DIMENSIONS FOR POSITIONING TOURISTS' DESTINATIONS:

THE CASE OF TANZANIA

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A THESIS SUBMITTED IN FULFILMENT OF THE REQUIREMENTS FOR

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CERTIFICATION

The undersigned certify that they have read and hereby recommend for acceptance by the Open University of Tanzania a thesis titled ***Dimensions for Positioning Tourists' Destinations: The Case of Tanzania"*** in fulfilment of the requirements for the degree of Doctor of Philosophy of the Open University of Tanzania.

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DECLARATION

I, Hawa Hatibu Saidi Mallya, declare that this thesis is my original work and that it has not been presented and will not be presented to any other university for a similar or any other degree award.

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Date

DEDICATION

I dedicate this thesis to my beloved father, the late Saidi Hatibu Mallya. I am constantly reminded with every step I take that you are watching and inspiring me to become what a woman is capable of becoming in terms of education attainment. Dad, I will always remember the way you valued and honoured education for your children. Father, May your soul rest in eternal peace – Amen.

Thanks to my beloved mother, Madina Saidi Hatibu Mallya, for the tender care given to me from childhood to date. You made me learn early in life that there is no substitute to hard work and that struggle is the key to success in life.

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ABSTRACT

The main objective of the study was to explore the concept of dimensionality in positioning tourists' destinations and determine a model using the perspective of attribute dimension. The study is based on positioning theory. Both Exploratory and Confirmatory Factor Analysis (EFA and CFA) were used in analysing the data. Structural Equation Model (SEM) using AMOS (Analysis of Moment Structures) was applied to test the significance of the relationship between the various constructs in the study. Eleven hypotheses were generated from the Structural Equation Model and tested through a survey of 750 inbound tourists at Zanzibar Airport Authority. The findings for EFA and CFA yielded eleven and ten dimensions respectively, but SEM results revealed only four dimensions that were significant. The ten dimensions include wildlife adventures, other adventures, hospitality, scenery, safety and security, efficiency at entry and exit point, conservation and protection of wildlife, heritage endowments, beach attractions and pollution. Significant relationship was observed between experience based perceptions and four constructs, namely, wild life adventures, hospitality, scenery and conservation and protection of wildlife. The study demonstrates the relevance of positioning theory in marketing tourists' destinations. It recommends a four dimensional model that can be applied for positioning tourist destinations not only in Tanzania but also in other countries with similar factor endowments, in particular the Sub Saharan African countries. The recommendation was based on the four dimensions where significant results were observed.

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LIST OF ABBREVIATIONS AND ACRONYMYS

ADF	Asymptotically Distribution Free
AIC	Akaikes Information Criteria
AMOS	Analysis of Moments Structures
AVE	Average Variance Extracted
BCA	Beach Attractions
BOT	Bank of Tanzania
CFA	Confirmatory Factor Analysis
CFI	Comparative Fit Index
CMIN	Minimum discrepancy
CSP	Conservation and Protection of Wildlife
DF	Degree of freedom
ECVI	Expected Cross Validation Index
EEE	Efficiency at Entry and Exit Point
EFA	Exploratory Factor Analysis
GFI	Goodness of Fit Index
HRT	Heritage Endowments
HSP	Hospitality
KMO	Kaiser Meyer Olkin Measure of Sampling Adequacy
LSM	Least of Square Method of Estimation
MI	Modification Index
MIGA	Multilateral Investment Guarantee Agency
MLE	Maximum Likelihood Estimation
MNRT	Ministry of Natural Resources and Tourism

NBS	National Bureau of Statistics
NTP	National Tourism Policy
ODV	Other Adventures
PCP	Experience Based Perceptions
PLT	Pollution
PST	Positioning
RETOSA	Regional Tourism Organization of Southern Africa
RMSEA	Root Mean Square Error of Approximation
SCN	Scenery
SE	Standard Error
SEM	Structural Equation Modelling
SFS	Safety and Security
SPSS	Statistical Package for Social Sciences
SRMR	Standardized Root Mean Residual
SSA	Sub Saharan Africa
TCT	Tourism Confederation of Tanzania
TTB	Tanzania Tourism Board
TTSB	Tanzania Tourism Statistical Bulletin
TTTD	Tanzania Travel and Tourism Directory
UNESCO	United Nations Educational, Scientific and Cultural Organization
URT	United Republic of Tanzania
WLA	Wildlife Adventure
WTO	World Tourism Organization
ZCT	Zanzibar Commission for Tourism

CHAPTER ONE

1.0 BACKGROUND INFORMATION

1.1 An Overview of the Concept of Positioning

Positioning of tourists' destinations is one of the most important strategic tools for marketing and sustaining tourists' destinations. Ries & Trout (2001) defined positioning as an organized system for finding a window in the mind of prospects. Positioning is not what you do to a product, but rather what you do to the minds of the prospects. The basic approach to positioning is not to create something new and different, but to manipulate what is already up there in the mind, to retie the connections that already exist (Ries & Trout, 1981). In order for a company to succeed in the over communicated society, it must create a position in the prospect's mind, which will take into consideration not only its own strengths and weaknesses but those of its competitors as well.

Positioning is important in promoting the competitiveness of businesses irrespective of whether they are service or non-service organizations. Destinations compete in attracting visitors, residents and businesses and those with positive reputations find it easier to contest for attention, resources, people, jobs and money (Morgan *et al.,* 2011). A positive place reputation builds place competitiveness, creates a reservoir of goodwill and cements a place as somewhere worth visiting. In addition it plays a significant role in determining its success in the competitive business environment.

Positioning of tourists' destinations is a critical issue because it establishes the foundation for existing and future customers' image of the destination and,

subsequently, the basis for their behaviour towards that destination (Reich, 1999). Middleton (1988, cited in Laws, 1995) conceptualised the complexity of the tourism product by referring to it as a "Total Tourism Product". According to him total tourism product includes natural and man-made attractions of an area, its facilities and services, the ease of access to it, the images which are used to attract tourists to it and the cost of the holiday. All these elements which can basically be regarded as attributes in destination systems together form the basis for tourists' experiences. The rating of attributes which forms the total tourism product will vary from attribute to attribute some of which may be positive and others negative. In this study the image of a tourist destination will be regarded as a complex total tourism product comprising of various attributes. The theme of the current study is positioning of tourist destinations using the perspective of attribute dimensions. This study embarked on a quest to discover these dimensions.

1.2 Different Conceptualisation of Dimensions of Attributes for Positioning Tourists' Destinations from Past Studies

Traditionally, positioning of a product/service was based on communicating the positive attributes of those products/services and trying to emphasize their superiority over others. Recently, the subject of attribute dimension has emerged in understanding the concept of positioning and aiding the formulation of strategies particularly for tourist destinations. However there is still no consensus as to which specific dimensions, with what attributes, comprise the formation of brand images for positioning tourist destinations (Laws, 1995; Etchner & Rithchie, 2003, Hankinson, 2005; Eraqi, 2007; Pike, 2008 and Sarma, 2010). The literature reviewed

reveals that there are different perspectives as to the number of dimensions constituting tourist destinations positioning with varying labels as shown in table 1.1 with details provided in chapter two.

Table 1.1: Conceptualisation of Dimensions of Attributes for Positioning Tourists' Destinations

Author	Year	No. of Dimensions	Labels for the Dimensions	Analytical Method used
Etchner, Charlotte and Ritchie, Brent	2003	4	Functional, psychological, attribute based, holistic based	Qualitative
Hankinson, Graham	2005	8	Physical environment, Economic activity, Business tourism facility, Accessibility, Social facilities, Strength of reputation, People characteristics and size. These were further grouped into functional and ambience dimensions	Factor Analysis & Content analysis
Eraqi, Mohamed	2007	5	Transportation quality, Hotel service quality, Restaurant service quality, Tourist guide service quality and Drivers behaviour quality	Factor Analysis
Pike, Steven	2008	15	Attributes range from nature and scenery to shopping	Qualitative
Sarma, Mrinmoy	2010	2	Infrastructure and External influences	Factor analysis

Source: Compiled from various studies as shown in the first and second column

Basing on this, it is clearly noted that the categorisations of attributes by different authors reveal a lack of consensus on the number, labelling and contents of the dimensions, although each is likely to reflect some valid observations. The basis for categorising the dimensions also differ to the extent that some authors use qualitative methods while others resort to quantitative techniques.

1.3 Positioning of Tourists' Destinations in Sub Saharan Africa (SSA)

Not all countries in SSA have been equally successful in tourism marketing. While some countries have well-developed tourism industries, others have failed to generate significant revenue from tourism despite having strong tourism products (Twining – Ward, 2009). Some countries have excellent flight connections to long haul destinations, a high level of political support for tourism and simple visa requirements and hence perform very well in tourism business. Other countries have complex visa procedures, little or no political support for tourism and can only be reached on expensive inter regional flights. Such countries are either performing very poorly in tourism or they have no tourism business at all.

Sub Saharan Africa has considerable potential for tourism growth and its data base divides the tourism product into five categories (ibid):

(i) Safari (This is a key product for East and South Africa). The main East African safari destinations are Kenya and Tanzania.

(ii) Other nature products (Including sightseeing, hiking, birds watching and tracking gorillas and chimpanzees).

(iii) Resort (Beach tourism/Lake tourism and water sports). The main East African resort destinations are Mauritius, Seychelles and Mozambique.

(iv) Cultural products (Archaeology, village tourism, cultural heritage, historic architecture and traditional markets).

(v) Business products (Conferences/Meetings/Trade).

SSA also offers a large range of nature, cultural, business and resort based niche products. Examples include archaeological expeditions in Sudan and Ethiopia, fishing in the Gambia, and Guinea Bissau, and trophy hunting in South Africa. In cases where SSA appears to offer a combination of tourism products, the places have a competitive advantage and appeal to the growing segment of the market that is interested in holidays that combine relaxation with adventure, culture, nature and or business. A comparative analysis of the performance of 14 Southern African regions, where Tanzania is included, shows that despite the massive potential, tourism is still undeveloped and the benefits that can potentially be reaped from tourism remain unrealised (RETOSA, 2010).

The practice of positioning tourist destinations in Sub Saharan countries is based mostly on a list of attributes considered independently. The tendency has been to consider a few prominent attributes and their impact on the image of that destination. Other attributes which are considered less important are generally ignored although they do contribute to the image of a destination. The tendency therefore is that promotional efforts are based on selected attributes to try to enhance competitiveness. The idea of clustering the attributes into dimensions has started gaining momentum in academic spheres and offers an important strategic avenue for tourists destination positioning. Positioning of a tourist destination is an important strategy towards the success of tourism business in any country. The study on dimensions for positioning tourists' destinations will enhance competitiveness of various destinations taking into account the diversity of tourist attractions available in a particular locality.

1.4 Positioning of Tourist Destinations (the case of Tanzania)

The abundance of tourism resources in Tanzania is very promising. The country encompasses an extra ordinary history with plenty of natural wonders which serve as tourist attractions. Tanzania is Africa's land of contrast: From the snow capped peak of Kilimanjaro to the endless plains of the Serengeti, from the sun kissed islands of the Zanzibar Archipelago to the gentle shores of the Great lakes, Tanzania contains immense cultural and natural wealth (Tourism Confederation of Tanzania and Tanzania Tourist Board, 2009, 2010, 2011 & 2013). Some of these natural wonders are categorised as World Heritage Sites (Section 2.2.4.1 – 2.2.4.7).

Tanzania tourism potential ranges from wildlife resources, spectacular landscapes and scenery, water bodies, beaches, islands and a diversity of culture. Additional attributes include historical sites and buildings, safety and security, art and crafts, events and festivals, culture and traditions, conservation and protection of wildlife and numerous archaeological sites. Tanzanians are warm, open, friendly people, long known for their generosity, hospitality and a wealth of tradition. The culture and traditions of Tanzania have a significant tourist appeal (URT, NTP, 1999).

1.4.1 Safety and Security

The republic of Tanzania is one of Africa's most peaceful countries and it is known for its peace and security (TCT and TTB, 2009, 2010, 2011 & 2013). Tanzania is a safe country to travel in; and Tanzanians are warm hearted and generous people and are eager to help visitors enjoy their stay and get maximum satisfaction. Tanzania is a politically stable multi democratic country. As is common with all other countries, tourists are expected to use their common sense at all times to take reasonable

precautions in whatever they do and wherever they go. The precautions include locking valuables in the hotel safe and not walking alone at night. Tanzania is blessed with the greatest asset of friendly people and delicious cuisine.

1.4.2 Negative Attractions

Visitors are concerned about the poor state of infrastructure and other facilities including poor roads to national parks, poor conditions at the airport in general, traffic jams to and from Julius Nyerere airport (MNRT, BOT, ZCT, NBS and Immigration Department, 2008). About 50% of the visitors called upon improvement of the infrastructure and other facilities. These are regarded as some of the attributes that can negatively influence the positioning of tourist destinations. The concept of dimensions formed by salient attributes which influence the perceptions of a destination is a new phenomenon in Tanzania and it forms the basis for the current study.

1.5 Justification for Dimensions for Positioning Tourists Destinations

The primary tourism activities in Tanzania can be examined under five main categories being wild life tourism, beach tourism, mountain climbing, cultural tourism and others (Twining Ward, 2009). The minds of tourists are influenced by a number of attributes emanating from these categories whose impact may be positive or negative. Tourists may be desirous of climbing mountain Kilimanjaro and visit the lovely national parks of Tanzania, but they may not be comfortable with the poor infrastructure to and from the attraction areas. In addition the tourists may be dissatisfied with the high costs of the tour to Tanzania together with the cleanliness

of the environment in the areas visited. On the other hand the tourists may wish to visit Zanzibar Island and enjoy the fast boat trips to and from the island but at the same time they may be questioning the safety and security of marine transport in the country.

A tour in Stone town may be an aspiration of visitors to the island but the issue of personal safety and security in the narrow streets of Stone Town may scare the tourists. While animal migration in the Serengeti may be a desired attribute, tourists may be highly disappointed by the inadequate protection of wildlife in the conservation areas and in particular the problem of poaching.

There is a clear indication that the perceptions that tourists may have of a destination like Tanzania are most likely based on a number of factors (dimensions) that holistically form an impression and which ultimately determines travel choice destinations. As can be seen from the case of Tanzania, not all dimensions will contribute equally or even positively to image formation. Some will contribute very strongly to positive image formation while others not so strongly. Some dimensions will have more influences than others in the formation of such images depending on the target visitors' characteristics and motivation for travel choice destinations.

Hence by identifying these dimensions and the extent to which they influence perceptions of a destination, it makes possible appropriate positioning strategies to be devised that can enable the attainment of an optimal impact for a tourist destination business.

1.6 Statement of the Research Problem

Lack of consensus on the issue of which dimensions constitute the image of a tourist destination poses the possibility of a big dilemma not only to academicians researching in this field but also to potential tourists. On the basis of the literature consulted, no studies have arrived at similar categorisations of the dimensions that constitute the image of a tourist destination. Different authors have come up with different suggestions that revolve around some ideas that may complement or even contradict with each other (Etchner & Ritchie, 2003; Ibrahim and Gill, 2005; Hankinson, 2005; Eraqi, 2007 and Sarma, 2010). As far as this study is concerned, different countries do consider different sets of attributes in positioning their destinations basing on their assessment of individual attributes that are of particular interest to tourists and this may differ from place to place.

The idea of first categorising destination attributes into dimensions and then using them for the purpose of positioning tourist destinations is a new one. In the first instance there is a need to establish the dimensions of attributes that are relevant to the formation of images of destinations and then explore their relationship in the contexts of positioning these destinations. Some of the previous studies have used factor analysis to identify dimensions (as shown in Table 1.1) while others have used qualitative analytical methods. The link between these dimensions and the position of a destination has not been investigated empirically. There is a need to establish this link if the identified dimensions are to be of any strategic relevance. The intention of this study is not limited to the identification of the dimensions that are relevant. But in addition it is intended to develop a comprehensive model that links

these dimensions to tourists overall perceptions of that destination; and its market position in comparison to other destinations. Structural Equation Model is used to determine this model and test it empirically. Tanzania with its vast and diverse tourist potential has been taken as an area of study.

It is acknowledged that the model may not hold entirely for all destinations in the world due to the different factor endowments that different countries possess. However, there should be many similarities in certain areas since constituents of abstract dimension are not necessarily identical but reflect the core psychological dimensions. It is expected that the model developed will be relevant to countries with similar factor endowments; and in particular countries in the sub Saharan regions. Furthermore the basic idea of such a model regardless of its composition should be universal.

1.7 Research Objectives

1.7.1 General Objective

The overall objective of the study was to explore the concept of dimensionality of salient attributes for positioning tourists' destinations.

1.7.2 Specific Objectives

Basing on the overall objective of the study, four specific objectives have been formulated:

(i) To identify the dimensions formed by salient attributes which influence the perceptions of a tourist destination.

(ii) To determine the relationship between the dimensions and the experience based perceptions of a tourist destination.

(iii) To determine the relationship between experience based perceptions and the image of a tourist destination.

(iv) To develop a structural model that depicts the relationship between attribute dimension and the image of a tourist destination.

1.8 Research Questions

The main research questions for this study were as follows:

(i) What dimensions are formed by the salient attributes which influence the perceptions of a tourist destination?

(ii) Is there a significant relationship between the dimensions formed by the attributes and the experience based perceptions of a tourist destination?

(iii) How significant is the relationship between experience based perceptions and the image of a tourist destination?

(iv) What is the structural relationship between attribute dimensions, experience based perceptions and the image of a destination?

1.9 Significance of the Study

The significance of the study is justified on several theoretical and practical grounds. From the theoretical perspective, the study increases the understanding of the concept of positioning destinations, using the perspective of attribute dimensions. It extends the understanding of the concept by providing a more informed and systematic basis on which to develop a destination's positioning strategy and win over competitors. Both business and leisure tourism marketers may use the image

attributes presented in this study to communicate a relevant and workable identity for their destinations.

The information is useful for the successful implementation of positioning strategies, especially when there are limited financial resources for promotion as is normally the case with most developing countries. Tanzania has not been performing well in tourism marketing as compared to its neighbourhood (URT, MIGA, 2001). The study may be used to map a destination's brand image against those of its competitors in order to ascertain a suitable market position. Tour operators and entities dealing with tourism will be able to apply the theory in addressing tourist expectations in order to avoid dissatisfaction that may stop tourists from visiting tourist spots and going to competitors. This study will be very useful to actual and potential tourists in making destination choices.

1.10 Structure of the Thesis

This thesis includes five chapters. Chapter one is designed to guide the research process by defining the statement of the problem. It gives the background information of the study which provides the justification for the research problem and defines the objectives and research questions for the study. The significance of the study is also addressed from the theoretical perspective and from the perspective of destination marketers and tourists. Subsequent to this is a description of the structure of the thesis.

Theoretical and empirical literature reviews are addressed in chapter two followed by the methodology used in the research which is explained in chapter three. The

chapter on methodology introduces the research philosophy guiding the study and describes the research design strategy. It defines the study area, sampling methods and sample size together with data collection techniques. The scale used to operationalise the research variables is defined in this chapter together with the testing of the validity and reliability of the research instrument. Subsequent to this is a discussion on the procedures used in processing data collected from the field including data coding, cleaning and analysis. Mathematical models and equations together with tests used to confirm the hypotheses of the research model are introduced.

Chapter four outlines and discusses the findings for the study. The basic profile of respondents is presented and findings in relation to the objectives of the study are described. The hypotheses of the research model are tested and the relationship between constructs is explained. Presented in chapter five are the conclusions and recommendations of the study. A narration in summary form of the entire process from beginning to end and a conclusion on specific objectives is made. The chapter ends by outlining the recommendation for future research.

CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

This chapter begins by discussing the basic concepts related to the study with reference to Tanzania followed by relevant empirical studies from both developed and developing countries. It ends with a conceptual framework which reflects four dimensions of attributes which influence the perceptions of tourists' destinations.

2.2 Review of Theoretical Literature

The basic concepts used in the study include positioning, destination, attractions, competitiveness of tourist destinations, destination image, experience based perceptions, factor analysis and structural equation modelling. These concepts are discussed in section 2.2.1 – 2.2.7. Some of the concepts relate to the basic issues which comprise the image of a tourist destination. Factor analysis and structural equation modelling address the analytical tools used for identifying the dimensions and testing the significance of the relationship between the various constructs in the study respectively.

2.2.1 Meaning of Positioning

Keller (2008) defined the concept of positioning as the act of designing the company's offer and image so that it occupies a distinct and valued place in the target customers' mind. The concept of positioning applies to both products and services, companies, persons and even places; and in this study, it applies to tourists' destinations. Ries and Trout, 1986, as cited in Pike, 2008, discussed the positioning

theory based on three propositions: First, we live in an over communicated society, bombarded with information, on a daily basis, at levels that are unprecedented in our history. Second the mind has developed a defence system against the clutter. Third the only way to cut through the clutter to the mind is through simplified and focused messages. In order for a destination to be successfully promoted in the target market, it must be favourably differentiated from its competition or positively positioned in the minds of the consumers.

The business environment comprises of several service providers each struggling to win over another in order to survive. The extent of achievement by each service provider will depend on how the service providers are able to influence the minds of the customers through the services provided relative to those of other providers. The level of success is also dependent on who gets into the minds of the prospects first. The easy way to get into a person's mind is to be first, and the hard way to get into a person's mind is second (Ries & Trout, 2001). If you didn't get into the mind of the prospect first then you have a positioning problem (ibid).

Competition in the business environment is the rule of the day and constantly there are endless marketing battles. Marketing battles are not fought in the customer's office, or in the supermarkets or the drug stores of America (Ries & Trout, 1986, as cited in Pike, 2008). Those are only distribution points for the merchandise whose brand selection is decided elsewhere. Marketing battles are fought inside the mind of the prospects (ibid). Hence the key issue is how to win the attention of the prospects (potential tourists) by influencing their mind so that the marketing battles can produce desired results.

The concept of positioning has a potential connection with destination branding in that a location is considered to be a product with a distinct brand image, loyalty or equity (Cai, 2002; Growth, 1998; William and Palmer, 1999 cited in Kim and Agrusa, 2005). Branding is about the communication of relevant added values for which buyers are prepared to pay a premium price and which competitors find difficult to emulate (De Chernatony and McDonald, 1998). Both branding and positioning processes are done using attributes and they both talk of influencing the minds of actual and potential customers in one way or another. Therefore positioning and branding basically revolve around the same building blocks. In summary, branding cannot be done without positioning and the whole idea of positioning is inclined towards branding.

Positioning of tourists' destinations has been addressed by several authors, primarily through its key construct of image (Fridgen, 1987; Gartner & Hunt, 1987; Gartner, 1989; Reilly, 1990; Reilly & Millikin, 1994 cited in Reich, 1999). The construct of image forms the foundation for the study of positioning and its basis is the perception or opinion that individuals have regarding both intrinsic and extrinsic elements (Reich, 1999). Gee & Makens, (1985, cited in Pike, 2008) observed that few communities have developed positioning strategies; instead they yield to the pressure to be all things to all people, and use look alike promotions and print brochures showing attractions ranging from historic barns to zoos – without any regard to whether these features have any drawing power. The destination positioning process involves seven stages as outlined by Pike (2008). The first five stages include identification of:

(i) Target market and travel context

(ii) Competitive set of destinations in the target market and travel context

(iii) Motivation benefits sought by previous visitors and non visitors

(iv) Perception of the strengths and weaknesses of each of the competitive set of destinations

(v) Opportunities for differentiated positioning.

The last two stages involve:

(vi) Selection and implementation of the position and

(vii) Monitoring the performance of the positioning strategy over time.

The key construct in positioning is brand image; however, positioning requires more than an understanding of what a brand image is in the mind of the consumer (Pike, 2008). In addition to indicating satisfaction with a destination it has to determine relative position against competing regions. A position is a product's perceived performance relative to competitors, on specific attributes (Lovelock, 1991; Wind & Robinson, 1972, cited in Pike, 2008). In order for positioning to be effective, it must promise the benefit the consumer will receive, create the expectations and satisfy the needs and wants of the tourists (Chacko, n.d). A key component of this positioning process is the creation and management of a distinctive and appealing perception or image of the destination (Calantone, Di Benetto, Hakam & Bojanic, 1989, cited in Etchner & Ritchie, 2003). In order to have effective positioning of a destination, the strong attributes that the tourists perceive to be important, have to be identified. In addition, the other relevant attributes that are unique to the destination and are capable of differentiating it from competitors, should also be identified.

2.2.2 Meaning of Destination

A destination is a geographical space in which a cluster of tourism resources exist rather than a political boundary (Pike, 2008). A cluster is an accumulation of tourist resources and attractions, infrastructures, equipments, service providers, other support sectors and administrative organisms whose integrated and coordinated activities provide customers with the experiences they expected from the destinations they chose to visit (Rubies, 2001, cited in Pike, 2008). Reich (1999) defined a destination as a firm or group of firms that attempts to attract consumers that live in other cities, states, regions or countries. This definition limits itself to the level of a firm or group of firms and overlooks the fact that a destination can be a country.

Cracolici and Nijikamp (2008), viewed a tourist destination (city, region or site), as no longer a set of distinct natural, cultural, artistic or environmental resources; but rather as an overall appealing product available in a certain area; a complex and integrated portfolio of services offered by a destination that supplies a holiday experience which meets the needs of the tourist. A tourist destination thus produces a compound package of tourists services based on its indigenous supply potential. The definition by Cracolici and Nijikamp (2008), seem to be more comprehensive as compared to the others (Pike, 2008; Reich, 1999; Rubies, 2001 cited in Pike, 2008) hence it is the one adapted by the researcher.

The macro environment of a destination is shaped by six environmental factors which ultimately impinge upon the visitor experience and sense of a destination. The macro environment of a destination comprises demographic, economic, natural,

technological, political and cultural factors; which are believed to impinge upon the visitor experience and sense of a destination (Ward and Russell, 1981 cited in Murphy, 2000). In this sense, certain physical, social, cultural, technological, political and economic characteristics of a destination develop an environmental effect that directly influences tourists' perceptions and experiences. The biggest challenge that a destination faces is that of offering a balanced package of the tourism services which altogether shape an appealing multidimensional profile for a tourist area.

2.2.3 Destination Image and Experience Based Perceptions

Destination image can be defined as not only the perception of individual destination attributes but also the holistic impression made by the destination (Etchner & Ritchie, 2003). Pritchard & Morgan (1998, cited in Morgan *et al.*, 2011) explained the concept of destination image as being more than just a set of attributes and added that brand strategists frequently incorporate "feel" or mood of the destination as well as function or attribute based components. Destination image is in the "eye of the beholder"; different groups will understand the destination in different ways based on their previous experiences (ibid).

In developing destination brands, the brand strategists must consider the variety of ways destination image is created in order to determine the best ways to position the destination with specific groups. Tuan, 1975, as cited in Reich, 1999, defined image as a mental representation of an object, person, place, or event which is not physically before the observer. Gunn, 1972 as cited in Byon & Zhang (2010)

identified three types of images that individuals hold of a particular destination basing on their experiences: Organic, induced and complex image. Organic image arises from non-tourism information such as geography, books, television reports, or magazine articles. An induced image can arise from tourism specific information such as a destination brochure or vacation website which is a product of destination marketing efforts. An individual can have an organic image towards a particular destination even though the individual has no intention to travel to the destination whereas people can purposefully seek travel information about a destination through its promotional materials and thus hold an induced image if they have a specific intention to visit the destination. Complex image can be derived as a result of direct experience of the destination (ibid).

In general, tourists form an image of a tourist destination after passing though seven stages (Gunn, 1972 as cited in Beerli and Martin, 2004). The stages are:

(i) Accumulating mental images of a destination and thus forming an organic image. (ii) Modifying the initial image after more information, thus forming an induced image. (iii) Deciding to visit the destination (iv) Visiting the destination (v) Sharing the destination (vi) Returning home and (vii) Modifying the image on the experience in the destination.

The different definitions for image as provided by various authors (Reich, 1999, Etchner and Ritchie, 2003; Gunn, 1972 as cited in Byon and Zhang, 2010 and Morgan *et al.,* 2011) have some common features in the sense that they all talk of mental impression of something. However, each definition adds some flavour which

helps to distinguish the concept from experienced based perception. The researcher considers a destination image as a holistic impression made by a destination to the prospects' minds basing on all available sources of information including physical experience and otherwise and varies from person to person. Brand image has an impact on the pre purchase and post purchase decision-making behaviour of tourists.

When there are several competing destinations, a clear and strong brand image enables destinations to occupy a strong positioning and entice customers to purchase (Naidoo and Ramseook – Munhurrun, 2012). Destination marketers strive to promote and position their respective destinations by creating positive images in the minds of tourists to select their destinations ahead of others. Destinations with stronger images are more likely to be selected and after experiencing a destination, the evaluation and future behavioural intentions of tourists are influenced by brand image (Naidoo and Ramseook – Munhurrun, 2012). Brand image is essential for a destination to ensure a strong positioning in the competitive business environment.

