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TOURISTS' DESTINATION IMAGES AND HOLIDAY CHOICE: WITH SPECIAL REFERENCE TO THE MARKETING OF MALLORCA, SPAIN.

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This thesis is submitted to the Council for National Academic Awards in partial fulfilment of the degree of Doctor of Philosophy. The research was conducted at Nottingham Polytechnic, Geography Division, Clifton Main Site, Clifton, Nottingham, NG11 8NS.

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ABSTRACT

TOURISTS' DESTINATION IMAGES AND HOLIDAY CHOICE: WITH SPECIAL REFERENCE TO THE MARKETING OF MALLORCA, SPAIN.

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This thesis focuses on the development of tourists' destination images, image change and the effect of image on holiday choice by both ideographic and cognitive approaches in complementary roles. Ideographic pilot studies support simple methods of analysis (Chapters 2 and 3). Ideographic image analysis of tourist destinations is conducted on two levels by consensus repertory grid of the constructs most important in affecting choice (Chapter 4). Tourists' images of Mallorca are compared to those of eight other destinations. Secondly the images of Mallorca of visitors before and after their holiday are monitored.

In Chapters 5 and 6 quantitative and qualitative approaches are applied to image, determinants of initial choice of destination and the effect of holiday experience on image and on future holiday choice. It is argued that the commonly accepted research approach of qualitative research preceding quantitative may be reversed. Qualitative analysis gains deeper insights into possibilities suggested by the results of quantitative analysis of the survey data.

Mallorca had a relatively positive image on constructs important to package tourists. This partly explained the strong pattern of repeat visits. General conclusions were that images of destinations (particularly of security) were important in affecting the holiday choice of tourists. These were more likely to be affected by social contact than formal image sources such as brochures. Accommodation was the most important factor likely to influence image and choice. Post holiday images tended to be more positive for all tourists, however those on first-choice holidays and in first-choice resorts tended to have more positive images both before and after their holiday. Both simple stereotype and complex images were influential in affecting destination choice.

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INTRODUCTION

The main theme of this thesis is to investigate the images tourists' have of holiday destinations and how these images influence holiday choice. In structuring the investigation of this theme it became clear that many supplementary themes needed to be considered to shed some light on the link between the destination image and choice aspects of the holiday decision-making process. These various themes will be reviewed by presenting the overall structure for the thesis. It will be clear from the title of the thesis that aspects of the whole holiday decision-making process of potential tourists will have to be considered. For example when discussing tourists' images of destination it is essential not only to identify what these images might be, but also how did they develop, how do they change, how do they actually affect holiday choice ? In order to attempt to answer these questions the scope of the study includes those aspects of choice with specific reference to image.

Chapter 1 introduces the various literature on the subject of tourist image and also on holiday choice. There are many studies on these two themes but as will be made clear little work has been done on the actual link between image and choice. The complexity of the decision-making process is one possible reason for this. In addition the notion of tourist image is a nebulous concept for which there is no agreed definition. Studies have adopted various definitions and widely varying methods of research. Chapter 1 commences with an introduction to the study of image of place within Geography. This is then linked to the more general framework of tourism studies. A framework for the research on tourist cognition of destination is proposed based on the model of the subjective factors affecting tourist behaviour (Mayo and Jarvis, 1982) and the distinction between designative and appraisive images (Pocock and Hudson, 1978). The study of tourist image is reviewed from an interdisciplinary perspective broadly split into ideographic and cognitive image studies (Lew, 1987). Ideographic studies relate mainly to destination attributes. Cognitive studies relate to studies of motivation (image attribution), image formation, tourist experience of place (image change), image and choice and holiday satisfaction and holiday choice. In the final section of Chapter 1 the various approaches that have been used within tourism studies are reviewed and a research strategy for the thesis is proposed. It is suggested that a variety of approaches are used which will be complementary; a structure that incorporates both positivistic and humanistic methodologies is proposed. Both quantitative and qualitative approaches are used, although it is argued that quantification is not synonymous with positivism, it also has a role to play in humanistic approaches.

Chapters 2 and 3 contain details of pilot studies that were undertaken to consider how to investigate tourists' images. In Chapter 2 means of measuring and monitoring tourists' images are investigated. Possible indicators of image are formulated and experimented with by means of a *before* and *after* study of students' images of Tunisia. It is proposed that simple numerical-graphical measures of image can be effective without immediate recourse to complex statistical techniques. The underlying theoretical issues are discussed and the techniques evaluated. In Chapter 3 the relevance of Personal Construct Theory and the Repertory Grid Interview to the investigation of tourist images is considered. Simple methods of analysis are considered further by pilot study of the *before* and *after* images of two groups of students of three destinations. A consensus grid of bi-polar adjectives (constructs) directly relevant to tourist image and holiday choice is formulated from interviews with tourists in Mallorca, Spain. The methods developed from these pilot studies are evaluated and a research strategy for their implementation is proposed for study with tourists in Mallorca and potential tourists in Britain. (Chapter 4). Whilst both these chapters recount pilot studies it is essential that they are included within the main text of the thesis because they form the basis for the research that follows in Chapters 4, 5, and 6. Within each Chapters 2 and 3 the approaches used in the thesis are explained and justified and the underlying theoretical issues discussed. However the reader interested in the substantive results of research of the image of Mallorca could commence at Chapter 4 and refer back to Chapters 2 and 3 to answer questions regarding methodology for the measuring and monitoring of image. It should also be pointed out that because a variety of approaches have been taken that each chapter has separate sections on the sample, method and analysis of the relevant data.

In Chapter 4 image studies are conducted with special reference to Mallorca, Spain. Mallorca was selected for the focus of image study because it is arguably the largest single destination region for British package tourists. In the British holiday market it has a high profile and tends to have a strong image, whether this is positive or negative. The image is not necessarily related to knowledge or experience of the destination. This makes it an interesting example for the destination image case studies: these studies are undertaken on two levels. Firstly the images of Mallorca and eight other destinations of two groups of respondents (visited and not visited) are identified and compared. Secondly a detailed *before* and *after* image study of Mallorca is carried out with tourists who visited the island for a holiday. Some of the simple methods of analysis proposed in Chapters 2 and 3 are implemented and extended and the possible relevance of such methods are discussed. The results of the image analyses of Mallorca in relation to the management of tourism on the island are discussed. Up to this point emphasis is on the identification of the structure of image and the monitoring of image change between various groups of actual tourists and potential tourists. The link to actual holiday choice is made by inference. The consensus repertory grid formulated in Chapter 3 and used extensively in Chapter 4 consists of the most relevant (salient) bi-polar descriptions (constructs) of those aspects of destination image most likely to affect tourists' destination choice. In Chapters 5 and 6 the link between destination image and choice is investigated more thoroughly.

Chapter 5 is based on research with 387 tourists on holiday in Mallorca during May 1988. The structure of the investigation can be summarized thus:

(a) Tourists' initial reasons for choice of Mallorca for their holiday.
(b) Sources of information, destination image formation and choice.
(c) Tourists' experience of Mallorca and image change.
(d) The effects of tourists experience on image and on future holiday choice.

These themes are investigated by means of both open and structured methods. Discussion of the findings considers their significance to the marketing and management of the image of Mallorca.

An attempt is made in Chapter 6 to link tourists' images of Mallorca and holiday choice and to investigate the same themes as in Chapter 5 listed above. In Chapter 5 a more quantitative approach is taken to research of these themes, in contrast Chapter 6 is based on qualitative data based upon interviews with travel representatives in Mallorca. By researching similar themes through different approaches it is aimed to gain deeper insights into the link between image and choice. Statistical analysis of data undertaken in Chapter 5 is useful in that relationships between aspects of holiday image, experience and choice can be described in the language of probability. However whilst this may be desirable for some purposes, in other ways it is a rather superficial description that does not suggest actual explanations why such choice patterns occur. The qualitative data in Chapter 6 and the accompanying analysis, it is argued, are an invaluable counterpoint to the insights gained in Chapter 5. Whilst both chapters stand in their own right, together they give a greater depth of analysis than individually.

An overview of the findings of the thesis and how these relate to the existing literature reviewed in Chapter 1 is given in Chapter 7. The suggestions for the relevance of the findings to the marketing of destinations are drawn together. In conclusion the implications of the major findings are considered and suggestions for future research are made.

The system for the highlighting of text throughout this thesis is fully explained in Appendix 0.3. The reader is advised to consult this in order to clarify the general approach that has been taken.

CHAPTER 1

REVIEW OF LITERATURE AND RESEARCH METHODOLOGY

> *So where should I go? It was just a question of getting there. France? Italy? Greece? I knew nothing at all about any of them, they were just names with vaguely operatic flavours. I knew no languages either, so felt I could arrive new-born wherever I chose to go. Then I remembered that somewhere or other I'd picked up a phrase in Spanish for 'will you please give me a glass of water' and it was probably this rudimentary bit of lifeline that finally made up my mind. I decided I'd go to Spain.*
> (Laurie Lee - As I Walked Out One Summer's Morning, p 42-3).

1.1 Introduction.

It was stated in the preceding introduction to the thesis that the main aims were to structure the investigation around the identification of tourists' images of destinations and how these images affect holiday choice. One of the main problems of reviewing the relevant literature on this subject is the variety of material available. The study of image by Geographers reflects the fact that it has been the focus of study across all social sciences. Many perspectives within disciplines such asPsychology, Geography or Sociology have been used to discuss and investigate the notion of image all of which could inform this review. General theories and definitions of image within such disciplines have direct relevance to the discussion of tourists' images of destinations. Clearly any attempt to present a co-ordinated account of all possible relevant information on the notion of image would be beyond the scope of this thesis. However an attempt will be made to illustrate some of the diversity of views on image by drawing into the discussion illustrative material from various social sciences.

During the research for this thesis a wide variety of source materials were consulted. Initial literature review concentrated on the research of place image and environmental perception studies within a Geographical context. The additional focus on the link with holiday choice also drew in material from market research, travel trade papers and journals and the academic tourism literature. Geographical material will be discussed within the general literature review along with relevant material from all other sources.

However, initially it is useful to briefly discuss the evolution of the study of image of place in Geography.

1.2 Geography and the study of image of place.

1.2.1 Introduction

Relph (1976) points out that "geographers have frequently held that place is central to their discipline." He argues that the issues raised by place image studies have much wider relevance than the discipline of Geography. This not only illustrates the relevance of geography to the study of the image of place but also that such study is inevitably multi-disciplinary (Gold, 1980). The study of image of place can be situated in the behavioural geography that began to emerge during the late 1960's. Behavioural geography is a generalised term to describe the many studies that took account of "human subjects as thinking beings whose actions are mediated by cognitive processes" (Gold 1980, p 6). It is not a unified coherent perspective or methodology and describes "an approach and an outlook rather than specific subject matter" (p 5) and "that part of geography....where explanation of spatial patterns of behaviour is sought primarily in cognitive processes that underpinned that behaviour" (p 4) . It developed from the increasing dissatisfaction many geographers felt for the so called 'quantitative revolution' in Geography. Harvey (1968) summarised one of the main trends of this 'revolution':

> "a growing number of geographers are willing to examine the phenomena of human geography *as if* they could be understood in terms of universal laws." (p 109)

The shift in human geography towards model building and the seeking of 'universal laws' denied or minimized the influence of individual, subjective factors in explaining human behaviour. For exponents of this approach this was the precise aim; to ignore this 'variable' in favour of the abstraction of trends from larger data set, the 'subjective factor' was largely discounted in these circumstances. Whilst there may be circumstances where such an approach may be desirable, for many, the shift went too far. Clearly the subjective factor could not be discounted so easily and is crucial in explaining many people-environment relationships. Behavioural geography does not preclude quantification as illustrated by many of the studies in seminal texts, such as Downs and Stea (1973) and Golledge and Rushton (1976). However, it does permit the collection and analysis of data on individuals own perceptions cognitions of place. Useful summaries of geographical research of image and behaviour are given by Walmsley and Lewis (1984), and Gold (1980). Within geography there is a spectrum of approaches related to environmental psychology (Spencer and Blades, 1986) and cognitive psychology (Lloyd, 1982) to more humanistic approaches such as Relph (1976), Buttimer and Seamon (1980) or Burgess and Gold (1985).

Gold and Goodey (1984) observe the "growing division between the positivist and humanist wings of behavioural geography" (p 546). Johnston (1987) goes so far as to identify behaviouralism with behaviourism and positivism in opposition to humanistic approaches (p 169). The original dichotomy between behaviourist and behaviouralist was that the former investigate only stimulus-response, the latter include expressed subjective judgements of stimuli as 'intervening variables' in models of behaviour. Johnston relocates behaviouralism back to its behaviourist roots by observing the unifying positivist assumptions and that the modelling of behaviour will reveal "generalizations and theories". He summarizes humanistic approaches as "treating the person as an individual". However, because humanistic approaches do not seek universal laws or principles this does not mean that they do not seek generalisations that have relevance beyond the particular study. The contrast may be that generalisations from humanistic approaches cannot be said to be absolute in the sense usually applied to laws in the physical sciences, but may have a general significance relative to certain groups for a period of time. The notion of change, of interaction of the individual and the environment can much more easily be accommodated within such a framework. (It should be observed that even laws in the physical sciences are subject to change and should not really be regarded as absolute). The approach used in this thesis will be a predominantly humanistic one in accordance with the overall approach concentrating on individual cognition as the basic focus of study.

Research of place image has been reviewed simply as part of general environmental perception studies (Saarinen and Sell, 1981 : Saarinen et al 1982) or behavioural and perceptual geography (Gold and Goodey, 1983, 1984). Saarinen et al 1982 identify studies of image of place as part of sense of place studies which they see as a unifying concept for behavioural geographers. For general reviews of geographical studies of place image the reader is referred to these articles. A few references will be selected from the literature to illustrate further the notion of place image with special reference to distant destinations. With regard to tourist image of destinations, three main areas of research may be seen as relevant :

(a) References of general relevance to the relationship of people to environment directly relevant to tourist cognition and experience of place.

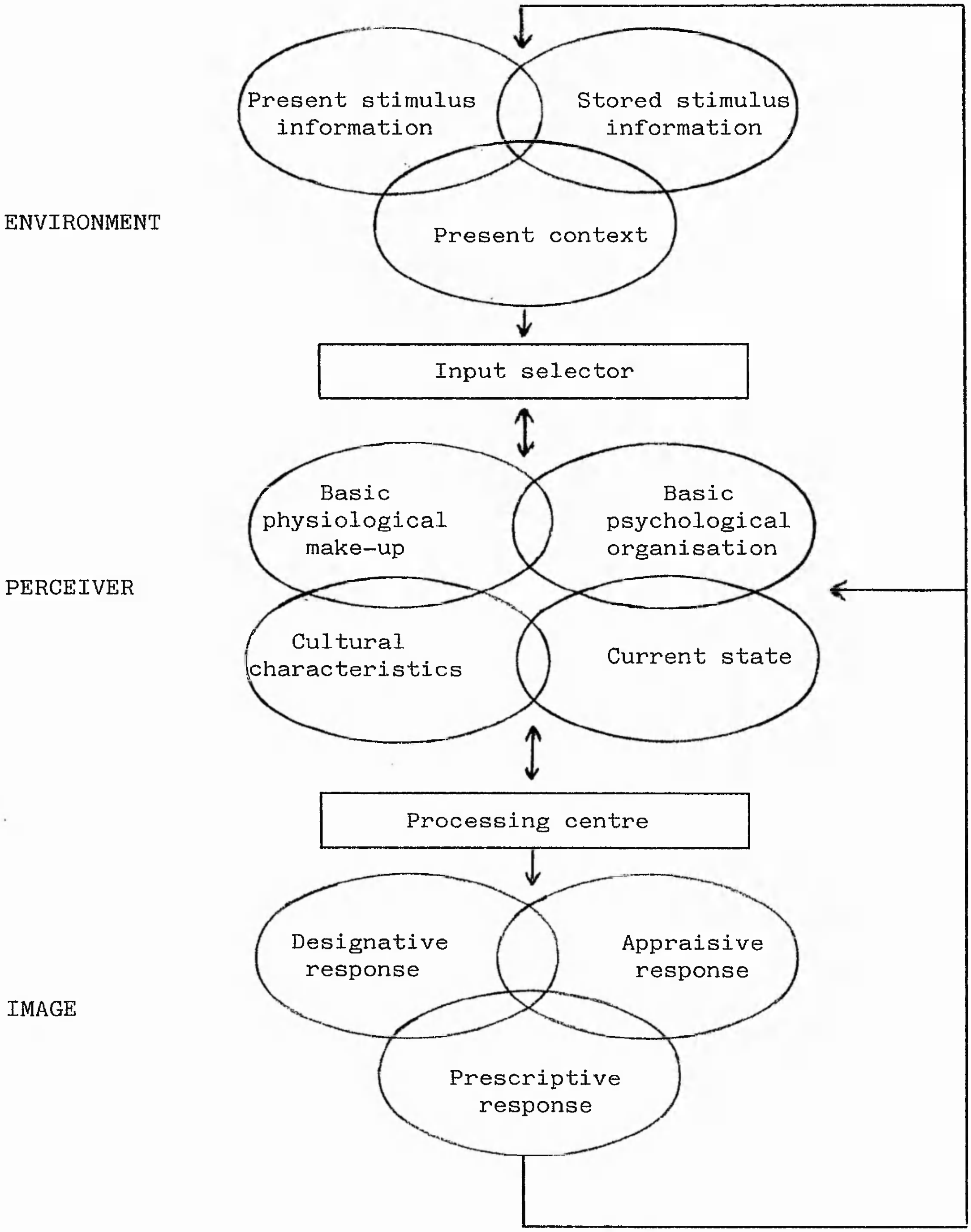
(b) Image studies of specific places.

(c) Studies of tourist image of place.

1.2.2 Geography and the images of "far places".

The concept of image as an intermediary between environment and behaviour in geography Gold (1982) points out is derived primarily from the work of Boulding (1956). Boulding suggested that over time "individuals develop mental impression of the world (images) through their everyday contacts with the environment" (Gold, 1982 p 38). Goodey (1974) draws attention to the fact that people are "made aware of distant places through contact with the printed, spoken and photographic media" (p 7) and through such sources will develop images of 'far places' that they have not visited. Pocock (1973) suggests a model to illustrate how an individual may interact with the environment to create their mental image of destinations (Figure 1.1). It should be recognised that image is only one factor amongst many influencing behaviour, this is useful because it illustrates that image is dynamic and moderated by the individual's own value system. It is dynamic in the sense that action leads to new experiences and modifications or reinforcement of previously held 'beliefs'. Tourists may have images of destinations but experience may lead to changes in attitude to places. Also, their own

Figure 1.1 A conceptual model of man-environment interaction



Source: Pocock (1973,p252)

value systems which reflect their motivations for, and attitude towards holidays in general, will affect their judgements concerning the 'desirability' of places.

The interpretation of the environment by individuals clearly relates to their experience of it. Changes in attitudes towards holidays resulting from experiences of particular places may have more global consequence affecting images of places in general. For example at a simple level, a bad experience of 'far places' for a holiday may deter an individual from repeating a 'far place' holiday. Images of all 'far places' may be negatively affected with this extreme, but not uncommon reaction.

Work on subjective experience and interpretation of people-environment interaction has been carried out by many geographers (Relph, 1976, 1981 ; Buttimer and Seaman, 1980 ; Goodey, 1974 ; Gold and Burgess, 1982 ; Burgess, 1986). Burgess and Gold (1985) review issues relevant to the media and transmission of image of place. The role of televisions' influence on images of distant places is discussed by Gould and Lyew-Ayee (1985) and Burgess (1987). Dilly (1977) considered the impact of sources such as National Tourist Office brochures on the image of destinations. The relevance of such research to destination images will be discussed later within a more general framework of tourism studies that will be developed. It is relevant at this point to discuss some specific "far place" image studies undertaken by geographers.

1.2.3 "Far place" image studies.

Much of the research on "far place" has concentrated on "mental maps" research. Gould (1973) points out that psychologists concern with the mechanisms of 'perception' led to a neglect in their investigation of mental images of geographic space (p 185). He suggests that an understanding of issues such as residential location decisions in the U.S.A could be understood by the research of preferential mental maps of the U.S.A. Much of mental maps research has concentrated on the development of mental maps (Hart and Moore, 1973) Urban images (Lynch, 1960 ; Burgess, 1978 ; Briggs, 1973 ; Francescato, 1973 ; Orleans, 1973 ; Sarre, 1971 ; Hansen, 1976 ; Ewing,

1973) or regional images (Cox and Zimmerman, 1973 ; Simmons and Young, 1968 ; Gould, 1973 ; Gould and White, 1968 ; Vance, 1972 ; Coyne, 1974).

Image studies at a global level i.e. of other countries has been given much less attention compared to urban and regional image Cook and Young (1974) Goodey (1971) and Saarinen (1973) studied students' images of the world. Gould (1973) considered Europeans' view of Europe.

1.2.4 Geography and the study of tourists' images.

It was observed in the previous section that relatively few studies have specifically set out to establish images of countries. It is also true that relatively few geographers have specifically studied tourists images of destinations and tourists experience of place. Possibly the most influential contribution by geographers reviewed later in Section 1.7.4.2 is that of Britton (1979) who discussed the image of the Third World to tourists. He emphasises that negative images of Third World countries creates great resistance to the promotion of tourism.

Duncan (1979) proposed a general framework from a symbolic interactionist perspective which offers potential value in gaining deep insights into the tourist experience and images tourists hold of destination. Kent (1987) attempts to implement this approach to tourists' destination images and holiday choice of potential tourists. Mansfeld (1987, 1988) applies a more psychological decision theory approach to holiday image and choice. He links the information required by tourists and that provided by national tourism agencies. These studies however are not destination specific but aim to identify the social mechanisms that operate within the image-choice link.

A study by Potter and Coshall (1988) of perceptions of regions in Barbados, whilst appearing in the tourism literature as a study of tourists' images, is in fact based on research of perceptions of regions in Barbados by residents. As already discussed a great deal of work has been undertaken by geographers on environmental perception, images and experience of the environment. However, whilst much of this work is relevant to the discussion of tourists' images of destinations, few studies by geographers have specifically concentrated on tourist image.Notable new geographical work includes Stabler's (1988) study of the image of resorts of the Languedoc-Roussillon region of France and the consideration of image and marketing by Ashworth and Goodall (1988). It is proposed, therefore, to now review the full body of relevant literature within a more general framework of tourism studies.

1.3 Tourism studies and tourist images.

1.3.1 Introduction

After locating place image in a tourism context tourist image will be defined. The possible subjective factors affecting image and choice will be introduced by discussion of the model proposed by Mayo and Jarvis (1982). This model will be supplemented by aspects of the Pocock model introduced in Section 1.2.2 to form a framework for the proposed research for the thesis. This will be followed by a full literature review of tourist image research

1.3.2 The importance of destination image to tourism.

The World Tourist Organisation estimate that 279 million international travellers spent $95 billion in 1984; this is likely to be a conservative estimate. It is also estimated that it is the second largest item of world trade, surpassed only by oil (I.T.Q. 1979). Naylon (1967) argued that, in the case of Spain, tourism could be classed as the major industry. Spain hosts over 42.9 million visitors a year, i.e. 5 million more than the indigenous population in 1982. (Salmon 1986, p 20).

