A Model to Explore the Impact of Tourism Infrastructure on Destination Image for Effective Tourism Marketing

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Table of Contents

List of tables

List of figures

Acknowledgment

"All praises to almighty Allah for His blessings in completing this thesis".

Abstract

Tourism is no more an occasional past-time for wealthy and adventurous people. Nowadays, everyone is participating in the tourism industry, may it be a catering company, a hotel or an entertainment business. In fact, tourism has an impressive impact on its host country's economy. It increases the growth rate, national profit, investment and country's popularity as well, going from short term to long term improvements.

The growing attention for quality from the customer perspective is an important development in the tourism industry. The World Tourism Organization (WTO) also endorses this advancement, and includes this as a major thrust area in its 'Tourism Vision 2020', which is a strategic thinking on priorities needed for countries seeking tourism development.

Tourism infrastructure holds much potential to attract visitors and to enhance sustainability in tourism. Infrastructure plays a distinctive role in the development of this ever-expanding industry. The decision-making process concerning tourism destination selections is strictly related to the availability of tourism infrastructure. Tourism infrastructure acts as the push and pull market factors of the travel industry.

In order to be successfully promoted in the targeted markets, a destination must be favourably differentiated from its competition, or positively positioned, in the minds of the consumers. A key component of this positioning process is the creation and management of a distinctive and appealing image of the destination through appropriate marketing strategy.

Destination image is the most important factor which tourists value highly to determine their destination. Infrastructure directly impacts to form destination image, which can be the primary or secondary image of the destination.

Previous experiences or information sources favour to form a destination image, which is considered as the pre visit image. Thus, there is a need for creating a post visit destination image to ensure repeat visitation and word of mouth publicity, which works as a catalyst for Destination Marketing.

The purpose of this study is to investigate the impact of Infrastructure on destination image for effective Tourism Marketing. The study will specifically examine the impact of Infrastructure on two phases of the destination image: before actual visitation and after actual visitation and the study will also assess how the tourist satisfaction and tourist's future intentions will impact Destination Marketing.

This research has used the combination of quantitative and qualitative data methods and adopted an approach of observation, literature review, survey and case study to meet the objectives. The empirical study was carried out in Dubai, UAE. A case study of Dubai has also been chosen for this research to identify the context of the study "Tourism Infrastructure" in a wider perspective and also to provide an extra input for the direction of the overall research.

The advanced technique of Structural Equation Modeling (SEM – SmartPLS) was used for the data analysis. Large scale survey questionnaire data were used to test the model and confirm the hypotheses. The findings confirm the impact of infrastructure on destination image in order to facilitate effective tourism marketing.

The research makes several significant theoretical and managerial contributions. This study which is specifically related to the impact of Infrastructure on destination image is a relatively new concept or is rarely reported. Therefore, this study would contribute to the tourism infrastructure and marketing literature.

A further contribution to knowledge is the study's investigation of the impact of Infrastructure on two phases of the destination image: before actual visitation and after actual visitation to assess how the tourist satisfaction and tourists future intentions will influence Destination Marketing. This is the first study to empirically test a model comprising of these particular concepts within this specific context.

Tourism Infrastructure and Destination Image are considered essential inputs in the destination marketing efforts, and this forms the major focus of the study.

Chapter 1- Introduction

1.1 An overview of tourism infrastructure

Tourism is to a great extent dependent on the range and type of infrastructure available at the destination. Infrastructure is a core area of the tourism industry and plays a distinctive role in the development of this ever-expanding industry. Several countries have recognised the significance of Infrastructure in relation to the tourism industry and their governments has coordinated their activities with the tourism industry by providing tourism specific infrastructural facilities.

Destinations are fundamental to tourism: destinations are the places which initially attract visitors, where the delivery of tourism takes place, where businesses are based, and where the tourism product is consumed (Stanford, 2017).

Infrastructure is the key to develop a successful tourism destination. Tourism industry stimulates investments in new infrastructure, most of which improves the living conditions of local residents as well as tourists. Tourism development projects can include airports, roads, marinas, sewage systems, water treatment plants, restoration of cultural monuments, museums, and nature centres.

It has become critically important for destinations to ensure that their infrastructure facilities are of high standard, such as offering telecommunications services, environmental management, health and sanitation, and perhaps most critical, safety and security. The travel industry has seen many examples of destinations losing both business and their long-term reputation because they

have failed to adequately meet these standards of infrastructure services and facilities.

The packaging of these components in the various styles desired by the identified market segments in a variety and capacity that is most profitable to the destination or supplier of the product is considered the individualised tourism offer. Service providers, in particular incoming agents or tour operators, generally take care of product mix formulation.

Tourist attractions form a powerful component of the supply side of tourism — enticing, luring and stimulating interest in travel. Attractions, Accommodation, Accessibility and Amenities are the other basic components to form a tourist destination and they are the prime components of the necessary tourism specific infrastructure required to form a tourist destination. Their interdependence dictates a need for a strategic wide-angle approach to tourism infrastructure development. There has to be a good mix and balance between the basic components that are essential to a successful destination. These are Accommodation, Accessibility, Activities, Amenities, and Attractions (IATA 2015). Destinations can only succeed in attracting visitors if they have a good choice of ways to get there, places to stay, and things to do.

The importance of infrastructure for tourism has been emphasized by Crouch and Ritchie, (1999) who analyse the product in the context of comparative and competitive advantage, they emphasized that, tourism planning and development would not be possible without roads, airports, harbours, electricity, sewage, and potable water. The Tourism Task Force (2003) of Australia asserts that infrastructure is a big part of the tourist equation.

The highest potential infrastructure, that is, tourism infrastructure that has the uppermost likelihood of generating economic returns and tourism sector growth / investment is therefore infrastructure that facilitates efficient and affordable access to areas with an existing critical mass of tourism product.

The difficulty of defining quantifiable criteria for setting tourism infrastructure development priorities remains a challenge. It arises from the weaknesses associated with applying a blanket approach to prioritization over a diverse geographic area, varying levels of need and urgency, allocated funding, and political imperatives.

Identifying and prioritizing tourism specific infrastructure projects will enhance the tourism offering and increase visitor satisfaction of the destination. But structuring and delivery of modern infrastructure facilities are extremely complex. According to Grzinic and Saftic (2012) there are 7 actions which can ensure adequate tourist and related infrastructure: 1) ensure accessibility to and within the destination, 2) improve the communal infrastructure, 3) develop new accommodation capacities, 4) advance the service quality of the provided services, 5) develop the necessary infrastructure, 6) upgrade the existing accommodation capacities, and 7) focus in destination safety and cleanliness. The infrastructure is contributing positively to tourist arrivals hence the sufficient and proper development of tourism specific infrastructure is essential to develop a mature tourist destination.

1.2 The tourism industry

Tourism is the world's fastest growing industry. Tourism has been considered as one of the few viable economic opportunities in large part of the developed countries (Michael Grosspietsch, 2005). It is not only the developed countries, but also the developing countries have been identified tourism as a significant contribution or a major source of income. Tourism is, however, not a single, tangible product. It comprises a range of tangible and non-tangible products. Tourism is multi-dimensional functions interrelated with all aspects of tourists and destination, activities occurred from either direct or indirect interaction of them.

The concept of tourism has been defined in many ways and there is no agreement on the definition of tourism (Amelung, et al., I999). According to United Nations World Tourism Organisation (UNWTO), tourism is defined as "an activity of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes not related to the exercise of an activity remunerated from within the place visited"(UNWTO, 2002).

Another definition of tourism was put forward by Mathieson and Wall. According to them tourism is "the temporary movement of people to destinations outside their normal place of work and residence, the activities undertaken during their stay in those destinations and the facilities created to cater to their needs" (Mathieson and Wall, 1982).

According to UNWTO (2015) an ever-increasing number of destinations worldwide has opened up to, and invested in tourism, turning it into a key driver

of socio-economic progress through the creation of jobs and enterprises, export revenues, and infrastructure development. Over the past six decades, tourism has experienced continued expansion and diversification, to become one of the largest and fastest-growing economic sectors in the world. Many new destinations have emerged in addition to the traditional favourites of Europe and North America.

World Tourism Organisation (WTO; 1998) has recognized the potential of the tourism sector for the purpose of poverty alleviation by increased job creation in the developing countries. The significance of travel and tourism industry goes beyond purely economic considerations; it also brings in many non-economic benefits. These benefits include social, cultural, political and educational exchanges. From the social and cultural point of view, tourism industry produces an interaction between the culture of the tourists and those of the host population, thereby encouraging public involvement and helping to create pride within the community.

Despite the prevailing global economic ambiguity, demand for tourism industry continues to exhibit uninterrupted growth in many regions of the world (UNWTO, 2015; WTTC, 2012). According to UNWTO (2011) international tourist arrivals worldwide increased year on year from mere 25 million globally in 1950 to to 278 million in 1980, 527 million in 1995, and 806 million in 2005. In 2008, international arrivals reached 924 million and was estimated to have declined to 880 million in 2009 due to the economic recession that started in late 2008 (UNWTO, 2010). Growth returned to international tourism in the last three months of the year 2009 and tourist arrival reached 982 million in 2011, with

about 85% of countries recording positive growth. Global travel and tourism direct employment also experienced growth, rising by 1.2 million in the year 2011 (WTTC, 2012) and the International tourist arrivals International tourist arrivals (overnight visitors) hit a record 1133 million worldwide in 2014, up from 1087 million in 2013 (UNWTO, 2015). Likewise, international tourism receipts earned by destinations worldwide have surged from US$ 2 billion in 1950 to US$ 104 billion in 1980, US$ 415 billion in 1995 and US$ 1245 billion in 2014. Demand continued to be strong in most source markets and destinations, despite ongoing geopolitical, economic and health challenges in some parts of the world.

International tourist arrivals worldwide are expected to increase by 3.3% a year between 2010 and 2030 (UNWTO, 2015). According to the United Nations World Tourism Organization, UNWTO's , long term forecast *Tourism Towards 2030*, international tourist arrivals (that is to say, tourists travelling outside their home country) will double in the next fifteen years, from 880 million in 2009 to just under 1.6 billion by 2020, and to reach 1.8 billion by 2030. Between 2010 and 2030, arrivals in emerging destinations (+4.4% a year) are expected to increase at twice the rate of those in advanced economies (+2.2% a year). The market share of emerging economies increased from 30% in 1980 to 45% in 2014, and is expected to reach 57% by 2030, equivalent to over 1 billion international tourist arrivals. The WTO also forecasts that in this same period, Travel and Tourism industry growth will benefit all regions of the world. Figure 1.1 illustrates this forecast growth, by region.
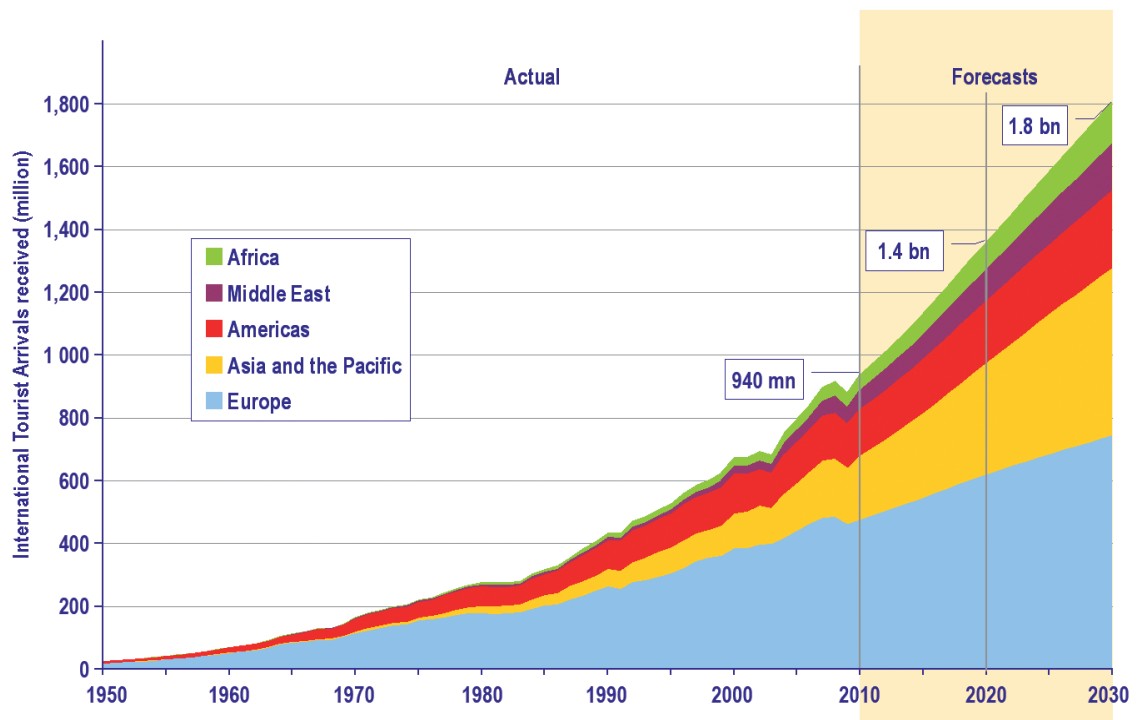
Figure 1.1 UNWTO Tourism Towards 2030: Actual trend and forecast 1950-2030

Source: UNWTO Tourism Highlights, 2015 Edition

According to the United Nations World Tourism Organization (UNWTO, 2015) , International tourist arrivals worldwide is expected to increase by 3.3% a year between 2010 and 2030 to reach 1.8 billion by 2030, according to UNWTO's long term forecast *Tourism Towards 2030*. Between 2010 and 2030, arrivals in emerging destinations (+4.4% a year) are expected to increase at twice the rate of those in advanced economies (+2.2% a year). The market share of emerging economies increased from 30% in 1980 to 45% in 2014, and is expected to reach 57% by 2030, equivalent to over 1 billion international tourist arrivals.

Tourism is an "export" industry in any country that hosts or receives international visitors. International tourism is the world's largest export earner and an

important factor in the balance of payments of many countries. International and domestic tourism combine to generate up to 10% of the world's Gross Domestic Product (GDP) and often a higher share in many small nations and developing countries. Tourism is already the largest foreign exchange earner in 46 of the 49 poorest countries in the world, and it can truly provide benefits of development by creating employment, empowering citizens and raising living standards.

The tourism product in essence is an amalgam of components that span a range of sectors such as attractions, accommodations, accessibility, amenities and services. A critical element of a strategy to attract and disperse tourists is the provisions of tourism-specific infrastructures. Tourism economy helps support the local public infrastructure and services.

The highest potential infrastructure, that is, tourism infrastructure (attractions, accommodations, accessibility and amenities) that facilitates the efficient and consistent visitors flow to tourist attracting areas has the uppermost likelihood of generating economic returns and tourism sector growth / investment in the tourist destination area.

It is important to develop the tourism-specific infrastructure of the tourist destination as it helps to encourage the conservation and protection of an area's historical, cultural and natural resources (Archer and Cooper, 1994). Tourism-specific infrastructures play a significant role in the marketing continuum.

The primary purpose of the tourist destination region is to identify and prioritize tourism specific infrastructure that will enhance the tourism offering and increase visitor satisfaction of the destination.

A destination is a geographic area which can be defined at various levels of aggregation e.g. village, town, region or country. Cooper *et al* (2008) grouped destination attributes into four categories – attractions, access, amenities and ancillary services. These attributes can be considered as tourism-specific infrastructures which generates the enormous demand for a destination. The appropriate tourism-specific infrastructures create and manage a distinctive and attractive image of the destination. A destination must be positively differentiated from its competition, or satisfactorily positioned, in the minds of the consumers in order to successfully promote in the targeted markets.

Destination image is the important factor which tourists value highly to determine their destination. If a destination wishing to influence traveler decision-making and choice, It is important to create positive images of a destination. According to Jeong & Holland (2012) image of a destination has been recognized as one of the significant concepts in tourists' choice of destination selection process because destination image affects the individual's destination perception, subsequent behavior and choice of destination.

To review the various aspects of the destination image it is important to identify the underlying quality attributes of the tourist destination and tourists' satisfaction of these factors. Tasci and Gartner (2007) point out that: First, [from the demand-side] destination oriented marketing activities are dynamic (controllable) factors that aim to polish and project a positive image for the destination. According to Tasci & Gartner (2007) destination image plays an integral role in successful destination marketing, and thus, destinations with strong positive images are more likely to be considered and selected by consumers (Echtner &

Ritchie 2003; Prayag 2009) and the performance of destination features would stimulate satisfactory emotions and eventually lead to favorable tourist future intentions (Basri Rashid, 2013). Therefore, destination marketers have sought to identify the most effective factors that influence a destination image. Thus, the image of a destination becomes significantly effective for the decisions of tourists (Yilmaz et al. 2009).

1.3 Tourism marketing: The driving forces

Tourism marketing and promotional efforts are the basic activities to link the destination with the potential tourist market both at national and international levels. Marketing is also about anticipating demand, recognizing it, stimulating it and finally satisfying it. Destination marketing and destination development are clearly interrelated with each other. Thus tourism marketing is important for the success of tourism development of a destination.

Wang (2011), states that "destination marketing and management can be defined as a proactive, visitor-centered approach to the economic and cultural development of a destination that balances and integrates the interests of visitors, service providers and the community". This definition shows that destination marketing and management is a complex issue that requires a holistic and systematic approach which must include research.

A tourist destination required to formulate a marketing strategy on a reliable base and to set up the factors, which have a particular influence on the decision-making process of the tourist's regarding the intention to visit a particular

destination. In addition, the destination products are intangible & inseparable in nature, and also customers are likely to differ from one another, thus, marketing policy should be continuously and carefully considered to manage customers' demand in the tourism sector. As a result, marketing research is required to analyse tourist behaviour, motivation to travel abroad, attitudes and images towards particular destinations, tourism development of a destination etc.

According to Kotler (2000) marketing is the key to achieving organizational goals consists in determining the needs and wants of target markets and delivering the desired satisfactions more effectively and efficiently than competitors. Considering this definition, it is essential for a destination to be distinctively unique in their tourism specific infrastructure to attract and to satisfy the prospective tourist and to create a positive image of the destination through the destination development.

According to Hall (2000) although destinations have long promoted themselves to potential visitors, there has been a qualitative change in the nature of place promotion since the early 1980s, when shifts occurred to reduce the role of the state in a globalizing economy. Within the tourism sector, tourism destination could be identified and marketed based on a number of factors, which combine to attract guests to stay at the destination. These factors of the destination mix are in most cases, inherited from the information about tourism specific infrastructure given by the marketers of a tourist destination. However the marketer has no control over these factors as it entirely depends on the tourism specific infrastructure of the destination.

The government and the National tourism development offices of the destinations are responsible to create tourism specific infrastructure for the destination development and to market a destination by providing a core strategy document. This will outline the way in which private and public sector organizations can coordinate resources to develop and promote a destination. In some instances; a tourism authority will achieve some degree of success in planning tourism development, monitoring progress in communicating the principles and targets widely. Therefore, official organizations should put into consideration internal marketing, which plays a significant role in the promotion of tourist destinations.

In order to promote the tourist destination more effectively, destination marketers can create an actual destination image in the minds of the potential tourists therefore the prospective and actual tourists may find it more attractive. So one of the most important tasks of marketing management within the tourism organizations is to develop or maintain the destination image in line with the visitor groups being targeted. Image is therefore considered integral to the destination and is a well-researched area in tourism (Gartner, 1993).

1.4 Importance of destination image in tourism

Destination image has been one of the most investigated topics in the marketing scholarship in tourism studies (Stepchenkova and Li, 2013; Cherifi, Smith, Maitland, & Stevenson, 2014; Sun et al., 2015; Fu et al., 2016).

The study of tourist destination image, first emerging in the early 70s, has now grown into one of the most pervasive areas in tourism studies (Pike, 2002). A successful tourism destination is, among others, evaluated by the positive revelations of visitors to the area, the amount of money spent per capita and prospects of repeat visits to the destination.

Destination image can be discussed in different contexts, when it is about tourist image, it is about the impression and feelings that one can have for a place. Image in the context of tourism has an important role in experiencing of a given destination.

According to Somnez and Sirakaya (2002), a good destination image is an asset to any country or region that is participating in the tourism industry. Destinations with positive images have a high probability of succeeding than those with negative destination images. The authors emphasize that a positive image is an added advantage when competing for international tourists. A positive image in a destination influences the decision making process of potential visitors to a destination.

Destination image has become a very important issue in the marketing research in the tourism industry, since many countries use, promotion and global marketing to support their image and to compete with other destinations (Lin and Huang, 2008, Kamenidou et al, 2009).

Destination image is largely recognized as a most relevant construct in consumer behaviour and marketing research in tourism, because holiday choices are frequently taken based on destination images, rather than on knowledge of

realities (e.g. Baloglu & McCleary, 1999; Bigne´, Sa´nchez, & Sanz, 2009). Destination choices are frequently undertaken at a spatial, temporal, and cultural distance (Kastenholz, 2010), making destination images relevant for risk reduction. Destination image permits the development of expectations, the imagination of destination qualities prior to travel, and the prolonging of the enjoyable tourism experience or "vicarious consumption" afterwards (MacInnis & Price, 1987). That is why, there is a large consensus on the influential role of destination image in consumer behaviour and its corresponding importance of destination marketing (e.g. Baloglu & McCleary, 1999; Bigne´, M. Sa´nchez, & J. Sa´nchez, 2001; Bigne´ et al., 2009; Chon, 1991; Crompton, 1979; Echtner & Ritchie, 1993; Fakeye & Crompton, 1991; Gartner, 1993; Kozak, Bigne´, Gonza´lez, & Andreu, 2003; Marques, 2011; Walmsley & Jenkins, 1993). In a holistic perspective, destination image may be understood as the sum of the beliefs, ideas, and impressions that people have of a place or destination (Crompton, 1979). Several researchers particularly highlight the cognitive (Bigne´ et al., 2009; Fakeye & Crompton, 1991) or the affective dimension (Marques, 2011; Walmsley & Jenkins, 1993) of destination image, while some explicitly include both cognitive and affective components (Baloglu & McCleary, 1999; Silva, 2012). The cognitive image component consists of beliefs and knowledge about a destination, primarily focusing on tangible physical attributes (Pike & Ryan, 2004; Smith, 2010). The affective image component, on the other hand, represents feelings about a destination (Baloglu & Brinberg, 1997)

According to Lee (2009) destination image directly affects satisfaction and indirectly affects future behaviour. Destination image has been recognized as one of the influential concepts in tourists' destination choice process because

image affects the individual's subjective perception, subsequent behaviour and destination choice (Jeong & Holland 2012).

1.5   Rationale for the study

A number of studies have been carried out on the subject of Infrastructure, Destination Image and Tourism Marketing. The impact of Infrastructure on Destination Image for effective Tourism Marketing has received very little or no specific research attention.

It is widely presumed that Infrastructure is a leading factor responsible for Destination Image. The number of studies that have been carried out on the subject of Tourism Infrastructure is indicative of the importance associated to the subject. Researchers (Ionel, 2013; Grzinic and Saftic, 2012) have explored the context of essential elements of successful tourism infrastructure and the actions related to it. A tourism resource rich region requires plausible planning and management for the development of such infrastructure.

The ultimate goal of any destination is to influence possible tourists' travel-related decision making and choice through marketing activities. Understanding the images of a destination is essential for a destination which wishes to influence traveler decision-making and choice.   Destination image has been recognized as one of the influential concepts in tourists' destination choice process because image affects the individual's subjective perception, subsequent behaviour and destination choice (Jeong & Holland 2012).

Destination Image is not static but changes depending on the Infrastructural attributes of the destination. Therefore the image after visitation is much more realistic and complex than the one formed before the visitation, through secondary information (Beerli & Martín, 2014). In this respect, it is suggested that although many people have an image of destinations they have not yet visited, the most accurate, personal and comprehensive is formed through visiting there (Molina, Gómez and Martín-Consuegra, 2010).

Tourism marketers try to strategically establish, reinforce and, change the image of their destination. Hence consideration of the development of tourism Infrastructure is important for effective Tourism Marketing of the destination.

From the foregoing, there is a strong basis for research in the investigation of impact of Infrastructure for effective Marketing of the destination and that empirically investigates destination image by developing a conceptual model that explains the destination image: before actual visitation & after actual visitation.

Hence, this study will identify the implications of Infrastructure in tourism Marketing. It will also give recommendations in relation to positive destination image formation for the development and better economy of the tourist destination.

1.6 Significance of the study

The purpose of this study is to develop a structural model to investigate the impact of Infrastructure on destination image for effective Tourism Marketing.

Increasing globalization and frequent travel increase people's exposure to products and services outside their daily environment. People are thus likely to dispose of pre-determined images when thinking about a certain country (Arnett, 2002). Despite considerable criticism about country image research's relevance (c.f. Samiee, 2010; Zeugner-Roth & Diamantopoulos, 2010) "all nations have images, whether deliberately cultivated or not" (Rojas-Méndez, Murphy, & Papadopoulos, 2013). Morakabati, Beavis, & Fletcher (2014), believe that there is a strong connection between a positive image and continued tourism growth.

Lopes (2011) and Echtner and Ritchie (2003) underline the crucial role of destination image in the destination marketing perspective. More specifically, Lopes (2011) supports that when tourists choose a tourist destination, they are influenced significantly by the image of the destination. Infrastructures influence tourism development and create an image of the destination or tourism region (Decrop, 2010; Beerli & Martın, 2004). A destination with a lack of infrastructure has been the center of concern for many tourist destinations but the studies specifically related to the impact of Infrastructure on destination image are rarely reported. Therefore, accomplishing the aim and objectives delineated below would contribute to the tourism infrastructure and marketing literature.

This study will explore various infrastructural attributes related to tourists' holiday experience. A further contribution to knowledge will be the study's investigation of the impact of Infrastructure on two phases of the destination image: before actual visitation & after actual visitation to assess how the tourists' satisfaction and tourists' future intentions will influence Destination Marketing.

This study will determine the impact of infrastructural facilities on destination image for effective tourism marketing. This is the first study to empirically test a model comprising of these particular concepts within this specific context. Research of this topic will definitely be an important contribution to destination pursuers, destination marketers, tour operators, government agencies and other stakeholders.

This research will give recommendations in relation to positive destination image formation for the development of an enriched tourist destination and better economy of the destination. The research findings, as a reference, will assist destination marketers and other entities. The research will add on to existing knowledge on impact of Infrastructure on destination image and tourism marketing.

In addition to the theoretical importance, this study also has practical purposes. Destination marketing organizations (DMOs) are interested in encouraging non-visitors to visit and previous visitors to revisit specific destinations. Repeat visitation is a stabilizing influence, and repeat visitors are a cost-effective market segment for most destinations. They provide continued revenues and lower costs in market communication (Kastenholz et al., 2013; Lau and McKercher, 2004; Zhang et al., 2014). A good appreciation of the differences between previous visitors and non-visitors and the contributory factors to these differences will help DMOs design appropriate strategies for different segments of consumers.

1.7 Research questions

According to Stanford (2017) tourist destinations are the places which initially attract visitors, where the delivery of tourism takes place, where businesses are based, and where the tourism product is consumed. Infrastructure is the key to develop a successful tourism destination. Hence, it has become critically important for destinations to ensure that their infrastructure facilities are of high standard.

In order to be successfully promoted in the targeted markets, a destination must be favourably differentiated from its competition, or positively positioned, in the minds of the consumers. A key component of this positioning process is the creation and management of a distinctive and appealing image of the destination through appropriate marketing strategy.

A unanimous view prevails that effective marketing is critical for the success of a tourist destination. Destination Marketing is different from marketing of services or products. A destination is much more complicated to manage than any other operation, because destination marketers are not only confronted with tourism's well known particularities of intangibility, inseparability, heterogeneity, perishability etc., but they also have to deal with a number of different actors that are independent operators in their own right.

Effective tourism marketing and management require an understanding of the existing market segments (Park & Yoon, 2009). The growing importance of quality, as demanded by the customers and the growing intensity of competition will impact the tourism development efforts initiated at a destination level. Matching the company's capabilities and the wants of its customers is at the core

of marketing (McDonald & Wilson, 2011). The Infrastructure is a necessary element for tourism development and Destination Image. Understanding the images of a destination is essential for attracting new visitors. Destination Image has been recognized as one of the influential concepts in tourists' destination choice process because image affects the individual's subjective perception, subsequent behaviour and destination choice (Jeong & Holland 2012).

There is an extensive body of literature (Ionel, 2013; Grzinic and Saftic, 2012) concerned with the subject of Infrastructure, Destination Image and Tourism Marketing, but the impact of the Infrastructure on Destination Image for effective tourism marketing has been neglected. Hence, the proposed study will be attempted to answer the following research questions:

- How does the Destination Image and Tourism Marketing influence tourists' decision on destination selection?
- What are the various tourism specific infrastructural attributes affecting the pre visit & post visit destination image?
- What is the impact of specific infrastructural attributes on destination image, and how do they differ in tourists' pre visit & post visit image of destination?
- What are the effects of destination image factors on the tourists' overall holiday satisfaction and future intention/tourist impression with the destination?
- How do tourism infrastructural facilities and destination image influence tourism marketing and tourist's future intention?

1.8 Aim

To develop an assessment model that evaluates the impact of infrastructure on destination image in order to facilitate effective tourism marketing.

1.9 Objectives

- To review the role of destination image and tourism marketing in tourists' decision on destination selection.

- To explore various tourism specific Infrastructural attributes affecting the pre visit & post visit Destination Image.

- To assess the impact of Infrastructure on Destination Image.

- To identify the relationship between tourist satisfaction and future intention.

- To set out and validate a model to determine the impact of infrastructural facilities on destination image for effective tourism marketing.

- To draw conclusions and identify suggestions for destination development and marketing.

1.10 Research Methods

This research used the combination of quantitative and qualitative data collection methods and has adopted an approach of observation, literature review, case study, expert opinion and survey to meet the objectives. The study followed two-stages, comprising qualitative and quantitative stage.

Below given figure 1.2 shows the Research Methods

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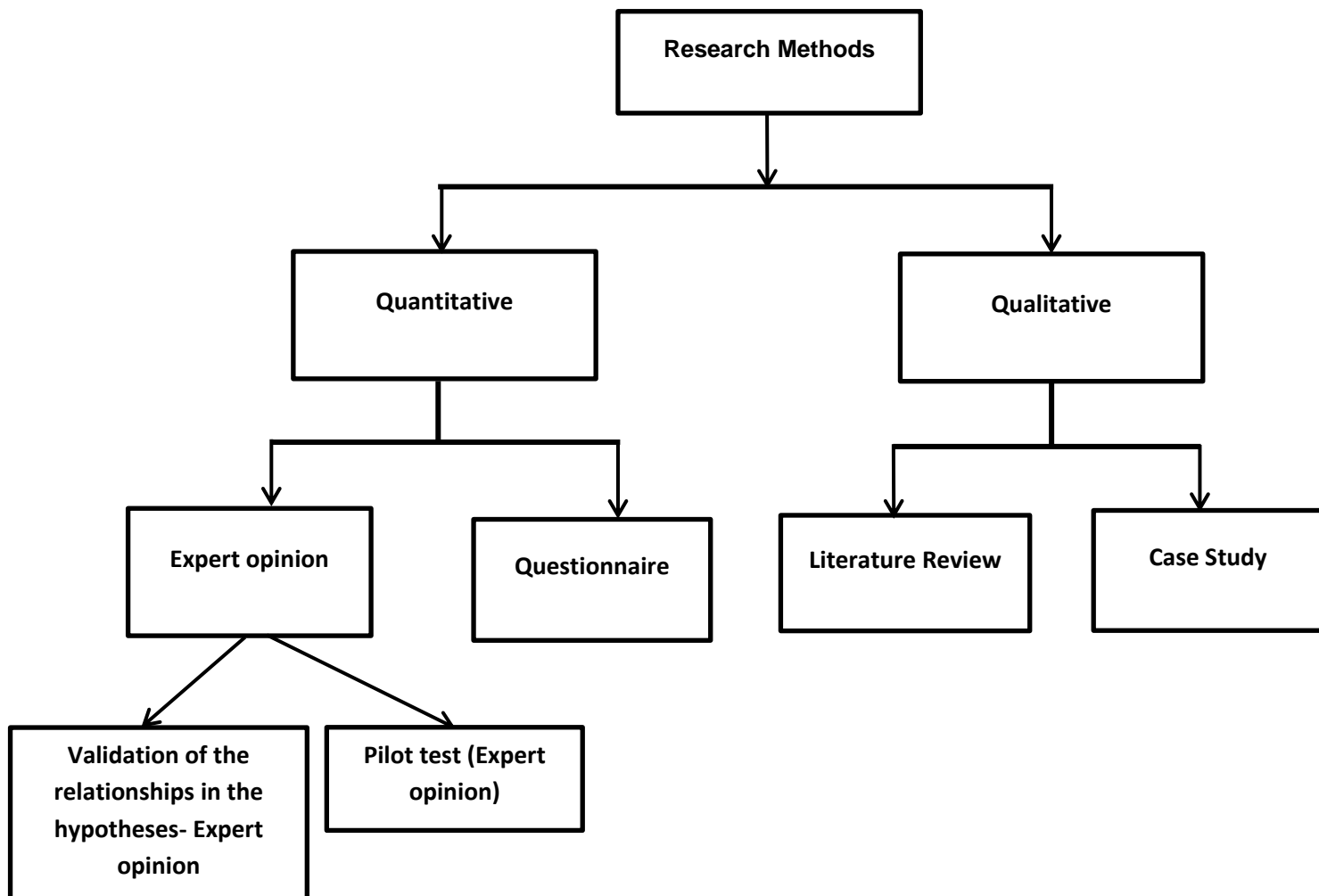
Figure 1.2 Research Methods

1.11 Research Outcome

The main outcome of the research will be the structural model to explore the impact of tourism infrastructure on destination image for effective tourism marketing. Government officials may use this study to identify the tourism specific infrastructural attributes to enhance tourism offering of the country. Tour operators

and travel industry representatives may use this study to understand the destination image factors on the tourists' overall holiday satisfaction and future intention of visiting destination, to ensure the tourist retention. Government tourism agencies and destination marketers may use this study for a favourable positioning of their destination, in the minds of the consumers. A key component of this positioning process is the creation and management of a distinctive and appealing image of the destination through appropriate marketing strategy. This study will also help to identify the different marketing approaches for people with different images of a destination.

1.12   Structure of the report

This report is divided into six chapters.

Following figure 1.3 shows the structure of the report

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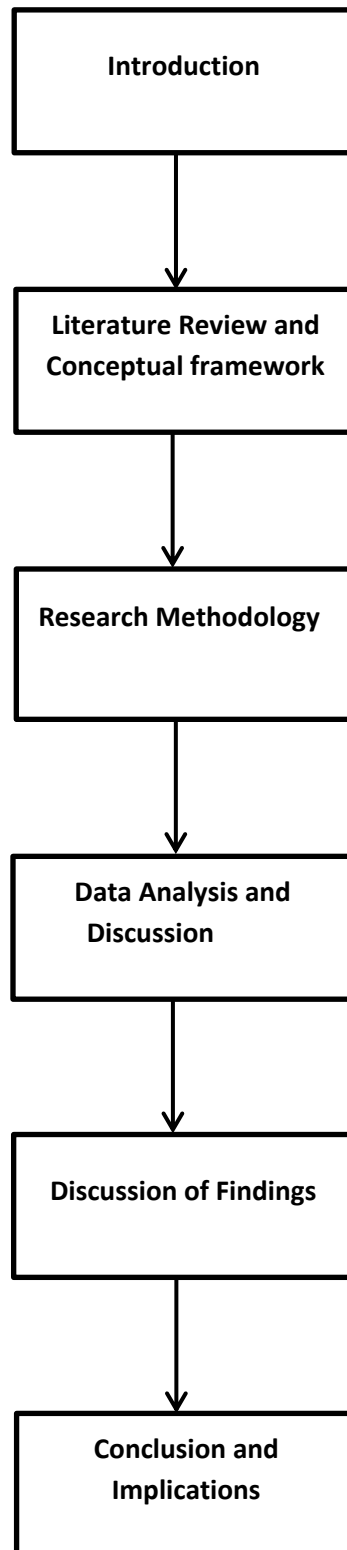
Figure 1.3: Chapterisation - the structure of the report

Chapter One: This chapter presents an overview of the tourism industry, tourism infrastructure, tourism marketing and the importance of destination image in tourism. In addition, the rationale for the study, significance of study, research questions, the aim and objectives, research methods, research outcomes, and the structure of this report are presented.

Chapter Two: This chapter reviews the relevant literature of this study based on six main concepts: tourism infrastructure, destination image, destination selection decision, tourism marketing, tourist satisfaction and future intention. This provides the context for the study and the theoretical basis of the conceptual framework. In addition, this chapter discusses the summary of the review of relevant concepts of the study, Structural Equation Modeling in tourism studies and conceptual framework and hypotheses   .

Chapter Three: This chapter gives the details of the research methodology comprising of the research philosophy, research purpose, logic of research, research process, methods of data collection, Data Analysis Methods used in the Research, Case study of Dubai and research phases.

Chapter Four: This chapter presents the data analysis and discussion. This includes selection of appropriate statistical technique, Partial Least Square (PLS), the analysis of the Respondents' Socio - demographic characteristics, a preliminary analysis to determine the impact of tourism infrastructure on destination image in a comparative context of pre and post destination image. Further this chapter includes the validation of the research model, Structural Equation Modelling results and Confirmation of Hypotheses.

Chapter Five: This chapter presents the discussion of findings comprising of the Introduction, key findings of the literature review and survey, general findings and summary.

Chapter Six: This chapter includes the Introduction, the limitations of this research, contribution to knowledge, and future areas of the research, as well as it draws the conclusion of the study.

Chapter 2

2. Literature Review and Conceptual framework

2.1 Introduction

This chapter reviews the pertinent literature related to the study and discusses the link between the variables of the proposed model in the study. The first section of the literature review provides the review of the Tourism Infrastructure in the context of Attraction Infrastructure, Accommodation Infrastructure, Accessibility Infrastructure and Amenity Infrastructure. The following sections highlight the various aspects of Destination Image, Visitor's Satisfaction and Tourist's future intention. Further, this chapter focuses on the different areas of Tourism Marketing and the role of tourism infrastructure in marketing destinations. Also, this chapter review the literature related to the Structural Equation Modeling in Tourism studies, and finally the last section of this chapter discusses the conceptual framework and hypotheses.

2.2 Tourism Infrastructure

The tourism phenomenon relies heavily on public utilities and infrastructural support. Tourism planning and development would not be possible without roads, airports, harbors, electricity, sewage, and potable water. The infrastructural dimension is thus a necessary element for tourism development and the above factors are all basic elements for attracting visitors to a destination.

Tourism infrastructure is the supply chain of transport, social and environmental infrastructure collaborating at a regional level to create a destination. The destination Infrastructure is a critical determinant of tourism destination competitiveness (Moreira & Iao, 2014).

According to Grzinic and Saftic (2012) there are 7 actions which can ensure adequate tourist and related infrastructure: 1) ensure accessibility to and within the destination, 2) improve the communal infrastructure, 3) develop new accommodation capacities, 4) advance the service quality of the provided services, 5) develop the necessary infrastructure, 6) upgrade the existing accommodation capacities, and 7) focus in destination safety and cleanliness.

Ionel (2013) proposes certain essential elements of successful tourism infrastructure: (i) Accommodation and catering structures to house tourists; (ii) Elements like landscape, culture and history, which increase the attractiveness of a location; (iii) Communications infrastructure which includes transport and telecommunications; (iv) Civic elements like hospitality, civic education and aesthetics; (v) recreational and leisure facilities such as sports complexes, art fairs etc.

Smith (1994) was among the first to acknowledge the role of service infrastructure in creating a product experience. He argued that "service infrastructure is housed within the larger macro-environment or physical plant of the destination" (Smith, 1994). He stressed the fact that the level, use, or lack of infrastructure and technology in a destination is also visible and determining features that can enhance the visitors' trip experience. Other authors subsequently supported his views (Crouch and Ritchie 2000).

In Figure 2.1 Crouch and Ritchie (2000) interestingly summarised the various factors that together make a tourist destination experience attractive. They highlighted the importance the service infrastructure layer, in the tourist destination experience.
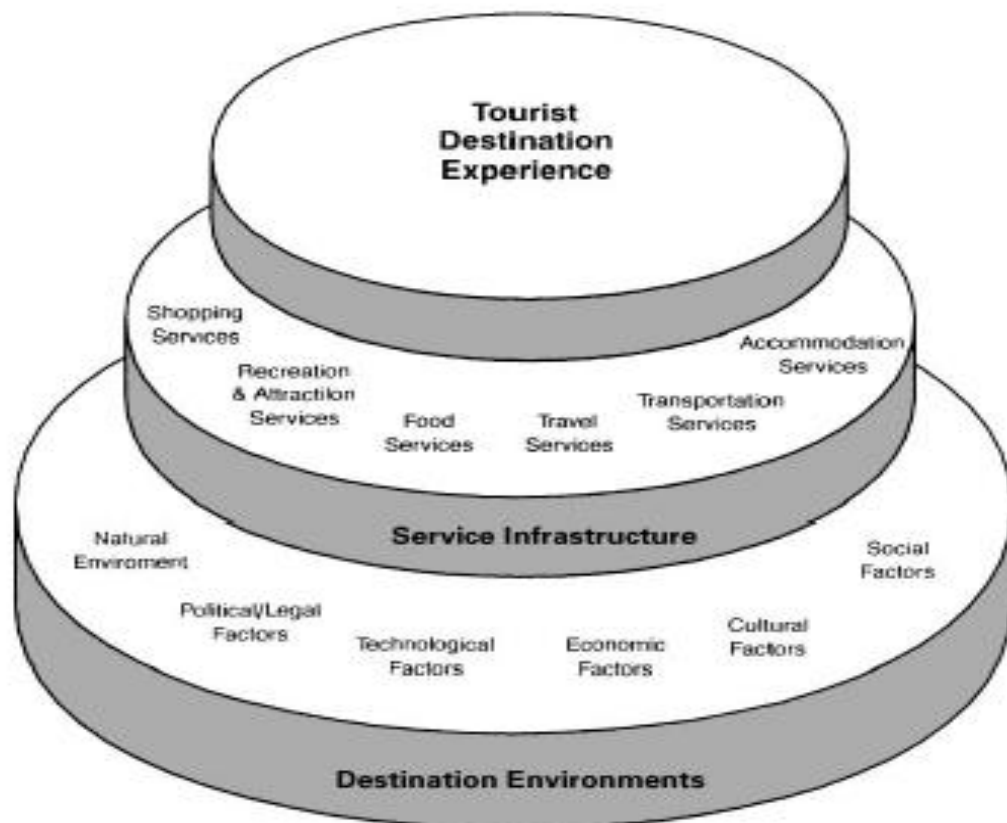
Figure 2.1 The tourist destination experience.   *Source: Crouch   and   Ritchie (2000)*

2.2.1 Formation of tourism infrastructure

It has become critically important for destinations to ensure that their infrastructure facilities are of high standard. The travel industry has seen many examples of destinations losing both business and their long-term reputation because they have failed to adequately provide high standards of infrastructure services and facilities.

Infrastructure is a core area of the tourism industry and plays a distinctive role in the development of this ever-expanding industry. Travel and Tourism stimulates investments in new infrastructure, most of which improves the living conditions of local residents as well as tourists. Tourism development projects can include many areas of Attractions, Accommodation, Accessibility and Amenities.

Technological advances, such as the Internet, have changed the way that the guest's perception about the place to be visited as they have very good knowledge and pre destination image about the destination. People like to do different things when they travel. They come from different cultures, have different likes and dislikes, and of course have different budgets. Some like active holidays; others just want to sit on a hotel balcony enjoying a good view or reading a book. Some may want to visit famous sites. Yet others want to shop. There has to be a good mix and balance between the basic 5 A's that are essential to a successful destination. These are Accommodation, Accessibility, Activities, Amenities, and Attractions (IATA 2015). These same components are the ones that the destinations need to ensure that they are well-suited for the guest's needs. Finally, it is just as important, and perhaps even more important, to ensure that the destination's infrastructure standards are also adequate as the

tourists are well aware of the wonderful travel and tourism products and services offered around the world.

Destinations can only succeed in attracting visitors if they have a good choice of ways to get there, places to stay, and things to do. A destination has to cater in some shape or form to all these needs. Many destinations are seeking to attract investment in each of these 5 A' categories, to offer more choices for visitors. That holds out yet another earnings opportunity for travel agents.

The formulation of the components of the tourism infrastructure involves examining the components of the tourism product which are vital to develop an effective destination. This study considers these components as tourism specific infrastructural attributes. These can be described with the help of the four A's concepts - Attractions; Accommodation; Accessibility and Amenities; and these concepts of the study have been adapted from Cooper et al. (2008), speaking of different components of a tourist destination which are characterised as the four A's (Attractions, Amenities, Access and Ancillary services), Ann Harlt (2002) discussing of five A's (Accessibility; Attractions; Accommodation; Amenities; Ancillary services) as the destination mix, and IATA (2015) states the 5 A's (Accommodation, Accessibility, Activities, Amenities, and Attractions) that are essential to a successful destination.

Table 2.1 describes the major aspects of each of the essential 4 A's of tourism specific infrastructure.

Table 2.1 The 4 A's of tourism infrastructure

Tourism infrastructural attributes.	Description
Attractions	Attractions which motivate tourist to visit the destination and consist of the natural and man-made (purpose built) features or events E. g. Beaches, Mountains, museums, theme parks etc.
Accommodation	Refers to any settlement or a convenient arrangement of overnight stay facilities. E.g. Hotels, Lodges, Camp sites, Guesthouses, Motels etc.
Accessibility	Denotes the physical access to the destination in terms of development and maintenance of transport infrastructure which provides the link to the tourist destination as well as the tourist attractions at the destination. E.g. Transportation, Roads, Airports, Ferries etc.
Amenities	Amenities include a range of physical infrastructure supporting the destination and various facilities provided at the destination. E.g. Food, Entertainment, Shopping facilities, communication facilities etc.

Adapted from the previous studies (Ann Harlt (2002), Cooper et al. (2008) and IATA (2015)

2.2.2 Attraction Infrastructure

A tourist attraction is a place of interest where tourists visit, typically for its inherent or exhibited natural or cultural value, historical significance, offering leisure, recreation, adventure and amusement. On the other hand the term tourist destination refers to the geographic area that is different from the place of the permanent residence of a tourist, where tourist activity is implemented and tourist products are consumed. It is possible to define it as a location of tourist consumption (Cavlek et al., 2011). Research on tourist attractions has been undertaken from different approaches and with different definitions of what an attraction is and how it functions. Attractions are the pivotal element of tourism development; evidence shows that tourists are more likely to be motivated to visit destinations that have such resources that can satisfy their needs (Richards, 2006). Wanhill (2008a) used the term imagescape to represent the attraction product concept. Imagescape condenses history and culture in time and space into marketable entertainment experiences (Wanhill, 2008b). According to Pearce (1991) tourist attraction is a named site with a specific human or natural feature which is the focus of visitor and management attention. Kyle and Chick (2002) refer attraction to the perceived importance or interest in an activity or a product, and the pleasure that derives from participation or use. Tourism attractions determine direction as well as the intensity of tourism development on the specific tourism receptive area. Swarbrooke (2002), pointed out that the attraction product is mainly experiential, consisting of both tangible and intangible elements.