Brand image plays a fundamental role in the success of tourists' destinations. Image is seen as a mental picture formed by a set of attributes that defines a destination in its various dimensions, and exercises a strong influence on consumer behaviour in the tourism sector. This is due to the fact that tourists usually have a limited knowledge of destinations which they have not visited before; hence destinations with strong, positive, discriminatory and recognizable images have more probability of being chosen by the tourists (Hunt, 1975; Goodrich, 1978a; Pearce, 1982; Woodside and Lysonski, 1989; and Ross, 1993 as cited in Beerli and Martin, 2004).

Similarly, the destination image perceived post visit, influences tourists satisfaction and intention to repeat the visit in future depending on the capacity of the destination to provide experiences that correspond with their needs and fits the image they had of a destination (Chon, 1990; Court and Lupton, 1997; Bigne *et al.,* 2001; Joppe *et al.,* 2001, as cited in Beerli and Martin, 2004).

From a cognitive point of view, a tourists' destination image is assessed on a set of attributes that correspond to the resources or attractions that a tourist destination has at its disposal (Stabler, 1995 as cited in Beerli and Martin, 2004). In the tourism context and in line with Lew (1987, as cited in Beerli and Martin, 2004), those attractions are the elements of a destination that attracts tourists such as scenery to be seen, activities to take part in and experiences to remember. This is to say that the attractions provide the motivations and the magnetism necessary to persuade an individual to visit a determined place (Alhemoud and Armstrong, 1996 cited in Beerli and Martin, 2004).

The images that tourists may have of a destination like Tanzania is based on various attributes gathered through actual visits, or information received from friends/relatives/colleagues or sometimes websites including the trip advisor. In an effort to promote the competitiveness of Tanzania as a tourist destination, the government (URT, MNRT, 1999) has formulated a number of strategies intended to achieve specific objectives in the tourism sector. These strategies, if implemented, will influence the positioning of Tanzania as a tourist destination. The strategies cover but not limited to marketing, eco tourism, cultural tourism, safety and security.

Recently, Tanzania Tourist board (TTB) together with the Tourism Confederation of Tanzania (TCT), have developed an international marketing strategy meant for international tourists only (TTB and TCT, 2012). The aim is to develop a distinctive and competitive positioning for the country as a tourist destination and use this positioning consistently and consequently in all communications. The International marketing strategy for positioning Tanzania as a tourist destination is based on individual attributes and states that: "Tanzania is one of the most beautiful countries in the world, inhabited by friendly and warm hearted people.

It offers the experienced traveller the unforgettable beauty of nature, wildlife and beaches – away from the crowds, back to the essence. The spirit of Africa, simple and inspiring. Unforgettable Tanzania" (ibid). One of the national goals for international marketing strategy for the coming five years is based on the tourism product pyramid. It entails strengthening the tourism infrastructure, specifically the airports and air strips and strengthen the quality and level of service in the county.

Tourism infrastructure is not a reason for tourists to visit Tanzania but a poor infrastructure may make the tourists stay away (TTB and TCT, 2012). Within the tourism Product pyramid, the intention is to make the tourist stay longer and revisit Tanzania as a tourist destination. Within the same product development goal, the government aims to develop primarily the tourism product in the Southern Circuit and along the mainland coast and in the Western area (ibid). At the apex of the tourism product pyramid is a reason for the tourists to visit the country for the first time (Must see/Must do). Despite the existence of the National Tourism Policy and

the International Marketing Strategy for Positioning Tanzania as a tourist destination; the basic problem of dimensions remains. That is the issue of whether the attributes for positioning a country as a tourist destination form dimensions or not is not addressed by the strategy.

Perception is the process by which we select, organize, and interpret information inputs to create a meaningful picture of the world (Kotler *et al.,* 2006). The key point is that it depends not only on the physical stimuli but also on the stimuli's relationship to the surrounding field and on condition within each of us. Perception, understood as a process through which an individual selects, organizes and interprets incoming information in order to create an image not only depends on a specific stimuli but also on a stimuli more generally related to the environment and the individuals own characteristics and circumstances (Beerli and Martin, 2004). According to Tuan, as cited in Reich, 1999, image is in our mind, physically removed from the object of concern while perception is based on our current (real time) experience with the object. Experience Based Perception is the mental impression people get basing on real experience with a destination.

Tourists as travellers experience products and services of several destinations; and their perceptions of a holiday destination is influenced by comparing different facilities, attractions and level of services (Laws, 1995). Understanding and measuring customer perceptions is extremely complex as each individual has unique perceptions. In addition, measuring customer perceptions is challenging due to the characteristics of the tourism product (Naidoo *et al.,* 2010). The tourism product

contains a range of attributes and this makes it complex to describe and evaluate. Within any destination, there are positive and negative experiences which occur as a result of interactions with various attributes and components. The cumulative effect of interactions determine the tourist' overall evaluation of the experience. Assessing satisfaction with individual destination attributes helps to detect areas of strengths and weaknesses which ultimately influence the competitiveness of a destination.

2.2.4 Meaning of Attractions

Attractions are the most important component in the tourism system without which there would be no need for other tourism services. They are the main motivators of tourists' trips and without attractions tourism cannot exist. Swabrook (2009) defined a tourist attraction as a feature in an area that is a place, venue, focus of activities which does a number of things including:

(i) Setting out to attract visitors from resident or tourist population and is managed accordingly.

(ii) Provides a fun and pleasurable experience and an enjoyable way for customers to spend their leisure time

(iii) It is developed to realize this potential

(iv) It is managed as an attraction to realize this potential

(v) Provides an appropriate level of facilities and services to meet and to cater to the demands, needs and interests of its visitors

(vi) May or may not charge an admission entry.

Attractions play an important role in positioning tourists' destinations. Swabrook, 2009, categorised the attractions into four groups (i) Features within the natural

environment (ii) Human made buildings, structures and sites that were designed for a purpose other than attracting visitors such as religious worships, but which now attract substantial number of visitors who use them as leisure amenities (iii) Human made buildings, structures and sites that are designed to attract visitors and are purpose built to accommodate their needs, such as theme parks and (iv) Special events.

Tanzania is blessed with a number of attractions including national parks, game reserves and conservation areas; beach attractions & activities; festivals and events. Some of the attractions are categorised by UNESCO as world heritage sites. Each of these attractions feature as an attribute under a particular dimension for positioning Tanzania as a tourist destination (Details are covered in section 2.2.4.1 – 2.2.4.12). Tanzania is placed second worldwide for its natural environment, with several World Heritage natural sites, rich in fauna and much protected land area (The Travel and Competitiveness Report, 2011, Worlds Economic Forum, as cited in TCT, TTB, 2012). Currently Tanzania has eight World Heritage Sites (TCT and TTB, 2009, 2010, 2011 & 2013) including: Kilimanjaro National Park, Kondoa Rock Art Sites, Stone Town Zanzibar, Ngorongoro Conservation area, Selous Game Reserves, Serengeti National Park, Ruins of Kilwa Kisiwani and Ruins of Songo Mnara.

2.2.4.1 Kilimanjaro National Park – Mount Kilimanjaro

Kilimanjaro National Park is located on the slopes of Mount Kilimanjaro. A journey up the slopes takes the visitors on a climatic world tour from the tropics to the arctic within a short period of six to seven days (TCT and TTB, 2010). The lower slopes of

the mountain are full of grasses and some are cultivated but as one goes up, the slopes turn into lush rain forests inhabited by elephants, leopard, buffalo and antelope. Moving from these points upwards the vegetation changes to desert like climate and finally there is ice and snow which forms the biggest view on the continent, hence serving as a good tourist attraction.

The snow capped Mount Kilimanjaro is the highest in Africa (19,340ft ~ 5869 m) and it is the highest walk able summit in the world (TCT and TTB, 2009, 2010, 2011 & 2013). Mount Kilimanjaro is the crown of Tanzania and one of Africa's classic images. Climbing Mount Kilimanjaro is the highlight of many visitors' experiences in Tanzania. Hiking on the roof top of Africa is the adventure of a life time; anyone from a seasoned tourist, to a reasonably fit first time enthusiastic can experience and feel the snowy peak (TCT and TTB, 2009).

2.2.4.2 Stone Town of Zanzibar

Zanzibar's lasting mystique has attracted travellers from all over the world. Zanzibar is a historical town which used to trade in slaves, ivory and spices and these were transported in large wooden sailing dhows across the Indian Ocean to Arabian Peninsula and beyond. Zanzibar's main attraction today is the beauty of the island itself (ZCT, 2011/12). It was in Stone Town that the Sultan lived and slaves were bought and sold like any other commodity (ibid). The House of Wonders is a grand building which was once used by the Sultan for his administrative duties. It is located in Stone Town along the sea shore to the extent that visitors arriving by sea face the building directly. It is in Stone Town that one can find the Anglican Cathedral built

over the sight of the old slave market with slave chambers. Stone Town is much of an attraction for visitors like Zanzibar beaches and organized tours for visitors are made in Stone Town.

Stone Town is also a patchwork of architectural style originating along the Swahili Coast, Arabia, Asia and beyond. It is through these beautiful old buildings and along the narrow streets that a Stone town tour will teach visitors of the islands' rich blend of cultures and fascinating history (ZCT, 2011/12). Zanzibar is known for its importance in the suppression of slavery and intense sea borne trading activities between Asia and Africa.

2.2.4.3 The Ngorongoro Conservation Area

Ngorongoro Conservation area has the finest blend of landscapes, wildlife, people and archaeological sites in Africa. Ngorongoro crater is often referred to as the 8th natural wonder of the world, deep within the ancient caldera with heads of gazelle roaming beside sated lions and endangered black rhino and elusive cheetah are often spotted through the early morning mist (TCT and TTB, 2009, 2010, 2011 & 2013). Tanzania is a land of wonderful contrasts. Olduvai Gorge in the interior Rift Valley where the traces of the earliest man were discovered is a good attraction for tourists. The footprints of the earliest man were left on the dust floor of Olduvai Gorge and this place now serves as a historical site (TCT and TTB, 2010).

2.2.4.4 Selous Game Reserve

Selous is one of the largest fauna reserves of the world located in the Southern part of Tanzania. It has a diversity of wildlife and undisturbed nature. The reserve is a

home to typical Savannah animals such as elephants, hippopotami, the rare African wild dog, and crocodile which are all found in larger numbers compared to any other African park (TCT and TTB, 2009, 2010, 2011 & 2013).

2.2.4.5 Serengeti National Park

Serengeti National Park is a home to one of the most spectacular events in the world (UJUMBE, 2010). The great wild beast migration alone comprises the largest movement of land animal on the planet. This annual migration of wild beast which attracts thousands of tourists in the country, takes place in Serengeti national parks. With over 25% of the country's total land mass dedicated to wildlife parks and conservation areas, Tanzania remains wholeheartedly committed to the preservation of Africa's great wilderness and incredible range of animal species. Serengeti National Park is Tanzania's oldest park and one of the world's last great wildlife refugees. It is most famous for its annual migration of over one million wild beasts, 200,000 zebras and 300,000 Thomson's gazelle (TNP, 2008, TTB and TCT, 2013).

2.2.4.6 Kondoa Rock Arts Sites

These sites comprise a series of caves curved into the side of the hill looking out over the step. The site has a spectacular collection of images from over 150 shelters depicting elongated people, animals and hunting scenes. Today many of the shelters are still considered to have ritual association with the people who live nearby, reflecting their beliefs, rituals and cosmological traditions.

2.2.4.7 Ruins of Kilwa Kisiwani and Ruins of Songo Mnara

Ruins of Kilwa Kisiwani and Ruins of Songo Mnara are the remains of two great East African Ports admired by early Europeans explorers and are situated in two

small islands near the coast. The merchants of Kilwa dealt in gold, silver, pearl, perfumes Arabian Crockery, Chinese Porcelain. Visitor sites are the Great Mosque, the Mkutini palace and remarkable ruins. The ruins of Kilwa Kisiwani and Songo Mnara are in the list of World Heritage in danger (TTB and TCT 2009, 2010, 2011 and 2013).

2.2.4.8 National Parks, Game Reserves and Conservation Areas

Tanzania has 14 National Parks, 31 Game Reserves, 50 Game controlled areas, one Conservation area, and two marine parks (MNRT, TTSB, 2009). The country's wildlife resources are considered among the finest in the world and have been widely known for many years. Tourists' attractions like the elephants of the Tarangire National Parks, the tree climbing lion of Lake Manyara, and the famous elephants playing in the ocean surf of Saadani Game reserve are rewarding experiences for travellers (TTB, 2010).

A team of experts on capacity building workshop and investment forum, URT, MIGA (2001) reported that Tanzania developed as a wildlife tourism destination after Kenya, South Africa and Zimbabwe largely for reasons of prior government policies. Both infrastructure is poorer and hotels are less numerous than in the competitor destinations and the overall package price is higher. The report added further that the number of tourists visiting Tanzania is much smaller than in these three countries. Hence Tanzania has the potential to increase its share of wildlife tourism. Tanzania has a big population of species that are threatened on a continental scale, for example, wild dog, black rhinoceros, the African elephant, and the Nile

crocodile. Of the 9000 bird species identified worldwide, 1000 are found in Tanzania (ibid).

2.2.4.9 Beach Attractions and Activities

The nice beaches and wonderful places for swimming, snorkelling and scuba diving in Zanzibar islands make Tanzania an ideal case for research on positioning tourist destinations. Additional natural attractions include the sandy beaches North and South of Dar es Salaam, and wonderful deep sea fishing at Mafia and Pemba islands. Tanzania has exceptional world class marine assets in Zanzibar and a number of offshore islands. Zanzibar Island is surrounded by white powdered sands, clear blue skies and Indian Ocean in an array of colours and sea waves which gently lap against the sea shoe. Pange sandbank is one of the good areas for snorkelling and its calm and shallow waters is a home to enormous array of tropical reef fish such as clownfish and parrotfish (ZCT, 2011/12).

Visitors who want unforgettable experience have a chance to visit Kizimkazi, which is a place for dolphins' sightings, home to both humpback and bottlenose dolphins. In general along the Indian Ocean Coast line and around the Africa's great lakes there are wonderful places for swimming, snorkelling, scuba diving and sports fishing.

2.2.4.10 Other Attractions in Tanzania

Historical places like the prison island where rebellious slaves were kept is now a home to a family of giant tortoise which provides a good attraction to tourists. The great lakes of Africa include Lake Victoria and Lake Tanganyika which are a unique

attractions and historical sites also (TCT and TTB, 2011). Lake Victoria is a source of river Nile, the biggest lake in Africa and the second largest freshwater lake in the world (URT, MNRT, 1999). Lake Tanganyika is the longest freshwater lake in the world and the second deepest in the world with over 250 different fish species (ibid).

2.2.4.11 Festivals and Events in Zanzibar

Festivals and events is an additional attraction that brings tourists to Zanzibar. Such events include Sauti za Busara, Mwakakogwa and the Festival of the Dhow (ZIFF). Additional attractions that enhance positioning of Tanzania as a tourist destination include interesting culture and arts notably the Maasai culture together with the Makonde sculptures and carvings done in ebony. Spice tour has also attracted the attention of many visitors who not only visit the spice plantations but also buy spices and related products to take back home as presents and for their own consumption.

2.2.5 Competitiveness of Tourist Destinations

The dynamic nature of competition in tourism requires destinations to be able to combine and manage their tourist resources in order to gain a competitive advantage. This cannot be achieved unless a destination is able to influence the minds of both actual and potential tourists. The new needs of tourists make it necessary for destinations to constantly reconfigure, gain and dispose of attractive resources able to meet the demand of a shifting market. In the tourism field, competition among territorial areas is usually not centred on a single aspect of the tourism product (environmental resources, transportation, tourism services and hospitality) but on the tourist destination as an integrated and compound set of tourist facilities for the client

(Buhalis, 2000; Ritchie and Crouch, 2000 cited in Cracolici and Nijikamp, 2008). It is this integrated and compound set of tourist facility which influences the mind of the prospects. As a result, destinations have to face the challenge of managing and organizing their scarce resources efficiently and effectively in order to supply a holiday experience that must outperform alternative destination experiences on the tourist market. Today we live in a world of relentless, unceasing competition.

Brent and Ritchie (2003) explained the fact that the need to compete confronts human in all endeavours, particularly in sports, employment, in business and in international trade. Whereas in the animal kingdom we appreciate the importance of the principle of the survival of the fittest, it seems more appropriate to talk of the survival of the most competitive in the human world (ibid).

Goeldner and Ritchie (2009) discussed the tourist competitiveness of a destination area based on both a comparative and competitive advantage concept. The former refers to the resources with which the destination is endowed and which enhances its chances of success. The resources include endowment resources of the destination such as historical and cultural resources, infrastructure and tourism superstructure, human, physical and knowledge and capital resources. The latter (competitive concept), refers to the effectiveness with which a destination's resources are utilised or deployed thus enhancing its relative probability of success relative to competing destinations (ibid).

Goeldner and Ritchie (2009) added that the success of a tourism destination which relies heavily on the perception of tourists' destinations also depends on:

(i) Core resources and attractors – The choice of destination by prospective tourists depends on physiography and climate, culture and history, market ties, mix of activities, special events, entertainment and tourism superstructure.

(ii) Supporting factors and resources including physical infrastructure, accessibility, hospitality of the residents, the entrepreneurial efforts of tourism operators, political support for tourism and trained service personnel.

(iii) Situational conditioners including safety and security across a broad range of both health and personal security dimensions.

(iv) The existence of a tourism policy helps to promote a successful and sustainable destination while meeting the quality of life aspirations. Hence destination policy, planning and development are vital for the success of tourism business in any destination.

(v) Destination management. This component of the model focuses on the activities that implement the policy and planning framework on a daily operational basis. These include effective organization, marketing of the destination, ensuring a high quality visitor experience, effective visitor management and being prepared to manage unexpected crises.

In general, the competitiveness of a tourist destination is an important aspect in positioning a tourist destination.

2.2.6 An Overview of Factor Analysis

The technique of factor analysis is used for grouping together correlated variables (Easwaran and Singh, 2010). The technique is also used for reducing the data to

manageable levels without loss of information by combining into one factor the variables that are highly correlated with one another. The existence of clusters of large correlation coefficients between subsets of variables suggests that those variables could be measuring aspects of the same underlying dimension (Field, 2009). The underlying dimensions are then referred to as latent constructs or factors. Factor analysis is used to determine the underlying dimensions surrounding the variables that constitute the image of a tourist destination. Questionnaires are also constructed to measure underlying constructs like experience based perceptions which ultimately determine the image of a tourist destination. The underlying constructs are explained by the variables in the research instrument.

Exploratory factor analysis is designed for situations where the links between the observed and latent variables are unknown or uncertain (Byrne, 2010). This analysis attempts to discover the nature of the constructs influencing a set of responses and determines the strength of the relationship between each factor and each observed measure. Exploratory factor analysis identifies the nature of the constructs underlying responses in a specific area and determines the sets of items that hang together in the questionnaire.

The analysis also demonstrates the dimensionality of a measurement scale because researchers often wish to develop scales that respond to a single characteristic. In addition, the analysis helps to determine features that are most important when classifying a group of items and generate factor scores representing values of the underlying constructs for use in other analysis. Interpretation of the factors is

facilitated using Varimax/Orthogonal rotation which attempts to maximise the dispersion of loadings within factors by trying to load a smaller number of variables highly onto each factor (Field, 2009). Before rotation all factors are independent and Varimax rotation ensures that the factors remain uncorrelated while Oblique rotation allows the factors to correlate (ibid). Identification of underlying dimensions formed by salient attributes which influence the perceptions of tourist destinations using factor analysis is discussed in chapter three (Section 3.11.5).

2.2.7 An Overview of the Concept of Structural Equation Modelling

2.2.7.1 Meaning of Structural Equation Modelling

Structural Equation Modelling (SEM) is a statistical methodology that takes a confirmatory/hypothesis testing approach to the analysis of a structural theory bearing on some phenomenon (Byrne, 2010). Typically, the theory represents causal processes that generate observations on multiple variables (Bentler, 1988 cited in Byrne, 2010). The term SEM conveys two important aspects of the procedures.

These include the fact that the causal processes under study are represented by a series of structural equations variables and that the structural relations can be modelled pictorially to enable a clearer conceptualisation of the theory under study (Byrne, 2010). The hypothesised model is tested statistically in a simultaneous analysis of the entire system of variables to determine the extent to which it is consistent with the data. If goodness of fit is adequate, the model argues for the plausibility of postulated relations among variables; if it is inadequate the tenability of such relations is rejected (ibid).

The general structural equation model comprises of the measurement model and the structural model (ibid). The measurement model defines the relations between the observed and unobserved (latent) variables. It provides a link between scores on observed variables in the measuring instrument and the underlying constructs that they are designed to measure (ibid). The measurement model represents the CFA model which specifies the pattern by which each measure loads on a particular factor. On the other hand the structural model defines relations among the unobserved variables. This is to say that the structural model specifies the manner by which particular latent variables in the model directly or indirectly influences changes in the values of certain other latent variables in the model.

Latent variables in SEM generally correspond to hypothetical constructs or factors which are explanatory variables presumed to reflect a continuum that is not directly observable (Kline, 2011). When working with SEM models, it is helpful to distinguish latent variables that are exogenous from those that are endogenous. Exogenous latent variables are synonymous with independent variables and they cause fluctuations in the value of other latent variables in the model (Byrne, 2010). Changes in the value of exogenous variables are not explained by the model. They are influenced by other factors external to the model, for example age, gender and social economic status.

Endogenous latent variables are synonymous with dependent variables and as such are influenced by the exogenous variables in the model either directly or indirectly (ibid). Experience based perception and image are examples of endogenous latent

variables in the current study. Fluctuations in the value of endogenous variables are explained by the model because all latent variables that influence them are included in the model specification.

In the current research there were fifty observed variables reflecting the actual data collected and entered in the data file in SPSS (Appendix I). The latent variables which are defined as the dimensions for positioning tourist destinations were obtained basing on exploratory factor analysis conducted as will be explained in section 3.11.5. For the purpose of this study the word dimension will mean the same as components extracted basing on the factor analysis conducted, hence the two words will be used interchangeably.

Typically a researcher postulates a statistical model based on her knowledge of the related theory, on empirical research, in the area of study or on some combination of both. Once the model is specified, the researcher then tests its plausibility based on the sample data that comprises all observed variables in the model. The primary task in the model testing process is to determine the goodness of fit between the hypothesised model and the sample data.

Byrne (2010) explained the difference between the observed data and the hypothesised model as residual and that the model fitting process is summarised as: Data = Model + Residual. In this formula, data represents score measurements related to the observed variables of the sample items. The model represents the hypothesised structure linking the observed variable to the latent variables and in some models, linking particular latent variables to one another.

2.2.7.2 Advantages and Limitations of Structural Equation Modelling

(i) As a statistical tool, SEM software integrates a combination of a variety of statistical procedures including multiple regression, factor analysis and analysis of variance (Nachtigall *et al.,* 2003).

(ii) SEM framework has been enriched with the newest procedures to handle missing data (Enders, 2001; Enders and Bandalos, 2001, cited in Nachitgall, *et al.,* 2003).

(iii) SEM is designed for the analysis of the relationships between latent variables and it has the capacity to estimate the relationship between latent variables. The values of latent variables (factor scores for individual subjects) can be estimated in SEM (Weston and Gore, 2006).

(iv) Compared with other general linear models, where constructs may be represented with only one measure and measurement error is not modelled, SEM allows for the use of multiple measures to represent constructs and addresses the issue of measurement of specific error.

(v) Theories in the social sciences normally refer to constructs that cannot be directly observed but can only be inferred from observed variables/indicators (Werner and Engel, 2009). These constructs comprises of several indicators none of which may provide an optimal operationalisation of its own. SEM enables the use of several indicator variables per construct simultaneously and this leads to more valid conclusions on the level of a construct.

(vi) SEM enables the analysis of latent variables and their relationships offering the opportunity to analyse the dependencies of psychological constructs without measurement errors (Nachtigall *et al.,* 2003). SEM is designed for the analysis

of the relationship between latent variables for individual subjects and this is expressed in terms of factor score.

(vii) SEM takes measurement error into account by explicitly including measurement error variables that correspond to the measurement error portions of observed variables. Hence, conclusions about relationships between constructs are not biased by measurement error.

(viii) SEM is able to handle complex patterns of relationships between variables and allows to test complex models for their compatibility with the data and to test specific assumptions about parameters. In this case the researcher will establish, using SEM, whether the model fits the sample data.

The challenges/Limitations of SEM include:

(i) SEM requires large sample sizes (See section 3.5.1). Hence inadequate sample sizes will lead to biased conclusions on the results of analysis done which ultimately leads to misleading conclusions. SEM is a large sample technique and the minimum required sample size has to be observed by the researcher before applying it.

(ii) Estimations in SEM are based on the assumptions of multivariate normality of continuous outcome variables. This means that all individual univariate distributions are normal and that each variable is normally distributed for each value of every other variable (Kline, 2011). When data reveal evidence of multivariate kurtosis interpretation based on the usual MLE may be problematic (Byrne, 2010).

(iii) Testing SEM models may not always go smoothly and the solution that is printed in the output may be an improper one due to problems with model estimations or invalid values for path estimation. Improper solutions in form of out of bound estimates (Heywood cases) include negative error variances/ negative disturbances and standardized values over 1.0 (Kline, 2011). Heywood cases can arise from a number of causes including the presence of outliers in the data and extremely low/high correlations that result in empirical under identification. In addition they can result from a combination of small sample sizes and factors with only two indicators.

2.2.7.3 Model Fit Indices

The output from the computer programme AMOS 18 gives various statistics to provide the overall fit of the proposed model of the data collected. The indices as outlined by Byrne (2010) and Kline (2011) include but not limited to: Number of parameters, Chi square, the ratio of chi square over degrees of freedom, Root Mean Residual (RMR), Goodness of Fit Index (GFI), Adjusted Goodness of Fit Index (AGFI) and Parsimony Goodness of Fit Index.

Additional Indices include Normed Fit Index (NFI), Relative Fit Index (RFI), Increamental Fit Index (IFI), Tucker Lewis Fit Index (TLI) and Comparative Fit Index (CFI). Root Mean Square Error of Approximation (RMSEA), Akaikes Information Criteria (AIC), Expected Cross Validation Index (ECVI) and Hoelters (1983) Critical N form another set of indices on top of what has already been outlined (Details are covered in section 3.11.7.1 – 3.11.7.9).

However the researcher is not required to report on the entire set of fit indices listed but to choose a few from the many in order to report how well the model fits the sample data (Byrne, 2010). The output from AMOS provides the whole list of indices and the researcher has discretion to choose the indices to report but not all. In choosing the indices to report, the researcher considered the fact that different indices operate differently with sample size, estimation procedure, model complexity and violation of the assumptions of multivariate normality (ibid). Global fit indices alone cannot envelope all that needs to be known about a model in order to judge the adequacy of fits to the sample data. The judgement on whether the model is plausible rests squarely on the shoulder of the researcher (ibid). Assessment of model adequacy must be based on multiple criteria that take into account theoretical, statistical and practical consideration.

2.2.7.4 The Concept of Model Fit in Structural Equation Modelling

With respect to model fit, researchers do not seem adequately sensitive to the fundamental reality that there is no true model. In addition all models are wrong to some degree and that the best one can hope for is to identify a parsimonious, substantively meaningful model that fits observed data adequately well (MacCallum and Austin, 2000, as cited in Kline, 2011). A good fit of the model does not imply that a model is correct or true, but only plausible (ibid).

Hypothesis testing in SEM has an advantage in that it places a reasonable limit on the extent of the discrepancy between the model and the data that can be attributed to mere sampling error. If the degree of discrepancy is less than that expected by chance, there is initial support for the model.

However, there are some limitations of all fit statistics in SEM (Kline, 2011). The limitations include the fact that:

(i) The values of fit statistics indicate only the average or overall fit of the model and collapse many discrepancies into a single measure. This means that some parts of the model may fit the data poorly even though the value of fit statistics seems favourable.

(ii) Fit statistics do not indicate whether the results are theoretically meaningful. In addition fit indices provide no guarantee whatsoever that the model is useful (Byrne, 2010)

(iii) Values of fit statistics that suggest adequate fit do not also indicate that the predictive power of the model is also high as measured by statistics for individual endogenous variables.

Notwithstanding what has been said, the researcher used SEM in the current study in order to capitalise on the benefit of hypothesis testing under SEM.

2.3 Review of Empirical Literature

Laws (1995) identified two main factors which contribute to the attractiveness of a tourism region (Primary and secondary features). The primary features include climate, ecology, cultural traditions, traditional architecture and its landforms. The secondary destination features are the development introduced specifically for tourists, such as hotels, catering, transport, activities and amusements.

The two mentioned categories assume that there is a clear cut division between them. Whether there is a developments made specifically for tourists or not is an issue for

discussion. Experience shows that developments for tourists can be used by local people and vice versa. Cultural traditions can be under primary or secondary category depending on the way it is interpreted. Laws (1995) cited in Kim and Agrusa (2005), proposed the primary and secondary dimensions to include a number of attributes. The primary category includes attributes with innate characteristics such as climate, ecology, natural resources, cuisine, culture and historical architecture. The secondary category, on the other hand comprises of attributes that are built or introduced by the public/private sector: hotels, resorts, catering outlets, transportation and entertainments.