It is interesting to consider the object of sale, a holiday, and the means of selling it. In the absence of actual previous visits to a place, one of the things that the travel trade is selling is "an image of place". Unlike most purchases the customer must make the purchasing decision without actually being able to see or to evaluate the item prior to purchase, thus the image becomes more crucial than with other forms of consumer marketing. The fact that image of place is important is reflected by the vast amount of money spent on promotion of holidays in the U.K., an estimated £120 million in 1983 (Kemp 1983). There is an awareness on the part of the promoters of destinations that the image that is presented to the outside world is important. Carlos Pedrazuela, President of the Tourist Promotion Board of the Costa del Sol, said that in 1988:

> "500 million pesetas is being spent trying to change the image of Torremolinos. The image people have got is one of just buildings and buildings. We are trying to improve the image and we are going to have some campaigns. It's an image problem." (Ellegard 1987)

1.3.3 Defining a Tourist Image

The Oxford English Dictionary (1971) defines one sense of image as:

> "To form a mental image of: to conceive, devise plan..an object of perception or thought, to imagine, picture in the mind, represent to oneself ..A representation in the imagination or memory."

It can be seen from this definition that there are components of both the previously experienced and the anticipatory (imagined). When considering place as "an object of perception", it can be seen how places can be said to have "an image", i.e. certain attributes come to be associated with place.

With reference to definitions of image, from psychology it can be illustrated how image of place may operate in decision-making:

> "Image: a revised sense experience, in the absence of the sensory stimulation.
> (i) Composite image - i.e. based on a number of sensory experiences of the same or similar objects.
> (ii) Generic image - i.e. capable of representing any one of a class of objects.
> (iii) Hallucinatory image- i.e. one with temporary perceptual character.
> (iv) Optical image - i.e. focused on the retina by the lens system of the eye."
>
> (Drever 1978, p 129)

The two senses particularly relevant to tourists images are the generic, i.e. where one place may be linked to another because, rightly or wrongly, it is perceived as similar, and the composite i.e. image based on previous holiday experience.

A definition of imagination, which is used when thinking about a destination, is useful in that it highlights a further important point: the comparative importance of 'self' and 'other' in forming an image of place.

> "The constructive, though not necessarily creative, employment of past perceptual experience at the ideational level, which is not in its totality a reproduction of material derived from past experience: such construction is either:
> (a) creative - self initiated and self organised.
> (b) imitative - when following a construction initiated and organised by another"
> (Drever, 1979, p 130)

Creative image would be that related to a tourists' own experiences and value system and imitative image would be that constructed around the images of others and from publicity material i.e. media, books, magazines etc.

Crompton (1978) defines tourist image as:

> "The sum of all those emotional, aesthetic qualities such as experiences, beliefs, ideas, recollections and impressions that a person has of a destination"

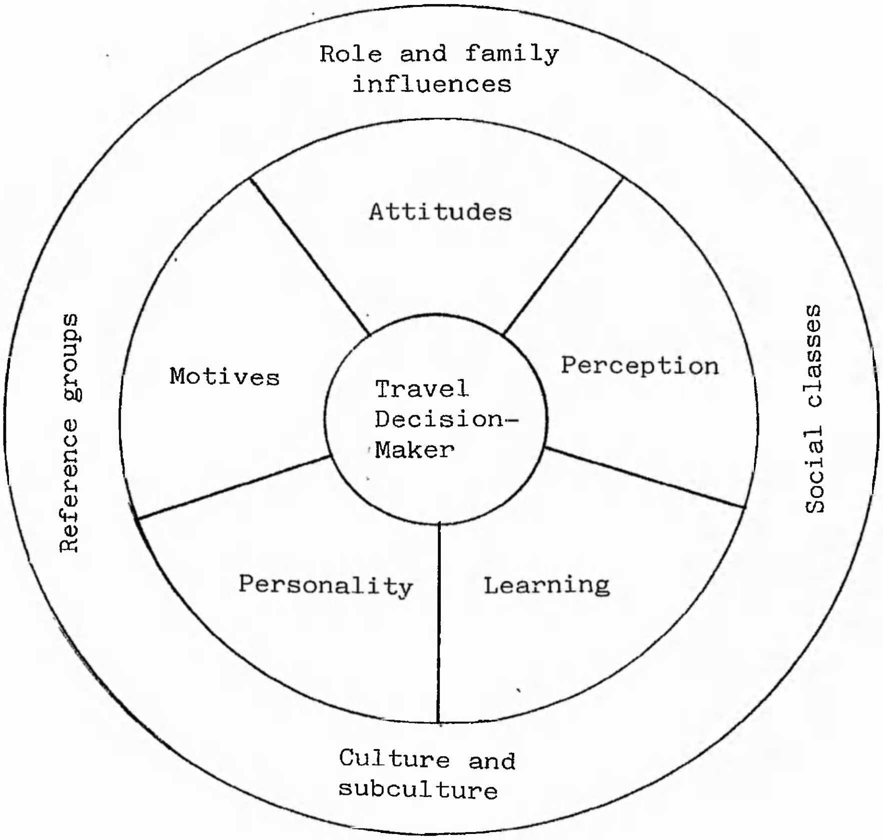
The definition reflects the predominant subjectivity of image. Whilst part of the image may include some factual knowledge, the individual characteristics of potential tourists is of greater importance. i.e. how the perceived characteristics of a destination are interpreted.

1.4 A framework for factors influencing tourists' images and holiday choice.

In the context of this thesis these subjective factors are clearly relevant to the role of destination image in holiday choice. In order to investigate image and its role in choice, consideration of how these factors actually operate in influencing individual interpretation of image will be necessary. Mayo and Jarvis (1981) apply psychological theory to leisure travel and identify categories that help to clarify understanding of how travel decision-making may be influenced by individual psychological characteristics. (Figure 1.2). They define their terms thus :

"Perception : the process by which an individual selects,
organises, and interprets information to
create a meaningful picture of the world.

Figure 1.2 Major influences on individual travel behaviour



Source: Mayo and Jarvis (1982, p 18)

Learning : changes in an individual's behaviour based on his experiences.
Personality: refers to the patterns of behaviour displayed by an individual, and to the mental structures that relate experience and behaviour in an orderly way.
Motives : Internal organising forces that direct a person's behavior toward the achievement of personal goals.
Attitudes : Knowledge and positive and negative feelings about an object, an event, or another person." (p. 19)

They acknowledge that these "internal influences" do not operate in a vacuum, thus they also identify four major social influences:

(a) Role and family influences.

(b) Preference groups.

(c) Social class.

(d) Culture and sub-culture.

The term perception as used in the psychological framework is a little confusing and is indeed one that is often used loosely (Walmsley and Lewis 1984, p. 64). In psychology, perception strictly refers to the physiological function of the reception of external stimuli by the sense receptors the eyes,ears nose etc.. Mayo and Jarvis include the selection, organisation and interpretation of information in their definition of perception. A more accurate term for this is cognition which Drever (1978) defines as "a general term covering all the various ways of knowing - perceiving, remembering, imagining, conceiving, judging,reasoning". It is clear from this definition that there is thus a great deal of overlap between these "internal processes". Drever's five categories form a useful model to make sense of how tourists view destination images, aspects of all of these are relevant to the decision making process and will be related to the structure of the thesis.

The lack of clearly delineated boundaries between areas of research relevant to tourists' images is a source of potential confusion when discussing the studies carried out. These studies originate from a wide range of sources and many theoretical and methodological approaches are used. Pocock and Hudson (1978) propose a useful distinction that may be used to help to categorize the themes studied in this thesis. They propose two main sorts of image : *Designative* and *Appraisive*. *Designative* images are those that individuals have of the relative location and direction of places (Lynch, 1960). *Appraisive* images are those aspects of image relating to the meanings evoked by places. Walmsley and Lewis (1978) suggest *appraisive* images are more important in explaining behaviour than *designative* images. The majority of the studies of tourist image of destination relate to *appraisive* images. Pocock and Hudson identify two components. The *evaluative*, concerned with the expression of opinion and the *affective*, concerned with the specification of a preference. The distinction between these two components of the appraisive image can be related to the categories proposed by Mayo and Jarvis (Table 1.1). This framework draws out some of the similarities between the categories. For example, both perception and attitudes focus on the individual's image of a destination. On the one hand this image can be more evaluative and describe attitudes towards destinations, on the other more affective and describe preference between destinations.

Mayo and Jarvis suggest that there is a close link between attitude and preference, if not with actual choice (p 189).

Within the framework proposed in Figure 1.3 a distinction is made between attitude, preference and choice (behaviour). Acjzen and Fishbein (1980) suggest that by focussing on individual attitudes towards purchasing products (affective) rather than simply attitude towards products (evaluative) a greater understanding of consumer choice is possible. Table 1.1(b) illustrates that the research for this thesis will focus on both the evaluative and affective components of image. By investigating both aspects of image the link between image and choice can be considered more closely.

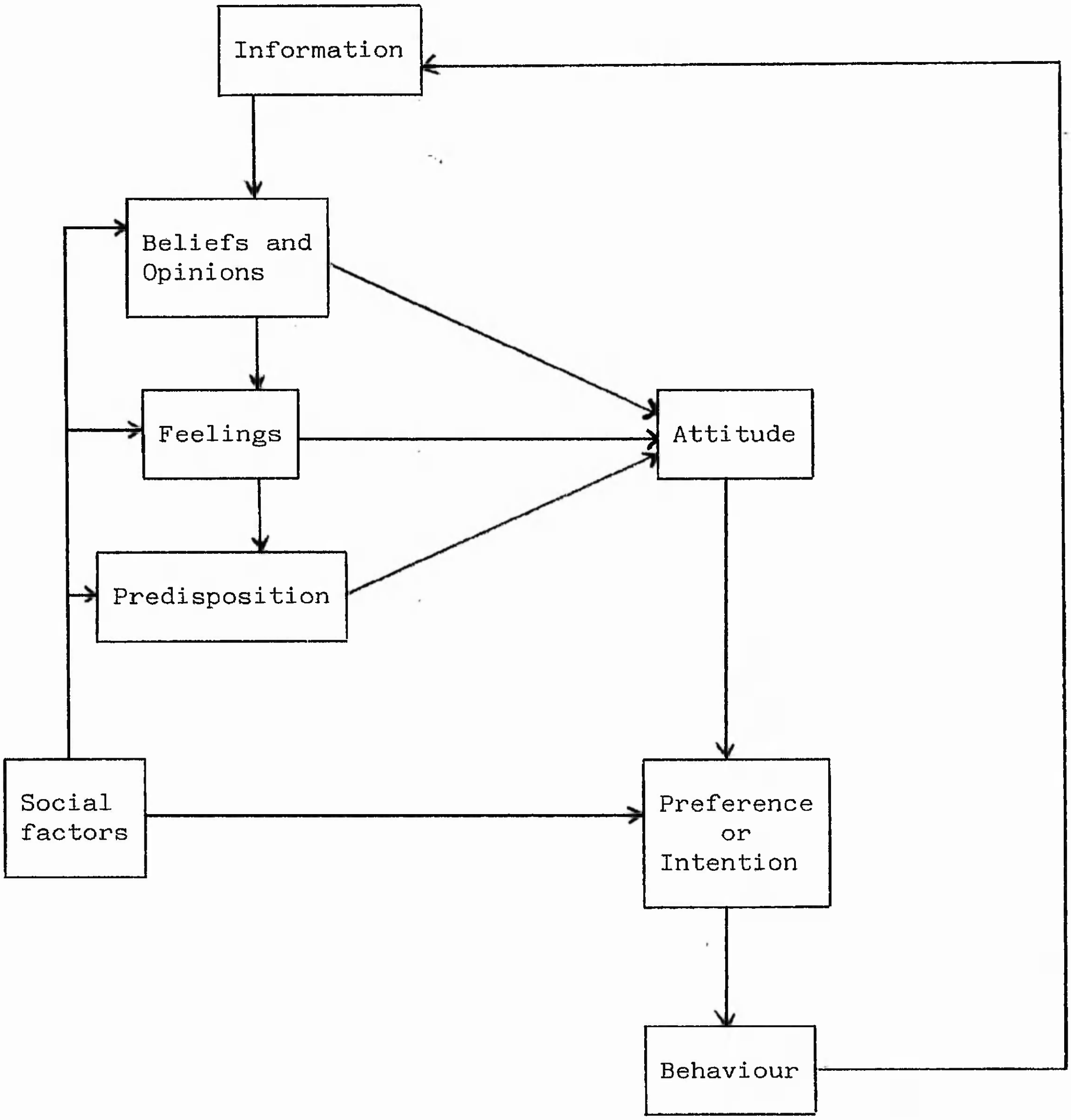
1.5 A framework for tourist image research

Lew (1987) situates tourist image research within the more general term *tourist attraction* and proposes a framework for tourist attraction research. He proposes three main perspectives:-

Table 1.1 Structure for factors influencing image of destination
(Based on Mayo and Jarvis, 1982, and Pocock and Hudson, 1976)

	Appraisive image			
	(a) Evaluative (opinion)	Affective (reference)	(b) Evaluative	Affective
Perception	Image profile: opinion of destinations	Image profile preferences between destinations	Image profiles of destination attributes	Reasons for preference for Mallorca
Attitudes	Knowledge of attitudes towards destinations	Preferences between destinations	(Chapter 4)	(Chapter 5)
Learning	Changes of opinion	Changes in preferences	Before and After Studies of Tunisia and Mallorca (Chapters 2 and 4)	Effect of holiday experience on future holiday intentions (Chapter 5)
Personality	Description of patterns of (holiday) behaviour	Description of preference patterns of (holiday) behaviour (activities)	Description of destinations by tourist type, links to self-image (Chapter 6)	Preference between destinations by resort 'type' (Chapter 6)
Motives	Description of various types of motivations for holidays	Description of preferences between motivations	Repertory grid of constructs (attributes) relevant to holiday choice (Chapter 3)	Summary of preference for destination attributes (Chapter 4)

Figure 1.3 Attitudes and the travel decision-making process



Source: Mayo and Jarvis (1982, p.20)

(a) Ideographic : definition and description of attraction types.

(b) Organisational : focus on spatial, capacity and temporal nature.

(c) Cognitive : perception and experience of tourist attractions by different groups.

He suggests that such a framework can be applied to past research to:

> "..highlight the decisions which the researcher makes in formulating the research design. It also allows a better understanding of the relationship between different studies and of the utility of a single study within the context of the three perspectives." (p. 53)

He points out that each perspective has its own strengths and weaknesses. The ideographic, characterised by detailed descriptive categories is weak on giving insights into actual experience of places. Cognitive studies do not address the "complementary and competitive nature of specific attractions." This may seem a tautology because this is precisely the basis on which they are categorized. However the point is well made that these 'shortcomings' are acceptable within the "context of the research objectives of each approach, so long as they are recognised as such" (p.563). It is clear that many studies, whilst concentrating on one of these perspectives, often include elements of others. Thus largely ideographic studies, such as that by Crompton (1979), also contain statements relating to the cognitive/perception perspective. Such cross-perspective approaches will be noted, although studies will be categorized by the perspective or research approach that is predominant. No image studies were designated as predominantly organisational thus studies are categorized as either ideographic or cognitive. Several sub-divisions within each category will be created to structure the literature review.

1.6 The study of tourist images : the ideographic perspective

1.6.1 Introduction

The studies that may be classified as ideographic in emphasis will be reviewed in a series of sub-sections that will highlight the various emphases on particular aspects of image that authors have taken. The studies selected will be used to illustrate authors' views on the nature of image. The intention is to present sufficient material to provide a context for the research undertaken for this thesis. An attempt will be made to highlight those studies most relevant during the formation of the structure of the thesis.

1.6.2 Attribute specific image studies

Lew (1987) cites work such as Pizam et al (1978), Ritchie and Zins (1978) and Goodrich (1977) as typical ideographic research. What they also have in common is that the emphasis is more on the relevance of destination attributes to tourists in a general sense rather than on the image of particular destinations. Goodrich (1977) identified 11 "touristic benefits" sought by a group of International travellers from the U.S.A to nine destinations in the U.S.A and the Caribbean. He identified three "clusters of benefits" important to tourists. The most important group was "scenic beauty" followed by "pleasant attitudes" (of the local people), and "suitable accommodations." The second group was "opportunity for rest and relaxation", "airfare cost", "cultural interests", "cuisine" and "water sports". The third least valued benefits were, "entertainment", "shopping", "facilities" and "golfing and tennis". He suggests that the identification of "benefit bundles" of particular client groups or indeed of particular destinations could assist in the design of marketing materials and the promotion of destinations to relevant client groups.

Ritchie and Zins (1978) considered how aspects of culture related to the attractiveness of tourism destination regions. The study was related to the cultural attractiveness of Quebec. The most important three factors factors influencing the attractiveness of tourism were: "natural beauty and climate", "cultural and social characteristics" and "attitudes towards tourists". It is noticeable that two of these closely match those factors included in the most important "benefit bundle" in the Goodrich study. However it is difficult to compare many studies because of their differing methodologies and the lack of direct comparability between the attributes identified by researchers. In this instance Ritchie and Zins go on to analyse other socio-cultural elements within each of the general factors considered important within the tourist image of place, these were not addressed by Goodrich. Rating scores were averaged across all respondents and presumed "a relatively homogeneous group with respect to their perceptions of the importance of tourism/cultural elements" (p.264). Analysis of the perceptions of respondents from different industry sectors, from different areas of expertise or from different levels of experience did not reveal any differences. This type of methodology has been used in Chapters 2 and 4 of this thesis.

A study of tourist satisfaction with a destination was conducted by Pizam et. al. (1978) who identified those attributes of destination deemed important after the holiday experience. By factor analysis they identified eight factors that they claimed were relevant to rural summer beach resort areas : "beach opportunities", "cost", "hospitality", "eating and drinking facilities", "accommodation", "campgrounds", "environment" and "commercialisation". By analysing destination in relation to these factors the causes of satisfaction/dissatisfaction could be identified and "rectified accordingly".

Others have attempted to identify destination attributes relevant to tourists. Mansfeld, (1988) studying foreign tourists in London, attempted to highlight the mismatch between destination attribute information in tourist literature and the information requirements of tourists. Davis and Sternquist (1987) with tourists in Traverse City, Michigan attempted to isolate attribute clusters relating to preference. Five tourist-attracting attributes were consistently placed highest within these clusters: "scenic beauty", "water sports", "rest and relaxation", "availability of suitable accommodation" and "pleasant attitudes of the people". They suggest that the attributes introduced by Goodrich (1977) "represent both inherent features of a tourist area as well as those (over) which the resort area has some control" (p.29).
However it is clear from the above discussion of image studies and those in the next section, that it is not desirable or necessary to formulate on 'ideal' checklist of destination attributes that is applicable to all 'tourist destinations' because there are many contrasts between resort areas and amongst potential clients.

It is argued in Chapter 3 that it is necessary to formulate specific sets of destination attributes for specific studies. It is undeniable that some attributes recur throughout image studies and possibly are "core" attributes to the holiday experience. However holiday experience is such a personal thing that it is difficult to think of any one attribute as 'absolute' that 'should' be included in a list of destinations attributes. All attributes are relative to the particular client group or resort areas which are being researched. Thus for this thesis a list of destination attributes is formulated by interviews with British package holiday tourists in Mallorca (Chapter 3).

Mayo and Jarvis (1981) suggest that vacation attributes may be perceived differently by members of different cultural groups (Figure 1.1). Cultural variations in perception of vacation attributes were considered by Richardson and Crompton (1988). They found differences between French and English Canadians and related these differences to culture (language); income and age differences between the groups exerted little influence. Generally they found that French Canadians viewed holidays 'at home' i.e. in Canada more favourably than English Canadians. However both groups considered perceived holidays to be 'better in Canada' than in the U.S.A.

Pyo et. al (1989) suggest that destination promotion should consider not simply destination attributes but also tourist motivation. They point out that the link between the two has been neglected because motivation is not seen as destination specific (Crompton, 1979; Pearce, 1982). However they argue that motivation can in fact explain attribute preference patterns of tourists and advocate the study of the link between the two. The outcome of their study basically, is to suggest "types" of people likely to have "types" of preferences for destination attributes. For example

> "budget conscious people with kinship and relaxation motives...want a safe destination environment and good weather to travel....family oriented, health conscious people visit natural attractions".

The study is useful because they attempt to link destination image (attributes) to possible destination choice by arguing that "since people act to satisfy their needs, motivation is thought to be the ultimate force that governs behaviour". However they acknowledge that since motivation is only one of many variables which explains "the tourist attraction attribute preference behaviour" other variables need to be considered. The research in this thesis will attempt to account for many factors, including motivations, and their effects on tourists' image of destination in explaining travel behaviour.

The study by Pyo et. al. is cited here because it is ideographic, not destination specific, and also because of the attempt to link image to choice by the study of destination attributes to motivation. The link between image and choice has not been studied explicitly in many studies. It will be noted during the next sections where implicit statements are made regarding image and choice. Holiday choice studies are considered in more detail in Section 1.7.5.

1.6.3 Destination specific image studies

An early attempt to define regional images was also one of the few studies that have attempted to directly link image to choice (Mayo, 1973). He compared the destination attractiveness ratings of eight destination regions in the U.S.A. with an 'ideal' destination defined by the "auto vacationer" respondents. The ideal region : "would offer a great deal of scenery; it would not be congested.....and finally it would offer a very comfortable climate" (p.216). He argues that tourists compare what is known about a destination to this "ideal". The ability of a destination to match to the ideal, makes it more likely to be the destination chosen. Their notion of the "ideal" destination can really be viewed as an indicator of individual motivations i.e. the attributes of a destination needed to satisfy an individuals subjective needs. The proposed link between image and choice is thus based as the study of Pyo et. al. (1989) on attributes and motivation.

Levens (1972) proposed the use of Repertory Grid for the analysis of tourist destination images. He attempted to identify the images of eight Mediterranean British package tour destinations. This was measured by the "conceptual distance" between each of the countries. He defines this as "the number of times they are classed apart, divided by the total number of times they are compared" (p.33). It is an interesting study because of his use of factor and cluster analysis of image of destinations several years before similar studies started to appear in the mainstream tourism literature. The combinations of similar destinations and factors derived to describe them are not relevant here. However, one interesting secondary theme he pursued was the link between attitude and individual preferences. This related to a rating of the countries on a construct "for me/not for me." He found a correlation between preference and the assignation of characteristics to the various countries. However, the correlation was weak for one third of the sample, for whom preference was not linked to choice. They suggest that preference may be influenced "by considerations other than their perceptions of national image". It could also be that preference may link to consideration of the motivations and images of other people that may be involved in the decision-making process; this is discussed later in Section 1.7.3.