An attraction is any object, person, place, or concept that draws people either geographically or through remote electronic means so that they might have an experience. The experience can be recreational, spiritual, or otherwise (Milman, 2009; Rivera et al ,2009). In widest context, attraction includes things for the tourists to see and do, but also services and facilities (Lew 1987; Witt & Moutinho 1994). The growing interest in attraction competitiveness has no doubt brought about the focus being directed towards the definition and description of the attraction product, and how visitors consider its different parts (Mehmetoglu and Abselsen, 2005).

Visitor attractions form the most crucial component of tourism product (Swarbrooke, 2002; Wanhill, 2003 and Leask, 2003; Richards, 2006; Peypoch and Solonandrasana, 2007). At the very basic level, they provide the focus for tourists thereby drawing visitors to a destination; on the other hand, they serve as agents of change, social enablers and major income generators (Leask, 2003). Basic services, attractions and accessibility affect tourist satisfactions (Celeste Eusebio et al., 2011).

Many tourism destinations contain natural, cultural and special type of attractions to attract visitors. According to Page and Connell (2009), the attractions sector consists of the built environment and the natural environment, in addition to cultural resources, products, festival and events. Swarbrooke (1995) classifies attractions into four types: (1) natural, (2) man-made but not originally designed primarily to attract visitors, (3) man-made and (4) purpose-built to attract visitors and special events.

Many researchers have attempted to evaluate and classify destination attractions/resources as tourism products (Ferrario, 1976; MacCannell, 1976; Gunn, 1985; Murphy, 1985; Pearce, 1991; Hu & Ritchie, 1993; Smith, 1994; Murphy, Pritchard, & Smith, 2000; Yoon, Formica, Uysal, 2001; McKercher et al, 2004; Alan, 2008)

One of the first attempts to characterise a tourist attraction was made by MacCannell (1976). He divided the attraction into three components: a tourist, a marker,and a sight. Tourist attraction systems are subsystems within the whole tourism system. The three elements of the attraction system: the tourist (with certain needs), the marker (e.g. information) and the nucleus (visited site), are connected and form the system. According to (Prideaux, 2002) the process by which a site or event is transformed into a visitor attraction is tourism's unique ability to turn natural or man-made resources into products that visitors must travel to consume. According to Laurent Botti et al, (2008) It is possible for an attraction the tourist thought of beforehand as a ''secondary'' attraction to become a ''primary'' attraction.

Destination attractions have been considered as tourism supply factors that represent the driving forces generating tourist demand (Uysal,1998) and also primary sources or determinants of measuring destination attractiveness (Hu & Ritchie, 1993; Formaica, 2000).Destination attractions represent a complex sector of the tourism industry and are the catalytic focus for the development of tourism infrastructure and services (Alan, 2008).

Gunn (1985) has presented a concentric ring model to analyse tourist attractions. According to this model tourist attractions are having a nucleus which is the core

attraction and successful attraction should have a belt, which provides a context in which the nucleus or core attraction can be appreciated. Further, Gunn argues that an outer ring labelled zone of closure is a necessary part of a well-planned tourist attraction. All visitor service facilities should be in the zone of closure.

According to Adi Weidenfeld (2010) major attractions could have both high and low levels of *iconicity* and *flagshipness,* and these may be lost or gained over time, depending on factors such as the quality of the tourism product, over-crowding, quality deterioration, and new competitors.

2.2.3 Accommodation Infrastructure

Accommodation is a fundamental element of the tourism industry (Urtasun & Gutie´rrez, 2006). It is the largest and most ubiquitous sub-sector within the tourism economy, accounting for around one-third of total trip expenditure and, forms an essential ingredient of the tourism experience. The concept of travel accommodation has transformed itself as Hospitality Industry on account of its utility in tourism and life away from home. The accommodation service represents a basic tourist service, an ensemble of benefits offered to tourists during his stay (Rahovan, 2013).

The hospitality industry in many ways represents the country's growth and prosperity. The standard of accommodation and the quality and variety of food available in a destination is a significant component of the impression and image of that place in the mind of the traveller (Banerjee, 2014).

The hotel product is primarily a mix of five characteristics: its location, its mix of facilities, its image, the services it provides and the price it charges (Holloway and Taylor, 2006). The accommodation sector can be divided into primary and supplementary accommodation and commercial and non-commercial accommodation.

In the primary accommodation like hotels and resorts travellers get accommodation as well as all other facilities. The facilities include well furnished rooms, International cuisines, entertainments etc. Supplementary accommodation offers only accommodation but no other facilities or services of a hotel.

Non-commercial accommodation is defined as accommodation that is only concerned with the recovery of costs. Examples include, privately owned apartments and homes, tents, caravans and motor homes. Conversely, the aim of the commercial sector is to make a profit and thus, commercial accommodation covers all forms of accommodation run as a business such as hotels, bed and breakfast, motels and guest houses. Despite the variety and diversity of accommodation available to tourists, hotels are usually the most abundant type of accommodation in urban areas. (Ruth Craggs, 2008)

Apart from the immediate context of the tourism industry, the significance of the hotel in other social and cultural domains has not been adequately explored.

Global Investments in hospitality Sector have shown increasing trends over the last few years. Asia is viewed as Top Global Prospect for Hospitality Investment. Emerging markets in Asia are unseating Europe as the epicenter of new

hospitality investment and development, while investors in the United States are switching their focus from the acquisition of existing hotels to developing new properties (Ernst & Young 2013)

Tourism is to a great extent dependent on the range and type of accommodation available at the destination. Accommodation is a core area of the tourist industry and plays a distinctive role in the development of this ever-expanding industry.

Many countries have recognised the importance of accommodation industry in relation to tourism and their governments has coordinated their activities with the industry by providing big incentives and concessions to hoteliers, which have resulted in the building up of a large number of hotels and other type of accommodations.

The United Nations Conference on International Travel and Tourism held in Rome in 1963 considered, in particular, issues relating to means of accommodation. The conference acknowledged the importance of means of accommodation, both traditional (hotels, motels) and supplementary (camp, youth hostels, etc.), as incentives to international tourism (A.K Bhatia, 2007)

It is also crucial to be aware of the tourist attractions within the hotel locality. If hotels can draw high occupancy throughout the year without relying on seasonal tourism then diversity can be beneficial.

2.2.4 Accessibility Infrastructure

Access is a key infrastructure for tourist destinations. It is particularly important in regions where tourist attractions are widely dispersed. Accessibility encompasses roads, railway, airports and various transport facilities.

Easy access to tourism destinations in terms of international transport and facilities for easy movement within the destinations are generally considered to be prerequisites for the development of tourism. Kaul (1985) is among the first to recognize the importance of transport infrastructure as an essential component of successful development in that it induces the creation of new attractions and the growth of existing ones.

The importance of infrastructure for tourism has been emphasized by Crouch and Ritchie, (1999) who analyse the product in the context of comparative and competitive advantage, they emphasized that, tourism planning and development would not be possible without roads, airports, harbours, electricity, sewage, and potable water. The Tourism Task Force (2003) of Australia asserts that infrastructure is a big part of the tourist equation.

Prideaux (2000) defines the transport system relevant to tourism as ''the operation of, and interaction between, transport modes, ways and terminals that support tourists into and out of destinations and also the provision of transport services within the destination.'' A good and attractive transportation system rests to a large extent on quality and availability of transportation infrastructure comprising air services and airport, land transport systems and routes and water transport infrastructures as well. In fact the transport system is responsible for

connecting tourism origins to tourism destinations and providing transport within the tourism destination, e.g. to attraction, hotels and shopping. A destination should be easy to get to and around, particularly if the country is geographically dispersed.

Visitors are more likely to be reliant on good public links between airports and city centres and (Law 2002) these are now common in most cities. Studies about transportation have investigated the linkages and patterns of tourist flows between origin and destination (Boniface and Cooper, 1994; Pearce, 1995; Page, 1998; Page, 1999). Considerable focus has also been placed on the accessibility of destinations for tourists (Hall, 1991; Page and Sinclair, 1992; Cline, 1998) particularly as a factor of importance in destination choice (Law, 2002). In the case of business and conference tourism accessibility to be the foremost attribute takes into account when selecting a venue (Bradley, 2002).

Improved transport infrastructure, particularly in the case of road and land transport, likely leads to reduced cost of transport. Road capacity improvements such as more lanes, improved reliability, higher quality road surfacing, improved safety through more and wider lanes and improved signage reduce fuel consumption, wear and tear, and transit time of traffic. Such hard transport infrastructure investments do impact on the cost and quality of the tourism experience (Jameel 2008)

2.2.5 Amenity Infrastructure

Tourism amenity infrastructures are structures and facilities that need to be built to cater for tourists. They are elements which will bring comfort and convenience to the tourists during their trips. Amenities are tangible or intangible benefits of a property, especially those that increase its attractiveness or value or that contributes to its comfort or convenience.

Attractions are in varying forms and types, ranging from natural to man-made but it is imperative to ensure that the attractions remain constantly updated with the amenities of the destinations.

Lack of adequate amenities is frequently cited as one of the major obstacles to tourism development and investment in a destination. All the range of activities in an attraction will require complementary facilities and the facilities that are available in a given destination will depend on the type of attraction, location, the target market and a host of other factors.

Many studies (e.g. Lewis, 1987; Crompton and Love, 1995; O'Neill et al., 1999; Baker and Crompton, 2000; Nowacki, 2005; Hassan & Iankova, 2012), have considered amenities as basic or subsidiary factor of a tourist destination and these factors are necessary for offering a satisfactory tourist experience. According to Hassan and Iankova (2012), visitors are able to evaluate their prior perceptions, based on their visit experience of the quality of the existing facilities, their management and related issues, and this has a strong link with recommendation and repeat visitations.

2.3 Destination Image

One of the important concepts used in understanding tourists' behavior in the tourism marketing is the destination image tourists have towards destination. The competitive situation and greater challenges within the tourism industry worldwide entail a better understanding of destination image (Mahadzirah Mohamad et al, 2012).For the past three decades; destination image has been a most established area of tourism research. Research on destination image can be traced back to the early 1970s with Gunn's work on how destination image is formed, and Hunt's (1975) influential work examining the role of image in tourism development.

Understanding the images of a destination is essential for a destination wishing to influence traveler decision-making and choice. The overall destination image influences not only the destination selection process, but also tourists' behavioral intentions (Chen and Tsai, 2007; Wang and Hsu, 2010; Qu et al., 2011 ; Zhang et al. 2014; Wee - Kheng Tan and Cheng-En Wu, 2016). Researchers and marketers tend to be in consensus about the importance of image for a destination's viability and success in tourism, because the perception of destination image relates to decision-making and sales of tourist products and services (Jenkins, 1999; Tasci & Gartner, 2007).

According to Lee (2009) destination image directly affects satisfaction and indirectly affects future behaviour. Destination image has been recognized as one of the influential concepts in tourists' destination choice process because image affects the individual's subjective perception, subsequent behaviour and destination choice (Jeong & Holland 2012).

Destination images have critical dimensions that has a significant influence on tourist satisfaction (Kandampully & Suharatanto 2003; O'Leary & Deegan 2005; Loureiro & Gonzalez 2008;) and the future visiting behaviour of tourists (Kandampully & Suharatanto 2000; Bigné et al. 2001; Lee, Lee et al. 2005;; Chen & Tsai 2007; Chen & Tsai 2007; Prayag 2009; Campo et. al 2010).

2.3.1 Definition

With regard to the concept of image, there is widespread agreement in the tourism and marketing literature (Baloglu and Brinberg, 1997; Baloglu and Mangaloglu, 2001; Chen and Uysal, 2002; Beerli and Martín, 2004a, Pike and Ryan, 2004 Hosany *et al.*, 2006; Pike, 2009, W.W.Smith et al.,2017) in considering the image as the result of three closely interrelated components: (1) perceptual/cognitive, which is related to the beliefs of individuals on the attributes that characterize a destination; (2) emotional/affective, which refers to emotional response or the feelings that individuals express about the place; and (3) global, which corresponds to the overall positive or negative impression of the place.

Although many researchers in the tourism field make frequent usage of the term 'destination image'. A precise definition of it is often avoided (Echtner & Ritchie, 2003). According to Echtner and Ritchie (2003) destination image could be considered in terms of both an attributed-based component and a holistic component. In addition, some images of destinations could be based upon directly observable or measurable characteristics (scenery, attractions, accommodation facilities, price levels), while others could be based on more

abstract, intangible characteristics (friendliness, safety, atmosphere). Kotler (2002) defines a place/destination's image as "the sum of beliefs, ideas and impressions that people have of that place".

Past definitions of destination image have been various, as demonstrated in Table 2.2. Several attempts have been undertaken to summarize the definitions. For example, Gallarza et al. (2002) indicated that "there are almost as many definitions of image as scholars devoted to its conceptualization" by illustrating with 12 definitions. Bosque and Martin (2008) also summarized 20 definitions of destination image. Despite the different definitional constructions, destination image is generally interpreted as a compilation of beliefs and impressions based on information processing from various sources over time that result in a mental representation of the attributes and benefits sought of a destination (e.g. Crompton, 1979; Gartner, 1993).

Table 2.2 Definitions of destination image

Author/s	Definition
Hunt (1971)	Impressions that a person or persons hold about a state in which they do not reside
Hunt (1975)	Perceptions held by potential visitors about an area
Lawson and Bond-Bovy (1977)	An expression of knowledge, impressions, prejudice, imaginations and emotional thoughts an individual

	has of a specific object or place
Crompton (1979)	The sum of beliefs, ideas, and impressions that a person has of a destination
Phelps (1986)	Perceptions or impressions of a place
Tourism Canada (1986-1989)	How a country is perceived relative to others
Gartner & Hunt (1987)	Impressions that a person or persons hold about a state in which they do not reside
Richardson &Crompton(1987)	Perceptions of vacation attributes
Gartner (1989)	A complex combination of various products and associated attributes
Calantone, *et al.* (1989)	Perceptions of potential tourist destinations
Embacher and Buttle (1989)	Ideas or conceptions held individually or collectively of the destination under investigation
Reilly (1990)	Not individual traits ... but the total impression an entity makes" (ref: Dichter)
Echtner and Ritchie (1991)	The perceptions of individual destination attributes and the holistic impression made by the destination

Gartner (1993)	Destination images are developed by three hierarchically interrelated components: cognitive, affective, and conative
Baloglu and McCleary (1999)	An individual's mental representation of knowledge, feelings, and global impressions about a destination
Murphy, Pritchard, and Smith (2000)	A sum of associations and pieces of information connected to a destination, which would include multiple components of the destination and personal perception
Bigné et al. (2001)	The subjective interpretation of reality made by the tourist
Kim and Richardson (2003)	A totality of impressions, beliefs, ideas, expectations, and feelings accumulated toward a place over time
Ahmed et al. (2006)	What tourists think or perceive about a state as a destination, its tourism resources, its tourist services, the hospitality of its host, its social and cultural norms, and its rules and regulations which influence their consumer behaviour.

Tasci and Gartner (2007)	A destination image is the total sum of beliefs, convictions and emotional attachment that individuals have of a destination that is, the cognitive/perceptual and affective images.
Bigné, Sánchez and Sanz, (2009)	It consists of all that the destination evokes in the individual; any idea, belief, feeling or attitude that tourists associate with the place.

Adapted from Gallarza et al. (2002) ,*Echtner and Ritchie (2003)*and Bosque and Martin (2008).

2.3.2 Infrastructure and Destination image

Infrastructure is highly imperative for tourism development of a tourism resource rich region, which requires plausible planning and management for the development of such infrastructure.

Infrastructure provision functions as the nervous system for effective tourism development and the success of tourism destinations in world markets. It influences relative competitiveness of destinations or tourist regions (Enright & Newton, 2004) that focused on destination image or attractiveness (Chon, Weaver & Kim, 1991;; Hu & Ritchie, 1993; Pritchard & Smith, 2000; Gallarza, Saura & Garcıa, 2002; Enright et al., 2004; Murphy; Pan, B., & Li, X, 2011)

Based on the dimensions and attributes (Beerli & Martın, 2004) of tourism development, the various types of physical infrastructures that influence tourism development and create an image of the destination or tourism region are general/ basic infrastructure, and tourist infrastructure (Decrop, 2010). Infrastructure services facilitates economic development (Handberg, 2002; Khadaroo & Seetanah, 2007) in general and so also tourism development. (Crouch and Ritchie 2000) posited that tourists' overall impression develops their image of a destination after their visitation and infrastructure may play an important role in that respect.

2.3.3 Primary versus secondary image

A differentiation has to be made between primary and secondary image. Primary image is the information acquired through personal experience or visitation of the destination. It may differ from the secondary image, which, in contrast, is basically perceived before experiencing a destination. The secondary image is formed by organic, induced and autonomous information sources, to which the consumer is exposed. Obviously, the effect that external information can have depends considerably on the types and the number of sources. When individuals actually visit a place, the image they form after visitation is much more realistic and complex than the one formed through secondary information (Beerli & Martín, 2014). In this respect, it is suggested that although many people have an image of destinations they have not yet visited, the most accurate, personal and comprehensive is formed through going there (Molina, Gómez and Martín-Consuegra, 2010)

2.3.4 Pre-visit versus post-visit image

Another direction towards which different types of destination image research move is the differentiation between pre- and post-visitors' image perceptions. This approach presumes that tourists' image perceptions vary over time, relating it somehow to the above examined separation of primary and secondary image.

The pre- & post visit destination images are particularly important and critical to the success of a destination and, therefore, have been given special attention in the literature and among market operators (Baloglu and Brinberg, 1997; Baloglu and Mangaloglu, 2001; Chen and Uysal, 2002; Beerli and Martín, 2004a, Pike and Ryan, 2004   Hosany *et al.*, 2006; Pike, 2009; W.W.Smith et al.,2017).

When an individual visits somewhere and experiences it first hand, the image becomes more realistic, complex and differentiated. This experience with the place is one of the main factors impacting on the image during and after the trip and is based primarily on the quality of the infrastructure facilities of the destination. Smith et al. (2015) show that the image is altered throughout a tourist's experience, hence, the experience at the destination is what causes a greater positive change in the image of the destination.

 Gallarza, Gil & Calderón (2002) discuss the dynamic nature of the concept, claiming that image is not static but changes depending on the variables space and time. According to them, image always corresponds to an interiorisation of perceptions and not every individual has the same perceptions. They argue that

destination image refers to perceptions of tourists at a destination, corresponding to the perceived contribution of various services to be found there.

Many studies have compared pre-trip and post-trip destination images (Lim, Chew, Lim & Liu, 2013; Wang & Davidson, 2010; Yilmaz et al., 2009) to find the variation of destination image. Kim, McKercher and Lee (2009) managed to carry out a survey over three time periods - before, during and after a trip. The aim of the study is to keep track of image perceptions of tourists from departure toward a destination to return to the origin, using the same sample. The investigation measured Korean tourists' image change throughout a package tour to Australia. The results indicate that there is a considerable difference in image change between cognitive and affective perception.

In line with the above concepts in this study, the pre-visit destination image refers to the image of a destination held by an arriving tourist and developed thus from different informational stimulus and the Post-visit destination image is considered as the consequential image held by the tourists after experiencing the destination in comparison with the pre-trip image held by the tourist before visiting the destination.

2.3.5   Destination Image Formation

Gunn (1972) originally suggested a concept of destination image evolution that accounts for image change from organic image to induced image and has since become one of the most researched topics in tourism-related research (Stepchenkova & Mills 2010).

MacKay and Fesenmaier (1997) describe destination image formation as "a composite of individual inputs and marketer inputs". There are many factors which influence destination image formation process. According to a model proposed by Baloglu (1999) image is mainly caused by two major forces: stimulus factors and personal factors.

Existing literatures (Christina, 2008; Vesna, 2010; Mohammad Reza et.al,2012; Hongmei Zhang et.al, 2014; Elaine, 2014)show the development of destination image to be a multi-stage process. Travel consumers' initial image is formed though exposure to a variety of information sources, which are beyond the control of destination marketers. This original image is later on tried to be manipulated by controlled marketing messages in order to increase the destination appeal (Hanlan & Kelly, 2005, p. 164).

The formation of destination image is described by Gunn (1988)'s model of seven phases of travel experience. The relationship between induced and organic components is demonstrated by Gallarza, Gil & Calderón (2002,).According to Jenkins (1999) destination images are formed based upon secondary sources of information, whereas throughout the later phases actual first-hand experience modifies these images. The study conducted by He´ctor et.al (2008) found that destination image is a multidimensional concept formed by cognitive and affective evaluations of a place. The majorities of destination image studies focused on cognitive component (e.g., Echtner & Ritchie, 1993; Chen & Uysal 2002) and overlook the affective component.

Tourists' evaluation of destinations comprised of cognitive, affective and personality dimensions. Destination marketers, in order to create a favourable

image, are required to devise branding strategies that encompasses the three dimensions (Hosany, S, 2007).

2.3.6 Factors Influencing Image formation

Beerli and Martín (2004) recognise a set of factors which have an influence on the formation of image. They have categorised the factors into two main categories; personal factors and information sources which will lead to cognitive, affective and at the end to overall image of a destination. Numerous researchers have based their studies on the notion that information is positively related to image (Frías, Rodríguez & Castañeda, 2008).

Mayo and Jarvis (1981) describe personal interest, needs and motives, expectations, personality, social position, and standard demographic factors as influential on the image held by the traveller. The study conducted by Raquel Camprubi et.al (2013) identifies that tourists have become an agent with an active role in the process of destination image formation, through their direct and spontaneous contributions in blogs, forums, social network sites, etc

The following researcher's studies have found that destination image is influenced by external stimuli such as advertising, news, and communication promotions (Chon, 1991; Fakeye & Crompton, 1991; Beerli & Martín, 2004; Kim & Morrison, 2005; Yüksel & Akgül, 2007; Baker, M.J & Cameron, E. 2008; Andrew Lepp et.al 2011; Chul Jeong & Stephen Holland 2012).

A study by Baloglu, and Mccleary (1999) examined the image formation process through a most comprehensible path model, and it clearly illustrates the differentiation and interrelationships between the personal factors and the stimulus factors. The model as illustrated in Figure 2.2, which presents a general framework of destination image formation. In this model, image is mainly caused by two major forces: stimulus factors and personal factors. They linked the personal factors like age and education variables with stimulus factors like variety of destination information sources and socio psychological motivations to the overall image and the affective association developed towards a destination.

Personal factors	**Destination Image**	**Stimulus factors**
• Psychological • Values • Motivation • Personality • Social • Age • Education • Marital status • Others	• Cognitive • Affective • Global	• Information sources • Amount • Type • Previous experience • Distribution
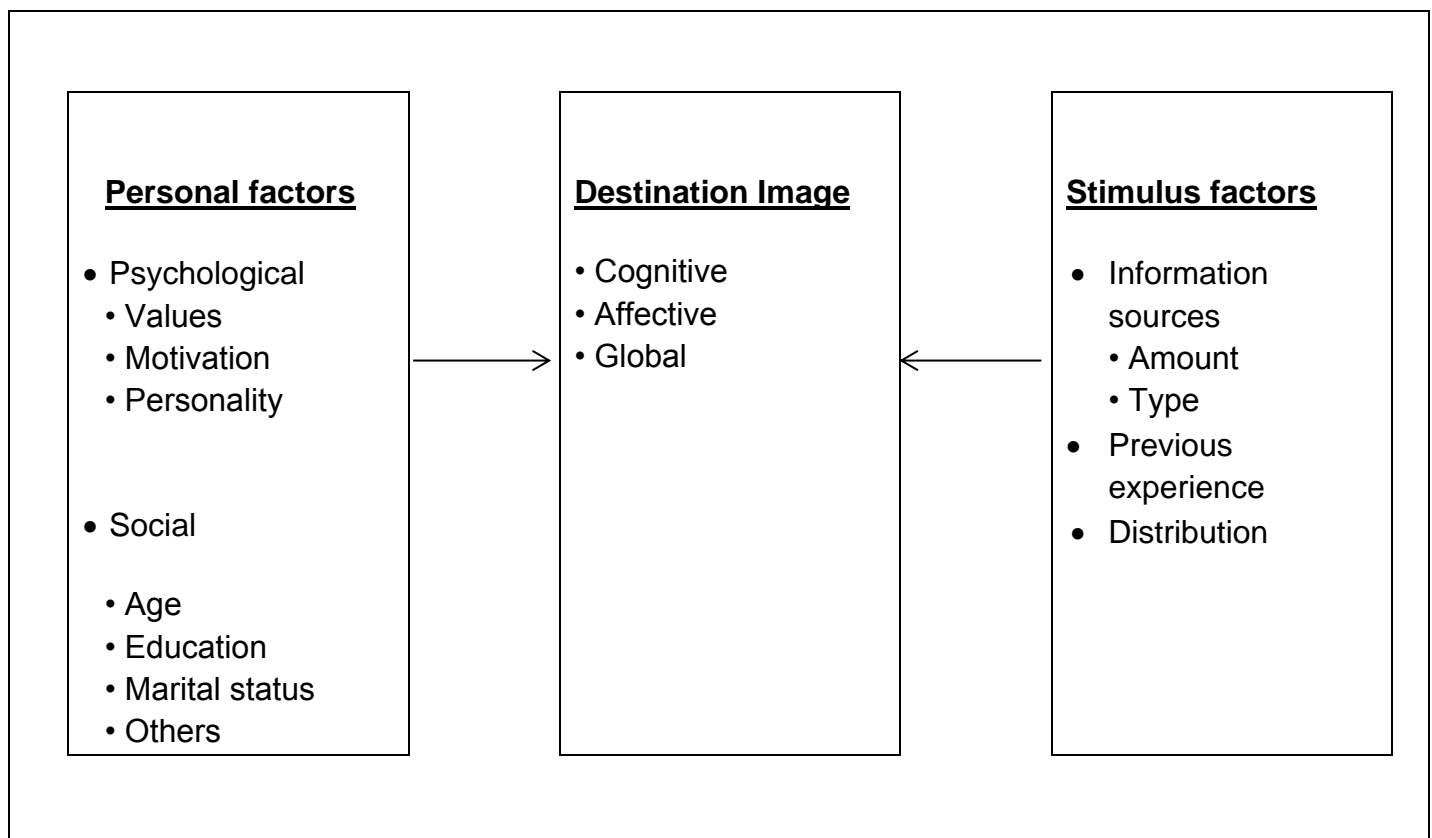
Figure 2.2 Framework of Destination Image Formation Agents

Source: Baloglu, 1999

2.3.7 Destination image and Destination selection decision

A relation exists between what someone has in mind and their preferences in decision making while selecting a destination. Decision on choosing a destination to visit is associated with beliefs and cognition. According to Lin et al., 2007, The views about a destination, which plays an significant part in the decision making process is a collection of ideas, beliefs and perceptions people have about the daily happenings in a destination and the attributes they attach with the destination . This ends up in creating an image in an individual's mind about that destination (Echtner & Ritchie 1993). However studies conducted showed that stereotypes of images about a destination are reflected in the travel decisions. Pre purchase impressions, and post purchase views formulate consumer's attributes towards a product. This can be called a stereotype of the destination's image (Lin et al., 2007). Destination selection criteria have focused on specific destination characteristics and the visitor's decision about a destination to visit is also associated with these specific destination characteristics.

A destination's image have an impact on visitor's preferences and final decision on destination. However not all destination images are built up from cognitive and affective conceptions do have an influence on visitors destination choices (Lin et al., 2007). But a lack of knowledge surely about a place would normally only give room for a more holistic perception (Jang et al., 2007). So it is essential to create an image of the destination to be visited.

According to Emilio Celottoab. et al, (2015) the decision-making process concerning tourism destination choices is strictly related to the information

gathered through different information sources, especially online. Viral diffusion of information through social communities influences and promotes the image and reputation of a tourist destination.

According to Fesenmaier & Jeng (2000) general studies about destination choices by visitors have been explored through various decision making channel processes. Coathup (1999) suggests that as people's knowledge widen about new things and areas, their desire for adventure, new opportunities and experiences also changes. These could be reflected in the choices they make about destinations to visit.

Gartner, (1993) states destination selection decision is a function of information available from different sources. According to Murphy et al (2007) in recent studies, travellers that love risk and want adventure did not seek a lot of information. But those who feared risk not only gathered information but also considered particular vacations and lodging facilities. Information search depends on destination desires and the different stages involved in the travelling itself. This would probably lead to variations at each stage of the journey that is the to and fro planning of the journey (Murphy et al, 2007). A destination marketer has been considered as a very important source of information and has a special influence on first time visitors.

The differences between first-time and repeat visitors are receiving renewed interests among tourism researchers (Anwar & Sohail, 2004; Fallon & Schofield, 2004; Hughes & Morrison-Saunders, 2002; Kemperman, Joh, & Timmermans, 2003; Shanka & Taylor, 2004). Understanding the differences of first-time and repeat visitors has vital importance in developing effective tourism marketing and

management strategies as well as in building travel motivation and decision-making theories (Lau & McKercher, 2004; Oppermann, 1997; Petrick, 2004) as they have different images of the destination. Specifically, information regarding tourists' status as first-time or repeat visitors can be useful in market segmentation (Formica & Uysal, 1998) and signalling destination familiarity (Tideswell & Faulkner, 1999). In the case of repeat visitors the post destination image or the image created by the destination in the mind of the tourists after the visitation helps the marketers to easily influence the tourist's destination selection decision.

Many studies undoubtedly showed that various information collection about destination visitations are related to visitor's actions and choices, but the image created by the information provided by the marketers about the destination facilities & services are the main source of destination selection decision. Therefore the decision to visit a destination is rely on the destination image.

2.4   Tourist satisfaction

Tourist satisfaction is important to successful destination marketing because it influences the choice of destination, the consumption of products and services, and the decision to return (Kozak & Rimmington, 2000).

In the consumer behaviour literature, satisfaction is defined as consumer fulfilment responses to attitudes that include such things as judgments following a purchase or a series of consumer product interactions (Lovelock & Wirthz 2010). In the tourism literature, destination satisfaction refers to the emotional

state reflected in a tourist's post-exposure assessment of a destination (Baker & Crompton 2000; Su et al. 2011). Destinations that can identify attributes that satisfy tourists increase their chances of having loyal tourists (McDowall 2010).

Satisfied tourists are most likely to recommend destinations they have visited to their friends and relatives or express favourable comments about the destination (Mohammed Bala Banki et al, 2014). In contrast, dissatisfied tourists may not return to the same destination and may not recommend it to other tourists (Chen & Chen 2010). Even worse, dissatisfied tourists may express negative comments about a destination and damage its market reputation (Reisinger & Turner 2003). In a study of tourists visiting Mallorca, Spain, Kozak & Remington (2000) reported that the more satisfied the tourists were with their visits, the more likely they were to return and recommend the destination to others. Tourist satisfaction influences destination choices (Cole & Crompton 2003) and future behaviours (Bigné et al. 2001; Tian Cole et al. 2002; Lee 2007). Satisfaction comprises both cognitive and emotional facets and relates to previous experiences, expectations and social networks (Keegan et al, 2002).

According to Heskett *et al* (1997) increased customer satisfaction results in retention and positive word-of-mouth, which subsequently lower marketing costs and increase profit. A large number of studies have been conducted in the area of visitor satisfaction in the tourism and related areas (Weber, 1997; Reisinger & Turner, 1997; Bramwell, 1998; Choi and Chu, 2000; Bowen, 2001; Eggert and Ulaga 2002; Yuksel and Yuksel, 2003; Millan and Esteban, 2004; Bigne *et al.,* 2005; Bowie and Chang, 2005; Sarngadharan and Retnakumari 2005; Yu and Goulden, 2006; del Bosque & Martin, 2008 M. Karunanithy and S. Sivesan,

2013). These include tourist satisfaction with destination services, service providers, intermediaries, recreational facilities, tours, hotel services, restaurant services, host culture and so forth.

Lee et al., 2007 note that satisfaction describes a visitor's experiences, which are the end state of a psychological process (Lee *et al.*, 2007).but according to Eggert and Ulaga (2002) on the one hand, satisfaction evidently derives from a cognitive process in which performance is compared against some evaluation standard, and on the other hand, it entails feeling which is essentially an affective state of mind.

Quality is an important element for satisfaction even though satisfaction is not exclusively achieved through service quality. A number of studies have been conducted related to satisfaction and service quality (Baker and Crompton, 2000; Brady, Cronin and Brand, 2002; Millan and Esteban, 2004; Cole and Illum, 2006; Lee et al, 2007).

Tourist Satisfactions is measured by expectation met by the general attribute satisfaction (i.e. attractions, accommodation, accessibility and amenities). According to Chi, C. G. et al. (2008) the satisfaction attributes include attractions, accessibility, lodging, dining, shopping, activities and events and environment.

Studies conducted on the satisfaction assessment shows that destinations have focused on identifying various quality dimensions of the holiday experience and its impact on the satisfaction with the holiday experience. A study conducted by Yuksel (2001) on the satisfaction of tourists with turkey identified 16 factors, of which ten factors were found more influential in effecting tourist satisfaction than

other factors. The study revealed the impact of accommodation facilities, food quality, variety of experience, convenience of access to tourist facilities and service quality on the tourist satisfaction. All these studies related to satisfaction and service quality reveals the impact of infrastructural facilities on tourists' satisfaction, because among the attributes, the top drivers of satisfaction for all visitors were accommodation services, food services and cuisine and variety of things to see and do.

Satisfaction studies in tourism and hospitality has indicated that tourists' satisfaction with individual attributes of the destination leads to the overall satisfaction with the destination.

It is significant in tourism to identify overall satisfaction from satisfaction with individual components; because the specific characteristics of tourism have a notable influence on tourist satisfaction (Seaton & Benett, 1996)

2.4.1 Destination image and tourist satisfaction

Tourist satisfaction has become a considerably important area for both scholars and practitioners and has been the topic of intense academic debate in the marketing literature. According to Lee (2009) tourist satisfaction has been directly affected by destination image. Destination image has been recognized as one of the influential concepts in tourists' destination choice process. Such causal linkage can therefore help tourism professionals and researchers to understand the importance of tourist satisfaction (Song et al., 2010).

Previous researches indicate that destination image can influence tourist satisfaction and subsequent future behaviors (e.g. Javier and Bign 2001, Christina & Hailin, 2008, Lee, 2009, Prebensen, Skallerud, & Chen, 2010, Chen and Lin, 2012 ; Ozdemir *et al.*, 2012 ; Wee - Kheng Tan and Cheng-En Wu, 2016). According to Prayag et al (2011) and Prayag (2012) destination image, personal involvement, place attachment and overall satisfaction influence satisfaction of tourists.

Middleton and Clarke (2001) highlighted interdependence-sub-sector interlinkage of tourism products. Tourists experience a combination of services such as attractions, hotels, accessibilities, amenities, etc.; and they may evaluate each service component separately. According to Kozak & Rimmington (2000), satisfaction with various factors of the destination leads to overall satisfaction. Pizam & Ellis (1999) states that overall satisfaction with a hospitality experience is a function of satisfactions with the individual elements/attributes of all the products/services that make up the experience, such as accommodation, weather, natural environment, social environment, etc. Satisfaction has a positive influence on future intention to return to the same destination.

Destination image is an antecedent of satisfaction and tourist satisfaction would improve if the destination has a positive image. (Christina & Hailin, 2008). Destination image has a positive influence on perceived quality and satisfaction. A favourable image deriving from a favourable travel experiences would end in a favourable evaluation of a tourist destination.

2.5   Tourist's future intention

The success of a destination has much to do with having and maintaining the primary products and services that are designed to meet the needs and satisfy the travelers' objective and eventually deliver the added value to the visit (Laws, 1995; Murphy et al., 2000; Holloway, 2006; Weaver and Lawton, 2006). Some empirical studies have acknowledged that many tourist destinations rely seriously on repeat visitors (Jayarman et al., 2010). Rayviscic and Melphon (2012) conducted a study in Kenya explored specific key factors that determine the choice of a domestic tourist destination include the need for knowledge and adventure; economic concerns; destination Information and travel arrangement. This study provides a simple and relatively cost effective application of the destination choice model.

Post visit evaluation would lead to tourists' intention to recommend and revisit a destination (Weber, 1997; Kozak and Rimmington, 2000, Hui, Wan and Ho, 2007). It is common that tourists evaluate their experience at the end of their visit based on their encounters with the various elements at the destination. Destination elements and emotion are influential in determining tourist future intentions. Satisfactory performance of destination features would elicit the right emotions and ultimately lead to favorable future behavioral intentions (Basri Rashid, 2013). According to Ahmad Puad et al. (2012) repeat visitors intend to revisit as well as recommend holiday destination in future. Tourists' positive experience of service products and other resources provided by tourism destination could produce repeat visits as well as positive Word of mouth effects to friends and/or relatives" (Chi & Qu, 2008).

Since the 2000s, a number of studies (Kashyap & Bojanic, 2000; Kozak, 2001; Petrick, et al., 2001 ; Petrick & Backman, 2002; Um, 2006; Lai, et al., 2010; Fu et al., 2016; Wee - Kheng Tan and Cheng-En Wu, 2016) have explored tourist's revisit intentions to predict and explain tourists' intentions to engage in diverse types of tourism or visit different destinations. Intention to revisit is crucial as it indicates customer loyalty, which is a key indicator of successful destination development and helps in increasing the competitiveness of tourist destinations (Yoon and Uysal, 2005; Chen and Phou, 2013 ; Zhang et al., 2014; Wee - Kheng Tan and Cheng-En Wu, 2016).

Mostafavi Shirazi & Mat Som (2010) found repeat visitation as an indicator of loyalty in tourist destination that is strongly affected by destination attributes. In their study, diversification of attractions has been found as one of the necessary conditions for explaining repeat visitations. According to Kotler et al. (2006) customer expectations must be met or exceeded to create loyalty as an aspect of behavioural intention.

From consumption process's perspective, tourists' behavior is divided into three stages including: pre-visitation, during visitation, and post visitation (Rayan, 2002; William & Buswell, 2003). Chen & Tsai (2007) stated that tourists' behaviors include choice of destination to visit, subsequent evaluations, and future behavioral intentions.

If a tourist is satisfied, they may repeat their visit to the same destination and also they will give positive word-of mouth recommendations for the destination to friends, colleagues and family (Anwar, S., & Sohail, M. 2004;Yoon, Y. and Uysal, M. 2005). If tourists' actual experiences are positive, destination image will also

be positive and this plays a significant role in future intention and repurchase decisions. (Kozak and Rimmington, 2000; Yuksel and Yuksel, 2001).

According to Prayag. G (2009) destination image has a direct and an indirect influence over future behavior. Satisfaction and overall image play a mediating role between destination image and future behaviour.

2.5.1 Tourist Satisfaction and future intention

Tourist satisfaction has been measured by summation of tourist evaluation of destination attributes (Kozak & Rimmington, 2000; Kozak, 2003). This kind of satisfaction measurement can be regarded as an evaluation of the quality of destination performance, where tourists are satisfied not only with what they experience; that is, how they were treated and served at a destination (Um, Chon, & Ro, 2006), but also how they felt during the service encounter (Baker & Crompton, 2000).

Many studies related to the tourism and hospitality industry and specific tourism related businesses has been widely acknowledged the importance of tourist satisfaction (Baker and Crompton 2000; Song et al. 2012; Sun and Kim 2013)

Tourist satisfaction is considered to be a great predictor for future behavioral intentions in many natures of tourism destinations (Prayag, 2009). According to Pryag(2009) Quality attributes have significant positive influence on tourist satisfaction and a positive relationship also occurs between tourist satisfaction on future behavioural intentions.

According to Milman and Pizam (1995) once visitors are satisfied with their experience they might like to revisit a destination. A study conducted by Joppe, Martin, and Waalen (2001) and Bigne´ et al. (2001) found that satisfied visitors are more likely to recommend the destination to friends, family, and colleagues. In contrast, dissatisfied tourists may not recommend it to others or may not return to the same destination (Chen & Chen 2010).

2.6   Tourism Marketing

As tourism industry is usually classified as the part of the service sector of the economy, the marketing principles applied in tourism will be based on the general service marketing principles. Destinations across the world heavily compete with each other, in order to maintain their attractiveness and competitiveness in the global tourist industry. In order to do so, it is necessary for destination authorities to do proper destination marketing by identifying different needs of different market segments, as well as promote their image and manage destinations in a way that attracts tourists. Wang (2008) stresses the relevance of collaborative action, suggesting that "destination marketing is a collective effort that requires various organizations and businesses in a geographically limited area to harmoniously work together to achieve a common goal."

Tourism marketing could be complex due to the product being an amalgam of many different industries such as accommodation and transportation. The markets also vary widely, and determining the consumers´ preferences could be difficult.

According to Buhalis & Michopoulou, (2011) destinations need to effectively implement Destination Marketing, the term referring to promoting tourist destinations as a means of improving their imagery and popularity. At the destination level, the marketing effort is further complicated by certain aspects which represent the challenges faced by the destination marketers. This refers to the various marketing dimensions within which the total tourism industry operates.

Destination Marketing takes place at two levels (Koutoulas and Zoyganeli, 2007). At the micro-level, independent tourist operators, such as hotels and transportation agencies, which promote the products and services they offer in the industry. At the macro-level, governments and other official authorities promote their countries and states as tourist destinations

According to Gilmore (2003), service marketing dimensions for the tourism sector reflect the range and the multidimensional nature of tourism service products, managing the tourism product, importance of effective and consistent service delivery and the communication message and region's image. These dimensions are illustrated in Table 2.3

Table 2.3. Service Dimensions for Tourism Marketing; Sourse:Gilmore, 2000

Range and nature Effective and Communication	Managing the tourism product	Effective consistent service delivery	Communication Message and regions image
Geographical area Unique sites	Differentiation and positioning destination image	Physical infrastructure Facilities and service	Public and press messages
Manmade facilities Destination facilities	Developing/marketing tourism brand	People involved in the service delivery	Branding Image building
Accessibility Images Price range	Looking for new markets		

Marketing the tourism product at the destination involves differentiating and positioning a destination with strong destination image, developing and marketing a tourism brand and looking for new or niche markets. To achieve this, companies involved in the tourism sector need to come together to integrate their market focus and offerings. For this, a strongly integrated tourism service needs to evolve and strengthen overtime before an appropriate brand can be developed based on the overall market positioning of the tourism service product.

Marketing activities may convince visitors to decide to visit a destination or to extent their stay in a destination.

2.6.1 An overview of destination marketing

Destination marketing facilitates the success of tourism policy, which should ideally be in line with the strategic plan for overall regional development (Buhalis, 2000). Marketing has the power to positively influence destination development. Baker and Cameron (2007) point out that destination marketing involves using tourism for reasons like improving the overall image of the area in order to attract industry, increasing infrastructure that can also be used by the local community, achieving changes in the environment, or giving the locals more pride in their area.

The balance between what is expected and what is being delivered is essential in promoting the destination. On an individual basis, destinations do not have much control over the marketing of the destination product. Destination marketing offices (DMO) are usually created to take on the great responsibility for tourism promotion and visitor attraction and should ideally satisfy the needs of all the stakeholders. Additionally in destination marketing the public sector, destination marketing offices and national tourist organisations should have enough resources, proficiency or flexibility to promote the destination. However, marketing should satisfy all stakeholders involved with the destination. Therefore, there is an expressed need for collaboration and knowledge-exchange between the different stakeholders. According to Baker and Cameron (2007), the local government usually plays an important role in maintaining relationships between the public and private in destination marketing.

Advancing the view that a destination is one of the most difficult products to manage and market (Fyall and Leask 2007). As most of the products at the

tourist's destinations are basically intangible in nature the destination should find suitable marketing solutions that benefit both the whole destination and also its actors.

A key goal of the marketing activities for any destination marketing organisation (DMO) is to achieve a competitive market position for the destination. A destination's market position will change positively only slowly over time (Steven Pike 2017). A core construct in market positioning is destination image, requiring an understanding of perceived strengths and weaknesses relative to the competitive set of rivals for any given travel context.

2.6.2   Determinants of Destination Marketing

The key determinant of Destination Marketing is an issue which has been broadly discussed in the academic literature. Chaitip et al. (2008) investigates the factors which determine the success in a tourist destination. For that purpose, the authors conducted a survey in Greece. The results of this paper indicated that destination marketing efficiency is influenced by four factors, namely:

- Satisfaction of the travel cost,
- The integrated tourism product,
- Tourism product attributes and
- Tourism product management.

These factors are determined by several attributes. To begin with, the tourism product is formulated by the satisfaction of the tourists from the sea, the sun, the beaches, the mountains, the hotels, the market places and the restaurants of a destination. Tourism product management is determined by the attractions, the amenities, the accesses and the image of a destination. Lastly, the satisfaction of the travel cost of tourists is determined by the airline cost, the hotel and the guesthouse cost, and the total cost of the domestic trip in Greece.

Furthermore, Buhalis (2001) distinguishes three strategic directions that can enhance destination marketing efficiency:

1) Enhance the satisfaction of tourist and delight the visitor,
2) Strengthen the long term competitiveness and profitability of the local tourism industry and of the local small and medium-sized tourism enterprises, and
3) Develop the sustainability of the destinations and ensure prosperity of host population.

Each of these three directions incorporates several strategic objectives. More particularly for enhancing the satisfaction of the visitors, destinations and tourism enterprises should improve their services, specialize their tourism product and offer value - for - money tourism services by focusing on quality.

Moreover, Stankovic et al. (2012) support that destination marketing efficiency is highly depended in the organization of cultural and sport events. More specifically, the authors support that events and festivals – sport and cultural – can help a destination to improve its image and its popularity. It is indicative that

the writers state that: A special interest attraction can have a significant effect on shaping the image of the local community.

2.6.3 Destination image and tourism marketing

In tourism research, images are more important than any tangible resources because what motivates consumers to act or not to act are perceptions, rather than reality (Gallarza, Gil & Calderón, 2002). One of the important concepts used in understanding tourists' behavior in the tourism marketing is the destination image tourists have towards destination.

Understanding the image development process and the nature of image offers tourism and destination marketers to position their destination effectively in target market segments. Tourist perceptions are important to successful destination marketing because they influence the choice of a destination, and majority of tourists have experiences with other destinations, and their perceptions are influenced by comparisons among facilities, attractions, and service standards (Ahmed, 1991).

Lopes (2011), Echtner and Ritchie (2003), and Stabler (1988) underline the crucial role of destination image in the destination marketing perspective. More specifically, Lopes (2011) supports that when tourists choose a tourist destination are influenced significantly by the image of the destination. In this context the researcher mentions the factors which determine the image in tourism destinations, namely: the perceptions of the visitors, the effectiveness of tourism marketing activities, the educational background of the visitors, the social

and economic characteristics of the tourists, the motives of the visitors, the media (TV, magazines, newspaper, books, etc.), the experiences of the tourists and the psychological characteristics of the visitors (Stabler, 1988 cited by Lopes, 2011). Lopes (2011) distinguish two types of destination image: primary image and secondary image.