The categorisation into primary and secondary dimensions does not explain why cuisine and catering outlets fall in two different dimensions while they relate to each other and should have been in one category. The two items can be placed under the secondary category because they are introduced by the public or private. Entertainments attributes can be derived from natural factors and hence fall under primary category while at times entertainments can be related to attributes introduced by the public/private and fall under the secondary category. The two dimensional categorisation does not address a number of things including green tourism, wildlife adventures and beach attractions. Also the attributes that are intangible in nature do not seem to feature clearly in the groups mentioned. The methodology for grouping the attributes together with the objective of grouping is purely qualitative.

The tourist Destination Model proposed by WTO (1998, Gouldner *et al.,* 2000; Muller and Petersson, 2001; as cited in Eraqi, 2007) comprised of three dimensions

namely Cultural, Historical and Natural dimension. The cultural dimension covers regional culture, language, identity, traditions – general and specific. The historical dimension comprises history of the region, historical development and influences. The nature dimension concerns geographic factors, climate, landscape and location. The three dimensional structure is based on qualitative methods of grouping the attributes.

Botha *et al.,* (1999) identified four dimensions basing on twenty destination attributes, which were subjected to Principal Component Analysis with Varimax rotation. The identified dimensions were entertainments, infrastructure, physical environment and wildlife viewing. Entertainment dimension addressed attributes related to various recreational activities, variety of food with value for money, wide range of cultural activities and high quality gambling opportunities. According to this literature, attributes such as transportation system, car parking arrangement, safety quality and friendliness of employees comprised the dimension of infrastructure. The physical environment dimension covered pleasant weather, relaxing atmosphere and attractive scenery. A good opportunity for wildlife viewing was the only attribute under the component of wildlife. This study differs from the current one where there are ten dimensions basing on 50 attributes and the wildlife adventure has three attributes. In addition the attribute of friendliness of employees fits in the dimension of hospitality and not transport as stated.

A summary of 34 attributes from 14 different studies was grouped into categories/components ranging from functional to psychological (Etchner & Ritchie,

2003). The functional characteristics concern the more tangible aspects of the destination including scenery/natural attractions, costs/price levels, climate and tourist activities. The psychological characteristics on the other hand concern the more intangible aspects like fame/reputation and quality of service, peaceful and relaxing environment. Both functional and psychological components can either be attribute based or holistic. Considering the list of 34 attributes included in the study, few researchers have succeeded in incorporating the majority of them in the measurement instruments (ibid). In addition the basis for grouping the attributes into functional or psychological categories was qualitative. There has been a general tendency for researchers to concentrate more on functional attributes as compared to psychological attributes.

Pike (2003 cited in Pike, 2008) compiled a summary of 15 themes of attributes basing on an analysis of over 80 published studies on destination images that had used a list of attributes in structured questionnaire. The 15 themes of attributes include nature/scenery, local culture, price/value, good weather, infrastructure, friendly locals, safe and relaxing environment, lots to do, accommodation, sports activities, cafes/restaurants, historical sites, nightlife, accessibility and shopping. The list of attributes could be explored to establish if they form dimensions that can be universally accepted.

In another study by Kim and Agrusa (2005), eight attributes for positioning honeymoon destinations in Korea were identified. The attributes include comfortable place, good scenery, safety, romantic place, appropriate tourism costs, good weather, historical and cultural resources, and good place for shopping. The techniques used

for analysing the data were KYST (Kruskal, Young, Shepard and Torgerson), PROFIT (Property Fitting) and PREFMAP (related Preference data to Multi Dimensional Scaling). The current study is more comprehensive in terms of coverage of attributes.

Beerli and Martin (2004), through qualitative analysis, identified nine dimensions of attributes which influence image. The dimensions include:

(i) Natural resources (Weather, beaches, richness of the scenery and variety and uniqueness of flora and fauna).

(ii) Tourism leisure and recreation (Theme parks, entertainment and sports activities)

(iii) Natural environment (Beauty of scenery, beauty of cities and towns, cleanliness, overcrowding, noise, air pollution and traffic congestion).

(iv) General infrastructure (development and quality of roads, airports and ports, transport facilities, development of health services, telecommunications, commercial infrastructure and buildings).

(v) Tourism infrastructure (Hotels, restaurants, bars, accessibility to destinations, excursions at the destination and tourist centre).

(vi) Culture, history and art (Museums, historical buildings, festivals, handcrafts, gastronomy, folklore, religion and customs and way of life).

(vii) Political and economic factors (Political stability, economic development, safety and prices).

(viii) Social environment (Hospitality and friendliness of the local residents, underprivileged and poverty, quality of life and language barriers).

(ix) Atmosphere of the place (Luxurious place, fashionable, place with fame and reputation, place oriented towards families, relaxing place, stressful place, pleasant place, boring place and attractive or interesting place).

The nine dimensions were further grouped into two categories (Cognitive image and motivation attributes) and factor analysis was done with Varimax rotation. Five dimensions were identified under cognitive image (Natural/cultural resources, infrastructure, atmosphere, social setting/environment and sun and beach). The four dimensions identified under motivations include knowledge, relaxation, entertainment and prestige. The current study is based on experience of tourists after visiting the destinations and not before. Hence attributes related to motivations are not addressed in the current study. In addition the five dimensions under cognitive image are all included in the current study plus some additions to make ten.

A study by Ibrahim and Gill (2005) identified four factors for measuring perception and satisfaction of the tourism product by using factor analysis. The extracted factors are:

(i) Places of interest and culture (Range of cultural and historical sites, good nature trail, variety of architectural styles, wide range of festivals and special events)

(ii) Resort atmosphere (Wide variety of international cuisine, excellent nightlife and entertainment)

(iii) Outdoor activities (Plenty of outdoor activities, great water sports and family activities)

(iv) Scenery, adventure and beach

The four factor structure does not directly reflect attributes related to environmental conscious tourism as done in the current study. In addition, having identified the four dimensions no further test was done to confirm the results.

Hankinson, (2005) through Repertory Grid procedure produced 264 attributes and these were classified into eight clusters by means of content analysis. The study addressed key destination brand image attributes for business tourism destinations in order to establish whether the attributes differ from commercial criteria used in selecting destinations for a business event. The eight clusters identified by the study are physical environment, economic activity, business tourism facilities, accessibility, social facilities, and strength of reputation, people characteristics and size.

Three clusters of attributes dominated the ambience dimension (Physical environment, the destination's principal economic activity and social facilities). Two clusters of attributes dominated the functional dimension (business tourism facilities and accessibility). The findings of the study also revealed that the business and leisure tourism should be managed together in order to capitalise on potential synergies and avoid the negative impacts caused by the communication of two conflicting brand images. One of the areas recommended for further research in this study was to explore the dimensionality of the brand image construct to confirm the two dimensional structure suggested by the study (Functional and ambience

dimensions). The direction for future research formed the basis for the current study on “Dimensions for Positioning Tourists’ Destinations”.

The influence of various dimensions of destination image on tourist behaviour was examined by Lee *et al.* (2005). The result was based on 9 constructs (Service quality perception, Affect, Tourist satisfaction, Willingness to recommend, Revisit intention, Attractions, Comfort, Value for money and Exotic atmosphere). The study indicated that four dimensions (Attraction, Comfort, Value for money and Exotic atmosphere) influence “Service quality perception” and “Affect” dimensions which ultimately influence “Tourists satisfaction”, “Willingness to recommend” and “Revisit intentions” dimensions. The study differs from the current one where the researcher establishes the significance of the relationship between dimensions formed by the attributes and experienced based perceptions on one hand; and between experienced based perceptions and the image of a tourist destination on the other hand.

Another study by Eraqi (2007) identified five factors using Principal Components Analysis. The factors include: - Transportation quality; Hotel service quality; Restaurant service quality; Tourist guide service quality and Drivers’ behaviour quality. The findings of the study reveal the importance of understanding the needs of tourists related to transport services, hotels, restaurants, tour guides, safety and security; in positioning tourists’ destinations. In order to promote the competitiveness of the business, improvement need to be made on the tourism product offered. In addition the five factors identified are mainly based on the tourism superstructure and infrastructure in general and do not address other attributes. More factors could

be considered in relation to tourist attractions including historical and natural endowments, wildlife and attributes related to the environment.

A study by Mohamed (2008) revealed that image influences post purchase behaviour and satisfaction for recreation tourism. Image influences quality of tour and quality of destination but does not affect the willingness to return, satisfaction or recommendation in cultural tourism. In the case of cultural tourism, quality of a destination has no effect on willingness to return, satisfaction or recommendation for recreational tourism. The study was based on seven variables out of which one (image) is a dimension in the current study and the rest are attributes for measuring experienced based perception and image itself. The construct of image in this study was measured using the following 12 attributes:

(i) Standard of hygiene and cleanliness (ii) Personal safety (iii) Infrastructure
(iv) Entertainment (v) Appealing local foods (vi) Friendly people
(vii) Unpolluted environment (viii) Good Value for Money (ix) Good climate
(x) Availability of tourism information (xi) Low trip cost and
(xii) Inexpensive goods and services

The variables for measuring image in this study differed from those of the current study in the sense that the mentioned attributes have all been used for measuring experience based perceptions in the current study. Image is measured using only four variables which are actually an outcome of the attributes listed and these four variables are shown in Table 3.13. Hence the variables for measuring image in the current study are more comprehensive.

Naidoo, Ramseook – Munhurrun and Ladsawut (2010) identified 18 attributes which determine tourists' satisfaction with the holiday destination in Mauritius. The attributes ranged from cultural and historical sites to sports facilities. Tourists as travellers, experience products and services of several destinations and their perceptions of a holiday destination are influenced by comparing the different facilities, attraction and level of service (Laws, 1995). However, understanding and measuring customer perceptions is extremely complex as each individual has unique perceptions. Furthermore measuring customer perceptions is even more challenging for a destination due to the characteristics of the tourism product and the inherent range of attributes (Naidoo *et al.,* 2010).

A comparison of the mean score between performance and expectations through a two tailed significance test revealed a significant difference on 15 out of the 18 attributes examined. Results indicated that three attributes performed better than others in terms of the mean scores (sunny and warm weather, peaceful environment, and quality of hotels). Other attributes which were positively and well perceived by the tourists were reasonable price, friendliness of locals and attractive beaches. It was also observed that three attributes (gastronomy, reasonable price and medical facilities) were not statistically significant.

The gap score for each of the 18 destination attributes was obtained by subtracting expectation scores from performance scores revealing satisfaction with three attributes (shopping facilities, spa facilities and cultural and historical sites. Five destination attributes out of 18 had negative gap scores indicating that the features

were performing below expectations. These included quality of hotels, reasonable price, peaceful environment, attractive beaches and sunny warm weather.

The brand image of Mauritius is associated mostly with the sun, Sea and Sand (3S'), a peaceful and relaxing environment and the hospitality of Mauritians (Naidoo *et al.*, 2010). The findings of the study on brand image of Mauritius revealed three functional attributes mostly appreciated by tourists (white sand beaches, sunny and warm climate and standard of hotels). These attributes indicate that Mauritius as a tourist destination is well positioned in the European countries for its beaches, quality of hotels and services delivered by the hotel staff who are extremely polite and caring to the tourists (ibid). However the findings revealed poor scores of perception on family activities, followed by festivals, events and handcrafts.

Byon & Zhang (2010) identified four dimensions of destination image by performing CFA on 18 attributes. The four dimensions are infrastructure, attractions, value for money and enjoyment. SEM was conducted to examine the predictability of the scale measuring destination image to behavioural intentions as opposed to the current research where SEM was applied to confirm the ten dimensional structures of attributes for positioning tourist destinations. The results of SEM indicated that the scale measuring destination image contributes positively to tourist decision-making and they were of predictability to tourism behaviour.

Sarma (2010) identified two components for positioning North East India as a tourist destination. The two components include infrastructure (nine variables) and external influences (11 variables). The variables for infrastructure include transport to and

within the destination, suitability and cost of accommodation, safety, infrastructure from respondent's view, surroundings and time available with the tourist. External influences include variables such as drinking water, main tourists' attractions, chance, culture of the local people, number of the tourists visiting the destination, distance from origin, recommendations of earlier visitors, recommendations of tour operators, weather, proximity to a place visited and basic nature.

No further analysis was done to confirm the results of factor analysis. The current research on dimensions for positioning tourists' destinations tests the significance of the relationship between the dimensions formed by the attributes and the experience based perception. Also it tests the relationship between experience based perception and the image of a destination.

Liu and Ko (2011) applied factor analysis on 17 variables and four components were extracted (Activity participation, Arts and shows, Snacks and specialities and Natural landscape). The natural landscape comprised of geographical landscape, flora and fauna, natural scenery, temples and historical sites. The snacks and specialities comprised of cuisines, snacks, local specialities and souvenirs. Shows, customs, culture and arts comprised the component of arts and shows. The fourth component of activities participation comprises outdoor leisure activities, recreational facilities, festivals and hotel amenities. Results also revealed that the most attractive factors in Taiwan to Outbound Chinese Tourists were natural scenery, geographical landscape and outdoor leisure activities. The least popular tourism attraction was temples. No further analysis was done on the data to confirm the results.

In another study by Naidoo *et al.* (2012); two dimensions of attributes were identified (functional and psychological image attributes). The functional attributes include White sandy beaches, cultural & historical sites, eco tourism and nature based activities, family activities, standard hotels, local cuisine, festivals, events and handcrafts, medical expertise, cultural diversity, nightlife, spa facilities, reasonable price, golf and water sports, shopping facilities, sunny and warm climate.

The psychological attributes include safety and security, hospitality of locals and peaceful and relaxing environment. The psychological attributes corresponds to the three dimensions in the current research (Safety and security, hospitality and beach attractions) each of which contains a number of attributes. The functional attributes fit in the various dimensions under the current study including beach attractions, heritage endowments, wildlife, efficiency at entry and exit point, and other adventures.

Wang *et al.* (2012), through exploratory factor analysis, identified five dimensions of service quality that influence tourist experience and five dimensions of tourists experience which influence post trip behavioural intention. The service quality dimensions which influence tourist experience include resource conditions, recreational activities, tourism facilities, integrated management and related personnel. The dimensions of tourist experience which influence post trip behavioural intention include sensory experience, emotional experience, thinking experience, operational experience and associated experience. Similarly, post trip behavioural intention includes three variables, namely revisit intention,

recommendation intention and alternative intention. This study was based on 25 attributes/indicators.

The related personnel attributes dimension is similar to hospitality dimension in the current research. Similarly, recreational activities dimension matches the beach attractions and other adventures in the current study. The tourism facilities and integrated management dimensions match the dimensions of efficiency at entry and exit point in the current research. Resource condition in this study matches the dimension of pollution in the current research.

The difference between this research and the current one is that the post trip behavioural intention dimensions are actually indicators for measuring image of a destination in the current research and not dimensions. The tourist experience dimension is closely related to experience based perceptions although it contains attributes related to scenery dimension in the current research.

A study by Buhalis, 2000 (as cited in Mohamed *et al.,* 2013) revealed that a destination image is manifested by six dimensions namely:

(i) Attractions (Natural, manmade, artificial, purpose built, heritage, special events)

(ii) Accessibility (Entire transportation system comprising routes, terminals and vehicles)

(iii) Amenities (Accommodation and catering facilities, retailing and other touristic services.

(iv) Activities (All activities available at the destination and consumers will do during their visits.

(v) Ancillary services (Services used by tourists such as banks, telecommunication, post, news agent and hospital services

Table 2.1: Dimensions of Attributes for Positioning Tourists' Destinations

Name of Authors	Year	No. of Dime.	Labels for the dimensions	Analytical Method
Gouldner *et al.,* Muller and Petterson	2000 2001	3	Cultural dimension, Historical dimension, Nature Dimension	Qualitative
Kim & Agrusa	2004	8	Comfortable place, Good scenery, Safety, Romantic place, Appropriate tourism costs, Good weather, Historical & Cultural resources, Good place for shopping	KYST PREFMAP PROFIT
Chong – Ki Lee Yong – Ki Lee BongKoo Lee	2005	4	Attraction, Comfort, Value for money, Exotic atmosphere	Factor analysis and CFA
Ibrahim Essam & Gill Jacqueline	2005	4	Places of interest & culture Resort atmosphere Outdoor activities Scenery, adventure & beach	Factor analysis
Perunjodi Naidoo Prabha Ramseook – Munhurrun Jeynakshi Ladsawut	2010	18	Cultural & historical sites, ecotourism & nature trails, sunny & warm weather, family activities, attractive beaches, friendliness of locals, gastronomy, festivals, events & handicrafts, medical facilities, nightlife entertainment, peaceful environment, quality of hotels, reasonable price, safety & security, shopping facilities, spa facilities, mix of cultures, sports and facilities	Mean, comparison between expectation and performance (Gap)
Yung – Lun Liu Pen – Fa Ko	2011	4	Activities participation, Arts and Shows, Snacks and Specialities, Natural Landscape	Factor analysis
Perunjodi Naidoo Prabha Ramseook – Munhurrun	2012	2	Functional attributes Psychological attributes	Mean, comparison between expectation and performance
Mahadzirah MohamedAbdul Manan AliNur Izzat Ab GhaniAhmad Rusdi AbdullahSafiek Mokhlis	2013	2	Natural attractions, Amenities and activities	Factor analysis (EFA & CFA) and SEM

Source: Compiled from different authors as shown in the first and second column

(vi) Available packages (pre arranged packages by intermediaries and principals)

The information presented in Table 2.1 summarises the dimensions for positioning tourists' destinations in addition to what is presented in table 1.1. Previous studies had different motives for identifying attributes comprising the image of a tourist destination. These included assessing the level of satisfaction derived from various destinations and plans for future destination decision choices. Throughout the world there are a number of good destinations and a tourist does not have to visit the same attraction all the time. But if satisfaction derived from the visit is high then repeat visits can be expected or tourists may stay longer at a destination.

The tourists' experiences in visiting destinations have two possible outcomes namely positive and negative experiences. Positive tourists' experiences of a destination may lead to intention to revisit the destination or recommend it to friends and families. Negative experience may lead to negative word of mouth and no intention of revisiting. Malaysian destination image is manifested by two underlying dimensions (Mohamad *et al.,* 2013). The two dimensions are:

(i) Natural attractions (A holiday in Malaysia is a real adventure, Malaysia offers a chance to see wildlife, Malaysia has nice beaches for swimming, Malaysia offers a lot in terms of natural scenic beauty)

(ii) Amenities and activities (There are few first class hotels in Malaysia, there is little to see in Malaysia, There is little to do in Malaysia)

The competitive situation and challenges within the tourism industry worldwide entailed a better understanding of destination image and destination loyalty to

achieve Malaysian aspiration to retain its international reputation as one of the most desirable destination in Asia and become a developed country by year 2020.

2.4 Conceptual Model

The proposed four dimensions of attributes are shown in figure 2.1 reflecting manmade attributes, historical and natural endowments, adventure tourism and environmental conscious tourism dimension.

Manmade attributes dimension include all facilities and resources that are designed or constructed by man. They include attributes such as infrastructure and superstructure (hotel buildings, conference halls, roads and airports). The images of tourists' destinations are influenced by the type and quality of hotel accommodations, customer care, economic power, safety and security, facilities and resources available together with their working conditions, and accessibility to and from the attraction areas. These attributes collectively influence as a dimension the images of a destination. If these attributes are not in good condition they may result to dissatisfactions in tourists' spots and hence cause tourists to go to competitors who have better facilities.

Historical and natural endowments (HIST & NAT. ENV.) include all attributes related to nature, heritage endowments, culture, traditions, natural resources, landscape, water bodies, climate, and ecology. The natural attractions of any country include historical sites, temples, natural scenery, culture, art and craft all of which make tourists think of particular destinations. Such attractions also make tourists plan for revisits or sometimes stay longer.

Adventure tourism dimension comprises of water sports (swimming, snorkelling, scuba diving, sports fishing and wind surfing); sunbathing and other beach entertainments; hiking and mountain climbing.

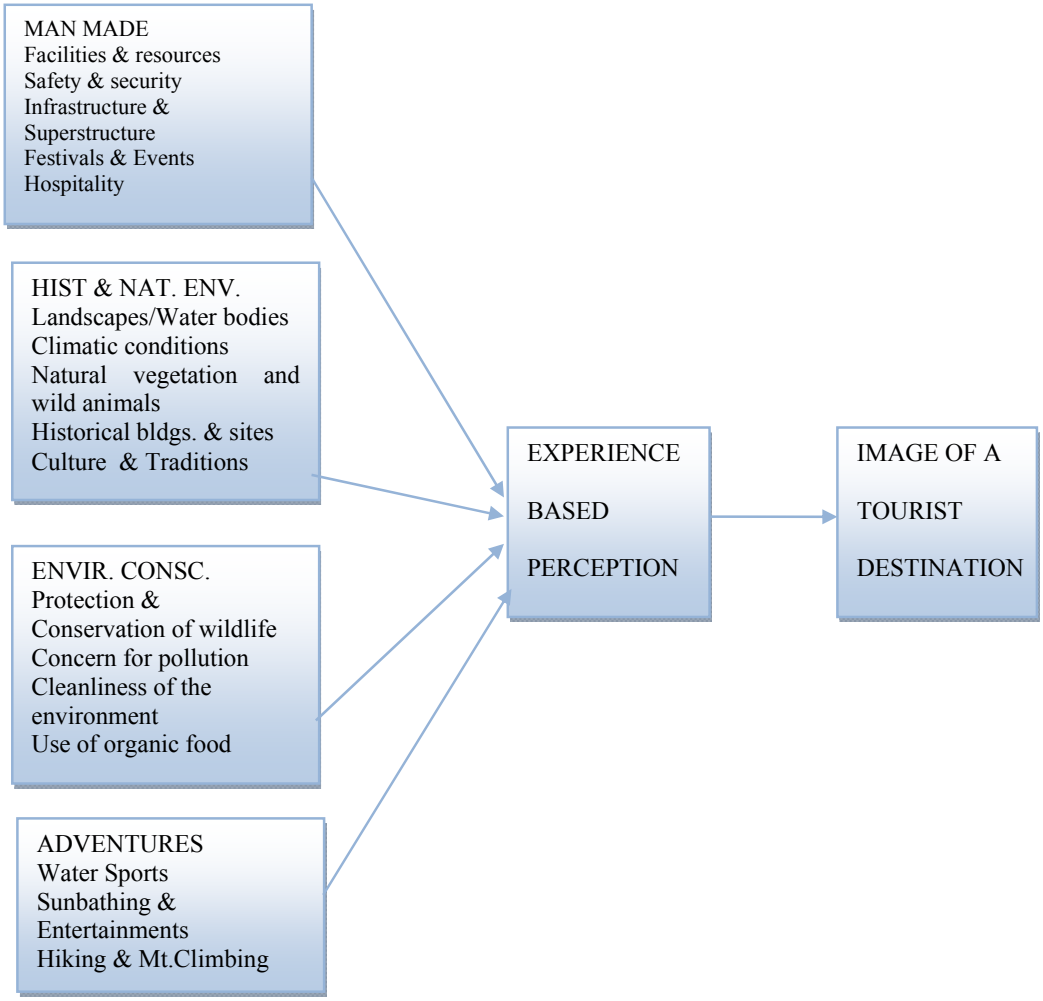

Figure 2.1: Conceptual Framework

Source: Developed from various literature (Laws, 1995; Eraqi, 2007; Pike, 2008; Naidoo *et al.*, 2010; Sarma, 2010; Li and Ko, 2011; Wang *et al.*, 2012 and Mohamed, 2013)

Environmental conscious tourism (ENVIR. CONSC.) includes all attributes related to the protection and care of wildlife and the natural environment in general. Tourists

will form images of destinations basing on the way the natural environment is protected and cared for. These include protection of flora and fauna, cleaning the environment, use of organic food, issues related to air and water pollution and conservation of wildlife.

The four dimensions influence the perceptions of tourists' destinations which ultimately influence the image of a tourist destination (See Figure 2.1).

2.5 Research Gap

The majority of the researches carried out have identified a list of attributes that influence the perceptions of tourists' destinations. Some of the lists of attributes are exhaustive and others are not. One of the techniques that has been used for grouping the attributes into dimensions is factor analysis. However, there is no common agreement by the different authors, on the grouping of the attributes into dimensions, the analytical technique used as the basis for grouping and subsequently the naming of the dimensions.

In addition there is no agreement on what dimensions exist so to appropriately position a destination taking into account the variations in factor endowments in different countries. The current study intends to fill the gap by developing a theory for positioning tourists' destinations using the perspective of attribute dimensions. It also intends to apply Structural Equation Modelling with AMOS programme to test the significance of the relationship between the various constructs in the study.

CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Introduction

This chapter explains the methodology applied in carrying out the research. It starts by highlighting the research philosophy guiding the study followed by a description of the research design and the study area. Subsequent to this is a description of the sample size and its selection. Data sources and collection techniques are explained followed by questionnaire design and operationalisation of the research variables. The validity and reliability of the research instrument was then tested. The procedures followed in processing data collected from the field including a highlight on model fit summaries are done. The chapter ends with data presentation and analysis techniques used.

3.2 Research Philosophy

Research philosophy relates to the development of knowledge and nature of that knowledge (Saunders *et al.,* 2009). The current study was approached from the positivist approach. This approach holds that the social world exists externally and that its properties should be measured through objective methods, rather than being inferred subjectively through sensation, reflection or intuition. The assumptions underlying this school of thought are that only phenomena that can be observed or verified will lead to credible data. Existing theories are used to develop hypotheses which will be tested and confirmed leading to further development of theory which may be tested by further research.

Philosophical issues are important because they help to clarify the research design by showing the kind of evidence gathered, sources and interpretation of the evidence in order to provide good answers to the basic research questions. Also they help the researcher to identify the designs that will be workable and create designs that may be outside the researcher's past experience. The justification for using this orientation emanates from the fact that the researcher aims at developing a theory that will be used for positioning tourists' destinations using the perspective of attribute dimensions. The model that will be developed by the researcher will be tested and hypotheses will be generated from the model.

3.3 Research Design

The research design adopted for this study was initially exploratory because the nature of the underlying constructs was unknown. Structured questionnaires were administered with actual tourists who were leaving the country after visiting various attractions, to identify attributes that influence their perceptions. Exploratory Factor Analysis was then applied on the data to establish the dimensions for positioning tourists' destinations. Subsequent to this was Confirmatory Factor Analysis and Structural Equation Modelling to confirm the results and test hypotheses respectively.

The research design used by the researcher involved exit surveys. The researcher used a survey strategy because it is associated with deductive approach and exploratory study; and it has the following advantages (Saunders, 2009):

(i) Surveys allow the collection of a large amount of data from a sizable population in a highly economical way.

(ii) It allowed the researcher to collect quantitative data which can be analysed quantitatively using descriptive and inferential statistics

(iii) Data collected using survey were used to suggest possible reasons for particular relationships between variables and to produce models of the relationships.

(iv) The exit survey gave the researcher more control of the research process and when sampling is used it is possible to generate findings that are representative of the whole population at a lower cost than collecting data for the entire population.

The current study was conducted using evidence collected from Tanzania and the reason for this choice is its potentiality of tourism services as explained in section 1.4 and sections 2.2.4.1 – 2.2.4.11. The data collection techniques employed involved triangulation of multiple sources of data including interviews and structured questionnaires. As is common with most academic researches, the study was time constrained and hence cross sectional in nature. The data were collected in two phases (Pilot and main study) covering both peak and low season as will be explained under primary data collection (section 3.6.2).

Quantitative data was obtained through structured questionnaires that were distributed to tourists while qualitative data was obtained through depth interviews with selected destination marketers during tourism fairs. These included the Director of Airport authority – Zanzibar airport, Director of Tourism – Ministry of Natural Resources and Tourism, Managing Director – Tanzania Tourist Board,

Administrative Manager – Zara Tours Ltd., in Kilimanjaro and Administrative Manager – Breeze hotel, Zanzibar. The selection of the destination marketers was based on the judgement of the researcher taking into account key issues as follows. In the first instance, MNRT is the sole ministry responsible for tourism matters in Tanzania and TTB is the sole body in charge of promotion of tourism business in the country, hence the choice was inevitable. The other destination marketers were selected by the researcher during tourism fairs basing on their willingness and commitment to give information required by the researcher. In addition, the selected destination marketers were very active in promoting their businesses during the tourism fairs and they showed particular interest in the research. The validity and reliability of the research instrument were verified as shown in sections 3.9 and 3.10.

3.4 Study Area

Tanzania has been chosen as an area of study because; it has a diverse array of tourism attractions hence a possibility of finding multiple dimensions (section 1.4, and sections 2.2.4.1. – 2.2.4.11). Proper positioning strategies will be based on proper knowledge on the image of tourists' destinations. Given the nature of the study, the target group in this research comprised of international tourists who were leaving the country after visiting various attractions in Tanzania (exit surveys).