The research of Hunt (1971) is the work often referred to as the first in-depth image study. In an image study of the U.S. Rocky Mountain states he defined state image as:

> "the impressions that a person has about a state in which they do not reside...images are implied to mean the aggregate impressions of the public in general or any stratified segment thereof".

This aggregate approach is typical of the ideographic study of image and is one used in this thesis in Chapters 2, 3 and 4. This is in contrast to cognitive studies which concentrate more on the subjective interpretation of the images and holiday experiences of individuals discussed in Sections 1.7 and used in Chapter 6. Hunt (1971) linked the image research literature that had previously concentrated on corporate, product and brand image profiles to the notion of tourist image of destination. Wood (1964 p.99) suggests that successful promotion of product is based as much on the product concept as the physical characteristics of the product. Hunt proposed that precisely the same was true of destinations for tourists. The image of place is as important as the reality of the place in attracting tourists. Indeed in a sense image is more important because prior to a first-time holiday at a destination it may only be judged through tourism literature and socially transmitted opinions. In this sense tourism is a much less tangible 'product' and thus susceptible to strong image influence on consumers.

Hunt (1975) found that the state images did not always reflect reality. Respondents were willing to evaluate the residents of these states in terms of political and attitudinal dimensions, along with climatic and landscape variables. Particularly in the case of Utah these images were often inaccurate. Although no attempt was made to link image to choice he did make recommendations for the creation of a favourable state image for non-coastal states. These recommendations were based on the image of Colorado which was expressed as most desirable by respondents. The omission of the image-choice link he saw as unfortunate and called for more research on the variables that influence choice of destination. It will become clear in this review that image studies have concentrated on the identification and measurement of image and continued to neglect this link.

A seminal study on comparative image analysis was that of Goodrich (1977). He studied the relative performance on ten attributes of nine destinations using multi-dimensional scaling (MDS). His study was similar to that of Anderssen and Colberg (1973). The use of MDS has also latterly be advocated by Fenton and Pearce (1988). This study contains a review of applications of MDS to tourism and related subjects.

1.6.4 Cross-cultural comparative image studies

Haahti (1986) used MDS to study the relative position of Finland with other European holiday destinations for four nationalities of respondents on 10 attributes. She attempts to link image and choice by identifying Finlands' relative strengths and weaknesses in relation to *primary competitors* within particular market segments. Choice patterns are inferred (as in other studies) from expressed destination preference. Two choice dimensions "different experience" and "ease and economy" were identified. Finland performed well on the first dimension but poorly on the second for each group of respondents. The study is of particular interest because it highlights cross-cultural differences of cognition of a set of destinations using a common set of attributes. Some attempt is made to link the attribute patterns of four European nationalities of potential tourists to preference between possible destinations and how their choice of destinations may be influenced by marketing.

Boerjan (1974)studied the destination attributes of the Belgian Coast compared to the English and Spanish coast with English tourists and to the German and Dutch coasts with German tourists. He draws a distinction between attitude towards a product as an evaluation and the motivation to acquire it. The investigation included a qualitative stage in which attributes salient to the choice of a coastal resort were formulated by interviews with tourists. These were then used to establish the relative importance of each attribute to the respective English and German samples and to make cross comparison of the coasts outlined above. The reactions were collected by semantic differential scales and analysed by arithmetic means, which will be discussed in Chapter 2. By identifying the attributes salient to tourists' choice he attempted to relate image and choice by analysis of their attitudes and preferences. The study is relevant because it is an early, effective attempt at simple analysis that allowed the image of a destination, which was the focus of study, to be compared to that of competitor destinations for contrasting national markets.

Morello (1983) suggests in his cross-cultural study that people's attitudes toward destinations is highly related to their attitudes towards nations. Both the Dutch and Italian groups of respondents he studied showed high correlations on three dimensions of semantic differential, bi-polar adjectives. However the link to choice is only suggested because it is assumed "that attitudes are good predictors of behaviour". It has been argued by authors such as Boerjan (1973)and Acjzen and Fishbein (1975) that in fact choice is more likely to be related to preference for destinations and attitudes towards the actual taking of a holiday at a destination. A study by Wee et.al. (1986) of various national groups' images of Singapore is discussed more fully in Section 1.6.5. However, it is relevant to note at this point that they found that visitors from more distant destinations had less favourable images than did respondents from nearer to the destination. The ability to generalise such findings from a single study is discussed in Section 1.6.5 in relation to work by Crompton (1979) who found the reverse to be the case.

Cross-cultural studies of travel trade attitudes to destinations have been made by Nyaruwata (1986) and McLellan and Foushee (1983). Nyaruwata investigated the image of Africa held by European tour operators (British, French, German and Swiss). He found a generally negative image of the African continent, the consequence of which was a reluctance to promote destinations there. He identified particular image problems for Kenya, Malawi, Tanzania, Zaire and Zimbabwe. McLellan and Foushee researched negative images of the United States held by tour operators in Britain, France Canada,Japan, West Germany and Latin America. The tour operators were asked to indicate how they felt their clients perceived selected problems they might encounter when travelling in the U.S.A. Generally the greatest problem was seen to be "personal safety", however some cross-cultural differences in attitude were identified. The importance of these studies is the inference that researchers believe that the travel trades' view of tourists' perception of places is relevant to the study of image. There are two main reasons for this. Firstly the travel trade is expected to have, quite reasonably, a 'feel' for their customers preferences and concerns. Secondly, they are themselves an important determinant in affecting tourists' choice of destination; they choose to promote destinations based on their own view of destinations and also affect tourists by their advice. In this thesis the importance of these themes is emphasised as being worthy of further investigation and are followed up. The views of travel representatives in Mallorca to tourists expectations, holiday experiences and choice patterns are investigated in Chapter 6.

An extensive cross-cultural study by Moutinho (1982) considered the attitudes of British, German and U.S.A. tourists to Portugal. He suggests that:

> "the tourists' perception of salient benefits leads to the development of travel preferences. These, in turn, lead to intentions that directly influence the tourists' decision making".

Perception of destination attributes was only one of the objectives of his study which is discussed in more detail in Section 1.7.5. All the studies discussed so far have had an emphasis on either tourists' attitudes to destination attributes (by implication towards holidays) or towards the image profiles of destinations' attributes. It is useful to conclude this review of ideographic image studies with a summary of studies where the emphasis has been on a particular factor likely to affect the image of a destination or destinations.

1.6.5 Studies of factors affecting image

Studies have been conducted considering the attitudes of residents or tourist areas towards tourism and tourists; Liu and Var (1986); Liu, Sheldon and Var (1987). These concentrate on attitudinal statements towards tourism and tourists rather than to destination attributes. However the study by Witter (1985) is of direct interest in the context of this thesis because she compares the attitudes to a resort area of tourists and local retailers by means of destination attribute profiles. She identified "the proud parent syndrome" in that, where there were differences, retailers evaluated the resort more favourably than did tourists. In addition, retailers believed that most attributes were of greater importance than did the tourists. She concludes that residents of destinations cannot simply rely on their own views of what the destination offers tourists. In order to attract tourists and thus influence choice, research into potential tourist attitudes towards the destination in particular and attributes in general is essential.

Crompton (1979) found the factor of distance dominant in explaining differences in the images held of Mexico as a holiday destination. Respondents residing in regions of the United States most distant from Mexico had more favourable images. Although the study was carried out with students and caution should be exercised in generalising this finding, it is a conclusion often referred to. However it was observed earlier that Wee et.al.(1986) had found the opposite to be the case for Singapore. The difference may be due to the scale of the investigations. Crompton studied attitudes within the U.S.A. whilst Wee et.al. studied image at a world scale. However it is more likely that it is the particular destination and the source regions that were studied that resulted in different results. This indicates that there are so many variables in image studies that findings should not be generalised. The likely influence of image on choice was inferred from the difference between the image of Mexico and those attributes considered important in any decision to visit or not to visit the country. The poor performance of Mexico on the key attributes on which a decision to vacation would be made implied that few students would actually choose to visit Mexico. The majority of discussion concentrated on how to improve the image of Mexico in the United States. Crompton suggests that it is easier to maximize positive image attributes rather than improve negative images.

In some cases perceptions of a single destination attribute have been thought sufficiently important to warrant study in its own right. A good example is Henderson and Mullaghan (1983) who studied the effect of violence on the attractiveness of Northern Ireland to British tourists. They found that from a peak of visitors in 1968 there was a drastic decline which coincided with the commencing of civil disturbances in 1969. Although the number of deaths in the province has fallen dramatically from peaks of 500 per year in 1971 and 300 in 1976 to an average around 100 between 1977 and 1983, the number of visitors in 1983 was only 350,000 compared to 1.1 million in 1968. They concluded in 1983 that whilst

> "in Northern Ireland we know that things are back to normal, that the average person in Great Britain may not comprehend this for quite some time".

Whilst it clearly a complex matter and it is doubtful that the sporadic violence that continues can really be described as 'normal' they make a useful point. Specific identifiable events may cause the image of a destination to change. It may be that once an image is established it is difficult to change; a negative stereotype image is formed. It is likely that new images are created or old ones reinforced by particularly strong or significant events that 'fracture' cultural perceptions of place image. This is discussed further in Chapter 6. It is irrelevant what the 'reality' of place may be in this case, because the image of violence continues to have a high profile as it is continually reinforced by media reports of relatively isolated or sporadic violence. It is possible that it is the perception of random violence that deters tourists, although in fact it is difficult to recall incidents of tourists in Northern Ireland suffering violence. This study, although based on very simple indicators of image, is also notable because it was conducted over a twelve year period. Such longitudinal work is relatively rare in image studies and forms the final type of ideographic studies to be considered before turning to the cognitive image studies.

Gartner (1986) considered temporal influences on image change. He conducted research on the image of Colorado, Montana, Utah and Wyoming on 13 attributes during November 1982 and February 1983. No significant changes occurred during the five month period although minor changes were in the "the hypothesized direction." In later work Gartner and Hunt (1987) suggest that achieving significant changes in state image is likely to be a long, slow process. It was observed earlier that Hunt (1971) had found that Utah had a relatively poor image compared to other Rocky Mountain states. In their study, twelve years later, Gartner and Hunt (1987) found that the image of Utah had "significantly improved". They also found that image was "more impressive" for respondents closer to Utah. They argue that the reason for this is that most advertising is conducted in California and states contiguous to Utah. However it may also be due to incidence of previous travel to Utah: they found that respondents who had visited had more favourable images than did those who had not. This aspect of image is investigated in more detail in this thesis in Chapter 4. Regions closer to Utah tended to have a higher proportion of residents who have travelled to Utah than did regions located a greater distance from Utah. The study suggests that image change is a slow process in the absence of "any catastrophic impact" (such as in Northern Ireland). They were unable to explicitly identify the factors most effective in changing the image. It was suggested that change was due to an amalgam of effective advertising based on image research and the positive effects of increased incidence of travel to Utah. They imply that influence of tourist choice can only be effectively achieved by "in depth image study....to reposition the 'product' i.e. destination" in order to maximise tourist potential.

The measurement of image change is a potentially important aspect of image and has received relatively little attention in the tourism literature. Downs and Haynes' (1984) work on store image *before* and *after* a repositioning strategy has great relevance to the study of tourists' images of destinations. They suggest that expensive marketing campaigns must be accompanied by before and after studies to monitor their efectiveness. Kemp (1983a, 1983b) points out that tourist agencies often spend large amounts on advertising campaigns, the utility of which is questionable. It may seem surprising then that whilst many studies identify destination images and base marketing recommendation on the findings (e.g. Haahti, 1983; Hunt, 1971; Davis and Sternquist, 1987;Boerjan, 1973), few studies actually follow up marketing campaigns with a before and after research strategy. Such research could be based on either the general population (Gartner, 1986), the perceptions of tourists before visiting a destination and after their visit (Wee et.al, 1986; Short and Wilkinson, 1983; Phelps, 1986; Gyte, 1987) or a number destinations before and after a visit to one or more of the destinations (Pearce, 1982; Gyte, 1988).

The studies above are the few that exist on this topic. The potential importance of this area of image research and the relative lack of attention paid in the past to it led to its selection for research within this thesis. Pilot image studies are conducted of image before and after visit for a single destination (Chapter 2) and images of three destinations for two groups of respondents (Chapter 3). These are followed by an in-depth image study of a single destination before and after a holiday for various sub groups of tourists (Chapter 4). The findings of this thesis will be discussed in Chapter 7 in relation to the above mentioned before and after studies. They will not be commented on further at this point.

1.7 The study of tourists' images : the cognitive perspective

1.7.1 Introduction

Lew (1987) suggests that within tourist attraction research cognitive studies (defined in Section 1.5), are sometimes found intermixed with ideographic categories but in virtually all such cases the ideographic categories clearly predominate. This applies to many of the studies discussed in Section 1.6 (e.g Pearce, 1982; Boerjan, 1973; Witter, 1985; Shih, 1986; Davis and Sternquist, 1987; Pyo et.al, 1989). Thus aspects of some studies from Section 1.6 are also referred to in this section.

Studies that concentrate on individual cognition of destinations, in contrast to the ideographic studies discussed above, focus on how individuals interpret the destination attributes. Few studies have been done which simply concentrate on the more qualitative, interpretive study of images of destinations. Statements tend either to be speculations based on ideographic studies or referenced within the context of tourist experience of place. It is therefore necessary at this point to construct a framework within which cognitive studies can be discussed. It will be necessary to discuss both tourist cognition and experience of destinations to do this. All these studies are relevant to the thesis themes of tourist image and choice. One important theme identified and followed up in Chapters 5 and 6 is the importance of tourist experience in affecting both image of place and tourist destination decision making.

It is difficult to draw hard distinctions between the types of literature contributing to the understanding of tourists cognition and experience of destinations. It will become clear from a discussion of review articles (Cohen, 1988b; Lew, 1987; Hamilton-Smith, 1987; Iso-Ahola and Mannell, 1982; Dann et.al., 1988) that many disciplines have contributed to the understanding of tourist behaviour. Thus authors such as McCannell (1976) and notions such as authenticity of experience are quoted in the contributions of sociology, social psychological and anthropological studies.

The task of categorization of contributions to the various themes discussed in the following sections is not always easy because many research perspectives are used. However this can be seen as an inevitable and desirable outcome from the interdisciplinary nature of the study of tourism. There has been considerable cross-fertilization with regard to method and theory. Stringer and Pearce (1984) see this as a "non-parasitic relationship" and part of "pre-paradigmatic research". In this they share the assumptions of Dann et.al. (1988) that a discrete discipline is being created. The implications are that a discrete body of theory and methodology will result from the integration of disparate perspectives and their attendant theories and methodologies. One common theme however is the emphasis on tourists and interaction with the environment. Initially therefore, the various social science contributions to the study of tourist cognition and experience of destination will be identified. The review of the relevant literature that follows this will be summarized in a series of themes that draw from all these perspectives.

1.7.2 Social sciences and the study of tourist cognition

1.7.2.1 Sociology

Studies have emerged which postulate frameworks for relating various aspects of the social sciences to the tourists' cognition and experience of destinations. Hamilton-Smith (1987) attempts to link leisure theory to tourism study from a sociological perspective . He identifies four types of tourism that could usefully be employed to categorize 'leisure theory' research. Other examples of sociological approaches to the study of tourist cognition are Foster (1964); Rogers, (1968); Holloway, (1981); Boorstin, (1961), de Kadt (1976); McCannell, (1973, 1976); Cohen (1972, 1979a, 1979b, 1982); Mannell and Iso-Ahola, (1987); Dann, (1981) and Adler, (1989). These studies illustrate the relevance of sociology to the analysis of tourists' holiday experience ,such work is reviewed later.

1.7.2.2 Social Psychology

The seminal text on social psychology and tourist behaviour is Pearce (1982) who considers both ideographic and cognitive perspectives on research. Issues that he identifies are : the social role of the tourist, approaches to tourist motivation, social contact between tourists and hosts, tourists and the environment and inside the tourists' perspective. Throughout he argues for research that devotes more attention to tourists' views of their travel experience.

Fridgen (1984) links environmental and social psychology to tourism research and reviews literature in a five phase model of tourist behaviour: anticipation, travel to the destination, on-site behaviour, return and recollection. Stringer and Pearce (1984) attempt to illustrate how social psychology can most usefully be implemented in tourism studies. Stringer (1984) later illustrates the methodology used in six social psychology Masters theses to suggest future research avenues in this area. A theme issue of social psychology and tourism appeared in Annals of Tourism Research 1984, 11.1.

1.7.2.3 Anthropology

It has been clear since Smith's (1977) collection of essays that anthropology has great relevance to the study of tourism. The special relevance is the cultural impact of tourists and the interactions of tourists with the indigenous population. Anthropological research has appeared regularly on these topics Chalfen (1979), Papson (1981), Gottlieb (1982), Albers and James (1983) and Adams (1984). Annals of Tourism Research devoted an entire issue to anthropology and tourism (1983, 10.1).

1.7.2.4 Human Geography

Research of place image by geographers was reviewed earlier in Section 1.2. Geographers have also made one of the most substantive contributions to tourism research in general (Dann et.al., 1988). However, as observed in Section 1.2.3, relatively few have concentrated on tourists' images of place or on tourists' subjective experience of holidays.

A review of the whole range of material that is relevant to tourists' image of place and holiday experience will now be discussed within a number of themes that integrate the various approaches to this topic. In the review of ideographic studies the implications of the research for holiday choice were noted. In this section (on the cognitive dimension) the literature is much more diverse and references to (a) individual cognition; (b) social interaction and holiday experience, and (c) the influence of these on choice of holiday, appear in various combinations from many sources. Because these three themes are central to this thesis they will be used as the basic framework to integrate the review of tourist cognition of destination.

Figure 1.4 is an attempt to amalgamate the insights of the Pocock (1973) model (Figure 1.1) and the Mayo and Jarvis (1981) model (Figure 1.2). Pocock highlights the interaction of image formation and environmental experience. Mayo and Jarvis identify more specifically the subjective and mediating influences on travel behaviour.

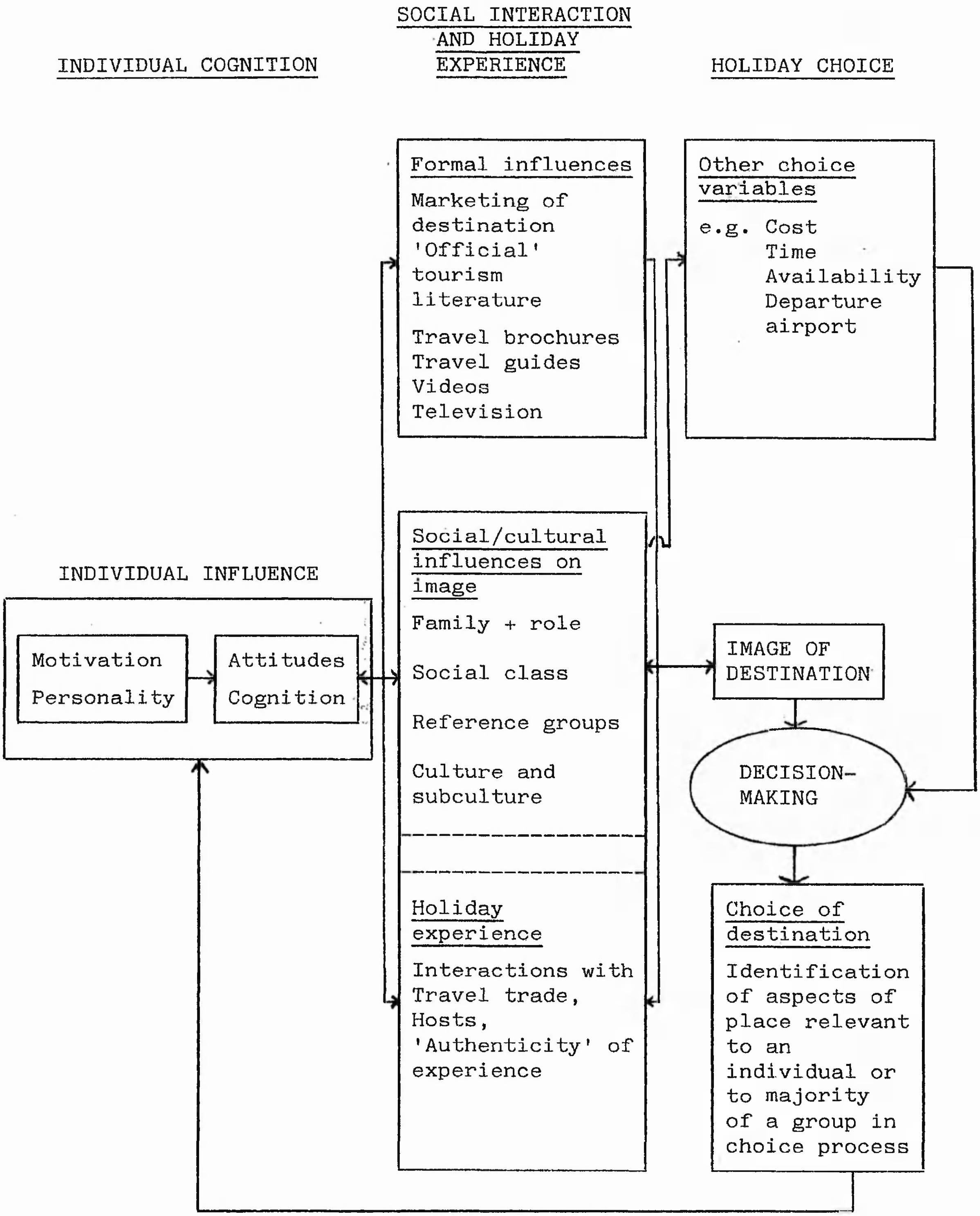
1.7.3 Motivation and destination image

The review of ideographic studies (Section 1.6) commenced with those relevant to tourists' judgements of destination attributes, i.e. which factors motivate tourists when choosing their holiday. Mayo and Jarvis (1981) define motivation as an

> "active driving force that exists to reduce a state of tension (whose purpose is) to protect, satisfy or enhance the individual" (p.147).

Dann (1981) points to the variety of approaches to the study of motivation in tourism studies. Motivation and choice may be seen as opposite ends of a continuum with image an important mediating influence between the two. It is what the potential tourist believes to be true about a place and the matching to an individual's own motivations that is likely therefore to affect choice (Britton, 1979).

Figure 1.4 Framework for cognition of destination and holiday choice



Dann (1977) suggests that at a personal level push factors are related to anomie and ego-enhancement. How this may relate to image and choice is summarised in Figure 1.5. Thus, holiday destinations for Dann represent an escape from what Berger and Luckmann (1967,p.35-39) would term "paramount reality", i.e. to a new situation that will allow them to pursue ego-enhancing activities outside the constraints of 'everyday life'.