The primary image is the image that a visitor has after visiting a destination and recalls his / hers experience. In contrast, secondary image is the image that a tourist has before visiting the destination. Destination marketers should consider both types of images in order to design efficient campaigns.

In addition, some images of destination could be based on observable or measurable characteristics. Destination image is defined as not only the perceptions of individual destination attributes but also the holistic impression made by the destination. Destination image consists of functional characteristics, concerning the more tangible aspects of the destination, and psychological characteristics, concerning the more intangible aspects.

According to Echtner and Ritchie (2003) from the tourism industry perspective important factors which determine the image of a destination are: the scenery and the natural attractions, pricing strategies, hospitality and friendliness, climate, tourist activities, nightlife and entertainment, sport facilities, national parks and museums, local infrastructure and transportation, and accommodation facilities.

Tasci and Gartner (2007) point out that: First, [from the demand-side] destination oriented marketing activities are dynamic (controllable) factors that aim to polish

and project a positive image for the destination. These marketing activities, or induced image formation agents, are what try to manipulate uncontrollable or static destination characteristics and turn them into semi-controllable or semi-dynamic inputs. Independent sources of determinants (autonomous image formation agents), which are usually out of a destination marketers' immediate control, might work for or against the projected, induced image. Similar to destination marketing activities, independent determinants might reflect objective reality.

Destination authorities might adjust and modify their marketing activities depending on the information reflected by these independent and autonomous sources (Tasci & Gartner, 2007).

According to Mayo (1975) tourists do not have a lot of knowledge about destinations which they have not visited, but despite this fact, they are able to create an image in their minds not only of the ideal destination, but also of alternative destinations. Tasci, Gartner, and Cavusgil (2007) go further, by suggesting that the essence of Destination Image is to find how tourism destinations are seen and felt by the tourists' eyes. Thus, the tourists' images are vital for marketing strategies to be successful.

Many tourism scholars focus their attention on the holistic nature of the image, defining destination image as the expression of all the knowledge, impressions, prejudices and emotional thoughts that an individual or group has of a particular object or place (Alcaniz et al. 2008). Because of this holistic nature, image plays an integral role in successful destination marketing (Tasci & Gartner 2007), and thus, destinations with strong positive images are more likely to be considered

and selected by consumers (Echtner & Ritchie 2003; Prayag 2009). Therefore, destination marketers have sought to identify the most effective factors that influence a destination image. Thus, the image of a destination becomes significantly effective for the decisions of tourists (Yilmaz et al. 2009).

2.6.4 The interrelationship between destination marketing and destination image

Destination image is considered as a vital marketing concept in the tourism industry and it is linked to the success of a tourism destination. Destinations today have to deal with a variety of new challenges in their effort to gain and maintain a competitive advantage. Smart destinations, which have emerged out of the concept of smart cities, particularly highlight the significance of synergies between stakeholders and of addressing travelers' needs before, during and after their trip (Buhalis & Amaranggana, 2013). Within this context, it is important to consider the pivotal role of destination marketing to attract potential tourist by creating a favourable destination image through various marketing strategies.

The research studies on tourism marketing (Moutinho, 1987, Baloglu and Brinberg, 1997, Baloglu and McCleary, 1999a, Baloglu and McCleary, 1999b, Beerli and Martín, 2004) refer to an image as a concept formed through the consumer's rational and emotional interpretation, the two of which are closely intertwined. The indications here always point in the same direction: to improve the destination image and its position with regard to competing destinations, such as those with similar characteristics.

Numerous researchers have concentrated on image in relation to tourism marketing functions and aspects. Specifically, some of them relate destination image importance to its effect on demand-side aspects, such us tourism consumer behavior, destination choice and decision making, while others attribute destination image importance to its effect on supply-side aspects, namely, positioning and promotion.

Tourism destination image, or the overall impression of one place (Crompton, 1979 and Bigne et al., 2001), is one of the most studied areas in tourism literature (Stepchenkova & Morrison, 2008). The notion of image has been widely used by marketing and behavioral science scholars to refer to people's perception of a product, store, or corporate entity (Spector, 1961, Jain and Etgar, 1976 and Hampton et al., 1987). Tourism researchers applied this idea to destination studies, and expanded the image definition to "include the perceptions or impressions a person has of a place" (McClinchey, 1999,). Although tourism scholars have come up with numerous definitions of tourism destination image (Li & Vogelsong, 2006), most tend to agree that tourism destination image is the overall impression of one place (Li, Pan, Zhang & Smith, 2009).

Tourism literature, in general, indicates that what a prospective traveler believes or thinks about the environment, climate, people, infrastructure, quality of a place, may shape perceptions or images which will contribute, or not, to the selection of this place by the traveler (Vitouladiti, 2003).

Generally, marketers' strong interest in the concept of destination image is based on the simple fact that it relates to decision-making and consequently to

profitable sales of tourist products and services. National tourist offices often study the images held by potential visitors and use the results for market segmentation, brand development and subsequent promotion campaigns. In most cases, the potential visitors have never been at the destination before they decide to purchase the travel product. Due to this intangibility, the marketing mix, and especially the pricing component, plays an important role when it comes to the image of a destination (Buhalis, 2000). Imagery can also be used to increase past visitors' remembered satisfaction with the place. In that case, the aim is to encourage repeat visits and purchases (Jenkins, 1999). Therefore, as Sirakaya, Sonmez and Choi (2001) propose, it is essential to know at what point images actually influence the consumer's selection of a particular destination instead of another place. In fact, individuals are aware of a multitude of destinations and hence hold a unique image of each of them. As there is huge number of destinations available, only successful marketing and branding can differentiate them from each other. Molina, Gómez and Martín-Consuegra (2010) concentrate the immense significance of image for marketers in saying that it is one of the few instruments that can help differentiate a destination from its countless competitors in today's increasingly competitive market.

2.6.5 The role of tourism infrastructure in marketing destinations

Infrastructure provision functions as the nervous system for effective tourism development and the success of tourism destinations in world markets. It influences relative competitiveness of destinations or tourist regions (Enright & Newton, 2004). It is imperative to consider the role of tourism infrastructure and

how it can be utilized and further enhanced to contribute to the effective marketing of a destination. In this regard it is also essential to consider how tourism infrastructure can be incorporated in the marketing and promotion of a tourist attracting region. Though success of a tourism product is strongly supported by the positive marketing effects, (Lee et al., 2011; Moutinho et al., 2011; Sotiriadis and van Zyl, 2013) tourism infrastructure holds much potential to attract visitors and to enhance sustainability in tourism, whereby the tourism planner and the entrepreneur should work hand in hand to satisfy the consumers; contribute to the authenticity of the destination; strengthen the local economy; and provide for the environmentally-friendly infrastructure.

Infrastructure is a core area of the tourism industry and plays a distinctive role in the development of this ever-expanding industry. The decision-making process concerning tourism destination selections is strictly related to the availability of tourism infrastructure - attractions, accommodation, accessibility and amenities. Tourism infrastructure act as push and pull market factors of travel industry. Marketing has the power to positively influence destination selection and it is very easy to promote a region which is already been developed as a tourist destination with all means of infrastructural facilities. Tourism marketing could be very complex if the destinations lack the infrastructural facilities. So infrastructure is highly imperative to develop an image of the destination for effective marketing. According to Buhalis & Michopoulou, (2011) destinations need to effectively implement destination marketing, the term referring to promoting tourist destinations as a means of improving their imagery and popularity. The various types of physical infrastructures and services create image of the destinations and destination image has been recognized as one of the influential

concepts in tourists' destination choice process because image affects the individual's subjective perception, subsequent behaviour and destination choice (Jeong & Holland 2012).

2.6.6 People – the 5th P' of Marketing Mix

Marketing mix is not a scientific theory, but merely a conceptual framework that identifies the principal decision making managers make in configuring their offerings to suit consumers' needs" (Goi, 2009, p.2)

From the complete understanding of the target customers, a company can move on to developing a marketing mix designed to fit the company's goals. The fact, that a strong competitive advantage can be created and maintained by effectively balancing the marketing mix. Managing the mix means making decisions on all the marketing tools, driven from the need to be superior to the competition and satisfy the customer even better.

Traditionally, marketing practise has been structured around the concept of the 4 P's, which was developed by Harvard University Professor Neil Borden (Borden 1964, McCarthy 1975). The original four components are product, place, price, and promotion and in the service marketing the People, Physical evidence and Process are added (Gary and Kotler 2014). This has been adapted in tourism and hospitality marketing as the 7 Ps of Marketing (Shoemaker & Shaw 2008, Morrison 2010). While destination marketers usually have an active interest in each of these, Destination Management Organizations(DMOs) actually have limited influence over the practises of their destination's service suppliers, and

external intermediaries, in relation to all but one of the 4 Ps (Schmallegger, Taylor & Carson, 2011, Pike & Page 2014). A firm may use one marketing mix to reach to one target market and a second, somehow different marketing mix to reach to another target market" (Pride et al, 2009). In order to have an effective marketing strategy, it is crucial to have all these seven elements organized to a balanced marketing mix (John & Jobber 2012).

People are the fifth P in marketing mix, and a very important value-adding element in service marketing. In travel business the product is consumed and produced at the same time, which makes the matters of personnel highly relevant.

In the tourism and hospitality organization, people refer to the human resource and it plays important role in performing, quality control and personal selling (Kotler, 2007). If the employees do not have the right attitude towards their work and serving customers, they can be the factor causing failure for delivering good service (Kumar 2010)

Having a professional and understanding person open to any questions or problems regarding the product means plenty to a paying customer (Marketing Teacher Ltd. 2007). Especially in travel marketing, where the distribution is sometimes spread over foreign boundaries and multiple locations, it is vital to know the personnel. (Asunta et al 2003). Interpersonal relationships may be the key to a competitive edge in today's service sectors. There is a consensus among marketing industry researchers and practitioners (Koekemer and Bird, 2004, Kurtz et al, 2009) that increasing consumer expectations are closely linked to the intensifying level of competition, and cannot be ignored.

A range of researchers (Pickton and Broderick,2005; Moller, 2006; Fill, 2006; Egan,2007 ;Lamb et al, 2008; Kurtz et al, 2009),have explored the role of marketing mix in attracting new customers and increasing the level of loyalty of existing customers i.e. customer satisfaction and positive future intention.

2.7 Summary of the review of relevant concepts of the study

Tourism has been identified as one of the few viable economic opportunities in large parts of the developed world (Michael Grosspietsch, 2005). Tourism has been regarded as an important contribution or a major source of revenue not only in developed countries but also in developing countries.

This study is expected to develop a model to investigate the impact of Infrastructure on destination image for effective Tourism Marketing. Hence the review of relevant literature related to the specific area is an essential part of the study.

Understanding Infrastructure, destination images, and tourism marketing, which the study focuses, are relatively well developed areas in the tourism literature. This section aimed to summarise the review of the variables related to these areas, which are used in this study and also presented the interrelationship of each variable with another by reviewing the pertinent literature from the previous studies.

The tourism phenomenon relies heavily on infrastructural support. Tourism planning and development would not be possible without infrastructural

attributes. The infrastructural dimension is thus a necessary element for tourism development. According to Grzinic and Saftic (2012) developing the necessary infrastructure is an essential action to ensure the adequate tourist. The first section of the literature review provided the review of the Tourism Infrastructure. Based on the available literature the study has formed a new context for the tourism specific Infrastructural attributes and divided it into 4A's: Attractions, Accommodation, Accessibility and Amenities. Further, this study confirmed the concepts with the expert opinion, survey and case study. This study also discussed the link of Infrastructure and Destination image as Infrastructure plays a vital role in creating destination image.

Enhanced Infrastructure influences the destination image formation. One of the important concepts used in understanding tourists' behavior in the tourism marketing is the destination image tourists have towards the destination. To review the various aspects of the destination image is important to identify the underlying destination image factors and tourists' pre visit & post visit image of destination on these factors. Satisfactory performance of destination features would elicit the right emotions and ultimately lead to favorable future behavioral intentions (Basri Rashid, 2013). The study also focused the various aspects of Destination Image, Visitors Satisfaction and Tourists future intention. Finally, this section also reviewed the different areas of Tourism Marketing, destination image on tourism marketing. The role of people as the 5th P in tourism marketing also reviewed in this section as heterogeneity is one of the main characteristics of the tourism industry. Further the conceptual framework and the proposed hypotheses of this study will be discussed in this chapter.

The review shows that tourism Infrastructural attributes plays a distinctive role in generating the image of a destination and the highest post destination image indicates the highest standard of Infrastructure & highest level of satisfaction. Therefore developing the necessary infrastructure is an essential action to ensure the adequate tourist.

The tourist overall satisfaction is depends on the image created by a destination before, during and after the visitation. Review of this study also reveals that tourist satisfaction is considered to be a great predictor for future behavioural intentions. The review also found that satisfied tourists are most likely to revisit or recommend the destination to their friends & relatives.

Accordingly, Tourism marketing could be very complex if the destinations lack the infrastructural facilities. Also, it is necessary for destination authorities do proper destination marketing by identifying different needs of different market segments, as well as promote their image and manage destinations to attract tourists.

This study will provide destination marketers with critical knowledge related to what drives behavioral intentions (i.e., intention to recommend) of tourists. The study, in particular, emphasized the pivotal role of Infrastructure to create overall image exerts on tourists to visit, revisit or recommend a tourist destination to others. Given the significance of the overall image in influencing future behavioral intentions, stakeholder-specific marketing strategies must be developed to improve the tourism infrastructure of the destination.

2.8 Structural Equation Modeling in Tourism studies

Tourism studies are much more complex with several variables influencing one another simultaneously. As such, the need for a more sophisticated and rigorous statistical technique capable of testing several relationships concurrently becomes important (Nunkoo, & Ramkissoon, 2011). One multivariate statistical analysis that has attracted the attention of several researchers and scholars is structural equation modelling (SEM).). SEM has become increasingly popular in social and behavioral sciences including tourism. Structural equation modeling (SEM) helps researchers to study real life phenomenon and "provides a useful forum for sense-making and in so doing link philosophy of science to theoretical and empirical research" (Bagozzi & Yi, 2012). SEM is considered one of the most widely used statistical techniques by researchers to test complex models involving a number of dependent and independent variables simultaneously and it has been an important tool for producing better quality tourism research (Heene, Hilbert, Draxler, & Ziegler, 2011; MacCallum & Austin, 2000). According to Bagozzi & Yi (2012), SEM is a statistical procedure, which measures functional, and predictive hypotheses that approximate world realities. SEM has also gained popularity in tourism studies where it is used to test various types of theoretical models (e.g., Nunkoo & Ramkissoon, 2011, 2012a; Nunkoo, Ramkissoon, & Gursoy, 2012; Vargas-Sanchez, Porras-Bueno, & Plaza-Mejia, 2011). However, researchers are not able to describe the modelling process in detail in their articles because of word and/or page limitations. Although a number of conceptual articles on the strategies and steps to conduct a SEM

analysis can be found in the literature (e.g. Crowley & Fan, 1997; Fornell & Larcker, 1981; Golob, 2003), only a handful of conceptual papers discussing SEM have found their way in tourism journals (e.g. Reisinger & Movondo, 2007; Reisinger & Turner, 1999).

Baumgartner and Homburg's (1996) review of SEM-based articles in marketing and consumer research revealed a number of misapplications related to initial specifications of theoretical models, data screening, and testing of structural models. More recently, Hair et al. (2012) assessed the state of SEM- based research in marketing and concluded that SEM methodological properties are widely misunderstood, leading to misapplications of the technique. Similar concerns have also been expressed in other reviews of SEM (e.g., Holbert & Stephenson, 2002; MacCallum & Austin, 2000; Shah & Goldstein, 2006).

Structural Equation Modeling is a technique to 'specify, estimate, and evaluate models of linear relationships among a set of observed variables in terms of a generally smaller number of unobserved variables' (Shah & Goldstein, 2006). The term "structural equation model" most commonly refers to a combination of two things: a "measurement model" that consists of measurable variables, MVs (also known as observed variables) and latent variables, LVs (also known as unobserved variables). LVs are constructs that cannot be directly measured while MVs serve as indicators of their respective underlying LVs.

SEM is designed to evaluate how well a proposed conceptual model that contains observed indicators and hypothetical constructs explains or fits the collected data (Bollen, 1989; Hoyle, 1995). It expresses the linear relationship

between LVs which can either be exogenous (independent) or endogenous (dependent).

Some common SEM methods include confirmatory factor analysis (CFA), path analysis, and latent growth modeling. In CFA, the researcher has a priori hypothesis about the LVs in the model and the factors that make up the model (Musil, Jones, & Warner, 1998). Path analysis, like multiple regression, is based on correlation analysis (Diekhoff, 1992) and determines the extent to which correlations between dependent variables and independent variables are consistent with those predicted in the researcher's path model (Davis, 1985). Latent growth modeling is a longitudinal analysis technique to estimate growth over a period of time. It is widely used in the field of behavioral science, education and social science. It is also called latent growth curve analysis.

SEM allows for the estimation of a series but independent multiple regression equations simultaneously and has the ability to incorporate LVs into the analysis while accounting for measurement errors in the estimation process (Hair, Anderson, Tatham, & Black, 1998).

Esposito (2009) posits that Structural Equation Modeling (SEM) consists of two types known as the Variance Based Structural Equation Modeling (VB-SEM) and the Covariance Based Structural Equation Modeling (CB-SEM). These two packages have great difference in terms of their statistical approaches namely the non- parametric testing and the parametric testing, the objective of the study namely exploratory and confirmatory, and more importantly the algorithm employed namely Generalized Least Square (GLE) and Maximum Likelihood Estimator (MLE).

In order to apply SEM in estimating relationships among variables, several computer programs such as CALIS, EQS, AMOS, PLS and LISREL can be used.

The following Table2.4 provides the list of previous studies with Structural Equation Modeling (SEM) in various aspects of tourism industry.

Table 2.4. List of previous studies with Structural Equation Modeling (SEM) in tourism

Study context	Author(s)
SEM is used to analyses the different aspects of destination image & behavioural intentions in tourism studies	Gokce Ozdemir and Omer Faruk Simsek I (2015) Norazah Mohd Suki(2014) M. Reza, Neda Samiei, Behrooz Dini and Parisa Yaghoubi (2012) Hailin Qu, Lisa Hyunjung Kim and Holly Hyunjung Im (2011) Christina Geng-Qing Chi, Hailin Qu (2008) Ching-Fu Chen, DungChun (2007). J. Enrique Bigne, M. Isabel Sanchez and Javier Sanchez (2001)
SEM analysis used to predict on-site visitors' satisfaction, experiences, behaviours, and loyalty with respect to a particular destination or a particular type	Prayag and Ryan (2012) Lee (2011) Ballantyne, Packer, and Falk (2011) Ekinci, and Whyatt (2011)

of tourism or a specific tourist attraction	Ramkissoon and Uysal (2011)
	Han, Lee, and Lee (2011)
	Ryu and Han (2011)
	Yoon, Lee, and Lee (2010)
	Lee (2009)
	Connell and Meyer (2004)
SEM is used to analyses the different aspects of tourism Infrastructure (Attractions, Accommodation, Accessibility etc.).	R. Etminani-Ghasrodashti and M. Ardeshiri (2015).
	A. Al-Refaie(2015)
	Guineng Chen and João de Abreu e Silva (2014)
	Laura Eboli and Gabriella Mazzulla (2012)
	Laura Eboli, Carmen Forciniti and Gabriella Mazzulla(2012)
	Kim and Han (2010)
	Nyaupane, Graefe, and Burns (2009)
SEM modelling is used to predict residents' attitudes and support for tourism and related development	Nunkoo and Ramkissoon (2011a)
	Nunkoo and Ramkissoon (2011b)
	Nunkoo and Ramkissoon (2011c)
	Nunkoo and Ramkissoon (2010)
	Chen and Chen (2010)
	Gursoy, Chi, and Dyer (2010)

	M.J. Gross and G. Brown (2008)
	Gursoy and Kendall (2006)
	Gursoy and Rutherford (2004)
	Ko and Stewart (2002)
	Yoon, Gursoy, and Chen (2001)
SEM is used to determine different aspects of employees' behaviour in a hospitality context.	Kong, Cheung, and Song (2012)
	Kincaid, Baloglu, and Corsun (2008)
	Kim, Leong, and Lee (2005)
SEM analysis is used to model tourism demand and/or travel expenditure of travellers from different countries	Corte´s-Jime´nez and Blake (2011)
	Assaker (2011)
	Assaker, Vinzi and O'Connor, (2010)
	Jang, Bai, Hu, and Wu, (2009)
	Zakbar, Brencic, and Dmitrovic, (2009)
	Lacey, Suh, and Morgan, (2007)
	Ryu and Jang, (2006)
	Yoon and Uysal, (2005)
	Kulendran, N., and Wong K. K. F. (2005)
	Connell and Meyer (2004)
	Lehto, O'Leary, and Morisson, (2004)
	Gallarza and Saura, (2004)
	Kulendran and Witt (2003)
	Seiler, Hsieh, Seiler, and Hsieh (2002)

SEM modelling is used in an marketing and e commerce context to determine the factors influencing success of marketing decision support system, and characteristics of websites and their influence of effectiveness in hospitality industry	Ching-Cheng Chao, Hsi-Tien Chen and Tai-Lin Yeh (2015) H. El-Gohary (2012) Á. Herrero, H. San Martín (2012) Turner and Witt (2001) Fuchs, Hopken, Foger, and Kunz (2010) Schmidt, Cantallops, and dos Santos (2008) Wober and Gretzel (2000)

Below given are the available models in literature with some of the same variables of this study.
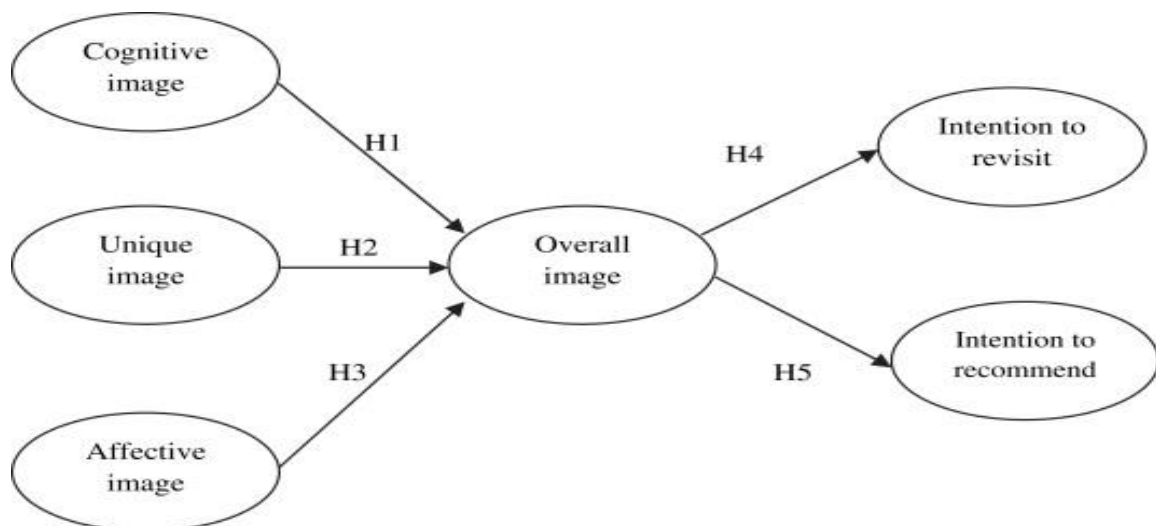
Figure 2.3 **A Model on Destination Image**

Hailin Qu et. al (2011)
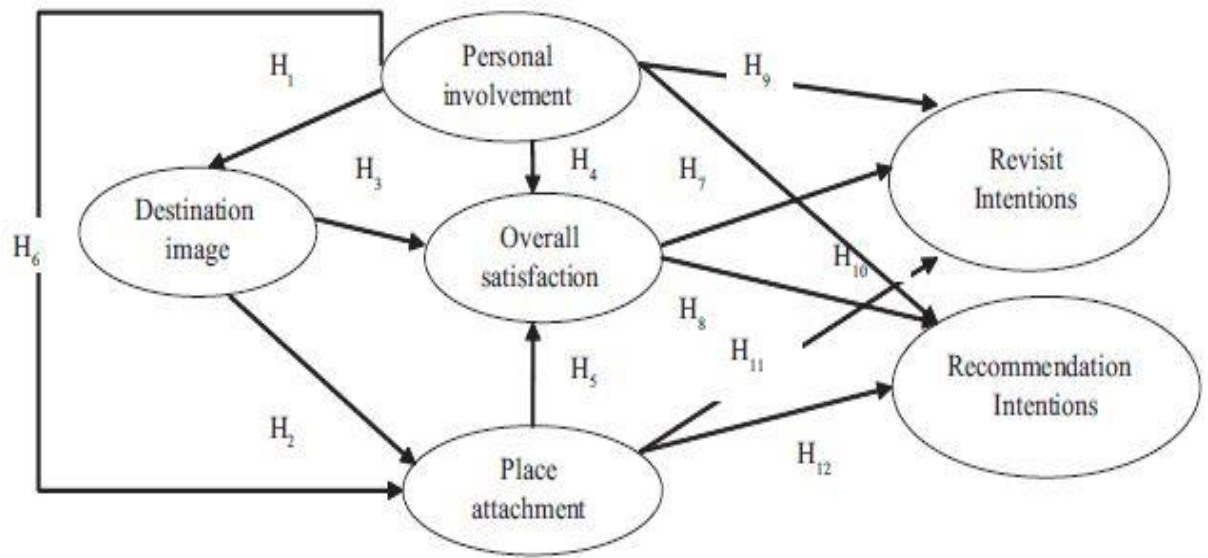
Figure 2.4 **A Model on Destination Image, Satisfaction and Future Intention**

Prayag and Ryan (2012)
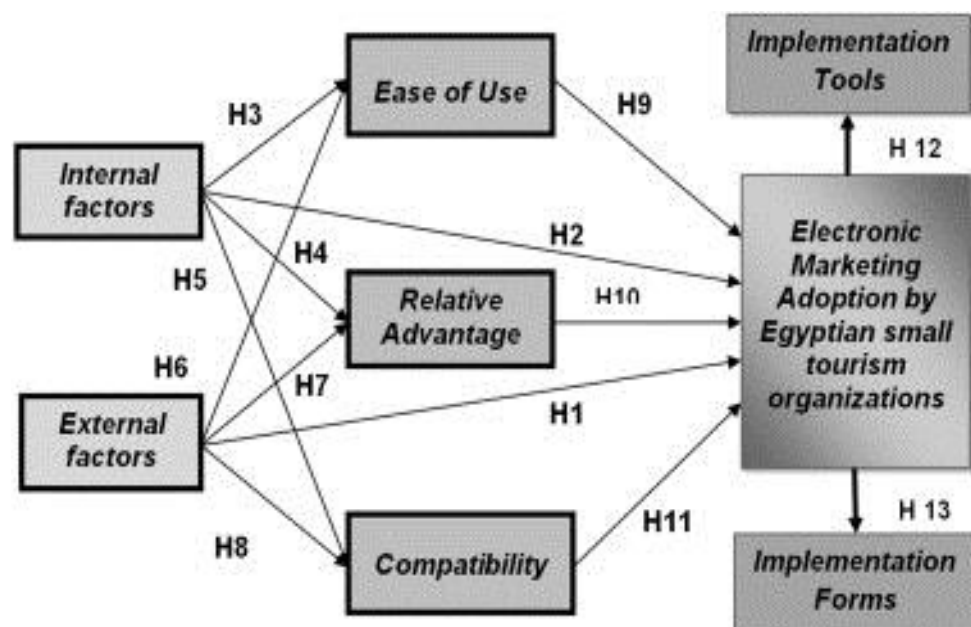
Figure 2.5 **A Model on Marketing**

H. El-Gohary (2012)
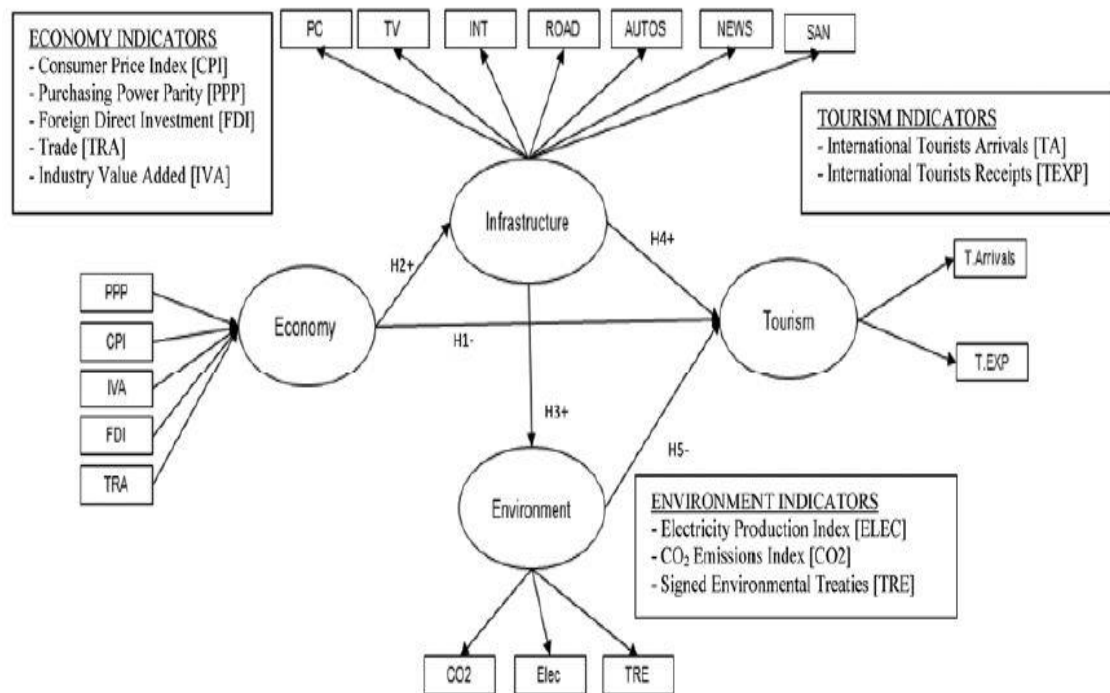
Figure 2.6 **A Model on Infrastructure**

G Assaker et. al (2014)

This study provides an extended discussion of a range of constructs namely infrastructure, destination image, tourism marketing, tourist satisfaction and future intention. A conceptual framework was formulated on the basis of the literature review to test the relationships that exist between these variables of the study. This is the first study to empirically test a model comprising of these particular concepts within this specific context.

Even though many researchers have dealt with these constructs before, but no one has considered the connection of these variables all together. Thus this research can make a contribution to the existing knowledge by considering the concepts from a new perspective.

2.9 Conceptual framework and hypotheses

A structural model was developed to explore the impact of tourism infrastructure on destination image for effective tourism marketing. Fourteen hypotheses were proposed for this study. The conceptual framework which directed the formulation of this study's hypotheses, illustrated in Figure 2.7, draws from recent and relevant findings in the tourism management and marketing literature. The framework depicts the relationships between variables of the study and shows the hypotheses and sub hypotheses in the proposed model.
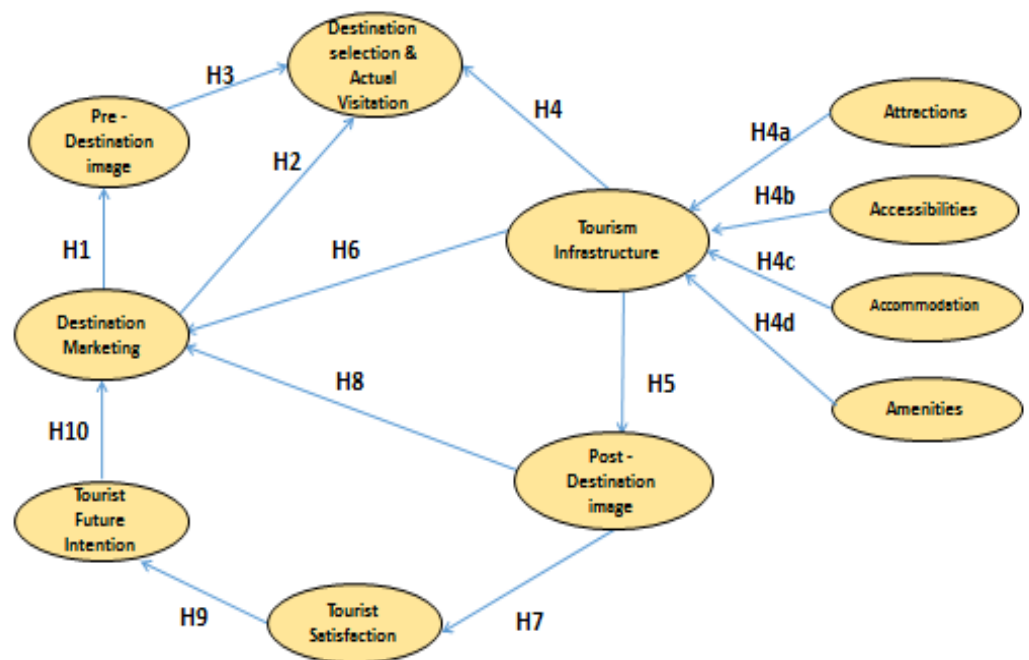
Figure 2.7 The conceptual framework of the study

One of the important concepts used in understanding tourists' behavior in the tourism marketing is the destination image tourists have towards destination. It is necessary for destination authorities to do proper destination marketing by identifying different needs of different market segments, as well as promote destination image and manage destinations to attract tourists.

Understanding the image development process and the nature of image offers tourism and destination marketers to position their destination effectively in target market segments. Tourist perceptions are important to successful destination marketing because they influence the choice of a destination, and majority of tourists have experiences with other destinations, and their perceptions are influenced by comparisons among facilities, attractions, and service standards (Ahmed, 1991).

Lopes (2011), Echtner and Ritchie (2003), and Stabler (1995) underline the crucial role of destination image in the destination marketing perspective. More specifically, Lopes (2011) supports that when tourists choose a tourist destination are influenced significantly by the image of the destination.

Tasci and Gartner (2007) point out that: First, [from the demand-side] destination oriented marketing activities are dynamic (controllable) factors that aim to polish and project a positive image for the destination. Destination marketers have sought to identify the most effective factors that influence a destination image. Thus, the image of a destination becomes significantly effective for the decisions of tourists (Yilmaz et al. 2009).

The ultimate goal of any destination is to influence possible tourists' travel-related decision making and choice through marketing activities. Understanding the images of a destination is essential for a destination wishing to influence traveler decision-making and choice. Destination image has been recognized as one of the influential concepts in tourists' destination choice process because image affects the individual's subjective perception, subsequent behaviour and destination choice (Jeong & Holland 2012).

As a result of the above discussion, the following hypotheses are presented:

H1: Destination Marketing has a positive and significant influence on Pre - destination image

H2: Destination Marketing has a positive and significant influence on destination selection & actual visitation

The competitive situation and greater challenges within the tourism industry worldwide entail a better understanding of destination image (Mahadzirah Mohamad et al, 2012).For the past three decades; destination image has been a most established area of tourism research. Research on destination image can be traced back to the early 1970s with Gunn's work on how destination image is formed, and Hunt's (1975) influential work examining the role of image in tourism development.

It is essential to understand the image of a destination for a destination wishing to influence traveler's destination choice and destination selection decision.

For a destination's viability and success in tourism industry, researchers and marketers need to be conscious about the importance of image because tourist perception of image of a destination influences the destination decision and tourist products and services sales (Jenkins, 1999; Tasci & Gartner, 2007).

According to Gartner, (1993) destination choice decision is a function of information available from different sources. The various information collection about destination visitations are related to visitor's actions and choices (Murphy et al, 2007).

It would therefore be interesting to examine the influence of Pre - destination image on destination selection & actual visitation hence the third hypothesis is:

H3: Pre - destination image has a positive and significant influence on destination selection & actual visitation.

Infrastructure is a core area of the tourism industry and plays a distinctive role in the development of this ever-expanding industry. Studies specifically related to the relationship between infrastructures are rarely researched in the services context (Patterson and Spreng, 1997). It is widely presumed that Infrastructure is a leading factor responsible for Destination Image. According to Grzinic and Saftic (2012) developing the necessary infrastructure is an essential action to ensure the adequate tourist. The number of studies that have been carried out on the subject of tourism Infrastructure is indicative of the importance associated to the subject. Researchers (Ionel, 2013; Grzinic and Saftic, 2012) have explored the context of essential elements of successful tourism infrastructure and the

actions related to it. A tourism resource rich region requires plausible planning and management for the development of such infrastructure.

Four aspects (4 A's) of infrastructure have been investigated in this study: Attractions; Accommodation; Accessibility and Amenities; and these concepts have been adapted from Cooper et al. (2008).

As such the following hypothesis and sub – hypotheses are postulated:

H4: Tourism Infrastructure has a positive and significant impact on destination selection & actual visitation

H4a: Tourism infrastructure is determined by the quality of the attractions of the destination.

H4b: Tourism infrastructure is determined by the quality of the accessibilities of the destination.

H4c: Tourism infrastructure is determined by the quality of the accommodations of the destination.

H4d: Tourism infrastructure is determined by the quality of the amenities of the destination.

Tourists' image perceptions vary over time. According to the studies conducted on the pre- visit and the post- visits images of the destination (Pearce,1982; Gunn,1988; Fakeye & Crompton, 1991; Garter, 1993; Baloglu & Macheraly, 1999; Kim, McKercher, & Lee, 2009; Wang & Davidson, 2010) , The organic and the induced images form the pre-visit destination image while the experiential

image that is hoarded after arriving at the destination until departure to the home country form the post-visit destination image.

Destination Image is not static but changes depending on the Infrastructural attributes of the destination. Therefore the image form after visitation is much more realistic and complex than the one formed before the visitation, through secondary information (Beerli & Martín, 2004). In this respect, it is suggested that although many people have an image of destinations they have not yet visited, the most accurate, personal and comprehensive is formed through visiting there (Molina, Gómez and Martín-Consuegra, 2010). Therefore, this study tests the impact of tourism Infrastructure on post - destination image through the following hypothesis.

H5: Tourism Infrastructure has a positive and significant impact on Post - destination image.

Infrastructure is a core area of the tourism industry and plays a distinctive role in the development of this ever-expanding industry. According to Grzinic and Saftic (2012) developing the necessary infrastructure is an essential action to ensure the adequate tourist.

It is imperative to consider the role of tourism infrastructure and how it can be utilized and further enhanced to contribute to the effective marketing of a destination. In this regard it is also essential to consider how tourism infrastructure can be incorporated in the marketing and promotion of a tourist attracting region. Though success of a tourism product is strongly supported by the positive marketing effects, (Lee et al., 2011; Moutinho et al., 2011; Sotiriadis

and van Zyl, 2013) tourism infrastructure holds much potential to attract visitors and to enhance sustainability in tourism. To this end, the sixth hypothesis in this study is:

H6: Tourism Infrastructure has a positive and significant influence on Destination Marketing

Post-visit destination image is linked with visitor's satisfaction. Visitors analyse their experiences after their visits to a destination; the aftermath is what is important. It is this effect that makes an impact on choosing a destination for a second time or recommending this destination as a positive word of mouth to either a friend or a family member (Fall and Knutson, 2001). The satisfaction of a tourist has been analyzed from summation of destination attributes evaluation by tourist (Kozak & Rimmington, 2000; Kozak, 2003).

This kind of measurement of satisfaction evaluate the quality of destination performance, where tourists satisfaction not only regarded with, how they were served and treated at a destination, that is, what they experience (Um, Chon, & Ro, 2006), but also measures how they felt during the service encounter (Baker &Crompton, 2000).

Satisfaction of a destination also refers to the emotional state shown in a tourist's post-exposure evaluation of a destination (Baker & Crompton 2000; Su et al. 2011). According to McDowall (2010) a destination that identifies the attributes that satisfy tourists needs upsurge the chances of a destination having loyal tourists.

Tourism marketers try to strategically establish, reinforce and, change the image of their destination to attract more tourists to the destination.

This leads to the, the following hypotheses:

H7: Post - destination image has a positive and significant influence on Tourist satisfaction

H8: Post - destination image has a positive and significant influence on Destination Marketing

According to Pryag(2009) tourist satisfaction is considered to be a great predictor for future behavioural intentions in many natures of tourism destinations and also a positive relationship occurs between tourist satisfaction on future behavioural intentions. Once visitors are satisfied with their experience they might like to revisit a destination (Pizam and Milman, 1995) and are most likely to express favourable comments about the destination they have visited or recommend the destinations to their friends and relatives or (Mohammed Bala Banki et al, 2014). Ultimately the satisfied tourists influence the possible tourists' travel-related decision making.

Individuals explore all available possibilities either through word of mouth or internet about destinations that can meet their needs. Visitors analyse their experiences after their visits to a destination and it is this effect that makes an impact on choosing a destination for a second time or recommending this destination as a positive word of mouth to either a friend or a family member (Fall and Knutson, 2001).

In view of this, the following hypotheses are presented:

H9: Tourist satisfaction has a positive and significant impact on Tourist's future intention.

H10: Tourist's future intention has a positive and significant influence on Destination Marketing.

To sum up the hypotheses, the following paths could be established and below given Figure 2.8 is the brief overview of the interrelationships of the constructs in the model.

Destination Marketing	**=>**	Pre Destination Image
Destination Marketing	**=>**	Destination Selection &actual visitation
Pre Destination Image	**=>**	Destination Selection &actual visitation
Tourism Infrastructure	**=>**	destination selection & actual visitation
Attractions	**=>**	Tourism Infrastructure
Accessibilities	**=>**	Tourism Infrastructure
Accommodations	**=>**	Tourism Infrastructure
Amenities	**=>**	Tourism Infrastructure
Tourism Infrastructure	**=>**	Post – Destination Image
Tourism Infrastructure	**=>**	Destination Marketing
Post Destination Image	**=>**	Tourist Satisfaction
Post Destination Image	**=>**	Destination Marketing
Tourist Satisfaction	**=>**	Tourist future Intention
Tourist future Intention	**=>**	Destination Marketing

Figure 2.8: The relationships in the hypotheses

100

The following table 2.5 shows the Interrelationships of the Hypotheses with the Research Questions and Objectives of the study.

Table 2.5: Interrelationships of the Research Questions, Objectives of the study and Hypotheses of the study

Research Questions	Objectives of the study	Hypothesis of the study
How does the destination image and tourism marketing influence tourists' decision on destination selection?	• To review the role of destination image and tourism marketing in tourists' decision on destination selection.	• **H1:**Destination Marketing has a positive and significant influence on Pre - destination image; • **H2:** Destination Marketing has a positive and significant influence on destination selection & actual visitation; • **H3:** Pre - destination image has a positive and significant influence on destination selection & actual visitation.
What are the various tourism specific	• To explore various tourism specific Infrastructural attributes affecting the pre	• **H4:** Tourism Infrastructure has a positive and significant impact on

| infrastructural attributes affecting the pre visit & post visit destination image? | visit & post visit destination image. | destination selection & actual visitation;

• **H4a:**Tourism infrastructure is determined by the quality of the attractions of the destination;

• **H4b:** Tourism infrastructure is determined by the quality of the accessibilities of the destination;

• **H4c:** Tourism infrastructure is determined by the quality of the accommodations of the destination ;

• **H4d:** Tourism infrastructure is determined by the quality of the amenities of the destination. |
| What is the impact of specific | • To assess the impact of Infrastructure on | • **H5:** Tourism Infrastructure has a positive and |

102

infrastructural attributes on destination image, and how do they differ in tourists' pre visit & post visit image of destination?	Destination Image.	significant impact on Post - destination image.
What are the effect of destination image factors on the tourists' overall holiday satisfaction and future intention/tourist impression with destination?	• To identify the relationship between tourist satisfaction and future intention.	• **H7:** Post - destination image has a positive and significant influence on Tourist satisfaction; and • **H9:** Tourist satisfaction has a positive and significant impact on Tourist's future intention.
How do tourism infrastructural facilities and destination image influence tourism marketing and	• To set out and validate a model to determine the impact of infrastructural facilities on destination image for effective tourism marketing.	• **H6:** Tourism Infrastructure has a positive and significant influence on Destination Marketing; • **H8:** Post - destination image has a positive and

tourist's future intention?	• To draw conclusions and identify the suggestions for destination development and marketing.	significant influence on Destination Marketing; • **H10:** Tourist's future intention has a positive and significant influence on Destination Marketing

2.9.1 Validation of the relationships in the hypotheses

Following the formation of Conceptual framework and hypotheses, in order to validate the relationships/paths in the hypotheses, expert opinions were collected from industry professionals and tourism experts. A number of studies have used an expert opinion as a tool for refining attributes in both general services management (e.g. Sweeney and Soutar, 2001) and tourism and hospitality (e.g. Choi and Chu, 1999; Petrick, 2002; Caro and Garcia, 2008). According to Hardesty and Bearden (2004) the use of expert judgement is to ensure content and face validity.

Data in the forms of opinion and views of experts about the various aspects pertaining to hypotheses of this study were collected to validate the acceptance of the relationships in the hypotheses. This information was required to complete the conceptual framework of the study. The questions were therefore designed to accrue data which would complement the literature review, contribute to the conceptual framework and assist in validating the hypotheses paths. The

questions were in the semi-structured format to gain a qualitative understanding of the underlying reasons. In view of this, effort was concentrated on sampling individuals with requisite expertise and who were willing to participate; hence a convenience sampling approach was adopted.

Hardesty and Bearden (2004) has been identified a number of item deletion/retention rules when researchers employ expert judgement; these include the deletion of items which were judged by any expert as being poor indicators of the construct domain or a cut-off point may be established as number (e.g. 3 out of 4) or a percentage (e.g. 70%) of experts based on either criterion.

A set of rules were established by Lee and Crompton (1992), adopting a criteria for the basis of rejection or retention of attributes or dimensions. An item was to be deleted if 50% of the experts rejected it. Similarly, a dimension was to be discarded if two or more of the four experts queried its inclusion. Participants were encouraged to provide their suggestions about the initially developed structural model and the relationships in the hypotheses. All the four experts participated were supported the significance of the relationships in the hypotheses. Thus no revision required to make with the proposed model and hypotheses. The purpose of this procedure was to determine the significance of the relationships in the hypotheses.

Once the relationships in the hypotheses and the variables or constructs paths in the model are validated through the above procedures, the final model would be confirmed through quantitative analysis with PLS- SEM.

