; Phelps 1986; Pike and Ryan 2004).

In turn, it should be noted that tourism involves a set of interactions between tourists and residents, which implies that the strategies for developing the industry should take into account both stakeholders. In addition to the perceptions of tourists, the image that the local community has about their place of residence and as a destination is important, as this public acts both passively and actively in shaping the image of destinations in the mind of tourists (Gallarza, Saura and García 2002; Simpson and Sigua 2008). Therefore, one of the greatest challenges of destination management organizations is to understand that they serve not only tourists and stakeholders directly related to tourism, but also the local community (Howie 2003).

Indeed, image plays an important role in the behavior of tourists during the different moments which they experience: in the decision process of choosing a destination (a priori image); in the process of comparison of expectations with experience, preceding the state of satisfaction and perceived quality (image in loco); in the process of revisiting and recommending the destination to friends and family (a posteriori image) (Bosque, Martín, Collado and Salmones 2009; Galí and Donaire 2005; Hunt 1975; Selby and Morgan 1996). It is important to recognize that the concept of destination image is not consensual, having been approached by various disciplines. However, more recent investigations show that the study of the concept should include three components: cognitive, affective, and behavioral.

The cognitive component relates to beliefs and knowledge that the individual has in terms of the attributes of the destination; the affective component refers to feelings that an individual associates to the destination (Baloglu and McCleary 1999; Beerli and Martín 2004; Bosque and Martín 2008a); and the behavioral component is related to the actual conduct or intention to revisit and to recommend the destination to friends and family (Bosque and Martín 2008b; Bosque, Martín, Collado and Salmones 2009; Dann 1996; Gartner 1993; Pike and Ryan 2004). These components contribute to the formation of the global destination image that several researchers consider being bigger than the sum of its parts, and which should be approached in a holistic perspective (Baloglu and McCleary 1999; Beerli and Martín 2004; Echtner and Ritchie 1991; Fakeye and Crompton 1991; Hunt 1975; Phelps 1986). In order to capture all these parameters, which define the complexity of the concept of destination image, the literature review suggests using a mixed methodology, able to retain as much information as possible, trying to facilitate the data analysis and the application of the results (Jenkins 1999).

Despite the growing importance of the subject, there is still a low number of papers related to the measurement of the image of cities, rather than countries, as well as the virtual absence of comparative studies between the images formed by tourists and residents of tourism destinations (Gallarza et al 2002; Pike 2002). Moreover such studies are able to provide important management guidelines, since the focus on the consumer's perspective will help destination managers to develop a more effective destination branding and a more original value creation process, contributing to the destination differentiation. Thus, the overall objective of the study is to analyze the present image of Lagos as a destination, from the tourist and resident point of view, identifying the main aspects of agreement and disagreement. As suggested by the literature, it is intended to apply a cognitive, affective, and behavioral approach in a holistic perspective.

DESTINATION IMAGE

The organizations responsible for the process of destinations management (in the literature identified as DMOs) compete for attention in a setting where substitutability is gaining grounds. The supply is increasing and the informational material produced by destinations is becoming more varied and more numerous, making the choice by the tourist more complex (Pike and Ryan 2004). Hunt (1975) is one of the first researchers to demonstrate the importance of analyzing the destinations image. Nowadays, there is widespread consensus on the importance of the role of image in the decision process of choosing a destination (Beerli and Martín 2004:657). Several studies (Bosque and Martín, 2008b; Bosque et al 2009; Gali and Donaire 2005; Selby and Morgan 1996; Tasci and Gartner 2007) indicate destination image is a factor that influences consumer behavior during the pre-visit (decisionmaking process of destination choice), during the visit (antecedent of satisfaction), and after the visit (recommendation and intention to revisit). Thus, the process of image formation starts before the decision to travel, but it can be changed during the visit, as well as after the return.

The complexity of the construct is also related to the fact that destinations are an amalgam of specific tourism products and services (accommodation, catering, transportation, entertainment), from private and public initiative, presented as a global and composite product. In addition to being a limited geographical area, which may correspond to a city, region, country, or group of countries, it is recognized that the destination is also a subjective product, which is defined on the basis of past experiences and/or the image of the destination (Buhalis 2000). Stern and Krakover (1993) emphasize that because a place is a composite product; its image includes multiple dimensions. The challenge of applying marketing to cities, for instance, concerns the fact that its supply consists largely on intangible benefits, such as “enthusiasm, historical sense, and architectural beauty” (Kolb 2006:12).

It is also important to note that destinations involve stakeholders with divergent interests (Buhalis 2000). Guerreiro argues that “a place, regardless of its condition, consists of an amalgam of products and

functions, designed to meet the needs of visitors, residents, investors and traders/businessmen” (2008:36). This study relies on the notion advanced by Silva, Mendes and Guerreiro, that the “tourism destination is based on a structure of the supply of tourism products and services, it is consistent and based on a specific geographical area, which is associated with a particular set of images, usually marketed in an integrated manner and under a hallmark” (2001:15).

Image vs Destination Image

Determining a specific definition for destination image is problematic (Jenkins 1999). The term is used in several contexts without precision (Beerli and Martín 2004; Echtner and Ritchie 1991; Fakeye and Crompton 1991; Pike and Ryan, 2004). According to Jenkins (1999), the dilemma is precisely the definition of the concept of image, which has been approached from the perspective of various disciplines. Reynolds presents a wide designation for the concept of image, focusing on the complex and selective mental processes carried out by individuals; it states that:

an image is a mental construct developed by the consumer on the basis of a few selected impressions among the flood of total impressions. It comes into being through a creative process in which these selected impressions are elaborated, embellished and, ordered (Reynolds 1965:69).