Iso-Ahola (1982) criticizes Dann's neglect of psychological texts on motivation and social psychological research on leisure behaviour. He proposes a model of tourism motivation (Figure 1.6) that integrates individual and interpersonal motivations and claims that a study by Iso-Ahola and Allen (1982) supports this model. In this study the application of factor analysis of leisure needs led to the identification of four factors: Interpersonal diversion (cell 2), personal competence (cell 1), escape from the daily routine and problems (cell 3), and positive interpersonal development (cell 4). Destination images can be overlain across these four cells to illustrate the kinds of attributes a destination might possess. An 'ideal' destination would possess all four dimensions, a totally unsuitable one would possess none. It is clear from the application of models such as these that image of destination is a relative concept. The judgement of place is related to personal motivations. For example Mallorca may appear to one individual to perfectly match their holiday aspirations on all four cells whilst another may not see it as satisfying any. The relevance of this model is also that it reflects the fact that individuals do not act or think in isolation from others. Motivations are moderated by the social/cultural influences identified in Figure 1.2. Thus there are two strands to image research here. Firstly, individual images of destinations related to personal motivations. Secondly, images of destinations may be negotiated with others. Individual motivations may be linked to the motivations and attitudes of the family group or social peers (Kent 1988). An attempt will be made to accommodate both these aspects in the thesis. Attention however, will concentrate on the 'pull' factors of destination, and individual cognition of destination. The 'push' factors of motivation

Figure 1.5 Motivation and image of destination
(based on Dann, 1977)

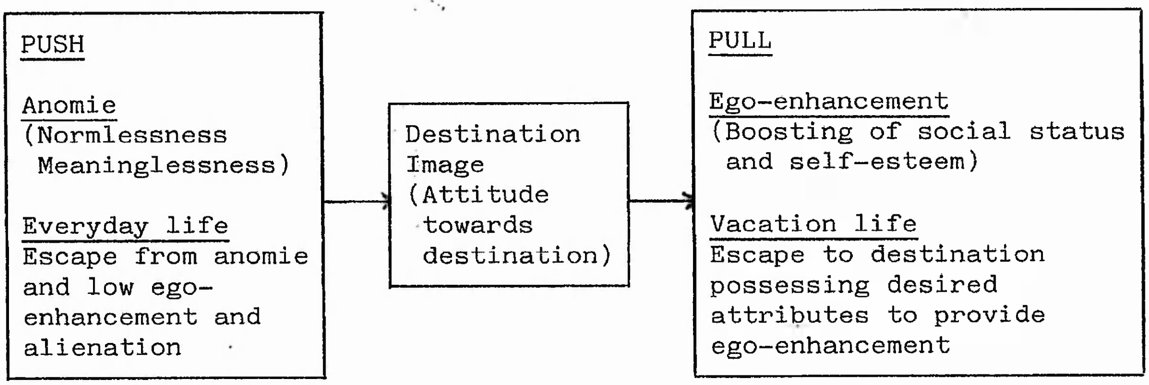
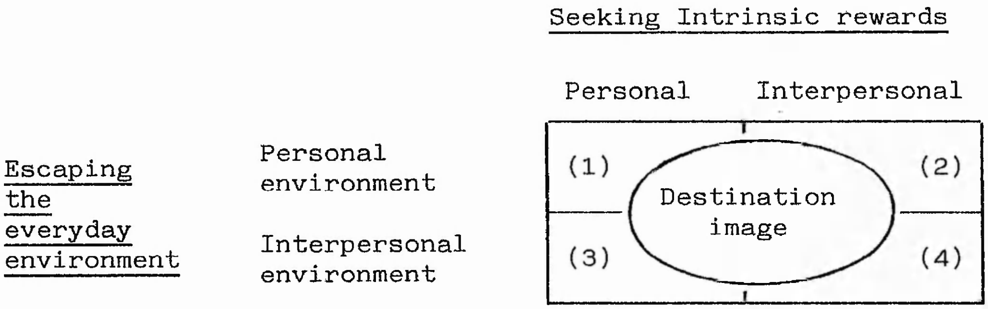

PUSH
Anomie
(Normlessness Meaninglessness)
Everyday life
Escape from anomie and low ego-enhancement and alienation
Destination Image (Attitude towards destination)
PULL
Ego-enhancement
(Boosting of social status and self-esteem)
Vacation life
Escape to destination possessing desired attributes to provide ego-enhancement

Figure 1.6 A social psychological model of tourism motivation
(Iso-Ahola, 1982, p.259)


Seeking Intrinsic rewards
Personal
Interpersonal
Escaping the everyday environment
Personal environment
Interpersonal environment
(1)
(2)
Destination image
(3)
(4)

will be referred to in relation to the 'pull' factors, group influences will be referred to in relation to individual cognition of destination and choice.

1.7.4 Image formation

It was noted in Section 1.6.5 that ideographic studies, with the exception of before and after studies, tended to be 'one-shot' image studies. It was therefore noted that they shed little light on how images were formed and how meanings associated with image evolved. However, cognitive studies are particularly useful in this area. Therefore it is relevant at this point to consider studies relating to aspects of image formation.

1.7.4.1 Photographic images and meaning

Attitudes towards destinations were considered in detail in the ideographic perspective. Individual cognition of destination and image formation will now be considered.

Sontag (1977 p.9-10) notes:

> "Photography develops in tandem with one of the most characteristic of modern activities : tourism...It seems positively unnatural to travel for pleasure without taking a camera along...Travel becomes a strategy for accumulating photographs....Most tourists feel compelled to put a camera between themselves and whatever remarkable is encountered".

The role of photography in the development of tourist images has been considered by Chalfen, (1979); Albers and James, (1983, 1988) and Botterill, (1987, 1988). Chalfen discusses image sensitivity and image accommodation i.e. the sensitivity of the relationship between the photographer tourist and subject host and the extent to which the host should accommodate photography. These issues will be discussed in relation to tourist experience (Chapter 6).

Botterill using repertory grid techniques (Chapter 3) considers how holiday snapshots are interpreted to reconstruct the holiday experience retrospectively and inform future decision-making.

Albers and James discuss the role of post cards between 1900 and 1970 on the image of the Great Lakes Indians. They identify a shift in cognition from early tourist images of "authentic and indigenous features" to more "created attractions outside the ordinary environment which was open and free". They link the shift to the development of a tourism economy. Secondly, they see the postcard images as "metaphors of modernity" i.e. they obscure the true history and struggle of the indians and transform it to a "dead object - a relic". They suggest that only under these conditions could the Great Lake Indians be accepted in contemporary tourism as "authentic". Albers and James illustrate that in addition to helping form images, postcards are a good indicator of 'shifts in popular stereotypes'.

Uzzell (1984) investigates more specifically the role of tourist image formation by his analysis of photographic images in travel brochures. He conducts the analysis within a semiotic framework. He argues that the images of destinations in travel brochures although superficially promoting attributes of culture, food, weather etc are in fact merely signifiers. Meanings signified by these images are more related to individual motivations such as self actualization, social interaction, sexual arousal and excitement. An example is the analysis of a single photograph from a 'Medina holidays' brochure.

First Order semiological system : language.	SIGNIFIER Bottle of wine	SIGNIFIED The good life
	SIGN SIGNIFIER Good lifeness	SIGNIFIED Holidaymakers.
Second Order semiological system : myth	SIGN A Medina holidaymaker	

Figure 1.7 : Semiotic analysis of travel brochure photograph (Uzzell 1984).

Such relationships of meaning are complex and open to many interpretations, operating on various levels of meaning. The relevance of this particular study is that he analyses package holiday advertisements at the level of image formation and links motivation with image and influence on choice. He makes three main conclusions. Firstly, holiday brochures sell 'sun, sea, sand and sex' which have "a powerful semiotic function in their own right". Secondly, advertisers should focus not only on destination-specific attributes but also to "those attributes of places which may contribute to any identity one wishes to undertake". Thirdly, holiday brochures sell "images of ourselves....the association of people, objects and ideas...are given as tools to create his own fantasies and meanings" (p.97). Analysis of such image sources for tourists on holiday in Mallorca is analysed using a similar framework in Chapter 6. Semiotics is discussed later in relation to authenticity of experience (McCannell, 1976). The application of semiotics to Geography are discussed by Sitwell and Bilash (1986) and in Marketing by Mick (1986).

Other studies of the role of tourism brochures have been conducted by Dilly (1976) and Henshall et.al.(1985). Whilst brochures are clearly important in informing decisions at some level their direct influence on choice has yet to be established. Studies such as Lilly (1984) suggest the possibility of the predominance of friends/relatives advice, or previous experience (Leisure Intelligence, 1989). These important issues are discussed further in Chapter 5.

1.7.4.2 Tourists' images of developing countries

An interesting focus for considering image formation is how the image of Third World destinations can be portrayed in order to both reflect reality and still to attract the international tourist. The points made are powerful because of the often great disparity between the promoted image and reality. However they have a wider relevance to the international tourism industry globally (Krippendorf, 1987). Oxfam (1986) point to the difficulty of portraying positive images of Africa that truly relate to their work there. The media tends to find the Third World newsworthy only when there is drought, famine or war. The negative consequences for tourism were noted earlier (Nyaruwata, 1986). It may be true that news reporting of all places is susceptible to this, however in the case of the Third World the events are strongly negative and especially counter-productive to the promotion of tourism.

Britton (1979) identifies three themes in the representation of the Third World in advertising:-

(a) Myth and Fantasy : An inability to portray developing countries as 'real' places. The dominant images are "paradise", "unspoilt", "untouched, "sensuous".

(b) Minimization of foreignness by the amplification of the familiar e.g. "India : the most foreign country you can visit speaks your language".

(c) Suitability for tourism e.g. the West Indies as 'American's Pleasure islands'.

(d) Romanticization of local society.

(e) Inauthentic place making e.g. "Mexico offers the best of the Mediterranean, the fountains of Spain.......".

Adams (1984) in a study of the role of tourist literature in the genesis of ethnic sterotypes of Indonesia suggests that travel agents are "brokers in ethnicity" and that,

> "In the process of marketing images of exotic places, travel brochures draw upon a small set of ethnic markers....These brochure images become indices of "authenticity" and the stereotypes generated by them become reified during the tourists' visit abroad" (p.469).

Britton advocates the portrayal of image of place that reflects more accurately the 'real place' to increase tourist satisfaction and to promote a more symbiotic tourist/host relationships. Mohammed (1988) is pessimistic that this can be achieved whilst the local culture is portrayed as an "amusing curiosity". The impact of inaccurate images, Britton suggests, cannot be dismissed as only advertising:

> "If places are perceived either as composed of nothing more than beaches, sun, and obsequious smiling locals, or at the other extreme, as some mystical paradise, visitors are much less likely to learn anything about the real place. The experience is reduced to validation of cliches and stereotypes. When tourists perceive of places as less than real, their behaviour is less than acceptable" (p.323).

Weightman (1987) in an analysis of package tours to India concludes that the actual experiences were organised in such a way as to "maintain a good image". This was achieved by "encapsulation" and protection from the realities of India rendering the package tourist an "outsider". The studies reviewed above illustrate the link between tourist image and tourist experience of place. The discussion will now be broadened to accommodate the literature relevant to tourists' experience of place and how this relates to tourist image formation and holiday choice.

1.7.4.3 Tourists' experience of place

Tourists' interaction with hosts has been discussed elsewhere (Smith, 1977; Pearce, 1982; Cohen, 1986). However the actual holiday experiences of tourists are of particular relevance because of the insights these experiences afford into the development of tourists' images, their evaluations of places and their choice criteria. Van Raaij (1986) points out that tourism researchers have tended to concentrate on the decision making process although analysis of "actual vacation activities is an important source of information for designing and improving touristic products". This clearly has relevance to this thesis because tourist experience of place is hypothesised as important in explaining the development of image, and this is likely to affect holiday choice in the future. It is intended that some of the causal links between image and choice can be identified by research into holiday experience (Chapters 5 and 6). McCannell (1976) proposes a semiotic of tourist attractions at destinations. He argues that tourist attractions provide the language through which people in modern society seek an authentic understanding of their world and thus believes that tourism provides the symbols by which modern people give their lives meaning. His approach may be summarized as social structural differentiation i.e. societal development or modernisation has led to growing complexity and diversification or differentiation between social roles and activities. People are alienated by 'modernity' and through activities such as sightseeing seek the authentic experience outside their everyday lives which they will find 'fulfilling'. His semiotic of tourist attractions is summarised in Figure 1.8. He argues that through prior 'marker involvement' (i.e. expectations and knowledge of sights), more meaningful experience is encountered than through mere 'sight involvement' (i.e. experience without realisation of the significance of the sight as a marker). Authenticity of experience is relevant to this thesis when considering the evolution of the images of destinations. In Chapter 6 this will be related to the notion of authenticity of place.

MacCannell's view of tourists may be contrasted to that of Boorstin (1964) and Turner and Ash (1975). They see tourism as a 'malaise' and the tourist as not seeking

Figure 1.8 Semiotic of tourist attraction
(McCannell, 1976, p.112-24)

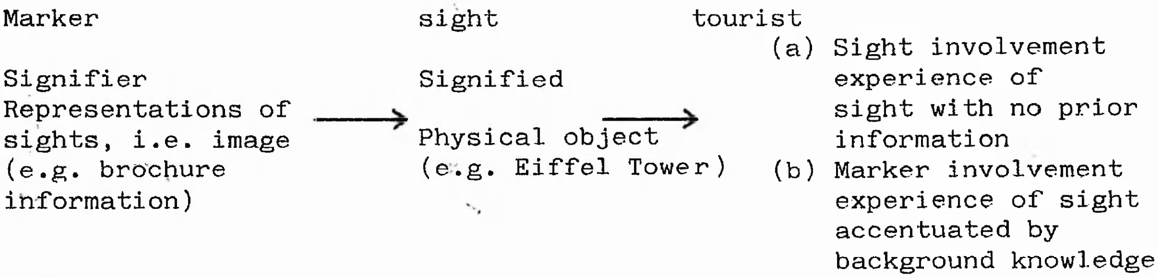

Marker
sight
tourist
Signifier
Representations of sights, i.e. image (e.g. brochure information)
Signified
Physical object (e.g. Eiffel Tower)
(a) Sight involvement experience of sight with no prior information
(b) Marker involvement experience of sight accentuated by background knowledge

Figure 1.9

(1) Tourists with a high need for authenticity

Tourists' impression of scene

		Real	Staged
Nature of scene	Real	Authentic and recognized High satisfaction	Suspicion of staging. Low satisfaction
	Staged	Failure to recognize. High satisfaction	Inauthenticity recognized. Low satisfaction

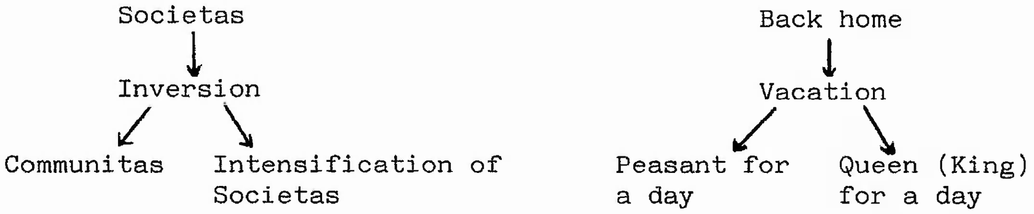
(2) Tourists with a low need for authenticity

Tourists' impression of scene

		Real	Staged
Nature of scene	Real	Authenticity recognized. Moderately high satisfaction	Suspicion of staging. Moderate satisfaction
	Staged	Failure to recognize. Moderately high satisfaction	Inauthenticity recognized. High satisfaction

Figure 1.9 A two-way model of tourist-environment authenticity
(Pearce, 1982, p.101) (after Cohen, 1979)

Figure 1.10 Two types of Vacation Inversions (after Gottlieb, 1982)



authentic experience at all but rather being satisfied with 'pseudo-events' (Boorstin, 1964). Cohen (1979(b)) builds on earlier work (1972, 1974) and disputes both views as being relevant only to 'some' tourists. He observes "different kinds of people may desire different modes of tourist experiences; hence '*the* tourist' does not exist as a type". (p 180). He proposes instead five modes of tourist experience which tourists may experience at various times. These are the recreational, diversionary, experiential, experimental and existential modes of tourist experience. Pearce (1982, p 101) abstracts a two-way model of tourist-environment authenticity based on Cohen's (1979a) arguments (Figure 1.9). Pearce relates this framework to the work of Goffman, (1959) (as indeed had McCannell) and to the notion of 'front' and 'back' regions. The 'front' regions, are the level at which tourist and host are 'allowed' to interact but the 'back' regions are the 'real' social world of the host that exists beyond the tourists' normal interactions. 'Authenticity' for McCannell was penetration to the 'back' regions. Cohen links these to the 'reality' of the scene and to tourists' motivations for authenticity.

Gottleib (1982) disputes the view held by all the above authors that touristic experience can be "meaningless", "superficial" or based on "false consciousness". She proposes that "what the vacationer experiences is real, valid and fulfilling no matter how "superficial" it may seem to the social scientist" (p 167). She argues that rather than expressing alienation from the modern social process, holidays provide renewed faith in that process. Drawing on the work of Turner (1969, 1973) she sees the most important function of tourist experience being to allow for inversion (communitas) of normal social roles (societas), (Figure 1.10). She identifies two extremes of inversion of societas. First, upper middle class people associating with lower-class inhabitants of the host country (communitas), something not done at home (peasant for a day). Second, lower-class people intensify societas and raise their social position to one of superiority. How far her model disputes Cohen's (1979) authenticity model is unclear. She implies that tourist experience is moulded by class, the upper middle classes seeking authenticity through communitas, and the lower classes by the boosting of self esteem by accentuated societas. Neither of these propositions necessarily directly conflict with Cohen's model and may be seen as supplementary arguments. They may help to explain why different tourists are either overt authenticity seekers or do not actively seek authentic experiences. The sense of authenticity as interaction with the 'real' local culture is not undermined.

The most fundamental criticism of the notion of authenticity of experience is from a social construction of reality or interactionist standpoint (Berger and Luckmann, 1966). Papson (1981) argues that the issue is not whether an experience is true or false but "how the definitions which make up social reality arise" (p221). "Spurious realities" are created to attract and manage tourists, he contends that these are alien and imposed on social groups by "alien forces" such as bureaucracy, private enterprise and tourist expectations. He identified four main themes to illustrate his argument:

(a) Marketing - The role of tourist marketing is to integrate the tourist with the destination. Tourist literature allows agencies to "redefine" a destination's image to fit market demands. The images in the literature "establish the boundaries of experience of what is beautiful, what is scenic and what should be experienced....experience is shaped by preconceptions learned from advertising".

(b) Routing and zoning - are part of the process of turning MacCannell's 'markers' into 'sites' i.e. meaningful actual places to visit. However, by so clearly identifying the places to visit tourists do not experience the "spaces-in-between" which would include negative images or images which contradict advertising material.

(c) Creating community events - The creation of festivals purely to attract tourists not only creates an image based on "pseudo-events" but actually influences the structure of everyday life as it becomes integrated into it. It is "spurious" because the event has not emerged from everyday life.

(d) The organisation of history in tourist settings

This is similarly "spurious" experience because "historical reality has been reconstructed to meet the demands of the tourist market."

Overall Papson concludes "the first two processes aim at the transformation of the image of place, the latter two transform place itself". Cohen (1988b) attempts to link the work of Boorstin, McCannell and Turner to establish a perspective on methodology for research of tourist experience and tourist typologies. Cohen concludes that typologies of tourists and tourism do not resolve the problem of synthesizing a meaningful approach to tourist experience. Examples of typologies of tourists and tourism are Hamilton-Smith (1988), Machlis and Birch (1983), Cohen (1972a), Yiannakis and Gibson (1988). He suggests a,

> "research program which would simultaneously take account of and compare, tourists' psychological needs and experiences, the socio-structural features of tourist settings, and the cultural symbols expressed in the touristic process." (p.43)

One of the aims of this thesis is to apply this type of approach (Chapters 5 and 6). Tourists' experiences will be related to (a) their motivations in choosing Mallorca for their holiday, (b) investigation of their experiences, and (c) its relationship to holiday choice.

Further discussion of authenticity appears frequently in the tourist cognition literature as a central theme. For example authenticity in relation to; commoditization, (Cohen, 1988a); special events, (Getz, 1989); theme parks, (Moscardo and Pearce, 1986); leisure experience, (Mannell and Iso-Ahola, 1987); group tours, (Schuchat, 1983) and guided tours, (Holloway, 1981). Reference will be made to the debate in the context of the research findings in Chapters 5 and 6 and the discussion of conclusions in Chapter 7.

In the foregoing review the implications of tourists' image of place for holiday choice have been suggested. It is relevant at this point to briefly discuss the study of holiday choice, before introducing the methodologies employed in the thesis to research all the themes identified.

1.7.5 Holiday choice and destination image

The extent to which image of destination is important in holiday choice has been discussed in relation to destination attributes, attitudes, motivation, holiday experience and sources of information. Some more general aspects not previously discussed are now presented.

Possibly the most thorough review of tourist decision making is by Moutinho (1986). He concludes that "the attractiveness of a tourist destination and the choice of it will greatly depend on its image" (p 14). One of the reasons for this is a purely functional one.

> "Vacation destination comprehension is related to the halo effect, which is the tendency of a tourist to be biased by his or her overall opinion in the process of evaluating distinct attributes of a destination. This is a form of generalisation and it minimises the effort to make travel decisions".

He also suggests that in "the relationship between self-image and product image is important to predict tourists' behaviour towards destinations (i.e. choice)."(p.8)

Gray and Herbert (1983) suggest destinations were chosen less on the attributes and attractions than their perceived "user image". Thus, they suggest tourists have an image of themselves as tourists and images of destinations based on the people who go there. This notion of typing of self and place emerges in Chapter 6 and is discussed in more detail in relation to choice. However, in contrast Hodgson (1983) found that the general image of destination was an important consideration in tourists' holiday choice. Once a holiday destination was decided upon other aspects of a holiday were far more likely to be changed than the chosen resort. He identifies four orders of questions relevant to holiday choice:-

(a) First order - external constraints regarding cost and timing.

(b) Second order - 'type' and 'purpose' of holiday.

(c) Third order - destination, accommodation, transport, booking.

(d) Fourth order - when to book.

He implies that destination image is important and is likely to become operational after 'higher-order' questions have been answered. Thus, for example, a 'sun and sand' holiday must be decided upon before destinations with this type of holiday image are considered. Thompson and Cooper (1979) suggest the notion of classifying destination into inept, inert and evoked sets. Evoked sets are the groups of destinations selected as possibilities, inert sets are possibilities discarded because they "are not perceived as having any advantage over the evoked set"; and inept sets are those which are discarded as unsuitable. Whilst not adopting their research methodology the notion of destination classification by such grouping into sets is followed up in Chapter 3. The objective is to identify the criteria by which package tourists group destinations using repertory grid interview.