The following table 2. 6 summarize the expert opinion

Table 2.6: Validation of the significance of the relationships/paths in the hypotheses

	Question	Hypothe-sis	Support				Significance
			P1	P2	P3	P4	
1	In your view, do you think the destination marketing has a positive and significant influence on pre - destination image?	H1	Yes	Yes	Yes	Yes	Significant
2	Do you think the followings have significant influence to find information about the Infrastructure of this area? • Word of mouth • Internet • Media • Brochures of travel agency & tour operators • Books and Magazines • Fairs and/or exhibitions • National or regional tourism boards	H2	Yes	Yes	Yes	Yes	Significant

3	In your view, do you think that the Infrastructure attributes create pre destination image in the minds of the prospective tourists which persuade them to select a destination?	H3	Yes	Yes	Yes	Yes	Significant
4	Do you believe that the following Infrastructure attributes influence the tourist's decision on the destination selection to visit this area?	H4	Yes	Yes	Yes	Yes	Significant
	• Attractions -	H4a	Yes	Yes	Yes	Yes	Significant
	• Accommodation -	H4b	Yes	Yes	Yes	Yes	Significant
	• Accessibility -	H4c	Yes	Yes	Yes	Yes	Significant
	• Amenities -	H4d	Yes	Yes	Yes	Yes	Significant
5	Have you observed any impact of Infrastructure on tourist's pre/post visit destination image?	H5	Yes	Yes	Yes	Yes	Significant
6	Do you believe that the improved tourism related	H6	Yes	Yes	Yes	Yes	Significant

	Infrastructure will enhance tourism marketing						
7	Have you observed any effect of destination image factors on the tourists' overall holiday satisfaction?	H7	Yes	Yes	Yes	Yes	Significant
8	Do you believe that the better the tourists' overall holiday satisfaction the better the future intention/tourist impression with destination?	H9	Yes	Yes	Yes	Yes	Significant
9	Do you believe that tourism infrastructural facilities and destination image influence tourism marketing and tourist's future intention?	H8, H10	Yes	Yes	Yes	Yes	Significant

2.10 Summary

This chapter highlighted the development of important concepts like tourism infrastructure, destination image, destination selection decision, tourism marketing, tourist satisfaction and future intention, which are distinct domains of inquiry in the tourism literature, and forms the conceptual background for this

research. Effort of literature search has been expended in investigating these terms in various areas of tourism and related sectors.

Further this chapter has discussed the Structural Equation Modeling (SEM) in tourism studies and presented the conceptual framework and hypotheses of the study.

The review discussed the importance of Infrastructure to develop a successful destination. The review revealed the existence of a number of constructs related to the basis for understanding the concepts of tourism Infrastructure in a different perspective.

Infrastructure holds much potential to attract visitors and to enhance sustainability in tourism. Thus the review has identified and prioritized tourism specific infrastructure (Attraction Infrastructure, Accommodation Infrastructure, Accessibility Infrastructure and Amenity Infrastructure) which will enhance tourism offering and increase visitor satisfaction of the destination.

Notable from the review destination image is the most important factor which tourists value highly to determine their destination. Therefore destination marketers have sought to identify the most effective factors that influence a destination image. In this context this chapter also reviewed some studies aimed at revealing the significance of appropriate tourism-specific infrastructures to create and manage a distinctive and attractive image of the destination.

One of the important objectives of this study involves reviewing the role of destination image and tourism marketing in tourists' decision on destination selection. Towards this end, for gaining better understanding of marketing in the

tourism context, this review has discussed the role of tourism infrastructure in marketing destinations and the relationship between destination marketing and destination image.

The review noted various studies and related concepts of tourism infrastructure and destination image on which satisfaction is assessed for specific constructs within the total holiday experience. Also, studies on future intention with the destination are reviewed.

In summary, this chapter discusses the literature related to this research and has provided the basis for understanding the main constructs of this study. It has delineated the six main concepts: tourism infrastructure, destination image, destination selection decision, tourism marketing, tourist satisfaction and future intention.

After the exploration of relevant literature a list of variables (presented in Table 5) was formed for the study and these variables generated from literature research formed the constructs for the questionnaire and finally formed the conceptual framework and hypotheses. The next chapter builds on this groundwork and provides an explanation of and justification for the research methods employed in this study.

Chapter 3 Research Methodology

3.1   Introduction

In order to achieve the aim of the study, the research must have a robust
methodology that clearly outlines the theoretical underpinning of the study,
explains the purpose and logic of research and elucidates the research process.
This part of the study provides the rationalization of the procedure employed in
collecting and analysing the data. In addition, this chapter discusses the research
phases, conceptual framework and hypotheses of this study. This research is
basic as the aim of the research is to make a contribution to the existing theory
and knowledge in the field. The entire research methodology is depicted in the
following diagram (Figure3.1)
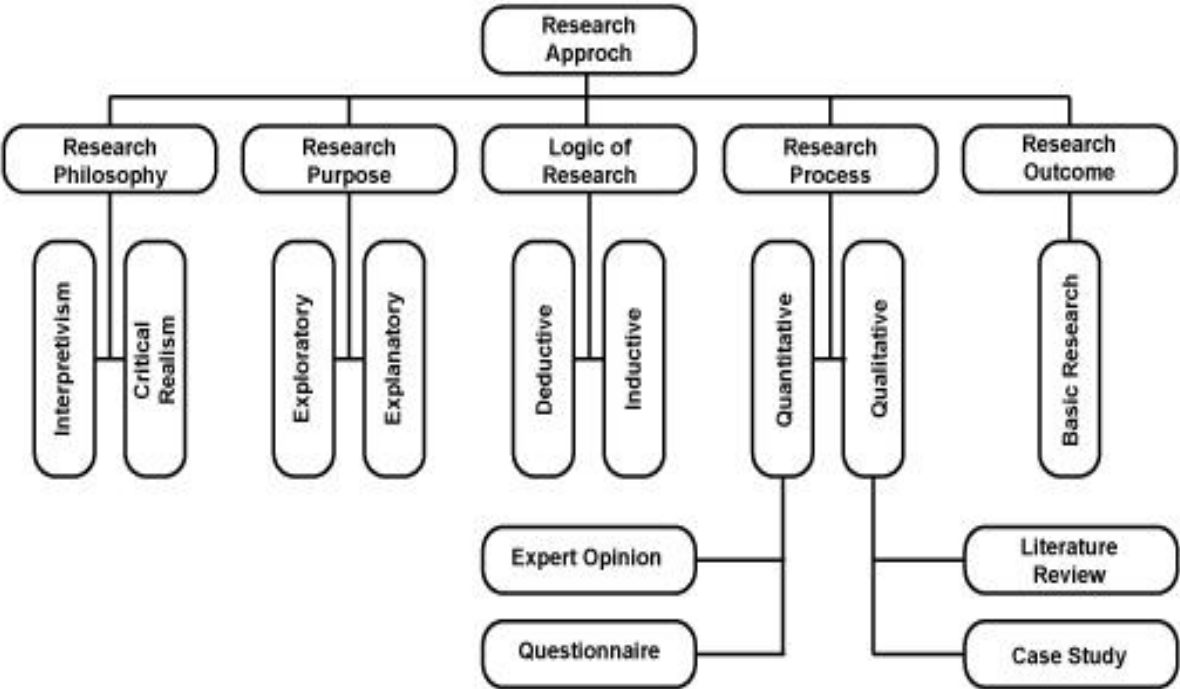
Figure 3.1 Research Approach

3.2 Research philosophy

Research philosophy of a study can be defined as the development of the research background, research knowledge and its nature (Saunders et al 2012). Research philosophy is also defined with the help of research paradigm.

Easter-by-Smith et al, (2012) have discussed about three different components of research paradigm or three ways to think about research philosophy – Epistemology, Ontology and Methodology.

It is necessary to understand the philosophical position of the research issues to understand the different combination of the research methods. There are manly four philosophical perspectives are the popular paradigms in contemporary social, organizational, and management research – Positivism, Interpretivism, Realism and Critical Realism (Fisher 2010)

The main concern of this study is to adopt the most appropriate epistemological position and research methodology. The epistemological position adopted in this study is Interpretivism, and critical realism. The philosophical assumptions underlying in this study mainly come from interpretivism. According to this Philosophy, there are many truths and meanings of a simple fact and these are suitable for every research problem (Johnson and Christensen, 2012). However, this study will also footprints of the critical realism where people can consciously act to change their social and economic circumstances and their ability to do so is constrained by various forms of social, cultural and political domination (Myers and Klein 2011). Adopting a critical realist perspective has both ontological and epistemological implications. The ontological position adopted is neither fully

objective nor subjective. The epistemological position for the critical realist will be critical (Jenkins A, 2011).

3.3   Research Purpose

The research method is a strategy of enquiry, which moves from the underlying assumptions to research design, and data collection (Myers, 2013). According to Saunders *et al* (2012) there are three types of research project based on the research purpose: explanatory, descriptive, and exploratory and submit that the purpose may fall into a solitary category as well as combine two or three categories.

An explanatory study seeks to establish causal relationships between variables. The emphasis is on studying a given problem or situation so that an explanation of any relationships that exist between variables can be presented. Descriptive research instead seeks to paint an accurate picture of a phenomenon under investigation. Saunders *et al* (2012) pointed out that exploratory study can be conducted employing a search of the literature, interviewing 'experts' in the field and conducting focus group interviews.

This study combines an explanatory and exploratory method to explore the impact of infrastructure on destination image for effective tourism marketing.

3.4   Logic of Research

A significant part regarding the research design is that, whether the research should employ deductive or inductive approach/reasoning. Deductive approach emphasis is generally on causality using of general facts to rationally arrive at a more specific conclusion whilst inductive approach the aim is usually focused on exploring new phenomena or looking at previously researched phenomena from a different perspective. One of the advantages of an inductive approach is that it is more effective with a small sample (Altinay and Paraskevas, 2008). Deductive and inductive approaches to reasoning, in essence, attempt to provide explanation of the truth from opposing directions (Walliman, 2011).

In view of the focus of this study- understanding the impact of Infrastructure on destination image and how it will effect the marketing of the destination, the deductive approach is deemed useful and appropriate. However, the research design for this study does not entirely lend itself to a deductive reasoning approach. An inductive argument only offers support for the conclusion rather than providing irrefutable grounds for truth (Walliman, 2011).

Therefore this research adopted a mixture of inductive and deductive approaches to conduct the study.

3.5 Research Process

Research process can be thought of as the approach or master plan of a research that throws light on how the study is to be conducted. The significance of research design is to direct the way of data collection procedure and examine the data in order to response for recognized research problem. It is important for the research to take into account the time necessary to collect the data and the best time for data collection in order to gather viable information in an optimal manner. Walliman (2011) posits that it is often appropriate to decide first on the type of analysis required to investigate the research problem, and then the type of data to be collected in order to undertake the analysis. Also, it is important to consider the tools, techniques, resources required and different research strategies will require different methods of data collection and analysis. There are two methods of data collection and analyses are identified –quantitative and qualitative (Creswell, J. W, 2009).

This research used the combination of quantitative and qualitative data collection methods and has adopted an approach of observation, case study, expert opinion and survey to meet the objectives. The study followed two-stages, comprising qualitative and quantitative stage.

Stage 1, the qualitative stage involved analyses of various literature searches, observations and Case study.

Stage 2, the quantitative study used a survey method with a structured questionnaire to get the data from the international tourists. . A pilot test (Expert opinion) was conducted with travel industry professionals and tourism experts in order to check and fine-tune the item list in the questionnaire. An expert opinion

or judgment was taken from the industry experts to validate the relationships in the hypotheses.

SPSS, SEM & other statistical methods were used to analyse the findings.

Tourists were approached randomly at the departure terminals of international airports of Dubai to participate in the survey.

3.6   Methods of data collection

According to the online oxford dictionaries (2015) data are the facts and statistics gathered together for the purpose of reference or analysis. Whereas data relates to information, evidence implies data in support of questions or propositions (Thomas, 2011). Data can be sourced from both primary and secondary sources. Primary sources refer to those that are directly collected at field source while secondary data are those data collected from literature audio or video documents such as textbooks, journals, archives, annual reports, government published data and films (Saunders et al., 2009; Collis and Hussey 2003). Data can also be classified as either qualitative or quantitative.

There are various methods to collect either qualitative or quantitative data. Common methods identified from various literature includes; observation, questionnaire, interview, protocol analysis, diary methods, focus groups and content analysis of documents to mention a few (Collis and Hussey, 2009: Dawson, 2009). Qualitative data collection methods are subjective and involve the collection of data based on the perception of participants to gather in-depth understanding into the study (Saunders, et al., 2012).

Collis and Hussey (2003) further avers that qualitative method of data collection enables in-depth information to be gathered on the study but may require more time and cost than those from the questionnaire. However, the choice of a data collection method may depend upon the purpose of the study, the resources available and skills of the researcher.

On the other hand, quantitative data collection methods emphasise on objective measurements and numerical analysis through statistical means - experiments and questionnaires. Quantitative research is defined as empirical research where the data are in the shape of numbers (Punch 2005). According to Saunders et al (2009) questionnaires are the most commonly adopted method of collecting data in social and management researches because of its numerous advantages. Therefore, in this research context, the questionnaire and case study are adopted as methods of data collection.

The entire methods of data collection process is depicted in the following diagram (Figure 3.2)
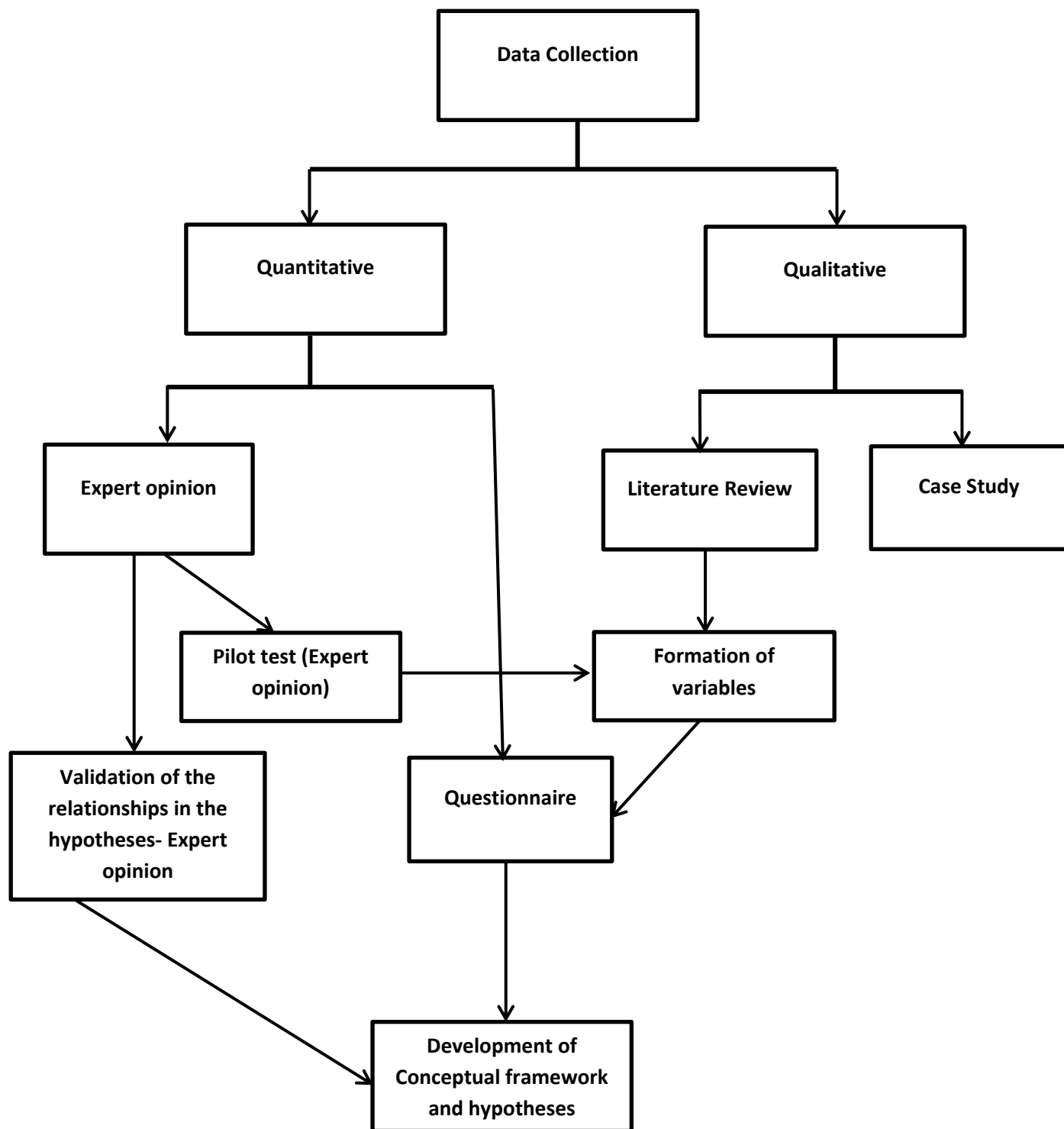
Figure 3.2: Process of Data Collection

3.6.1 Questionnaire

One of the principal challenges for researchers in all subject areas, including tourism, is to identify an accurate, reliable and easy-to-use data collecting instrument. In tourism studies, questionnaires are mostly employed in gathering data because of their ability to collect large sample sizes for statistical analysis (Orams and Page, 2000).

Questionnaire is data collection method in which the respondents are asked to respond to same set of questions in a predetermined order that will be interpreted in a same context by all the respondents. Questionnaire survey is a primary data collection based on communication with a sample of individuals. The approach can be done either at a fixed point in time (cross sectional) or at varying points in time (longitudinal study) for comparative purposes. According to Saunders et al. (2012), in questionnaire the respondents are expected to provide answers in predetermined order.

Denscombe (2010) further added that questionnaires are employed to reach a large volume of respondents in many locations. They are a common method of collecting quantitative data in social research and are apparently best suitable for use in descriptive or explanatory research. According to Saunders et al., (2009) and Dawson (2009), adopting a questionnaire is dependent on certain factors like "the type of research questions, the number of questions to be asked, the sample size required for analysis, time availability to collect data and Characteristics of the respondents.

A questionnaire could be either closed, open-ended or a combination depending on the type of data required and may be administered through self, telephone, post or web- based (Collis and Hussey, 2009). The questionnaire method offers greater anonymity in terms of data collected, facilitate large volume of information and could be less time and cost to conduct (Sekaran, 2006).

The advantage of the survey method is that if correctly designed and administered it can provide a quick, inexpensive, efficient, and accurate means of assessing information about a population. According to Alreck and Settle (1985) a large sample of respondents can provide the basis for statistical analysis and help to determine the degree of association between the dependent variable and a range of independent variables, and the analysis enable firm conclusions to be drawn from the survey data, and the finding to be generalized. A large sample also helps to raise the level of reliability and validity of the research (Alreck and Settle, 1985).

However, this data collection method has been critiqued to have the disadvantages of low response rates, lack of detailed responses on a phenomenon and limited opportunities for spontaneous responses (Saunders et al., 2009).

3.6.1.1 Formation of variables

The formations of attributes for the questionnaire were generated from literature research, and pilot study. The literature review included the pertinent research papers on tourism infrastructure, destination image, destination marketing,

tourist's satisfaction and future intention. A pilot test was conducted with travel industry professionals and tourism experts in order to check and fine-tune the items listed in the questionnaire.

3.6.1.1.1   Literature Review

After the exploration of relevant literature a list of variables were formed for the study. Table 3.1 shows the formation of Variables from the review of literature.

Table 3.1 Formation of Variables from the previous studies

Measurement for this study	Author	Original Measurement
• This tourist destination is a friendly and popular place. • Dubai is a sophisticated city which combines cultural heritages, traditional urbanism and modernity	Carla Almeida Santos (2004)	Modern Sophisticated Traditional

together		
• Dubai is a cosmopolitan city • Dubai is a vibrant youthful city has enormous shopping malls and great nightlife • Dubai is a modern city comprises active populations, skyscrapers and great crowds	Henderson (2000)	Cosmopolitan Youthful Vibrant Modern Reliable and Comfort
• This tourist destination is a friendly and popular place.	Chia-Wei Lin (2007).	Friendly and Hospitable place.
• Dubai is rich in natural attractions • Dubai is rich in cultural attractions • Dubai Is rich in	Swarbrooke (2002) Weaver and Lawton (2010) Swarbrooke, (2002).	Natural environment, Human-made buildings, structures and sites

special type of attractions	Godfrey and Clarke, (2000)	cultural features Special events
• Easy access to Local Transportation • Dubai has good parking Facilities and clear signposts and indicators	Uysal, Hosany and Ekinci (2007) Mowacki (2005) Gonzalez et al (2007)	Accessibility car park, parking facility
• Dubai has wide selection of accommodation • Attitude of staff towards visitors (Friendliness and hospitality)	Pikkemaat & Peter (2004) Milman (2009)	Accommodation friendly and courteous staff,
• Dubai offers good rest and relax facilities • General cleanliness in	Mowacki (2005) Milman (2009) Gonzalez et al (2007)	easy access for the elderly and disable, personnel assistance, quality of food,

Dubai • Dubai offers facilities for children, elderly and physically challenged people • Dubai offers a wide selection of food Dubai offers various shopping experiences • Dubai ensures safety and security		variety of food safety, cleanliness of the park or attraction, quality of rides or attractions,
• This is my last visit. • I will visit Dubai again • I will recommend Dubai to my friends and relatives.	Castro, Carmen and et al. (2007).	Intentions to not return a destination Intentions to return to a destination Intentions to recommend a destination to friends and relatives.

• I will visit Dubai more often in the future.	Ulrike bauernfeiend and Andreas H Zins (2006).	In the future, I will visit this website more often.

3.6.1.1.2   Pilot Study

In order to gain further insight into the features of the research a pilot test will be conducted with international tourists, travel industry professionals and tourism experts in order to check and fine-tune the items listed in the questionnaire. Table 3.2 shows the list of variables before the pilot study

According Ticehurst and Veal (2000) conducting a pilot study is crucial in order to achieve several aims, for instance, testing questionnaire wording, testing question sequencing, testing questionnaires layout, gaining familiarity with respondents, testing fieldwork arrangements (if required), training and testing fieldworkers (if required), estimating response rate, and estimating interview or questionnaire completion time.

A pilot test is imperative to any research to check the reliability of the data to be collected as well as the validity of the questions. This is because the design of a questionnaire is crucial in obtaining the required information (Saunders, Lewis, & Thornhill, 2012). In order to ensure that the final formulation is as clear as possible, it is essential to undertake various type of pilot test, since as Bell (2005)

stressed, although the time is short it is recommended to provide the questionnaire a trial run as much as possible.

Table 3.2: Categorisation of variables before the pilot study

Attractions
Natural (Sightseeing, Climate, Beaches etc)
Cultural (Historical sites, religious sites, Museums etc)
Special type of attractions (Amusement/Fun/Theme parks, Zoo, Wildlife centre, Manmade islands, events and festivals)
Nightlife (e.g. bar, café and disco parlor)
Entertainment (fishing, boating computer games, Theatres, galleries and cinemas)
Adventure activities (rafting, skydiving, horse riding and camel riding)
Accessibility
Easy visa procedure
Accessibility to the destination through different modes of travel
Distance or flying(reaching) time to the destination
Airport and Air transportation
Local transportation
Parking facilities, Signposts & indicators

Accommodation
Offers enough accommodation for tourists
Wide selection of accommodation
Accommodation offers good physical environment
Accommodation offers good services
Conference & convention facilities
Attitudes of staff towards visitors (Friendliness and hospitality)
Amenities
Rest and relax facilities
Facilities for children, elderly and physically challenged people
A wide selection of Food (local food, exotic food)
Various shopping facilities (e.g. Main Street, market and shopping mall)
Communication System (Information centers, telecom etc
Safety and Security
Availability of intermediaries (Travel agents, Tour operators, Guides etc.)
Destination marketing
Previous experience (Already visited & it's the repeat visit)
Internet.
Friends and relatives.
Media (Radio/TV, Newspapers)
Travel agency & Tour operators
Fairs and/or exhibitions

Pre & Post visit Destination Image
Most people have a positive opinion about this tourist destination.
This tourist destination is a friendly and popular place.
This tourist destination has a unique image.
Dubai is a cosmopolitan city (e.g. fairly large populations, many multinational corporations, center for financial and education institution)
Dubai is a vibrant youthful city has enormous shopping malls and great nightlife
Dubai is a modern city comprises active populations, skyscrapers and great crowds
Dubai is a sophisticated city which combines cultural heritages and modernity together
Dubai is a traditional city consists of traditional urbanism and architectures

Many researches have used an expert opinion/judgement survey as a tool for refining Variables for scale development in both general services management (e.g. Sweeney and Soutar, 2001) and tourism and hospitality (e.g. Choi and Chu, 1999; Petrick, 2002; Caro and Garcia, 2008). The use of expert judgement is to ensure content and face validity (Hardesty and Bearden, 2004).

To ensure the content validity, an expert opinion was taken from the top level managers of tourism & related infrastructure field, in Dubai, to modify the attributes listed in the questionnaire. The questionnaire was revised accordingly, incorporating the suggestions obtained through expert opinion.

Hardesty and Bearden (2004) has been identified a number of item deletion/retention rules when researchers employ expert judgement; these include the deletion of items which were judged by any expert as being poor indicators of the construct domain or a cut-off point may be established as number (e.g. 3 out of 4) or a percentage (e.g. 70%) of experts based on either criterion.

A set of rules were established by Lee and Crompton (1992), adopting a criteria for the basis of rejection or retention of attributes or dimensions. An item was to be deleted if 50% of the experts rejected it. Similarly, a dimension was to be discarded if two or more of the four experts queried its inclusion.

A few revisions made to the questionnaire of this study as some attributes were not relevant or were repetition of an item or items already on the list. Such attributes were deleted from the list. The experts were given four dimensions of tourism infrastructure which include 25 attributes, 6 variables of destination marketing and also 8 statements of destination image. The expert opinion resulted in accepting all the four categories of tourism infrastructure but some attributes were rejected by the experts as it was repetition or irrelevant. From the attractions category "Entertainment and adventure activities" were rejected by 80% experts as it was already included in the item "Special type of attractions". Also the expert opinion has rejected two variables from accessibility and one each from accommodation, amenities and destination image. The expert opinion resulted in accepting all the six variables from "Destination Marketing" category. Table 3.3 shows the list of variables after the pilot study.

Table 3.3: Categorisation of variables after the pilot study

Attractions
Natural (Sightseeing, Climate, Beaches etc)
Cultural (Historical sites, religious sites, Museums etc)
Special type of attractions (Amusement/Fun/Theme parks, Zoo, Wildlife centre, Manmade islands, events and festivals)
Nightlife (e.g. bar, café and disco parlor)
Accessibility
Easy visa procedure
Distance or flying(reaching) time to the destination
Airport and Air transportation
Parking facilities, Signposts & indicators
Accommodation
Wide selection of accommodation
Accommodation offers good physical environment
Accommodation offers good services
Conference & convention facilities
Attitudes of staff towards visitors (Friendliness and hospitality)
Amenities

Facilities for children, elderly and physically challenged people
A wide selection of Food (local food, exotic food)
Various shopping facilities (e.g. Main Street, market and shopping mall)
Communication System (Information centers, telecom etc)
Safety and Security
Availability of intermediaries (Travel agents, Tour operators, Guides etc.)
Destination marketing
Previous experience (Already visited & it's the repeat visit)
Internet.
Friends and relatives.
Media (Radio/TV, Newspapers)
Travel agency & Tour operators
Fairs and/or exhibitions
Pre & Post visit Destination Image
Most people have a positive opinion about this tourist destination.
This tourist destination is a friendly and popular place.
This tourist destination has a unique image.
Dubai is a cosmopolitan city (e.g. fairly large populations, many multinational corporations, center for financial and education institution)
Dubai is a vibrant youthful city has enormous shopping malls and great nightlife
Dubai is a modern city comprises active populations, skyscrapers and great

crowds
Dubai is a sophisticated city which combines cultural heritages and modernity together

3.6.1.2   Questionnaire Design and Measurement of variables

The quantitative stage of the research used a structured questionnaire, which was made through several iterations. In short, the iteration process involved a literature search and a number of expert opinions from the travel and tourism industry soliciting the impact of tourism infrastructure on tourism industry.

Cautious planning and maintaining a focus on the research aims and objectives are probably the key elements to successful questionnaire design. Indeed, it is vital that the questions aimed at obtaining the data are designed distinctly and that the researcher is clear about the data required so that respondents understand them in the same way the researcher intended. In turn, the answers provided must be capable of being interpreted by the investigator as intended by the respondents. According to Saunders *et al., (*2007) the internal validity and reliability of any given data and the response rate achieved depend largely on the design of questions, the structure of the questionnaire and the quality of pilot testing. According to Walliman(2011) the questions must be kept simple to enhance response rate.

The below given Figure 3.3 illustrates of how the designing process of the questionnaire were carried out in this research.
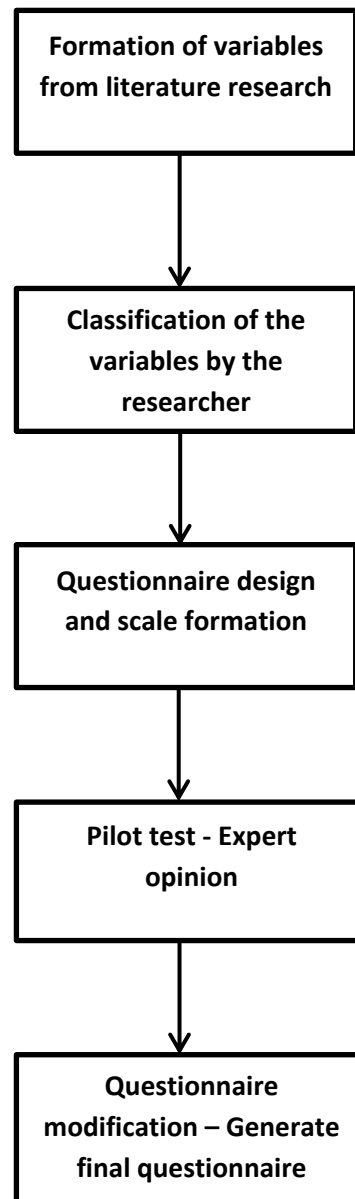
Figure 3.3: Questionnaire Design process

The questionnaire consisted of five major sections with the questions that measured the following constructs. Apart from section A, all the items listed in section B, section C, section D and section E (destination selection, destination

marketing, pre & post destination Image, tourism Infrastructure, tourist satisfaction and tourist future intention) were rated on five-point Likert type scale.

Section A was designed for collecting the respondents' Socio - demographics information which could be used to disaggregate the data. These variables refer to purpose of the visit, Nationality, gender, marital status, age, level of education, gross income, duration of the visit and frequency of visit

Section B, further divided into 2 parts, destination selection decision and destination marketing and they were measured by using a five-point rating scale (1 Not at all influenced to 5 extremely influenced). Destination selection decision part indicates the influences of each of the Infrastructure attributes on the tourist's decision on the destination selection to visit the area and destination marketing part finds the sources of information about the Infrastructure of the destination.

Section C comprised of 19 statements related to the various aspects of tourism Infrastructure in terms of attractions, accommodation, accessibility, and amenities. The quality of the selected variables was rated on a 5-point Likert scale ranging from 1 strongly disagree to 5 strongly agree.

Section D was structured to measure pre and post visit destination image. The measurement for destination image is adopted from the literature review of the study. Each measurement for the destination image was justified and modified from previous researchers (Carla Almeida Santos,2004; Henderson, 2000; Chia-Wei Lin,2007). There were 7 statements on destination image. Tourists were asked to evaluate each of the statements twice to indicate to what extent they agree with it before and after their visitation. The selected destination images

variables were rated on a 5-point Likert scale ranging from 1 strongly disagree to 5 strongly agree.

Section E was designed to measure the tourists' level of satisfaction from the infrastructure attributes of the destination and tourists' future intention in destination choice. They were measured by multiple – item on a five point rating scale (1 Not at all satisfied to 5 extremely satisfied).

The tourist's satisfaction included the satisfaction from the four aspects of tourism Infrastructure - attractions, accommodation, accessibility, and amenities.

3.6.1.3   Sample design and data collection

The study has adopted an approach of convenience sampling method with the combination of qualitative and quantitative data collection techniques.
A structured questionnaire was designed as the survey instrument including all constructs of the proposed model to investigate the hypotheses of the study. The questions in the questionnaire are based on a review of the literature and specific destination characteristics.   The survey instrument was revised and finalized based on feedback from tourism industry experts.

The sample design and size are essential in order to provide a representative sample (Cavana, Delahaye, & Sekaran, 2001; Zikmund 2003). Therefore, it is imperative for the researcher to guarantee that the chosen sample design and size are correct in order to ensure that this chosen sample represents the

population (Creswell 2009). Most social science studies have stated that using a very large number of participants in a survey can be costly and time consuming.

Due to the large number of visitors to the selected destination, a complete enumeration of the population will not be feasible so a carefully planned convenience sample survey will produce useful and reliable result.

The concept of sampling simply means taking part of the population to represent the whole population (Neuman, 2000). The sample size as defined by Teddlie and Tashakkori, (2009) is to select units of analysis (e.g. people, groups) in a way that will represent the population and enable the researcher to answer the research questions. The main reason for sampling is economy in cost, time and personnel.

There are various ways to determine the sample size. Roscoe (1975) suggests that the most suitable size for social research is to select a sample size larger than 30 and less than 500. The most widely used minimum sample size estimation method in PLS-SEM, is the '10-times rule' method (Hair et al., 2013; Peng & Lai, 2012). Among the variations of this method, the most commonly seen is based on the rule that the sample size should be greater than 10 times the maximum number of inner or outer model links pointing at any latent variable in the model (Goodhue et al., 2012).

Harris and Schaubroeck (1990) recommend a minimum sample size of 200 to guarantee robust structural equation modeling. Neuman (2000) suggests that for populations over 10,000, researchers should sample a minimum of 10% of the population, whilst for populations over 100,000; researchers should sample 1%

of the population. According to Saunders *et al*'s (2007) the minimum sample size of 384 is considered to be representative and sufficient at a 95 confidence level for population range from 1,000,000 to 10,000,000.

Accordingly, in this research it was decided to collect a sample of around 450 international tourists. The decisions regarding the sample size and the convenience sampling method adopted reflects the similar choices made in other published studies of similar nature carried out at various international tourism destinations.

The empirical study was carried out in Dubai, UAE. The target population for the study was international tourists visiting Dubai. To participate in the survey, tourists were approached randomly at the departure terminals of the international airport of Dubai. The survey was conducted over a 2 month period. 425 tourists participated in the survey. Sample control measures include restricting the number of tourist surveyed to 10 -15 per day, and selecting the respondents at different times of the day i.e. about 4 or 5 per flight. If tourists come with the family, only one questionnaire was given. Not more than 4 or 5 questionnaires were given to tourists who came in a group. Out of the 425 questionnaires collected, 11 were discarded as not sufficiently complete for analysis and finally resulting in a sample of 414 valid respondents.

3.6.2 Case study

Velde (2004) suggests that a case study strategy is an appropriate one to adopt if the aim of the research is to conduct an intensive study of a phenomenon

within its total surroundings. It is particularly useful when the focus is on understanding a process (Saunders, 2009). Thornhill (2003) argue that the case study method is a very worthwhile method of exploring existing theory, and in addition, case study method can enable you to challenge an existing theory and also provide a source of new hypotheses.

Case studies are units of analysis and when well-constructed are holistic and context sensitive, two of the primary strategic themes of qualitative inquiry, with data organised by specific cases for in-depth study and comparison (Patton, 2002). A case study is an empirical inquiry that investigates a contemporary phenomenon within its real-life context, especially when the boundaries between phenomenon and context are not clearly evident (Yin, 2003) and the method is most often connected primarily with qualitative data (Darke and Shanks, 2002) using multiple sources of evidence.

Case studies can be undertaken of a variety of subjects ranging from individuals, groups, neighbourhoods, programs, organisations, cultures, regions, or nation-states, indeed anything that can be defined as a —specific, unique, bounded system‖ (Stake, 2000). The purpose is to gather comprehensive, systematic and in-depth information about each case of interest and the analysis process results in a product: a case study, which can refer to either the process of analysis or the product of analysis, or both. —Though a scholarly or evaluation project may consist of several cases and include cross-case comparisons, the analyst's first and foremost responsibility consists of doing justice to each individual case and all else depends on that, (Patton, 2002). Case data consists of all the information the researcher has about each case: interview data, observations, the

documentary data (e.g. program records or files, newspaper clippings), impressions and statements of others about the case and contextual information – in effect all the information one has accumulated about each particular case goes into that case study. These diverse sources make up the raw data for case analysis and can amount to a large accumulation of material (Patton, 2002).

Yin (2003) recommends the case study as a useful option when the study is of current rather than historic events, and when the researcher is unable to control them. Referring back to the nature of the research questions posed in the current study (how, why, and what), and taking into account the fact that the focus is on contemporary events, and that the researcher has no control over behaviour, the case study strategy would appear to presents itself as a suitable vehicle with which to undertake the research.

Yin (2009) noted that a major practical difficulty of analysis of case study evidence is dealing with the amount and variety of data collected and that a general data analysis strategy is an important part of case study design. Therefore, the nature of this research makes the case study approach the most appropriate. Multiple sources of data collection are employed. This provided extra input for the direction of the overall research. Consequently, the researcher has chosen the case study strategy as this will help to identify the context of the study (Dubai tourism Infrastructure) in a wide perspective and also will explore the impact of Dubai's tourism infrastructure on destination image in order to facilitate effective tourism marketing.

3.7 Case study: An overview of Dubai Tourism

The Dubai is one of the world's fastest-growing destinations for business and tourism. This is hardly surprising because geographically, economically and culturally, it has a unique strategic position between East and West.

Dubai has quickly become the capital for luxury, shopping and extreme decadence. People from all over the world are drawn to this little country for its incredible architecture, huge shopping malls, a man-made island and the tallest building on earth, the Burj-Khalifa. Dubai is also considered a Shoppers' Mecca, with fashionistas and luxury-lovers gathering here January for the magnificent shopping festival.

Never-ending heat, unlimited white sand and turquoise seas have helped to attract many tourists over the past two decades, but it is the Dubai's unbeatable shopping, amazing resorts, excellent restaurants, breath taking events, an intriguing traditional culture, and a safe and secure environment that brings back visitors back time and time again. Getting to Dubai has never become easier as it is now a major travel hub. Today, the country is rapidly expanding its national airlines, which is a major success story among themselves, transport millions of visitors through its world-class airports, and where visas are available on arrival for over 30 nationalities. The tourism in Dubai plays a major role in Dubai government's strategy to maintain the flow of foreign cash into the Emirate. Dubai is known as the Shopping destination among the tourist.

3.7.1 Infrastructure of Dubai

Dubai's thoughtful policy to invest heavily in creating tourist attractions, accommodation, transportation, telecommunications, amenities and other facilities has permitted it to have one of the greatest infrastructure services in the world; not only this but it also donated significantly both to its ongoing wealth and attractiveness to international business. The government features a network of seven to eight industrial areas, they are: one business park , three highly successful free zones of international division, two world class seaports, and a major international airport and cargo village, metro rail, a modern highway network, state-of-the-art telecommunications and reliable power and utilities all of which deliver efficiency, flexibility, reliability, reasonable cost size. Supplementing its high class infrastructure with a classy service sector that sorts leading regional and international freight forwarders such as advertising agencies, top international exhibition, lawyers, accounting firms, consultants, shipping companies, insurers plus major international hotels, banks and financial service firms, and conference facilities, high quality office and residential accommodation, first class hospitals, schools, shopping centers, recreational facilities and Free Zones; Dubai Airport Free Zone Jebel Ali Free Zone Dubai Media City Dubai Internet City.

When exploring the infrastructure of a destination as vibrant as Dubai, it's important to allow time to unwind, with beautiful beaches; magnificent deserts, refreshing spas, man-made islands, luxury shopping malls, ultramodern architecture, award winning sports facilities, facilities for children, elderly and physically challenged people, a wide selection of restaurants, and a lively nightlife scene, there are endless options for visitors and residents alike.

3.7.1.1 Dubai: Attraction infrastructure

Over the years, Dubai tourism has become one of the major segments of Dubai's economy. With Dubai is becoming the center of tourist attraction, it has drawn visitors from the different corners of the earth. Dubai's lure for tourists is based mainly on shopping, but also on its possession of other ancient and modern attractions. Dubai is also known for luxury shopping, ultramodern architecture and a lively nightlife scene. Burj Khalifa, an 830m-tall tower, dominates the skyscraper-filled skyline. At its foot lies Dubai Fountain, with jets and lights choreographed to music. On man-made islands just offshore is Atlantis, the Palm, a resort with water and marine-animal parks.

Dubai has a rich attractive centre of its 64 kilometres long coast line. This magnificent coastline boasts of several high ranking tourist resort centers boasting of such important tourist activities as sailing, skiing, surfing, fishing, bird watching and golfing. Dubai is a fantastic fishing and sailing destination with abundant sunshine and a wealth of marine life.

The desert provides tourists with magnificent excursions for camel riding, sand skiing, dune driving, exploration of wadis and visits to selected oases and forts. Dubai city also has an extensive network of shopping malls where world varieties are readily stocked. The industrial development of the city has in the recent past attracted large hordes of investors who also double as tourists. Elegant skyscrapers are a common view in Dubai, which has greatly added to the scenic beauty of the city.

Dubai is also famous for the shopping malls, gold souks and top couture fashion boutiques; Dubai has established itself as a shopping destination. This was further reinforced by Dubai's famous shopping festival known as the Dubai Shopping Festival (DSF) in which more than 3,000 retail outlets and 40 shopping malls offering huge discounts to attract more customers not just locally but internationally (Mydsf, 2015) . The shopping festivals joined with mega-projects such as the Palm, the Burj Al Arab, Dubai is now situating itself on the global map, not just for business but as a major tourist destination. According to Anwar and Sohail (2004) UAE is perceived to be a shopping haven and it attracts the largest number of tourists.

3.7.1.2 Dubai: Accommodation infrastructure

Tourism visitation is dependent on the combined factors of supply and demand. The essential infrastructures required by tourists are chiefly the accommodation. However the extent and type of accommodation that is provided by a destination does not always correlate with the level and type of demand. The growth in visitation is considered to be limited by the supply of accommodation, rather than the level of demand.

Dubai is an astonishing hotel paradise which offers vivid views, rich cultural experiences, and incredible hotels that will give memories that last a lifetime. There are plentiful hotels in Dubai to pick from for people with all different budgets, interests, and tastes.

 In Dubai the development of the hotel industry is a top government agenda. Hotel rooms have more than doubled in the past decade and the number is fast

increasing. Currently there are 555 hotels of various types in Dubai of which 62 belong to five star categories. (DTCM, 2016)

The Jumeirah group in Dubai was established in 1997 to progress and operate five-star luxury hotels in Dubai .By constructing land-mark hotels such as the legendary Burj Al Arab and Madinat Jumeirah which are considered as a traditional Arab town full of bazaars, canals, and luxury spas. Moreover in 2004, the Bab Al Shams resort was constructed in the desert as a luxury desert oasis and spa.

Development of hospitality is largely due to the relaxation of land leasing rules and several five-star properties are expected very soon. Among these is a hydro polis hotel constructed up to twenty meters under water.

3.7.1.3 Dubai: Accessibility infrastructure

The level of access is one of the most important factors determining the rate of general growth, and tourism development. The lack of easy access to the destinations severely restricts their development progress.

Tourism development in Dubai is closely linked to its advances in the transport sector and its accessibility to the outside world. The development of airline services, multi-lane highways and metro rails significantly improved and enhanced all aspects of tourism expansion.

Dubai has clear ambitions of being a major focus in the air transport in the whole region and to this effect the Dubai authorities are putting in place the necessary infrastructural facilities. Dubai's civil aviation has progressed quite well and its airport is among the top twenty busiest in the world as measured by the

passenger volume. Between 1990 and 2004, about 20 million passengers were carried by 100 airlines serving operating between 145 different destinations.

The Dubai airport is expected to handle about one forty million passengers in the next few years. In addition the Dubai government is preparing for a new airport so as to carter for increased freights. The Emirates airline is internationally reputed to offer the most excellent services in the region. Some of her planes are the most technologically sophisticated in the world and has won awards and recognition for good customer services. Dubai boasts of the world's longest fully automated railway system stretching a distance of 43 miles and serving 47 stations. This project is made up of twelve elevated stations, nine kilometers of an underground truck, and an over ground truck stretching fifteen kilometres. An upcoming project is on the way to construct a 1500 railway line. This proposed line will connect Dubai to Oman, Saudi Arabia Qatar and the other emirates. Again Dubai is one of the emirates that provide a hub for large cruise ships.

Well-designed road networks with underground tunnels as well as over ground networks have gone a long way in eradicating traffic jams which is a common menace in several countries thereby ensuring smooth flow of traffic. Tourists no longer have to spend too much time in the city waiting for traffic jams to recede as was the case a few years ago.

3.7.1.4 Dubai: Amenity infrastructure

A combination of outstanding facilities, indulgent amenities and services makes a place the premier destination for travellers. Dubai is essentially a desert city with superb infrastructure, liberal policies (by regional standards), that became

popular for its excellent tourist amenities. The destination, Dubai is featured with luxurious amenities such as retail stores, playgrounds for children, facilities for elderly and physically challenged people, safety and security facilities, spa, parks, nurseries, swimming pools, tennis and basketball courts, supermarkets, efficient water supply, international gourmet cuisines, recreational centers, communication systems, maintenance services, community centers, schools, gym, and many others. The emirate is the home to numerous medical and healthcare facilities.

Just 5 h from Europe and 3 h from most parts of the Middle East, the Near East, and the subcontinent of India, Dubai makes a great short break for shopping, partying, sunbathing, fine dining and sporting events. It is a city of superlatives: for the fastest, biggest, tallest, largest and highest, Dubai is the destination. Dubai is a fantastic fishing and sailing facilities with abundant sunshine and a wealth of marine life.

3.7.2 Infrastructure and destination image of Dubai

Under the late Sheikh Zayed, the first President of UAE, the UAE has developed into one of the richest countries in the world with a per capita GDP in excess of US$ 17,000 per annum.

In the 1980s and early 1990s, Dubai took a strategic decision to emerge as a major international-quality tourism destination. Investments in tourism infrastructure have paid off handsomely over the years.

Dubai is now a city that boasts unmatchable hotels, remarkable architecture and world-class entertainment and sporting events. The beautiful Burj Al Arab hotel

presiding over the coastline of Jumeira beach is the world's only hotel with a seven star rating. The Emirates Towers are one of the many structures that remind us of the commercial confidence in a city that expands at a remarkable rate. Standing 350 meters high, the office tower is the tallest building in the Middle East and Europe.

Dubai provides beautiful parks and beaches with all the required facilities for leisure and recreation.

From the timeless tranquillity of the desert to the lively bustle of the souk, Dubai offers a kaleidoscope of attractions for visitors. Although Dubai is seen as a relatively young destination, it has a fascinating history and a vibrant heritage that offers visitors an intriguing glimpse into Arabian culture. A good place to start exploring the history and heritage of Dubai is the Dubai Museum: it is located inside Al Fahidi Fort, one of Dubai's oldest buildings dating back to 1787. There are other museums in Dubai and in surrounding emirates that also offer important insights into the history and growth of the city and of the United Arab Emirates.