Font adds that “product’s image is the set of beliefs, ideas, and impressions that the public holds of the named product, and to some extent it is part of the product” (1997:124). In fact, Baloglu and McCleary explain that a study of image like those of Martineau (1958) suggests that “the world is a psychological or distorted representation of objective reality residing and existing in the mind of the individual” (1999:871). Specifically, the definition of the destination image that has been the most cited in the literature belongs to Crompton (1979), who presents the construct as the sum of beliefs, ideas, and impressions that an individual has of a destination. This approach refers to individuals, but other definitions also include groups of individuals, such as the approach of Lawson and Baud-Bovy (1977). Font emphasizes the fact that the destinations

image is not what individuals “know” but what they “think” or “feel” (1997:126). Bearing this in mind, it is important to be aware that we are dealing with a subjective or personal concept and that this concept may vary over the time depending on several factors.

In an attempt to define the destination image dimensions, some studies have emphasized its cognitive or perceptual features (Crompton 1979; Kotler et al 1999). Another approach considers the image as a notion formed by a rational and emotional interpretation as a result of two components: perceptual/cognitive assessment and appraisal of individual feelings (Baloglu and Brinberg 1997; Baloglu and McCleary 1999; Gartner 1993). Dobni and Zinkhan (1990) explain that an image is a perceptual phenomenon, formed through interpretations of rational and emotional components, including cognitive (beliefs) and affective (feelings). Thus, the destination’s image is formed through interpretations of rational and emotional context, which comprise two interrelated components: cognitive or perceptual (attributes) and affective or evaluative (feelings). Stern and Krakover (1993), in their formation model of the urban image, address the concept from two perspectives: “designative” perceptions which correspond to the perceptual/cognitive approach, and “appraisive” perceptions, which refer to affective perspective.

Stakeholders in Destination Image Studies

From the different stakeholders’ point of view, the results of image studies are crucial for an effective marketing strategy, particularly in determining the strengths and weaknesses of a destination. These are essential in defining the precise positioning of destinations and building a strong brand (Kotler et al 1999; Selby and Morgan 1996). Therefore, it is essential to invest in the destinations’ differentiation, helping consumers to choose their holiday destination, bearing in mind that destinations are becoming increasingly changeable, alongside an increase in information that makes the process of choice more complex (Echtner and Ritchie 1993; Pike and Ryan 2004; Tasci and Gartner 2007).

In addition to the tourists’ perceptions, it is also important to identify

the image that the residents of destinations may have of their own place of residence, in the sense that the residents act actively and passively in the process of forming destination image by tourists (Gallarza et al 2002; Simpson and Sigauw 2008). In the first case, residents of destinations may have images of their own place of residence that influences the word-of-mouth view. These can be investigated in comparison with those of tourists (Witter 1985). In the second case, the residents are often seen as part of the destination image, being that their attitudes towards this industry, favorable or otherwise, can affect the perceived image by the tourists (Echtner and Ritchie 1991). If residents are part of the tourist visit experience, then consequently their thoughts should be taken into account in the process of destination branding (Howie 2003). Thus, “improving” residents image could help develop political support for increased tourism spending and could help make residents better ambassadors for their state or region’ the same way as “improving the residents’ image might help keep resident in their home areas” (Schroeder 1996:73).

Measuring Destination Image

Although most studies agree that the image is a multidimensional global impression, there is no consensus on the dimensions that make up this same holistic impression (Bigné, Sánchez and Sanz 2009). The analysis of the destination image’s nature has been addressed from a cognitive perspective and, more recently, from the late 1990s, using a cognitive-affective approach (Baloglu and McCleary 1999; Dann 1996). In fact, in an analysis conducted by Pike (2002) on 142 articles about destination image in the period from 1973 to 2000, only six address emotional images explicitly. Apart from the two previous perspectives, several studies have also linked a behavioral component, which relates to the actions of individuals, in this case, the probability of visit/revisit the destination and to recommend it (Bigné et al 2009; Pike and Ryan 2004).

Gartner (1993) argues that the destination image is hierarchically formed by cognitive, affective, and behavioral components. However, there are very few studies that measure it considering, concomitantly, these three factors (Hosany, Ekinici and Uysal 2007). Dann’s (1996) study, using a qualitative method, measures the image of the island of

Barbados, from the tourists' point of view, during the winter season through the application of an empirical model of the image formation process from Gartner (1993). Pike and Ryan (2004) and Bosque and Martín (2008b) integrate the three approaches by applying qualitative and quantitative methods.

This literature review points to the use of two methods to measure a destination's image: unstructured and structured (Baloglu and McCleary 1999; Echtner and Ritchie 1991, 1993; Gallarza et al 2002; Jenkins 1999). Taking this into account, Echtner and Ritchie (1993), in their model for measuring the destination image, propose the use of a two-phase methodology: a qualitative analysis, identifying the list of attributes that characterize the destination, and a quantitative analysis based on questionnaires in which respondents evaluate a number of attributes, selected from those identified in the first moment. Therefore, the authors propose a first phase which is comprised of open-ended questions that allow a matrix to be built, and to identify the attributes to be included in the second phase, of quantitative nature. They argue that the characteristics of the image can be perceived as individual attributes or holistic impressions. Thus, on the side of the attributes, different perceptions of the individual characteristics of the destination are presented, from the most functional to the more psychological. In the holistic context, the functional perception is a general image of the physical characteristics of the destination, while the psychological impressions can be described as the atmosphere of the destination (Echtner and Ritchie 1991).