The effect of social groups such as families on holiday choice has been considered: they are relevant to the link between image and choice in that they affect attitudes towards holidays in general (motivations) and thus also towards destination images (attributes). For example studies have been made of family roles and choice (Jenkins, 1978) and family roles and choice with holiday attributes (Nichols and Snepenger, 1988); destination attributes (Michie, 1986); and family life cycle (Cozenza and Davis, (1981). These studies are not reviewed because the theme was not followed up explicitly, although reference has been made to group influences when relevant. Michie found evidence for the reduction of destination attributes to eight that were deemed "most important". He also found the role of the travel agent in image formation and choice was seen as crucial when helping clients to identify their needs and accurately identity destinations likely to satisfy these needs, i.e. match desired destination attributes with actual destinations. This theme is discussed further in Chapters 5 and 6.

1.7.6 Holiday satisfaction and holiday choice

Van Raaij (1986) suggests that satisfaction is related to the difference between expectation and actual experience and that this has a greater influence on future holiday intentions. It would seem reasonable that such influence is not only applicable to judgements of specific destination (attitudes) but also to changes in judgements regarding holidays in general (motivations). Thus in Chapters 5 and 6 measures of satisfaction with Mallorca and of future holiday intentions are formulated. They are used to link expectations (prior image) with initial reasons for choice. Levels of satisfaction and changes in image are linked with future holiday intentions and the patterns of repeat business.

However, Botterill (1986) disputes Van Raaij's contention that satisfaction depends purely on matching 'image' and 'reality'. He suggests that the unexpected and unanticipated also lies at the heart of the touristic experience. Van Raaij (1986b) counters that whilst this may be true, at least at one level, his definition of satisfaction holds. "Expectations of beautiful scenery, friendly people, good food, attentive service, good weather....proximity to beach, absence of traffic noise" must be matched by experience. An interesting point to conclude this introduction is that Whipple and Thach (1988) found that future holiday intentions were more affected by actual performance (experience) than by a mis-match between expectation (image) and experience. Thus, not unreasonably, they cite actual holiday experience as a crucial factor in decision-making. It is clear then that if holiday experience is a crucial factor in the development of place images it will play a key role in future decision-making.

1.8 Conclusions on tourist image studies

The present study is cross-disciplinary study not only because the focus of study is tourism, but also because of the variety of other factors likely to affect image and choice, holiday experience and satisfaction and the choice procedures of tourists. For this reason the literature review was considered essential to provide a framework of understanding. How the literature informed the investigation and relates to the conclusions will be further discussed within each chapter and in the overview in Chapter 7. It is relevant at this point however to discuss the methodological framework adopted for the research.

1.9 Theory and method of tourism research

It will have become obvious that the study of tourists' images has been undertaken from many different perspectives using a variety of different methodologies. Dann et.al. (1988) suggest that:

> "In the relatively new sphere of tourism research, which is conducted under the aegis of a number of behavioural disciplines, there has been an unfortunate tendency to gloss over questions of theory and method, and a concomitant failure to acknowledge their interelationship. As a result research often falls into one of the following three categories: theoretical discourse without empirical foundation; descriptive essays which assemble a collection of impressionistic and anecdotal material; and data analyses devoid of theoretical content." (p 4)

Dann et.al. depict various combinations of theory and method in a two dimensional, four quadrant diagram (Figure 1.11(a)). This model will be used to guide this brief discussion of method, because it incorporates some of the main issues that must be raised regarding work within this eclectic field of research. The main themes drawn from this discussion are the relationship between positivistic and humanistic research, the relationship between theory and method and a discussion of the overall applicability of findings. These themes can be illustrated using Figure 1.11(a):

(a) Quadrant 1 : Interpretation of phenomena from a given perspective such as conflict, symbolic interactionism. Cognitive studies of *meaning* (Section 1.7.).

(b) Quadrant 2 : Ethnographic approaches (e.g. anthropology, history, political science) often *descriptive* and not related to theory or explanation.

(c) Quadrant 3 : Positivist (e.g. economics, market research, psychology) scant attention is paid to theory or meaning (e.g. ideographic studies, Section 1.6).

(d) Quadrant 4 : Optimum balance between "causal adequacy" (Q3) and "adequacy on the level of meaning" (Q1) (Weber) The model identifies continua between low and high theoretical awareness and low and high methodological sophistication.

They also identify a continuum that may be summarized as in Figure 1.11(b)

The four quadrant model is useful to summarize the balance between method and theory. However several assumptions are implicit in Dann et.al.'s conceptualisation of the continuum between Quadrant 1 and 3 which directly equates these two quadrants with phenomenology and neopositivism respectively, with an "optimum" (Q4) seen as existing between the two (Figure 1.11(b)). Firstly, despite appearing to acknowledge the existance of "different types of social scientific explanation" (p 10) Dann et.al. nevertheless appear to equate "methodological sophistication" with quantification and a neopositivist framework (Q3). Thus apparently implying that more qualitative approaches are not methodologically sophisticated, a conclusion which it will be argued is incorrect. They see a sophisticated methodology as:

(a) conceptualisation : formulation of problem. Concepts formed and theory to be tested.

(b) Operationalisation : hypothesis formation.

(c) Measurement : hypothesis to be tested and "research variables should be measurable" (p 14).

(d) Data collection : Results should be "typical" and "generalisable" (sampling methodology).

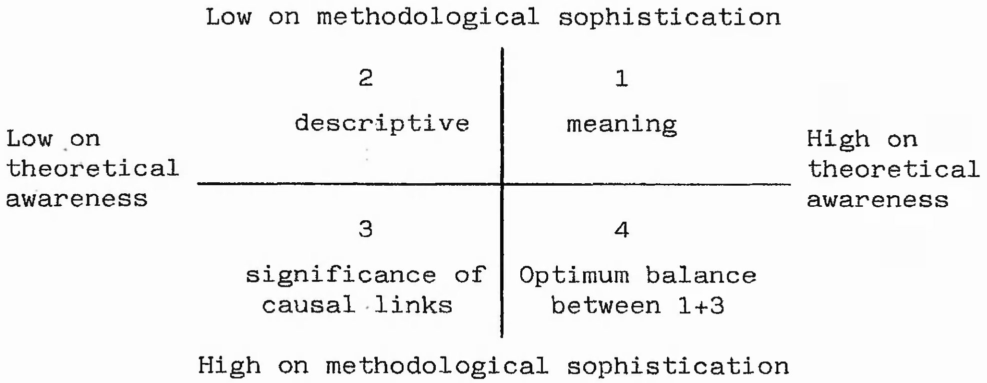
(e) Data analysis : reference is only made to statistical analysis.

Throughout their discussion they make only fleeting reference to qualitative, phenomenological criticisms of quantitification and hypothesis testing. However the methodological model described above is a positivist framework based on the assumptions of this model of research. Indeed they explicitly reject Silverman's (1973) "rhetoric of verification" (p 13) i.e. the notion that the variables in any hypothesis have themselves to be proved to exist. Like Peterson (1987, p.435) they imply that qualitative research is a useful interpretative and theory forming tool and is most useful as a precursor to quantitative, hypothesis testing research. They thus demote qualitative research to the role of a critique of quantitative research, and implicitly accept the latter as the 'real' model for research that proves or disproves causal connections between variables.

Whilst it is true that both approaches must address issues of sampling and methodology the idea that only one mode of inquiry deals with proofs (i.e. quantitative) is dangerously restrictive. Phenomenological studies by authors such as Relph (1976,

Figure 1.11 Model of tourism research
(After Dann et al, 1988)

(a)


Low on methodological sophistication
2
descriptive
1
meaning
Low on theoretical awareness
High on theoretical awareness
3
significance of causal links
4
Optimum balance between 1+3
High on methodological sophistication

(b) Continuum between Quadrants 1 and 3

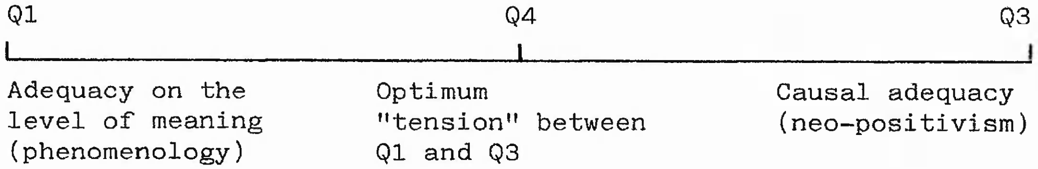

Q1
Q4
Q3
Adequacy on the level of meaning (phenomenology)
Optimum "tension" between Q1 and Q3
Causal adequacy (neo-positivism)

Table 1.2 Potential for wider generalisation of research

	Phenomenological/ Qualitative	Positivistic/ Quantitative
Spurious conclusions	Inaccurate and inadequate sampling and methodology. Incorrect or spurious conclusions.	
General conclusions relevant to specific study	Image studies of specific destinations by specific individuals or groups.	
General conclusions relevant beyond specific study	Attitudes or images of destinations that appear common across several studies. Test for consistency over time.	

1981); Wilson ,(1980) and Duncan, (1978) do not necessarily produce concepts which are testable by hypothesis testing. This does not mean that these concepts are invalid, rather that they have been developed following a different research methodology. Phenomenology is a perspective that has its own theoretical and methodological approach and its own system of understanding and 'proofs' or validation (Krale 1984; Pickles, 1985; Denzin, 1986; Fouche, 1984; Howe, 1985). It is not within the scope of this thesis to explore all the philosophical and methodological issues in detail. These issues are discussed elsewhere (Silverman, 1985; Fielding and Fielding, 1986; Kirk and Kirk, 1986; Johnston, 1983,1986,1987; Relph, 1976; Pickles, 1985). However, in relation to the structure of this thesis several points must be made because both humanistic and positivistic approaches are used. The following discussion will help to describe how these contrasting approaches have been integrated into the thesis structure.

Dann et.al. argue that the most meaningful research findings should be more widely applicable beyond the specific topic of study. It has been argued earlier (Section 1.6) that ideographic (quantitative) studies have generally failed to produce such findings. It was further argued that generalised typologies based on theoretical discussions were equally suspect. However it may be argued that both approaches are capable of results at varying degrees of validity and applicability (Table 1.2).

Completely objective research in the social sciences is unattainable as indeed it is even in the physical sciences (Christensen, 1982). However it is essential for all 'good' research to at least attempt to achieve as great a degree of objectivity as possible in both quantitative or qualitative approaches. Kirk and Kirk (1986) suggest objectivity is:

> "the realisation of as much reliability and validity as possible. Reliability is the degree to which the finding is independent of accidental circumstances of the research, and validity is the degree to which the finding is interpreted in a correct way." (p.20)

This is important for each of the three types of geography that Johnston (1983) has identified: positivistic, humanistic and structuralist. Clearly to avoid spurious conclusions, data must be collected and analysed carefully. Thus throughout this thesis both data collection and analysis are discussed in relation to the methods used whether they be quantitive or qualitative. The aim in each section of this thesis is to reach reliable and valid conclusions at either the study specific or general relevance level.

The predominant approach to this study is humanistic. Relph (1981) relates humanistic approaches to humanism and observes that:

> "its character is still far from clear and varies from discipline to discipline, but it is apparent that (humanistic approaches) are united at least in their distaste for scientism and the reduction of human beings to mere units of behaviour in deterministic theories and quantitative models" (p.128)

However it is important to note that taking a humanistic approach does not preclude quanitification *per se* (Johnston, 1986 p 95). For example the repertory grid used in Chapter 3 and 4 is based on the humanistic psychology of Kelly (1933) and specifically includes quantification. This illustrates the widest sense of humanistic approaches i.e. research based primarily on individual subjective viewpoints in contrast to the processing of mass 'objective' data such as tourist arrivals and departures, the effect of tourism on the economies of destinations etc..

Hartmann (1988) suggests that the field investigation of phenomena such as tourist motivation and cognition should combine methods of data selection and collection which would provide both "qualitatively and quantitatively relevant results." Fielding and Fielding (1986) argue that the value of multi-method work is that it allows the complementary use of micro- and macro-level work and qualitative and quantitative work. In this thesis macro-level work (e.g. Chapter 2 and 4 destination attribute profiles) is supplemented by micro-work (e.g. Chapter 6, in-depth individual and group interviews). They also observe that :

> "If the degree of generality in macro-research means that the analysis must often be treated as suggestive or a plausible version which requires more rigorous, detailed investigation, smaller-range qualitative work has a role in lending its empirical warrant to components of the macro-analysis."

Denzin (1970) also suggests that a variety of approaches may be used to research the same issue as a means of 'triangulation' i.e. the use of multiple modes of data collection to verify the results of each approach.

A number of approaches are incorporated into the structure of this thesis. General patterns of tourists' travel behaviour are investigated by means of a large scale questionnaire study (Chapter 5). The results are amenable to statistical analysis, this type of approach contains the positivist assumptions that causal links between expressed factors of choice and behaviour may be generalised on the basis of the observed statistically significant results. General patterns of tourist cognition of destination are achieved by means of destination attribute profiles (Chapters 2, 3 and 4) open and structured questionnaires (Chapter 5) and in-depth interviews (Chapter 6). Each Chapter is founded on a separate methodological and theoretical basis. However the overall design of the thesis is to aim to use approaches that are complementary and appropriate for the particular aspect of tourist image and holiday choice being studied.

Johnston (1987) argues that few behavioural and humanistic geographers "totally derogate the other" (p 170). Each type of geographer recognises that both methods of study are relevant in different circumstances. It is argued that in the context of this thesis positivistic approaches are more relevant when summarizing macro-patterns of tourist behaviour (Section 5.2). However some humanistic and quantitative approaches, it is argued in Chapters 3 and 4, can also provide insights at a macro-level by the grouping of individual rating scale data. It is acknowledged that this might be seen by some as a neo-positivistic approach in that individual responses are aggregated and the concensus repertory grid represents constructs collected from one group of respondents is offered to other groups deemed as similar (i.e. package tourists). However even with the analysis of qualitative data, aggregation of data is necessary via tape transcription analysis (Chapter 6). This does not necessarily entail positivist assumptions, merely that aggregation is one means towards generalisation; this must be the aim of research if it is to be not merely descriptive.

By treating each chapter as a self contained study on either the macro or micro-level no attempt is made to coalesce research methodologies or theories. Each is discussed separately and conclusions are drawn within each chapter. It is at this level that the synthesis of ideas takes place in Chapter 7. Conclusions have been formulated on the basis of different methods and analyses but these conclusions inform and build upon conclusions reached elsewhere in the thesis. Simply because conclusions have been reached by different research perspectives, theories and methodologies which are apparently incompatible does not mean that the conclusions are also incompatible. Thus one of the main aims of Chapter 7 will be the review and synthesis of conclusions and a review of the various methodologies employed. It is beyond the scope of this thesis to analyse and review all the theoretical and philosophical issues that will be raised by the use of multi-method research, but some key issues are addressed during the discussion of method within each chapter and in Chapter 7.

Finally the approach of this thesis will be related to the model of tourism research proposed by Dann et.al.(Figure 1.11(a)). It has been suggested that multi-method approaches are viable and to some extent it is hoped that the thesis approximates to quadrant 4 on the continuum between quadrants 2 and 3 (Figure 1.11(b)). However whilst it is hoped that an optimum 'mix' of appropriate methods has at least been approached, it will not be by the means suggested by Dann et.al.. They envisage strictly defined research roles for the identification of causal links (neopositivism) and meanings (phenomenology) with the latter subservient or preliminary to the former. It has been argued that no such an hierarchy exists and that both approaches have important roles to play. Both are of equal worth but have different purposes to which they should be most appropriately applied.

Humanistic approaches, of which phenomenology is only one of many, can also provide insights into causal links though not 'prove' them in a positivistic sense. Equally conclusions from neopositivist research may suggest insights into individual meanings but not 'prove' them in a qualitative sense. It is thus accepted that both approaches exist within human geography and tourism studies. As such they may be used in tandem, complementary roles rather than attempting a synthesis of the two in the sense of Dann et.al. Any attempt at synthesis would involve extensive philosophical and theoretical issues (Johnston 1983) which are beyond the scope of this thesis. However the use of multi-method research was deemed the most effective means of providing a 'nested' series of insights into tourist image and choice. It is hoped that together these insights will build up a coherent and meaningful picture that will provide an overview of some to the main forces at work in forming tourists' image and influencing tourists' choice.

CHAPTER 2

TOURIST COGNITION OF DESTINATION: AN EXPLORATION OF TECHNIQUES OF MEASUREMENT AND REPRESENTATION OF IMAGES OF TUNISIA

2.1 Introduction

The aim of the research conducted for this chapter was to investigate means of measuring and monitoring tourists' images of a destination that were simple in execution yet yielded valid results. A pilot study was designed to test group images at the aggregate rather than the individual level. This does not necessarily reflect an implicit assumption that such a group image exists independent of each individuals' images that are the basic data on which the group image is based. However the asssumption is made that individual responses may be grouped together to form an overall generalised image that adequately reflects the views of the majority of the group. The issues related to this will be considered during the analysis, and a review of the validity and quality of the methods used form an important part of this initial work on tourist images. The study is reported in some depth because many of the techniques developed and the foundation on which they are based are used in later chapters. It is therefore important to explore some of the possible underlying problems and questions raised at the outset. It will be argued that simple methods of analysis, both graphical and numerical, are sufficient to provide insights into 'rating-scale' data without immediate recourse to complex statistical analysis.

Most studies of tourist destination images have been essentially static, i.e. were conducted either before, during or after a tourist visit to a particular region (e.g.Boerjan, 1974; Goodrich, 1978; Section 1.6). One of the few examples of a *before* and *after* study is the recent work of Wee, Hakem and Ong (1986). The main reason why such studies of image are important Wee, Hakem and Ong suggest is to establish whether tourists have positive or negative images of a holiday destination. Such research has clear practical relevance for those involved in the promotion of tourism of destinations. Attention could be focussed either on the favourable images that may be exploited or on the negative images where 'corrective action' may need to be taken. Indeed as Huit (1984) suggests the development of foreign tourism is part of the overall strategy of 'corrective action' of destinations such as Tunisia. What is required for destinations such as Tunisia are ways of portraying an image in a realistic way that does not deter tourism. This is important because dissonance between projected image and actual experience can prove counter-productive in the long term promotion of a destination (Eigler and Langeard, 1977 p43).

2.2 Methodology.

It was suggested in Chapter 1 that whilst in many cases complex statistical analysis is desirable and useful, in the context of this thesis the overall approach was to use a wide variety of techniques as and when appropriate. The time available in which to design, conduct the research and analyse the data for each of the approaches outlined in the following chapters was limited. If, for example, only Personal Construct Theory (Chapter 3) had been used as an approach for the whole thesis, then much more detail of individual case studies could have been researched. However this would have been at the expense of other approaches that were used. The point of the approaches used in this thesis is that they are different yet complementary. Whilst each approach could have yielded more 'fine' detail this was deliberately eschewed to pursue the possible insights that might be gained from the combining of a set of approaches to the research issue of tourist cognition of holiday destinations. The study of environmental perception by means of rating-scale data as in this chapter is often analysed by means of multivariate analysis. Cleveland (1985) and O'Muircheartaigh and Payne (1978) both argue against the immediate use of methods such as factor analysis as often totally inappropriate. They argue that the more complex statistical analysis are moved towards if initial graphical and numerical analysis do not prove satisfactory. They consider graphical techniques efficient for teasing out, initial, overall patterns within data. Multivariate techniques become essential only when it is specifically desirable to consider the inter-relationships of sub-groups within the data. Schroeder (1984) in a study of data sets of environmental perception rating scales argues a case for using the smallest number of respondents and simplest forms of analysis to improve the cost-effectiveness of use of research time (p 577). In a study of fourteen data sets of sample sizes between six and 100 he considered several methods of analysis. He compared simple methods such as the mean score with three more complex scaling methods which took account of intra-rater reliability (i.e. the relative reliablity of individual repondents repeating the rating tasks). In the more complex methods the more 'reliable' respondents were given more weight in the analysis than the less consistent respondents. Consistency was established by the selection of stimuli which were rated more than once by respondents. Shroeder found that "the simple mean rating produced virtually identical results to the more sophisticated analyses" (p 586). He does not suggest that the more sophisticated analyses are incorrect but that "equivalent results can be achieved by a simpler procedure." The fact that mean scores of environmental perception rating-scales produced reliable results suggests that rating-scales "often maligned as merely ordinal may in fact actually approximate interval scale data more closely than many people suspect." (Schroeder, 1984 p587). He cites a wide range of literature in support of this view, (Schroeder and Daniel, 1981; Schroeder and Brown, 1983; Buhyoff et al., 1982; Hull and Buhyoff, 1983; Brush, 1981; Shafer et al., 1969; Arthur, 1977). Schroeder's contention is that environmental rating scales reflect actual preferences for environments and that the points on the rating-scales adequately reflect the degree of preference.

This is important because it justifies the use of rating-scales as interval data and provides a firm basis for their use to form a mean score for the group or, as in this chapter, the formulation of a weighted index based on the numerical value of responses. Schroeder goes on to compare the sizes of groups in the data sets in relation to reliability. Whilst it is common for high inter-group reliability to be achieved with groups of 15 to 25 raters (Brush, 1976; Craik, 1972; Schroeder and Daniel, 1980) he suggests that "a group size of 15 provides high enough reliability for most applications"

(Schroeder, 1984 p589). Overall it is argued that sophisticated methods of analysis have practical applications in, for example, identifying subtle changes in a series of data sets. However they do little to "actually change the reliability of the interval properties of the ratings in practice." (Schroeder, 1984 p591). Thus simple methods are adequate and valid means of rapidly analysing data. A further advantage is that they are more amenable to simple interpretation and presentation of results.

One of the main criticisms of the simple analysis of data is that it aggregates data, thus concealing important underlying trends. However it is equally true, that many multivariate techniques also rely on such aggregation. The interpretation of the output eventually relies upon general conclusions that conceal many qualifications that could and perhaps should be made about the results and the algorithms of any particular method used.

After a brief introduction to the context for this study, the methods developed will be explained before the results are presented. Finally the techniques developed will be appraised and the main conclusions will be made about the images of Tunisia of the study group.

2.3 The investigation of images of Tunisia

2.3.1 Introduction

Three specific aspects were selected because of their possible link with tourists' choice of holiday destination.

(a) Images of Tunisia as a holiday destination.

(b) Images of the Tunisian people.

(c) Images of the Tunisian landscape.

The images of third year University of Nottingham, Geography students were tested before and after attending a fieldcourse during December 1986. Several points must be made to counter the charge that geography students are not representative of tourists because they would have specialised knowledge of the area. None of the group had been to Africa or visited a developing country. Prior to the fieldcourse they had no formal lectures on Tunisia and only a brief introductory session together: this was mainly concerned with practical details related to travel rather than specific information on and images of Tunisia. They were not issued with extensive fieldcourse guides and therefore any image they had was, as far as could be determined, from other sources. All the students were about twenty one years-old and came from predominantely middle-class backgrounds. It could be argued that they represent an important target group for developing destinations such as Tunisia, i.e. they are young and potentially affluent and adventurous.