It's hard to believe that, thirty years ago, Dubai was mostly deserted. Today, it's a sci-fi metropolis that boasts the world's largest mall, tallest tower, biggest dancing fountain and highest-rated hotel. Courtesy and hospitality are among the most highly prized of virtues in the Arab world, and visitors will be charmed by the warmth and friendliness of the people. Dubai's culture is rooted in Islam, providing a strength and inspiration that touches all aspects of everyday life. Virtually every neighbourhood has its own mosque, where the faithful congregate for prayer five times every day. One of the largest and most beautiful mosques is Jumeirah Mosque- a spectacular example of modern Islamic architecture

The emirate embraces a wide variety of scenery in a very small area. In a single day, the tourist can experience everything from rugged mountains and awe-inspiring sand dunes to sandy beaches and lush green parks, from dusty villages to luxurious residential districts and from ancient houses with wind towers to ultra-modern shopping malls.

The emirate is both a dynamic international business centre and a laid-back tourist escape; a city where the sophistication of the 21st century walks hand in hand with the simplicity of a bygone era. But these contrasts give Dubai its unique flavour and personality; a cosmopolitan society with an international lifestyle, yet with a culture deeply rooted in the Islamic traditions of Arabia.

Dubai also hosts major international sporting events. The Dubai Desert Classic is a major stop on the Professional Golf Association tour. The Dubai Open, an ATP tennis tournament, and the Dubai World Cup, the world's richest horse race, draw thousands every year.

One's mind jumps to a world of magic and fantasy when it comes to Dubai, the city which has changed over a short period of time from vast areas of sand into a vibrant city and a destination visited by a constantly increasing number of tourists. The tourism infrastructure development in Dubai, increased visitors arrival and repeat visitation clearly shows that the way Dubai projects its positive imagery as a tourist destination.

3.7.3 The role of tourism infrastructure in Dubai's destination marketing

Dubai is seen as a comparatively liberal and cosmopolitan society with 80% expatriate population. Dubai can count on as being one of the safest cities in the

world. Geographically Dubai is well positioned as a tourist destination with its tourism infrastructure facilitated by an excellent flight network from around the world.

Tourism is a central pillar of Dubai's economic growth and diversification. The Tourism Vision for 2020 will further leverage the sector by broadening Dubai's offering across events, attractions, infrastructure, services, and packages. Part of this strategy involves adapting a marketing approach to showcase Dubai to a wider audience and increasing awareness and conversion of flight and hotel bookings. Government has a key role in initiating and sustaining tourism. With respect to tourism policy of the government, tourism was positioned at the centre of the diversification programme alongside construction (DTCM, 2016).

In the context of promotion, Dubai's attractions and amenities are facets of the destination brand communicated in a number of marketing exercises. The region has indeed benefitted from active tourism promotion around the world. Dubai's attractions centre on its 64 km coastline and resort hotels. Also Dubai is a city with abundance of tourist attractions where even events are presented and packaged as attractions.

With respect to accessibility, the growth of tourism is closely tied to the advances in transport and easy access by air, which is a prerequisite for any country to emerge as a leading international destination. Dubai has focused on developing the region as the strategic air transport hub in the Middle East and Far East. Dubai also markets itself as a cruising hub and destination on the lines of the Singapore model offering tough competition to the crowded Caribbean and Mediterranean region. Dubai has positioned itself in Western markets as an exotic but safe beach tourism location with diversions of shopping and assorted

culture and natural heritage attractions. More focus ought to be on developing the cultural, leisure experience in the context of natural and cultural heritage attractions.

The revitalization in tourism, which has significantly contributed to Dubai's economic recovery, can be attributed to the initiatives taken jointly by Department of Tourism and Commerce Marketing, Emirates Airlines and the Tourism industry. One of the major reasons for a boom in tourism could be attributed to the positive image created through a massive tourism campaign in the overseas media particularly through world television channels. Dubai's road shows and various marketing programs focussing the tourist infrastructural facilities have generated more demand for the market.

The significant tourist inflow has become a significant part of the local economy. The region has emerged as a regional tourism hub and it can be stated that leisure has surpassed business as a primary motive for visitors. Dubai has also emerged as an international sporting venue. Dubai ranked among the Top 25 Cities to Visit in the World, published by Voice of America, the broadcast institution of the United States federal government.

Travel and tourism contributes 8.7 per cent of UAE's GDP, and supports over half a million jobs. It contributes over Dh27 billion investment and Dh95 billion products exchange (DTCM, 2016). The researches anticipate that over the next decade the sector in the UAE will grow by about 5.4 per cent every year until it reaches 11.2 per cent of GDP by around 2026. By this time around 850,00 jobs will be sustained in the sector in the UAE.

3.7.4 An overall evaluation of Dubai's tourism infrastructure

Dubai has become an important destination for regional and global tourism, rising to prominence as a top location for shopping, leisure, sporting events, international conferences and media events. In addition to excellent services, Dubai has built state-of-the-art facilities and infrastructure.

Dubai has emerged as an important tourist destination on the global tourism map. The region has become an epicentre of attraction for business people, tourists and shoppers. The statistics reveal the growing relevance of the region. About 14.3 million tourists had visited the region in 2015 (DTCM, 2016). Dubai is the fourth most visited city in the world after London, Paris & Bangkok (UNWTO, 2016). Dubai has the world's highest visitor per resident ratio from 4.9 visitors per resident in 2009 to 5.7 in 2015 (UNWTO, 2016). Overall the success of Dubai becomes a classic case of providing insights on how a state with an imperfect supply of conventional, natural and cultural attractions emerged as one of the best international tourist destinations. The following tables (Table 3.4, Table 3.5, and Table 3.6 & Table 3. 7) provide the progress of Dubai's tourism infrastructure and tourist arrival statistics.

Table 3.4: Progress of Dubai's tourism infrastructure – Hotels

Establishments	2000	2005	2010	2015
Hotels	243	300	382	414
Hotel Apartments	74	107	191	211
Hotel Rooms	24993	29834	51115	64878

Source: Department of Tourism and Commerce Marketing (DTCM)

Table 3.5: Progress of Dubai's tourism infrastructure - Activities

Activities	1990s	2000s	2010s	2020s
1	Desert Safari	Desert Safari	Desert Safari	Desert Safari
2	Sand Board	Sand Board	Sand Board	Sand Board
3	Scuba Diving	Scuba Diving	Scuba Diving	Scuba Diving
4		Hot Air Balloon	Hot Air Balloon	Hot Air Balloon
5		Ski Dubai	Ski Dubai	Ski Dubai
6		Deep Sea Fishing	Deep Sea Fishing	Deep Sea Fishing
7			Ifly	Ifly
8			Sky Dive	Sky Dive
9			Fly Board	Fly Board
10			Lego Land	Lego Land
11			Shark Safari	Shark Safari

Source: Department of Tourism and Commerce Marketing (DTCM)

Table 3.6: Progress of Dubai's tourism infrastructure - Attractions

Attractions	1990s	2000s	2010s	2020s
1	Burj Al Arab	Burj Al Arab	Burj Al Arab	Burj Al Arab
2	Global Village	Global Village	Global Village	Global Village
3	Dubai Creek	Dubai Creek	Dubai Creek	Dubai Creek
4		Palm Jumeirah	Palm Jumeirah	Palm Jumeirah
5		Atlantis	Atlantis	Atlantis
6		Dubai Mall	Dubai Mall	Dubai Mall
7			Burj Khalifa	Burj Khalifa
8			Dubai Frame	Dubai Frame
9			Butterfly Garden	Butterfly Garden
10			IMG world	IMG world
11				Blue Waters Islands
12				Jumeirah Garden City

Source: Department of Tourism and Commerce Marketing (DTCM)

Table 3.7: Tourist arrival statistics of Dubai

Year	Estimated number of tourists (In millions)
1995	2.3
2000	3.0
2005	7.1
2010	8.4
2011	9.3
2012	10.0
2013	11.0
2014	13.2
2015	14.3

Source: Department of Tourism and Commerce Marketing (DTCM)

The following pictures show the development of Dubai.

Image 3.1 Development of Dubai –   Then & Now
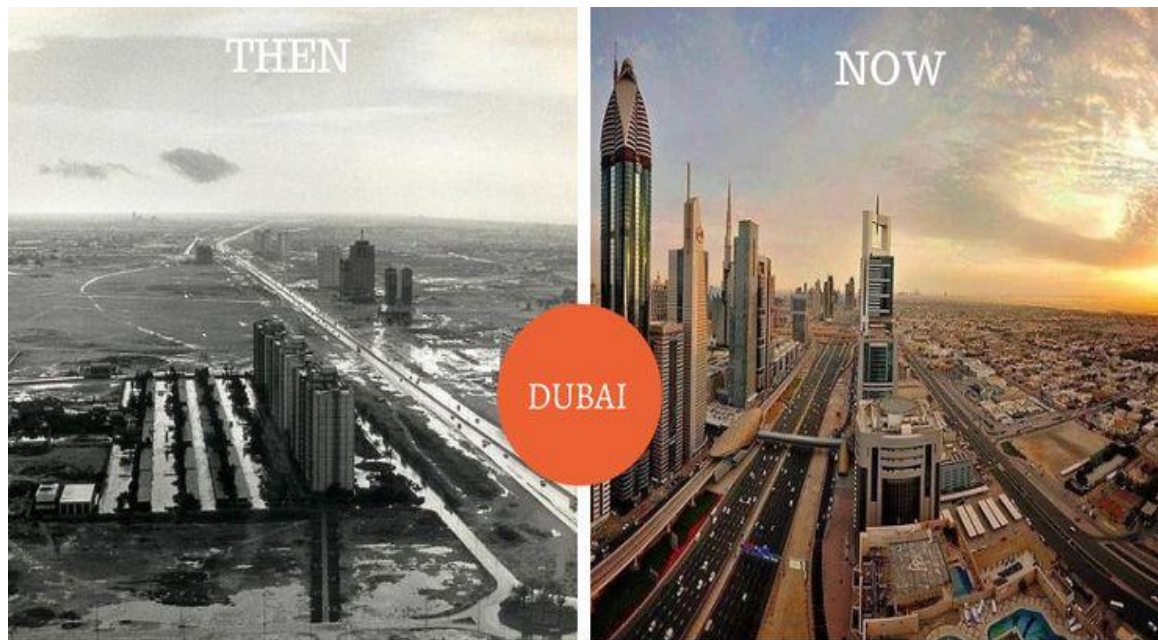
Image 3.2 Development of Dubai –   Then & Now

Image 3.3 Development of Dubai –   Then & Now

Image 3.4 Development of Dubai –   Then & Now

Source of images: DTCM

3. 8 Data Analysis Methods used in the Research

On completion of the survey, out of the 425 questionnaires collected, 11 were discarded as not sufficiently complete for analysis and finally resulting in a sample of 414 valid respondents. Following statistical methods are used for the analysis of the data collected from the above mentioned survey.

Microsoft Excel: Data collected through survey was tabulated using Microsoft Excel spread sheet software.

Statistical Package for the Social Sciences (SPSS): Used for finding the descriptive statistics and paired Sample T test.

The tabulated data from the Excel spread sheet exported to the SPSS and analysed the Socio - Demographic characteristics of the study (descriptive statistics). Also a paired Sample T test were performed as a preliminary analysis with the data collected from the survey to determine the impact of tourism infrastructure on destination image in a comparative context of pre and post destination image.

Structural Equation Modeling (SEM): SEM is considered as one of the most widely used statistical techniques by researchers to test complex models involving a number of dependent and independent variables. This study used the Partial Least Squares (PLS) method in order to analyse and validate the Conceptual framework and hypotheses of the study.

3.9   Research Phases

The Activities in this research have been divided into three interdependent Research Phases. These phases are - Research Planning Phase, Research Development Phase, and Research Validation Phases

3.9.1 Research Planning Phase

Research Planning Phase include Desk studies consisting of Review of Literature, design Data Collection (Questionnaire).

3.9.2 Research Development Phase

Research Development Phase activities include data collection through Pilot Study (Expert opinion), refine questions on the basis of pilot study data analysis, data collection through Questionnaire survey, preliminary data analysis and generating the conceptual model.

3.9.3 Research Validation Phases

Research Validation Phases is the final phase and its objective is to validate the relationships in the hypotheses and discuss the research findings. This phase consists of case study analysis, validation of the relationships/paths in the hypotheses, development of final model, final findings and analysis. The final findings will be critically assessed to draw the conclusion and future recommendations.

The pictorial depiction of Research Phases is shown in Figure 3.4

Figure 3.4 Research Phases
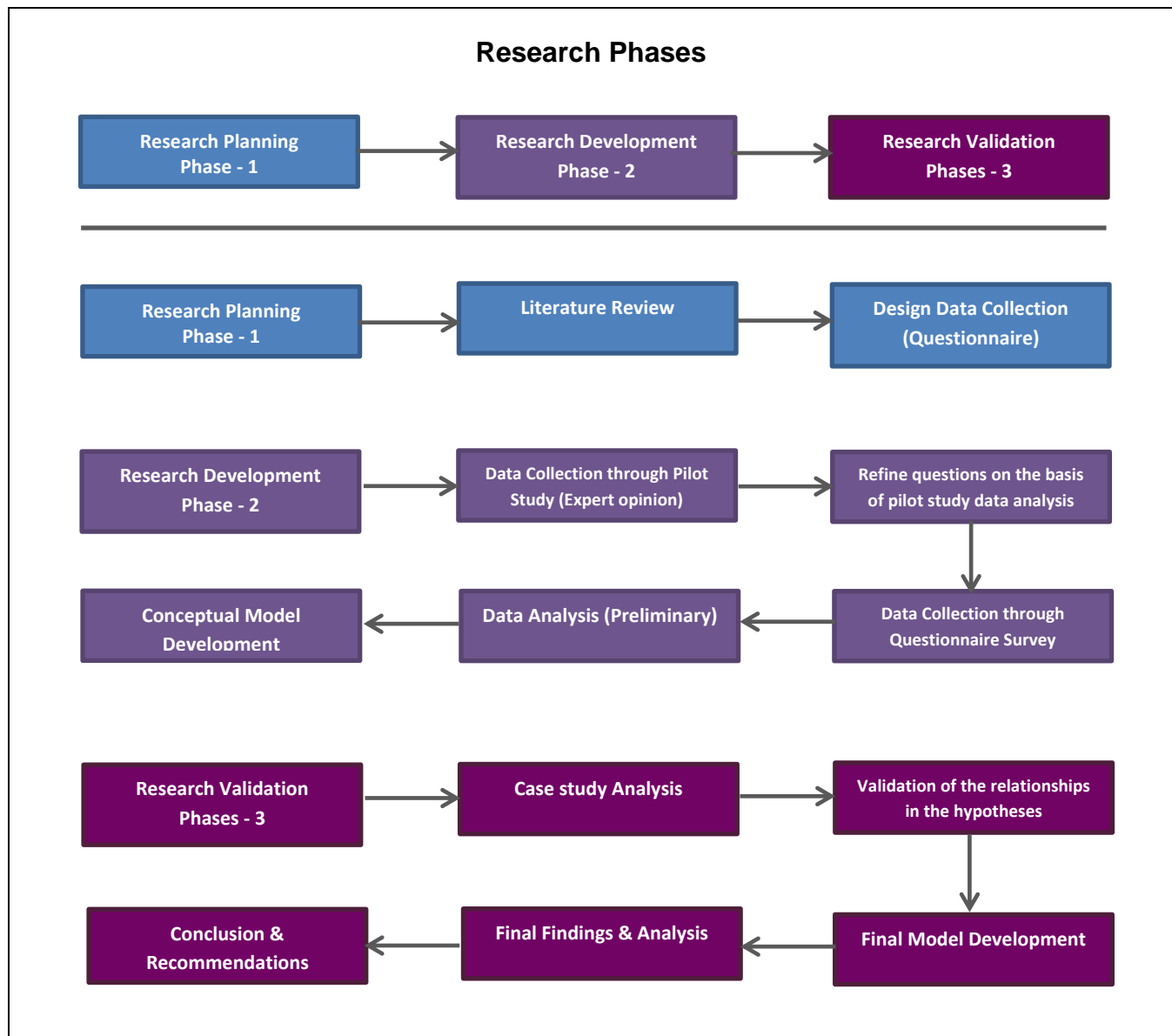
3.10 Summary

This section has given an overview of the methodological process adopted for this research by discussing the research philosophy, research purpose, the logic of the research and the research process. The methods of data collection, as well as the Data Analysis Methods used in the research were also explained and finally the research phases of the study have also been discussed in this chapter.

The following chapter presents the data analysis and discussion of the research.

Chapter 4 Data Analysis and Discussion

4.1   Introduction

The previous three chapters presented the context of the study, reviewed relevant literature in tourism infrastructure, destination image and tourism marketing, and discussed and justified the choice of research methods in data collection and data analysis methods utilised in carrying out this study. The third chapter also discussed the research phases, conceptual framework and the formulation of the study hypotheses.

This section presents the data analysis and discussion of the research. The aim of the study is to develop an assessment model that evaluates the impact of infrastructure on destination image for effective tourism marketing. In order to achieve this aim and the stated objectives in chapter one, this section analyses the data collected from the questionnaire survey and presents the findings.

The chapter begins with the section, selection of appropriate statistical techniques used in this research (Partial Least Squares (PLS)). This chapter also discusses the various data analysis methods used in this research. The chosen methods of analysis include the use of descriptive statistics to examine the demographic characteristics of the respondents and a preliminary analysis to determine the impact of tourism infrastructure on destination image in a comparative context of pre and post destination image. Further this chapter presents the result of the structural equation modelling (PLS –SEM) followed by the confirmation of hypotheses.

4.2　Selection of appropriate statistical technique

A basic data analysis decision facing any researcher in any field of research including tourism is the choice of statistical tools and techniques. The important consideration in selecting an appropriate technique is the research objectives and the characteristics of the data in question. To this end, reflection on the research objectives and a preliminary examination of the data set is necessary to shape the choice of techniques appropriate for testing the research hypotheses.

There are various methods to collect data. Common methods identified from various literatures include basically two broad categories of data: qualitative and quantitative data. Qualitative data collection methods are subjective and involve the collection of data based on the perception of participants to gather in-depth understanding into the study (Saunders, et al., 2012) and are normally expressed by means of description. On the other hand qualitative data collection methods are subjective and involve the collection of data based on the perception of participants to gather in-depth understanding into the study (Saunders, et al., 2012) and are articulated in numeric analysis through statistical means - experiments and questionnaires. According to Saunders et al (2009) questionnaires are the most commonly adopted method of collecting data in social and management researches because of its numerous advantages.

There are four types of data in social research: nominal, ordinal, interval and ratio (Dancey and Reidy, 2004, Kinnear and Gray, 2004). According to Howitt and Cramer (2000) the more traditional approach is a broader distinction between nominal and numerical data. Pallant (2001) on the other hand,

differentiates between categorical variables (nominal and ordinal) and continuous variables (interval and ratio).

Nominal data assumes no natural order; categories observed do not follow any particular ranking order. On the other hand, ordinal scales elicit in a rank order. The nominal scale comprises the classification of observations where categories cannot be ranked in any order, for example, gender (male or female). The ordinal scale involves the ranking of one category against another. According to Pallant, (2005) ordinal measures classify response sets into groups and then the groups are ordered from the lowest to the highest, for example, age or income. The interval scale has equal quantified separations between categories i.e.; a generic quantitative measure where the distance between categories is equal and measurable (de Vaus, 1996). It is argued that responses to psychometric data can be included in this category (Ryan and Garland, 1999; Kinnear and Gray, 2004)) and scale measuring attitude employing Likert and Likert-like models are also argued to be in this category (Gray and Kinnear, 2011). However, the issue over whether data produced by Likert scales should be treated as interval-level data remains controversial, although this data is widely accepted as interval level data in the social sciences. Finally, the ratio scale, like interval level scale, also has measurable equidistance between categories and in addition to this the ratio scale is the highest level of measurement; it is similar to the interval measure but differs in that it has an absolute zero value.

Nominal data (often described as categorical data) can be analysed using descriptive statistics and is (Pallant, 2005). By comparison, ordinal, interval and ratio data can be analysed using inferential statistics (Shaw and Wheeler, 1994).

The first approach describes a data set in numerical terms and is the simplest way of summarising data, for example, the use of basic graphs and frequency tables.

The second approach infers relationships between two or more variables and can be used to test hypotheses about the nature of the phenomenon under study. Shaw and Wheeler (1994) state that inferential statistics allow researchers to make probabilistic statements about hypothesis testing (whether a particular supposition is true or false), the relationships between two or more variables and the characteristics of the population from which the sample is drawn. Additionally, where there are observations of only one variable, the data is classified as a univariate data set, if there are two variables, it is a bivariate dataset and if there are three or more variables, it is a multivariate data set.

In essence, variables adopt different scales or levels. The level of measurement is a primary consideration in choosing statistical techniques; however other criteria must also be taken into consideration.

In the analysis of the results of this study, a mixture of data types with a variety of levels were obtained. To this end, consideration was given to the appropriate type of statistical tests and procedures. As stated by Field (2009) categorical (nominal) data are best analysed measuring the frequencies of the categories; employing graphs, charts, simple frequency table and cross tabulation of categories.

According to Shaw and Wheeler (1994) inferential statistics can be used for the analysis of ordinal, interval and ratio data in order to understand the relationships

between two or more variables and test hypotheses about the nature of the subject under examination. On this basis, inferential statistics were employed in examining the relationships between Destination Marketing, Pre & post Destination Image, Destination Selection &actual visitation, Tourism Infrastructure, Destination Marketing, Tourist Satisfaction and Tourist future Intention, and in testing the hypotheses proposed in this study. In relation to the consideration of inferential statistics, a choice between the use of parametric and non-parametric tests had to be made.

Parametric tests are noted to be the more powerful of the two (Howell, 2009; Field, 2009 and Pallant, 2010) as they take advantage of interval level data to measure accurate numerical proportions of total variability (Greene and D'Oliveira, 1999). Alternatively, nonparametric tests calculate probabilities on the basis of rank order scores. Thus, a significant amount of the data is lost. However, despite its advantages, parametric tests do make assumptions about the data whereas non-parametric statistical tests do not. Therefore, it is vital that these assumptions are considered before a decision is made to analyse a data set using parametric statistical tests.

Multi-group analysis allows a single analysis for parameter estimation and hypothesis testing (Arbuckle, 2011). The multi- group analysis allows to test if pre-defined data groups have significant differences in their group-specific parameter estimates (e.g., outer weights, outer loadings and path coefficients). The primary reason for conducting multi-group analysis is to ascertain the extent of differences that might exist among groups. Multi-group analysis provides two advantages over separate analyses for each group. First, it

estimates a test of significance of any discrepancy between groups simultaneously. Second, if no significant differences are observed among the analysed groups, the simultaneous estimation is more accurate than the separate analysis for each group.

The theoretical model of this study was designed to empirically test the structural relationships among the variables of the study. Since this study has a conceptual model, Structural Equation Modeling (SEM) was utilized for testing the hypotheses in this study

SEM techniques are prevalent in the social sciences (MacCallum & Austin, 2000). SEM is often employed to perform multivariate analysis in order to test theories (Bagozzi, 1980). SEM allows the handling of simultaneous dependent and independent variables along with testing of the relationships between observed and unobserved variables holistically. SEM, which is easily extended to produce publishable path diagrams, and hence provides an accessible model representation (Arbuckle, 2011).

There are many statistical packages being developed to analyze SEM. Among them are Lisrell, AMOS, Smart- PLS, M-plus, EQS, and SAS, just to mention a few. Esposito (2009) posits that Structural Equation Modeling (SEM) consists of two types known as the Variance Based Structural Equation Modeling (VB-SEM) and the Covariance Based Structural Equation Modeling (CB-SEM). These two packages have great difference in terms of their statistical approaches namely the non-parametric testing and the parametric testing, the objective of the study namely exploratory and confirmatory, and more importantly the algorithm

employed namely Generalized Least Square (GLE) and Maximum Likelihood Estimator (MLE).

Unlike the non-parametric procedure in VB-SEM, the parametric procedures in CB-SEM rely on the assumptions such as adequate sample size, and normally distributed data. According to Ringle et al. (2010), the non-parametric procedure of SEM can execute the analysis using small sample size, and does not require normal distribution. There are great differences between the types of analysis from the statisticians' point of view.

According to (Hair et al., 2014), the algorithm employed in VB-SEM or popularly known as PLS-SEM (Smart-Pls and Warp-Pls) is Generalized Least Squares (GLS) while the algorithm employed in CB-SEM (Amos, etc.) is the Maximum Likelihood Estimator (MLE). These two types of algorithm differ greatly in term of efficiency of their statistical estimates for path coefficients. In reality, the VB-SEM (GLS algorithm) completely relies on the bootstrapping procedure or known as resampling with replacement in obtaining the estimates for path coefficients and their respective standard errors.

In the meantime, the CB-SEM (MLE algorithm) does not require bootstrapping. However one can execute its bootstrapping procedure in the situation where the normality assumption is not met or for the analysis of non-normal data (Sharma & Kim, 2013). In this case, (Sharma & Kim, 2013) also state that MLE bootstrapping (parametric bootstrapping) is appropriate for large data-set. However, if the researcher fails at all to meet the assumption for parametric test in term of sample size requirement, then the VB-SEM should be employed as an alternative and the results is deemed to be exploratory.

Unlike covariance-based SEM, PLS-SEM does not have stringent minimum sample size requirement or distributional assumptions (Hair et al., 2011).PLS-SEM becomes a good alternative to CB-SEM when the following situations are encountered (Bacon, 1999; Hwang et al., 2010; Wong, 2010):

1. Applications have little available theory.

2. Predictive accuracy is paramount.

3. Correct model specification cannot be ensured.

In particular, the Variance Based Structural Equation Modeling (VB-SEM) can be divided into two categories namely Partial Least Square Structural Equation Modeling (PLS-SEM) and Generalized Structured Component Analysis (GSCA) but PLS-SEM is more prominent than GSCA. Historically, the analysis procedure in PLS-SEM was first initiated by (Wold & Martens, 1983) but has been modified by (Chin, 1998) to advance the potential of PLS-SEM in statistical inference. Therefore, PLS-SEM has also gain acceptance as CB-SEM in statistical analysis and has been extensively employed in business and social science researches to model complex relationships.

To this end, the model in this study is tested by using the Partial Least Square Structural Equation Modeling (Smart PLS-SEM).

4.2.1 Partial Least Squares (PLS)

Among the different methods of multivariate analysis Structural Equation Models-SEM largely satisfies this requirement. The SEM are tools elaborated at the

beginning of 1970's, and they obtained, in that decade, a lot of appreciation, and more and more spread use of them.

The LISREL (Jöreskog, 1970; Jöreskog & Sorbom, 1989; Byrne, Barbara, 2001) or Covariance Structural Analysis (CSA) is at the bottom of such models. Today, different estimation techniques can be used for the estimation of the SEM. In 1975 Wold developed a *soft* modelling approach, making it different from the *hard* modelling approach of Lisrel, in order to analyze the relationships among different blocks observed variables on the same statistics units. The method, known as PLS for SEM (SEM-PLS) or as PLS-Path Modeling (PLS-PM), is distribution free, and it was developed as a flexible technique aimed at the casual predictive analysis when the high complexity and the low theoretical information are present.

Wold (1975) originally developed PLS-SEM under the name NIPALS (nonlinear iterative partial least squares), and Lohmöller (1989) extended it. PLS-SEM was developed as an alternative to CB-SEM that would emphasize prediction while simultaneously relaxing the demands on data and specification of relationships (e.g., Dijkstra 2010; Jöreskog and Wold 1982). The methodological concepts underlying both approaches have been compared in several publications, including those by Jöreskog and Wold (1982), and Lohmöller (1989), Barclay et al. (1995), Chin and Newsted (1999), Fornell and Bookstein (1982), Gefen et al. (2011), Hair et al. (2011).

PLS-SEM is an alternative analytical technique to CB-SEM, which as a complementary approach generates reliable results when the conventional SEM

assumptions cannot be met (Song et al. 2012). According to Wold (1985) PLS-SEM provide results in research contexts with rich data and weak theory.

The PLS Path Modeling is a statistical method which has been developed for the analysis Structural Models with latent variables. The aim of the PLS is to obtain the scores of the latent variables for predicted purposes without using the model to explain the covariation of all the indicators.

An important characteristic of PLS-SEM is that it estimates latent variable scores as exact linear combinations of their associated manifest variables (Fornell and Bookstein 1982) and treats them as perfect substitutes for the manifest variables. The scores thus capture the variance that is useful for explaining the endogenous latent variable(s). Estimating models via a series of OLS regressions implies that PLSSEM relaxes the assumption of multivariate normality needed for maximum likelihood–based SEM estimations (Fornell and Bookstein 1982; Hwang et al. 2010; Lohmöller 1989; Wold 1982; for a discussion, see Dijkstra 2010). In this context, Lohmöller (1989, p. 64) notes that "it is not the concepts nor the models nor the estimation techniques which are 'soft,' only the distributional assumptions." Furthermore, since PLS-SEM is based on a series of OLS regressions, it has minimum demands regarding sample size and generally achieves high levels of statistical power (Reinartz et al. 2009).

According to Chin (1988), the estimation of the parameters are obtained by basing on the ability of minimizing the residual variances of all dependent variables (both latent and observed). PLS –Path Modeling aims to estimate the relationships among variables, which are expression of unobservable constructs. Specifically, PLS- Path Modeling estimates the network of relations among the

manifest variables and their own latent variables, and the latent variables inside the model through a system of interdependent equations based on simple and multiple regressions.

PLS-SEM can almost unrestrictedly handle both reflective and formative measures (e.g., Chin 1998). Furthermore, PLS-SEM is not constrained by identification concerns, even if models become complex, a situation that typically restricts CB-SEM usage (Hair et al. 2011). Some researchers prefer doing CFA in PLS-SEM due to the complicated of fitness index provided in CB-SEM and subsequent used PLS-SEM as a solution. In fact, Hair et al. (2011) also states that PLS-SEM is meant for exploratory research while CB-SEM is meant for confirmatory research.

According to (Hair et al., 2014), the algorithm employed in VB-SEM or popularly known as PLS-SEM (Smart-Pls and Warp-Pls) is Generalized Least Squares (GLS) while the algorithm employed in CB-SEM (Amos,etc.) is the Maximum Likelihood Estimator (MLE). These two types of algorithm differ greatly in term of efficiency of their statistical estimates for path coefficients. PLS-SEM's distinctive methodological features make it a possible alternative to the more popular CB-SEM approaches (Henseler et al. 2009).

In particular, the Variance Based Structural Equation Modeling (VB-SEM) can be divided into two categories namely Partial Least Square Structural Equation Modeling (PLS-SEM) and Generalized Structured Component Analysis (GSCA) but PLS-SEM is more prominent than GSCA. Historically, the analysis procedure in PLS-SEM was first initiated by (Wold & Martens, 1983) but has been modified by (Chin, 1998) to advance the potential of PLS-SEM in statistical inference.

Therefore, PLS-SEM has also gain acceptance as CB-SEM in statistical analysis and has been extensively employed in business and social science researches to model complex relationships.

The multi group analysis allows to test if pre-defined data groups have significant differences in their group-specific parameter estimates (e.g., outer weights, outer loadings and path coefficients). Smart PLS provides outcomes of four different approaches that are based on bootstrapping results from every group. Sarstedt et al. (2011) describe the multigroup analysis methods in detail.

1. Confidence Intervals (Bias Corrected)

   This method computes the bias-corrected confidence intervals for the group specific estimations of parameters in the PLS path model. The group-specific results of a path coefficient are significantly different if the bias-corrected confidence intervals do not overlap.

2. Partial Least Squares Multigroup Analysis (PLS-MGA)

   This method is a non-parametric significance test for the difference of group-specific results that builds on PLS-SEM bootstrapping results. A result is significant at the 5% probability of error level, if the p-value is smaller than 0.05 or larger than 0.95 for a certain difference of group-specific path coefficients. Please note: The PLS-MGA method (see Henseler et al., 2009), as implemented in SmartPLS, is an extension of the original nonparametric Henseler's MGA method (as described, for example, by Sarstedt et al., 2011).

3. Parametric Test

   This method is a parametric significance test for the difference of group-specific PLS-SEM results that assumes equal variances across groups.

4. Welch-Satterthwait Test This method is a parametric significance test for the difference of group-specific PLS-SEM results that assumes unequal variances across groups.

Multigroup analysis settings in Smart PLS select each group for the analysis. The selected groups will be assessed for significant differences in the parameter estimates (e.g., outer weights, outer loadings and path coefficients). All data groups selected under Group A will be compared against all data groups selected under Group B.

When applying PLS-SEM, researchers need to follow a multi-stage process which involves the specification of the inner and outer models, data collection and examination, the actual model estimation, and the evaluation of results. In the following, this review centers on the three most salient steps: (1) model specification; (2) outer model evaluation; and (3) inner model evaluation. Hair et al. (2014) provide an in-depth introduction into each of the stages of PLS-SEM use.

1. Model specification :

   The model specification stage deals with the set-up of the inner and outer models. The inner model, or structural model, displays the relationships between the constructs being evaluated. The outer models, also known as the measurement models, are used to evaluate the relationships between the indicator variables and their corresponding construct.

The first step in using PLS-SEM involves creating a path model that connects variables and constructs based on theory and logic (Hair et al., 2014). In creating the path model it is important to distinguish the location of the constructs as well as the relationships between them. Constructs are considered either exogenous or endogenous. Whereas exogenous constructs act as independent variables and do not have an arrow pointing at them, endogenous constructs are explained by other constructs. While often considered as the dependent variable within the relationship, endogenous constructs can also act as independent variables when they are placed between two constructs. When setting up the model, researchers need to be aware that in its basic form, the PLS-SEM algorithm can only handle models that have no circular relationship between the constructs. This requirement would be violated if we reversed the relationship.

After the inner model is designed, the researcher must specify the outer models. This step requires the researcher to make several decisions such as whether to use a multi-item or single-item scale (Diamantopoulos et al., 2012; Sarstedt and Wilczynski, 2009) or whether to specify the outer model in a reflective or formative manner (Diamantopoulos and Winklhofer, 2001; Gudergan et al., 2008). The sound specification of the outer models is crucial because the relationships hypothesized in the inner model are only as valid and reliable as the outer models. Independent variablesare measured formatively, while all other constructs have a reflective measurement specification. When formative measures are involved in a model the number of items per construct can be much

higher, especially, as these – by definition – need to capture the entire domain of the construct (Diamantopoulos and Winklhofer, 2001; Diamantopoulos et al., 2008).

2. Outer model evaluation:

Once the inner and outer models have been specified, the next step is running the PLS-SEM algorithm (for a description, see Henseler et al., 2012) and, based on the results, evaluating the reliability and validity of the construct measures in the outer models. By starting with the assessment of the outer models, the researcher can trust that the constructs, which form the basis for the assessment of the inner model relationships, are accurately measured and represented. When evaluating the outer models, the researcher must distinguish between reflectively and formatively measured constructs (Ringle et al., 2011; Sarstedt and Schloderer, 2010). The two approaches to measurement are based on different concepts and therefore require consideration of different evaluative measures.

3. Inner model evaluation.

Once the reliability and validity of the outer models is established, several steps need to be taken to evaluate the hypothesized relationships within the inner model. This aspect of PLS-SEM is different from CB-SEM in that the model uses the sample data to obtain parameters that best predict the endogenous constructs, as opposed to estimating parameters that minimize the difference between the observed sample covariance matrix and the covariance matrix estimated by the model. The assessment of the

model's quality is based on its ability to predict the endogenous constructs. The researcher needs to test the inner model for potential collinearity issues. As the inner model estimates result from sets of regression analyzes, their values and significances can be subject to biases if constructs are highly correlated (for a discussion and demonstration, see Hair et al., 2014). Therefore, collinearity assessment in the inner model is of pivotal importance when the model includes formatively measured constructs.

Consequently, Chin (1998) has established a catalog to assess the partial model structures that involve two processes namely the assessment of the outer and inner model. To assess the fitness of measurement model it depends on the criteria such as Cronbach Alpha (Nunally, 1978), Composite Reliability (Werts, Lim & Joreskog, 1974), indicator reliability (Churchill, 1979), Average Variance Extracted (Fornell & Larcker, 1981), and cross loadings (Chin, 1998; Gotz et al., 2010). Table 4.1 present the description of each criterion.

Table 4.1: Criterion to assess the fitness of measurement model

Criterion	Description
Cronbach Alpha	Provide an estimate for the reliability based on the interrelationship of the measuring items.
Composite Reliability	Takes into account that indicators have different loadings
Indicator Reliability	Postulates that a latent variables should explain a substantial part of each indicators variance
Average Variance Extracted	To capture the variance of its indicator
Cross Loadings	To check for the discriminant validity

Source: Henseler et al (2009)

As PLS-SEM has become a more widely used method in different areas of research, several points should be considered when applying PLS-SEM, some of which, if not handled properly, can seriously compromise the analysis's interpretation and value. The PLS-SEM's methodological foundations and complementary analysis techniques should be considered more strongly so that the method's value in research and practice can be clarified.

4.3   Socio - Demographic characteristics

Simple frequency statistics and chart were used to summarise the socio-demographic characteristics of the respondents.

The variables of the socio-demographic characteristics refer to purpose of the visit, Nationality, gender, marital status, age group, level of education, gross income, duration of the visit and frequency of visits. The socio-demographic characteristics of the sample are shown in Table 4.2

Table 4.2: Respondents' Socio - Demographic Characteristics

Socio - Demographic characteristics	Frequency	Percent (%)
Purpose of the trip		
Holiday	224	54.2
Conferences	14	3.5
Health Treatments	8	1.9
Sports	24	5.8
Education	13	3.1
Business	61	14.7
Official markets	13	3.1
Transit	18	4.3
Shopping	33	8.0
Incentive travel	6	1.4
Nationality		
Nationals of GCC	33	8.0
Nationals of Middle East	34	8.1
American	69	16.7
European	85	20.5
African	59	14.3

Asian	100	24.2
Australian	34	8.2

Gender

Male	254	61.4
Female	160	38.6

Marital Status

single	183	44.2
Married	231	55.8

Age Group

15-19	26	9.6
20-24	55	20.4
25-34	83	30.7
35-44	53	19.6
45-54	39	14.4
55 and above	14	5.3

Level of Education

Primary	3	0.7
High School	50	12.1
Diploma	63	15.2
Bachelor's Degree	189	45.7
Post Graduate	77	18.6
Post Graduate and Above	32	7.7

Gross Income

USD 0 -1,000	43	10.4
USD 1,000-3,000	25	6.1
USD 3,000-5,000	54	13.0
USD 5,000-7,000	30	7.2
USD 7,000-9,000	52	12.6
USD 9,000-11,000	70	16.9
USD 11,000-13,000	65	15.7
USD 13,000 and above	75	18.1

Duration Of Stay		
Days	153	37.0
Weeks	146	35.2
Months	115	27.8
Visit to Dubai (Frequency)		
First time	172	41.5
Repeat Visit	242	58.5

For the 'Purpose of the visit' item, more than half of the respondents (54.2%) visit Dubai for holiday, which formed the largest group. The rest of respondents visited Dubai with the purpose of visit as business (14.7%), shopping (8.0%), sports (5.8%), transit (4.3%), conference (3.5%) education (3.1%), Official markets (3.1%), health Treatments (1.9%) and incentive travel (1.4%). It clearly shows that, although the main purpose of traveling is holiday, Dubai provides people opportunists for business, shopping and sports.

Nationality wise, majority of the sample is in the Asian category, which forms 24.2 percent of the total sample and followed by Europeans (20.5%). 16.7 percent of respondents were Americans, Africans represented 14.3 % of the sample and the lowest recorded were Australians (8.2%), Nationals of Middle East (8.1%)and Nationals of GCC (8.0%).

About 61.4 percent male and 38.6 percent female tourists were participated in this survey. 44.2 percent of respondents were single and 55.8 percent of them were married.

Respondents aged between 25 to 34 years old formed the largest group (30.7%), followed by those aged between 20 to 24 years old (20.4%), 19.6 percent of respondents were in age group 35 to 44, age group 45 to 54 forms 14.4 percent of respondents, age groups 15 to 19 and 55 and above were 9.6% and 5.3% respectively .

One of the important socio-demographic variables used in this study is educational level of the tourists, which can also have some effect on various travel related variables. The educational profile of the sample, as shown in the Table 9, indicates that the sample is highly represented by those with Bachelor's Degree qualification (45.7%), followed by those with postgraduate degree (18.6%). Tourists with Diploma and high school levels were 15.2% and 12.1% respectively. Respondents with Post Graduate and above represented at 7.7 % in the sample and the lowest recorded education level of respondents were Primary education (0.7%). This pattern may also indicate that the overall educational profile of international tourists visiting Dubai is one with above average education level.

In terms of gross income, the data shows 18.1% of respondents' annual income was above USD 13,000. 16.9% respondents' income level was USD 9,000 to 11,000. 15.7% of respondents' annual income was from USD 11, 000 to 13,000. 13 % respondents indicated their annual income as USD 3,000 to 5000. The income level USD 0 to 1000 form 10.4 % of respondents. Tourists with USD 5,000 to 7000 and USD 1,000 to 3000 were the lowest recorded gross income groups and were 7.2% and 6.1% respectively.

Duration of the stay is another variable used in the study as one of the socio-demographic characteristics. For the sample, the average trip duration in Dubai measured as days, weeks and months. 37.0 percent of the sample spent some average number of days in Dubai which consists of less than one week and 35.2 percent of the respondents spent some weeks in Dubai which consists of less than one month and the duration of the stay of 27.8 percent of tourists were a month or more. This result presented tourists in Dubai tended to spend short time than long vacation due to various reasons.

The last question in demographic profile is the frequency of the visit to Dubai, 58.5 percent of the sample is with a repeat visit to Dubai and 41.5 percent were first time visitors. This result shows the majority of the tourists repeat their visit to Dubai.

4.4 Preliminary analysis to determine the impact of tourism infrastructure on destination image in a comparative context of pre and post destination image

The importance of destination image in tourism is undeniable. Both aspects of destination image, secondary and primary, are very important in shaping the overall image. A comparison between them would bridge the tourists' expectations with experience by revealing the exact deviations from the original perception. According to the scientific literature there are limited researches that compare, directly, these two dimensions of the image, using a representative

sample from departure tourists. Such a comparison would enrich the limited empirical research on this specific issue.

The importance of tourism destination image make it one of the most researched topics in the tourism literature (Pike, 2002; Kim, Mckercher, & Lee, 2009; Lin & Huang, 2009; Mazanec & Wober, 2010). Tourism literature has demonstrated that destination image is a crucial factor in the selection of tourism destinations and therefore in the flows of tourists (Hunt, 1975; Goodrich, 1978; May & Jarris, 1981, Fakeye & Crompton, 1991; Chon, 1991; Echtner & Ritchie, 1991; Pike, 2002). Reid and Bojanic (2009) defined destination image as 'the impression a person holds about a destination in which he does not reside'.

Destination images have been distinguished in the literature in many ways (Gunn 1972; Gartner, 1993). Gunn (1972) view image as both organic and induced. According to Gunn (1972) the organic (mental) image is the image that is accumulated from the non-commercial sources such as news, and the word of mouth (WOM) gained from friends and relatives while the induced (initial) image is shaped from the information attained from commercial sources such as advertising and tour operators and travel agencies. However, the literature demonstrated that the formation of destination image is influenced not only by the source of information in the destination itself but also by other factors including: tourism motivation; socio-economic; and demographic characteristics of the tourists (Mayo& Jarvis, 1981; Beerli & Martin, 2004; Kim, McKercher, & Lee, 2009).

Fakeye and Crompton (1991) divided the tourist destination image into three types -organic image, induced image and complex image. Original image refers

to the information that is casual and obtained through non-active search, the source of which is not dominated by tourism professionals, rather, comes from newspaper reports, magazine articles, news coverage, videos, geography or history books. Induced image refers to the information dominated by tourism professionals, e.g. advertisements on sightseeing, tourist information publications and cyberspace set up by tourism professionals, which are mainly marketing and promotion practices carried out by tourism professionals for publicity. Complex image refers to tourists' actual travel experience after reaching the tourist destinations, which will later affect their willingness to revisit the place after reassessment.

Fakeye and Crompton suggest that the tourist destination image can be divided into three types - organic image, induced image and complex image. However, the researcher believes that before their arrival, it is difficult for tourists to identify whether a variety of information they have received is dominated by tourism professionals or not. Thus, in this research, tourist destination image can only be divided into two types - organic image and complex image. Tourist destination image is complex and multi-faceted, involving tourists' subjectivity and various travel behaviors. The tourist destination image before tourists' arrival is the important factor in tourists' choice of future tourist destinations (Gunn, 1972).

Some studies identified that the tourist destination image is composed of cognitive imagery and emotional imagery. Cognitive imagery refers to travelers' consciousness towards tangible characteristics of the environment, which focuses on the real properties of the tourist destination; emotional imagery refers to travelers' emotions to the tourist destination, which centers on the abstract

properties (Baloglu Brinberg, 1997; Baloglu & McCleary, 1999a). The formation of the tourist destination image is influenced by personal factors and stimulus factors. Personal factors include cognitive, emotional and demographic attributes in the psychological level such as travel motivation. Stimulus factors include tangible things, past experiences, sources of information, etc. (Baloglu & McCleary, 1999b; Beerli & Martin, 2004).

Other studies have researched the pre- and the post- visits perceived images of the destination (Pearce,1982; Gunn, 1988; Fakeye & Crompton, 1991; Garter, 1993; Baloglu & Macheraly, 1999; Grosspietsh, 2004; Kim, McKercher, & Lee, 2009; Wang & Davidson, 2010) which is this study has adapted. The pre-visit image may involve both the organic and the induced images while the post-visit image may refer to the experiential image that is accumulated from the first moments of arriving at the host destination until returning back to the home country.

Post-experience images or modified images of a destination, unlike pre-visit images held by potential tourists; reflect tourists' actual experiences in the destination. This research focused on both pre- and post-visit images and tried to ascertain any differences between them in the context of Dubai tourism.

Section D of the questionnaire was structured to measure pre and post visit destination image. There were 7 statements on destination image. Tourists were asked to evaluate each of the statements twice to indicate to what extent they agree with it before their visit and after their visit and were rated on five-point Likert type scale ranging from 1 strongly disagree to 5 strongly agree. To

participate in the survey, tourists were approached randomly at the departure terminals of the international airports of Dubai.

The statements regarding the destination image of Dubai are listed in the following table 4.3

Table 4.3: Pre and post visit destination image statements

1.	Most people have a positive opinion about this tourist destination.
2.	This tourist destination is a friendly and popular place.
3.	This tourist destination has a unique image.
4.	Dubai is a vibrant youthful city has enormous shopping malls and great Nightlife
5.	Dubai is a cosmopolitan city (e.g. fairly large populations, many multinational corporations, center for financial and education institution)
6.	Dubai is a modern city comprises active populations, skyscrapers and great crowds
7.	Dubai is a sophisticated city which combines cultural heritages, traditional urbanism and modernity together

A tabulation of the results of the survey conducted on the pre and post destination images is presented in table 4.4, table 4.5, table 4.6, and table 4.7. It shows the differences between the two images in the 7 statements about the destination. The results were calculated using the paired Sample T test.