Related to the affective dimension, Russell, Ward and Pratt (1981) identified 105 adjectives that can be used to describe the emotional reactions of individuals to different environments. In their study, they analyze the emotions that respondents associate with 323 different settings, including outdoor locations like a park, a nudist beach, a suburban street, or a natural area, even indoors, at a restaurant, a bar, a hairdresser, an airport, a museum, an elevator, or a synagogue. The analysis allows the construction of a matrix, which seeks to conceptualize the main emotions associated with the environments. Two independent bipolar dimensions separated by 90° angles (pleasant/unpleasant and arousing/sleepy), still

allows the measurement of two secondary bipolar dimensions, separated from the main dimensions by 45°. The horizontal axis represents the association of the environment to a level of pleasantness, while the vertical axis represents the association of the environment to a level of dynamism. Consequently, "exciting" is a combination of "arousing" and "pleasant" while "distressing" derives from "arousing" and "unpleasant". The same reasoning is applied to the concepts "gloomy" and "relaxing". By using four semantic differential scales, Baloglu and Brinberg (1997) apply the model of Russell and colleagues (1981) to destinations. This methodology has been applied subsequently in several studies (Baloglu and Mangalolu 2001; Baloglu and McCleary 1999).

According to Belk (1975), behavior can be studied through the analysis of intentions, since action, purpose, context, and time are identified similarly to what is expected to be their effective behavior. Therefore, intention is associated with actual behavior; when for example, context and time of occurrence are associated by asking individuals about future action. Opperman (2000) references the study of Gitelson and Crompton (1984), which warns that there are several reasons for repeated visits to a destination, such as risk reduction in the choice of a particular destination, reducing the risk of finding a particular profile of people, an emotional connection to the destination, the need to explore the destination more deeply, and the need to show the destination to other people.

As well as revisiting, the behavioral component of destination image should be measured by recommendation or intention to recommend (Bigné et al 2009; Bosque and Martín, 2008b; Chi and Qu 2008; Pike and Ryan 2004), or even by a positive reference (Baker and Crompton 2000)—that is, beyond a recommendation, the individuals have the intention to say positive things about the destination. It is important to notice that a recommendation of a particular holiday destination to friends and family, is powerful encouragement to visit a certain place; and much stronger than a reference to positive aspects of the destination (e.g. the destination has beautiful beaches and nice weather), that doesn't have the same level of commitment involving the direct recommendation to visit a place (Baker and Crompton 2000; Zeithaml, Berry and Parasuraman 1996).

Research Parameters

According to the stated objective, seven research questions were formulated:

1. What are the main differences and similarities of the image of Lagos, in a holistic perspective, through tourists' and residents' point of view?
2. What attributes should be used for measuring this image from the tourists' and residents' perspective?
3. What are the main differences and similarities of the cognitive, affective, and behavioral components of the image from the residents' and tourists' perspective?
4. How is its global image as a destination related to the behavioral component of the image from the tourists' perspective?
5. How is its global image as a destination related to the behavioral component of the image from the residents' perspective?
6. What is the contribution of the cognitive component of the image to recommend the destination to friends and family from the tourists' perspective?
7. What is the contribution of the cognitive component of the image to recommend the destination to friends and family from the residents' perspective?

Based on recent studies, in order to measure the image of Lagos as a destination, a two-phase research methodology was adopted: unstructured (open-ended questions) and structured (questionnaires) (Baloglu and McCleary 1999; Echtner and Ritchie 1991, 1993; Gallarza et al 2002; Jenkins 1999).

The study site, Lagos, is one of the 16 municipalities of the Algarve region, which, because of its coastal location, offers sun-beach tourism. In fact, the Bay of Lagos is over four kilometres long and is one of the largest bays in Europe. In order to cope with dependence on the sun/beach product and the resulting image, the "Strategic Plan of the Municipality of Lagos" emphasises the county's historical connection to the "discoveries" and the sea as a "strategic opportunity" to differentiate the destination.

In the first phase of the study in mid-July 2009, in order to capture the main attributes for measuring the image of Lagos, 50 tourists and 50 residents were surveyed (using an open-ended questionnaire) in its downtown area. Its first two questions were adapted from Echtner and Ritchie's study (1993): what images or characteristics come to mind when you think of Lagos as a vacation destination? (functional and holistic component); and how would you describe the atmosphere or mood that you would expect to experience while visiting Lagos? (psychological and holistic component). To construct the functional-psychological continuum, the answers were selected if there was agreement by over more than 25% of respondents from each stakeholder group in the study.

In the second phase, the questionnaires were based on the answers from the exploratory phase as well as the literature review. It was decided to start with the collection made by Gallarza et al (2002), to measure the cognitive component of the image through the attributes which were used in more than 12 studies about destinations' characteristics, as well as components that were noted by more than 25% of respondents from each one of the surveyed stakeholders.

Table 1 presents a summary of the questionnaires applied to tourists and residents, with reference to the objectives of each question, scales used, and reference sources. As already noted, two target populations were considered for the study: local residents and tourists in the municipality of Lagos who were 18 years old or more. In both situations, a cluster sampling method was used. This is a random procedure in which all individuals are considered in a particular area or location as forming a cluster. It is particularly useful when the populations in question have a strong geographical dispersion (Hill and Hill 2008). For the resident sample, the application of the method excluded places frequented by the host population. For the tourist sample, the focus was on the main attraction points in Lagos. The questions included in the questionnaire were submitted to a pre-test. Once collected, given the heterogeneity of the public included in both samples, minor adjustments were made to the vocabulary.