The three aspects of image were investigated by (a) **open** methods and (b) **structured** methods, mainly to compare the possible strengths and weaknesses of each type of approach.

2.3.2 Open approaches to the investigation of image change

One of the purposes of this study was to make a comparison of **open** and **structured** techniques and therefore a simple approach of open response to structured questions was attempted. Goodey (1973), Pocock (1982) and Cook and Young (1974) have used this technique. In this study the students were first asked **open** questions that matched the aspects that were being investigated later in the **structured** section of the questionnaire. The questions asked concerned Tunisia as a holiday destination and the students' images of the Tunisian people and the landscape. This gave the students the opportunity to express things about their images of Tunisia that would not necessarily be included in their responses on the matrices in the **structured** part of the study (Denzin, 1970 p125). (See Appendix 2.1 for a list of the **open** questions used in this survey).

2.3.3 Structured approaches to the investigation of image change

2.3.3.1 Images of Tunisia as a holiday destination

Fridgen (1984) in a review of environmental psychology and tourism research suggests that image research is important because images do not always reflect reality and that the *before* and *after* phases are important aspects of the total holiday experience, especially as they may affect future holiday choice decisions. He concludes that the importance of images is central to the development of tourism and therefore is worth research. Gartner (1986) investigated temporal changes in image of four states in the U.S.A. between November 1982 and February 1983, but these were not linked to actual visits. Pearce (1982) appears to have been the first to have conducted a study of destination images before and after holiday experience. He used an adapted form of Kelly's repertory grid to evaluate the image change of 13 major constructs elicited from 10 subjects who were planning or had taken Mediterranean holidays. These were then used to test the images of 72 subjects, 41 of whom were travellers to Morocco while 34 were travellers to Greece. It was of particular interest because he found that among the images that changed most were those of Tunisia. A group of travellers' images were tested *before* and *after* a visit to Morocco, and he found that after the visits Morocco and Tunisia were seen as "being more adventurous holidays, having cheaper shopping, more tourist sights and spectacular scenery" (Pearce, 1982 p157). Thus it was thought to be of interest to see whether in fact similar changes in image occurred after a group had actually visited Tunisia. The same descriptors (constructs) were used as in the Pearce study for the purposes of comparability (Figure 2.4, p78). They were also useful because they had been elicited by repertory grid techniques and were 'destination-specific' in that they referred to Mediterranean resorts.

The scaling that was used was the same as for Pearce, i.e. a series of Likert-type scales (1970) where subjects were asked to indicate the degree to which they agree with a statement.

2.3.3.2 Images of the Tunisian people

In a study of a number of European countries Morello claims to have confirmed the hypothesis that "peoples' attitude towards vacation places is highly related to their attitudes towards nations" (Morello, 1983 p47). Thus national stereo-typing appears to be an important element of tourist images and therefore possibly to have an important bearing on holiday destination choice. Morello used the semantic differential technique using the basic adjectives formulated by Osgood,Suci and Tannenbaum (1967). However for this study the pairs of adjectives (bi-polar adjectives) were selected from the 3 domains of adjectival descriptors (the evaluative, potency and activity domains) identified in their cross-cultural study by Osgood, May and Miron (1975 p218-23). In this study they had attempted to identify the most important bi-polar adjectives in many different languages and cultures. The adjectives that were selected are listed in Figure 2.8(p91).

2.3.3.3 Images of the Tunisian Landscape.

The semantic differential technique has been widely used in environmental perception studies (Lowenthal and Riel, 1972; Kasmar, 1970; Bowler and Warburton 1986). However as Kasmar points out the descriptors when used directly from source (Osgood and Snider, 1969) "may or may not have relevance for the description of environments" (Kasmar, 1970 p155). He elicited 232 bi-polar adjectives from 54 respondents in an attempt to formulate a lexicon of architectural environment descriptors from which "by judiciously selecting... adjectival pairs" (Kasmar, 1970 p165) one could formulate a list that was relevant to a particular study. His criteria for this selection was to choose the terms that proved "least ambiguous" and "most appropriate". Lowenthal (1972) used a list of adjectives elicited from individuals with differing backgrounds to reflect what they considered important constituents of environmental experience. Discussing the analysis Lowenthal stated that "previous experience had shown it to be an effective instrument for comparing environmental responses over a broad range of landscapes, observers, circumstances and traits" (Lowenthal, 1972 p191). The list was of the 25 most often stated bi-polar adjectives, interestingly it included 13 pairs that were also in the list compiled by Kasmar. In the Tunisia study 16 of Lowenthal's 25 adjectives were used, 9 were rejected because they were applicable to the more urban environment Lowenthal was studying. Figure 2.12 (p100) contains the 16 bi-polar adjectives which were used in the Tunisia survey. For example "open" and "closed" were the pair of opposing adjectives (i.e. bi-polar) used to describe respondents attitudes to one attribute of the Tunisian environment. Interestingly this still included 11 of Kasmars' adjectives (Appendix 2.2).

2.3.3.4 The semantic differential

As Lowenthal (1972) points out "in its limited and dichotomised form it permits only a partial and biased response to multi-form reality" (p191). Nevertheless as noted previously it has proved effective in varied circumstances. Osgood et.al. (1975) propose that it measures a "hypothetical semantic space" the contention is that:

> "certain gross and universal features of meaning can be isolated in this fashion, even though many fine distinctions may be observed" (Osgood et.al., 1975 p39)

and that:

> "a relatively small number of basic dimensional attributes (or semantic features) of the adjectives will serve to characterize their multitudinous diversity." (Osgood et.al., 1975 p40)

From these attributes a 'cube of data' is created that reflects this 'hypothetical semantic space'(Figure 2.1). It is to the analysis of this 'cube of data' that we shall return later. As regards the format and scaling of the questionnaire tables, two important points were borne in mind. Firstly, some of the adjectives could loosely be classified as positive or negative images, therefore a deliberate attempt was made to mix the bi-polar adjectives between the two poles to encourage thought about each pair in turn. Thus if a subject had a totally positive image then all the responses would not be on one side of the table. Secondly, the scaling between the poles was considered. On both the image of the Tunisian people and the image of the Tunisian environment a seven-point scale was used. This was because many comparative studies in psychology have shown that the

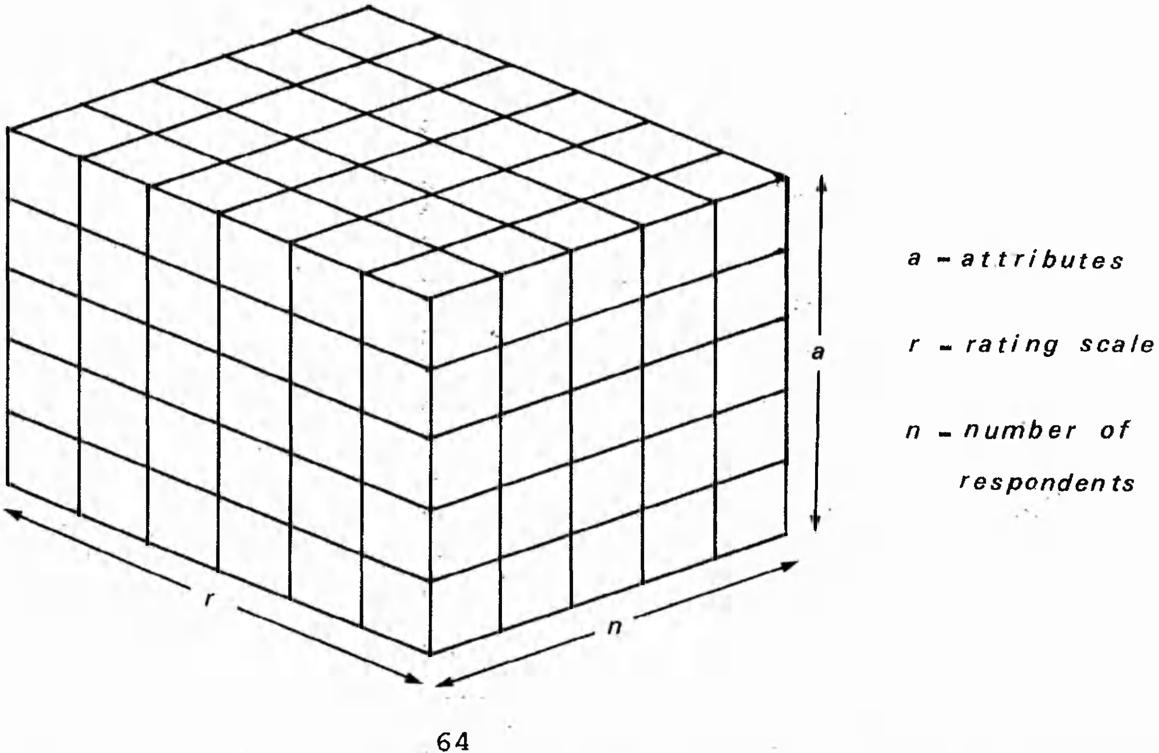
Table 2.1 Seven-point scale of elements

3	2	1	0	1	2	3
strongly disagree	disagree	mildly disagree	neither	mildly agree	agree	strongly agree
3	2	1	0	1	2	3

Table 2.2 The calculation of the Image Index

	No. of responses	Weighting	Score
Mildly disagree	4	1	4
Disagree	11	2	22
Strongly disagree	7	3	21
	Total (Image Index) = 44		

Figure 2.1 Dimensions of rating-scale data



optimum interval appears to be between 7 and 11 (Nunnally, 1967). Phelps (1986) found that subjects often needed help in interpreting numerical scales and that a word description of the scale aided comprehension and completion. Thus single word descriptors were added to what was essentially an ordinal scale.

2.4 The representation of image change

2.4.1 The open approach: method of representation

On reading the responses to the open questions a very wide range of disparate views were expressed, nevertheless certain recurrent themes begin to emerge and these were categorised (Jones,1985). For example references to "heat" or "sun" were grouped together, although a record of each specific response was kept in case certain important sub-groups emerged. It transpired that some of the groups were relatively easily defined and responses were fairly easy to categorize, such as references to "heat" and "sun". However many of the categories were determined by looking for related concepts amongst the responses. For example when asked about the people of Tunisia "interest in foreigners" and "curious" came up as two responses, it was thought to be justified to place these together. Comments on the "pushiness of traders" and "harassment by men" tended to overlap and therefore were counted as one group of images. However it was not always easy to group many of the images that were left and in such cases no attempt was made to do so because this would have distorted the overall findings. Thus an image was excluded from the analysis if it occurred less than three times, and a note was made of these as "others" (see Tables 2.4, 2.7 and 2.10; p 76, 90 and 98).

2.4.2 The structured approach: method of representation

2.4.2.1 Representation of the raw counted data and the Image Index

The format in Figure 2.4 (p78) is the same as that used in the questionnaire. Thus the respondents were asked to tick one of the boxes ranging from "strongly agree" to "strongly disagree" for each of the attributes listed down the left-hand side of the table. A similar approach was adopted for the Tunisian people and Tunisian environment sections of the survey. The resulting diagrams contain the responses for both the *before* and *after* surveys.

Although the results shown in Figure 2.4 were very useful it was thought that other techniques might highlight the major features contained in the data. In this chapter the raw counted data are analysed by treating the data as interval data to formulate an Image Index. In Section 2.2 it was noted that Schroeder (1984) argued that the use of the mean score data is an effective simple method of analysing environmental cognition data and in later chapters this method is used. The Image Index takes account of the points of the rating-scales used by respondents in much the same way as a mean score does. However rather than analysing each bi-polar scale as a continuum, each pole is analysed separately. Thus each adjective has a score rather than each pair of adjectives having a single score. The main justification for taking this approach was that whilst it was still a simple method of analysis it allowed deeper insights into the data than would have been gained by simply using the mean scores. In later chapters the mean scores are deemed adequate for some purposes. In this case, a detailed analysis of the image of a single destination, it was thought justifiable to experiment in developing a simple technique that could yield quite sophisticated detailed insights into an environmental perception data set. To calculate the Image Index the raw data have been converted and presented in a clearer format (Figure 2.6, p80). This was done by the following process. On the seven-point scale of elements shown in Figure 2.4 (p78) the "neither" responses are at the mid-point and were scored as zero. The rest of the elements were then given the weightings shown in Table 2.1 (p64). The responses for each element were multiplied by the relevant weighting and then added together, this total was termed the Image Index and is shown in Table 2.2 (p64).

Two Image Index figures were calculated for each pair of the bi-polar adjectives, one for each pole. For example before the visit disagreement that Tunisia offered "good winter sports" had an index of 58, whilst the opposing pole had a score of zero, The former was termed the <u>*dominant*</u> pole and the latter the <u>*subordinate*</u> pole. (In Figure

2.4, p78) the agreement that Tunisia offers the relevant attribute is denoted by Y and disagreement by N). Two methods of representing this information were formulated, the aim being to find complementary rather than mutually exclusive techniques.

2.4.2.2 The Image Index: line and bar graph

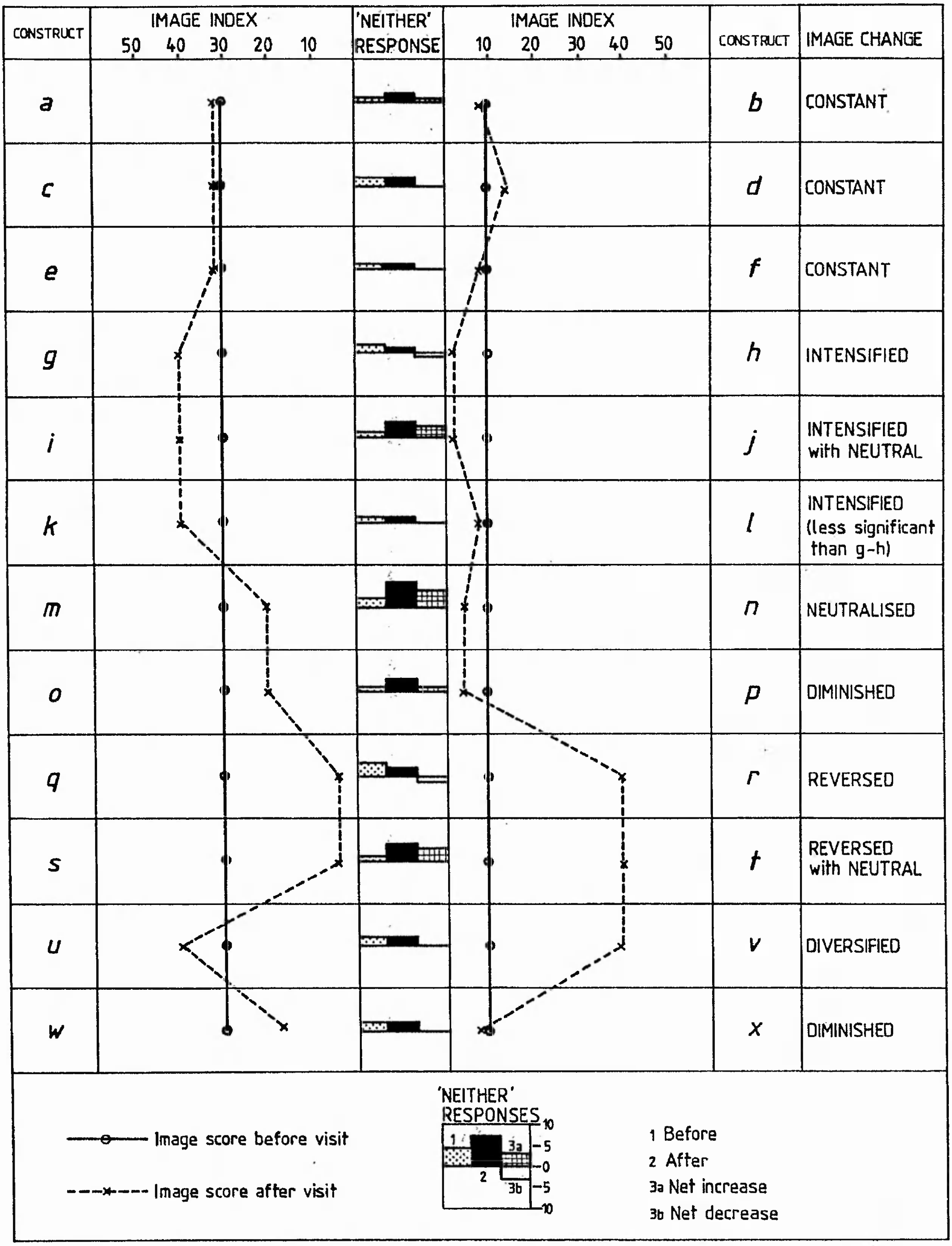
The image indices were sorted so that the left-hand side of the chart would contain all the *dominant* poles for the *before* responses. These were then ranked in order to provide a clear representation of the *before* image with which to compare the *after* images. A change in Image Index scores of more than six points was used in determining a set of image change descriptors. The full range of descriptors of image change are shown in Figure 2.2 (p68). In Figure 2.6 (p80) the left side represents the dominant poles in rank order, thereby providing an easy-to-follow list of the most important constructs before the fieldcourse. It is then possible to evaluate the image change by comparing the pecked line (*after*) in relation to the solid line (*before*). The neutral responses were shown as bar graphs to show whether an image became more neutralised (o-p) rather than reversed (q-r). This method of representing group responses was applied to all three sections of the survey (Figures 2.6, 2.10 and 2.14; p 80, 93 and 102).

If the analysis was to have any validity then initially it was necessary to consider two important issues, these have to be borne in mind throughout the analysis. These issues are (a) the relationship of the raw counted data to the image index and (b) the relationship of the group image index to the individual image shift.

2.4.2.3 The relationship of the raw counted data and the Image Index

It was important to establish the validity of the Image Index as a reflection of the group image change. An attempt was made to interpret the basic data represented by the bar graphs. This initial interpretation was then compared with the statements classified on the relevant Image Index line and bar graph. This was done by taking a blank copy of

Figure 2.2 Analysis of image change: criteria for categorization



the relevant table and placing this beside the bar graph. The image change shown by the bar graph was then interpreted by the following stages:

(a) the main concentration of *before* responses were highlighted by inserting an elipse where this occurred;
(b) an arrow or arrows were then inserted to reflect the direction and extent of the image change;
(c) annotation of the direction and degree of change was inserted;
(d) a statement of what type of change appeared to have occurred was made (Figures 2.5, 2.9 and 2.13; p79, 92 and 101).

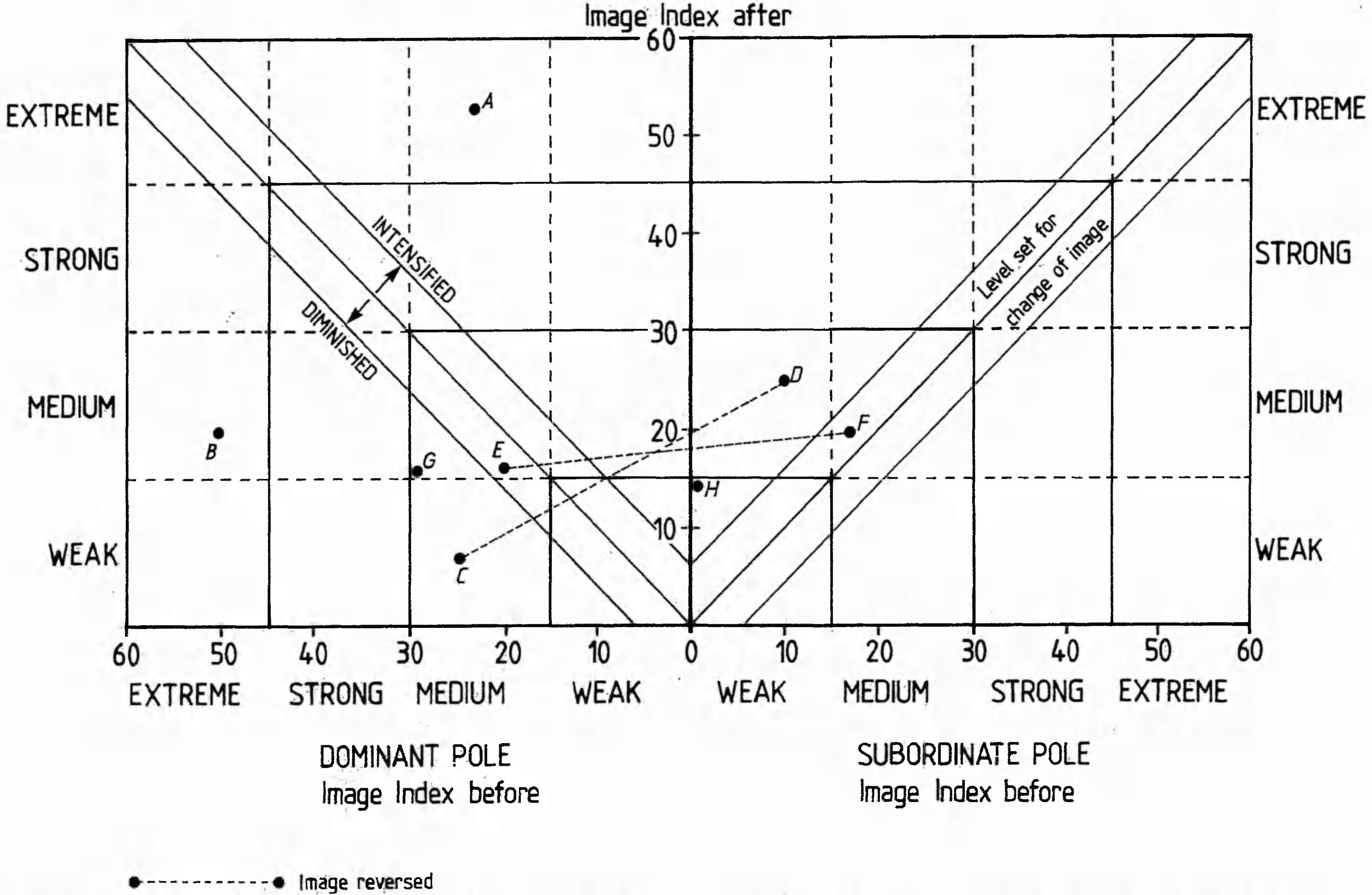
For example in Figure 2.4 (p76) with "cheap shopping" the concentration appears to be in the "mildly agree" and "agree" columns and there seems to be little change but what change does occur is towards the opposing pole: "strongly agree" loses 1, "agree" loses 2, "mildly agree" gains 5 and mildly disagree gains 2. Thus the construct was adjudged to be **constant** or possibly **diminished**. It was not **neutralised** because the "neither" responses fell to zero. "Adventurous holiday" had the same concentration in the "mildly agree" and "agree" columns but the changes are more complex. There were losses in "mildly agree" (6) "strongly agree" (2) but gains in the "agree" (4) and "neutral" (4) columns. On the opposite pole there were gains in "disagree" (2) and losses in "mildly disagree" (2). Overall this was interpreted as a slight change both ways from "mildly agree", therefore it was categorised as **constant** with a neutralising element. Both these were examples where it was difficult to make a definite statement, therefore two possibilities were suggested. However in most cases it was possible to make a definite statement, for example with "contact with the local people" the concentration of the *before* responses is in the "agree" and "strongly agree" categories. Clearly the *after* responses strongly intensify this concentration: "disagree", "mildly disagree" and "neither" lose all their *before* responses, "mildly agree" falls from four to one, whilst "agree" rises from three to 12 and "strongly agree" rises from three to 12. Thus the *dominant* construct was **intensified**. This method of interpretation was repeated for all the constructs on the three bar graphs representing the aspects of image (Figures 2.4, 2.8 and 2.12; p 78, 91 and 100). They were then compared to the statements that had been derived from the Image Index line graphs (Figures 2.6, 2.10 and 2.14; p 80, 93 and 102). It is interesting to note that all the statements matched the bar graph interpretations (Figures 2.5, 2.9 and 2.13; p79, 92 and 101). Thus it was a useful exercise because it established that the Image Index did indeed adequately reflect the group responses. This is important because whilst the bar graph appears to be the simplest method of presentation of the data it is not so easy to interpret. It tends to be time consuming when attempting to reach statements to describe the changes that occur. Also it is difficult from the raw data to rank the constructs in order of the strength of the images. The line and bar graph has advantages in that it is easy to identify the *dominant* constructs and the degree of change of each of these and to reach valid statements about the image change. For example it can be seen from Figure 2.6 (p80) that agreement that Tunisia offers "contact with the local people" is the sixth most important construct *before* the fieldcourse with 28 points. *After* the visit it is **intensified** by 26 points to 56 which is the strongest image after the fieldcourse. The extent of the intensification is further increased by the opposing pole decreasing from 10 to zero and by the loss of both "neither" responses.