The tourists enter and leave the country through 5 main exit points (MNRT, BOT, ZCT, NBS and Immigration department, 2008). The exit points include three airports (Julius Nyerere International Airport - JNIA, Kilimanjaro International Airport - KIA and Zanzibar Airport Authority - ZAA) and two road border posts (Tunduma and

Namanga). JNIA was the main gateway for tourists departing from Tanzania, and accounted for 46.3% of the visitors recorded during the survey. The second and third departure points were ZAA (26.2%) and KIA (12.7%) respectively. Namanga was the leading road boarder departure point (ibid).

During the pilot study, the study area comprised of tourists leaving the country through the three mentioned airports (JNIA, KIA, and ZAA). The choice of the three exit points (airports) is based on the fact that the majority of tourists who travel to and from Tanzania (79%) use air transport (MNRT, BOT, ZCT, NBS and Immigration department, 2007). The survey also revealed that 20% of the visitors used road transport mainly through Namanga border points.

During the main study, the study area was limited to ZAA because the researcher realised from the findings of the pilot study that, Zanzibar is taken to be a resting place for many tourists after they have visited various attractions in Tanzania. Hence most tourists plan their itineraries in such a way that their final visit and departure point is Zanzibar. The attractions visited in Tanzania, by the tourists, prior to Zanzibar tour, included national parks, conservation areas, historical places, and various sceneries like water bodies and landscapes. The researcher administered structured questionnaires only to tourists who have already visited other attractions in Tanzania mainland prior to their visit to Zanzibar.

The researcher collected data from officials of the Ministry of Natural Resources and Tourism, Tanzania Tourist Board and Zanzibar Airport Authority on how the tourism

sector is fairing in terms of positioning tourist destinations. This involved depth interview with key officials from the sectors mentioned. More comments were sought from selected destination marketers including tour operators, travel agents, and hotel operators. These were collected mainly during various forums including tourism fairs, conferences and festivals. Additional comments were collected by physically visiting selected destination marketers including Breeze hotel and Zara tours.

3.5 Sampling Method

The current study employed purposive sampling techniques because the study does not have a sampling frame. The population of the researcher comprises all the international tourists leaving the country after they have been to various attraction areas in the country. This number cannot easily been established. The absence of a sampling frame necessitated the use of purposive sampling which is categorised under non probabilistic sampling method. The tourists who were interviewed were those who had been to other attraction areas in Tanzania prior to their visit to Zanzibar.

The respondents formed the sampling units and these were identified at the departure lounge by the researcher, through personal approach. The tourists were interviewed briefly to establish if they have been to Tanzania mainland to see other attractions before coming to Zanzibar. Questionnaires were then issued to tourists who met the criteria for inclusion in the sample. Efforts were made to achieve as much representation as possible by doing difficult days and this is reflected in the sample profile given in Table 4.1 – 4.4. The total sample size was 750 tourists.

3.5.1 Selection of Sample Size

The size of the population and the type of statistical package to be used in analysing the data has an impact on sample size. Structural Equation Modelling (SEM) requires large samples and complex models generally require more cases than simpler models. The common rule suggests that a researcher has at least 10 – 15 participants per variable (Field, 2009). The current study applies SEM in data analysis and is based on a sample size of 750 tourists. The recommended minimum sample size in Structural Equation Modelling (SEM) is 200 cases (Kline, 2011).

Models with more parameters require more estimates, so larger samples are necessary in order for the results to be reasonably stable. Hence the sample size for the current study satisfies the condition of the minimum required sample size of 200 when applying the structural equation modelling. The justification for the sample size is that the current research instrument has 50 variables. Given the common rule of 10 – 15 participants per variable and taking the case of 15 cases per participant, then the sample size of 750 is justified.

3.6 Data Sources and Data Collection Techniques

The study utilised both primary and secondary data obtained from various sources as will be explained in section 3.6.1 and 3.6.2. The collection of secondary data was done prior to the collection of primary data to avoid duplication of effort in collecting information whose data is already available at national level.

3.6.1 Secondary Data

Secondary data were obtained from Tanzania Tourist Board, Zanzibar Commission for Tourism and Ministry of Natural Resources and Tourism. The data were mainly

in form of annual surveys conducted in the tourism sector in previous years (MNRT, BOT, ZCT, NBS and Immigration department, 2007, 2008 and 2009). These were obtained by critically examining the literature available which formed the basis for primary data collection.

3.6.2 Primary Data Collection

Primary data collection was done by using structured questionnaires to seek responses from tourists on attributes that influence their perceptions. Depth interviews with key officials from the Ministry of Natural Resources and Tourism and Tanzania Tourist Board was conducted. Timing for data collection was important to ensure adequate number of respondents. The researcher contacted respondents during both peak and normal seasons to ensure that information obtained represent both seasons. The pilot study was conducted from July to August, 2011 while the main study was done during the period February to September, 2012.

3.7 Questionnaire Design

The main data collection instrument was a semi-structured questionnaire (Appendix I). In the current study, the development of the questionnaire was guided by literature. The questionnaire is divided into three sections (A1, A2 and B, as shown in table 3.1). Section A1 of the questionnaire covers 11 exogenous variables (Wild life Adventures, Other Adventures, Beach Attractions, Hospitality, Efficiency at Entry and Exit point, Safety and Security, Health Care and Sanitation, Heritage Endowments, Scenery, Conservation and Protection of wildlife, and Pollution).

Section A2 addresses two endogenous variables (Perception and Positioning). Section B is basic profile of respondents. The questionnaire was prepared in English

and was only given to tourists who were able to communicate in that language. The questionnaire was simple and reasonably short to enable the respondent complete the form meanwhile waiting for boarding announcements at the airport.

Table 3.1: A Summary of the Data Collection Instrument

Latent variables (Constructs)		
S/N	Variable name	Variable label
A1	Exogenous variables	
1.	WLA	Wildlife adventure
2.	ODV	Other adventures
3.	BCA	Beach attractions
4.	HSP	Hospitality
5.	EEE	Efficiency at Entry and Exit points
6.	SFS	Safety and Security
7.	HCS	Health Care and Sanitation
8.	HRT	Heritage Endowments
9.	SCN	Scenery
10.	CSP	Conservation and Protection of Wildlife
11.	PLT	Pollution
A2	Endogenous variables	
12.	PCP	Experience based Perceptions
13.	PST	Positioning
B – Basic Profile of Respondents		

Source: Extracted from data analysis

The research instrument was not adapted from other studies but was prepared by the researcher basing on general information obtained from exit surveys for previous years (MNRT, BOT, ZCT, NBS and Immigration department, 2007, 2008 and 2009).

3.8 Measurement/Operationalization of Dependent and Independent Variables

Independent variables include all the exogenous latent variables (WLA1 - PLT2); whereas dependent variables cover Perception and Positioning variables (PCP1 – PCP2 and PST2 – PST5). The measurement scale used was Likert scale - 5 points.

3.8.1 Wildlife Adventures (Independent Variable)

Initially five variables were meant to measure wildlife adventures but only three were finally used because variable WLA4 loaded on wrong component while WLA5 was unable to load. Table 3.2 summarises the variables for measuring the construct.

Table 3.2: Rating Satisfaction Received from Wildlife Adventures

Variable Code	Description of the Variables	Measurement scale – Likert Scale – 5 points
WLA1	Viewing unique animal behaviour e.g. wild beast migration, tree climbing lion etc	1 = Very low, 2 = Low, 3 = Neither low nor high, 4 = High, 5 = Very high
WLA2	Viewing animal species like giraffe, elephants, buffalo and other herbivores	1 = Very low, 2 = Low, 3 = Neither low nor high, 4 = High, 5 = Very high
WLA3	Viewing unique animal species like lion, cheetah, leopard and other carnivores	1 = Very low, 2 = Low, 3 = Neither low nor high, 4 = High, 5 = Very high

Source: Adapted from Exit Survey Reports for various years (MNRT, BOT, ZCT, NBS and Immigration Department: 2006 2007, 2008 and 2009)

The two variables which were dropped included WLA4 which entailed viewing unique animal species like white/red/blue and black colobus monkey and WLA5 which concerned viewing different bird species.

3.8.2 Other Adventures (Independent Variable)

Two variables were used for measuring the rating of satisfaction received from other adventures as shown in Table 3.3

Table 3.3: Rating Satisfaction Received from Other Adventures

Variable Code	Description of the Variables	Measurement scale – Likert Scale – 5 points
ODV1	Participating in water sports such as swimming, snorkelling, scuba diving and sports fishing	1 = Very low, 2 = Low, 3 = Neither low nor high, 4 = High, 5 = Very high
ODV2	Participating in adventure activities such as hiking and mountain climbing	1 = Very low, 2 = Low, 3 = Neither low nor high, 4 = High, 5 = Very high

Source: Adapted from Exit Survey Reports for various years (MNRT, BOT, ZCT, NBS and Immigration Department: 2006 2007, 2008 and 2009)

3.8.3 Beach Attractions (Independent Variable)

Table 3.4 indicates the variables that were used for measuring satisfaction received from beach attractions. The majority of tourists who go to Zanzibar have already done extensive travel in the mainland either in form of safari or mountain climbing. Hence the visit to the island is intended mainly for a rest before going back to their home countries. Maximum satisfaction is expected if the environment is quiet and peaceful and free from disturbance by itinerant traders.

Table 3.4: Rating Satisfaction Received from Beach Attractions

Variable Code	Description of the Variables	Measurement scale – Likert Scale – 5 points
BCA1	Relaxed atmosphere along the beach (No hecklers, hawkers etc)	1 = Very low, 2 = Low, 3 = Neither low nor high, 4 = High, 5 = Very high
BCA2	Sunbathing or other beach entertainments	1 = Very low, 2 = Low, 3 = Neither low nor high, 4 = High, 5 = Very high

Source: Adapted from Exit Survey Reports for various years (MNRT, BOT, ZCT, NBS and Immigration Department: 2006 2007, 2008 and 2009)

3.8.4 Hospitality (Independent Variable)

Initially seven variables were meant for measuring hospitality but three variables were dropped for various reasons. HSP7 landed on wrong component while HSP1 was unable to load. HSP6 had a high modification index and had a pairing with error terms e5, e3 and e7. Four variables were finally used to measure satisfaction received from hospitality as shown in Table 3.5.

Table 3.5: Rating Satisfaction Received from Hospitality

Variable Code	Description of the Variables	Measurement scale – Likert Scale – 5 points
HSP2	Integrity of service personnel in the areas visited	1 = Very low, 2 = Low, 3 = Neither low nor high, 4 = High, 5 = Very high
HSP3	Commitment of service personnel in serving tourist in the areas visited	1 = Very low, 2 = Low, 3 = Neither low nor high, 4 = High, 5 = Very high
HSP4	Customer care at the hotel	1 = Very low, 2 = Low, 3 = Neither low nor high, 4 = High, 5 = Very high
HSP5	Customer care at the tourist spots	1 = Very low, 2 = Low, 3 = Neither low nor high, 4 = High, 5 = Very high

Source: Adapted from Exit Survey Reports for various years (MNRT, BOT, ZCT, NBS and Immigration Department: 2006 2007, 2008 and 2009)

HSP7 relates to quality of resources and facilities in the various attraction areas visited; HSP6 addressed promptness in getting services required in hotels and HSP1 was friendliness of local people to tourists.

3.8.5 Efficiency at Entry and Exit Point (Independent Variable)

Six variables were meant to measure this construct but two were dropped during the process due to inability to load (EEE3) and loading on wrong component (EEE6). The remaining four variables are shown in Table 3.6.

Table 3.6: Rating Satisfaction Received from Efficiency at Entry and Exit Point

Variable Code	Description of the Variables	Measurement scale – Likert Scale – 5 points
EEE1	Customer care at entry and exit point	1 = Very low, 2 = Low, 3 = Neither low nor high, 4 = High, 5 = Very high
EEE2	Promptness in getting services required at entry and exit point	1 = Very low, 2 = Low, 3 = Neither low nor high, 4 = High, 5 = Very high
EEE4	The reasonableness of the amount of the total cost of the tour to Tanzania	1 = Very low, 2 = Low, 3 = Neither low nor high, 4 = High, 5 = Very high
EEE5	Quality of resources and facilities at entry and exit points	1 = Very low, 2 = Low, 3 = Neither low nor high, 4 = High, 5 = Very high

Source: Adapted from Exit Survey Reports for various years (MNRT, BOT, ZCT, NBS and Immigration Department: 2006 2007, 2008 and 2009).

The variables EEE3 and EEE6 represented adequacy of visitor information services and health care and sanitation at the entry and exit point respectively.

3.8.6 Safety and Security (Independent Variable)

Three observed variables were used for measuring this latent variable after dropping SFS4 which landed on wrong component. SFS4 addressed matters related to accessibility to tourist attraction areas such as condition of roads. Table 3.7 reflects the variables for measuring the construct of safety and security.

Table 3.7: Rating Satisfaction Received from Safety and Security

Variable Code	Description of the Variables	Measurement scale – Likert Scale – 5 points
SFS1	Reliability of local connection flights	1 = Very low, 2 = Low, 3 = Neither low nor high, 4 = High, 5 = Very high
SFS2	Personal safety and security in the areas visited	1 = Very low, 2 = Low, 3 = Neither low nor high, 4 = High, 5 = Very high
SFS3	Safety of luggage in transit and at exit points	1 = Very low, 2 = Low, 3 = Neither low nor high, 4 = High, 5 = Very high

Source: Adapted from Exit Survey Reports for various years (MNRT, BOT, ZCT, NBS and Immigration Department: 2006 2007, 2008 and 2009)

3.8.7 Health Care and Sanitation (Independent Variable)

The entire component was dropped because HCS2 and HCS3 were unable to load while HCS1 landed on wrong component. HCS1dealt with health care at the hotel, HCS2 addressed health care and sanitation in the various attraction areas visited and HCS3 was food served including variety of dishes.

3.8.8 Heritage Endowment (Independent Variable)

Three variables were used for measuring the latent variable after dropping HRT3 which failed to load. HRT3 concerned seeing cultural festivals like Sauti za Busara, and Festival of the Dhow. Table 3.8 indicates the variables that were used to measure the construct of heritage endowment. Cultural events and festivals have attracted a big number of tourists from various parts of the world and some people come for specific events after which they go back without participating in other activities.

Table 3.8: Rating Satisfaction Received from Heritage Endowments

Variable Code	Description of the Variables	Measurement scale – Likert Scale – 5 points
HRT1	Viewing historical sites and buildings e.g. stone town/cathedrals/slave chamber/prison Island	1 = Very low, 2 = Low, 3 = Neither low nor high, 4 = High, 5 = Very high
HRT2	Viewing traditional work of art and crafts embroidery	1 = Very low, 2 = Low, 3 = Neither low nor high, 4 = High, 5 = Very high
HRT4	Seeing culture and traditions e.g. local dances, dressing code and eating habits	1 = Very low, 2 = Low, 3 = Neither low nor high, 4 = High, 5 = Very high

Source: Adapted from Exit Survey Reports for various years (MNRT, BOT, ZCT, NBS and Immigration Department: 2006 2007, 2008 and 2009)

3.8.9 Scenery (Independent Variable)

Scenery was measured by three variables as shown in table 3.9. Tourists of all age groups come for various interests. The adventure tourists either embark on mountain

climbing or water sports or other related hectic activities. The scenery component captures all sorts of attractions related to vegetation, water bodies and landscapes.

Table 3.9: Rating Satisfaction Received from Scenery

Variable Code	Description of the Variables	Measurement scale – Likert Scale – 5 points
SCN1	Scenery – Landscape (Mountains/Valleys etc)	1 = Very low, 2 = Low, 3 = Neither low nor high, 4 = High, 5 = Very high
SCN2	Scenery – Water bodies (Rivers/Lakes/Oceans/Seas	1 = Very low, 2 = Low, 3 = Neither low nor high, 4 = High, 5 = Very high
SCN3	Scenery – Forests, various flowers and plant species	1 = Very low, 2 = Low, 3 = Neither low nor high, 4 = High, 5 = Very high

Source: Adapted from Exit Survey Reports for various years (MNRT, BOT, ZCT, NBS and Immigration Department: 2006 2007, 2008 and 2009)

3.8.10 Conservation and Protection of Wildlife (Independent Variable)

Two observed variables were used for measuring the extent of agreement/disagreement on the statements given after dropping CSP3 which was unable to load. CSP3 was human activities in the areas visited have influenced the natural environment. The measurement of the construct is shown in table 3.10. People have developed a keen interest on matters related to conservation and protection of wildlife.

Table 3.10: Rating the Extent of Agreement/Disagreement with the Statements Listed on Conservation and Protection of Wildlife

Variable Code	Description of the Variables	Measurement scale – Likert Scale – 5 points
CSP1	Conservation of animal species (fauna) in the areas visited is high	1 = Strongly disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree 5 = Strongly agree
CSP2	Plant species (flora) in the areas visited are adequately protected	1 = Strongly disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree 5 = Strongly agree

Source: Adapted from Exit Survey Reports for various years (MNRT, BOT, ZCT, NBS and Immigration Department: 2006 2007, 2008 and 2009)

3.8.11 Pollution (Independent Variable)

Table 3.11 portrays two variables that were used for measuring the extent to which the tourists concur with the statements given on pollution after dropping PLT3 which was unable to load. PLT3 states that the air on the road I travelled seemed to be polluted. The component of pollution comprised of air and water pollution and the general cleanliness of the environment.

Table 3.11: Rating the Extent of Agreement/Disagreement with the Statements Listed on Pollution

Variable Code	Description of the Variables	Measurement scale – Likert Scale – 5 points
PLT1	During my tour to Tanzania I noted that the surroundings are not kept clean	1 = Strongly disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree 5 = Strongly agree
PLT2	The water I used in the attraction areas seemed to be polluted	1 = Strongly disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree 5 = Strongly agree

Source: Adapted from Exit Survey Reports for various years (MNRT, BOT, ZCT, NBS and Immigration Department: 2006 2007, 2008 and 2009)

3.8.12 Perception (Dependent Variable)

Two observed variables were used for measuring perception after dropping PCP3 which had a poor loading. PCP3 assesses the overall satisfaction of the tour to Tanzania. The variables related to perception are summarised in Table 3.12.

The general perception of tourists on a particular destination has implications not only on their future decisions but also on other people whose decision may be influenced by them directly through word of mouth or otherwise.

Table 3.12: Measurement of Perception

Variable Code	Description of the Variables	Measurement scale – Likert Scale – 5 points
PCP1	What are the chances that you will recommend Tanzania as a tourist destination to your friends/relatives?	1 = Very unlikely, 2 = Unlikely, 3 = Fifty/Fifty, 4 = Likely, 5 = Very Likely
PCP2	What is the likelihood that you will say positive things about Tanzania to other people?	1 = Very unlikely, 2 = Unlikely, 3 = Fifty/Fifty, 4 = Likely, 5 = Very Likely

Source: Adapted from Exit Survey Reports for various years (MNRT, BOT, ZCT, NBS and Immigration Department: 2006 2007, 2008 and 2009)

3.8.13: Positioning (Dependent Variable)

Table 3.13 reflects four variables used for measuring positioning. The four variables are mainly based on uniqueness of Tanzania as a tourist destination together with the unique features which capture the attention of tourists. Initially, there were five variables but PST1 was dropped because it had a high modification index and a pairing with several error variances (e7, e6, e5, e4, e3, e2 and e1). PST1 enquired whether given opportunity the tourist would revisit Tanzania as a tourist destination.

Table 3.13: Measurement of Positioning/Image

Variable Code	Description of the Variables	Measurement scale – Likert Scale – 5 points
PST2	Tanzania is among a few unique destinations in the world	1 = Strongly disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree 5 = Strongly agree
PST3	I would have liked to stay longer in Tanzania as compared to other destinations in the world	1 = Strongly disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree 5 = Strongly agree
PST4	Heritage sites in Tanzania are among the most interesting in the world	1 = Strongly disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree 5 = Strongly agree
PST5	Based on your knowledge of other destinations in the world where would you position/place Tanzania	1 = Bottom Fifty, 2 = Bottom Thirty, 3 = Top Thirty, 4 = Top Twenty, 5 = Top Ten

Source: Adapted from Exit Survey Reports for various years (MNRT, BOT, ZCT, NBS and Immigration Department: 2006 2007, 2008 and 2009)

3.9 Validity Checks

The researcher performed a validity check to establish whether the research instrument measured what it was designed to measure (Field, 2009). Often when discussing the validity of a questionnaire researchers refer to content validity, criterion related validity, and construct validity (Cooper and Schindler, 2008, as cited in Saunders *et al.,* 2009). Content validity refers to the extent to which the measurement questions in the questionnaire provide adequate coverage of the investigative questions (Saunders *et al.,* 2009). It concerns whether items are representative of the domains they are supposed to measure (Kline, 2011). The researcher conducted a good literature review, prior discussion with other people and panel interview to establish whether each measurement question was essential and necessary.

Internal validity in the current research was achieved through discussion of the research instrument with colleagues from the department of tourism, Open University of Tanzania, followed by a pilot study which involved some discussion with selected tourists on the research instrument. The selected tourists were requested to give comments on the questions in terms of clarity and meaning and the research instrument was refined basing on comments received. Colleagues from the department of tourism of the Open University of Tanzania were requested to assume the position of tourists by filling the revised questionnaire in order to identify areas that were ambiguous. The final research instrument prepared after incorporating comments was then used in the main study.

3,9.1 Construct Validity

The researcher established construct validity by assessing the extent to which the measurement questions actually measured the presence of the constructs the researcher intended to measure (Saunders *et al.,* 2009). The hypothetical constructs are not directly observable and thus were measured indirectly through observed scores or indicators (Kline, 2011). Construct validity assessed how well the theory was translated into actual research and measures to draw valid conclusions from the study. Correct measures from the concepts being studied were sought by the researcher. The variables included in the data collection instruments were determined on the basis of literature review. Construct validity can either be in the form of discriminant or convergent validity.

3.9.2 Convergent Validity

The test for convergent validity was done to establish that the constructs that are expected to be related are in fact related. A set of variables presumed to measure the same construct shows convergent validity if their intercorrelations are at least moderate in magnitude (Kline, 2011). This was achieved by observing that the following two conditions were met:

(i) Standardized loadings in the overall CFA table were > 0.7 (Fornell and Lacker, 1981, cited in Byon and Zhang, 2010)

(ii) Average Variance Extracted (AVE) was greater than 0.5 (Bagozzi and Yi, 1988, cited in Byon and Zhang, 2010). The Average Variance Extracted is a summary measure of convergence among a set of items representing a construct. It is the average percentage of variation explained among the items.

3.9.3 Discriminant Validity

Discriminant validity measures the extent to which the observed variables of different constructs are unrelated. A set of variables presumed to measure different constructs shows discriminant validity if their intercorrelations are not too high (Kline, 2011). To be more specific, a set of variables presumed to measure different constructs shows discriminant validity if the Average Variance Extracted is greater than the square of correlations between that factor and other factors (Fornell and Lacker, 1981, cited in Byon and Zhang, 2010).

3.10 Reliability

Reliability is concerned with the robustness of the questionnaire and, in particular, whether or not it will produce consistent findings at different times and under different conditions, such as with different samples or, in the case of an interviewer - administered questionnaire, with different interviewers (Saunders *et al.*, 2009).

The researcher calculated construct reliability using the formula:

$$\frac{(\sum \text{Standardized loadings})^2}{(\sum \text{Standardized loadings})^2 + \sum (\text{Indicator measurement error});}$$

Whereby, the sum of indicator measurement error (sometimes referred to as the sum of variance due to random measurement error) in each loading is equal to 1 minus the square of each loading (Fornell and Lacker, 1981, cited in Byong and Zhang, 2010).

There are several methods used for checking the reliability of research instruments.

Three common approaches for assessing reliability include test re – test; internal consistency and alternative form (Mitchell, 1996 cited in Saunders *et al.,* 2009). The

researcher did not use the test re – tests estimate of reliability which is obtained by correlating data collected with those from the same questionnaires collected under as near equivalent conditions as possible. This is due to the fact that the questionnaire needs to be administered twice to a respondent and this may create difficulties in persuading respondents to fill the same questionnaire twice.

One of the most frequently used method for calculating internal consistency is Cronbach's alpha. Despite the fact that the results of Cronbach's Alpha were very good for the majority of the constructs, it entailed dropping one of the key construct for the study (Perception) which had a low Cronbach's Alpha. Hence, the researcher did not use the method of internal consistence using Cronbach's Alpha. This method involves correlating the responses to each question in the questionnaire with those to other questions in the questionnaire (Saunders *et al*., 2009).

Another approach for testing reliability outlined by Mitchell (1996, as cited in Saunders *et al.,* 2009), is alternative form which offers some sense of reliability within the researcher's questionnaire through a comparison of responses to alternative forms of the same question or group of questions. This method was not preferred by the researcher because the check questions may not substantially be equivalent and sometimes the respondents may get tired due to the length of the questionnaire.

3.11 Data Processing

3.11.1 Data Screening and Coding

All questionnaires collected from the field were carefully checked by the researcher for completeness in filling and all variables were properly coded to facilitate entry

into SPSS (Appendix I). After data entry, the researcher performed another check to ensure that there is no missing information in the various cells and that all figures entered were within the accepted range. The process of data screening involved inspecting the data for errors and correcting them prior to data analysis by checking the raw data, identifying outliers and dealing with missing data. Data entry into SPSS version 18 was then done by the researcher followed by proof reading against the original data to ensure accuracy of data entry. During this process, missing data were identified and outliers were removed to avoid inconsistencies in the data.

3.11.2 Handling Incomplete (Missing) Data

In many surveys, the researchers do not get 100% response rate hence during data collection the target sample was larger than the planned sample size so that questionnaires that were filled in properly could meet the minimum required sample size. Since missing data can seriously bias conclusions drawn from an empirical study, they were addressed by the researcher regardless of the reasons for their missingness (Byrne, 2010). List wise deletion method was used by the researcher because it is by far the most popular method of dealing with incomplete data (Byrne, 2010).

The implementation of list wise deletion involved the exclusion of all cases with missing values in any variable in the data. As a consequence the final sample that was used in the analysis included only cases with complete records. The analysis of covariance structures was based on complete data in order to avoid problematic analysis. List wise deletion was used despite its disadvantage of the loss of information resulting from the reduced sample size (ibid).

In the current study, 1000 questionnaires were collected and list wise deletion was applied to exclude cases with missing scores on any variable from all analysis. 250 questionnaires were dropped because of missing information. The advantage of list wise deletion is that all analysis was conducted with the same number of cases (Kline, 2011). The big number of incomplete questionnaire was partly due to the problem of time administration by departing passengers who had to board basing on boarding announcements not on completion of the questionnaires. The questionnaire itself was not very long and did not demand sensitive information. The major problem was time administration on the part of the respondent who had to allocate time for the questionnaire and at the same time for other social issues.

3.11.3 Management of Outliers

Outliers represent cases whose scores are substantially different from all the others in a particular set of data (Byrne, 2010). Before performing statistical analysis, the data were checked for out of range entries and other errors and corrections for the entries were done.

The researcher used a common approach for detecting multivariate outliers by computing the squared Mahalanobis distance (D^2) for each case (Byrne, 2010). This statistics measured the distance in standard deviation units between a set of scores for one case and the sample mean for all variables. Typically an outlying case will have a (D^2) value that stands distinctively apart from all the other D^2 values. A review of these values reported under AMOS output showed minimal evidence of serious multivariate outliers.

3.11.4 Assumptions Underlying Multivariate Analysis

Estimation under SEM using Maximum Likelihood assumes multivariate normality, meaning that the variables in the study are normally distributed (Byrne, 2010, Kline, 2011). Testing the assumptions of multivariate analysis is necessary because violation of the assumptions will result to distortions in research findings which will ultimately lead to wrong conclusions. The critical ratio (z- statistics) of 58.786 as shown in Appendix X was highly suggestive of non-normality in the sample data.

When data reveal evidence of multivariate kurtosis, interpretations based on ML estimations may be problematic; hence the researcher opted for Least Square Method of Estimation - LSM (Muthen and Kaplan, 1985, 1992, cited in Natchigall *et al.,* 2003). LSM is considered to be more appropriate under these circumstances as it offers an alternative asymptotically distribution free (ADF) approach. However, sample sizes must be exceptionally large (ibid).

3.11.5 Application of Factor Analysis

An initial analysis was run with 50 variables to obtain components with Eigen values greater than 1. Field (2009) recommended a cut off point of 0.4 for suppressing loadings below that point. In the current study, the researcher used a cut off point of 0.5 as opposed to the recommended cut off point of 0.4 to avoid a problem of cross loading. During the process of factor analysis only factors with Eigen values greater than 1 were retained (Kaiser, 1960 as cited in Field, 2009). The Eigen value is total variance explained by a factor (Field, 2009).

The variables that were unable to load were removed from further analysis because of poor loading. After dropping the variables the figures for Kaiser Meyer Olkin

Measure of Sampling Adequacy (KMO) and Average Communality were checked to ensure that they comply with the minimum recommended value of 0.5 and 0.6 respectively (Field, 2009). Communality is the proportion of common variance present in a variable. It can also be defined as the percentage of variance explained by all the factors extracted or the percentage of variance of a variable that is shared with all other variables (Easwaran and Singh, 2010).