Table 1. Questionnaire Design

No.	Question	Scale	Source
I-1	How many times have you visited Lagos? (tourists) How long have you been living in Lagos? (residents)	Tourists: ordinal scale Residents: metric scale	Hill and Hill 2008; Opperman 2000; Phelps 1986
I-2	To what extent do you agree that the following items are associated to Lagos as a tourist destination?	5 point Likert scale	Baloglu and Mangaloglu 2001; Baloglu and McCleary 1999; Bigné et al 2009; Kim and Richardson 2003; Phelps 1986
I-3	How would you describe the global image that you have of Lagos as a touristic destination?	5 point Likert scale	Baloglu and McCleary 1999; Bigné 2009
II-1	Select the square closest to the perception that you have of Lagos as a tourist destination, according with the pairs of words presented.	7 point Semantic Differentia 1 scale	Baloglu and Brinberg 1997; Baloglu and McCleary 1999; Beerli and Martin 2004; Pike and Ryan 2004; Russei et al 1981
III-1	Would you return to Lagos, in the next 12 months, as a tourist?	5 point Likert scale	Baker and Crompton 2000; Belk 1975; Bigné et al 2009; Martin and Bosque 2008b; Opperman 2000; Pike and Ryan 2004
III-2	Would you recommend Lagos as a touristic destination to your family and friends?	5 point Likert scale	Baker and Crompton 2000; Belk 1975; Bigné et al. 2008; Martin and Bosque 2008b; Pike and Ryan 2004
III-3	Would you say positive things about Lagos as a tourist destination to other people?	5 point Likert scale	Baker and Crompton 2000; Belk 1975; Bigné et al 2009; Martin and Bosque 2008b; Pike and Ryan 2004; Simpson and Siguaw 2008
IV-1,2,3,4 and 5	Sociodemographic information: 1 Age; 2 Gender; 3 Marital Status; 4 Education; 5 Country of origin	1 Metric; 2 Nominal; 3 Nominal; 4 Ordinal; 5 Nominal	Baloglu and McCleary 1999; Beerli and Martin 2004; Hill and Hill 2008

Survey Information Data Treatment

The tourist sample included 182 males (8.8% between 18 and 24 years old, 79.1% 25 to 64, and 12.1% 65 or more) and 197 females (10.7% between 18 and 24, 75.1% 25 to 64, and 14.2% 65 or more), together 379

respondents. By nationality, 67.0% were foreign and 33.0% Portuguese tourists. In this sample, 51% had university degrees, 40% had completed secondary education, and 7% had completed primary school. The residents sample included 185 males (13.5% between 18 and 24, 66.0% 25 to 64, and 20.5% 65 or more) and 193 females (13.0% between 18 and 24, 62.2% 25 to 64, and 24.9% 65 years or more), together 378. Of these, 87.8% had Portuguese nationality and 12.2% foreign. The levels of education completed by respondents were primary school (38%), secondary (37%), and university (20%).

In the data analysis, the study used relative frequencies, medians, and bivariate descriptive statistics, mainly based on contingency tables. In order to test the existence of significant dependence relations between variables, the chi-square test for independence was used, considering the appropriate Bonferroni adjustment in the significance level. The Cronbach's alpha coefficient was used to verify the internal consistency of the items included in the questionnaire used. The multivariate technique chi-square automatic interaction detector (CHAID) was applied to understand the contribution of the cognitive component of the image of Lagos to a tourist recommending the destination to friends and family. This algorithm developed by Kass (1980) finds a classification of population groups which describes the dependent variable as best as possible. Thus, this is a process of subjects' classification into groups or segments, which share homogeneity within them and heterogeneity between them.

Study Findings

Figure 1 shows the results of the exploratory study applied to tourists and residents. Related to research question 1, in a holistic perspective of the tourists, Lagos as a destination has great and beautiful beaches, white sand, bright sun, and a good promenade in the historic and maritime scenarios. Further, it is a hospitable, friendly, quiet, and safe destination. For the residents, Lagos has good, long, and beautiful beaches, with a calm sea, sun throughout the year, and a historical and cultural scenario characterized by being a calm, relaxing, and safe destination.

From the literature review and exploratory study, 20 attributes were identified to be applied in the questionnaire, responding to research question 2: attractive historical center, pleasant marina, interesting cultural heritage, good beaches, interesting cultural events, attractive natural landscape, calm sea, good nightlife, good shopping opportunities, good sport facilities, good bus system, good accommodation, good restaurants, good value for money, pleasant weather, good access ways, safe city, good gastronomy, friendly and receptive residents, and quiet city. Internal consistency between the items was estimated using Cronbach's coefficient alpha, which in both questionnaires is above 0.7, indicating that the measure is reliable (tourists, 0.837; residents, 0.793).