Table 4.4 Paired Samples Statistics

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Pre_Positive Opinion	3.83	414	.890	.044
	Pos_Positive Opinion	4.44	414	.703	.035
Pair 2	Pre_Friendly & Popular	3.81	414	.893	.044
	Pos_Friendly & Popular	4.57	414	.617	.030
Pair 3	Pre_Unique Image	3.87	414	.908	.045
	Pos_Unique Image	4.47	414	.621	.031
Pair 4	Pre_Vibrant Youthful City	3.78	414	.886	.044
	Pos_Vibrant Youthful City	4.53	414	.640	.031
Pair 5	Pre_Cosmopolitan	3.81	414	.948	.047
	Pos_Cosmopolitan	4.58	414	.640	.031
Pair 6	Pre_Modern City	3.87	414	.981	.048
	Pos_Modern City	4.49	414	.677	.033
Pair 7	Pre_Sophisticated City	3.84	414	.978	.048
	Pos_Sophisticated City	4.48	414	.655	.032

Table 4.5 Paired Samples mean comparison

Paired Samples mean comparison

	Pre DI	Post DI
Positive Opinion	3.83	4.44
Friendly & Popular	3.81	4.57
Unique Image	3.87	4.47
Vibrant Youthful City	3.78	4.53
Cosmopolitan	3.81	4.58
Modern City	3.87	4.49
Sophisticated City	3.84	4.48

Table 4.6 Paired Samples Correlations

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Pre_Positive Opinion & Pos_Positive Opinion	414	.393	.000
Pair 2	Pre_Friendly & Popular & Pos_Friendly & Popular	414	.437	.000
Pair 3	Pre_Unique Image & Pos_Unique Image	414	.266	.000
Pair 4	Pre_Vibrant Youthful City & Pos_Vibrant Youthful City	414	.364	.000
Pair 5	Pre_Cosmopolitan & Pos_Cosmopolitan	414	.347	.000
Pair 6	Pre_Modern City & Pos_Modern City	414	.282	.000
Pair 7	Pre_Sophisticated City & Pos_Sophisticated City	414	.376	.000

Table 4.7 Paired Samples Test - Differences

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Pre_Positive Opinion - Pos_Positive Opinion	.611	.892	.044	-.697	-.525	-13.944	413	.000
Pair 2	Pre_Friendly & Popular - Pos_Friendly & Popular	.758	.835	.041	-.839	-.678	-18.485	413	.000
Pair 3	Pre_Unique Image - Pos_Unique Image	.599	.953	.047	-.691	-.507	-12.784	413	.000
Pair 4	Pre_Vibrant Youthful City - Pos_Vibrant Youthful City	.744	.884	.043	-.829	-.659	-17.121	413	.000
Pair 5	Pre_Cosmopolitan - Pos_Cosmopolitan	.766	.942	.046	-.857	-.675	-16.544	413	.000
Pair 6	Pre_Modern City - Pos_Modern City	.614	1.023	.050	-.712	-.515	-12.203	413	.000
Pair 7	Pre_Sophisticated City - Pos_Sophisticated City	.643	.950	.047	-.734	-.551	-13.755	413	.000

The general observation that can be noticed is that the respondents experienced the infrastructure of Dubai as higher than what they expected. In other words, the actual experience was higher than the expectations. The results demonstrated that the post- destination image was evaluated as higher than the pre-destination image with respects to all of the given statements. The highest post

destination image indicates the highest standard of Infrastructure & highest level of satisfaction.

When found out the differences between the means of the pre- and post-destination images of each statements of Dubai, the highest difference was for the fifth statement *"Dubai is a cosmopolitan city (e.g. fairly large populations, many multinational corporations, center for financial and education institution)"* and t*he third statement regarding the destination image *(This tourist destination has a unique image)* was assessed as the lowest among all.

The results indicate the presence of better infrastructure of Dubai. By giving the realistic image of the destination through variety of marketing activities could attract more tourists. The marketers can capitalize on the positive word of mouth spread by those who have travelled to the country, either by using those words verbatim in their communication or by developing tourist relationship management through ongoing communication with tourists.

The research revealed the pragmatic dimensions, indicated the priorities for marketing and management actions and suggested through this comparison a new kind of image.

4.5 Validation of the research model

The structural model can be considered satisfactory with the confirmation of acceptable reliability, convergent validity, discriminant validity and tested for hypothesis and research model validation.

The first part in evaluating a model is to present the outer model results to examine the reliability and validity of the measures used to represent each construct (Chin, 2010).

The internal consistency for reliability of the measurement models was tested using Cronbach's alpha and Fornell's composite reliability (Fornell &Larcker, 1981). Construct validity was examined by convergent and discriminant validity (Chin, Gopal, &Salisbury, 1997). Convergent validity is the measure of constructs that theoretically should be related to each other, and discriminant validity is the measure of constructs that, theoretically, should not be related to each other (Kim, 2012). Both measures work together as subtypes of construct validity, and neither measure alone is sufficient for establishing construct validity (Chin, 1998). Convergent validity was assessed by examining the item loadings and their associated t-values. The AVE can be used for evaluating discriminant validity and eventually the structural model was evaluated using standardized path coefficients and their significance level (t-statistic) to confirm the hypotheses of the study.

4.5.1 Measurement Model

The measurement model and the structural model (Hoyle 1995; and Kline 2005) are the two components of any Structural Equation Model (SEM). The first, the measurement model, is used to validate the indicators that are used to measure the latent variables using a confirmatory factor analysis (Chin, 2010). The second is used to describe the casual relationships between different variables in the research model (Hoyle 1995). This Section focuses on the measurement model,

whereas Section 4.5.2 describes the structural model result. In order to specify a valid measurement model, it is imperative to establish satisfactory convergent and discriminant validities for the research model. The measurement model used in the PLS analysis is shown in Figure 4.1
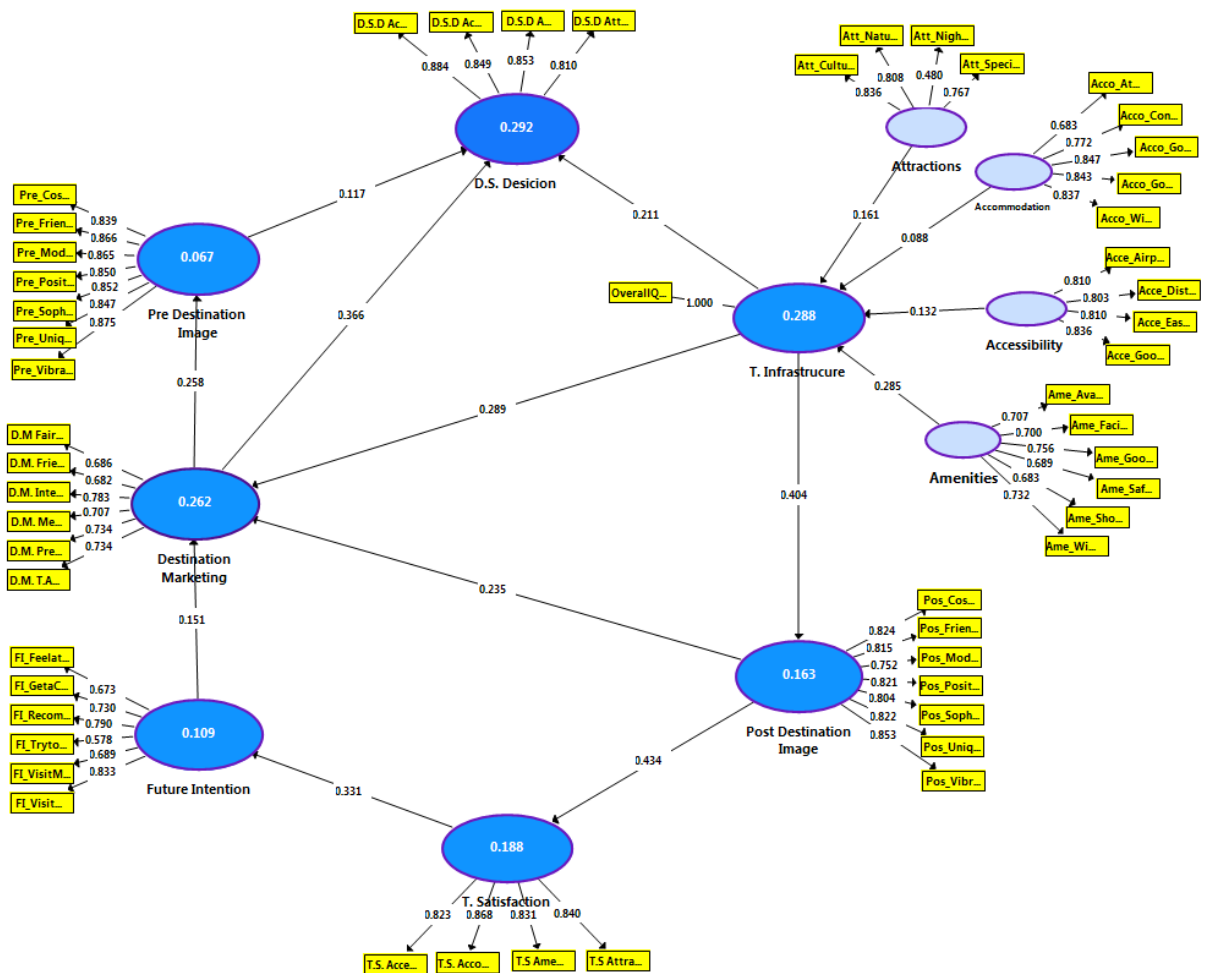

Figure 4.1: Measurement Model

4.5.1.1 Validity and Reliability

Validity and reliability of the latent variables are essential to complete the analysis of the structural model. Before testing the hypotheses, reliability and construct validity scores were examined to ensure the appropriateness of the research instrument. In order to assess the Validity and reliability of the constructs the PLS-SEM analyses Composite Reliabilities (CR) and the Average Variance Extracted (AVE)

The item loadings from the outer measurement model were examined in order to assess the item reliabilities. The correlation coefficients between the indicator and the latent variable represent the item loadings. The composite reliability of all constructs values shows larger than 0.7 demonstrate high level of internal consistency reliability (Hair et al., 2006).

To check convergent validity, each latent variable's AVE (Average Variance Extracted) is evaluated. To confirm the discriminant validity the study followed Fornell and Laker (1981) method. Fornell and Larcker (1981) suggest that the square root of AVE in each latent variable can be used to establish discriminant validity, if this value is larger than other correlation values among the latent variables.

4.5.1.2 Convergent Validity

Reliabilities of items in relation to their constructs (Cronbach's Alpha), Composite Reliabilities (CR) of constructs, and the Average Variance Extracted (AVE) are used in order to assess the convergent validity (Fornell & Larcker, 1981). Convergent validity is assured if the minimum acceptable Cronbach's alpha is 0.70 or above (Nunnally and Bernstein1994). According to Hair et al. (2006) the

composite reliability of all constructs should be 0.70 or more, which is the suggested standard for acceptable construct reliability. The recommended threshold for the Average Variance Extracted (AVE) of all constructs is 0.50 or more (Fornell & Larcker, 1981). Table 4.8 below shows Convergent Validity of Constructs.

Table4.8: Convergent Validity of Constructs

Constructs	No. Items	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Accessibility	4	0.832	0.888	0.664
Accommodation	5	0.857	0.898	0.638
Amenities	6	0.806	0.860	0.506
Attractions	4	0.704	0.821	0.543
D.S. Decisions	4	0.871	0.912	0.722
Destination Marketing	6	0.818	0.867	0.521
Future Intention	6	0.845	0.865	0.519
Post Destination Image	7	0.915	0.932	0.661
Pre Destination Image	7	0.940	0.951	0.733
Tourism Infrastructure	1	1.000	1.000	1.000
Tourist Satisfaction	4	0.862	0.906	0.707

The item loadings from the outer measurement model were examined in order to assess the item reliabilities. The correlation coefficients between the indicator and the latent variable represent the item loadings. The composite reliability of all constructs exceeds the 0.70 threshold, which is the suggested benchmark for acceptable construct reliability (Hair et al. 2006). The Average Variance Extracted (AVE) of all constructs and the communality results in the model

exceed 0.50 which is the recommended threshold (Fornell & Larcker, 1981).
Table 17 shows that the research model in this study meets the minimum
requirements for convergent validity.

4.5.1.3 Discriminant Validity

Discriminant validity is guaranteed when the following two conditions are met: 1)
the value of the AVE is above the threshold value of 0.50 (Fornell & Larcker,
1981), and 2) the square root of Average Variance Extracted (AVE) for each
construct is higher than its correlations with other constructs. From Table 17 it is
found that all of the AVE values are greater than the acceptable threshold of 0.5,
so discriminant validity is confirmed. Thus, the model was considered
satisfactory with the confirmation of acceptable reliability, convergent validity,
discriminant validity and tested for hypothesis and research model validation.
Table 4.9 shows the discriminant validity.

Table 4.9: Discriminant validity

	Accessibility	Accommodation	Amenities	Attractions	D.S. Decision	Destination Marketing	Future Intention	Post Destination Image	Pre Destination Image	Tourism Infrastructure	Tourist Satisfaction
Accessibility	0.815										
Accommodation	0.570	0.799									
Amenities	0.499	0.554	0.712								
Attractions_	0.488	0.525	0.437	0.737							
D.S. Decision	0.376	0.407	0.361	0.528	0.849						
Destination Marketing	0.568	0.533	0.557	0.511	0.485	0.722					
Future Intention	0.388	0.311	0.381	0.362	0.458	0.300	0.720				
Post Destination Image	0.327	0.271	0.354	0.139	0.329	0.400	0.315	0.813			
Pre Destination Image	0.243	0.236	0.292	0.256	0.268	0.258	0.347	0.483	0.856		
Tourism Infrastructure	0.404	0.406	0.471	0.397	0.397	0.424	0.260	0.404	0.264	1.000	
Tourist Satisfaction	0.458	0.472	0.425	0.353	0.444	0.647	0.331	0.434	0.311	0.460	0.841

Fornell-Larcker Criterion

4.5.2 Structural Equation Modeling Result

PLS program generates *T*-statistics for significance testing of both the inner and outer model, using bootstrapping. In this procedure, a large number of subsamples are taken from the original sample with replacement to give bootstrap standard errors, which in turn gives approximate *T*-values for significance testing of the structural path. The Bootstrap result approximates the normality of data. After the bootstrapping procedure is completed, Results will be established.

The path coefficient for the inner model can be reviewed through Bootstrapping, and the outer model can also be explored by checking the *T*-statistic in the "Outer Loadings (Means, STDEV, *T*-Values)" window. *T*-Statistics value 1.96 or

above shows that the outer model loadings are highly significant. Thus the hypothesis can be adopted.

4.5.2.1 Confirmation of Hypotheses

In order to confirm the hypotheses of the study the calculation of the significance / insignificance and the strength of every path in the structural model were tested using Structural Equation Modeling (SEM) through Partial Least Squares (PLS). To get the strength of each path PLS finds a beta value (β). In addition, the statistical significance / insignificance of every path or hypothesis can be tested through PLS bootstrapping analysis (Figure 4.2).

Figure 4.2:   The bootstrapping results
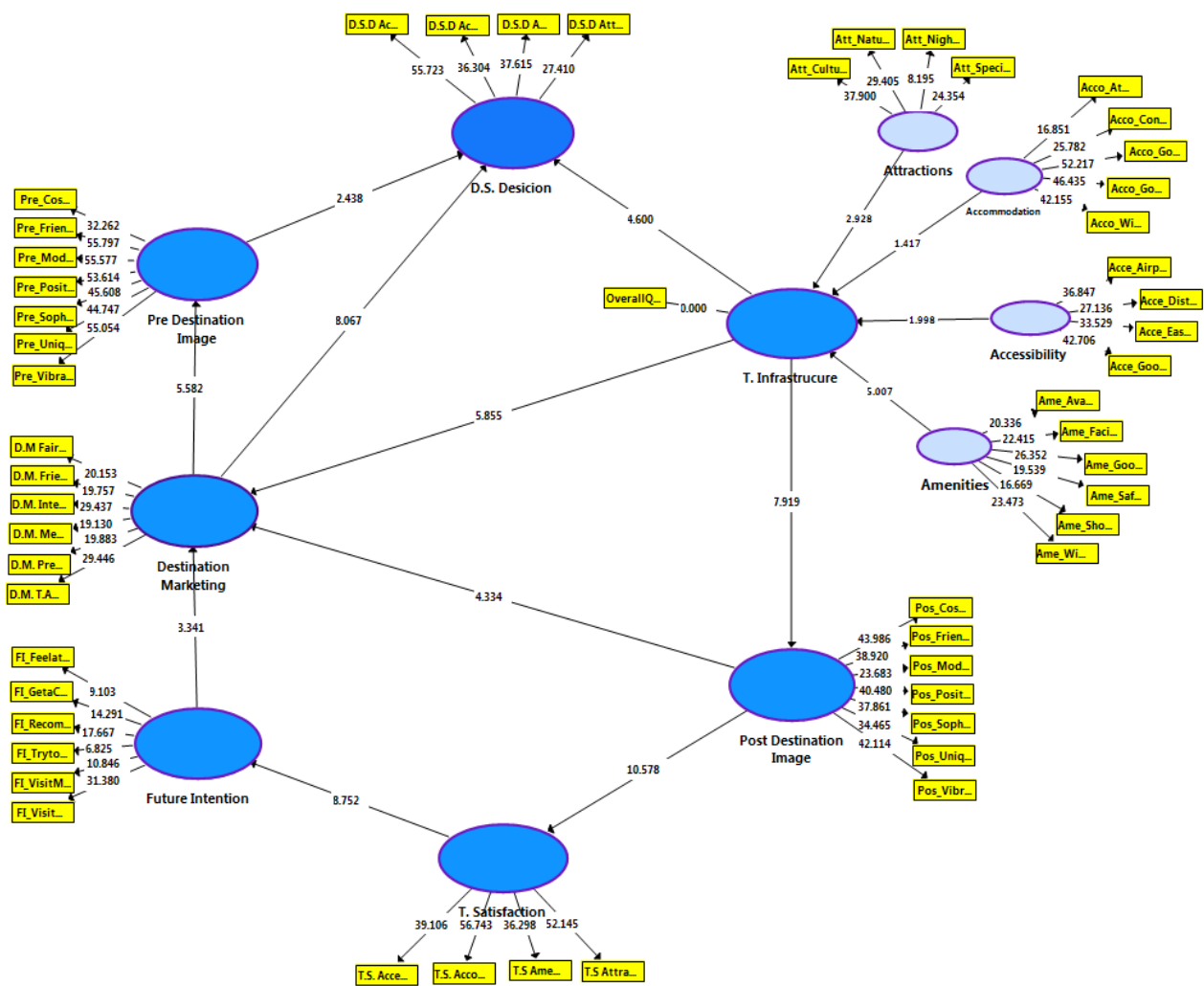
As mentioned earlier, the distribution of latent variables shows a general positive attitude and the PLS analysis shows significant paths of all variables and their relationships. The following Table 4.10 shows the hypotheses confirmation results:

Table 4.10: Hypotheses confirmation results

Path	Hypotheses		Path Weight Beta	Standard Deviation (STDEV)	T Statistics Significant at (T > 1.96)	P Values Significant at (P < 0.01, & P < 0.05)	Overall Results
Destination Marketing -> Pre Destination Image	H1	Destination Marketing has a positive and significant influence on Pre - destination image	0.258	0.046	5.582	0.000*	Supported
Destination Marketing -> D.S. Decision	H2	Destination Marketing has a positive and significant influence on destination selection & actual visitation	0.366	0.045	8.067	0.000*	Supported
Pre Destination Image -> D.S. Decision	H3	Pre - destination image has a positive and significant influence on destination selection & actual visitation.	0.117	0.045	2.621	0.009*	Supported
T. Infrastructure -> D.S. Decision	H4	Tourism Infrastructure has a positive and significant impact on destination selection & actual visitation	0.211	0.046	4.600	0.000*	Supported
Attractions -> T. Infrastructure	H4a	Tourism infrastructure is determined by the quality of the attractions of the destination.	0.161	0.055	2.928	0.004*	Supported
Accessibility -> T. Infrastructure	H4b	Tourism infrastructure is determined by the quality of the accessibilities of the destination.	0.088	0.066	1.998	0.046**	Supported
Accommodation -> T. Infrastructure	H4c	Tourism infrastructure is determined by the quality of the accommodations of the destination.	0.132	0.048	2.438	0.015**	Supported
Amenities -> T. Infrastructure	H4d	Tourism infrastructure is determined by the quality of the amenities of the destination.	0.285	0.057	5.007	0.000*	Supported
T. Infrastructure -> Post Destination Image	H5	Tourism Infrastructure has a positive and significant impact on Post - destination image.	0.404	0.051	7.919	0.000*	Supported
T. Infrastructure -> Destination Marketing	H6	Tourism Infrastructure has a positive and significant influence on Destination Marketing	0.289	0.049	5.855	0.000*	Supported
Post Destination Image -> T. Satisfaction	H7	Post - destination image has a positive and significant influence on Tourist satisfaction	0.434	0.041	10.578	0.000*	Supported
Post Destination Image -> Destination Marketing	H8	Post - destination image has a positive and significant influence on Destination Marketing	0.235	0.054	4.334	0.000*	Supported
T. Satisfaction -> Future Intention	H9	Tourist satisfaction has a positive and significant impact on Tourist's future intention.	0.331	0.038	8.752	0.000*	Supported
Future Intention -> Destination Marketing	H10	Tourist's future intention has a positive and significant influence on Destination Marketing.	0.151	0.045	3.341	0.001*	Supported

*significant at p < 0.01
**significant at p < 0.05

The results of PLS analysis shows all structural paths are significant.

As shown in Figure 17 , Destination marketing has a significant impact on pre destination image (T= 5.582> 1.96, β = 0.258, P < 0.01) leading support H1.

Destination Marketing has a significantly positive effect on destination selection & actual visitation (T= 8.067> 1.96, β = 0.366, P < 0.01) thus supporting H2

In addition, Pre - destination image has a positive and significant influence on destination selection & actual visitation (T = 2.621 > 1.96, β = 0.117, P < 0.01) in support of H3.

Furthermore, the PLS analysis results show that the Tourism Infrastructure has a positive and significant impact on destination selection & actual visitation, (T= 4.600> 1.96, β = 0.211, P < 0.01) in support of H4.

Tourism infrastructure is determined by the quality of the attractions of the destination. H4a (T = 2.928 > 1.96, β = 0.161, P < 0.01)

Tourism infrastructure is determined by the quality of the accessibilities of the destination. H4b (T = 1.998 > 1.96, β = 0.088, P < 0.05)

Tourism infrastructure is determined by the quality of the accommodations of the destination. H4c (T = 2.438 > 1.96, β = 0.132, P < 0.05)

Tourism infrastructure is determined by the quality of the amenities of the destination.H4d (T = 5.007 > 1.96, β = 0.285, P < 0.01)

Tourism Infrastructure has a positive and significant impact on Post - destination image.H5 (T = 7.919 > 1.96, β = 0.404, P < 0.01)

Tourism Infrastructure has a positive and significant influence on Destination Marketing H6 (T = 5.855 > 1.96, β = 0.289, P < 0.01)

Post - destination image has a positive and significant influence on Tourist satisfaction H7 (T = 10.578 > 1.96, β = 0.434, P < 0.01)

Post - destination image has a positive and significant influence on Destination Marketing H8 (T = 4.334 > 1.96, β = 0.235, P < 0.01)

Tourist satisfaction has a positive and significant impact on Tourist's future intention. H9 (T = 8.752 > 1.96, β = 0.331, P < 0.01)

Finally, Tourist's future intention has a positive and significant influence on Destination Marketing.H10 (T = 3.341 > 1.96, β = 0.151, P < 0.01)

Further a case study of Dubai has been taken in order to validate the results from the structural research model presented in this study. This was done in order to obtain additional explanations of confirmed hypotheses and to acquire some in-depth explanations of the relationships/paths in the research model.

4.6   Summary

This chapter has presented the selection of appropriate statistical techniques used in this research (Partial Least Squares (PLS)). The chapter also presented the analysis of the respondents' socio - demographic characteristics. Subsequently, this chapter has provided a preliminary analysis to determine the impact of tourism infrastructure on destination image in a comparative context of pre and post destination image. The findings of the preliminary analysis observed

the highest post destination image which indicates the highest standard of Infrastructure & highest level of satisfaction.

Further this chapter interpreted the validation of the research model including validity, reliability, convergent validity and discriminant validity. This chapter also discussed the result of the structural equation modelling and the overall results of PLS-SEM analysis showed that all structural paths are significant. Finally the chapter presented the confirmation of hypotheses. The next chapter presents Discussion of Findings from the study.

Chapter 5 Discussion of Findings

5.1 Introduction

A refined structural model was developed to explore the impact of tourism infrastructure on destination image for effective tourism marketing. This section discusses the findings of both the quantitative and qualitative studies. The first part of this section discusses about the key findings of the literature review and survey, and second part presents the general findings of the study.

5.2 Key findings of the Literature Review and Survey

The attributes for the questionnaire were formed from literature research, and pilot study. Literature Reviews was one of the founding activities of the undertaken doctoral research. It was crucial as a part of thesis as it helped to invariably focus on the topics that related to the objectives of the study and the research questions. It has helped in the interpretation and highlighting of the influential, conceptual or empirical studies that have been conducted in the field of research. Literature Review synthesis has been continuously employed in the research throughout its process. Literature Review was used extensively to explore the fields of the research and helped the researcher to gain a thorough understanding of perspectives in the area.

The literature review of this study included the pertinent research papers on tourism infrastructure, destination image, destination marketing, tourists' satisfaction and future intention. A pilot test was conducted with travel industry

professionals and tourism experts in order to check and fine-tune the items listed in the questionnaire.

The conceptual framework which directed the formulation of this study's hypotheses has drawn from recent and relevant findings in the literature. The framework depicts the relationships between variables of the study. This study used the Partial Least Squares (PLS) method in order to analyse and validate the structural model and hypotheses of the study.

The results from the Partial Least Squares (PLS) analysis of the questionnaire data reveal the significance of interrelationships of the constructs in the model.

One of the important concepts used in understanding tourists' behavior in tourism marketing is the destination image tourists have of the destination. It is necessary for destination authorities to do proper destination marketing by identifying different needs of different market segments, as well as promote their image and manage destinations to attract tourists.

Lopes (2011) supports that when tourists choose a tourist destination they are influenced significantly by the image of the destination. Tasci and Gartner (2007) point out that: First, [from the demand-side] destination oriented marketing activities are dynamic (controllable) factors that aim to polish and project a positive image for the destination. Destination marketers have sought to identify the most effective factors that influence a destination image. Thus, the image of a destination becomes significantly effective for the decisions of tourists (Yilmaz et al. 2009).

The ultimate goal of any destination is to influence possible tourists' travel-related decision making and choice through marketing activities. Understanding

the images of a destination is essential for a destination wishing to influence traveler decision-making and choice. Destination image has been recognized as one of the influential concepts in tourists' destination choice process because image affects the individual's subjective perception, subsequent behaviour and destination choice (Jeong & Holland 2012).

As a result of the above discussion, the following hypotheses were presented:

H1: Destination Marketing has a positive and significant influence on Pre - destination image

H2: Destination Marketing has a positive and significant influence on destination selection & actual visitation

Based on the results received from the PLS quantitative analysis, Destination Marketing has high impact on Pre - destination image (H1, T= 5.582> 1.96, P < 0.01) and destination selection & actual visitation (H2, T= 8.067> 1.96, P < 0.01) which supports the hypotheses 1 and 2 of this research. Therefore, destination Marketing has a positive and significant influence on Pre - destination image and destination selection and actual visitation. Hence it is essential to understand the image of a destination for a destination wishing to influence traveler's destination choice and destination selection decision.

For a destination's viability and success in tourism industry, researchers and marketers need to be conscious about the importance of image because tourist perception of image of a destination influences the destination decision and tourist products and services sales (Jenkins, 1999; Tasci and Gartner, 2007).

A survey conducted by Kim, McKercher and Lee (2009) over three time periods - before, during and after a trip measured tourists' destination image change

throughout a tour. The results show that there is a significant difference in destination image change between cognitive and affective perception.

The Partial Least Squares (PLS) analysis examined the influence of Pre - destination image on destination selection and actual visitation, the third hypothesis (H3). The result (H3, T = 2.621 > 1.96, P < 0.01) shows pre - destination image has a positive and significant influence on destination selection and actual visitation. Thus it is important for destinations to create an appealing pre destination image to increase the visitation

A core area of the tourism industry is Infrastructure and plays a distinctive role in the development of this ever-expanding industry. It is widely presumed that Infrastructure is a leading factor responsible for Destination Image. According to Grzinic and Saftic (2012) developing the necessary infrastructure is an essential action to ensure the adequate tourist. The study has investigated the four aspects (4 A's) of infrastructure: Attractions, Accommodation, Accessibility and Amenities; and subsequently formed the hypothesis 4 "Tourism Infrastructure has a positive and significant impact on destination selection & actual visitation" and sub – hypotheses.

The PLS analysis result (H4, T= 4.600> 1.96, P < 0.01) in support of H4 indicated the strong impact of Tourism Infrastructure on destination selection & actual visitation.

A tourism resource rich region requires plausible planning and management for the development of such infrastructure. In view of this, the following sub hypotheses were formed and tested with the Partial Least Squares (PLS) analysis.

H4a: Tourism infrastructure is determined by the quality of the attractions of the destination (T = 2.928 > 1.96, P < 0.01).

H4b: Tourism infrastructure is determined by the quality of the accessibilities of the destination (T = 1.998 > 1.96, P < 0.05).

H4c: Tourism infrastructure is determined by the quality of the accommodations of the destination (T = 2.438 > 1.96, P < 0.05).

H4d: Tourism infrastructure is determined by the quality of the amenities of the destination (T = 5.007 > 1.96, P < 0.01).

All the four sub hypotheses results confirmed the high positive statistical significance of how the quality of the attractions, accessibilities, accommodation and amenities determine the tourism infrastructure of the destination. Therefore tourists' destinations required proper planning and management for the development of infrastructure. The results of these hypotheses also reveal that the quality attributes such as Attractions, Accommodation, Amenities, and Accessibility are the most important factor for destination selection, which hold much potential to attract visitors and to enhance sustainability in tourism.

Further this study tested the impact of tourism Infrastructure on post - destination image through the following hypothesis

H5: Tourism Infrastructure has a positive and significant impact on Post - destination image (T = 7.919 > 1.96, P < 0.01)

Result shows high T value which indicates that tourism Infrastructure has a significant impact on destination image after the visitation. It confirms the fact that Tourists' image perceptions vary over time. The organic and the induced

images form the pre-visit destination image while the experiential image that is hoarded after arriving at the destination until departure to the home country form the post-visit destination image. As per the findings destination image changes depending on the Infrastructural attributes of the destination. Therefore the image form after visitation is much more realistic and complex than the one formed before the visitation, through secondary information (Beerli and Martín, 2014). In this respect, it is suggested that although many people have an image of destinations they have not yet visited, the most accurate, personal and comprehensive is formed through visiting there (Molina, Gómez and Martín-Consuegra, 2010). Therefore developing the necessary infrastructure is an essential action to ensure adequate tourists (Grzinic and Saftic, 2012).

Success of a tourism product is strongly supported by the positive marketing effects (Lee et al., 2011; Moutinho et al., 2011; Sotiriadis and van Zyl, 2013). Tourism infrastructure holds much potential to attract visitors and to enhance sustainability in tourism. The result of the sixth hypothesis (H6: Tourism Infrastructure has a positive and significant influence on Destination Marketing (T = 5.855 > 1.96, P < 0.01)) in this study reveals the significance of tourism Infrastructure for marketing a destination. The positive values of the PLS SEM analysis shows that it is indispensable to consider the role of tourism infrastructure and how it can be utilized and further enhanced to contribute to the effective marketing of a destination.

Post-visit destination image is also linked with visitor's satisfaction. Visitors analyse their experiences after their visits to a destination and experience the satisfaction. Satisfaction from visiting a destination also refers to the emotional state shown in a tourist's post-exposure evaluation of a destination (Baker and

Crompton 2000; Su et al. 2011). So the satisfaction of a tourist and the influence of post - destination image on satisfaction has been analysed with the Hypothesis H7: "Post - destination image has a positive and significant influence on Tourist satisfaction". The results (T = 10.578 > 1.96, P < 0.01) received from the PLS SEM analysis show the highest T value when compared to all the structural paths of this study Model. With this result the study points that the tourist overall satisfaction is depends on the image created by a destination after the visitation. This kind of measurement of satisfaction evaluates the quality of destination performance, where tourist satisfaction is not only regarded with, how they were served and treated at a destination, that is, what they experience (Um, Chon, & Ro, 2006), but also measured how they felt during the service encounter (Baker &Crompton, 2000). Thus a destination with the positive infrastructural attributes creates positive image that satisfies tourists' needs and also increases the chances of a destination having loyal tourists.

Tourism marketers try to strategically establish, reinforce and, change the image of their destination to attract more tourists to the destination. This leads to, the following hypotheses:

H8: Post - destination image has a positive and significant influence on Destination Marketing

The result of the PLS analysis of the H8 (T = 4.334 > 1.96, P < 0.01) gives positive values which indicates the influence of post destination image on Destination Marketing. According to Sonmez and Sirakaya (2002), a good image of a destination is an asset to a country or region that is involved in the tourism industry. A country or regions with positive destination images have a high probability of succeeding than those with negative images. The authors

emphasize that a positive image of a destination influences the potential visitors for their travel decision making process to a destination. In this aspect this study's findings say that the post destination image of a destination helps tourism marketers to attract the potential market. Understanding the image development process and the nature of image helps tourism and destination marketers to position their destination effectively in target market segments.

The PLS analysis result supported the ninth hypothesis "H9: Tourist satisfaction has a positive and significant impact on Tourist's future intention (T = 8.752 > 1.96, P < 0.01)" and the tenth hypothesis "H10: Tourist's future intention has a positive and significant influence on Destination Marketing (T = 3.341 > 1.96, P < 0.01)". The former hypotheses were based on Pryag's (2009) findings that tourist satisfaction is considered to be a great predictor for future behavioural intentions in many natures of tourism destinations and also a positive relationship occurs between tourist satisfactions on future behavioural intentions. Visitors analyse their experiences after their visits to a destination; the aftermath is what is important. It is this effect that makes an impact on choosing a destination for a second time or recommending this destination by a positive word of mouth to either a friend or a family member (Fall and Knutson, 2001).

Once visitors are satisfied with their experience they might like to revisit a destination (Pizam and Milman, 1995) and satisfied tourists are most likely to express favourable comments about the destination they have visited or recommend the destinations to their friends and relatives or (Mohammed Bala Banki et al, 2014). In contrast, dissatisfied tourists may not recommend it to others or may not return to the same destination (Chen & Chen 2010). Ultimately

the satisfied tourists influence the possible tourists' travel-related decision making.

Tourist infrastructure is important to successful destination marketing because they influence the choice of a destination, and majority of tourists have experiences with other destinations, and their perceptions are influenced by comparisons among infrastructure and service standards. The quality of the attractions, accessibilities, accommodation and amenities determine the tourism infrastructure of the destination. Tourism Infrastructure has a significant impact on destination image after the visitation. The findings of this study reveal destination image changes depending on the Infrastructural attributes of the destination. Also the tourists' overall satisfaction depends on the image created by a destination after the visitation; In addition, the tourist's future intention to recommend or revisit a destination depends on the ultimate tourist satisfaction of the destination's infrastructure. Marketing activities & tourist infrastructure of a destination generate a positive destination image for the destination in the minds of the prospective tourists, which also influence possible tourists' travel-related decision making and choice.

Hence it is essential to consider the importance of tourism infrastructure and how it can be utilized and further enhanced to contribute to the effective marketing of a destination.

5.3 General Findings

In addition to reporting on the hypotheses of the research, a broader discussion was conducted which considered research questions and objectives of the study.

This study contains five research questions and six research objectives. Detailed discussions of findings addressed by the research questions are as follows.

The first objective "To review the role of destination image and tourism marketing in tourists' decision on destination selection" was to find the solution to the first research question "How does the Destination Image and Tourism Marketing influence tourists' decision on destination selection?" This research question was divided into three hypotheses: H1: Destination Marketing has a positive and significant influence on Pre - destination image; H2: Destination Marketing has a positive and significant influence on destination selection & actual visitation; and H3: Pre - destination image has a positive and significant influence on destination selection & actual visitation.

The findings of the structural analysis supported hypotheses 1, 2 and 3 that identified the role of destination image and tourism marketing in tourists' decision on destination selection. Results show that destination Marketing has a positive and significant influence on Pre - destination image and destination selection & actual visitation. Marketers need to be conscious about the importance of destination image because tourist pre-destination image of a destination influences the decision on destination selection and actual visitation. Therefore it is important for the destination wishing to influence traveler's destination choice to create a positive image in the minds of the tourists through extensive marketing activities.

The second objective "To explore tourism specific Infrastructural attributes affecting the pre visit & post visit Destination Image" was to find an explanation to the second research question "What are the various tourism specific

infrastructural attributes affecting the pre visit & post visit destination image?" This research question was further divided into one hypothesis and four sub hypotheses: H4: Tourism Infrastructure has a positive and significant impact on destination selection & actual visitation; H4a: Tourism infrastructure is determined by the quality of the attractions of the destination; H4b: Tourism infrastructure is determined by the quality of the accessibilities of the destination; H4c: Tourism infrastructure is determined by the quality of the accommodations of the destination ; and H4d: Tourism infrastructure is determined by the quality of the amenities of the destination.

As another finding that should be acknowledged in this study is the exploration of tourism specific Infrastructural attributes affecting the pre visit & post visit destination image. This study has explored a new context for the tourism specific Infrastructural attributes Attractions; Accommodation; Accessibility and Amenities through review of literature, expert opinion, survey and case study. The PLS analysis result indicated the strong impact of Tourism Infrastructure on destination selection & actual visitation. The case study of Dubai also supports the result from the structural analysis. The improved quality of infrastructure of Dubai increased more tourists visit to the region. Hence a tourism resource rich region requires plausible planning and management for the development of such infrastructure to attract more tourists to the destination.

The third objective "To assess the impact of Infrastructure on Destination Image" has found answers to the third research question "What is the impact of specific infrastructural attributes on destination image, and how do they differ in tourists' pre visit & post visit image of destination?" This research question was

addressed by hypothesis 5: Tourism Infrastructure has a positive and significant impact on Post - destination image.

The literature review of this study shows that tourism Infrastructural attributes play a distinctive role in generating the image of a destination and the PLS analysis result supported the hypothesis 5. This study has conducted a preliminary analysis to determine the impact of tourism infrastructure on destination image in a comparative context of pre and post visit destination image. The general observation noticed is that the respondents experienced the infrastructure of Dubai as higher than what they expected. In other words, the actual experience was higher than the expectations. The results demonstrated that the post- destination image was evaluated as higher than the pre- destination image. The highest post destination image indicates the highest standard of Infrastructure & highest level of satisfaction. Therefore developing the necessary infrastructure is an essential action to ensure the adequate tourist (Grzinic and Saftic, 2012).

The fourth objective "To identify the relationship between tourist satisfaction and future intention" was to find explanation to the fourth research question "What are the effects of destination image factors on the tourists' overall holiday satisfaction and future intention/tourist impression with the destination? This research question was divided into two hypotheses: H7: Post - destination image has a positive and significant influence on Tourist satisfaction; and H9: Tourist satisfaction has a positive and significant impact on Tourist's future intention.

As per the findings the image of a destination changes depending on the Infrastructural attributes of the destination. Many people have an image of

destinations they have not yet visited; the most accurate, personal and comprehensive is formed through visiting there. Visitors analyse their experiences after their visits to a destination and forms the satisfaction. The tourist overall satisfaction is depends on the image created by a destination before, during and after the visitation. A destination with the positive infrastructural attributes creates positive image. The findings of this study reveal that tourist satisfaction is considered to be a great predictor for future behavioural intentions. PLS analysis confirms that the tourist satisfaction has a positive and significant impact on tourist's future intention.

The increased tourist visit and enhanced infrastructure of Dubai indicates that once visitors are satisfied with the destination they might like to revisit a destination and / or recommend the destinations to their friends and relatives. Also satisfied tourists are most likely to express favourable comments about the destination they have visited. Hence this study points that a positive relationship occurs between tourist satisfactions on future behavioural intentions.

The fifth and the sixth objectives "To set out and validate a model to determine the impact of infrastructural facilities on Destination Image for effective tourism marketing" and "To draw conclusions and identify suggestions for destination development and marketing" led answer to the fifth research question "How do tourism infrastructural facilities and destination image influence tourism marketing and tourist's future intention?" This research question was divided into three hypotheses: H6: Tourism Infrastructure has a positive and significant influence on Destination Marketing; H8: Post - destination image has a positive and significant influence on Destination Marketing; and H10: Tourist's future intention has a positive and significant influence on Destination Marketing

The structural model developed through this study evaluated the impact of infrastructure on destination image in order to facilitate effective tourism marketing. Finally, the study's results acknowledge that tourism infrastructure holds much potential to attract visitors to a destination by creating a positive image in tourist generating countries. Positive destination images generated through marketing activities persuade the potential customers to a particular destination.

The marketers can also capitalize on the positive word of mouth spread by those who have travelled to the country, either by using those words verbatim in their communication or by developing tourist relationship management through ongoing communication with tourists. Ultimately, the tourist's future intention to recommend or revisit a destination depends on destination image and tourist satisfaction of the destination's infrastructure. Hence, understanding the image of a destination helps the marketers to position their destination effectively in target market segments.

A tabulated summary of the general findings related to the research questions and objectives of the study are displayed in Table 5.1

Table 5.1: Summary of general findings related to the research questions and objectives of the study

Research Questions	Objectives of the study	Findings of the study
How does the Destination Image and Tourism Marketing influence tourists' decision on destination selection?	To review the role of destination image and tourism marketing in tourists' decision on destination selection.(H1,H2 and H3)	Destination Marketing has a positive and significant influence on destination image and tourist's image of a destination before actual visitation influences the decision on destination selection. Hence it is important for the destination wishing to influence traveller's destination choice to create a positive image in the minds of the tourists through extensive marketing activities.
What are the various tourism specific infrastructural attributes affecting the pre visit & post visit destination	To explore various tourism specific Infrastructural attributes affecting the pre visit & post visit Destination Image.(H4,	This study has explored a new context for the tourism specific Infrastructural attributes; 4 A's: Attractions; Accommodation; Accessibility and Amenities.

image.	H4a, H4b, H4c and H4d)	The PLS analysis result indicated the strong impact of these tourism infrastructural attributes on destination image and destination selection
What is the impact of specific infrastructural attributes on destination image, and how do they differ in tourists' pre visit & post visit image of destination?	To assess the impact of Infrastructure on Destination Image. (H5)	This study found that the respondents experienced the infrastructure of Dubai as higher than what they expected. The results of the study evaluated that the post-destination image is higher than the pre- destination image. The highest post destination image indicates the highest standard of Infrastructure & highest level of satisfaction. Thus, developing the necessary infrastructure is an essential action to ensure the adequate tourist.
What are the effects of	To identify the relationship	Tourist's overall satisfaction

destination image factors on the tourists' overall holiday satisfaction and future intention/tourist impression with the destination?	between tourist satisfaction and future intention. (H7 and H9)	depends on the destination image. Tourist satisfaction is considered to be a great predictor of tourist's future behavioural intentions. PLS analysis of the study confirmed that the tourist satisfaction has a positive and significant impact on tourist's future intention.
How do tourism infrastructural facilities and destination image influence tourism marketing and tourist's future intention?	To set out and validate a model to determine the impact of infrastructural facilities on Destination Image for effective tourism marketing. To draw conclusions and identify suggestions for destination development and marketing. (H6, H8 and H10)	The tourist's future intention to recommend or revisit a destination depends on destination image and tourist satisfaction of the destination's infrastructure. Positive destination images generated through word of mouth publicity gives a non-paid form of promotion to the destination. Thus, understanding the image of a destination helps the

		marketers to position their destination effectively in target market segments.

5.4 Summary

This chapter has presented discussion of findings from the study. The first part of this section discussed about the key findings of the literature review and survey. The purpose of this study was to develop an assessment model that evaluates the impact of infrastructure on destination image in order to facilitate effective tourism marketing. The key findings of the literature review and survey have discussed the hypotheses that attempted to identify the structural relationships between/among the constructs in the model of this study. The findings of the PLS structural analysis supported all the hypotheses of the study.

The second part highlighted the general findings of the study. In this part a broader discussion was conducted which considered research questions and objectives of the study. The findings of this study revealed that the image of a destination changes depending on the Infrastructural attributes of the destination and a destination with the positive infrastructural attributes creates positive image.

The study's results acknowledge that tourism infrastructure holds much potential to attract visitors to a destination by creating a positive image in tourist

generating countries. Positive destination images generated through marketing activities persuade the potential customers to a particular destination.

Findings of the study also revealed that tourist satisfaction with the quality of the infrastructural attributes is considered to be a great predictor for future behavioural intentions.

A tabulated summary of the general findings related to the research questions and objectives of the study are also displayed in this chapter.

The following Chapter provides some concluding remarks and the implications for research from the findings of the study. This chapter starts with Introduction, followed by the Conclusions, Contribution to knowledge, Limitations and Future areas of the research.

Chapter 6 Conclusion and Implications

6.1 Introduction

This chapter provides some concluding remarks and the implications for research from the findings of the study. This chapter starts with Introduction, followed by the Conclusions, Contribution to knowledge, Limitations and Future Areas of the research.

This thesis started with an aim of developing an assessment model that evaluates the impact of infrastructure on destination image in order to facilitate effective tourism marketing. In order to satisfy this aim, the following objectives were envisaged.

1. To review the role of destination image and tourism marketing in tourists' decision on destination selection.

2. To explore tourism specific Infrastructural attributes affecting the pre visit & post visit Destination Image.

3. To assess the impact of Infrastructure on Destination Image.

4. To identify the relationship between tourist satisfaction and future intention.

5. To set out and validate a model to determine the impact of infrastructural facilities on destination image for effective tourism marketing.

6. To draw conclusions and identify suggestions for destination development and marketing.

The first objective was to review the role of destination image and tourism marketing in tourists' decision on destination selection and it was satisfied

through an extensive review of the literature and provided a basis for contextualisation.

The second objective was intended to be satisfied using the literature review. However, not much exists in terms of refereed literature for Tourism Infrastructural attributes in a specific context. Hence, there was a need to establish the context through some primary data. In order to accomplish that an expert opinion was taken from the top level managers of tourism & related infrastructure field, in Dubai. This led to the development of the context and the satisfaction of the second objective. And also the case study of Dubai helped to identify the context of the study, tourism Infrastructure, in a wide perspective.

The third objective was to assess the impact of Infrastructure on destination image. This was accomplished through review of the literature. This helped develop the understanding and data collection instruments that had to be used for further analysis.

The fourth objective of identifying the relationship between tourist satisfaction and future intention was met through literature review and a series of primary data collection tasks, followed by analysis. A survey conducted among the inbound tourists helped in identifying the relationship between tourist satisfaction and future intention.