A second round factor analysis was done after dropping additional variables which landed on wrong components and the process was repeated as was done in the first round. The component matrix was subjected to further check and variables that landed on wrong components were further dropped leaving the matrix with clean factors (i.e. Factors without problems of poor loading or loading in wrong components). The clean factors obtained were then subjected to Confirmatory Factor Analysis in which specific hypotheses about structure and relations between the latent variables that underlie the data were tested (Field, 2009). The methodology adopted for objective two and three entailed CFA for exogenous, followed by endogenous and finally overall variables combined in that order. The relationship between latent variables was tested using Structural Equation Modelling.

3.11.6 Application of Structural Equation Modelling (SEM)

Structural Equation Modelling was applied on the data using AMOS programme Version 18 which is hidden under the analysis column of SPSS version 18. AMOS is an acronym for Analysis of Moment Structures, also referred to as analysis of mean and covariance structures (Byrne, 2010). Model specification was chosen from

AMOS graphics. All drawing tools in AMOS have been carefully designed with SEM convention in mind and in this research the use of AMOS graphics allowed the estimates to be displayed graphically on a path diagram.

The drawing of the path diagram in AMOS was facilitated by the use of icons selected from a total of 42 icons available in the programme including indicator and error icons. All observed/measurable items were represented by rectangular icons while unobserved/ latent variables were represented by oval icons. Regression paths were represented by path icons (single arrow) while covariances (double arrow) were drawn to reflect covariance icons. Other icons that were frequently used include but not limited to: move icon, duplicate, rotate, data files, analysis properties, object properties, clipboards, zoom in, zoom out, calculate estimates and text output.

The hypothesised model was tested statistically in a simultaneous analysis of the entire system of variables to establish the extent to which it was consistent with the data. The hypotheses developed from the research model were tested using SEM. A threshold value of p = 0.05 was set and the criteria for accepting/rejecting the hypothesis is explained in Table 3.14.

Table 3.14: Guidelines for p – Values

Assumption	Decision	Comment
P value ≤ 0.01	Reject the null hypothesis	The difference is highly significant
$0.01 < P \leq 0.05$	Reject the null hypothesis	The difference is significant
$0.05 < P \leq 0.10$	Consider the consequences of type I error before rejecting the hypothesis	Consider the consequences of type I error before rejecting the hypothesis
$P > 0.10$	Do not reject the null hypothesis	The difference is not significant

Source: Bluman (2007)

The adequacy of the goodness of fit of the model was then established.

Two mathematical models were used in the study:

(i) Experience Based Perception of a Destination (PCP)

$$PCP = a + b^* PLT + c^* ODV + d^*HRT + e * CSP + f * WLA + g *SFS + h * BCA + i * SCN + j * EEE + k * HSP + R$$

(ii) Image of a destination (I)

$$I = a + b * PCP + R$$

Letter "a" represents a constant and letters "b, c, d, e, f, g, h, i, j and k" are regression coefficients. The residual value (R) represents the discrepancy between the hypothesised model and the observed data (Byrne, 2010). The latent constructs are represented by their acronyms (PLT, ODV, HRT, CSP, WLA, SFS, BCA, SCN, EEE and HSP as shown in Table 3.1.

3.11.7 Model Fit Summary Indices

Table 3.15 indicates the indices selected by the researcher for reporting purposes.

Table 3.15: A Summary of Standard Requirements for Indices

Type of Index	Standard requirement
Chi Square	Significant
Chi Square / Degree of Freedom ---- (c^2/Degree of Freedom)	c^2/Degree of freedom < 3
SRMR - Standardized Root Mean Residual	SRMR < 0.05
GFI – Goodness of Fit Index	GFI > 0.9
CFI – Comparative Fit Index	CFI > 0.9
RMSEA – Root Mean Square Error of Approximation	RMSEA < 0.05
PCLOSE	PCLOSE > 0.5
AIC – Akaike's Information Criteria for Default Model	Lowest value
ECVI – Expected Cross Validation Index for Default Model	Lowest value
Hoelters (1983) Critical (N)	Value > 200

Source: Compiled from Byrne, (2010) and Kline (2011)

The list of indices in Table 3.15 is adequate for the study. Sections 3.11.7.1 to 3.11.7.9 briefly explain the key indices used in the study basing on AMOS output. The researcher utilised the following indices in making conclusions on the output:

3.11.7.1 CMIN or Chi Square

This represents the discrepancy between the unrestricted sample covariance matrix S and the restricted covariance matrix $\sum(\Theta)$ and in essence represents the likelihood Ratio Test Statistics most commonly expressed as a Chi square statistics (Byrne, 2010). A model test statistics is a test of whether covariance matrix implied by the researcher's model is close enough to the sample covariance matrix that the difference might reasonably be considered as being due to sampling error (Kline, 2011). The model chi square c^2 value is the traditional measure for evaluating overall model fit and assesses the magnitude of discrepancy between the sample and fitted covariance matrices (Hu and Bentler, 1999, as cited in AMOS, 2010). The chi square statistics assumes multivariate normality and severe deviation from normality may result in model rejections even when the model is properly specified (Byrne, 2010).

The Chi square statistics is sensitive to sample size hence large sample sizes will normally lead to model rejection. Due to these limitations, the ratio of Chi square/Degree of freedom was used. The test statistics that minimises the impact of sample size on the model chi square is relative/Normed chi square (c^2 / df) (Wheaton *et al.,* 1977, cited in Byrne, 2010). There is no consensus regarding an acceptable ratio for this statistics. However, recommendations range from as high as 5.0 (Wheaton *et al*., 1977, cited in Hooper *et al*., 2008) to as low as 2.0 (Tabachnick

and Fidell, 2007, ibid). A Chi square /Degree of freedom ratio values lower than 2.0 are widely considered to represent minimally plausible model. Hoe, 2008, suggest that the ratio (c^2 / df) for a good model fit should be less than 3.0 and this was the ratio considered by the researcher in the current study.

3.11.7.2 The Standardized Root Mean Residual (SRMR)

SRMR represents the average value across all standardized residuals and ranges from 0 to 1. SRMR is based on transforming both the sample covariance matrix and the predicted covariance matrix into correlation matrices (Kline, 2011). The SRMR is thus a measure of the mean absolute correlation residual. In a well fitting model the values for SRMR will be less than 0.05 (Byrne, 2010).

3.11.7.3 Goodness of Fit Index (GFI)

GFI is a measure of the relative amount of variance and covariance in S that is jointly explained by $\sum$ (Byrne, 2010). The GFI is an absolute fit index that estimates the proportion of covariance in the sample data matrix explained by the model (Kline, 2011). The GFI explains how much better the researcher's model fits compared to no model at all (Joreskog, 2004 as cited in Kline, 2011). The value of GFI ranges from 0 to 1 with well fitting models reflecting values that are closer to 1.

3.11.7.4 Comparative Fit Index (CFI)

CFI is the relative improvement in fit of the researcher's model compared with a statistical baseline model (Byrne, 2010). Incremental/Comparative Fit Indices do not measure model adequacy in any real sense. The value ranges from 0 to 1 with well fitting models reflecting values that are closer to 1. The threshold is 0.9.

3.11.7.5 Root Mean Square Error of Approximation (RMSEA)

RMSEA takes into account the error of approximation in the population and asks the question "How well would the model with unknown but optimally chosen parameter values fit the population covariance matrix if it were available" (Brown & Cudeck, 1993 as cited in Byrne, 2010). The discrepancy as measured by RMSEA is expressed per degree of freedom thus making it sensitive to the complexity of the model.

Values less than 0.05 indicate good fit and values as high as 0.08 represent reasonable error of approximation. MacCallam *et al*., 1996, as cited in Byrne, 2010, have recently elaborated on these cut off points and noted that RMSEA values ranging from 0.08 to 0.1 indicate mediocre fit and those greater than 0.1 indicate poor fit.

3.11.7.6 PCLOSE

PCLOSE is the closeness of fit and it tests the hypothesis that the RMSEA is good in the population; specifically that it is less than 0.05 (Joreskog and Sorbom, 1996a, as cited in Byrne, 2010) have suggested that the p value for this test should be greater than 0.5 ($P > 0.5$).

3.11.7.7 Akaike's (1987) Information Criterion (AIC)

AIC reflects the extent to which parameter estimates from the original sample will cross validate in future samples (Bandalos, 1993 as cited in Byrne, 2010). Smaller values represent a better fit of the hypothesized model (Hu and Bentler, 1995, as cited in Byrne, 2010).

3.11.7.8 Expected Cross Validation Index (ECVI)

ECVI measures the discrepancy between the fitted covariance matrix in the analysed sample and the expected covariance matrix that would be obtained in another sample of equivalent size (Byrne, 2010). ECVI is computed for each model, placed in a rank order and the model having the smallest ECVI value exhibits the greatest potential for replication (ibid).

3.11.7.9 Hoelter's (1983) Critical (N)

This focuses on the adequacy of sample size rather than on model fit. Specifically its purpose is to estimate a sample size that would be sufficient to yield an adequate model fit for a Chi square test (Hu & Bentler, 1995 as cited in Byrne, 2010). Hoelter proposed that a value in excess of 200 is indicative of a model that adequately represents the sample data.

3.12 Data Presentation and Analysis Techniques

The study was initially exploratory and finally confirmatory. This is due to the fact that few academic studies in Tanzania have been conducted on positioning tourists' destinations using the perspective of attribute dimensions. Statistical Package for Social Sciences (SPSS) version 18 was used for processing the data and Analysis of Moment Structures (AMOS) version 18 was used to examine the psychometric properties through conducting CFA. The methodology used for objective one was Exploratory Factor Analysis which was applied on 50 variables using Principal Component Analysis with Varimax rotation. Varimax rotation was chosen as opposed to oblique rotation which allows factors to correlate (Field, 2009).

Confirmatory Factor Analysis was used to confirm the results of factor analysis in objective one. The methodology used for objective two and three was Confirmatory Factor Analysis. Structural Equation Modelling was used for testing the relationship between the variables in the model. The relationship between the variables was tested using various equations.

CHAPTER FOUR

4.0 RESULTS AND DISCUSSION ON FINDINGS

4.1 Introduction

The purpose of this chapter is to present the results of factor analysis together with the testing of hypotheses of the research model. The chapter begins by examining the basic profile of respondents from which the data for analysis was collected. It then outlines the findings of the tests for validity and reliability of the instruments. With reference to the research questions, the analysis started by identifying the dimensions for positioning tourists' destinations using factor analysis. Subsequent to this was a Confirmatory Factor Analysis for Exogenous, Endogenous and finally Overall variables. This is followed by a structural model depicting the relationships which were tested using AMOS version 18 which is contained in the analysis column of SPSS version 18. Model fit summaries for endogenous, exogenous and overall variables together with results of hypotheses testing are presented. The chapter ends with a discussion on the findings.

4.2 Basic Profile of Respondents

The basic profile of respondents is presented in terms of country of nationality/residence, age, sex, occupation and highest level of education attained. This section analyses the profile of the respondents based on the survey conducted.

4.2.1 Country of Residence and Nationality of Respondents

The majority of tourists interviewed reside from Europe (East and West Europe 71.2%) followed by North America (17.5%). In terms of specific countries in

Europe, the United Kingdom, France, Netherlands, Switzerland and Spain were leading as far as respondents to the questionnaire are concerned. In North America the leading countries in terms of percentage of respondents, were United States of America and Canada. Table 4.1 summarises the percentage of respondents by country of residence and nationality.

Table 4.1: Categorisation of Respondents by Country of Residence and Nationality

Continent	No. of Respondents	% of Respondents by Country of Residence	No. of Respondents	% of Respondents by Nationality
Europe	534	71.2	541	72.1
North America	131	17.5	131	17.5
South America	9	1.2	9	1.2
Asia	10	1.3	7	0.9
Australia & New Zealand	49	6.5	48	6.4
Africa	17	2.3	14	1.9
Total number	**750**	**100**	**750**	**100**

Source: Compiled from field data, 2012

4.2.2 Sex of Respondents

The total number of respondents was 750 out of which, 331 (44.13%) were males and the remaining 419 (55.87%) are female.

4.2.3 Age of Respondents

The majority of respondents fall in the age group of 30 – 39 years (35.6%) followed by age group below 29 years (27.2%) and then 50 – 59 years (13.9%). The youngsters seemed to be more eager and willing to fill questionnaires basing on their

tour experience, than older people. 74.5% of the respondents are below the age of 50 while the remaining 25.5% fall in the age above 50 years (see Table 4.2). Upon discussion with respondents, the researcher realised that the majority of youngsters who had done hiking and mountain climbing had a keen interest in water sports and various beach entertainments.

Table 4.2: Categorisation of Respondents by Age Group

Age group	No. of respondents	Percentage of respondents
Up to and including 29 years of age	204	27.2
30 - 39	267	35.6
40 - 49	88	11.7
50 - 59	104	13.9
Above 60	87	11.6
Total	**750**	**100**

Source: Compiled from field data, 2012

4.2.4 Respondents by Highest Level of Education Attained

Categorisation of respondents by highest level of education attained is reflected in Table 4.3. The first degree holders formed the majority of respondents to the questionnaires (55.1%) followed by second degree holders - Masters (17.9%), high school leavers (7.6%) and PhD holders (4.5%) (See table 4.3). During the survey the researcher observed that respondents who had done research/survey in their own countries had particular interest in the study and were very eager to fill the questionnaire.

4.2.5 Respondents' Occupation

A close examination of Table 4.4 show that 32.3% of respondents are from business profession including Administration, Accountancy, Marketing, Procurement, Banking, Sales Management and Economics.

Table 4.3: Categorisation of Respondents Basing on their Highest Level of Education

Highest level of education attained	No. of respondents	Percentage of respondents
High school	57	7.6
College Diploma	111	14.8
1st Degree	413	55.1
2nd Degree	134	17.9
PhD +	34	4.5
Professional qualifications	1	0.1
Total	750	100

Source: Compiled from field data, 2012

Table 4.4: Categorisation of Respondents by Occupation

S/N	Occupation	No.	%
1.	Retired	60	8
2.	Students	61	8.1
3.	Destination marketers	16	2.1
4.	Health personnel	93	12.5
5.	Business people (Administrators, Accountants, Bankers etc)	242	32.3
6.	Self employed & scientists (Engineers, Designers, Technicians)	184	24.5
7.	Other Professionals (Lawyer, Pilot & Civil Aviation, Diplomat, Coacher, Lecturers, Teachers and Translators and civil servants).	94	12.5

Source: Compiled from field data 2012

This is followed by a group of Scientists, Engineers, Designers, Consultants, Researchers, Farmers and Self employed people (24.5%). The next group in terms of magnitude comprises Health personnel (12.5%), Students (8.1%) and Retired people (8%). The percentage of respondents who are in other professionals including Lawyers, Pilots, other Civil Aviation staff, Diplomats, Coachers, teachers, Lecturers, and Civil servants in general account for 12.5 %.

4.2.6 Conclusion on Basic Profile of Respondents

In general the basic profile of respondents indicates that the majority of respondents came from Europe and North America which also happen to be major generating regions for tourists to Tanzania (MNRT, BOT, ZCT, NBS and Immigration Department, 2007, 2008, 2009). In terms of age, young people seem to enjoy filling the questionnaire more than older people. The researcher observed that when approaching groups of people travelling together as families or friends, the youngsters were asked to fill the questionnaire by their elders. University students showed particular interest in the survey and they formed the majority of the respondents. The tendency was for them to make a comparison between the attractions in the various countries visited and various facilities available including the airport. Business people, scientists and self-employed people formed a big percentage of the respondents and their main aim was resting after experiencing work related stress. In addition to resting, some tourists were more interested in adventures like hiking in various areas of the country like the Usambara in Lushoto, Meru in Arusha, climbing mount Kilimanjaro, snorkelling, scuba diving and wind surfing.

It is evident that the sample used by the researcher comprised of tourists of various ages, educational level, and different profession. Also there was some kind of gender balance although the percentage of women outweighed that of men. A general observation on tourist arrival and departure in Zanzibar was that, the island receives a big number of tourists from Italy and the majority of them came under the package arrangement. They stay in specific areas for a rest normally in Kiwengwa and

Nungwi hotels in Zanzibar, where there is a big number of Foreign Private Investments with majority of shares held by Italians. They go back to Italy sometimes even without visiting any other place other than Zanzibar. The same group of people do not seem to be very willing to fill the questionnaires although language barrier can be one of the problems affecting their attitude.

4.3 Results of the Validity and Reliability Tests of the Research Instrument

4.3.1 Validity

The results of the validity test confirmed that there is both convergent and discriminant validity in the research instrument. A reasonable convergent validity was evidenced by the fact that: The standardized loadings in the overall CFA for 15 variables were greater than 0.7, 12 variables had standardized loadings greater than 0.6 and only 7 variables had values less than 0.6 (See Appendix II).

Upon checking the figures for Average Variance extracted, it is observed that three constructs have AVE above 0.6, three constructs have AVE between 0.4 and 0.6 and the remaining 4 constructs have AVE between 0.3 and 0.4. The average of AVE = 0.485 which was approximated to 0.5. These results were considered to be fair and reasonable hence confirming convergent validity in the data (See Appendix III).

Discriminant validity was confirmed by the fact that, with the exception of a few items, the Average Variance Extracted for various constructs were greater than the square of correlations between the construct and other constructs (See appendix IV and V). In addition the intercorrelations between the variables presumed to measure different constructs were low confirming discriminant validity (Kline, 2011).

4.3.2 Construct Reliability (CR)

On average construct reliability was greater than 0.7 as evidenced by the fact that three constructs had CR greater than 0.8, five constructs had CR between 0.7 and 0.8 and three constructs had CR between 0.5 and 0.7. The average of CR was 0.705 (See Appendix III). Hence the instrument was verified to be reliable.

4.4 Dimensions formed by Salient Attributes which Influence the Perceptions of Tourists' Destinations

4.4.1 Results of Exploratory Factor Analysis

The results of EFA revealed eleven components which influence the perceptions of tourist destinations; and ultimately influence their positioning in the competitive business environment. The components include: Wildlife Adventures, Other Adventures, Beach Attractions, Hospitality, Efficiency at Entry and Exit point, Safety and Security, Health Care and Sanitation, Heritage endowments, Scenery, Conservation and Protection of wildlife and Pollution. The total number of components with Eigen value greater than one is 13 out of which two components are endogenous (Positioning and Perception) and the rest (11) are exogenous.

Out of the 50 variables in the current research instrument, four landed on wrong components and seven variables were unable to load, necessitating a second round of factor analysis to remove them from the matrix. The first step was to drop the seven variables that were unable to load leaving a balance of 43 variables including those which landed on wrong components. (See Table 4.5).

The variables are clearly reflected in the matrix ranging from HSP4 to BCA2. The loadings for all the variables are reasonably fair because 20 out of 43 variables have

loadings greater than 0.7 and 23 have loadings between 0.5 and 0.7. A decision was made to retain these items due to their theoretical relevance to the constructs.

All factors have at least two variables signifying measurement precision (Kline, 2005 as cited in Byon and Zhang, 2010). After dropping the 7 variables, Kaiser Meyer Olkin Measure of Sampling Adequacy, (KMO) was 0.88 and Average Communality was 0.64 which were great (Field, 2009).

The results of the second round of factor analysis entailed dropping 4 additional variables which landed on wrong components and these were:

HSP7: Quality of facilities and resources in the various attraction areas visited.

EEE6: Health Care and Sanitation at the various attraction areas.

SFS4: Accessibility to tourists' attraction areas.

WLA4: Viewing unique animal species like white/red/blue colobus monkey

The process of dropping the four variables was part of the purification exercise to make sure that the variables that will be used for confirmatory factor analysis do not contain problem cases.

Mohamed *et al.*, (2013), through EFA, identified two dimensions basing on 25 destination attributes adapted from Etchner and Ritchie (1993). The identified dimensions were "Natural attractions" and "Amenities & activities" (See section 2.3). The results differ from those of the current research which reveal 11 dimensions. However, a close examination of the two dimensions reveals that they are a proper subset of the dimensions identified in the current study.

Table 4.5: Rotated Component Matrix - EFA

	Components												
	1	2	3	4	5	6	7	8	9	10	11	12	13
HSP4	.770												
HSP3	.714												
HSP6	.702												
HSP2	.643												
HSP5	.539												
EEE5		.717											
EEE1		.701											
EEE2		.599											
HSP7		.564											
EEE4		.542											
PST3			.784										
PST2			.680										
PST5			.658										
PST4			.628										
PST1			.598										
SCN3				.820									
SCN2				.815									
SCN1				.798									
HCS2					.724								
EEE6					.687								
HCS1					.578								
SFS4					.520								
WLA3						.793							
WLA2						.764							
WLA1						.600							
HRT2							.727						
HRT4							.620						
HRT1							.612						
SFS3								.715					
SFS2								.671					
SFS1								.666					
CSP2									.852				
CSP1									.831				
ODV2										.704			
ODV1										.668			
WLA4										.562			
PLT1											.820		
PLT2											.789		
PCP3												.662	
PCP1												.570	
PCP2												.552	
BCA1													.729
BCA2													.691

Source: Extract from data analysis

The findings of the study revealed that Malaysia was perceived as providing an adventurous holiday with the chance to see wildlife, nice beaches, and offering a lot in terms of natural scenic beauty with good amenities.

The two dimensions fit well in the dimensions of scenery, wildlife adventures and other adventures in the current research. The difference between the two studies in terms of dimensions, is the remaining eight components in the current research that are not directly mentioned (Pollution, Beach attractions, Hospitality, Efficiency at entry and exit point, Safety and security, Heritage endowments and Conservation and protection of wildlife).

The result of the second round factor analysis was 39 variables that were grouped into 12 components but again there were problems related to two variables (HCS1 and HCS2) which had to be dropped. HCS1 landed on wrong component and HCS2 failed to load. HCS1 relates to health care at the hotel and HCS2 relates to health care and sanitation in the various attraction areas visited. The 37 variables that remained in the matrix comprised of 29 exogenous and 8 endogenous variables grouped into 12 dimensions/components.

When using CFA and SEM analysis, the number of items per factor is important for measurement precision. Kline, 2005 as cited in Byon and Zhang (2010) suggested that at least three indicators would be needed if a one factor model was estimated. The literature added further that at least two indicators would be necessary if two or more factors were estimated. Each component in the current research had a minimum of two variables hence a good indication for measurement precision (See Table 4.6).

The 12 components retained for confirmatory factor analysis were: Hospitality, Positioning, Efficiency at Entry and Exit point, Scenery, Safety and Security, Wild life Adventures, Heritage Endowments, Conservation and Protection of Wildlife, Other Adventures, Beach Attractions, Pollution and Perception (See Table 4.6).

4.4.2 Results of Confirmatory Factor Analysis

The results of CFA revealed 10 components that influence the perceptions of tourists' destinations after dropping the component Health Care and Sanitation. The components extracted under CFA including endogenous and exogenous variables with their loadings are shown in Table 4.6. The loadings associated with individual variables are satisfactory because 18 out of 37 have loadings greater than 0.7 and 19 variables have values between 0.5 and 0.7. The theoretical relevance of the constructs made the researcher to retain the variables whose values were below 0.7.

The ten dimensions which influence perceptions are wildlife adventures (WLA), other adventures (ODV), hospitality (HSP), beach attractions (BCA), efficiency at entry and exit point (EEE), safety and security (SFS), heritage endowments (HRT), conservation and protection of wildlife (CSP), scenery (SCN) and pollution (PLT).

"Wildlife adventures" (WAD) cover three variables and these include observing unique animal behaviour like wild beast migration and tree climbing lion; viewing uniqueness of various species in the herbivores and carnivores groups. Herbivores are animals that mostly eat plants (Elephants, giraffes, horses and buffalo). Carnivores are animals that feed on the flesh of other animals (Lion, leopard, cheetah, tiger, crocodile, hyena, sharks and snakes).

Table 4.6: Components Extracted – CFA

(Components two and twelve are endogenous and the rest are exogenous)												
	1	2	3	4	5	6	7	8	9	10	11	12
HSP4	.736											
HSP6	.696											
HSP3	.598											
HSP5	.540											
HSP2	.521											
PST3		.790										
PST2		.682										
PST5		.660										
PST1		.621										
PST4		.615										
EEE1			.743									
EEE5			.663									
EEE2			.647									
EEE4			.593									
SCN3				.829								
SCN1				.812								
SCN2				.811								
SFS3					.734							
SFS1					.688							
SFS2					.687							
WLA3						.810						
WLA2						.753						
WLA1						.656						
HRT2							.757					
HRT1							.672					
HRT4							.532					
CSP2								.880				
CSP1								.879				
ODV1									.769			
ODV2									.735			
BCA1										.726		
BCA2										.655		
PLT1											.835	
PLT2											.807	
PCP3												.751
PCP1												.535
PCP2												.515

Source: Extract from data analysis

Tanzania is positioned as a safari destination and tourists expect among other things, to see "the big five" (elephant, leopard, lion, rhinoceros and buffalo) when visiting the national parks (TNP, 2008). The findings related to this dimension differed from Botha *et al*., (1999) where the dimension of wildlife had only one variable termed "Wild life viewing". The difference lies in the fact that the current research employs three variables for measuring the construct whereas the previous research had only one attribute for measuring the construct of wildlife.

The second dimension is "other adventures" (ODV) and it includes water sports (snorkelling, scuba diving, windsurfing and sports fishing), hiking and mountain climbing. The coastal areas are potential for all sorts of water sports whereas Tanzania mainland serves as ideal place for hiking/ mountain climbing and wild life adventures. The dimension of "beach attractions" (BCA) is the third one and it includes relaxed atmosphere along the beach, sunbathing and other beach entertainments.

"Hospitality" (HSP) forms the fourth dimension which influences the perception of tourist destinations. It comprises of 4 variables being integrity of service personnel, commitment of service personnel, customer care at the hotel and customer care at tourist spots. "Efficiency at Entry and Exit" points (EEE) comprises the fifth dimension. The variables under this dimension include customer care at entry and exit points, promptness in getting services required at the entry and exit points, reasonableness of the total costs of the tour to Tanzania, and quality of resources and facilities at the entry and exit points.

The sixth dimension of "Safety and Security" (SFS) addresses three variables being reliability of local connection flights, personal safety and security in the areas visited and safety of luggage in transit and at exit points. The "Heritage endowments" (HRT) dimension forms the seventh dimension and includes viewing historical buildings and sites, viewing traditional work of art and crafts, and seeing culture and traditions. The eighth dimension is "Scenery" (SCN) comprising of landscapes, water bodies and forests.

"Protection and Conservation of wildlife" (CSP) is the ninth dimension and it covers protection of plants and conservation of animals. The last and tenth dimension influencing perception of tourists' destination is "Pollution" (PLT) and this comprises of two variables (water pollution and cleanliness of environment). Pollution has a negative influence on the perception of tourists destinations (-2.9%) while the other dimensions have a positive influence (See Appendix VI). Government's efforts to control pollution will improve tourists' satisfaction and influence the positioning of tourists destinations positively.

Wang *et al.*, (2012) through CFA and SEM identified three dimensions of tourist experience which predict post travel behavioural intention (Aesthetic, Emotional and Action experience). The model also hypothesised that tourist experience is positively influenced by service quality which comprises of five attributes (the parks resource conditions, recreational activities, tourism facilities, integrated management and related personnel).

The findings for objective one in the current research can be compared and contrasted with Botha *et al*., (1999) who identified four dimensions for positioning

Sun/Lost City South Africa. The identified dimensions include "Entertainment domain", "Infrastructure domain", "Physical environment domain", and "Wildlife viewing domain". A close examination of the current study on "Dimensions for Positioning Tourist Destinations" and this study reveal that both employed Principal Component Analysis with Varimax rotation in their analysis. The number of destination attributes in the studies was 50 and 20 for the current and previous study respectively. Also the number of components extracted was 10 in the current research as opposed to four in the previous research. However on checking the individual components of the current research in comparison to the research by Botha *et al.*, (1999), the following observations were made:

Entertainment domain attributes in the previous research correspond to beach attractions, other adventures and heritage endowments attributes in the current research. The infrastructure domain corresponds to the efficiency at entry and exit point in the current study. A close examination of the attributes contained in the domain reveal that it actually combines three components of the current study into one dimension (hospitality, safety and security, and efficiency at entry and exit point were all addressed under infrastructure domain).

Physical environment features very well in scenery and heritage endowments components. The physical environment domain in the previous study is a combination of three components in the current study (beach attractions, scenery and heritage endowments). In view of the findings, the current study is more comprehensive in terms of coverage in the components.

4.5 The Relationship between the Dimensions Formed by the Attributes and the Experience Based Perception of Tourists' Destinations (Objective Two)

4.5.1 Results for CFA for Exogenous Variables

The results for CFA for 29 exogenous variables and Modification Indices (M.I) revealed two major issues. In the first instance error variance e1 had a pairing with e2 and the MI for this pair was high (See appendix VII). In addition both e1 and e2 fall within the same latent construct.