Tourists		Residents	
Functional characteristics		Functional characteristics	
- Beaches (78%)	- Great and beautiful beaches, with white sand	- Beaches (84%)	- Good, long and beautiful beaches, with calm sea
- Climate (34%)	- Sunshine	- Sea (54%)	- Sunshine all year
- Historical center (32%)	- Good promenade in historical and maritime scenario	- Climate (40%)	- Historical and cultural scenario
- Cultural heritage (30%)		- Cultural heritage (36%)	
- Marina (26%)			
Psychological characteristics		Psychological characteristics	
Friendly and receptive residents (58%)	- Welcoming and hospitable destination	- Tranquility and safety (44%)	- Calm, relaxing and safe destination
- Tranquility and safety (42%)			

Figure 1. Continuum Functional-psychological: Tourists vs Residents

Cognitive, Affective and Behavioral Components of Image. A comparison of the two samples (Figure 2) addresses research question 3, regarding the cognitive component of the image of Lagos. In this sense, it should be noted that both stakeholder groups have a higher level of agreement about the attributes: "good beaches" (tourists, 92.8%; residents, 95.8%) and "pleasant weather" (tourists, 93.9%; residents, 95.2%). The attribute "interesting cultural events" has the lowest percentage of agreement for both tourists (53.6%) and residents (60.6%). The biggest difference is the attribute "good sports facilities" where the level of agreement of the tourists is 36.9% and residents is 68.8%. The two groups also differ

in the level of agreement on the attributes "good value for money" (tourists, 70%; residents, 43.1%), "good bus system" (tourist, 58%; residents, 83.6%), "good nightlife" (tourists, 55.5%; residents, 36%) and "good shopping opportunities" (tourists, 52%; residents, 34%). These differences are statistically significant (t tests for equality between two population proportions: p -value = 0.000).

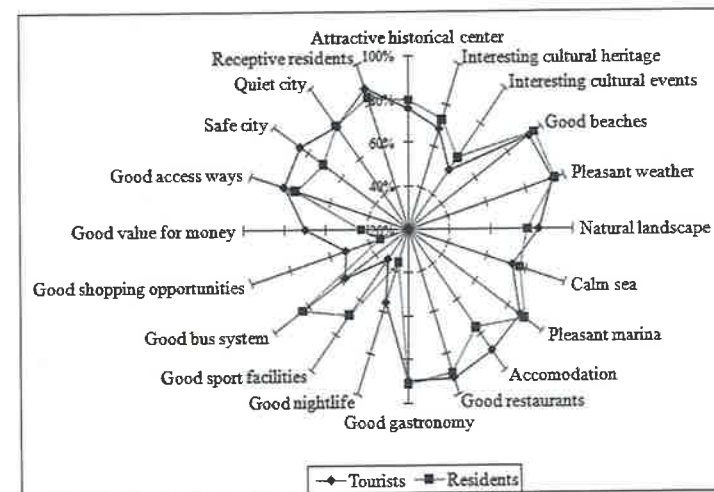


Figure 2. Image's Cognitive Component: Tourists vs Residents

In terms of the affective component, tourists consider the destination more dynamic than the residents, with both stakeholder groups associating the term "pleasant" with the destination, as clarified in figure 3. The difference between the percentages shown is statistically significant (t tests for equality between two population proportions: p -value = 0.000). It should be noted that the median values for the two semantic differentials for both stakeholder groups have the same values: 5 for "sleepy/arousing" and 6 for "unpleasant/pleasant". Thus, it follows that in the level of the affective component of the image, there are no significant differences between the two stakeholders, and the affective component of the image of Lagos, as a destination, lies in the quadrant "arousing/exciting/pleasant".

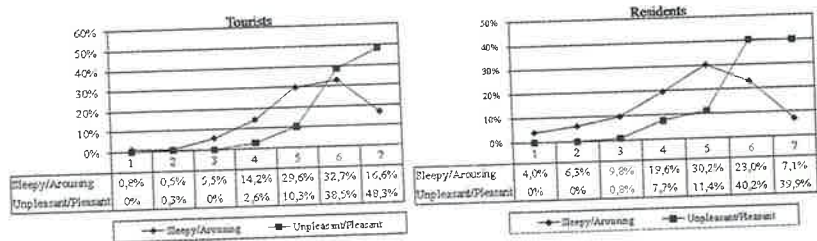


Figure 3. Image's Affective Component: Tourists vs Residents

Regarding the behavioral component of the image, more than half of the tourists stated they intended to revisit the destination. Equally important is the fact that both samples present a more favorable expression for the variable positive reference to the destination (tourists: 96.6%; residents: 82.4%, compared with the variable recommendation of the destination (tourists: 92.9%; residents: 75.9%). It is important to also note that, from the total number of tourists interviewed (379), 54% had visited the destination for the first time and 14% for the second time, while 32% had visited the destination at least three times.

Global vs Behavioral Image. For the global image of Lagos as a destination, it is important to note that the frequencies are higher in the response categories “strongly positive” and “positive” in both samples under study. Tourists have a more positive overall image of Lagos as a destination, compared to the interviewed residents, whereas 95% of the former claimed to have a global “strongly positive” image (27.7%) or “positive” (67.3%) of the destination, while 87% of residents have an overall “strongly positive” image (13.5%) or “positive” (73.5%).

In order to understand the relationship of the global image of Lagos as a destination with the behavioral component, several ordinal variables were cross tabulated applying the chi-square test for independence. To perform this test, it was necessary to group some response categories of the 5-point Likert scales applied in the questionnaires, since there was a low incidence in some of the response categories.