The line and bar graph was useful for interpreting the strength of image and the degree of image change numerically by the image index. However it was thought that it would be useful to be able to reach statements of strength of image and degree of image change in a consistent manner. This had been achieved with the statements describing the type of image change (Figure 2.2, p68) thus a means of arriving at statements describing the *strength* of the images was devised. As will be seen by comparing the strength of images before and after the visit it is also possible describe the *degree* of change.

2.4.2.4 Tri-axis scattergraph.

The aim in formulating this technique was to attempt to find a quick method of categorizing the strength of image statements and the degree of change in this. This was done by means of a tri-axis scattergraph (Figure 2.3, p72) on which the central *y* axis is the scale for both the *dominant* and the *subordinate* poles after the fieldcourse and the two *x* axes are the scales for the image indices before the fieldcourse. The lines drawn from the origin at 45 degrees on both scattergraphs represent the situation where there was no change of image i.e. any point on the *x* axis would read off the same on the *y* axis. Thus it can be seen that any points above these lines represents an intensification of an image and below the line a reduction in the strength of image. Furthermore the degree of movement above or below the line indicates how much the image has **intensified** or **diminished**. The strength of the images was described by four categories: weak, medium, strong and extreme. The range of the scale was 60 points, therefore this was split accordingly at 15 point intervals. The four statements were labelled along each of the three axes in the 15 point intervals. The statements could then be used to describe the strength of images and changes that occurred before and after the visit. For example on Figure 2.3 point A is an image construct that has **intensified** from medium to extreme and B has **diminished** from an extreme to a medium construct. In practice it was found that most of the *subordinate* pole constructs clustered in the weak sectors although this need not necessarily have been so. For example it is theoretically possible for a group to have strongly polarised images that would result in two equally medium or strong images. An important facet of image change that was highlighted was the reversal of image, this was achieved by linking the **reversed** constructs with a dotted line as shown by C-D. In this case C was the *dominant* pole before the visit with an image index of 25 whilst D was the *subordinate* pole with 10. After the visit D was *dominant* with 25 whilst C was *subordinate* with 6. It should be observed that the term **reversed** refers to a trend in the data and did not necessarily result in the *dominant* pole becoming the *subordinate* pole. An example is G-H: G has fallen from 29 to 16 while H has risen from 1 to 14, G is still the *dominant* pole though the trend is a reversal from G to H. A last feature of this method is that the set level for

Figure 2.3 The interpretation of Image Index change



the change of image to be seen as significant can be varied easily. In this case a level of 6 points of change had been chosen (Section 2.4.2.2) so although E-F represents a minor reversal of image this does not constitute any significant change. The level can be set easily on this graph by simply extending or contracting the width of the band of significance.

Once the relative importance of the constructs was established and the statements of type and degree of image change were decided upon it was thought that a summary table of these factors would be a useful extension of the transformation of the raw data to a set of statements about image strength and image changes (Tables 2.6, 2.9 and 2.11; p86, 96 and 104). Before discussing the tables further it is necessary to consider the changes of individuals within the group totals of responses, because this may well be a qualifying factor when considering the image change statements. This issue is discussed further in later sections.

2.4.2.5 Individual image shift and its relationship to the group Image Index.

One possible criticism of the analysis of group responses before and after the visit was that there may be underlying individual changes of image that are counter-balancing. For example one respondent may change from "strongly agree" to "strongly disagree" whilst another does the reverse. Such changes would not be evident in the group data. An attempt was made to measure the individual image changes (shifts) between the poles of the bi-polar adjectives by counting the numbers of points of difference there were in the students' reactions to a construct *before* and *after* their visit. For example:

Table 2.3 The calculation of the inter-polar shift

		3	2	1	0	1	2	3	
Before	Ugly	X							Beautiful
After					X				

Inter-polar shift = 3

When analysing the change in image by group totals it is essential to take account of these inter-polar shifts within the data: it may be that there is a strong underlying trend running against the apparent group changes. However by the same token it may well be that the internal shifts in the data do match the group image change. An attempt was made to establish a simple indicator of this internal shift by differentiating between shift from the *subordinate* to the *dominant* pole and vice-versa: these figures are listed in the summary tables 2.6, 2.9 and 2.11 (p86, 96 and 104). By interpreting these figures, it should become apparent if the internal shift is congruent with the group image change. For example if an **intensified** image contained an inter-polar shift heavily biased towards the *dominant* pole this would not exhibit an underlying shift towards the *subordinate* pole. Equally one would expect **constant** images to have a low incidence of shift between the two poles. This method would also reveal whether there was high incidence of counter-balancing shift that would not be revealed by the group image change index: this would apply whatever the change designation was (e.g.**constant**, **intensified** etc.). The purpose of the methods outlined so far was to experiment with simple indicators of complex changes in images. The overall objective was to find methods of reaching specific descriptive statements that accurately reflected the major changes in images of Tunisia. Analysis of their effectiveness is discussed below in Section 2.5.

2.5 The analysis of image changes of Tunisia: comparison of approaches

In order to analyse and to compare the relative effectiveness and interrelationships of the techniques, they will be analysed within the three main aspects identified in Section 2.3.1. This approach has been adopted so that the main findings from the **open** and **structured** approaches within each section can be considered together. It will then be possible to compare their relative effectiveness. The accent of this chapter is on both the techniques and the findings. Priority will be given to the evaluation of the techniques, this will be done in the context of the main findings of the images of Tunisia.

2.5.1 Image of Tunisia as a tourist destination

This section begins with a comparison of the **open** and **structured** approaches. It was interesting that some similar categories emerged, for example "good sun and beaches" was strong both *before* and *after* in both approaches. "Interesting sights" and "cheap shopping" both diminished on the **structured** approach, whereas comments on these dropped below the threshold of three on the **open** approach. However apart from these items it was not easy to find overlapping categories. Conversely this was a useful outcome because it elicited responses from the **open** approach that would not otherwise have been highlighted. For example "isolated hotels" is a strong **open** construct both *before* and *after* the visit (Table 2.4). This particular construct raises interesting issues of the relativity of image cognition. For example "isolated hotels" would be regarded as 'good' by those who have strong negative images of Tunisia but 'bad' by those who have strong positive images and who wish to make "contact with local people". Indeed it is interesting to contrast this expressed image of isolation with the most **intensified** image "contact with the local people" on the **structured** approach: this would seem to highlight the complexity and ambivalence of images held by tourists. Indeed it would be unrealistic to expect images to be totally positive ones, 'real life' experiences are seldom like this. However, in the case of holidays the tourist spends a large proportion of their annual disposable income on the 'product' and therefore comes to have expectations, rightly or wrongly, that their experiences will be more positive and pleasurable than everyday 'real life'. An important component of this is the tourist expectation of satisfactory hotel accommodation which the tourist agencies attempt to fulfil. This often takes the form of purpose built "isolated hotels", indeed their construction and the accompanying infrastructure have been given priority (*Travel Trade Gazette*, 1986). This has been done in order to accommodate the volume of business thought to be needed to stimulate the Tunisian economy to a significant degree.

Other important images to emerge from the **open** approach were comments on the coastal nature of tourism (3 responses *before* to 6 comments *after*) and "harassing men"

Table 2.4 Image of Tunisia as a tourist destination: responses to the **open** approach.

Responses *before* the visit		Responses *after* the visit.	
Isolated hotels	8	Isolated hotels	7
Good climate	8	Good climate	7
Tourism little developed	7	Good beach/sun holiday	7
Great contrasts	5	Harassing men	7
Cheap shopping	5	Coastal tourism only	6
Good beaches	4	Interesting landscape	6
Interesting sights	4	Poor holiday destination	4
Sand	4	Poor food	3
Unspoilt	3	Holiday camps	3
Little nightlife	3	Little nightlife	3
Package tours	3		
Sea	3		
Coastal tourism only	3		
Total	60	Total	53
Others	15	Others	14
Total =	75	Total =	67

(0 to 7). This latter construct will be returned to later because it emerged as a very strong construct in the **structured** section on the Tunisian people. It was suggested in Section 2.4.2.3 that the bar graph of the raw data was accurately reflected by the image index line and bar graph. Most of the following discussion will centre around analysis of this index and the various refinements that were devised for doing this. However before doing so a few comments are necessary to illustrate the link between them. The generalised interpretation on a copy matrix was useful at arriving at a general statement of the changes in image and as shown in Section 2.4.2.3. The identification of a general statement was fairly easy in all cases except for the first two, "cheap shopping" and "adventurous holiday" (Figure 2.5, p79).

The immediate attraction of the line and bar graph (Figure 2.6, p80) is that it can be scanned down the left-hand column to identify the major images in rank order before the visit. This is useful in itself but by tracking the relevant position of the pecked line one can immediately identify the

amount of positive and negative image change on both poles. Thus the two most obvious changes are a diminishing of both poles for "cheap shopping" and an intensification of the "contact with local people". Other **intensified** images are the relatively weak images of "swinging social life" and "interesting politics and society". The graph provides an overall summary of the changes of group image and is easy to interpret.

The overall aim was to find a method of reaching consistent statements on the strength of image and a measure of the inter-polar shift within the data. Thus the tri-axis scattergraph was formulated (Figure 2.7, p81) and an overall summary of both types of graph and the indicators of inter-polar shift were gathered together in tabular form (Table 2.6, p86) How the graphs were interpreted to reach this summary table is presented below.

Figure 2.4 Image of Tunisia as a holiday destination: bar graph

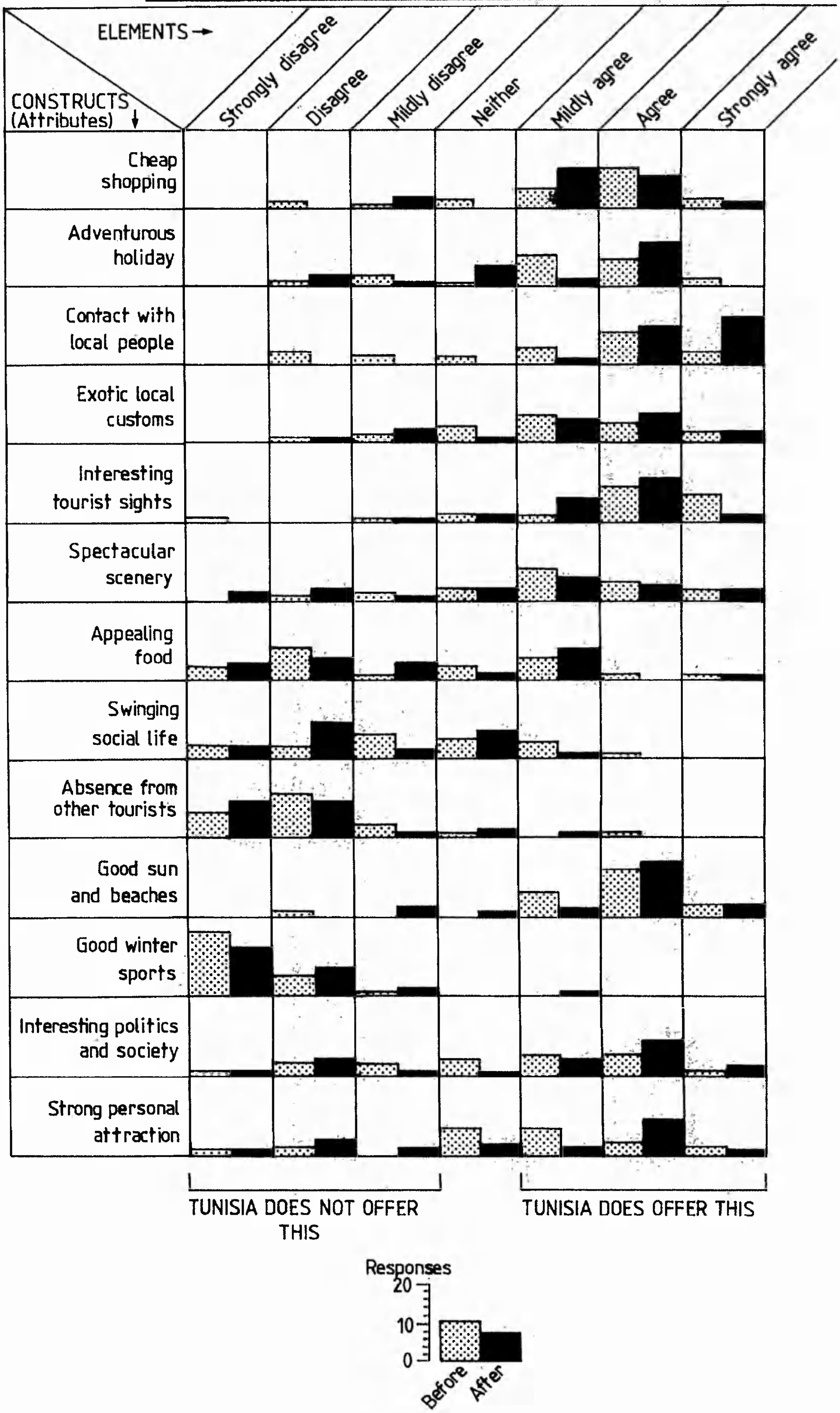
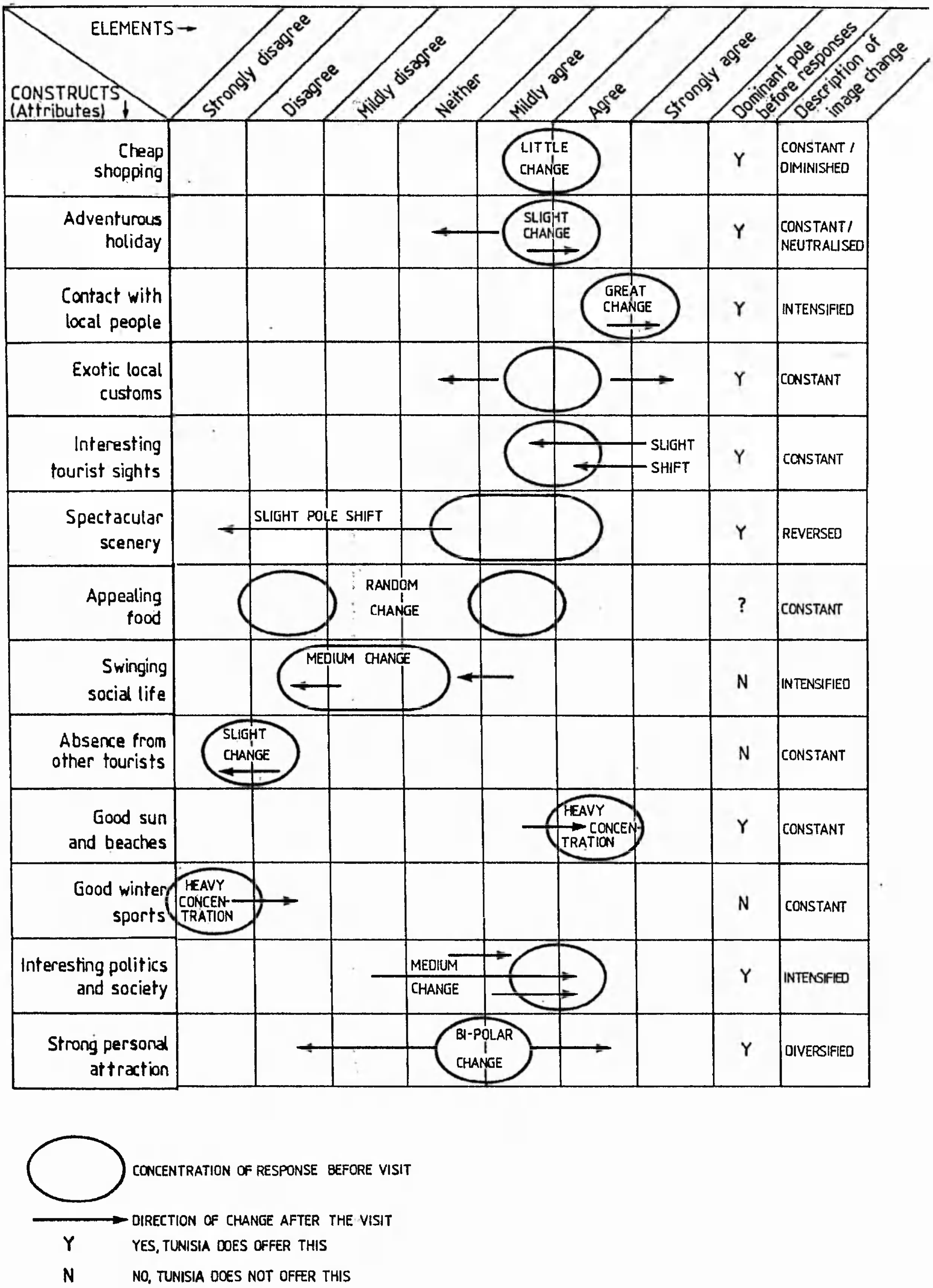


Figure 2.5 Image of Tunisia as a holiday destination: interpretation of bar graph



CONSTRUCTS (Attributes)	Dominant pole before responses	Description of image change
Cheap shopping	Y	CONSTANT / DIMINISHED
Adventurous holiday	Y	CONSTANT / NEUTRALISED
Contact with local people	Y	INTENSIFIED
Exotic local customs	Y	CONSTANT
Interesting tourist sights	Y	CONSTANT
Spectacular scenery	Y	REVERSED
Appealing food	?	CONSTANT
Swinging social life	N	INTENSIFIED
Absence from other tourists	N	CONSTANT
Good sun and beaches	Y	CONSTANT
Good winter sports	N	CONSTANT
Interesting politics and society	Y	INTENSIFIED
Strong personal attraction	Y	DIVERSIFIED