Due to this situation the researcher drew a covariance between e1 and e2 (relating to HSP2 and HSP3 respectively), implying that there is a relationship between the factors that explain the two variables that fall within the same latent variable (HSP). Modification Index is the value which represents the expected drop in overall χ^2 if the parameter were to be freely estimated in a subsequent run (Byrne, 2010). All freely estimated parameters automatically have Modification Index equal to zero.

A close examination of the two variables (HSP2 - integrity of service personnel and HSP3 – commitment of service personnel in the areas visited) support the idea. Integrity of service personnel covers attributes related to honesty of the service personnel, strong moral principles, and the quality of being whole and complete in serving the tourists. Commitment of service personnel on the other hand, is the willingness of the service personnel to give their time and energy to something that they believe in, or a promise or a firm decision to do something. It entails being loyal and willing to sacrifice time and energy whether private or official to do a particular assignment in attending the tourists. A close examination of the two concepts of

commitment and integrity reveal that there could be a relationship between the variables that explain them.

The high modification index revealed a problem with error term e5 (relating to HSP6) which had a pairing with error term e1, e3, e4, e6, e7, e13 and e24 (See appendix VII and figure 4.1). Hence the researcher dropped HSP6 (Promptness in getting services required in hotels) and remained with 28 variables. Modification indices and estimates were checked and found to be in order.

The following observation can be made from the factor loadings reflected in the CFA for exogenous variables (figure 4.1): The variables related to "Hospitality" (HSP2, HSP3, HSP4 and HSP5) reveal satisfactory loadings. Two of the variables have values above 0.7 (HSP3 and HSP5) and the remaining two have values slightly less than the threshold of 0.7 (HSP2: 0.69 and HSP4:0.66). HSP2 relates to integrity of service personnel in the areas visited and HSP4 concerns customer care at the hotel.

The issue of integrity of service personnel and customer care in any service organization, destination marketing being one of them, is of critical importance. Hence the researcher decided to retain the two variables despite their loading of 0.69 and 0.66.

The component of "Efficiency at Entry and Exit" point (EEE) has two variables with values above 0.7. The remaining two variables that have values less than 0.7 comprise EEE4 and EEE5. The component EEE4 (0.49) concerns the reasonableness

of the total costs of the tour to Tanzania and EEE5 (0.59) addresses the quality of resources and facilities at entry and exit points.

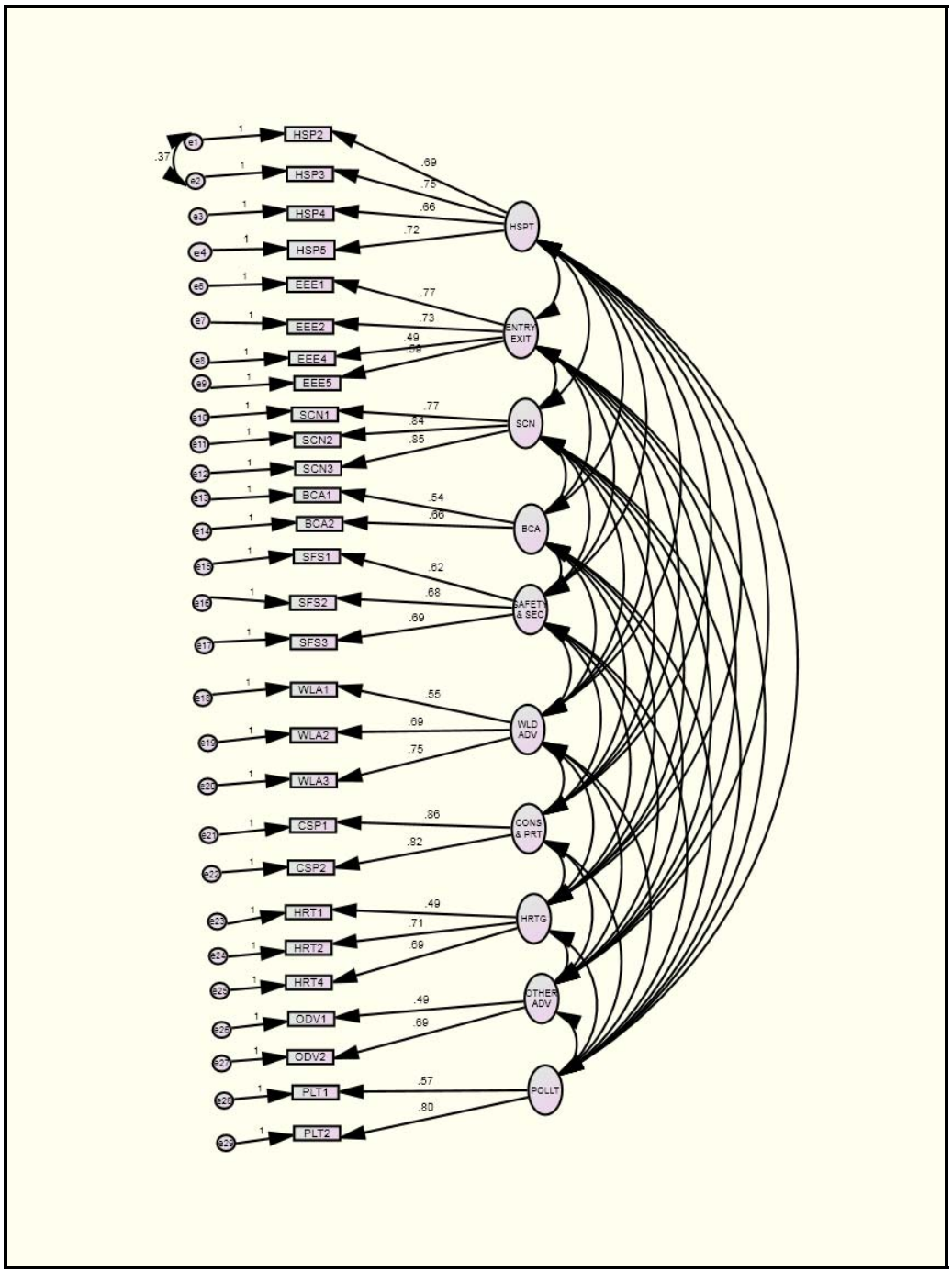

Figure 4.1: CFA for Exogenous Variables

Source: Developed from field data, 2012

During the discussion with tourists the researcher noted that the tourists are concerned about the high cost of the tour to Tanzania and the poor quality of resources in the various areas visited including the airports. Given the theoretical relevance of the two variables they were retained despite the loading being below the threshold of 0.7.

The loadings related to the component of Scenery were very good as they were all above 0.7 and hence were in conformity with the theory. The scenery provided by landscapes, water bodies and vegetation serve as a good tourist attraction. Mountain Kilimanjaro is just one example of an attraction that brings tourists from various parts of the world.

The component of beach attractions with its two variables is very important theoretically. Hence relaxed atmosphere along the beach (0.54) and sunbathing and other beach entertainments (0.66); which are all below the threshold of 0.7 were taken on board and the component was retained due to its theoretical relevance. The loadings for the component of safety and security are slightly less than the threshold of 0.7 but have been included given their theoretical relevance. The reliability of local connection flights (SFS1) are a prerequisite for a satisfactory holiday.

Tourists normally prepare itineraries for their trips in order to maximise their satisfaction within the limited time they have. Hence a delay in one area can have a tremendous impact on the travel schedule in terms of time and costs involved. Problems associated with flight cancellations and delays can cause a lot of stress and defeat the purpose of a holiday. In addition it can have an implication in missing

other flights especially when the tourists have to get flight connections elsewhere. Similarly the issue of personal safety and security in the attraction areas is critical for the success of any destination. The security and handling of luggage at the point of entry and exit is vital for the comfort and satisfaction of tourists. Hence the component cannot be under estimated.

Tanzania is positioned as a safari destination without peer (TNP, 2008). 25% of its surface area is set aside for conservation purposes with the world renowned Serengeti National Park and incomprehensively vast Selous Game Reserve that collectively harbour an estimated 20% of Africa's large mammal population (ibid). This makes the component of wildlife adventure very important. The two components of wildlife adventure (WLA2 and WLA3) have loadings above the threshold of 0.7. WLA2 concerns viewing animal species like giraffe, elephant, buffalo and other herbivores and WLA3 address issues related to viewing animal species like lion, cheetah, leopard and other carnivores. WLA1 had a low loading of 0.55 but, theoretically this variable is a very significant attribute which influence the perception of a tourist destination. It entails viewing unique animal behaviour like wild beast migration and tree climbing lion (TTB, 2011). The factor loadings for "Conservation and Protection of wildlife" are all greater than 0.7 providing satisfactory results.

HRT1 – Viewing historical sites and buildings such as Stone Town, Cathedrals, Slave Chamber, Prison island, museum and caves. Considering the theoretical significance of this variable, in particular Stone Town of Zanzibar, the researcher

retained the attribute despite its low loading of 0.49. Other adventures (ODV) form a very important dimension taking into account the theoretical relevance. Hiking and mountain climbing is an aspiration of many tourists. Similarly the variable related to participation in water sports such as swimming, snorkelling, scuba diving and sports fishing, though having a low loading (0.49) is of high significance and hence cannot be dropped. The issue of pollution in the various attraction areas is critical for the success of a destination. PLT1 relates to the cleanliness of the environment. Despite the loading of 0.57 the attribute was taken on board given its theoretical relevance.

Table 4.7A: Confirmation Factor Analysis (CFA) – Exogenous Variables

Latent variables	Indicators	Unstandardized loadings	Standardized loadings	SMC
Hospitality	HSP2	1.000	0.688	0.473
	HSP3	1.044	0.747	0.559
	HSP4	0.866	0.664	0.441
	HSP5	1.051	0.723	0.522
Entry Exit Efficiency	EEE1	1.000	0.769	0.591
	EEE2	0.956	0.733	0.537
	EEE4	0.643	0.489	0.239
	EEE5	0.730	0.587	0.345
Scenery	SCN1	1.000	0.772	0.595
	SCN2	1.175	0.843	0.710
	SCN3	1.187	0.851	0.725
Beach Attractions	BCA1	1.000	0.540	0.291
	BCA2	1.125	0.658	0.432
Safety and Security	SFS1	1.000	0.615	0.379
	SFS2	0.883	0.680	0.462
	SFS3	1.020	0.693	0.481
Wild Life Adventures	WLA1	1.000	0.546	0.298
	WLA2	0.703	0.691	0.477
	WLA3	1.197	0.748	0.560
Conservation & Protection of Wildlife	CSP1	1.000	0.860	0.740
	CSP2	1.033	0.815	0.665
Heritage Endowments	HRT1	1.000	0.491	0.241
	HRT2	1.433	0.705	0.497
	HRT4	1.496	0.687	0.472
Other Adventures	ODV1	1.000	0.489	0.239
	ODV2	1.692	0.692	0.479
Pollution	PLT1	1.000	0.565	0.319
	PLT2	1.427	0.796	0.634

Source: Extracted from field data, 2012

CFA for 28 variables did not reveal any problem hence model fit summary reports were printed (See table 4.7B). The standardized loadings in table 4.7A indicate that twelve constructs have values greater than 0.7 and sixteen variables have values less than 0.7 and these results are satisfactory. The percentage of variance explained by each variable is shown in table 4.7A under the column of Squared Multiple correlations (SMC). All indices reported in Table 4.7B when compared with the standard requirement are good except CFI (0. 810) which is slightly below the figure of 0.9 (Byrne, 2010, Kline, 2011).

Table 4.7B: A Summary of Fit Statistics Exogenous Variables

TYPE	Index for Default Model	Standard	Comments
Chi Square	604.57		Significant
DF	304		
Chi Square/DF	1.989	CMIN/DF < 3	Good
SRMR	0.0454	SRMR < 0.05	Good
GFI	0.942	GFI > 0.9	Good
CFI	0.810	CFI > 0.9	Fair
RMSEA	0.036	RMSEA < 0.05	Good
PCLOSE	1.000	P > 0.5	Good
AIC	808.57	Lowest	Good
ECVI	1.080	Lowest	Good
HOELTER (1983) Critical N	429 (0.05) AND 452 (0.01)	Values > 200	Good

Source: Extracted from field data, 2012

The value of Root Mean Square Error of Approximation (RMSEA) for the proposed model (Table 4.7B), was 0.036 indicating a reasonable error of approximation implying that the model is adequately fit (Kline, 2011). Similarly the value for Standardized Root Mean Residual (SRMR) was 0.0454 representing a good rate for a model fit (Byrne, 2010). The Goodness of Fit Index was 0.942 indicating that the hypothesised model fits the sample data fairly well (ibid).

The ECVI for the default model was the lowest as compared to the saturated and independent models and hence it exhibits the greatest potential for replication (ibid). Similarly, the AIC for the default model has the lowest value as compared to the AIC for saturated and independent models. This signifies the extent to which parameter estimates from the original sample will cross validate in future samples (ibid). The Hoelter's (1983) Critical (N) results revealed a value of 429 (0.05) and 452 (0.01) which are all above 200 indicating that the sample size is sufficient to yield an adequate model fit for a chi square test (ibid). In summary the overall fit of the model was satisfactory based on the fit indices.

4.5.2 Results for CFA for Endogenous Variables

Modification indices were checked and results summarised in appendix VIII. The researcher observed that the M.I for one of the error variances (e7) was high. At the same time e7 had a pairing with latent variables Perception (PCP) and Positioning/image (PST). At the same time e7 had a pairing with e5, e4, e2, e3 and e1. This implies that the error variance e7 which relates to PST1 is a problem case and hence PST1 was dropped leaving the endogenous variables with 7 variables. Variable PST1 in the questionnaire require the respondents to indicate whether given opportunity they would revisit Tanzania as a tourist destination.

Upon checking standardized estimates in Figure 4.2, the researcher realised that variable PCP3 (Overall satisfaction about the tour to Tanzania) had a poor loading of 0.24 and hence it was dropped leaving the endogenous variables with 6 variables. The remaining variables had good loadings: PCP1 (0.80); PCP2 (0.80); PST1 (0.75); PST2 (0.70); PST3 (0.75); PST4 (0.53) and PST5 (0.60). Despite the fact that PST4

and PST5 have loadings that are below the threshold of 0.7, they were not dropped because of their theoretical importance. PST4 relates to: “Heritage sites in Tanzania are among the most interesting in the world”. PST5: “Based on your knowledge of other destinations in the world where would you position/place Tanzania?

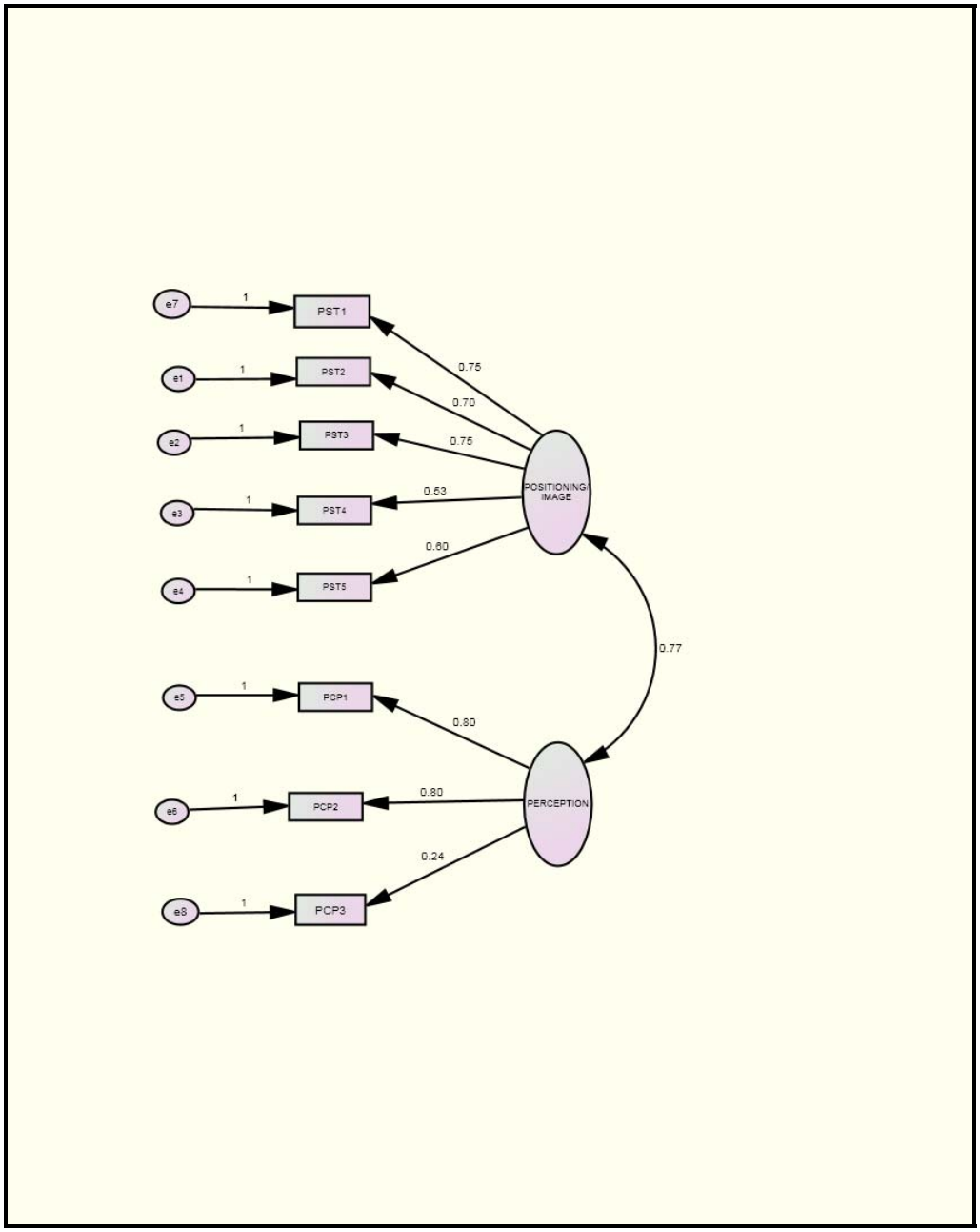

Figure 4.2: CFA - Eight Endogenous Variables (8V)

Source: Developed from field data, 2012

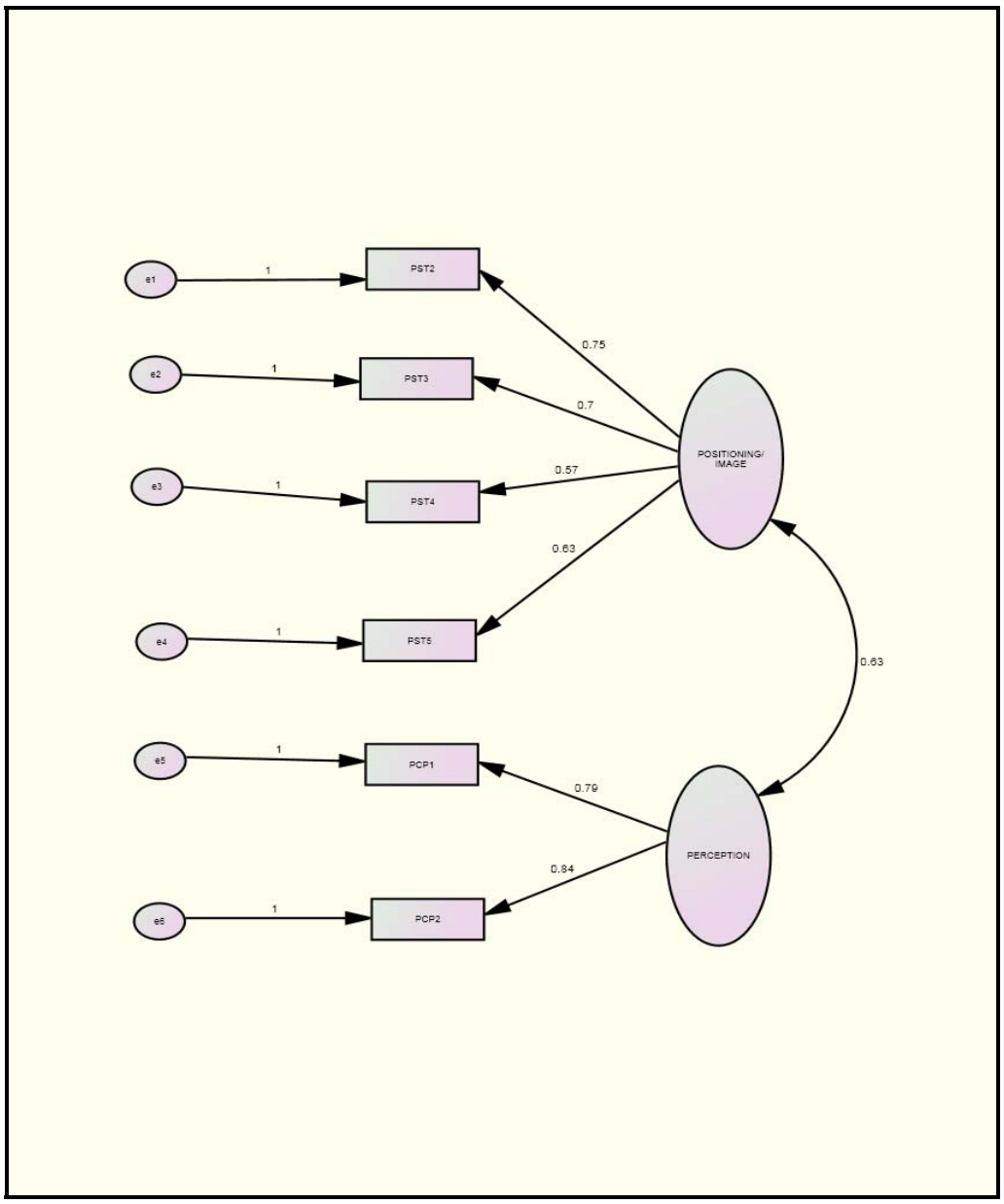

Figure 4.3: CFA Endogenous 6V

Source: Extracted from field data, 2012

The variables that remained with the two constructs of perception are PCP1 (0.79): The chances of recommending Tanzania as a tourist destination to friends and relatives and PCP2 (0.84): The likelihood of saying positive things about Tanzania to other people. The construct of positioning remained with four variables and these

include the following: (i) PST2 (0.75): Tanzania is among a few unique destinations in the world. (ii) PST3 (0.70): I would have liked to stay longer in Tanzania as compared to other destinations in the world. (iii) PST4 (0.57): Heritage sites in Tanzania are among the most interesting in the world. (iv) PST5 (0.63): Based on your knowledge of other destinations in the world, where would you position/place Tanzania? The loadings for all the factors were all greater than 0.7 except PST4 and PST5 which are slightly lower. Modification indices and estimates were checked and model fit summary reports were then printed.

Table 4.8A reveal that four endogenous variables had loadings above 0.7 while two variables had loadings below 0.7 (PST4: 0.570 and PST5: 0.629) but they were retained because of their theoretical relevance.

Table 4.8A: CFA – Endogenous Variables

Latent Variables	Indicators	Unstandardized factor loadings	Standardized Loadings	SMC
Positioning/Image	PST2	1.000	0.747	0.559
	PST3	1.158	0.704	0.495
	PST4	0.909	0.570	0.325
	PST5	0.890	0.629	0.396
Perception Based Experience	PCP1	1.000	0.785	0.617
	PCP2	1.007	0.837	0.701

Source: Extracted from field data, 2012

In general the loadings for all indigenous variables are acceptable.

All indices reported for endogenous variables signify a good fitting model as shown in Table 4.8A and 4.8B, implying that the model can be replicated in future studies. The value of Root Mean Square Error of Approximation (RMSEA) for the proposed model (Table 4.8B), was 0.029. This indicates a reasonable error of approximation

implying that the model is adequately fit (Kline, 2011). Similarly the value for Standardized Root Mean Residual (SRMR) was 0.0194 representing a reasonable rate for a model fit (Byrne, 2010). The Goodness of Fit Index was 0.994 indicating that the hypothesised model fits the sample data fairly well (ibid).

Table 4.8B: A Summary of Fit Statistics

TYPE	Index for Default Model	Standard requirement	Comment
Chi Square	13.055		Significant
DF	8		
Chi Square/DF	1.632	CMIN/DF < 3	Good
SRMR	0.0194	SRMR < 0.05	Good
GFI	0.994	GFI > 0.9	Good
CFI	0.987	CFI > 0.9	Good
RMSEA	0.029	RMSEA < 0.05	Good
PCLOSE	0.885	P > 0.5	Good
AIC	39.055	Lowest	Good
ECVI	0.052	Lowest	Good
HOELTER (1983) Critical N	890 (0.05) AND 1153 (0.01)	Values > 200	Good

Source: Extracted from field data, 2012

The ECVI for the default model was the lowest as compared to the saturated and independent models and hence it exhibits the greatest potential for replication (ibid). Similarly, the AIC for the default model has the lowest value signifying the extent to which parameter estimates from the original sample will cross validate in future samples (ibid). The Hoelter's (1983) Critical (N) results revealed a value of 890 (0.05) and 1153 (0.01) which are all above 200 indicating that the sample size is sufficient to yield an adequate model fit for a chi square test (ibid). In summary the overall fit of the final model was satisfactory based on the fit indices.

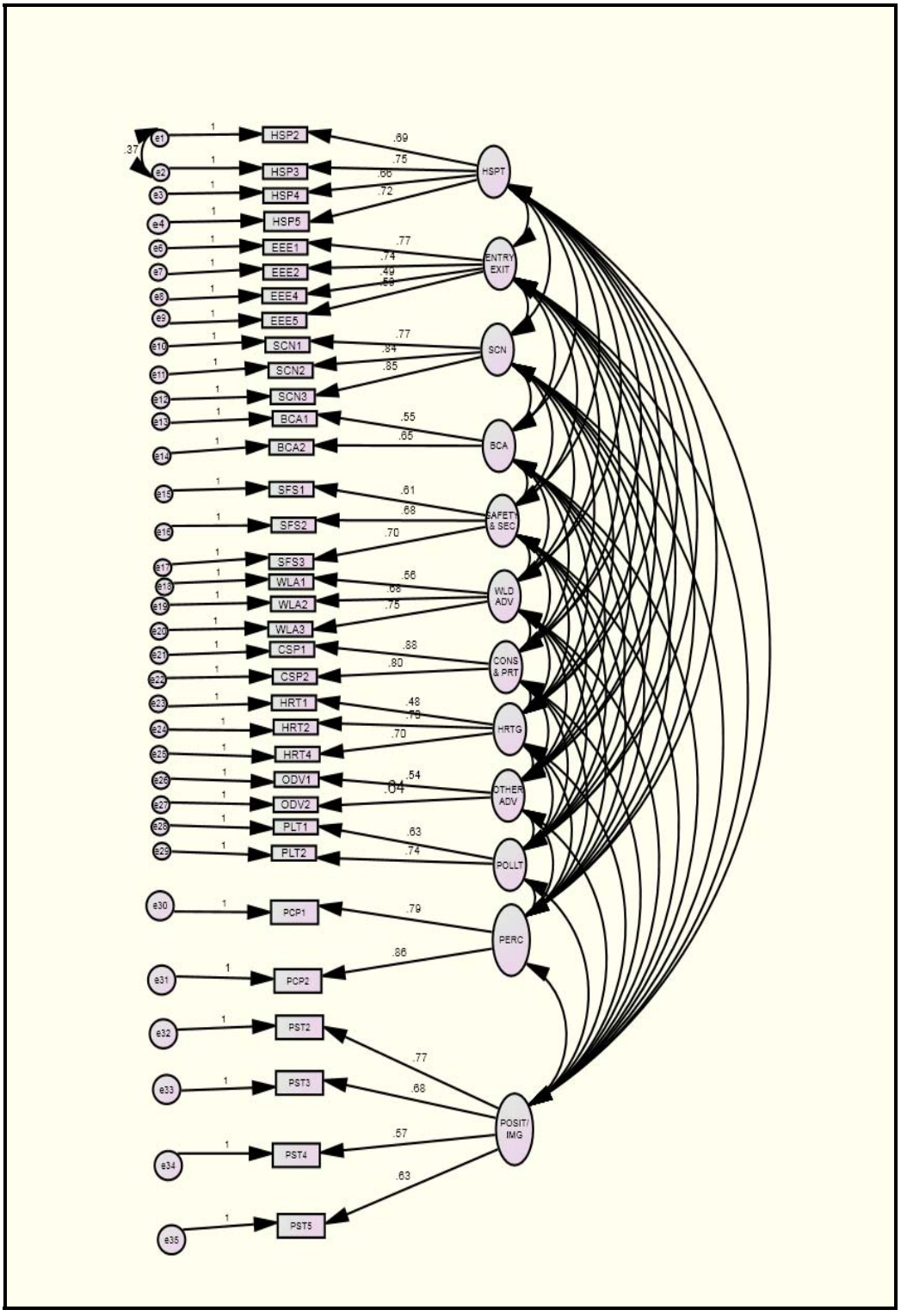

Figure 4.4: CFA All Variables

Source: Extracted from field data, 2012

Table 4.9A: CFA Overall

Latent Variable	Indicators	Unstandardized Loadings	Factor Loadings	SMC
Hospitality	HSP2	1.000	0.688	0.473
	HSP3	1.044	0.749	0.561
	HSP4	0.871	0.665	0.442
	HSP5	1.048	0.720	0.519
Entry Exit Efficiency	EEE1	1.000	0.775	0.600
	EEE2	0.948	0.737	0.544
	EEE4	0.633	0.490	0.240
	EEE5	0.718	0.585	0.343
Scenery	SCN1	1.000	0.772	0.596
	SCN2	1.177	0.844	0.713
	SCN3	1.180	0.851	0.724
Beach Attractions	BCA1	1.000	0.553	0.306
	BCA2	1.103	0.654	0.428
Safety & Security	SFS1	1.000	0.611	0.374
	SFS2	0.883	0.681	0.463
	SFS3	1.040	0.701	0.491
Wild life Adventures	WLA1	1.000	0.559	0.312
	WLA2	0.670	0.683	0.466
	WLA3	1.186	0.747	0.559
conservation & Protection	CSP1	1.000	0.877	0.770
	CSP2	0.990	0.799	0.639
Heritage Endowments	HRT1	1.000	0.475	0.226
	HRT2	1.446	0.696	0.484
	HRT4	1.593	0.696	0.484
Other Adventures	ODV1	1.000	0.540	0.291
	ODV2	1.380	0.637	0.406
Pollution	PLT1	1.000	0.628	0.395
	PLT2	1.181	0.736	0.542
Experience Based Perception	PCP1	1.000	0.786	0.617
	PCP2	1.037	0.856	0.732
Positioning/Image	PST2	1.000	0.774	0.599
	PST3	1.068	0.683	0.467
	PST4	0.845	0.566	0.321
	PST5	0.851	0.633	0.400

Source: Extracted from field data, 2012

4.5.3 Results of CFA for both Endogenous and Exogenous Variables (Overall)

The results for CFA for 34 variables did not reveal a problem with MI or estimates. A close examination of factor loadings for all constructs indicates satisfactory results because 15 variables have loadings higher than 0.7 while 19 variables have loadings ranging from 0.5 to 0.7 (See Figure 4.4 and table 4.9A). The percentage of variance explained by the individual variables as shown in the column for Squared Multiple Correlation (SMC) is fair for most items. For some constructs like Scenery the percentage of variance explained by the individual variables is over 70%. The CFA for overall and model fit summary statistics reveal good results with the exception of CFI which is slightly lower than the threshold of 0.9 (Table 4.9B).