From the tourists' responses, it was not possible to perform a chi-square test for the cross tabulations of the variables “recommendation of the

destination to friends and family” and “positive word-of-mouth” with the “global image”, as there was a number of low incidence cells, and relationship between those variables can be determined. However, it is noted that 94.2% of respondents who consider the global destination image positively declare an intention to recommend Lagos to friends and family. The intention to recommend is lower (68.4%) among respondents who have a global “negative/neutral” image. The majority of respondents who have a positive global image (97.5%) intend to make reference about the positive aspects of Lagos to friends and family. In an opposite trend, among respondents with a global negative or neutral image, it appears that 21.1% do not intend to convey the positive aspects of Lagos or they are undecided about whether or not to hold this position. The chi-square test shows no significant relationship between the variables “revisit” and “global image of the destination” (chi-square = 2.193; p -value = 0.139).

Consequently, for research question 4, from the tourists' perspective, there is no significant relationship between the variables “revisit” and “global destination image”. In relation to the cross tabulations of the variables “recommendation of the destination to friends and family” and “global destination image”, the requirements for the execution of the chi-square test are not achieved, although an association between the mentioned variables is evident in the sample. It is possible to suggest that the “global destination image” is not related to the behavioral component of the image of Lagos as the “revisit” and we cannot conclude about the importance of the variable on the intention of “recommendation of the destination to friends and family”.

From the residents' perspective, for the cross tabulation of the variables “destination recommendation” and “global image”, the chi-square test allows one to reject the null hypothesis, as there is a significant relationship between the variables (chi-square = 29.652; p -value = 0.000). For variables “positive word-of-mouth” and “global image”, the chi-square test allows the rejection of the null hypothesis, suggesting a significant relationship between the variables (chi-square = 51.227; p -value = 0.000). This analysis answers research question 5, indicating that the “global destination image” is related to the behavioral component

of the image of Lagos, from the residents' perspective. Indeed, it is clear a significant relationship exists between the variables "global destination image" and "destination recommendation to friends and family", as well as between "global destination image" and "positive word-of-mouth".

Cognitive vs Behavioral Component. There are several factors that affect the decision process for revisiting the destination, even when a positive image about it is held (Opperman 2000). Regardless of the revisit, the tourist can, however, recommend the destination to friends and family, remembering that this is the most credible informative agent in the process of choosing the holiday destination (Chi and Qu 2008; Gartner 1993). Thus, the CHAID multivariate technique was used to understand, for both stakeholder groups, the relationship of the cognitive component of the image of Lagos to the dependent variable "recommendation of Lagos to friends and family".

Since the intent is to understand the contribution of the cognitive component to the recommendation of the destination, the 20 attributes applied in the survey using a 5-points Likert scale (strongly disagree to strongly agree) constitute possible explanatory variables in CHAID analysis. Since the categories strongly disagree, and disagree were little used, it was decided to merge the five original response categories into two categories: "no agreement" (groups strongly disagree, disagree, and do not agree nor disagree) and "agreement" (groups agree and strongly agree). The same criterion was applied to all attributes in order to allow comparison of results.

From the tourists' perspective, for the dependent variable, "the intention to recommend the destination to family and friends", it was decided to group the first three categories of the ordinal scale (definitely not, probably not, and maybe yes, maybe not), in the category "no/undecided". The frequencies have a higher expression in the "probably yes" and "definitely yes" categories, so they have been kept in the analysis in its original designation.

Firstly, it should be noted that from the 379 cases considered valid in the CHAID analysis, 7.1% have no intention or are undecided about the

recommendation of Lagos to friends and family, 32.2% say "probably", and 60.7% are sure to recommend the destination (Figure 4). The tree presents seven terminal nodes (node 4 and nodes 7-12), suggesting seven segments of tourists. Five predictors are significantly related to the dependent variable, being responsible for the partition of the tree into three levels: "interesting cultural heritage" (Chi-square = 43.450; p -value = 0.000), "interesting cultural events" (chi-square = 9.329; p -value = 0.002), "good value for money" (chi-square = 11.321; p -value = 0.001; chi-square = 8.060; p -value = 0.005), "calm sea" (chi-square = 8.217; p -value = 0.004) and "good sport facilities" (chi-square = 6.139; p -value = 0.013). The variable "good value for money" is responsible for two partitions.

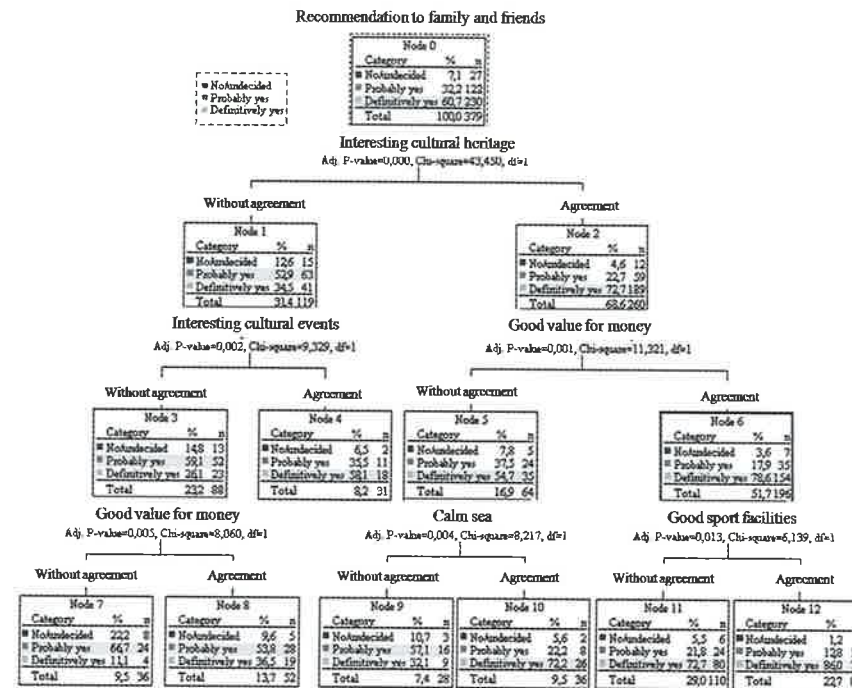


Figure 4. CHAID Analysis: Tourists

Analyzing Figure 4, the main inference responding to research question 6, is based on the comparison of segment II (node 7) and VII (node 12). Segment II includes the tourists with a less favorable image of