The fifth objective was to set out and validate a model to determine the impact of infrastructural facilities on destination image for effective tourism marketing. This was accomplished through a semi-structured questionnaire survey and used the Structural Equation Modeling (PLS-SEM) method in order to analyse and validate the conceptual framework and hypotheses of the study. An extensive

review of literature helped to develop the interrelationships of the constructs in the model. The hypotheses paths were confirmed with the expert opinion.

The last objective of conclusions and suggestions is presented in this chapter.

6.2 Conclusion

Through this work all the initial objectives that this thesis had conceived have been confirmed. Primarily, this study has explored the literature related to Tourism Infrastructure, Destination Image and Tourism Marketing.

This study has provided the basis for understanding the concepts of tourism Infrastructure (Attraction Infrastructure, Accommodation Infrastructure, Accessibility Infrastructure and Amenity Infrastructure) in a different perspective. Efforts have been expended in investigating these concepts in various areas of tourism and related sectors.

The study points that the tourist's overall satisfaction depends on the image created by a destination after the visitation. The findings have demonstrated that a destination with positive infrastructural attributes creates a positive image that satisfies tourists' needs and also increases the chances of a destination having loyal tourists. In this aspect, this study's findings say that the post destination image of a destination helps tourism marketers to attract the potential market. Understanding the image development process and the nature of image helps tourism and destination marketers to position their destination effectively in target market segments.

Marketing activities attract and motivate all the potential customers to a particular destination. At primary level, the national or regional tourist organization should

adopt a marketing campaign to persuade the potential tourist to visit the country or region for which it is responsible. It will create a positive image of its country's tourist attractions in tourist generating countries so that the potential visitors are attracted. Subsequently, the various individual firms providing tourist services can market their own components of the total tourist product after the national tourist organizations have launched marketing campaigns to persuade the potential tourist to visit the country or region for which it is responsible. Marketing strategies should be effective and efficient and this implies doing things right.

The findings of this study indicate the presence of better infrastructure of Dubai. As one of the preferred destinations of both domestic and international visitors, Dubai gains a lot from tourism and has implemented good practices to attract tourists. One of the major reasons for a boom in tourism could be attributed to the positive image created through a massive tourism campaign in the overseas media particularly through world television channels. Dubai's road shows and various marketing programs focussing on the tourists' infrastructural facilities have generated more demand for the market.

Dubai has emerged as a tourism hub. In the context of promotion, Dubai's attractions and amenities are facets of the destination brand communicated in a number of marketing exercises. The increasing tourist arrival statistics of Dubai shows that Dubai has positioned and created a positive image for itself in markets as an exotic but safe tourist location. Hence, giving the realistic image of the destination through variety of marketing activities attracts more tourists to the destination. From the practical standpoint, by offering the most suitable combination of infrastructural facilities and services that support the positive image, the success of destination marketing can be ensured.

The conclusions from this work are as follows:

- Pre destination image and tourism marketing influence tourists' decision on destination selection. The study shows that tourist's image of Dubai before actual visitation influenced the decision on destination selection. Hence it is important for the destination wishing to influence the traveller's destination choice to create a positive image in the minds of the tourists through extensive marketing activities.

- This study has explored a new context for Dubai's tourism specific Infrastructural attributes; 4 A's: Attractions, Accommodation, Accessibility and Amenities

- The PLS analysis result indicated the strong impact of these tourism infrastructural attributes in Dubai's destination selection as it creates pre destination image in the minds of the prospective tourists.

- This study also found that the tourists experienced the infrastructure of Dubai as higher than what they expected in other words the study evaluated that the post- destination image is higher than the pre-destination image. The highest post destination image indicates the highest standard of Infrastructure. Tourist evaluation of pre and post destination image leads to the level of satisfaction.

- The model further explored that tourists are highly satisfied with the infrastructure of Dubai, which generate positive post destination image. Thus, it confirms that developing the necessary infrastructure is an essential action to ensure the adequate inbound tourist to the destination.

- Tourist satisfaction is considered to be a great predictor of tourist's future behavioural intentions. PLS analysis of the study confirmed that the tourist

satisfaction has a positive and significant impact on tourist's future intention.

- The tourist's future intention to recommend or revisit a destination depends on destination image and tourist satisfaction of the destination's infrastructure. The structural model result confirmed that the tourists visiting Dubai prefer to revisit or recommend the destination to their friends and relatives. Hence it indicates the better quality of infrastructure and the highest level of satisfaction with the destination.

- Positive destination images generated through word of mouth publicity gives a non-paid form of promotion to Dubai. Thus, understanding the image of a destination helps the marketers of Dubai to position their destination effectively in target market segments.

- Further the study revealed that the destination image has a positive and significant influence on destination marketing. Hence it is clear that Dubai has been successful in creating a positive image by providing high quality tourism infrastructure. These infrastructures not only create a destination image, but also influence the traveller's destination choice. The Positive post destination image will act as a catalyst for marketing activities in other words, positive post destination image created by the tourism infrastructure facilitate marketing activities of the destination.

6.3   Contribution to knowledge

The purpose of this study was to develop a model to investigate the impact of Infrastructure on destination image for effective Tourism Marketing.

The ultimate goal of any destination is to influence possible tourists' travel-related decision making and choice through marketing activities. Destination image has been recognized as one of the influential concepts in tourists' destination choice process because image affects the individual's subjective perception, subsequent behaviour and destination choice (Jeong & Holland 2012).

Destination Image is not static, but changes depending on the Infrastructural attributes of the destination. Therefore the image form after visitation is much more realistic and complex than the one formed before the visitation, through secondary information (Beerli & Martín, 2014).

Tourism marketers try to strategically establish, reinforce and, change the image of their destination. Hence consideration of the development of Tourism Infrastructure is important for an effective tourism marketing of the destination.

Even though many researchers have dealt with these topics before, but no one has considered the connection of these variables all together. Thus research can make a contribution to the existing knowledge by considering the concepts from a new perspective.

The study provides an extended discussion of a range of constructs namely infrastructure, destination image, tourism marketing, tourist satisfaction and future intention. Moreover, the findings will make several significant contributions. These include the following:

1. The study has explored various infrastructural attributes related to tourists' holiday experience and identified the effects of Infrastructure in tourism Marketing.

2. The study draws attention to the importance of developing the tourism infrastructure of a destination to create a better image. Extensive enhancement in the area of tourism infrastructure creates positive image and satisfies tourist's needs and also increases the chances of a destination having loyal tourists.

3. A further contribution to knowledge will be the study's investigation of the impact of Infrastructure on two phases of the destination image: before actual visitation & after actual visitation to assess how the tourist satisfaction and tourists future intentions influence Destination Marketing.

4. This research has also given recommendations in relation to positive destination image formation for the development of an enriched tourist destination and better economy of the destination.

5. This study has provided a model to determine the impact of infrastructural facilities on destination image for effective tourism marketing. Future research may collect and validate data from other competitive cities and countries to see if similar findings and results could be addressed.

6. This is the first study to empirically test a model comprising of these particular concepts within this specific context.

7. The research conducted on this topic will definitely be an important contribution to destination pursuers, destination marketers, tour operators, government agencies and other stakeholders.

8. The research findings, as a reference, will assist destination marketers and other entities. The research will add on to existing knowledge on impact of Infrastructure on destination image and tourism marketing.

9. It makes suggestions for future research relevant to tourism infrastructure and destination marketing.

6.4 Limitations of This Research

There are some limitations that are associated with this study.

1. The analysis of the previous literature was valuable for identifying attributes for the study. Studies specifically related to the impact of Infrastructure on destination image have received very little or no specific research attention. Therefore, the availability of the previous research on the specific topics of the study was very limited.

2. This study has been somewhat limited in its selection of observed variables, and constructs. Even if those observed variables, and constructs were selected based on the literature review and researcher's observations, other critical variables and constructs may exist to achieve further insights of destination competitiveness.

3. The present research has limitations in relation to the data used to achieve the objectives. The surveyed data were only collected in Dubai. This geographically limited survey may produce different results and conclusions in terms of the magnitude and directions of relationships among the constructs studied in this research. Tourism stakeholders in other states and countries may have different perceptions, attitudes, and behaviours concerning tourism development and destination competitive strategies. Other geographic boundaries and research scopes should be explored to see if similar findings and results could be addressed. And also, future

research may collect data from other competitive cities and countries so that comparative studies can be conducted.

6.5   Future Areas of the research

There are several areas of future research that researchers can pursue taking this thesis as the initial point. There are a number of opportunities to extend this study and investigate similar complex models. In the first instance, the study supports the literature that state value is a complex multidimensional construct and having been examined from this perspective, this study suggests that there is a need to further investigate the effectiveness of the model by collecting data from other competitive cities and countries as the data of this study is limited to Dubai.

This study has been conducted with selected variables. Even if those observed variables were selected based on the literature review and researcher's observations, other critical variables and constructs may exist to achieve further insights of destination competitiveness.

Previous studies specifically related to the impact of Infrastructure on destination image are limited. This study has provided the basis for understanding the concepts of tourism Infrastructure (Attraction Infrastructure, Accommodation Infrastructure, Accessibility Infrastructure and Amenity Infrastructure) in a different perspective. Efforts can be expended in investigating these concepts in various areas of tourism and related sectors.

Further, this study evaluates the impact of tourism Infrastructure on two phases of the destination image: before actual visitation & after actual visitation to

assess how the tourist satisfaction and tourists' future intentions will influence destination marketing. The outcome of this study can be presented to destination pursuers, destination marketers, tour operators, government agencies and other stakeholders for future research.

Subsequent research in this area would need a larger sample to confirm the findings of this study. The expert opinion was conducted with a very small sample of experts. Although, the experience these experts have is significant there is a possibility that given the breadth of tourism infrastructural facilities in Dubai, some parameters might have been overlooked. Therefore, a future study that includes experts from each of the tourism departments would enhance the output or will lead to wider acceptance of results presented in this thesis.

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Appendices

Appendix 1

QUESTIONNAIRE

PART A: RESPONDENT INFORMATION

1. What is your main purpose of this trip?

   ☐ Holiday

   ☐ Conferences

   ☐ Health Treatment

   ☐ Sports

   ☐ Education

   ☐ Business

   ☐ Official market

   ☐ Transit

   ☐ Shopping

   ☐ Incentive Travel

2. Which of the following groups would you place yourself in?

   ☐ National of GCC countries

   ☐ National of Middle East countries

   ☐ American,

   ☐ European,

   ☐ African,

   ☐ Asian,

   ☐ Australians

3. Gender   □ Male   □ Female

4. Marital status   □ Single   □ Married

5. Please indicate your age group

□ 15-19   □ 25-34   □ 45-54

□ 20-24   □ 35-44   □ 54 and

                                                                             above

6. Please indicate your highest level of education

□ Primary school   □ Diploma   □ Post

Graduate

□ High school   □ Degree   □ PG and

                                                                             above

7. Annual gross income (USD)

□ USD 0 -1,000   □ USD 7,000-9,000

□ USD 1,000-3,000   □ USD 9,000-11,000

□ USD 3,000-5,000   □ USD 11,000-13,000

□ USD 5,000-7,000   □ USD 13,000 and above

8. Please indicate your duration of stay in Dubai during this trip? _____

days/weeks/months

9. My visit to Dubai is – First time / Repeat

PART B: DESTINATION SELECTION DECISION & DESTINATION MARKETING

I. <u>Destination Selection Decision</u>

Please indicate the influences of each of the following Infrastructure attributes on your

decision on the destination selection to visit this area

Infrastructure	Not at all influenced	Slightly influenced	Somewhat influenced	Very much influenced	Extremely influenced
Attractions	1	2	3	4	5
Accommodation	1	2	3	4	5
Accessibility	1	2	3	4	5
Amenities	1	2	3	4	5

II. <u>Destination marketing</u>

How much is the influences of each of the following were to find information about the

Infrastructure of this area?

	Not at all influenced	Slightly influenced	Somewhat influenced	Very much influenced	Extremely influenced
Previous experience (Already visited & it's the repeat visit)	1	2	3	4	5
Internet.	1	2	3	4	5
Friends and relatives.	1	2	3	4	5
Media (Radio/TV, Newspapers)	1	2	3	4	5
Travel agency & Tour operators	1	2	3	4	5
Fairs and/or exhibitions	1	2	3	4	5

PART C: INFRASTRUCTURE

The following statements related to the Infrastructure of Dubai. Please indicate to what extend you agree and disagree with the statement. Please tick one answer for each statement.

I. Attractions

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Dubai is rich in natural attractions(e.g. beach, desert, mountain)	1	2	3	4	5
Dubai is rich in cultural attractions(e.g. historical sites, heritages, dress style)	1	2	3	4	5
Dubai Is rich in special type of attractions(e.g. Malls, DSF, Amusements/Fun, Theme parks, Zoo, Wildlife center, Manmade islands)	1	2	3	4	5
Dubai has a great nightlife (e.g. bar, café, and disco parlor)	1	2	3	4	5

II. Accessibility

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Dubai offers easy visa procedure	1	2	3	4	5
Distance or flying (reaching) time to the destination is convenient	1	2	3	4	5
Better Airport and Air transportation	1	2	3	4	5
Dubai has good parking Facilities and clear signposts and indicators	1	2	3	4	5

III.   Accommodation

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Dubai has wide selection of accommodation	1	2	3	4	5
Accommodation in Dubai offers good physical environment	1	2	3	4	5
Accommodation in Dubai offers good services	1	2	3	4	5
Good conference and convention facilities	1	2	3	4	5
Attitude of staff towards visitors (Friendliness and hospitality)	1	2	3	4	5

IV.   Amenities

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Dubai offers facilities for children, elderly and physically challenged people	1	2	3	4	5
Dubai offers a wide selection of food (local food, exotic food)	1	2	3	4	5
Dubai offers various shopping facilities (e.g. main street, market and shopping mall)	1	2	3	4	5
Dubai has good communication systems (e.g. Information centers, telecom)	1	2	3	4	5
Dubai ensures safety and security	1	2	3	4	5
Availability of intermediaries in Dubai (Travel agents, Tour operators, Guides etc.)	1	2	3	4	5

V. Quality of infrastructure

How would you rate the overall quality of Infrastructure (Attractions, Accommodation, Accessibility & Amenities) of this destination?	Poor	Fair	Good	Very Good	Excellent
	1	2	3	4	5

PART D: PRE AND POST VISIT DESTINATION IMAGE

I. Below are listed some statements which refer to the general image of this tourist destination. Please evaluate each of the statements twice to indicate to what extent you agree with it before your visit and after your visit in the box (below the statements).

i) Most people have a positive opinion about this tourist destination.

ii) This tourist destination is a friendly and popular place.

iii) This tourist destination has a unique image.

iv) Dubai is a cosmopolitan city (e.g. fairly large populations, many multinational corporations, center for financial and education institution)

v) Dubai is a vibrant youthful city has enormous shopping malls and great nightlife

vi) Dubai is a modern city comprises active populations, skyscrapers and great crowds

vii) Dubai is a sophisticated city which combines cultural heritages, traditional urbanism and modernity together

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
i)	1	2	3	4	5		i)	1	2	3	4	5
ii)	1	2	3	4	5		ii)	1	2	3	4	5
iii)	1	2	3	4	5		iii)	1	2	3	4	5
iv)	1	2	3	4	5		iv)	1	2	3	4	5
v)	1	2	3	4	5		v)	1	2	3	4	5
vi)	1	2	3	4	5		vi)	1	2	3	4	5
vii)	1	2	3	4	5		vii)	1	2	3	4	5

PART E: TOURIST SATISFACTION AND FUTURE INTENTION

I.   Tourist satisfaction

Please indicate your level of satisfaction from the following Infrastructure attributes of this Area.

Infrastructure	Not at all satisfied	Slightly satisfied	Moderately satisfied	Very satisfied	Extremely satisfied
Attractions	1	2	3	4	5
Accommodation	1	2	3	4	5
Accessibility	1	2	3	4	5
Amenities	1	2	3	4	5

II.   <u>Future intention</u>

The following statements related to the tourist future intention.

Please indicate to what extend you agree and disagree with the statement. Please tick one
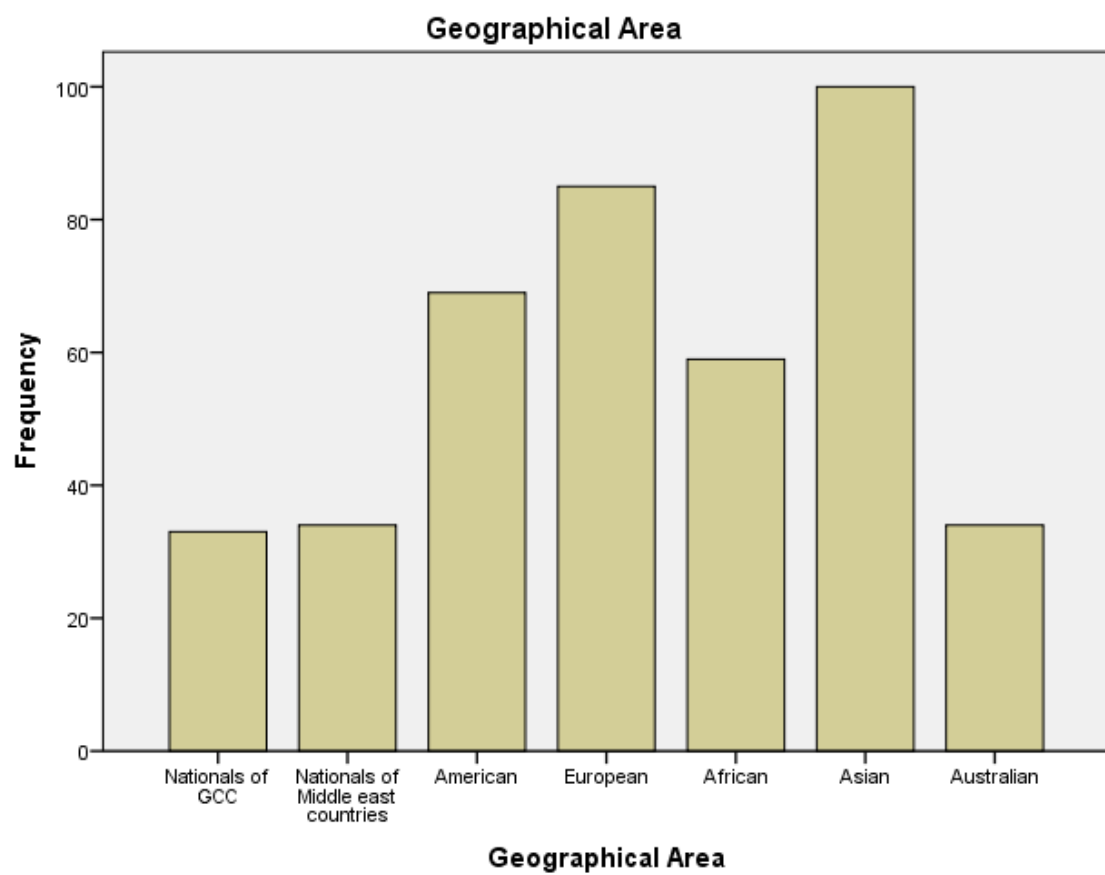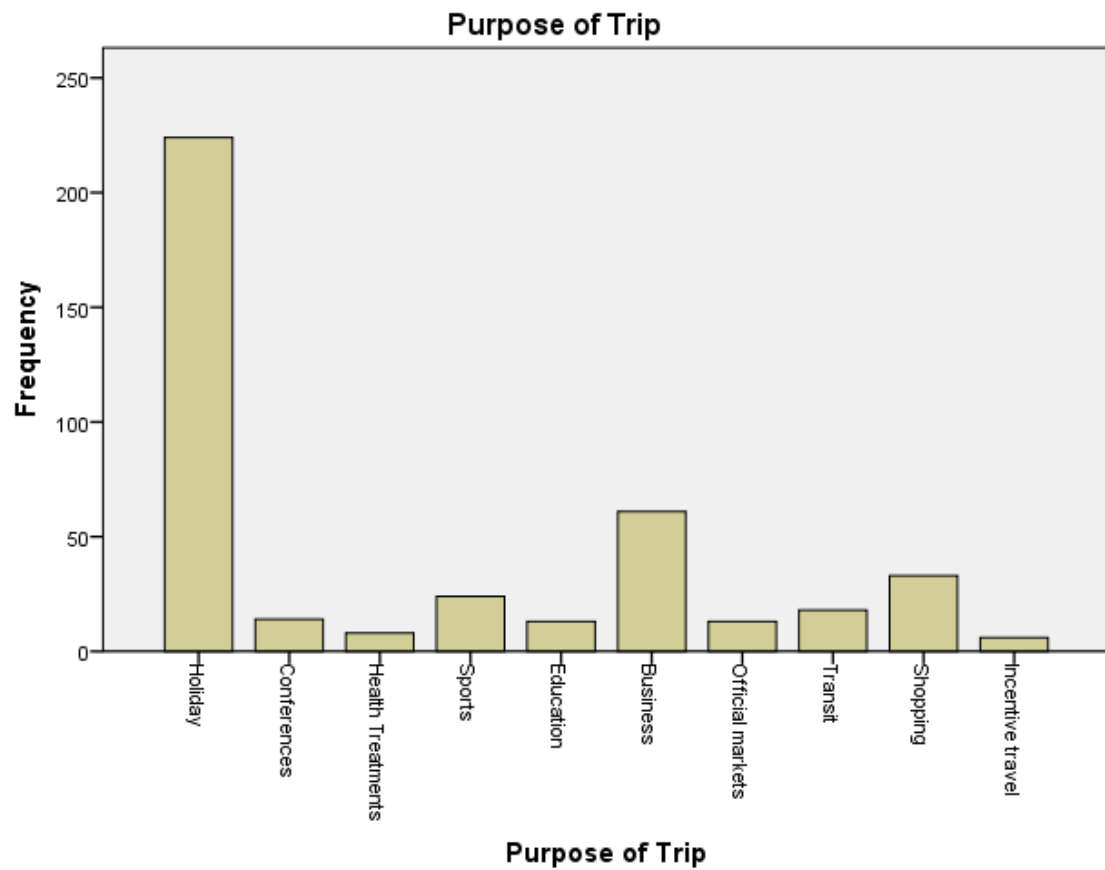
answer for each statement.

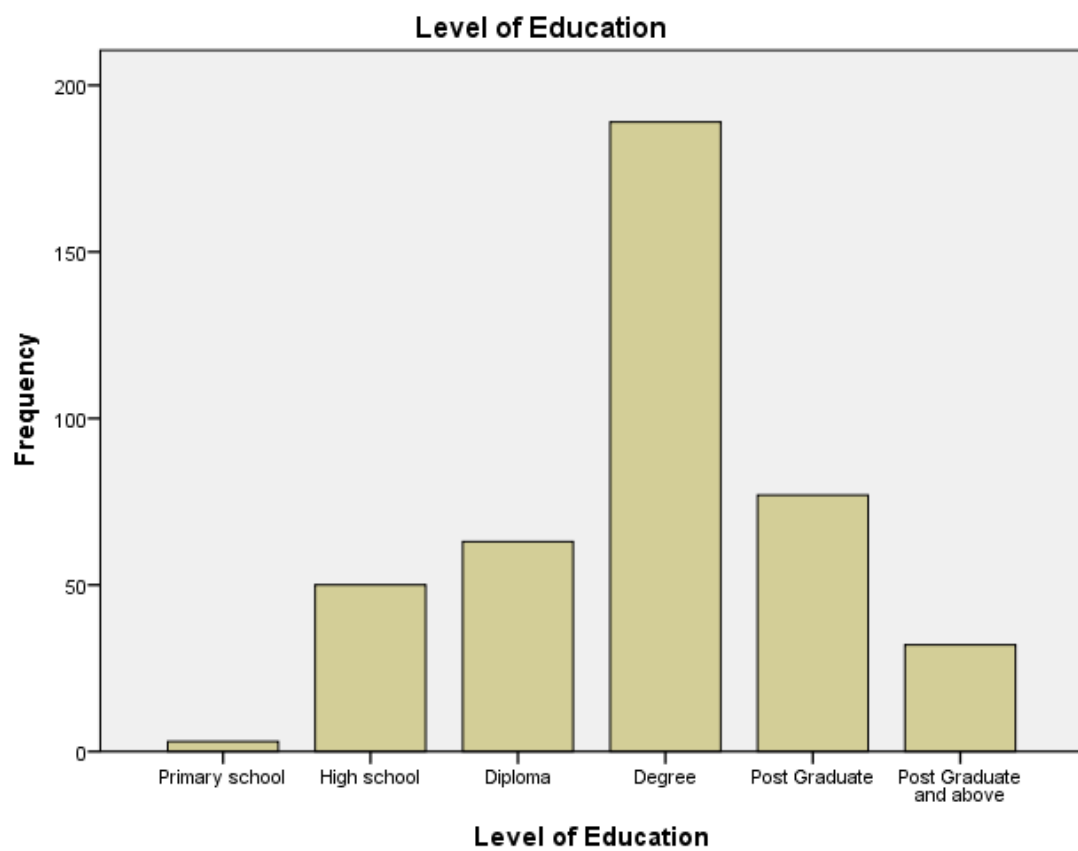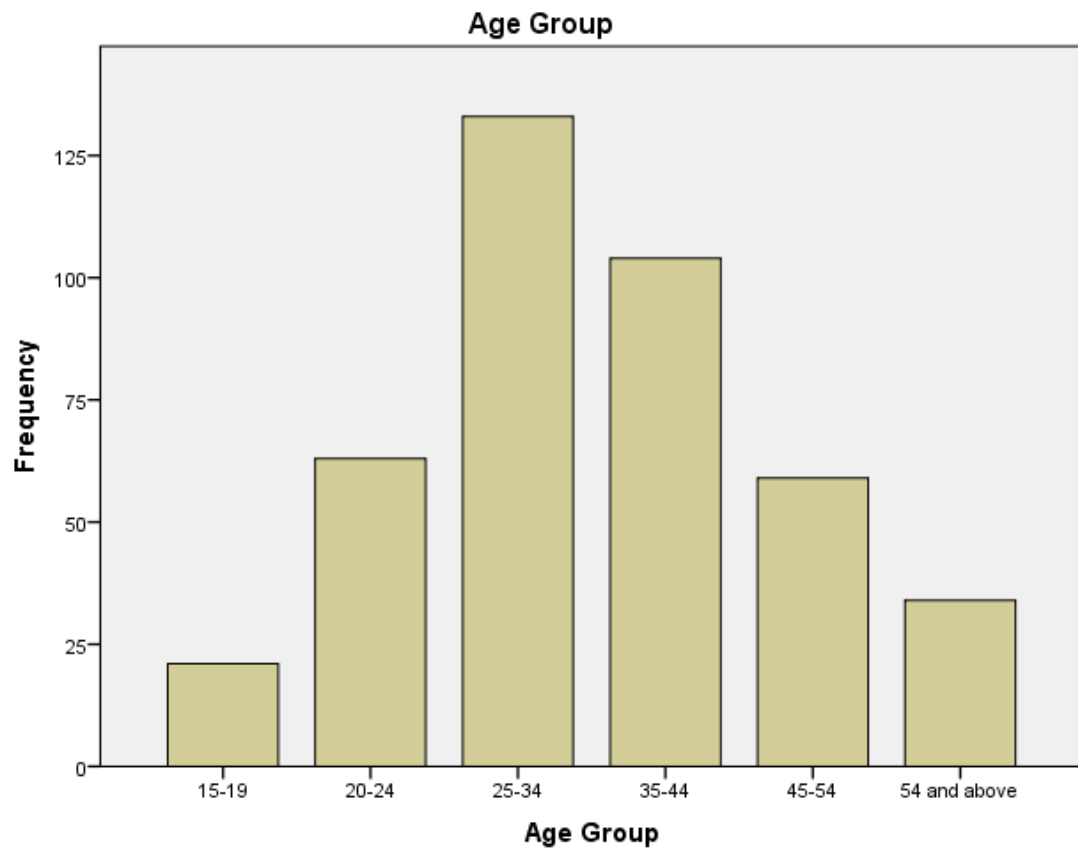After I visited Dubai, my future intention will be:

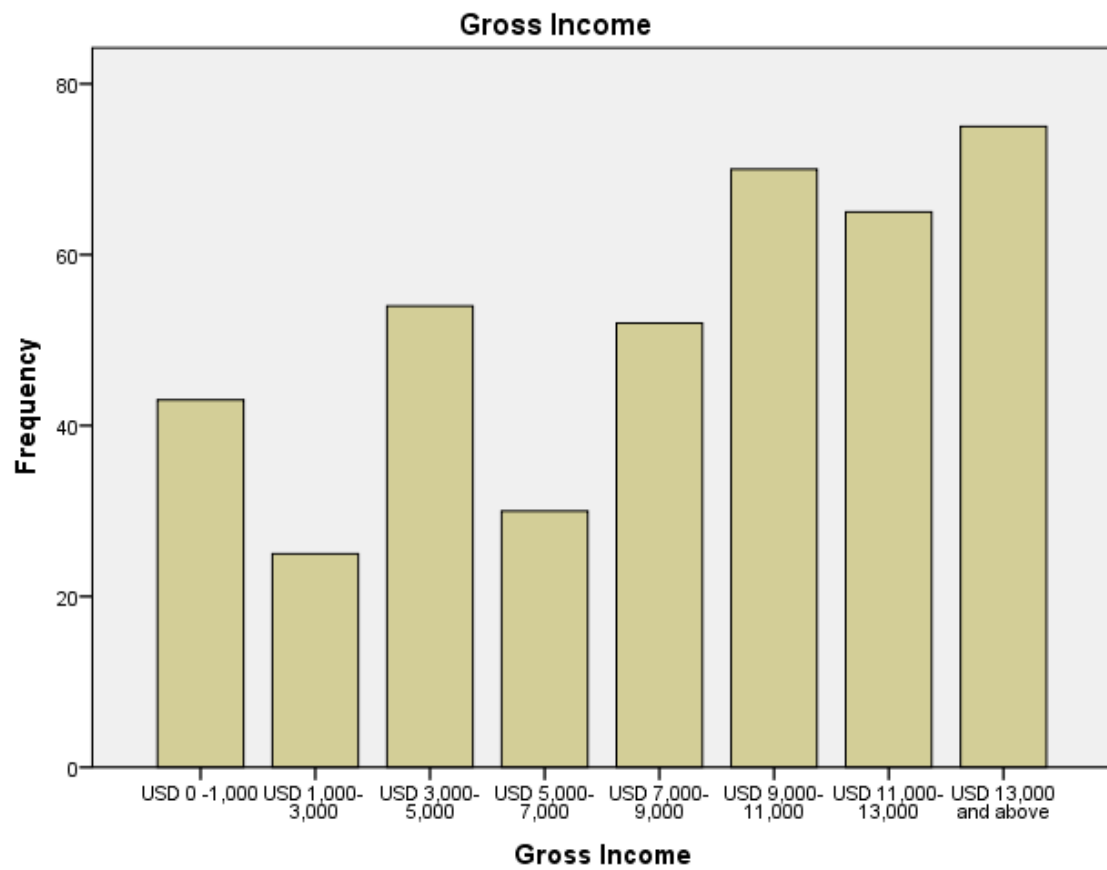| Future intention	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
If I get a chance again I would choose this tourist destination again.	1	2	3	4	5
I will visit Dubai again	1	2	3	4	5
I will visit Dubai more often in the future.	1	2	3	4	5
I will recommend Dubai to my friends and relatives.	1	2	3	4	5
I feel at home in this tourist destination.	1	2	3	4	5
I will try to move to Dubai.	1	2	3	4	5

Appendix 2

Respondents' Socio - Demographic Characteristics

Duration Of Stay

Legend:
- Days (blue)
- Weeks (green)
- Months (tan)

Visit to Dubai

Legend:
- First time (blue)
- Repeat Visit (green)

Purpose of Trip

Purpose of Trip

Geographical Area
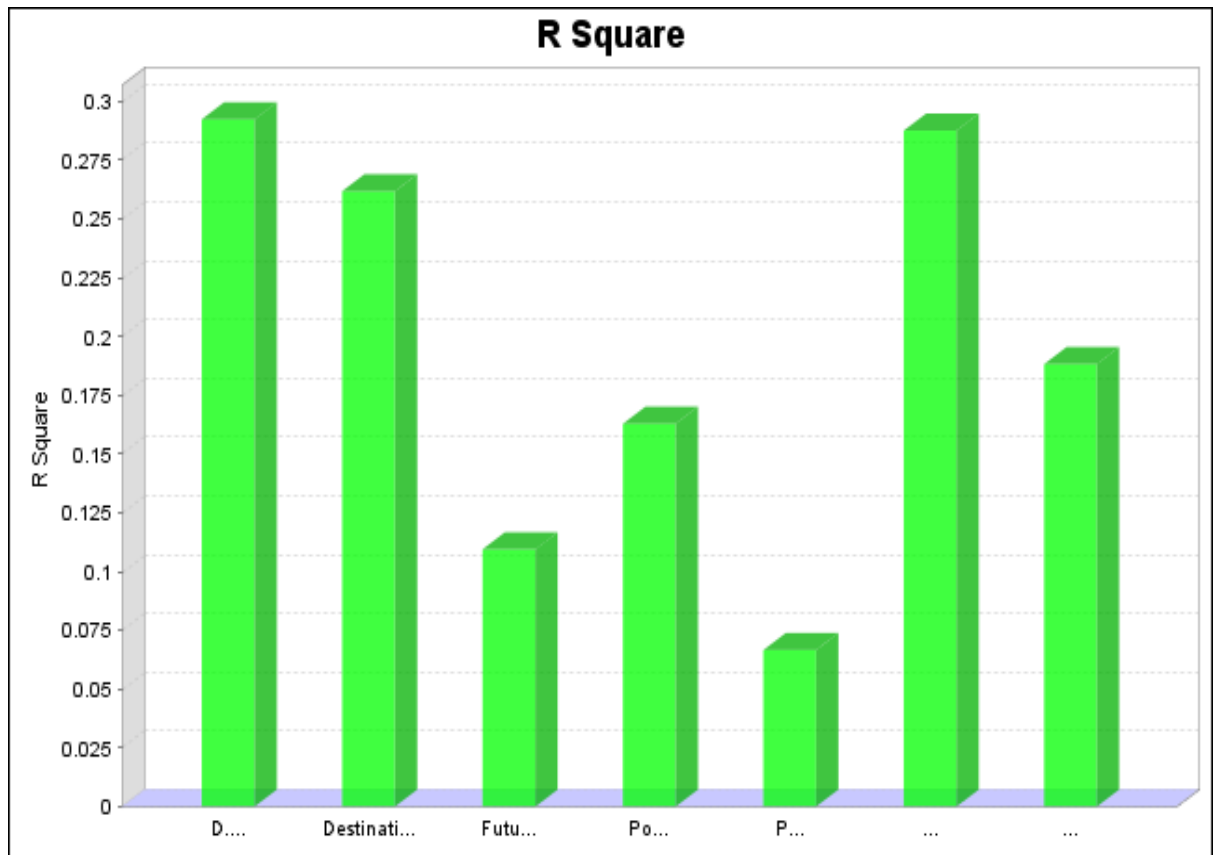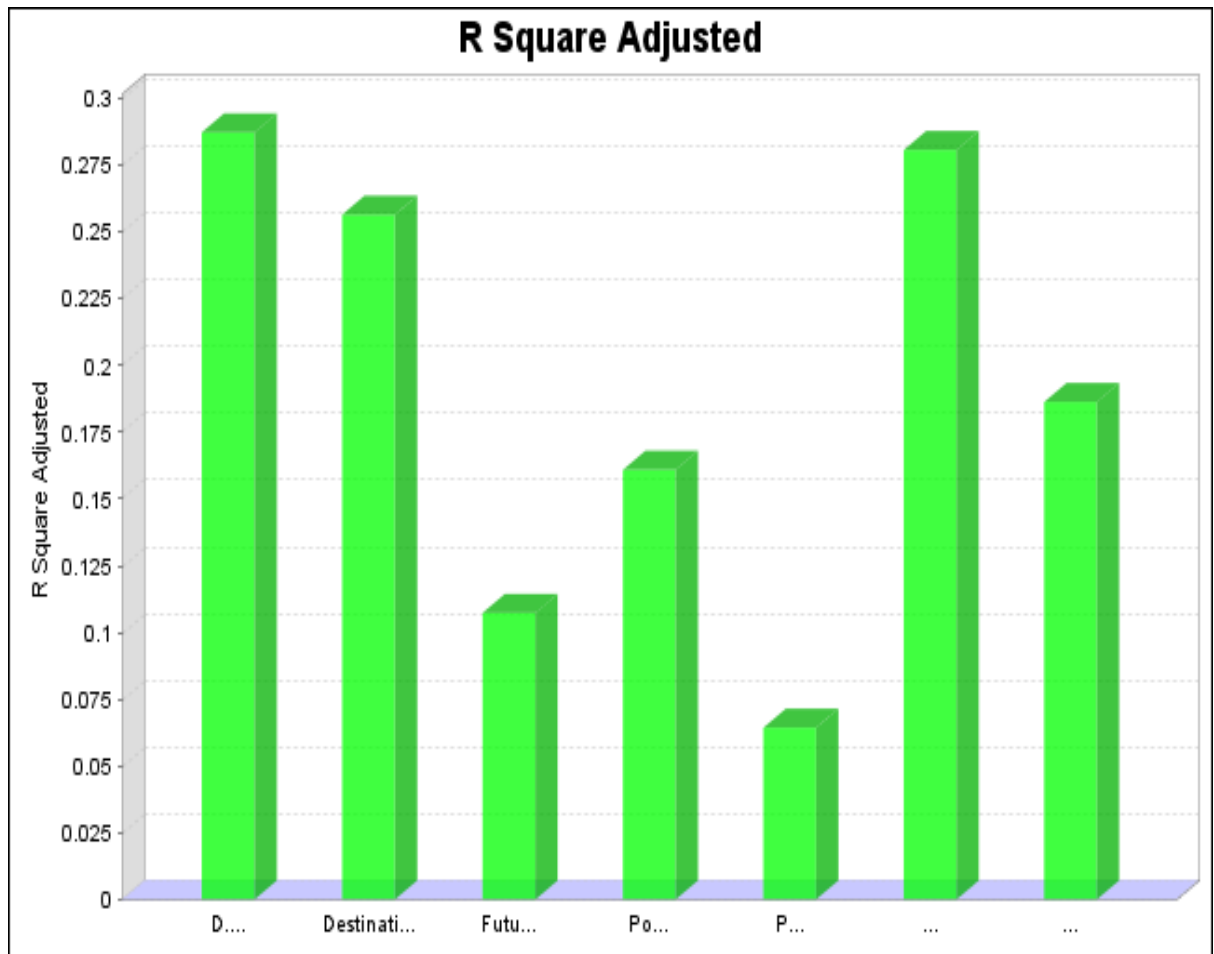

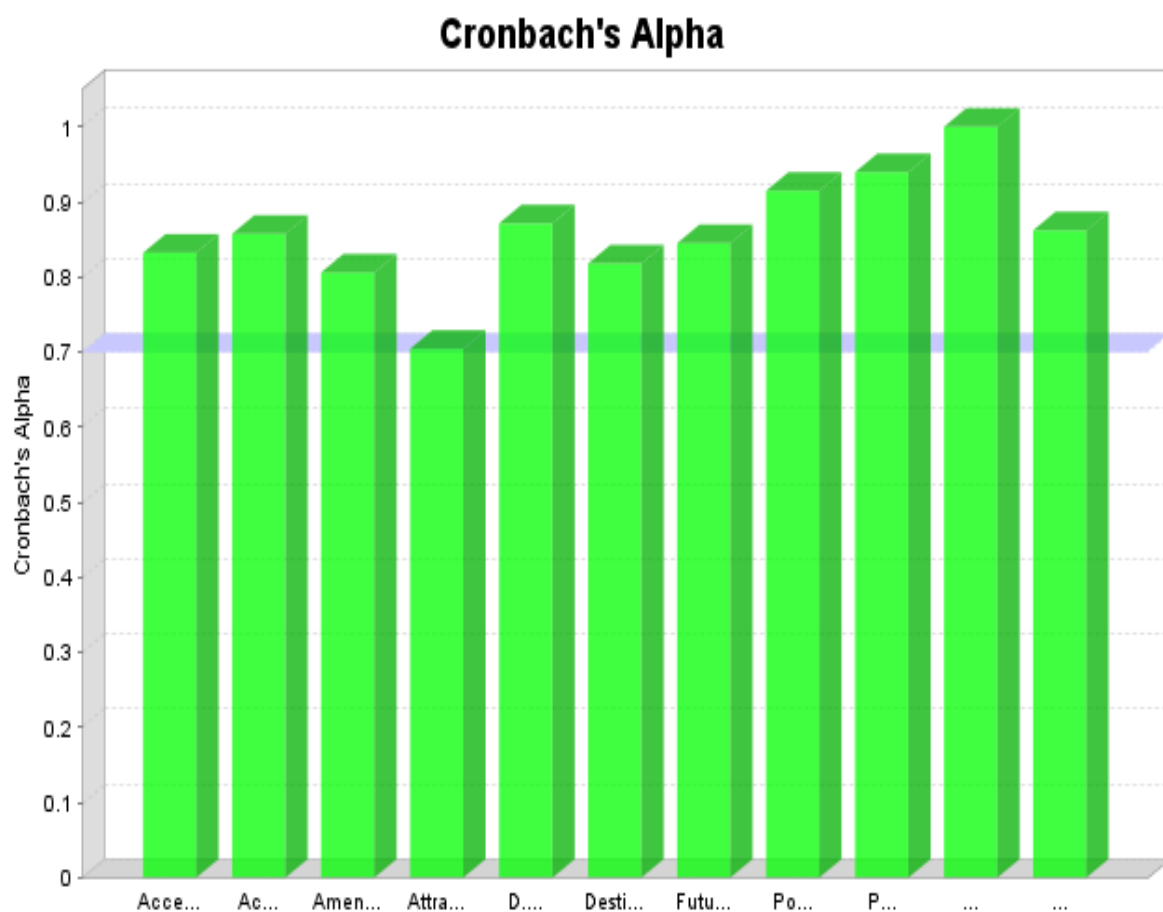**Geographical Area**

Age Group

Level of Education

Gross Income
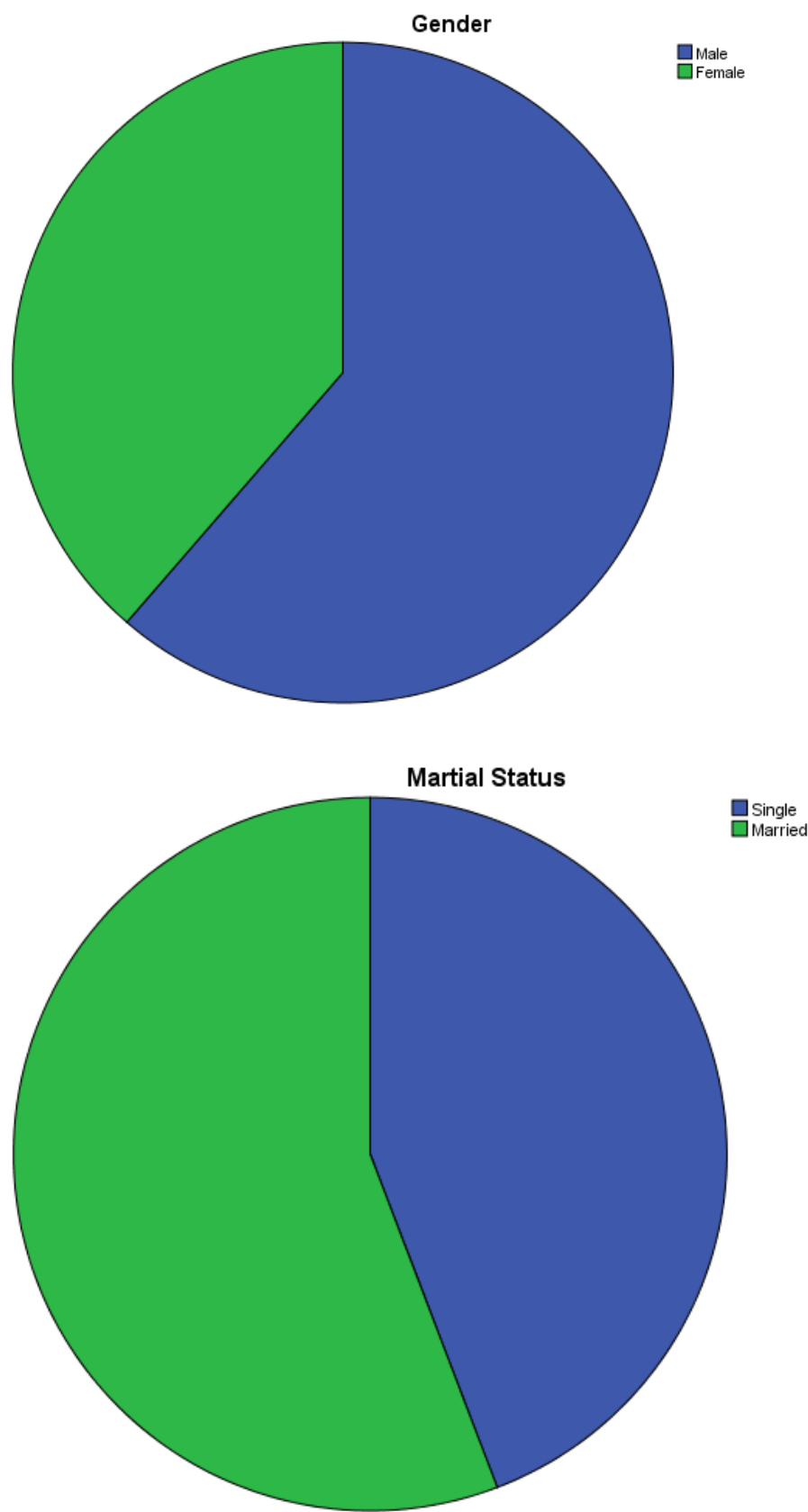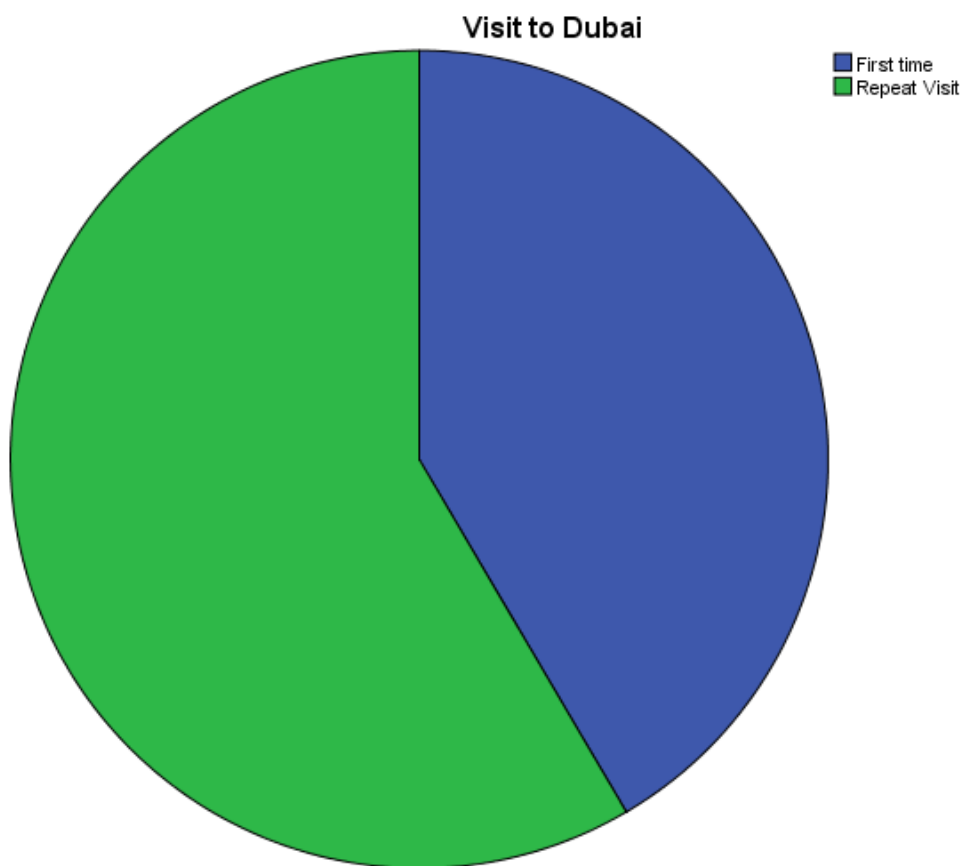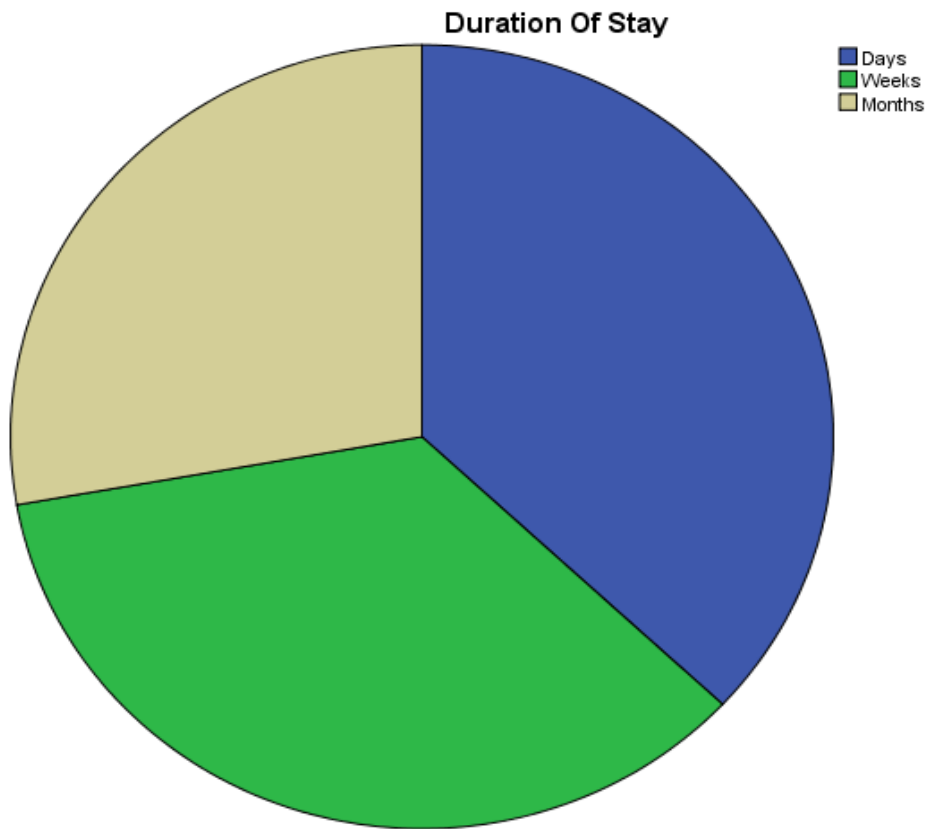
Appendix 3