Table 4.9B: A Summary of Fit Statistics

TYPE	Index for Default Model	Standard requirement	Comment
Chi Square	781.402	0	Signif.
DF	460		
Chi Square/DF	1.699	CMIN/DF < 3	Good
SRMR	0.0429	SRMR < 0.05	Good
GFI	0.939	GFI > 0.9	Good
CFI	0.827	CFI > 0.9	Fair
RMSEA	0.031	RMSEA < 0.05	Good
PCLOSE	1.000	P > 0.5	Good
AIC	1051.402	Lowest	Good
ECVI	1.404	Lowest	Good
HOELTER (1983) Critical N	490 (0.05) AND 512 (0.01)	Values > 200	Good

Source: Extracted from field data, 2012

The values provided in Table 4.9B are satisfactory in the sense that they fall within acceptable range. The value of Root Mean Square Error of Approximation (RMSEA) for the proposed model (Table 4.9B), was 0.031 indicating a reasonable error of

approximation implying that the model is adequately fit (Kline, 2011). Similarly the value for Standardized Root Mean Residual (SRMR) was 0.0429 meaning that the model explains the correlations to within an average error of 0.0429 (Byrne, 2010). The SRMR represents a good rate for a good model fit.

The Goodness of Fit Index was 0.939 indicating that the hypothesised model fits the sample data fairly well (ibid). The ECVI for the default model was the lowest as compared to the saturated and independent models and hence it exhibits the greatest potential for replication (ibid). Similarly, the AIC for the default model has the lowest value as compared to the independent and saturated models. This signifies the extent to which parameter estimates from the original sample will cross validate in future samples (ibid). The Hoelter's (1983) Critical (N) results revealed a value of 490 (0.05) and 512 (0.01) which are all above 200 indicating that the sample size is sufficient to yield an adequate model fit for a chi square test (ibid).

4.6 Findings for Structural Equation Model (SEM) – Objectives Two, Three and Four

The model for positioning tourists' destination is reflected in figure 4.5 in which the relationships between various constructs are shown. The relationships in question are between: (i) Dimensions formed by the attributes and Experience Based Perceptions (Objective Two) and (ii) Experience Based Perceptions and Image of a destination (Objective Three).

The model suggests that there are ten underlying factors of experience based perceptions labelled hospitality, efficiency at entry and exit point, scenery, beach

attractions, safety and security, wildlife adventures, conservation and protection of wildlife, heritage endowments, other adventures and pollution. Theoretically all the ten mentioned underlying factors are relevant in explaining the concept of experienced based perception.

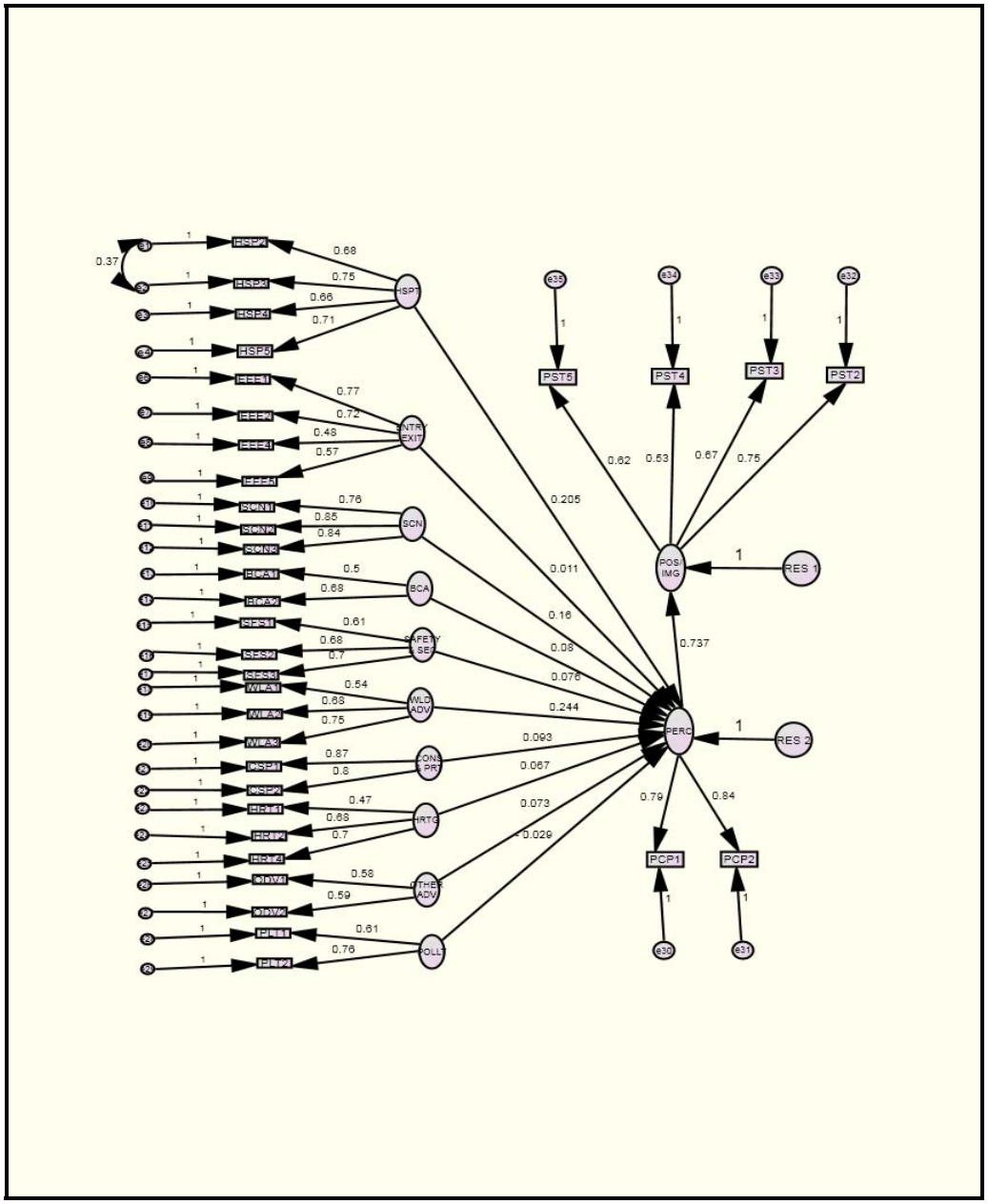

Figure 4.5: A Model for Positioning Tourists' Destination

Source: Extracted from field data, 2012

On the other hand the model suggests that experience based perceptions influence the image/position of a destination. Looking at the magnitude of impact in terms of degree, the ten dimensions influence experience based perceptions differently. The influence of each dimension on experience based perception is shown in figure 4.5 and can be summarised as follows: Hospitality (20.5%), Efficiency at entry and exit point (1.1%), Scenery (16.0%) and Beach attractions (8.0%), Safety and Security, (7.6%), Wildlife adventures (24.4%), Conservation & Protection of wildlife (9.3%), Other Adventures (7.3%), Heritage endowments (6.7%) and Pollution (-2.9%). Tables 4.10A and 4.10B relates to results of hypotheses testing and model fit summary statistics respectively.

Table 4.10A: Results of Hypotheses Testing

Latent variable - Factor	Unstd . Est.	Std. Est	S.E	C.R	P	Decision
POLL ----------> PCP	-0.029	-0.034	0.039	-0.729	0.466	Reject
OTHER_ADV ----> PCP	0.073	0.087	0.064	1.141	0.254	Reject
HRTG ----------> PCP	0.067	0.052	0.084	0.796	0.426	Reject
CONS & PRT ---> PCP	0.093	0.117	0.034	2.725	0.006	Accept
WLD_ADV ------>PCP	0.244	0.260	0.056	4.396	0.000	Accept
SAFETY & SEC->PCP	0.076	0.088	0.062	1.228	0.219	Reject
BCA - --- -------> PCP	0.080	0.077	0.079	1.021	0.307	Reject
SCN ----------> PCP	0.160	0.158	0.053	3.030	0.002	Accept
ENTRY_EXIT -> PCP	0.011	0.014	0.065	0.163	0.870	Reject
HSPT ----------> PCP	0.205	0.207	0.101	2.035	0.042	Accept
PERCEPTION --> IMAGE	0.737	0.690	0.070	10.605	0.000	Accept

Source: Extracted from field data, 2012

The results of hypothesis testing as shown in Table 4.10A are satisfactory.

Standard errors reflect the precision with which a parameter has been estimated, with smaller values suggesting accurate estimation (Byrne, 2010). The column for standard errors (S.E) in table 4.10A reveal that all values are below 0.1 with the

exception of the S.E for the variable HSP ---- PCP, which is 0.1, signifying an accurate estimation and hence an acceptable error rate in the model. Critical ratio (C.R) is the ratio of a sample statistic over its standard error (Kline, 2011). In table 4.10A the C.R for five constructs was greater than 1.96 indicating that the null hypotheses should be rejected (ibid). The column for p values reveal significant results for five variables and insignificant results for six variables as will be discussed in section 4.6.1 – 4.6.11.The model fit summary statistics reveal good results with the exception of CFI which is slightly lower than the threshold of 0.9 (Table 4.10B).

Table 4.10B: A Summary of Fit Statistics

TYPE	Index for Default Model	Standard requirement	Comment
Chi Square	817.921		Significant
DF	470		
Chi Square/DF	1.740	CMIN/DF < 3	Good
SRMR	0.0471	SRMR < 0.05	Good
GFI	0.936	GFI > 0.9	Good
CFI	0.813	CFI > 0.9	Fair
RMSEA	0.031	RMSEA < 0.05	Good
PCLOSE	1.000	P > 0.5	Good
AIC	1067.921	Lowest	Good
ECVI	1.426	Lowest	Good
HOELTER	478 (0.05) AND 499 (0.01)	Values > 200	Good

Source: Extracted from field data, 2012

The value of Root Mean Square Error of Approximation (RMSEA) for the proposed model (Table 4.10B), was 0.031 indicating a reasonable error of approximation implying that the model adequately fits the sample data (Kline, 2011).

The Standardized Root Mean Residual (SRMR) which represents the average value across all standardized residuals was 0.0471, reflecting a reasonable rate for a model fit (Byrne, 2010). The Goodness of Fit Index was 0.936 indicating that the hypothesised model fits the sample data fairly well (ibid). The ECVI for the default model was the lowest as compared to the saturated and independent models and hence it exhibits the greatest potential for replication (ibid).

Similarly, the AIC for the default model has the lowest value signifying the extent to which parameter estimates from the original sample will cross validate in future samples. The Hoelter's (1983) Critical (N) results revealed a value of 478 (0.05) and 499 (0.01) which are all above 200 indicating that the sample size is sufficient to yield an adequate model fit for a chi square test (ibid). In summary the overall fit of the final model was satisfactory based on the fit indices.

Two mathematical models used in the study in respect of the variables that were significant are summarised in (i) and (ii) below.

$$PCP = a + 0.244\ WLA + 0.205\ HSP + 0.160\ SCN + 0.093\ CSP + R \quad \text{---- (i)}$$

Where: PCP = Perception;

a = Constant and

R = Residual value

$$I = a + 0.737\ PCP + R \quad \text{---------- (ii)}$$

Where: I = Image

PCP = Perception and

R = Residual

The hypotheses developed from the research model were tested using SEM. A threshold value of p = 0.05 was set. The p – values for the research model have been extracted from appendix VI. The results of testing 11 hypotheses (H1 – H11) are summarised basing on the p – values. The results of the hypotheses were categorised into two. The first group addressed hypotheses 1 to 10 relating to dimensions of attributes that influence the perceptions of tourists' destinations. The second group comprises hypothesis 11 that relates to the relationship between Experience Based Perception attributes and the Image of a tourist destination.

4.6.1 Relationship between Hospitality and Experienced Based Perceptions

Hypothesis one of the research model proposes a relationship between hospitality and the experienced based perceptions of a tourist destination:

H1: There is a direct relationship between hospitality and the experienced based perceptions of a tourist destination. The findings in the current study revealed a significant relationship between the two constructs (P = 0.042) and hence H1 was supported. Theoretically, one would expect a significant relationship between the two constructs; hence, the results have concurred with the theory underlying the study.

The findings of the current study are in conformity with the findings of the study conducted on brand image of Mauritius (Naidoo *et al*., 2010), in which tourists' interaction with local people was a key factor which affected tourists' satisfaction with the destination. The most appreciated psychological attributes in Mauritius (basing on qualitative responses generated from the survey) were hospitality which

was expressed in various forms and had a high mean score of 4.6 out of 5. The tourists felt that their presence was most welcome by ever smiling friendly people who build up a sense of security and reduced the uncertainties involved in various issues.

The study also revealed a high mean score for peaceful and relaxing destination (4.5 out of 5) which made visitors to name Mauritius as a getaway free of stress and suitable for rest (ibid). The destination was perceived by tourists, as a paradise tropical island which made their holidays enjoyable, relaxing and pleasant, with the exception of security aspects discussed in section 4.6.5. The interaction of tourists with locals was a factor which affected tourists' satisfaction with a destination positively/negatively depending on circumstances and hence influencing their perceptions.

Some of the negative attributes reported include the fact that Mauritius drivers were found to be impolite. A few tourists claimed that hawkers were so aggressive that the tourists were forced to buy things that they did not wish to buy. In addition, prices for products were perceived to be expensive (gap score was -0.3. The overall gap score which was defined as Perception minus Expectation was + 0.05 (sig. 0. 013) which indicated that the destination was performing better as compared to the expectation of visitors.

On the other hand, the results of the current study do not concur with Wang *et al.* (2012) where there was no relationship between related personnel factors and action experience.

4.6.2 Efficiency at Entry and Exit Points

H2: Efficiency at entry and exit points directly influences the experience based perceptions of a tourist destination. The hypothesis proposes a direct relationship between the two constructs and the relationship is not significant (P = 0.870), hence H2 is not supported.

Theoretically, one would expect the relationship between the two constructs to be significant and the hypothesis to be supported. The results can be due to the fact that the tourists get briefed on what they are going to encounter in the various destinations, even before leaving their home countries. The briefing sessions address a number of things including promptness in getting services required at the various points, quality of resources and facilities, customer care, costs involved in the trip and inadequate information.

Some service providers offer cheap packages which enable the tourists to experience what they call “African taste”. This may involve waiting for some hours at the airport for group transport (shuttle service) as there is no hurry in Africa. It may also involve waiting two hours or more to be served a meal at a hotel/restaurant. It may be on the extreme side of flight cancellation or cumbersome immigration formalities.

The mere fact that the tourists anticipated such problems may make efficiency at entry and exit point not to influence their perceptions. The results of the current study concur with Wang *et al.* (2012) where there was lack of association between facilities and integrated management on one hand and tourism emotional experience on the other hand.

4.6.3 Scenery

H3: The attractiveness of scenery directly influences the experience based perceptions of a tourist destination. The hypothesis proposes a direct relationship between the two constructs and there was a high significant relationship between them (P = 0.002), hence H3 was supported. In this instance, the findings of the study match the underlying theory.

4.6.4 Beach Attractions

H4: There is a direct relationship between beach attractions and the experience based perceptions of a tourist destination. The hypothesis proposes a direct relationship between the two constructs and the relationship was not significant (P = 0.307), hence H4 was not supported. Beach attractions are found in various parts of the world and a tourist does not have to go to a specific destination. Cohen, 1972 as cited in Pike, 2008 stated that countries become interchangeable in the tourist's mind. Whether he is looking for good beaches, restful forests or old cities, it becomes relatively unimportant to him where this happen to be to be found. A beach is a beach irrespective of the location where the beach happens to be found. This view explains why beach attractions do not have a significant influence on the perceptions of tourists' destinations.

4.6.5 Tourists' Perception of Safety and Security

H5: Safety and security aspects directly influence the experience based perceptions of a tourist destination. Statistically, the findings of the study revealed that the relationship between the two constructs was not significant (P = 0.219), hence H5

was not supported. In reality one would expect the results to reveal significant relationship between the two constructs. These results are contrary to the fact that tourists tend to develop a negative impression of a destination when they feel unsafe or threatened at a destination (George, 2003). Such an impression can be very damaging to the tourism industry in that destination and can ultimately lead to a decline of tourism business in that area (ibid).

The decline of tourism in the area happens in three different forms: In the first instance, prospective tourists may decide not to visit destinations with a reputation of high crime rate. Secondly, when tourists feel unsafe about a particular destination they are not likely to participate in activities outside their accommodation facilities. Thirdly, tourists who have felt threatened or unsafe are neither likely to return to the destination nor recommend the destination to others. In view of these findings, it appears that there is a relationship between safety and security of a destination and the perception of that destination. The issue of safety and security is of paramount importance if tourists' destinations are to remain prospective.

The findings contradict with Nadoo *et al.* (2010) who found that safety and security was the least performing psychological attribute in Mauritius as some tourists were robbed during their stay. In addition, the findings revealed a number of weaknesses as follows:

(i) The tourists did not appreciate the congested roads

(ii) Speed limits were not respected by Mauritius drivers

(iii) Road signage along connecting roads was so unclear that independent visitors could easily get lost.

The mean score of perception on safety and security attribute was 3.9 as opposed to the expected mean score of 4.2 leaving a gap of -0.2. The findings also contradicts with Pearce (1988, as cited in George, 2003) who found that concern with personal security was a major factor in the decision making process, through which individuals make their travel choices. Safety and security of tourists is a prerequisite for a prosperous tourist destination (Mawby & Hambly, 2000; Demos 1992; Milman & Bach, 1999; Pinhey & Iverson, 1994; Sonmez & Graefe, 1998 as cited in George, 2003).

However, a study by Demos, 1992 as cited in George, 2003, revealed that only one third of tourists on holiday in Washington DC consider safety as a main factor that might deter them from returning to Washington DC. Most of the tourists perceived that crime in the city would not discourage them from a return visit. In some instances, tourists show low levels of concern about safety, and those that had been victims of crime usually felt that their holiday location had been safe (Brunt *et al.* 2000, as cited in George, 2003).

George (2003) claimed that tourists limit their activities at destinations for fear of crime and those who have encountered a crime incident during their holiday are more likely to feel less safe. In addition tourists are more cautious about going out after dark than during the day time.

Despite the steady increase in popularity with the international community, South Africa has developed a reputation for being unsafe place to visit because it has extra ordinary high levels of violent crime (George, 2003). Such crime statistics have led

to South Africa being labelled the crime capital of the world. In addition, the reports of an economic crisis in Zimbabwe and the issue of the HIV/AIDS pandemic in South Africa and its neighbouring countries may have also tarnished the image of South Africa as an international tourist destination (George, 2001 as cited in George, 2003).

"In recent years there has been a plethora of crime incidents at international tourists' destinations. Tourism to Egypt, Florida, Kenya, Spain, Lebanon and Yemen have been affected by reports that tourists have either been held hostage, accidental victims or targets of crime or terrorism resulting in injury, rape, torture and sometimes even death. As a consequence, media attention has raised tourist concern about safety and ultimately led to cancellation to these destinations (George, 2003).

The fact that hypothesis five was not supported can be explained by three factors:

(i) Tourists are briefed on safety and security aspects on the destinations they are heading to, before they travel; hence they take all the necessary precautions. Their perceptions are therefore not influenced by the occurrence of any incidences in the destinations.

(ii) Given the good communication system in the tourism sector, especially through feedback obtained from the trip advisor, tourists are fully aware of conditions prevailing in the destinations to be visited.

(iii) The use of certain security devices such as CCTV (Closed Circuit Television), improved lightning and the recruitment of qualified and experienced security staff at key destination areas provide visitors with a greater sense of security.

The explanation concur with the findings of Wang *et al.,* (2012), who identified 25 attributes/indicators for measuring tourist experiences out of which five indicators were deleted including safety of activities in destinations. The reason given for deletion of safety of activities was that tourists attach importance to their interests and overlook the safety of tourism destinations. In addition the activities in the destination were so traditional that tourists were not concerned about safety.

4.6.6 Wildlife Adventures

H6: A tourist's experience with wildlife adventures directly influences the experience based perceptions of a destination. The hypothesis proposes a direct relationship between wildlife adventures and experience based perceptions of tourists' destinations. There was a high significant relationship between the two constructs (P = 0.000) and hence H6 was supported.

4.6.7 Conservation of Wildlife

H7: There is a direct relationship between the tourists' perception of conservation of wildlife and the overall perception of a tourist destination. The hypothesis proposes a direct relationship between tourists' perception of conservation of wildlife and the overall perception of a tourist destination. There was a high significant relationship between the two variables (P = 0.006) hence H4 was supported.

This findings concur with the study done in Mauritius (Naidoo *et al.*, 2010), where, repeated visitors mentioned that the lagoons were not well preserved as they found that the corals and amount of fish have deteriorated as compared to their previous visits.

4.6.8 Other Adventures – Water Sports and Mountain Climbing

H8: Satisfaction derived from other adventures (e.g. Water sports and mountain climbing) directly influences the experience based perceptions of a tourist destination. The hypothesis proposes a positive relationship between the two constructs and statistically, the relationship was not significant (P = 0.254). Hence H8 was not supported. Theoretically one would have expected a positive relationship between the two constructs.

Tourist destinations have offered sporting facilities to attract those who want to escape from their ordinary life and enjoy weekends and vacations through participating in sports activities (Redmond, 1991; Spivack, 1998; Weed & Bull, 1997 as cited in Kim *et al.,* 2005). Coastal areas have long been popular with tourists, but with increasing incomes, greater accessibility, more leisure time and a recreation industry promoting adventure water based sports; an increasing number of Coastal regions are being utilised for recreation and tourism on a scale not previously experienced (Ong and Musa, 2012). Such water sports include scuba diving, kite surfing and snorkelling. Today scuba diving is one of the world's fastest growing recreational sports. Todd *et al*., 2002, as cited in Ong and Musa (2012), identified six diving motivational factors including adventure, learning, escape, social interaction, status and personal challenge. The results of the study by Ong and Musa (2012) revealed that past experience was the most important factor in explaining underwater behaviour of scuba divers, as compared to personality and attitude.

The results concur with Wang *et al.* (2012) where there was lack of association between recreational activities and tourist aesthetic experience. The lack of

association between these two constructs indicated that interesting and rich recreational activities do not enhance tourist aesthetic experience.

4.6.9 Heritage Endowments

H9: The status of heritage endowments directly influences the perceptions of a tourist destination. The hypothesis proposes a direct relationship between the two constructs and the relationship was not significant (P = 0.426), hence H8 was not supported.

4.6.10 Perception of Pollution

H10: The perception of pollution negatively influences the experience based perceptions of a destination. This hypothesis proposes a direct relationship between the tourist perceptions of pollution and the overall perceptions of a destination. Statistically the relationship was not significant (P = 0.466), and the relationship was negative. Hence H10 was not supported.

The hypothesis is not supported with the negative relationship stated in the hypothesis and this automatically leads to the conclusion that the perception of pollution influences the overall perceptions of a destination. Studies focusing on perceptions of the environment have found that tourists generally have limited perceptions of wear and tear impacts but are more sensitive to the direct impacts resulting from litter, human waste and vandalism (Lucas 1979, Marion and Lime, 1986, as cited in Hillery *et al.,* 2001). Such findings concur with the results of the current study.

Nadoo *et al.* (2010) found that the destination was not performing well in preserving the physical environment as hawkers left behind the remains of food products and packaging. In addition, tourists found that there was litter on public beaches all of which spoiled the appearance of the area and hence influencing the perception of the destination. The results do not support the findings by Wang *et al.* (2012) who concluded that there was no significant relationship between resource condition factors and action experience. Resource condition factors included good water quality, clean air, rich in cultural resources and unique and diverse animal resources.

4.6.11 The Relationship between Experience Based Perceptions and the Image of a Tourist Destination

H11: Satisfactory perception of a tour experience has a direct influence on the image of a tourist destination. The hypothesis proposes a direct relationship between experience based perceptions and the images of a tourist destination. Findings reveal that the relationship is significant (P = 0.000), hence H11 is supported.

Experienced based perceptions attributes comprise of both functional and psychological attributes and these influence the image of a destination. The Squared Multiple Correlation - SMC (Appendix IX) revealed that 47.6% variance in Positioning is explained by Perception, while the remaining 42.4% is explained by residual value. Similarly, 48.4% variance in Experience Based Perception is explained by the four latent constructs that are significant, while the remaining balance of 41.6% is explained by residual value. In summary, the results of hypothesis testing revealed a significant relationship between experience based perceptions and four dimensions (See Figure 4.6).

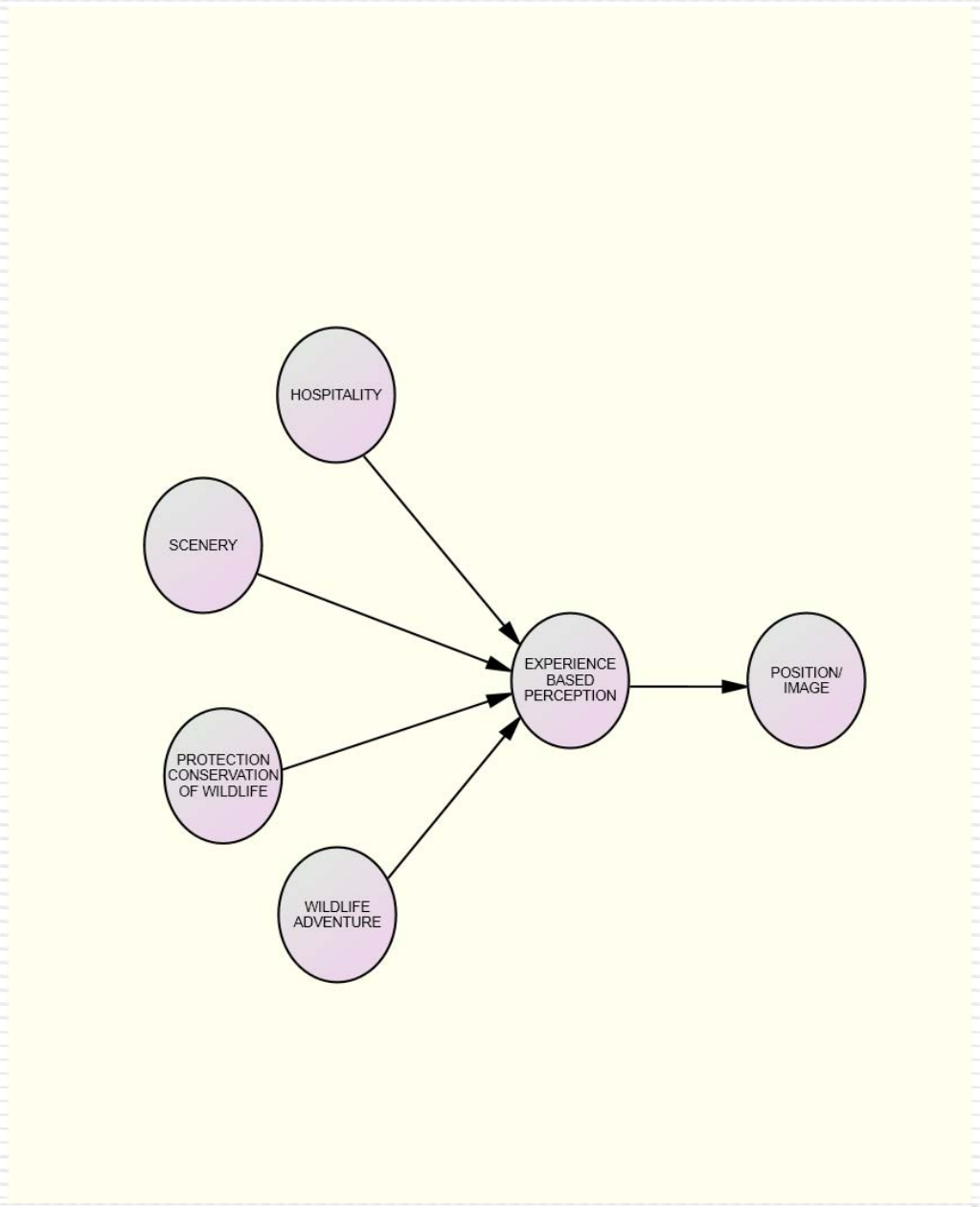

Figure 4.6: Dimensions for Positioning Tourists' Destinations

Source: Extracted from field data, 2012

CHAPTER FIVE

5.0 CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter presents the key conclusions and recommendations for the basic issues addressed in the study. It starts by assessing the achievement of the study objectives, and conclusions drawn from them. Recommendations for the study are then explained in relation to the theoretical contribution of the study, the implications of the study to destination marketers and policy implications. Subsequent to this are the limitations for the study and avenues for future research.