the destination, based on their responses to the attributes “interesting cultural heritage”, “interesting cultural events” and “good value for money”. A small percentage of tourists in this segment are certain about their future recommendation of the destination (11.1%). In turn, there is the opposite trend in the segment VII (node 12). This is the group where the destination’s image is more favorable, regarding to the attributes “interesting cultural heritage”, “good value for money”, and “good sports facilities”, and it is also in this group that the highest percentage of individuals sure to recommend the destination (86%) were found.

As was applied to tourists, it was decided to group the five categories in the analysis of residents (never to always) of the dependent variable, “recommendation of the destination to friends and family” into three categories (never/rarely, often, and always). As previously stated, these contiguous categories had low frequencies of response, as the “never” category registers only 0.3% of responses. The frequencies are higher for the “often” and “always” categories and were kept in the analysis in their original form.

Of the 378 cases considered valid in the CHAID analysis, 24.1% never or rarely recommend the destination to friends and family, 34% state they would frequently recommend, and 41.8% state they always recommend it (Figure 5). The tree has five terminal nodes (nodes 3, 4, 6, 7, and 8), suggesting five segments of residents. Four predictors explain the dependent variable, being responsible for the partition of the tree into three levels: significant “good value for money” (chi-square = 30.002; p -value = 0.000), “friendly and receptive residents” (chi-square = 7.608; p -value = 0.006), “good shopping opportunities” (chi-square = 14.170; p -value = 0.000), and “good nightlife” (chi-square = 4.1666; p -value = 0.041).

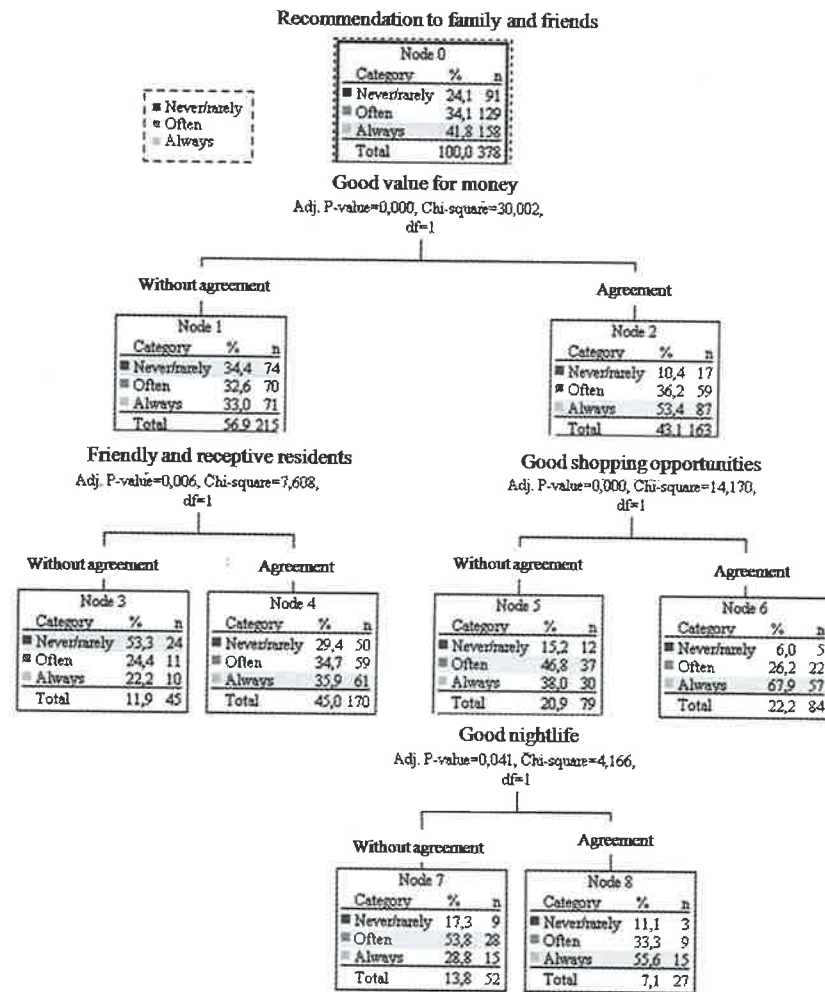


Figure 5. CHAID Analysis: Residents

From the residents perspective, two opposite trends found in two segments, I and III, corresponding to nodes 3 and 6, respectively, provide an answer to research question 7 (Figure 5). Segment I includes tourists with a less favorable image of the destination, based on the attributes “good value for money” and “receptive and friendly residents”. It is in this

segment where there is a smaller percentage of tourists who are certain about the future recommendation of the destination (22.2%). In turn, there is the opposite trend in the segment III (node 6). This is the group in which the destination's image, regarding to the attributes "good value for money" and "good shopping opportunities" is more favorable. It is also in this group where we can find the highest percentage of individuals who are sure of recommending Lagos as a destination (67.9%).