Date Analysis for Questionnaire - Graphs

R Square

R Square Adjusted

Cronbach's Alpha

rho_A

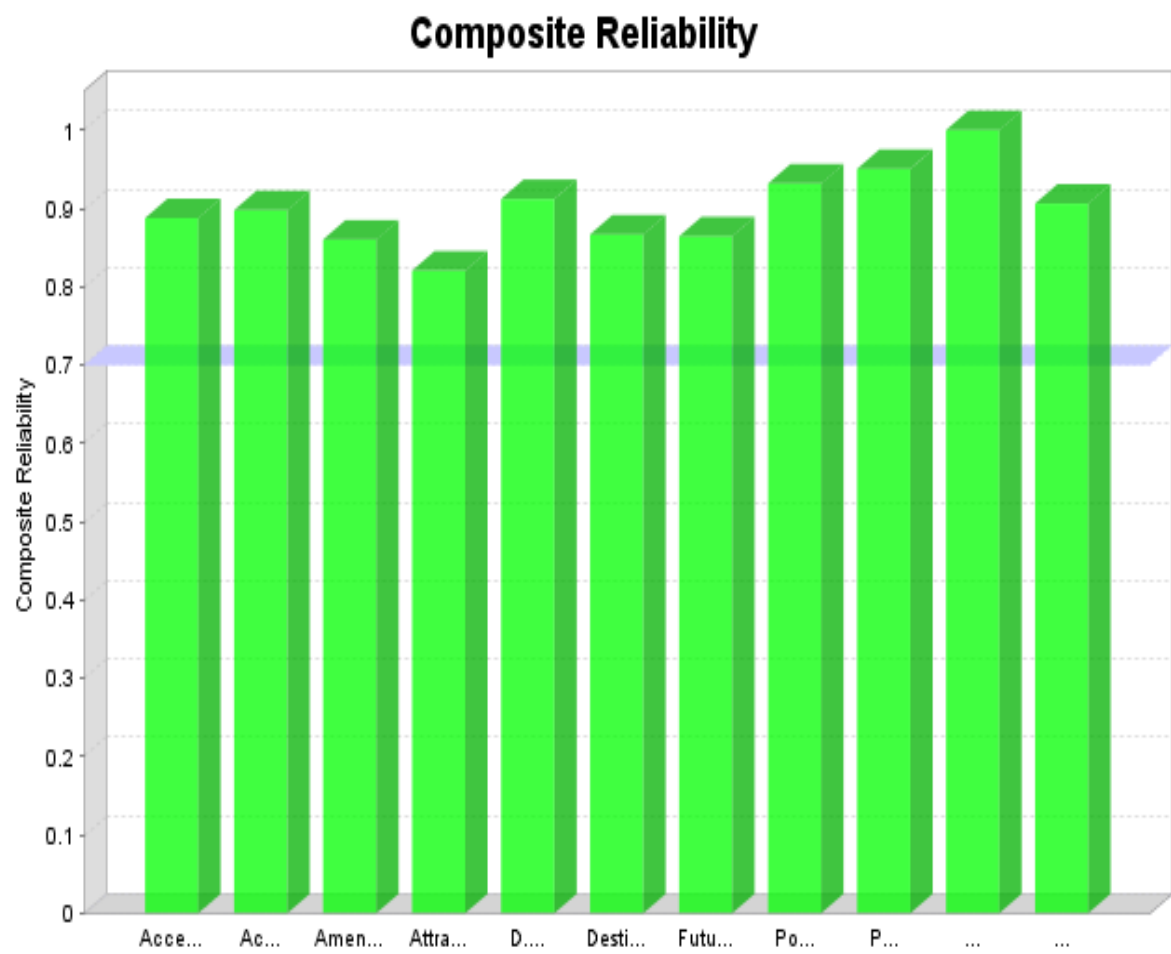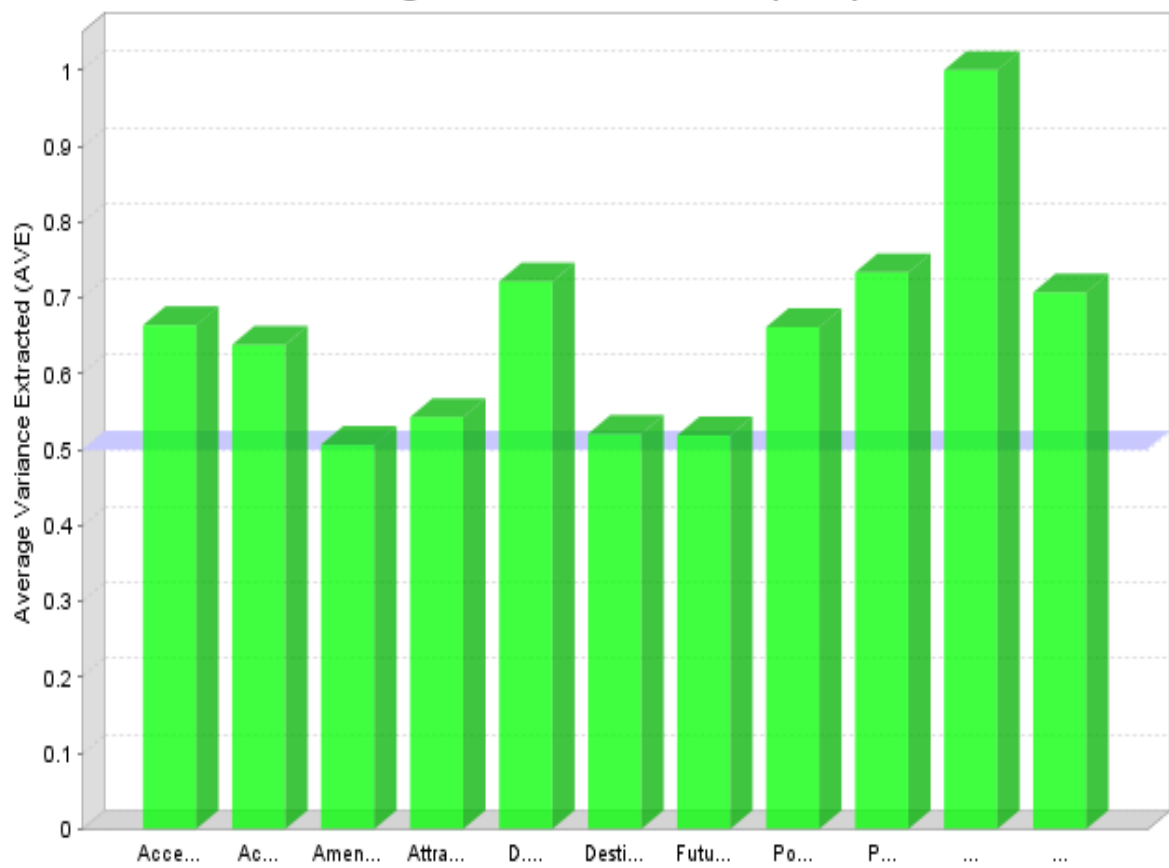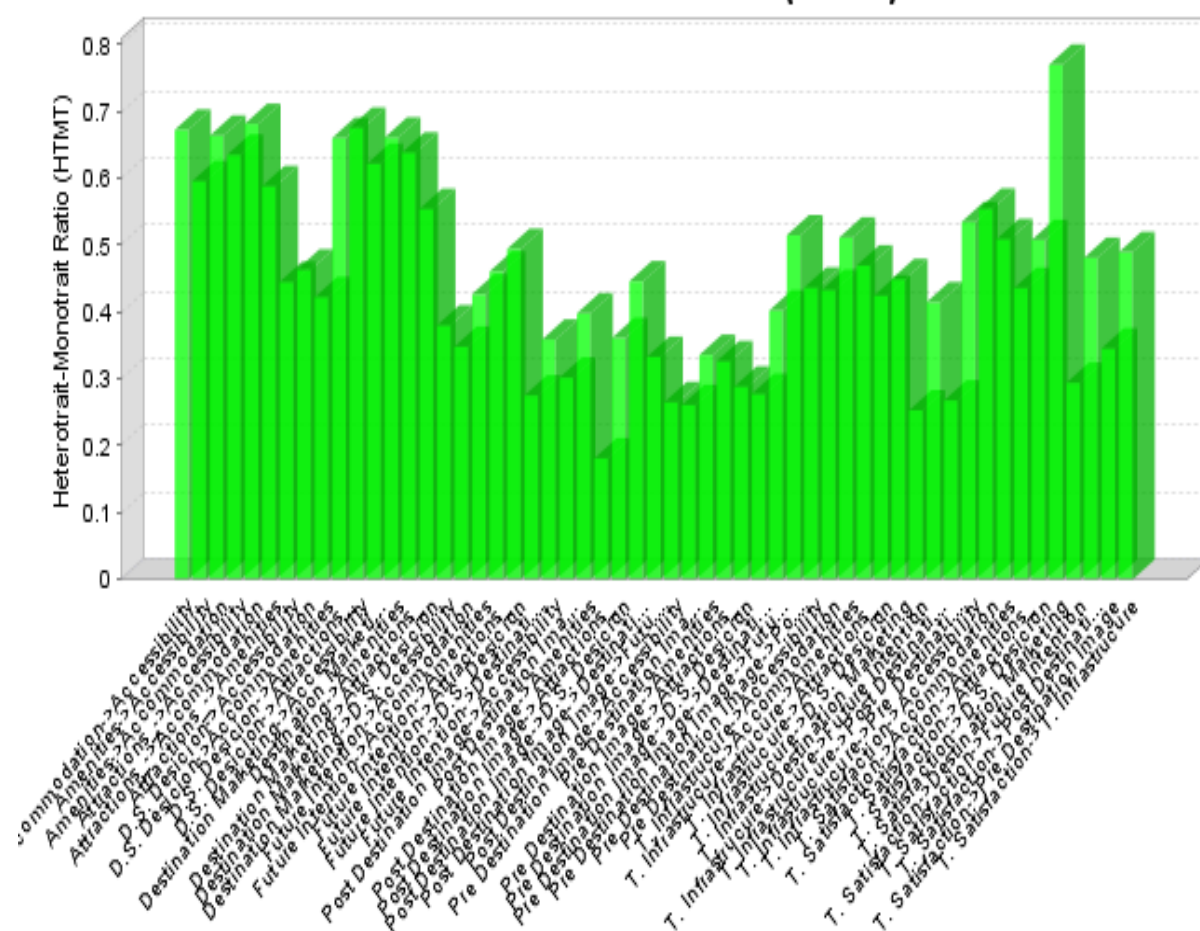**Composite Reliability**
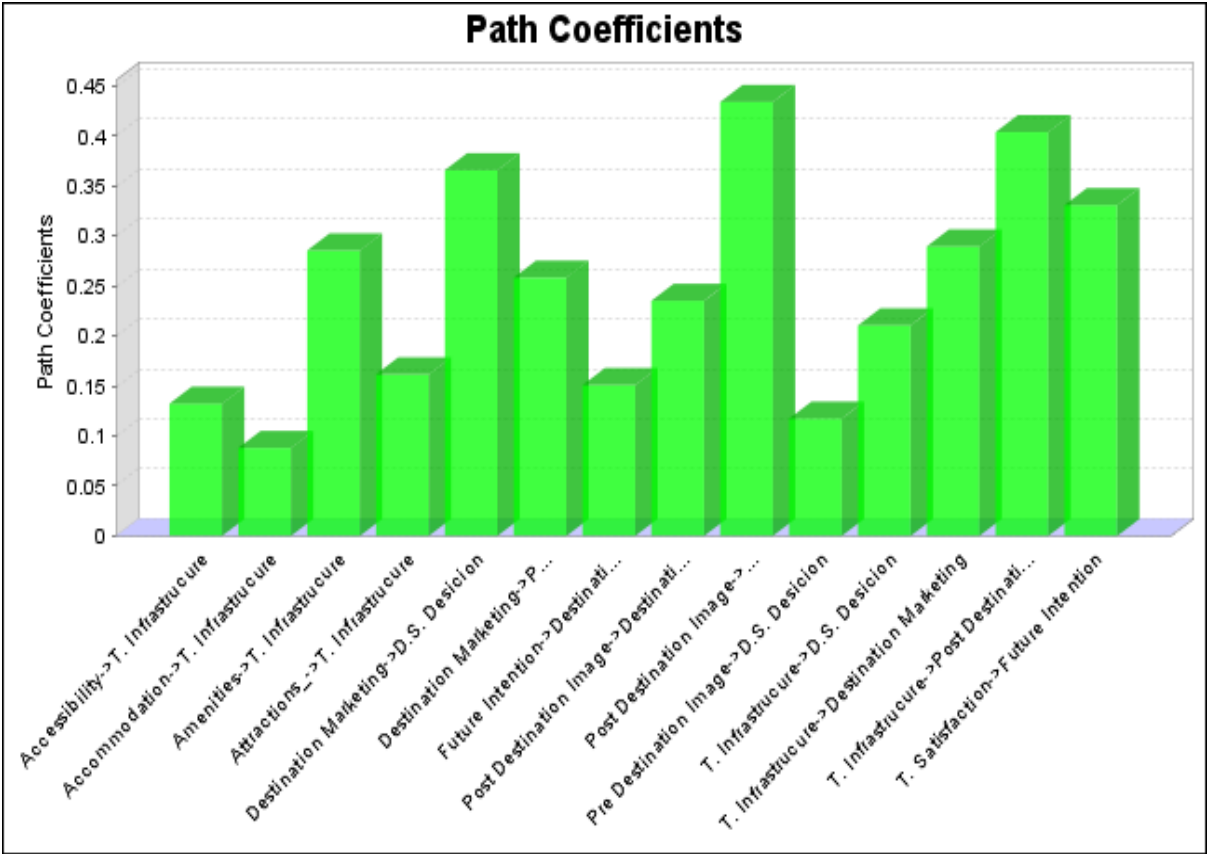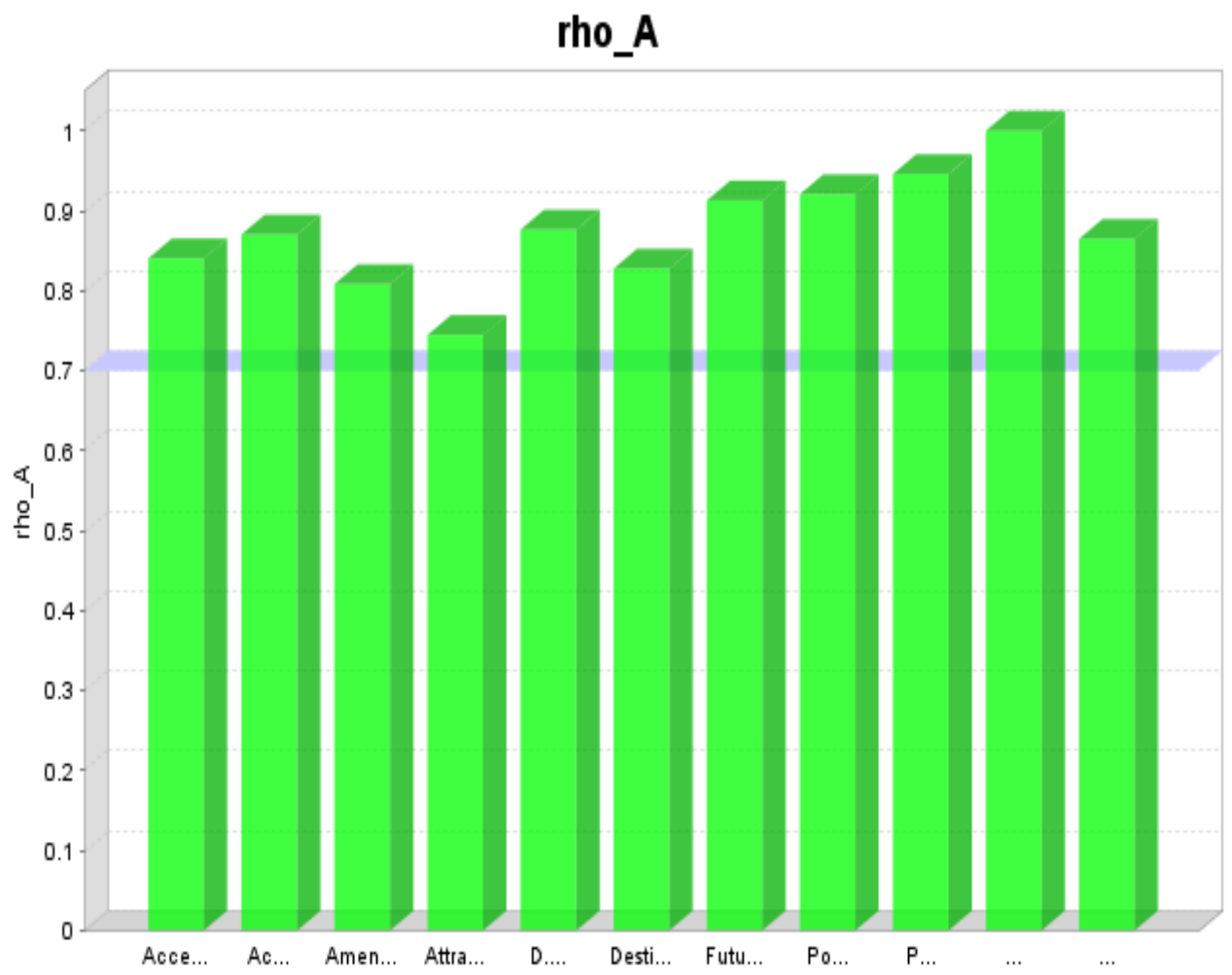
Average Variance Extracted (AVE)

Heterotrait-Monotrait Ratio (HTMT)

Appendix 4

Variables Frequency Tables and graphs

Overall Quality of Infrastructure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	12	2.9	2.9	2.9
	3	48	11.6	11.6	14.5
	4	189	45.7	45.7	60.1
	5	165	39.9	39.9	100.0
	Total	414	100.0	100.0	

T.Satisfaction Attractions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	1.0	1.0	1.0
	3	25	6.0	6.0	7.0
	4	183	44.2	44.2	51.2
	5	202	48.8	48.8	100.0
	Total	414	100.0	100.0	

T.Satisfaction Accommodations

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	.5	.5	.5
	2	3	.7	.7	1.2
	3	54	13.0	13.0	14.3
	4	139	33.6	33.6	47.8
	5	216	52.2	52.2	100.0
	Total	414	100.0	100.0	

T.Satisfaction Accessiblity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.2	.2	.2
	3	56	13.5	13.5	13.8
	4	153	37.0	37.0	50.7
	5	204	49.3	49.3	100.0
	Total	414	100.0	100.0	

T.Satisfaction Amenities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	10	2.4	2.4	2.4
	3	31	7.5	7.5	9.9
	4	160	38.6	38.6	48.6
	5	213	51.4	51.4	100.0
	Total	414	100.0	100.0	

Future Intention - Descriptive Statistics

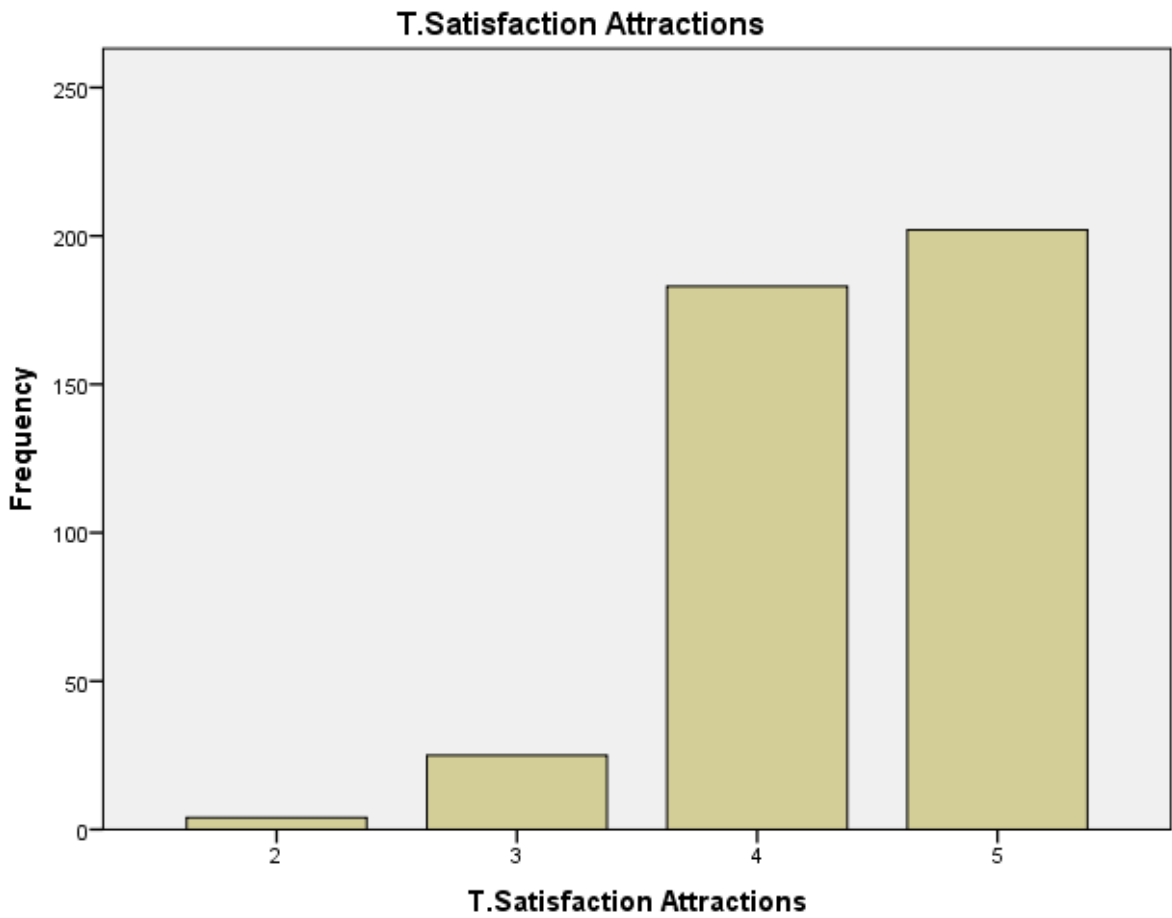|	N	Minimum	Maximum	Mean	Std. Deviation
FI_GetaChanceofVisitingAgain	414	1	5	3.47	1.254
FI_VisitDxbAgain	414	1	5	3.62	1.136
FI_VisitDubaiMoreinFuture	414	1	5	3.64	1.248
FI_RecommendDxbtoFriendsRelatives	414	1	5	3.56	1.237
FI_FeelathomeinTouristDestination	414	1	5	3.47	1.373
FI_TrytoMovetoDxb	414	1	5	3.48	1.424
Valid N (listwise)	414				

Appendix 5

Paired Samples mean comparison

Appendix 6

Overall Quality of Infrastructure

Appendix 7

T.Satisfaction Attractions

T.Satisfaction Accommodations

T.Satisfaction Accessiblity

T.Satisfaction Amenities

Future Intention
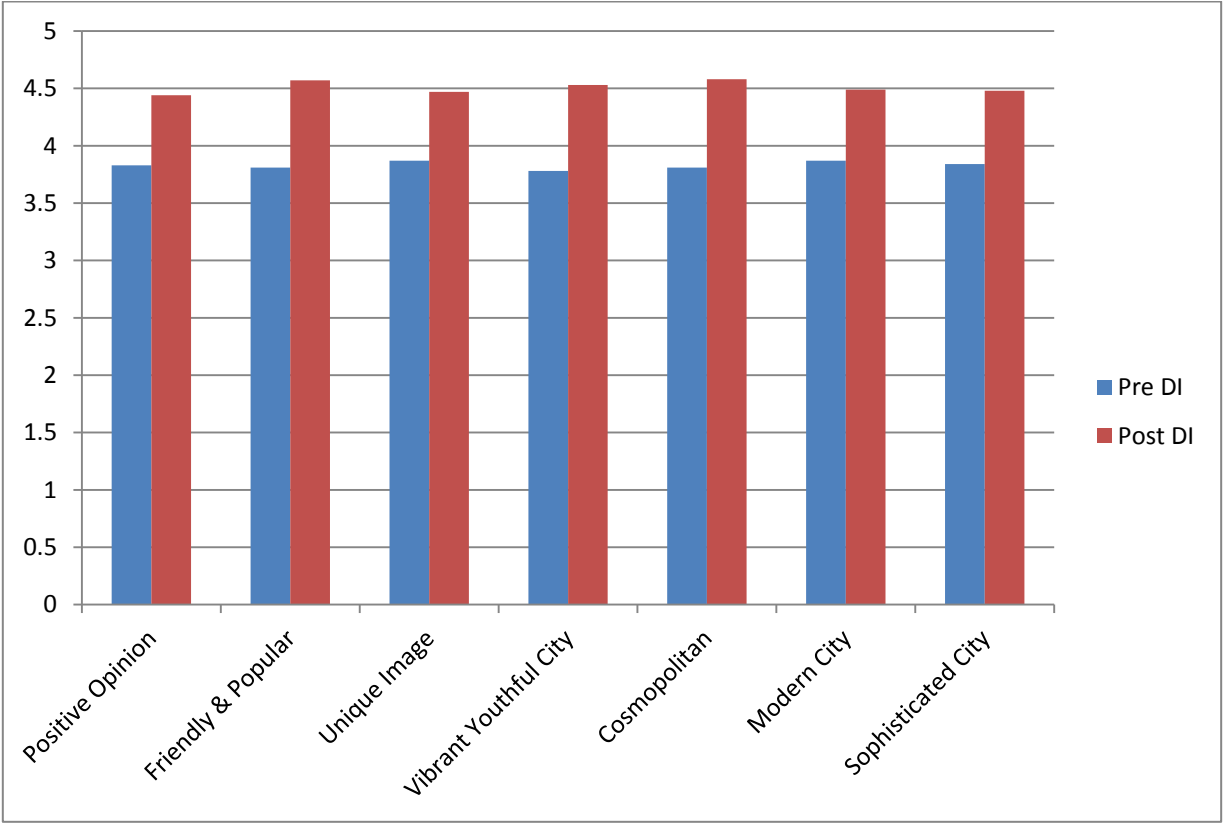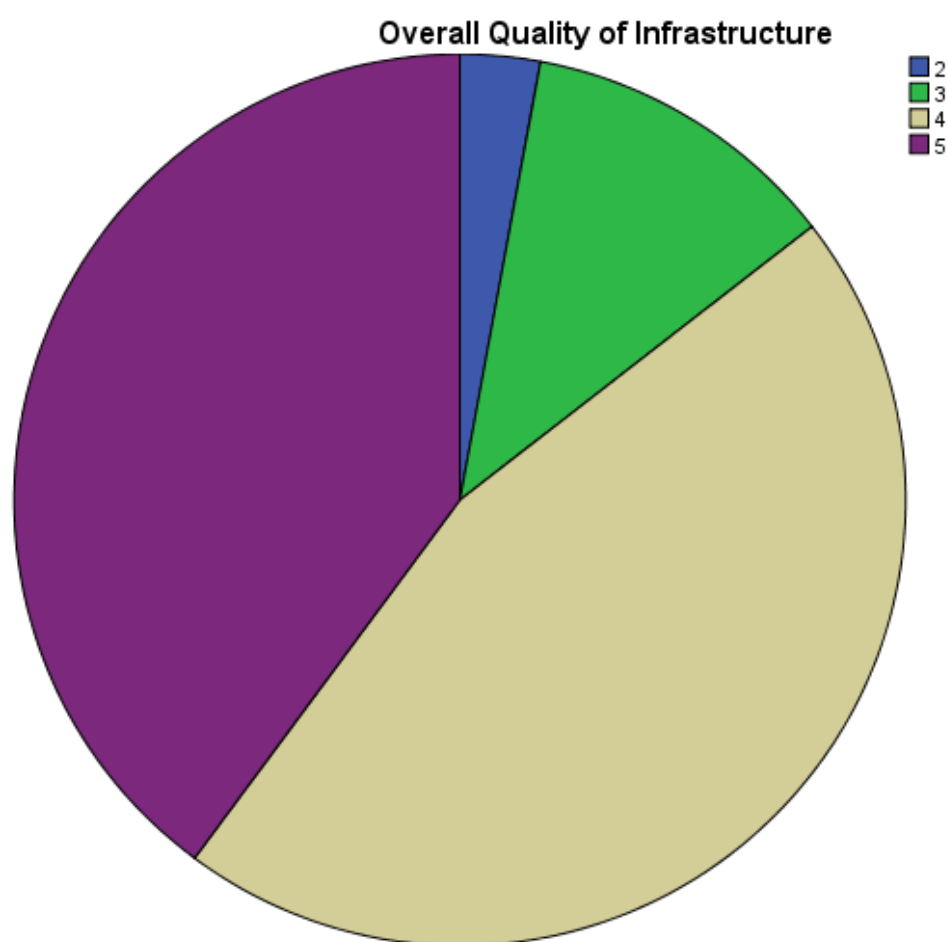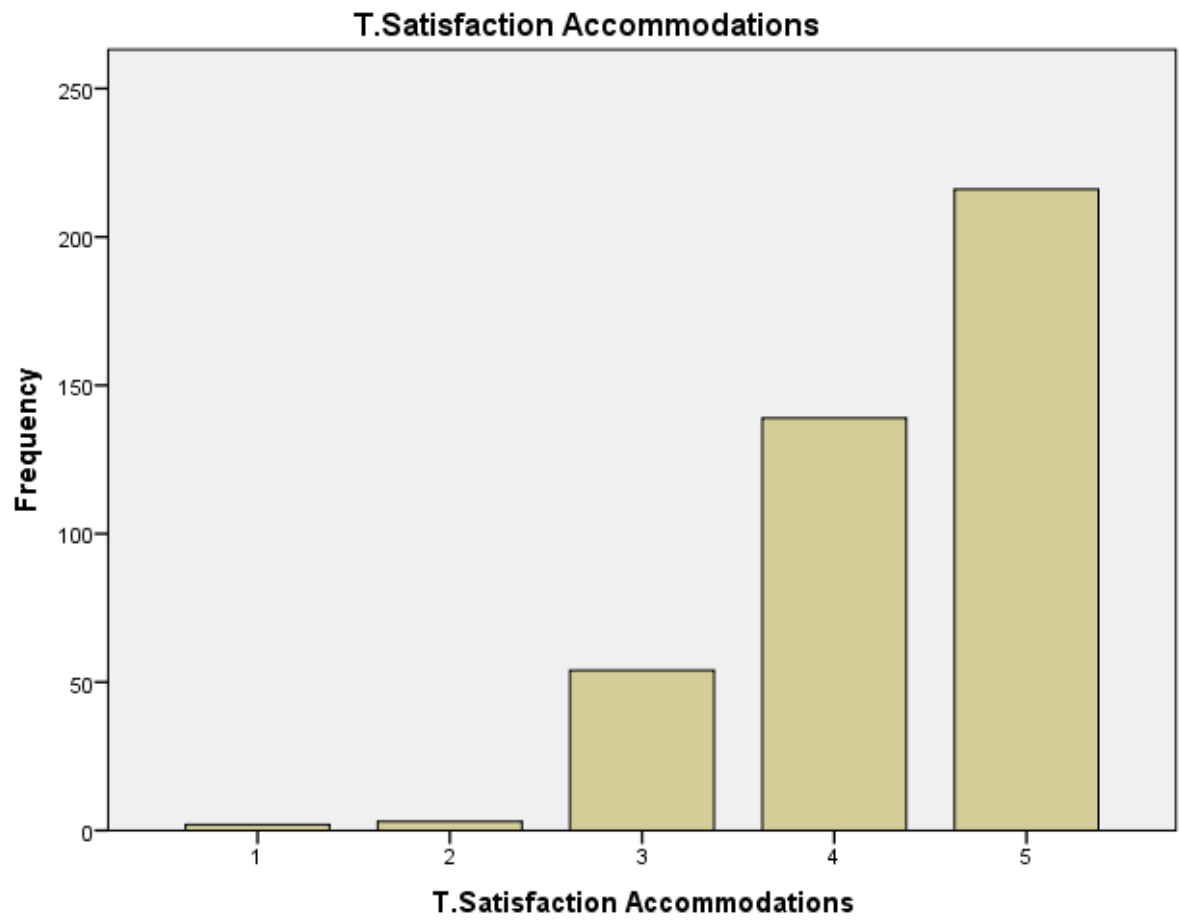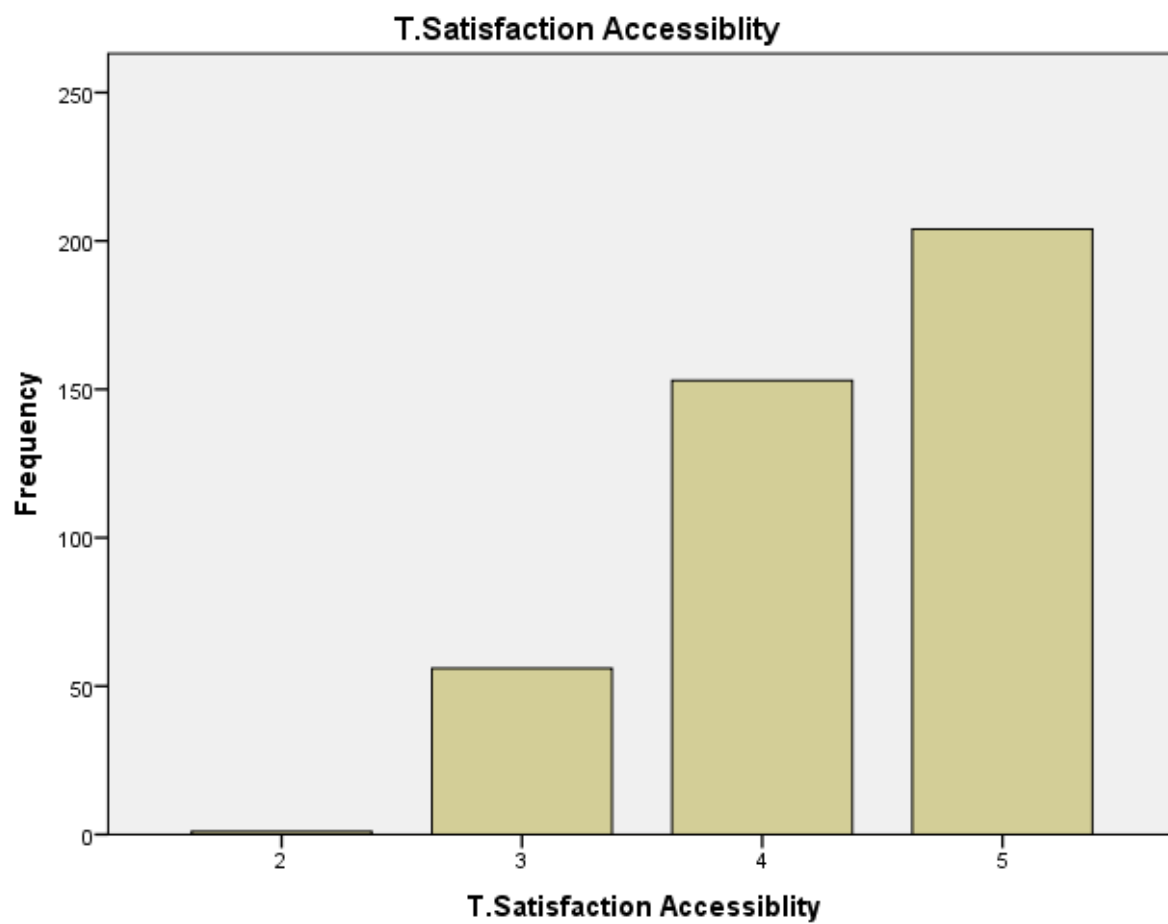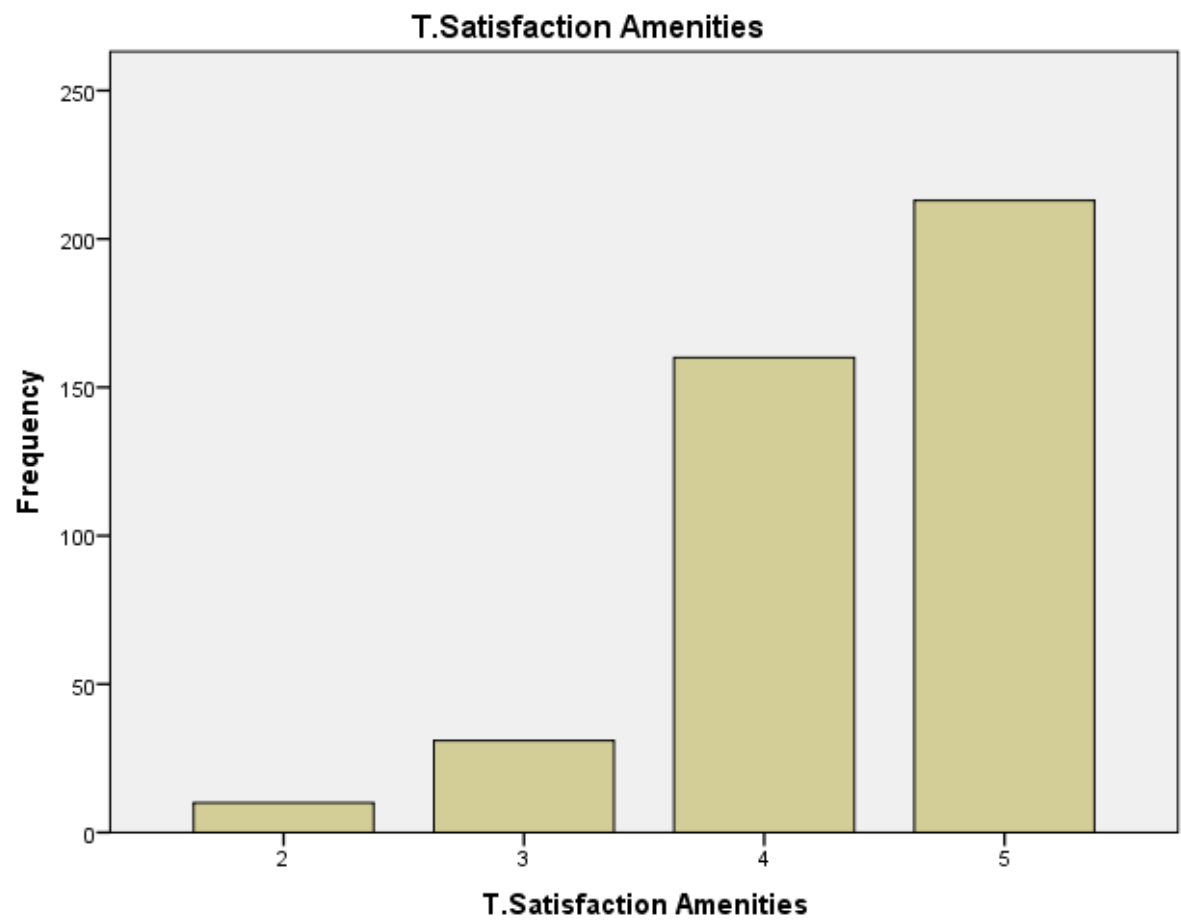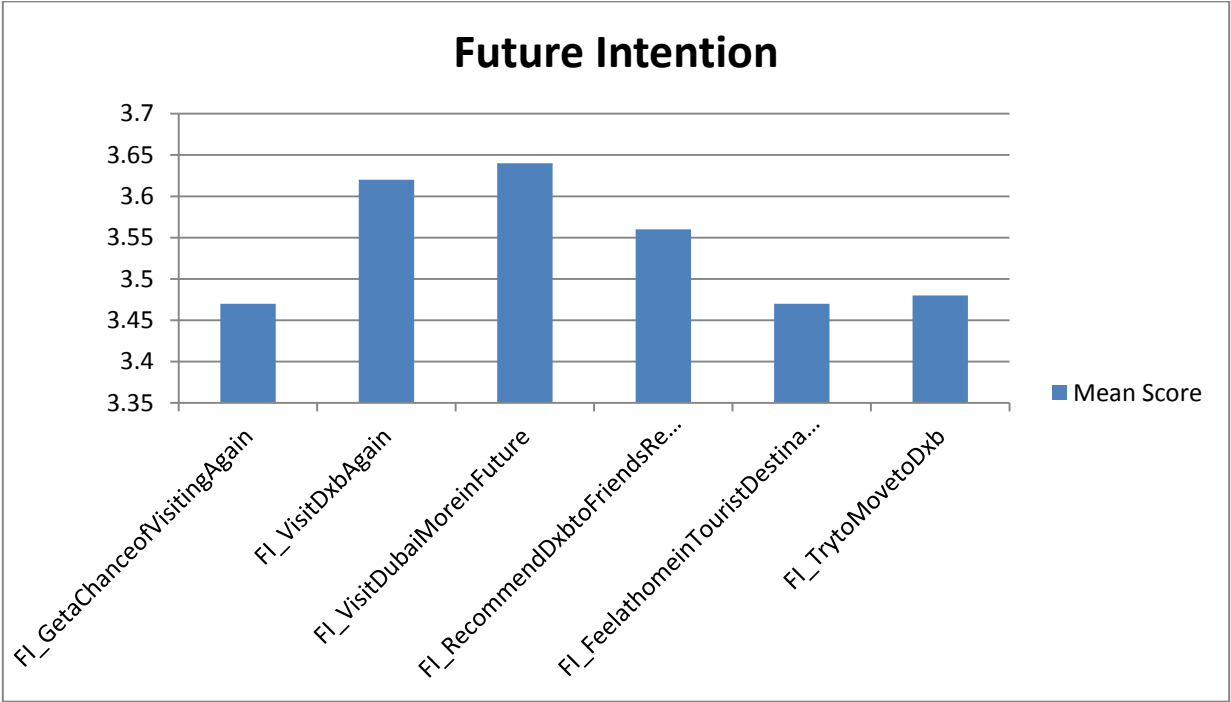
Appendix 9

Gantt chart

Year 1 – 3 (April 2013 – March 2016)

List of tasks	Months											
	Year 1				Year 2				Year 3			
	1 - 3	4-6	7-9	10-12	13-15	16-18	19-21	22-24	25-27	28-30	31-33	34-36
1. Research Planning Phase	green	green	green	green	blue							
Learning Agreement	green											
Literature Review	green	green	green	green	blue	blue	blue	blue	yellow	yellow	yellow	yellow
Interim Report Writing & submission				green								
Design Data Collection (Questionnaire)					blue							
2. Research Development Phase						blue	blue	blue				
Ethical approval application and approval						blue						
Data Collection through Pilot Study (Expert opinion)						blue						
Refine Questions on the basis of Pilot study Data Analysis						blue						
Questionnaire Survey							blue					
Data Analysis (Preliminary)							blue					
Conceptual Model Development							blue					
Internal Evaluation Report Writing & submission								blue				
3. Research Validation Phase									yellow	yellow	yellow	yellow
Validation of the relationships in the hypotheses									yellow			
Case Study									yellow			
Final Model Development										yellow		
Final Findings & Analysis										yellow		
Conclusion & Recommendations Writing											yellow	
Final Report writing & Submission											yellow	yellow