The thesis is based on four research questions aimed at: (i) identifying the dimensions formed by the salient attributes which influence the perceptions of a destination. (ii) Determining the significance of the relationship between the dimensions formed by the attributes and the experience based perceptions of a tourist destination. (iii) Determining the significance of the relationship between experience based perceptions and the image of a tourist destination. (iv) Developing a structural model that reflects tourists' destination image based on the identified dimensions.

5.2 Major Conclusions

Basing on the results of Structural Equation Modelling, four dimensions have significant relationship on the perception of tourists' destinations. These include "Wild life Adventures", "Hospitality," "Scenery", and "Conservation and Protection of Wildlife". In view of the details related to objective one, the researcher concluded that the objective has been achieved because the dimensions for

positioning tourists' destinations have been well identified. Principally, all the ten dimensions identified by the study through factor analysis are relevant for positioning a tourist destination. However, given the factor endowments of Tanzania, the four dimensions with significant results are the ones comprising the image of Tanzania as a tourist destination.

Given the findings of the study, more resources can be channelled to wildlife adventures, hospitality, scenery, conservation and protection of wildlife. The observations made on the dimensions whose results were not significant and hence hypotheses not supported are summarised as follows:
Attributes related to beach attractions and other adventures can be addressed under scenery and any investments related to the dimensions follow the same pattern.

Efficiency at entry and exit point together with safety and security aspects can comfortably be accommodated under the hospitality dimension. Heritage endowment attributes can partly be addressed under hospitality and partly under scenery. Pollution attributes can be addressed under conservation and protection of wildlife hence all components are addressed but with different levels of importance assigned to them.

The second objective was intended to establish the relationship between the dimensions formed by the attributes and the experience based perceptions of a tourist destination. The objective was expressed in terms of research questions which were verified by testing the structural model. The study findings show that there was a

significant relationship between experience based perceptions and four different constructs. The four constructs include wildlife adventures, hospitality, scenery and conservation and protection of wildlife. These findings led to the acceptance of four hypotheses related to the four specific objectives. The four hypotheses supported are:

(i) A tourist's experience with wildlife adventures directly influences the experience based perceptions of a destination.

(ii) There is a direct relationship between hospitality and the experienced based perceptions of a tourist destination.

(iii) The attractiveness of scenery directly influences the experience based perceptions of a tourist destination.

(iv) There is a direct relationship between the tourists' perception of conservation of wildlife and the overall perception of a tourist destination.

The researcher also examined the relationship between experience based perceptions and six other constructs (beach attractions, safety and security, other adventures, heritage endowments, efficiency at entry and exit point and pollution). The findings reveal a relationship that was not significant between experience based perceptions and six mentioned constructs; hence the related hypotheses were not supported. The researcher concluded that the second objective has been achieved to the extent that the relationship between the dimensions formed by the attributes and the experience based perception of tourists' destinations is clearly portrayed.

The third objective was intended to establish the relationship between experience based perceptions and the Image of a tourist destination. The findings revealed a

significant relationship between the two constructs and hence the hypothesis was supported. The hypothesis supported was:

> Satisfactory perception of a tour experience has a direct influence on the image of a tourist destination.

The fourth objective was aimed at developing a model that reflects the positioning of tourists' destinations based on the identified dimensions. The researcher developed a model using structural equation modelling with AMOS programme. The findings reveal that the model adequately fits the sample data and that the results of this study can be replicated in future studies. To conclude this section all the research objectives addressed in the study have been adequately covered.

5.3 Recommendations

5.3.1 Theoretical Contribution of the Study

The major theoretical contribution of this study is the use of quantitative analysis to identify dimensions for positioning tourist destinations and to examine how these dimensions influence the image of a destination through experienced based perceptions of those destinations. In addition the study has come up with a model which can be applied in various destinations.

The study recommends that the theory developed be used for positioning tourists' destinations in countries with similar factor endowments; in particular countries in the Sub Saharan Africa. Also the study recommends that the theory developed be tested in other destinations with different factor endowments provided they fit in the ten dimensions identified through factor analysis.

5.3.2 Implications for Destination Marketers

The study recommends that the theory be used by destination marketers for developing destination positioning strategies in order to win over competitors. The allocation of resources for promotion can be based on the findings of the study to the extent that more resources will be channelled to the four dimensions with significant results. This will enable the destination marketers to concentrate on dimensions which are relevant for their destinations in order to win over competitors. It is further recommended that both business and leisure tourism marketers use the image attributes presented in this study to communicate a relevant and workable identity for their destinations.

The study recommends that destinations marketers use the findings of this study to identify suitable positions for their destinations in order to concentrate their limited resources in viable projects. In addition the destination marketers need to use the findings of this study to address tourists' expectations in order to avoid dissatisfaction that may stop tourists from visiting tourists' spots.

The ten dimensions identified through factor analysis irrespective of the results of hypotheses testing are relevant for positioning tourists' destinations. However destination marketers need to consider the factor endowments of their respective destinations before making important decisions on resource allocations to them.

5.3.3 Policy Implications

This study demonstrates that positioning of tourists' destinations using the perspective of attribute dimension is critical for the success of destination marketing

in the current competitive business environment. The national tourism policy and international marketing strategy have put a lot of emphasis on strategies for promoting tourism development in the country. The theory proposed by this study may be used by policy makers to promote the competitiveness of tourism business in Tanzania. The study recommends the use of dimensions of salient attributes for positioning tourists' destinations, in making policy decisions related to the promotion of competitiveness of Tanzania as a tourist destination.

5.4 Limitations of the Study

This study like many of its kind has limitations that need to be taken into account when interpreting its findings and subsequent conclusions. One of the limitations is that the research employed self-administered questionnaires as a method of data collection and this method normally possess a number of weaknesses. With self administered questionnaires visitors are left to complete the questionnaire on their own will. In addition the questionnaire may have been passed on to a family member who has had a rough experience during the visit and hence lead to bias responses. The process of filling the questionnaire relies on the willingness, commitment and seriousness of the respondent.

Another limitation is that the number and naming of dimensions obtained through factor analysis is dependent on the number and type of variables included in the research instrument. The variables in the research instrument will have an impact on the analysis technique to be used and the data and the type of statistical package to be applied. However, this study is still considered important in providing a foundation

for future studies which can provide a more comprehensive coverage of study variables.

The researcher interviewed international tourist leaving the country through Zanzibar airport. Hence the results are limited to the international tourists who were leaving the country through Zanzibar airport. Also the respondents contacted are the ones who have had a chance to visit the attractions in the mainland before going to Zanzibar. The results could have been different if the sample of tourists could have been picked from KIA, JNIA, Namanga & Tunduma boarders, or at DSM harbour (sea ports).

Just as is common with most academic research, the study was cross sectional (the study of a particular phenomenon at a particular time) due to time constraint. The results could have been different if longitudinal studies were conducted. This would have entailed repeated observations with revised research instruments basing on findings.

5.5 Avenues for Future Research

It is common for researches to provide results for investigation carried out and generate new ideas and direction for future research. The outcomes of the researches normally leave them with some questions which serve as direction for future studies. It is recommended that future researches could utilise the same analysis method and statistical package to confirm the findings of this study. In summary future studies can apply SEM using AMOS to confirm the findings of the current study.

On the other hand the study methods can be applied in destinations with similar factor endowments including any country in Sub Saharan Africa like Kenya, South Africa or Botswana (to mention a few) using a similar research instrument.

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APPENDICES

Appendix I: Appendix I: Questionnaire for Tourists

Dear respondent, the aim of this questionnaire is to seek views about your experience in touring Tanzania. Please feel free to fill this brief questionnaire which is mainly intended for academic purposes. The information collected will be treated confidentially

SECTION A: Tour experience in Tanzania.

How would you rate the satisfaction you got from the following aspects during your visit to attraction areas in Tanzania? Please rate the satisfaction received by circling the appropriate cell using the following scale: **1 = Very Low 2 = Low 3 = Neither low nor high 4 = High 5 = Very high**

1	WLA1	Viewing unique animal behaviour eg wild beast migration, tree climbing lion etc	1	2	3	4	5
2	WLA2	Viewing animal species like giraffe, elephant, buffalo and other herbivores	1	2	3	4	5
3	WLA3	Viewing animal species like lion, cheetah, leopard and other carnivores	1	2	3	4	5
4	WLA4	Viewing unique animal species like white/red/blue and black colobus monkey	1	2	3	4	5
5	WLA5	Viewing different bird species	1	2	3	4	5
6	ODV1	Participating in water sports such as swimming, snorkelling, scuba diving and sports fishing	1	2	3	4	5
7	ODV2	Participating in adventure activities such as hiking and mountain climbing	1	2	3	4	5
8	BCA1	Relaxed atmosphere along the beach (No hecklers, hawkers etc)	1	2	3	4	5
9	BCA2	Sunbathing or other beach entertainments	1	2	3	4	5
10	HSP1	Friendliness of local people to tourists	1	2	3	4	5

11	HSP2	Integrity of service personnel in the areas visited	1	2	3	4	5
12	HSP3	Commitment of service personnel in serving tourists in the areas visited	1	2	3	4	5
13	HSP4	Customer care at the hotel	1	2	3	4	5
14	HSP5	Customer care at the tourists spots	1	2	3	4	5
15	HSP6	Promptness in getting services required at hotels	1	2	3	4	5
16	HSP7	Quality of resources and facilities in the various attraction areas visited	1	2	3	4	5
17	EEE1	Customer care at entry and exit point	1	2	3	4	5
18	EEE2	Promptness in getting services required at entry and exit point.	1	2	3	4	5
19	EEE3	Adequacy of visitor information service eg Tourist information services and sign posts	1	2	3	4	5
20	EEE4	The reasonableness of the amount of the total cost of the tour to Tanzania	1	2	3	4	5
21	EEE5	Quality of resources and facilities at the entry and exit points	1	2	3	4	5
22	EEE6	Health care and sanitation at the entry and exit point	1	2	3	4	5
23	SFS1	Reliability of local connection flights	1	2	3	4	5
24	SFS2	Personal safety and security in the areas visited	1	2	3	4	5
25	SFS3	Safety of luggage in transit	1	2	3	4	5
26	SFS4	Accessibility to tourist attraction areas eg condition of roads	1	2	3	4	5
27	HCS1	Health care at the hotel	1	2	3	4	5
28	HCS2	Health care and sanitation at the various attraction areas visited	1	2	3	4	5
29	HCS3	Food served including variety of dishes	1	2	3	4	5
30	HRT1	Viewing historical sites and buildings eg stone town, cathedrals, slave chamber, prison island, museums and caves	1	2	3	4	5
31	HRT2	Viewing traditional work of art and crafts.	1	2	3	4	5
32	HRT3	Seeing cultural festivals like Sauti za Busara, Festival of the Dhow etc	1	2	3	4	5
33	HRT4	Seeing culture and traditions eg local dances, dressing codes and eating habits	1	2	3	4	5
34	SCN1	Scenery – Landscapes (Mountains/Valleys)	1	2	3	4	5
35	SCN2	Scenery – Water bodies (Rivers/Lakes/Oceans/Seas)	1	2	3	4	5
36	SCN3	Scenery – Forests, various flowers and plant species	1	2	3	4	5

37	CSP1	Conservation of animal species (fauna) in the areas visited is high	1	2	3	4	5
38	CSP2	Plant species (Flora) in the areas visited are adequately protected	1	2	3	4	5
39	CSP3	Human activities in the areas visited have influenced the natural environment	1	2	3	4	5
40	PLT1	During my tour to Tanzania, I noted that the surroundings are kept clean	1	2	3	4	5
41	PLT2	The water I used in the attraction areas seems to be polluted	1	2	3	4	5
42	PLT3	The air on the road I travelled seemed to be polluted	1	2	3	4	5
43	PCP1	What are the chances that you will recommend Tanzania as a tourist destination to your friend/relative?	1	2	3	4	5
44	PCP2	What is the likelihood that you will say positive things about Tanzania to other people?	1	2	3	4	5
45	PCP3	Overall how satisfied are you about your tour to Tanzania?	1	2	3	4	5
46	PST1	Given opportunity would you revisit Tanzania as a tourist destination?	1	2	3	4	5
47	PST2	Tanzania is among a few unique destinations in the world	1	2	3	4	5
48	PST3	I would have liked to stay longer in Tanzania as compared to other destinations in the world.	1	2	3	4	5
49	PST4	Heritage sites in Tanzania are among the most interesting in the world	1	2	3	4	5
50	PST5	Based on your knowledge of other destinations in the world where would you position/place Tanzania?	1	2	3	4	5

SECTION B: Basic Profile of Respondent

51. (a) What is your country of residence? ----------

    (b) Nationality ----------

52. Sex: Male ☐ Female ☐

53. Age (Years): ----------

54. Occupation ----------

55. Highest level of education attained: ----------

THANK YOU FOR YOUR PRECIOUS TIME AND EFFORT IN FILLING THE QUESTIONNAIRE

Appendix II: Standardized Regression Weights for Overall Cfa

			Estimates
HSP2	<---	HSPT	.688
HSP3	<---	HSPT	.749
HSP4	<---	HSPT	.665
EEE1	<---	ENTRY_EXIT	.775
EEE2	<---	ENTRY_EXIT	.737
EEE4	<---	ENTRY_EXIT	.490
EEE5	<---	ENTRY_EXIT	.585
SCN1	<---	SCN	.772
SCN2	<---	SCN	.844
SCN3	<---	SCN	.851
BCA1	<---	BCA	.553
BCA2	<---	BCA	.654
SFS1	<---	SAFETY_& SEC	.611
SFS2	<---	SAFETY_& SEC	.681
SFS3	<---	SAFETY_& SEC	.701
WLA1	<---	WLD_ADV	.559
WLA2	<---	WLD_ADV	.683
WLA3	<---	WLD_ADV	.747
CSP1	<---	CONS_& PRT	.877
CSP2	<---	CONS_& PRT	.799
HRT1	<---	HRTG	.475
HRT2	<---	HRTG	.696
HRT4	<---	HRTG	.696
ODV1	<---	OTHER_ADV	.540
PLT1	<---	POLLT	.628
PLT2	<---	POLLT	.736
ODV2	<---	OTHER_ADV	.637
HSP5	<---	HSPT	.720
PCP1	<---	PERC	.786
PCP2	<---	PERC	.856
PST2	<---	POSIT/_IMG	.774
PST3	<---	POSIT/_IMG	.683
PST4	<---	POSIT/_IMG	.566
PST5	<---	POSIT/_IMG	.633

Appendix III: A Summary of Construct Reliability and Average Variance Extracted

S/N	Construct/Latent Variable	Construct Reliability	Average Variance Extracted
1	PCP - Perception	0.80	0.67
2	PLT - Pollution	0.64	0.48
3	ODV – Other adventure	0.51	0.34
4	CSP – Conservation and Protection of wildlife	0.82	0.70
5	BCA – Beach Attractions	0.52	0.36
6	HRT – Heritage Endowments	0.65	0.39
7	SFS – Safety & Security	0.70	0.44
8	WLA – Wild life Adventures	0.70	0.44
9	SCN - Scenery	0.86	0.67
10	EEE – Efficiency at Entry and Exit	0.73	0.42
11	HSP - Hospitality	0.79	0.49
12	PST - Positioning	0.74	0.42
	Total	8.46	5.82
	Average	0.705	0.485

Appendix IV: Measurement of Discriminant Validity

Construct	AVE	Square of Construct Correlation with Other Constructs	Comments AVE for Constructs > Square of Construct Correlation with all other Constructs
HSP	0.49	0.196, 0.237, 0.406, 0.112, 0.103, 0.187, 0.010, 0.066, 0.520*	* EEE (0.520)
EEE	0.42	0.073, 0.114, 0.046, 0.056, 0.154, 0.034, 0.028, 0.521*, 0.458*	*SFS (0.458) *HSP(0.520)
SCN	0.67	0.165, 0.097, 0.108, 0.076, 0.249, 0.062, 0.040, 0.196, 0.073	No exception
BCA	0.36	0.093, 0.038, 0.042, 0.126, 0.181, 0.020, 0.237, 0.114, 0.165.	No exception
SFS	0.44	0.068, 0.066, 0.134, 0.026, 0.067, 0.406, 0.097, 0.093, 0.458*	 *EEE (0.458)
WLA	0.44	0.038, 0.172, 0.008, 0.112, 0.046, 0.108, 0.038, 0.068 0.008	 No exception
CSP	0.70	0.050, 0.014, 0.057, 0.103, 0.056, 0.076, 0.042, 0.066, 0.038	No exception
HRT	0.39	0.147, 0.014, 0.187, 0.154, 0.249, 0.126, 0.134, 0.172, 0.050	 No exception
ODV	0.34	0.0002, 0.015, 0.0098, 0.0340, 0.062, 0.181, 0.0262, 0.0081, 0.147	No exception
PLT	0.48	0.066, 0.0282, 0.0396, 0.021, 0.067, 0.0079, 0.057, 0.014, 0.0001	No exception

Appendix V: Construct Correlation with other Constructs

Correlations: (Group number 1 - Default model)			
			Estimate
HSPT	<------>	ENTRY_EXIT	0.722
HSPT	<------>	SCN	0.443
HSPT	<------>	BCA	0.487
HSPT	<------>	SAFETY_SEC	0.637
HSPT	<------>	WLD_ADV	0.335
HSPT	<------>	CONS_PRT	0.321
HSPT	<------>	HRTG	0.432
HSPT	<------>	OTHER_ADV	0.099
HSPT	<------>	POLLT	-0.257
ENTRY_EXIT	<------>	SCN	0.27
ENTRY_EXIT	<------>	BCA	0.337
ENTRY_EXIT	<------>	SAFETY_SEC	0.677
ENTRY_EXIT	<------>	WLD_ADV	0.214
ENTRY_EXIT	<------>	CONS_PRT	0.236
ENTRY_EXIT	<------>	HRTG	0.393
ENTRY_EXIT	<------>	OTHER_ADV	0.185
ENTRY_EXIT	<------>	POLLT	-0.168
SCN	<------>	BCA	0.406
SCN	<------>	SAFETY_SEC	0.311
SCN	<----->	WLD_ADV	0.328
SCN	<----->	CONS_PRT	0.276
SCN	<----->	HRTG	0.499
SCN	<----->	OTHER_ADV	0.249
SCN	<----->	POLLT	-0.199
BCA	<----->	SAFETY_SEC	0.305
BCA	<----->	WLD_ADV	0.196
BCA	<----->	CONS_PRT	0.204
BCA	<----->	HRTG	0.355
BCA	<----->	OTHER_ADV	0.426
BCA	<----->	POLLT	-0.144
SAFETY_& SEC	<----->	WLD_ADV	0.26
SAFETY_& SEC	<----->	CONS_PRT	0.257
SAFETY_& SEC	<---->	HRTG	0.366
SAFETY_& SEC	<---->	OTHER_ADV	0.162
SAFETY_& SEC	<---->	POLLT	-0.259
WLD_ADV	<---->	CONS_PRT	0.195
WLD_ADV	<---->	HRTG	0.415

WLD_ADV	<---->	OTHER_ADV	0.09
WLD_ADV	<---->	POLLT	-0.089
CONS_& PRT	<---->	HRTG	0.224
CONS_& PRT	<---->	OTHER_ADV	0.122
CONS_& PRT	<---->	POLLT	-0.238
HRTG	<---->	OTHER_ADV	0.383
HRTG	<---->	POLLT	-0.118
OTHER_ADV	<---->	POLLT	0.013
e1	<---->	e2	0.368

Appendix VI: Estimates (Generalized Least Squares Estimates)

Regression Weights: (Group number 1 - Default model)					
	Est.	S.E.	C.R.	P	Label
PERC ←--- POLLT	-0.029	0.039	-0.729	0.466	par_25
PERC ←--- OTHER_ADV	0.073	0.064	1.141	0.254	par_26
PERC ←--- HRT	0.067	0.084	0.796	0.426	par_27
PERC ←--- CONS_& PRT	0.093	0.034	2.725	0.006	par_28
PERC ←--- WLD_ADV	0.244	0.056	4.396	***	par_29
PERC ←--- SAFETY_& SEC	0.076	0.062	1.228	0.219	par_30
PERC ←--- BCA	0.08	0.079	1.021	0.307	par_31
PERC ←--- SCN	0.16	0.053	3.03	0.002	par_32
PERC ←--- ENTRY_EXIT	0.011	0.065	0.163	0.87	par_33
PERC ←--- HSPT	0.205	0.101	2.035	0.042	par_34
POS/_IMG ←--- HSPT	0.737	0.07	10.605	***	par_24
HSP2 ←--- HSPT	1				
HSP3 ←--- HSPT	1.058	0.061	17.424	***	par_1
HSP4 ←--- HSPT	0.886	0.068	13	***	par_2
EEE1 ←--- ENTRY_EXIT	1				
EEE2 ←--- ENTRY_EXIT	0.922	0.064	14.497	***	par_3
EEE4 ←--- ENTRY_EXIT	0.629	0.07	9.008	***	par_4
EEE5 ←--- ENTRY_EXIT	0.71	0.066	10.842	***	par_5
SCN1 ←--- SCN	1				
SCN2 ←--- SCN	1.208	0.069	17.48	***	par_6
SCN3 ←--- SCN	1.176	0.066	17.89	***	par_7
BCA1 ←--- BCA	1				
BCA2 ←--- BCA	1.294	0.257	5.033	***	par_8
SFS1 ←--- SAFETY_& SEC	1				
SFS2 ←--- SAF_& SEC	0.886	0.08	11.017	***	par_9
SFS3 ←--- SAFETY_& SEC	1.05	0.089	11.792	***	par_10
WLA1 ←--- WLD_ADV	1				
WLA2 ←--- WLD_ADV	0.687	0.094	7.28	***	par_11
WLA3 ←--- WLD_ADV	1.199	0.138	8.657	***	par_12
CSP1 ←--- CONS_& PRT	1				
CSP2 ←--- CONS_& PRT	0.994	0.108	9.222	***	par_13
HRT1 ←--- HRTG	1				
HRT2 ←--- HRTG	1.44	0.16	9.008	***	par_14
HRT4 ←--- HRTG	1.638	0.261	6.28	***	par_15
ODV1 ←---OTHER_ADV	1				
PLT1 ←---POLLT	1				
PLT2 ←---POLLT	1.258	0.301	4.181	***	par_16
ODV2 ←---OTHER_ADV	1.154	0.35	3.298	***	par_17
HSP5 ←---HSPT	1.049	0.09	11.667	***	par_18
PST2 ←---POS/_IMG	1				

PST3	←---POS/_IMG	1.111	0.081	13.678	***	par_20
PST4	←---POS/_IMG	0.813	0.072	11.342	***	par_21
PST5	←---POS/_IMG	0.885	0.071	12.495	***	par_22
PCP1	←---PERC	1				
PCP2	←---PERC	1.009	0.058	17.334	***	par_23

Appendix VII: Modification Indices for Exogenous Variables

Covariances	Modification Index (M.I)	Par Change
e 1 < ----------> e 2	14.050	.033
e 1 < ---------- > e 5	12.624	-.044
e5 < ----------> e6	20.590	-.068
e 5 < ----------> e7	27.668	.078
e 5 < ----------> e13	4.156	-.044
e 5 < ----------> e 24	4.785	.036
e 3 < ----------> e 5	24.193	.053
e 5 < ----------> e 25	6.768	-.047
e 5 < ----------> e 4	4.182	-.028

Appendix VIII: Modification Indices for Endogenous Variables

Covariances	Modification Index (M.I)	Par Change
e7 <----------> Perception	20.261	.054
e7 <---------- > Positioning/Image	10.509	-.051
e5 < ----------> e7	11.352	.043
e4 < ----------> e7	13.578	-.070
e3 < ----------> e7	4.588	-.047
e2 < ----------> e7	8.946	.055
e1 < ----------> e7	14.679	.063

Appendix IX: Squared Multiple Correlation

Construct	Estimate
PERC	0.484
POS/_IMG	0.476
PCP2	0.709
PCP1	0.622
PST5	0.388
PST4	0.276
PST3	0.453
PST2	0.566
HSP5	0.507
PLT2	0.571
PLT1	0.37
HRT2	0.469
HRT1	0.22
WLA1	0.294
SCN1	0.584
ODV2	0.348
ODV1	0.342
HRT4	0.493
CSP2	0.639
CSP1	0.764
WLA3	0.561
WLA2	0.458
SFS3	0.49
SFS2	0.458
SFS1	0.367
BCA2	0.467
BCA1	0.255
SCN3	0.711
SCN2	0.718
EEE5	0.331
EEE4	0.232
EEE2	0.52
EEE1	0.594
HSP4	0.441
HSP3	0.557
HSP2	0.462

Appendix X: Assessment of Normality

Variable	min	max	skew	c.r.	kurtosis	c.r.
PCP2	1	5	-1.633	-18.262	3.573	19.971
PCP1	1	5	-1.588	-17.753	3.222	18.011
PST5	1	5	-0.734	-8.209	-0.056	-0.314
PST4	1	5	-0.196	-2.187	-0.296	-1.654
PST3	1	5	-0.202	-2.263	-0.372	-2.079
PST2	1	5	-0.672	-7.511	0.183	1.021
HSP5	1	5	-0.68	-7.608	0.453	2.535
PLT2	1	5	0.172	1.923	-0.514	-2.875
PLT1	1	5	0.071	0.791	-0.576	-3.22
HRT2	1	5	-0.432	-4.832	0.089	0.499
HRT1	1	5	-0.733	-8.19	0.535	2.99
WLA1	1	5	-1.192	-13.325	0.811	4.531
SCN1	1	5	-2.092	-23.392	5.878	32.859
ODV2	1	5	-0.536	-5.988	-0.778	-4.35
ODV1	1	5	-0.717	-8.019	-0.042	-0.237
HRT4	1	5	-0.713	-7.967	0.37	2.07
CSP2	1	5	-0.6	-6.714	0.218	1.221
CSP1	1	5	-0.887	-9.918	0.839	4.692
WLA3	1	5	-1.528	-17.085	2.127	11.888
WLA2	1	5	-2.519	-28.162	8.003	44.74
SFS3	1	5	-0.63	-7.041	0.36	2.013
SFS2	1	5	-0.67	-7.491	0.525	2.937
SFS1	1	5	-0.751	-8.396	0.226	1.266
BCA2	1	5	-1.27	-14.199	1.6	8.944
BCA1	1	5	-0.776	-8.673	-0.109	-0.607
SCN3	1	5	-1.291	-14.433	1.814	10.142
SCN2	1	5	-1.612	-18.023	3.222	18.011
EEE5	1	5	-0.172	-1.919	-0.232	-1.297
EEE4	1	5	-0.285	-3.182	-0.365	-2.04
EEE2	1	5	-0.478	-5.348	-0.085	-0.472
EEE1	1	5	-0.535	-5.978	-0.003	-0.017
HSP4	2	5	-1.006	-11.252	0.589	3.295
HSP3	1	5	-1.079	-12.062	1.537	8.592
HSP2	1	5	-1.162	-12.994	1.409	7.875
Multivariate					212.413	58.786