Comparatively, it is noted that in the CHAID analysis, the attribute "good value for money" is common to both tourist and resident stakeholders, regarding the contribution of themselves to recommend Lagos as a destination to friends and family (Figures 4 and 5). Nevertheless, the agreement in the association of the attribute to the destination is greater on the tourists than on the residents, 70% and 43.1%, respectively, in the isolated analysis of the cognitive component (Figure 2). In this preliminary analysis, "good beaches" and "pleasant weather" are the attributes that register the highest rates of agreement, both from the perspective of tourists (92.8% and 93.9%) and residents (95.8% and 95.2%), respectively. However, based on the CHAID analysis, these do not significantly discriminate the variable "recommendation of Lagos as a destination to friends and family".

CONCLUSION

The central purpose of this study was to measure the destination image of Lagos held by tourists and residents, identifying the major aspects of agreement and disagreement in the perspectives of these two stakeholder groups. An exploratory study discussed in this chapter applied open-ended questions, identified attributes appropriate to the destination for both stakeholder groups. Using a holistic approach, questionnaires were applied and the cognitive, affective, and behavioral components of the destination's image were analyzed separately. The study continued with an analysis of the relation of the global image of Lagos as a destination, with the behavioral component. Finally, the multivariate technique CHAID was applied in order to understand the contribution of the

cognitive component of the image of Lagos to recommendations about the destination to friends and family.

The first conclusion to be noted is that chi-square test shows that, for tourists, the variable "global destination image" is not significantly related to the intention to revisit the destination. This conclusion is supported by the literature, since there are factors such as the motivations which influence the destination choice, despite the presence of a positive destination image (Opperman 2000). In the residents' perspective, it is clear that a significant relationship exists between "global destination image" and the recommendation of Lagos to friends and family. The application of the multivariate technique CHAID allowed understanding of the contribution of the cognitive component of the image of Lagos as a destination in the dependent variable "recommendation of Lagos to friends and family". Note that the recommendation of friends and family is the most credible information agent in the process of tourist destination choice (Gartner 1993).

Second, from the tourists' perspective, the attributes that explain the recommendation of Lagos to friends and family are, in descending order on the significance level: "interesting cultural heritage", "good value for money", "interesting cultural events", "calm sea" and "good sports facilities". For the residents, the attributes that significantly discriminate the dependent variable are "good value for money", "good shopping opportunities", "receptive and friendly residents", and "good nightlife". It should be noted that though there are higher values regarding the level of agreement in the association to the destination of the attributes "good beaches" and "pleasant weather", in the CHAID analysis these attributes do not discriminate the variable "recommendation of Lagos as a tourism destination to friends and family".

As for the affective component level of the image, there are no significant differences between the two stakeholder groups and the perceived image in the affective component is located in the quadrant arousing/exciting/pleasant. The last conclusion regarding the empirical study results is that both tourists and residents present an intention, or actual behavior, respectively, of making a positive recommendation in favor of Lagos as

a destination. The highest expression of the positive reference to the destination in comparison with its recommendation is evident in both stakeholders, which meets the results of previous studies (Barros 2008).

The study contributes to the theory and practice. In the literature review, it is clear there is a lack of comparative studies in the measurement of the destinations' image, focusing simultaneously on the perspectives of both tourists and residents. Examining both groups allows one to conclude about the similarities and differences in image attributes. A critical reflection on the results allows the highlighting of some recommendations for action by decisionmakers under a strategy of destination branding. The results will meet the growing need to diversify the destination supply away from a dependence on sun and sand (Aguiló, Alegre and Sard 2007; Ritchie and Crouch 2000). The present study therefore confirms the strategic guidelines suggested by the "Strategic Plan of Lagos", based on the cultural importance of the "discoveries" and the connection of Lagos to the sea.

The model of analysis of this study was the involvement of two tourist and resident stakeholders needed to develop a solid branding strategy for destinations. In relation to this concern, there are some limitations associated with this study. First, the analysis was limited only to the referred stakeholders and does not cover other stakeholders involved in the study of destination image, such as investors, traders, hotels, and restaurants, business people, and tour operators (Jafari 1987), local government, and tourists in general. The application of the questionnaires during the month of August, considered high season of tourism in the Algarve, is also a limitation, showing mainly this seasonal perspective (Baloglu and McCleary 1999).

In this study, there is a strong representation of British tourists, reinforcing the need to replicate the study at different times of the year. Recognizing the need of a more comprehensive and participatory implementation with the cooperation of the host community, public and private sectors, it becomes important to extend the study to the destination's identity and its image as conveyed by the media. The methodological value of this study is based mainly on its potential as a reference tool to improve the process of strategic decision-making for destination development.

Chapter 7

TOURISM AND FOLK DANCE IN PORTUGAL WHAT FUTURE LIES AHEAD?

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Abstract: The relationship between tourism and culture has been increasingly recognized as fundamental for the valorization of territorial identities. This chapter explores the relationship between folk dance as a cultural element and tourism, and in particular how it is perceived by students in Higher Education in Portugal.

The results of the study indicate that folk dance is often seen as a construction for others (tourists). At the same time it is recognized that tourism contributes towards local, regional and national development. In regards to tourism, this sector of economic activity has appropriated culture. However, there is a clear need to establish symbiotic relations between tourism, culture and space. This enables one to reflect on processes such as the commodification and/or touristification of culture and to explore a more symbiotic relationship between tourism and culture.

Keywords: folk dance; identity; cultural tourism; paradox of tourism; commodification.