Figure 2.6 Image of Tunisia as a holiday destination: line and bar graph

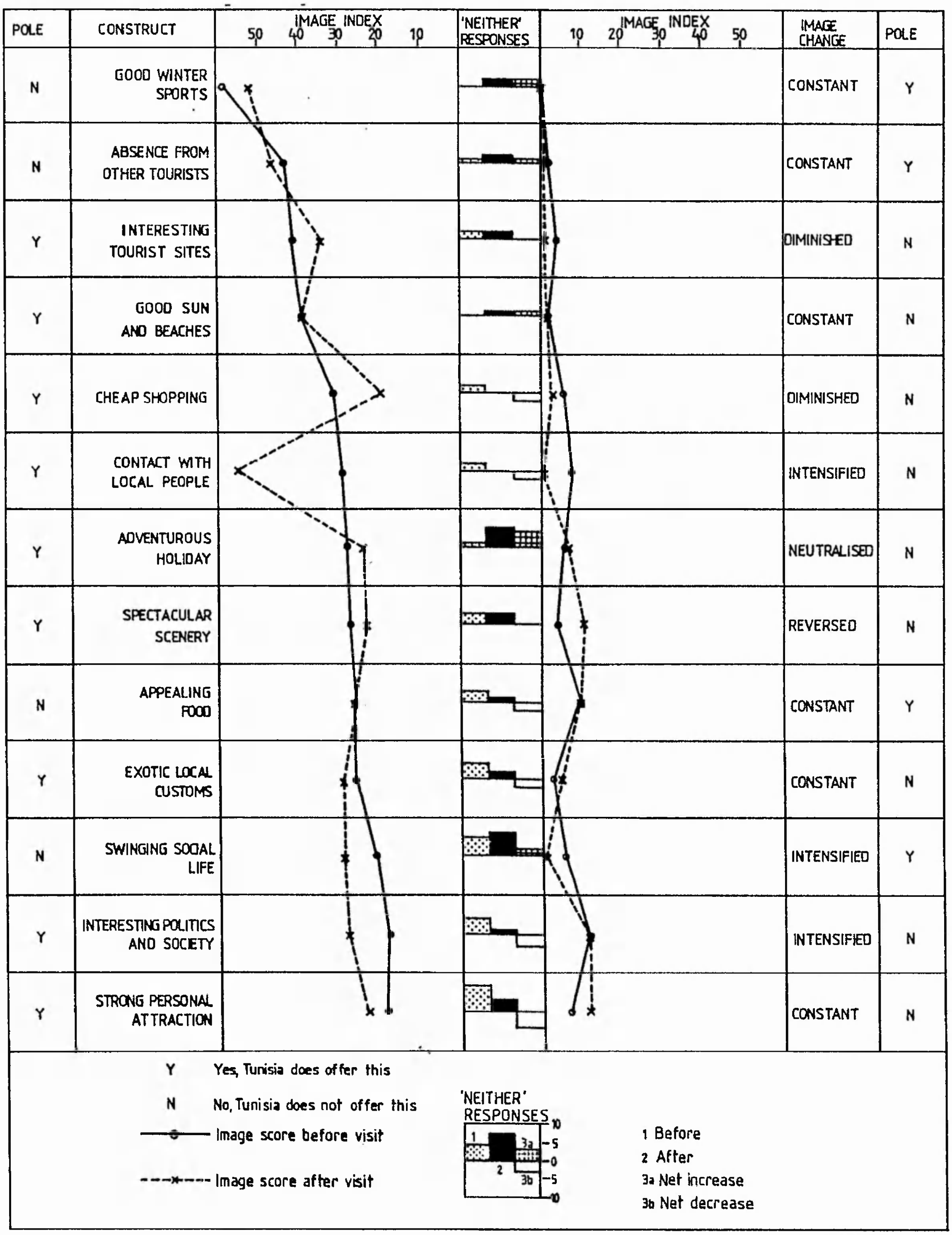
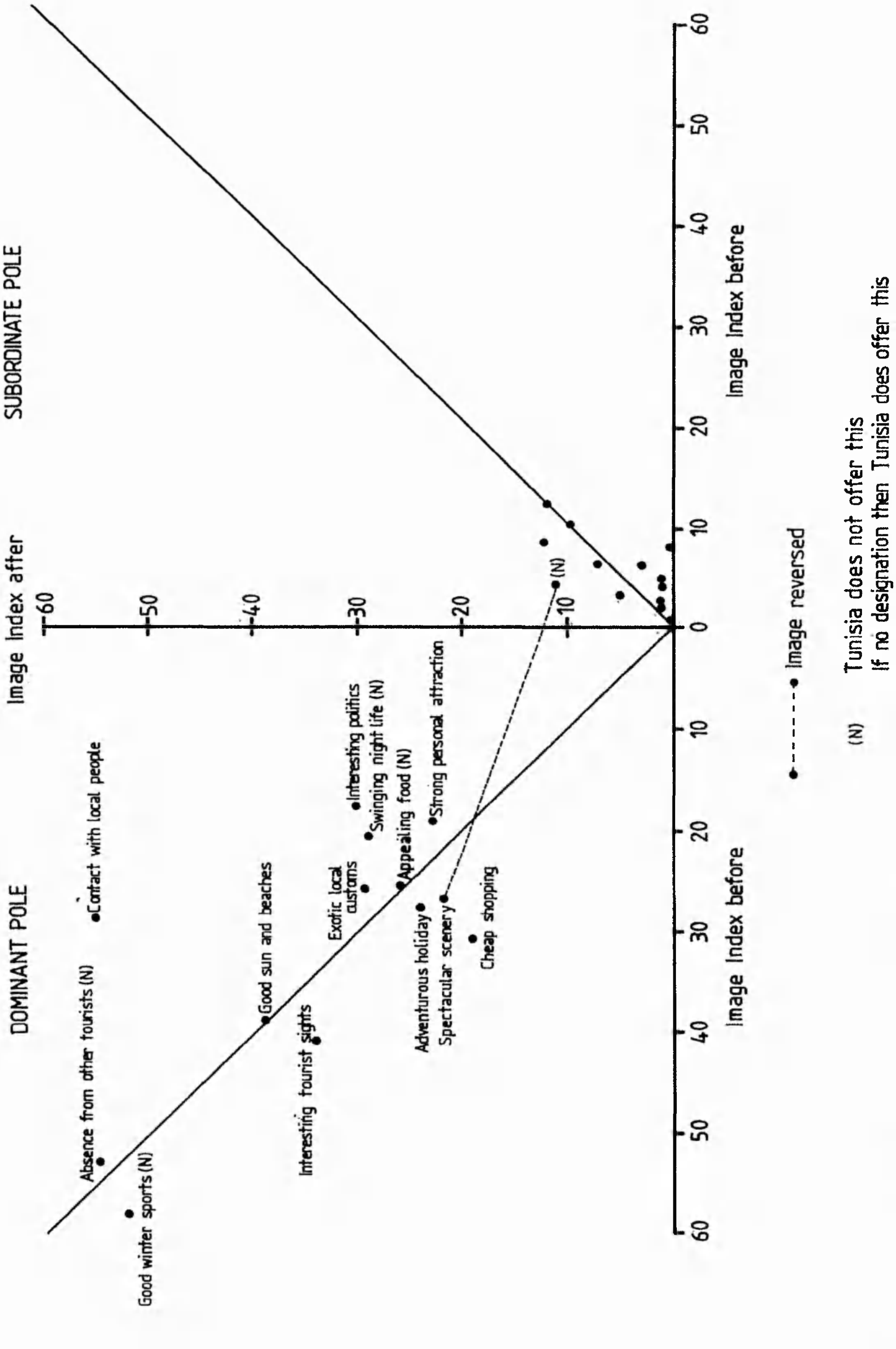


Figure 2.7 Image of Tunisia as a holiday destination: tri-axis scattergraph



First, the structure of the table was established by reworking the image index line and bar graph by grouping the **constant** images, **intensified** images etc; this gives an immediate guide to the overall groups of similar adjectives. In order to give greater depth and meaning to this structure, it was necessary to also have consistent qualifying statements of image strength. These statements were added to the responses *before* and *after* the visit by interpretation of the tri-axis scattergraph. For instance "contact with local people" was **intensified** from 29 to 55 index points (Figure 2.6, p80) and this change may be classified as medium *before* the visit amd extreme *after* (m+e) (Figure 2.7, p81). Further refinements were to indicate where there was significant movement within a category (i.e. more than six index points). It may be, for example, that while there is significant change this may not be sufficient to change the statement category. A good case in point are the two **diminished** images, the degree of reduction and strength of image is clearly greater for "cheap shopping" (s-m) than for "interesting tourist sights" (s-s).

In the case of the **reversed** images it was necessary to specify the degree of the reversal. As observed in Section 2.4.2.5 whilst there may be an element of reversal this may not lead to an absolute reversal of the *dominant* and *subordinate* poles. Thus a statement of the status of both poles *before* and *after* would indicate the degree of reversal. In the case of the only **reversed** image on this matrix "spectacular scenery" the degree of shift while deemed significant, was insufficient to reverse the *dominant* and *subordinate* poles. The *dominant* remained medium (yes) and the *subordinate* pole remained weak. This is designated on the table mm to ww. If it had been sufficient to **reverse** the constructs then this would have been reflected by mw to wm on the table. By the same token the **intensified** image "contact with local people" was a medium construct greatly intensified to extreme (m+e). "Swinging social life" and "interesting politics" were less **intensified** because they remained medium constructs (m+m). Thus it can be seen that in the summary table so far, one can quickly make statements to describe the type and degree of image change if any.

It is now relevant to turn to the final qualification about the group image change by setting it in context of the underlying, inter-polar shift (Section 2.4.2.5). This will be discussed in some detail in this section because many important issues will be raised. The first group of images to be considered are the **constant** group images. It can be seen that the constructs ranked first second tenth and thirteenth have relatively little inter-polar shift, ranging from 15 to 21 in total both ways (the *subordinate* and *dominant* poles (S-D) and the *dominant* and *subordinate* poles (D-S)). In contrast those ranked fourth and ninth have 35 and 37 points total shift respectively. A construct that was very strong was the top ranking factor "good winter sports" it was an extreme construct that remained extreme (e/e). This construct was stable in that the 13 *before* responses were the same *after* the visit. Moreover there was very little inter-polar shift: 7 points from the *subordinate* to the *dominant* pole (S-D) and 8 points from the *dominant* to the *subordinate* pole (D-S). Interesting underlying trends can be revealed by careful interpretation. For example it is interesting that the **constant** constructs "good sun and beaches" ranked fourth, and "appealing food" ranked ninth, have higher inter-polar shift figures in both directions (S-D and D-S) than the other **constant** constructs. In this case, this inter-polar shift is counter-balancing and highlights a subject for further investigation. It would suggest that there is a degree of ambivalence in the individual responses that was not picked up at the group level of analysis. It is important to highlight these trends because it may be valuable to research into the reasons for the differences in such responses. What is it about the beaches and the food that elicited such different responses ? It may be a strength of this technique that it can highlight such ambivalent aspects of tourist images.

It should be noted at this point that even inter-polar shift totals of 35 an 37 points as in the case of "good sun and beaches" and "appealing food" do not necessarily represent extreme shifts. It is useful to show how the potential for degree of shift between the *subordinate* and *dominant* poles (S-D) and the *dominant* to *subordinate* poles (D-S) varies with the stregth of the initial image. This can be illustrated diagrammatically (Table 2.5, p84).

Table 2.5 (a) Potential for individual inter-polar shift

		Dominant Pole (D)				Subordinate Pole (S)				
	S-D	3	2	1	0	1	2	3	D-S	
0	(0)	X						>.	6	(132)
1	(22)	.<	X					>.	5	(110)
2	(44)	.<		X				>.	4	(88)
3	(66)	.<			X			>.	3	(66)

(n.b. figures in parenthesis represent potential for a sample size n=22)

Table 2.5 (b) Approximation of potential for group inter-polar shift within strength of image descriptor categories

	Dominant Pole					Subordinate Pole			
Maximum potential	60	45	30	15	0	15	30	45	60
Extreme	S-D o----->< 0-15				105-120	D-S			>
Strong	<	S-D o----->< 15-30				D-S 90-105			>
Medium	<	S-D 30-45	o-----><				D-S 75-90		>
Weak	<		S-D 45-60	o-----><			D-S 60-75		>

Key

o-----> : Range of statement

S-D 15-30 : Number of points of image shift potential subordinate to dominant pole

D-S 105-120 : Number of points of image shift potential dominant to subordinate pole

It can be seen that in an individual case the potential for D-S shift changes with the stregth of the initial image. In the most extreme case there is no opportunity to move S-D but the potential for a 6 points move D-S. In the case of the second most extreme response the potential is 1 and 5 respectively and so on. This may be elevated to the group level. In the present study there were 22 respondents, thus all the individual figures are multiplied by 22 (figures in parentheses). Therefore these figures in parentheses indicate that the potential for group shift towards either pole is dependent on the initial strength of image.

It can be observed that there is correspondence between the maximum potential for uni-polar image shift (66) and the maximum potential for uni-polar image index (66). For example if all the *before* responses were neutral the image index would be zero for both poles. Thus if all 22 respondents *after* reponses shifted to the extreme of one of the poles the uni-polar shift would be 66 (3 x 22): this is also the maximum possible Image Index. However it was found that the actual observed maximum across the three matrices was 58; i.e."good winter sports" on the destination matrix. Therefore a range of sixty points had been used to categorize the four strength of image statements at intervals of 15 points. It would seem justified therefore to suggest an approximate framework of potential for group inter-polar shift based on these intervals (Table 2.5(b)) This made it easier to discuss the strength of image statements in the context of the underlying individual variations.

These figures serve as illustration that in their raw counted form, shifts towards the *dominant* pole have a greater significance than shifts towards the *subordinate* pole. The reason for this is that a greater potential for movement exists towards the *subordinate* pole. It is at this point that the limitations of the graphical/ numerical approach can be seen and the advantages of statistical techniques that accommodate such factors become obvious. However as has previously been suggested the level of analysis reached so far may be sufficient to make a meaningful summary of the main trends in the pattern of

Table 2.6 Image of Tunisia as a tourist destination: summary of Image Index

Rank	Pole	**Constant** images	Inter-polar shift S-D	: D-S	No image change	Change in image
1	No	Good winter sports	7	7	13	e/e
2	No	Absence from tourists*	12	7	6	e/e
4	Yes	Good beaches and sun	15	20	9	s/s
9	No	Appealing food	20	17	5	m/m
10	Yes	Exotic local customs	13	12	6	m/m
13	Yes	Strong attraction*	14	8	6	m/m

Rank	Pole	**Intensified** images				
6	Yes	Contact with locals*	32	2	3	m+e
11	No	Swinging social life	18	8	1	m+m
12	Yes	Interesting politics	16	4	10	m+m

Rank	Pole	**Reversed** images				
8	Yes-No	Spectacular scenery	4	20	9	mm to ww

Rank	Pole	**Diminished** image				
3	Yes	Interesting sights*	7	13	7	s-s
5	Yes	Cheap shopping	10	17	7	s-m

Rank	Pole	**Neutralised** image				
7	Yes	Adventurous holiday	6	14	7	m/m

Key

Poles

S = Subordinate
D = Dominant

* description abbreviated

Change in image intensity

w = weak
m = medium
s = strong
e = extreme
+ = intensifies
- = diminishes
/ = remains constant i.e. plus or minus 6 index points

images. For the purposes of this study the figures presented in Table 2.5 will simply be used to establish a context within which to consider the image shift figures for the summary of image change (Tables 2.6, 2.9 and 2.11; p86, 96 and 104). The main factor that will be taken into account in interpreting these figures is that more weight may be given to the S-D shift than to the D-S shift. Thus when considering the "appealing food" shift the 20 S-D shift is a proportion of the range 30-45 for medium constructs and the 17 D-S shift is a proportion of the range 75-90.

Table 2.6 is a summary table of the inter-polar shift figures. An important overall observation is that there are no extreme counter-balancing shifts underlying the group data, for example of the order 50 S-D and 46 D-S. If we consider the shifts within the **constant** images , in most cases they are,m in proportion to their potential, relatively small shifts to the *subordinate* pole. Whilst the shifts towards the *dominant* poles are a higher proportion of their relative potential. It is now possible to summarise the overall patterns in the inter-polar shift figures. The **constant** images appear to have an underlying trend towards intensification rather than negation of the original images. In the case of all except "good sun and beaches" the S-D shift is greater than the D-S shift. This need not have been the case, indeed it is unlikely that such a pattern is likely to have occurred by chance. In the case of the **intensified** images the differences are only a matter of degree. There is a strong shift of "contact with local people" (32 S-D, 2 D-S) and weaker changes within "swinging social life" (18 S-D, 8 D-S) and "interesting politics" (19 S-D, 4 D-S). The group image change "contact with local people" is **intensified** from the medium to an extreme construct (m+e).

It is clear that the inter-polar shift figures are congruent with the group responses because the shift is nearly always towards the *dominant* pole. The changes in "swinging social life" and "interesting politics" are also towards the *dominant* pole and there is little shift towards the *subordinate* pole. In the case of the **diminished** and **neutralised** images there appears to be an underlying trend of reversal of image because the D-S shifts exceed the S-D shifts. However earlier it was argued that the D-S figures would be given less weight than the S-D figures thus it is doubtful if it could be argue strongly for there being an underlying inter-polar shift interpretation in these cases. In the case of the reversed image of "spectacular scenery" (4 S-D, 20 D-S) the shift of D-S greatly exceeds the S-D shift and thus the apparent group trend of reversal is borne out by the individual shift figures.

It is interesting to recall that the constructs for the table in this section of the study had been taken from a study by Pearce (1982) and none of Pearce's findings were replicated. This is not surprising when it is recalled that none of the respondents in Pearce's study had actually visited Tunisia: Tunisia was only included because it was seen as "similar" to Morocco which was their actual destination. This raises an important issue, Mayo and Jarvis (1981) suggest that in the case of lack of specific knowledge of places an image may be formed within an overall context of perceived "similar" places. In the Pearce study it would appear that holiday experiences in Morocco formed the context which led to the formation of similar images of Tunisia: in this study holiday experience of Tunisia appears to have led to different images. The relevance of such findings are obvious, Tunisia is attempting to establish itself as a holiday destination with other emerging destinations such as Morocco. It may be that Tunisia must evolve a strong individual image that differentiates it from all competitors if the large volume tourist trade that is desired is to be attracted and return visits secured.

Before turning to the image of the Tunisian people it is worth relating some of the findings to the fieldcourse experiences of the students. The reason for the strong intensification of the "contact with the local people" construct was that the students had undertaken a series of excursions into the inland, rural areas. The students felt that there they encountered the 'real' Tunisia. As will be seen in the following section this provided their image of the Tunisian people with very positive dimensions.

2.5.2 Images of the Tunisian people

The first impression of the **open** responses (Table 2.7, p) is the consistency of the strongest images. The dominant impression in both *before* and *after* the visit responses are the apparently contrasting images of "harassing/pushy" and "friendly" constructs. The former comments more usually referred to traders in the markets, this is probably an expression of cultural differences. Clearly the western students were not used to this type of commercial transaction! It would be wrong, however, to construe this image necessarily as a negative judgement on the Tunisian people, rather it may be an expression of individual reactions to one of many new situations and experiences that were encountered. Indeed this does seem to be the case when it is considered that the image of the Tunisian people as "friendly" is strong *before* the visit and increases *after* the visit. This is reinforced later in the **structured** approach. Qualifying statements did emerge of rural/urban differences. The rural Tunisians were perceived as more "open" and "friendly" than the urban. This would seem to be a common perception the world over but in the case of Tunisia the students remarked upon the interest and the helpful, friendliness of the rural peoples wherever they went in the interior of the country. This would seem to augur well for the possible future development of tourism in the Tunisian interior. The positive comments about the rural population tended to be more recurrent than the negative comments about the urban peoples. Finally the relativity of cognition once again appears when one compares the "lazy" responses with the "relaxed and easy-going" responses. Little comment will be made on the bridging of the bar graph to the Image Index line and bar graph as most of the relevant comments have been made in Section 2.5.1. The first impression of the change in image (Figure 2.10, p93) is that the changes appear to be greater than on Figure 2.6 (p80). Closer inspection reveals this to be the case and is summarised in Table 2.8.

When the **open** and **structured** approaches are compared "pushy" again is the most important construct. "Friendly" and related constructs such as "unreserved", "happy", "open" and "pleasant" are all important. Indeed "friendly" is a construct that is **intensified** on both approaches. It could be argued that the **structured** approach contains aspects of "friendliness" and that these bear out the image of the Tunisian

Table 2.7 Image of the Tunisian people: responses to the open approach

Responses *before* the visit		Responses *after* the visit	
Harassing/Pushy	18	Harassing/Pushy	18
Friendly	14	Friendly	16
Contrast: urban/rural	5	Contrast: urban/rural	8
Contrast: men/women	5	Contrast: men/women	8
Women: shy/quiet	3	Honest/Kind	8
Polite/Reserved	3	Men lazy	6
Unfriendly	3	Women :shy/quiet	5
Curious	3	Curious	5
		Relaxed/easy-going	4
		Cunning	3
Total =	54	Total =	81
Others	18	Others	11
Total =	62	Total =	92

Table 2.8 Summary of the type of image changes of Tunisia.

Images	Tourist destination (Figure 3)	Tunisian people (Figure 4)	Tunisian environment (Figure 5)
Constant	6	5	9
Intensified	3	7	2
Reversed	1	3	4
Diminished	2	0	0
Neutralised	1	2	0
Diversified	0	0	1
Total =	13	17	16

people as a friendly people. For instance "open", "pleasant", "kind", "happy" are all **intensified**, whilst "stingy" is reversed to "generous" after the visit. Another interesting point is that on the **open** approach "honest and kind" (8 responses) appears *after* the visit: on the **structured** approach, "dishonest" is **reversed** to "honest". Although the "dishonest" construct is still *dominant*, ranked seventeenth, it is the weakest and least important of all.

The interpretation of the line and bar graph and tri-axis scattergraph have been explained earlier, thus the rest of the analysis of the overall pattern of image of the Tunisian people will be done from the summary table with reference to the graphs where relevant. It can be seen from Table 2.9 (p96) that in the case of the **constant**

Figure 2.8 Image of the Tunisian people: bar graph

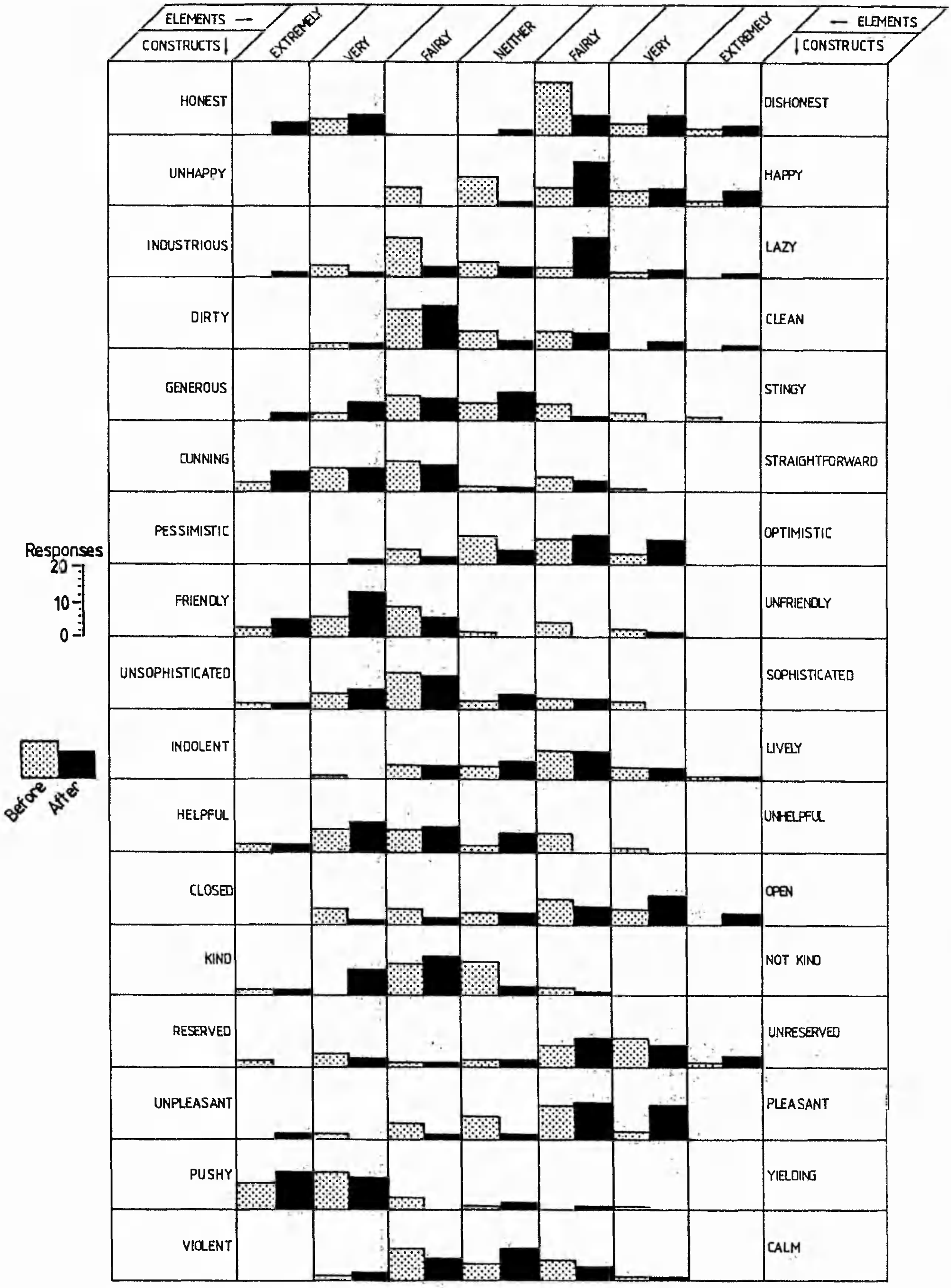


Figure 2.9 Image of the Tunisian people: interpretation of the bar graph

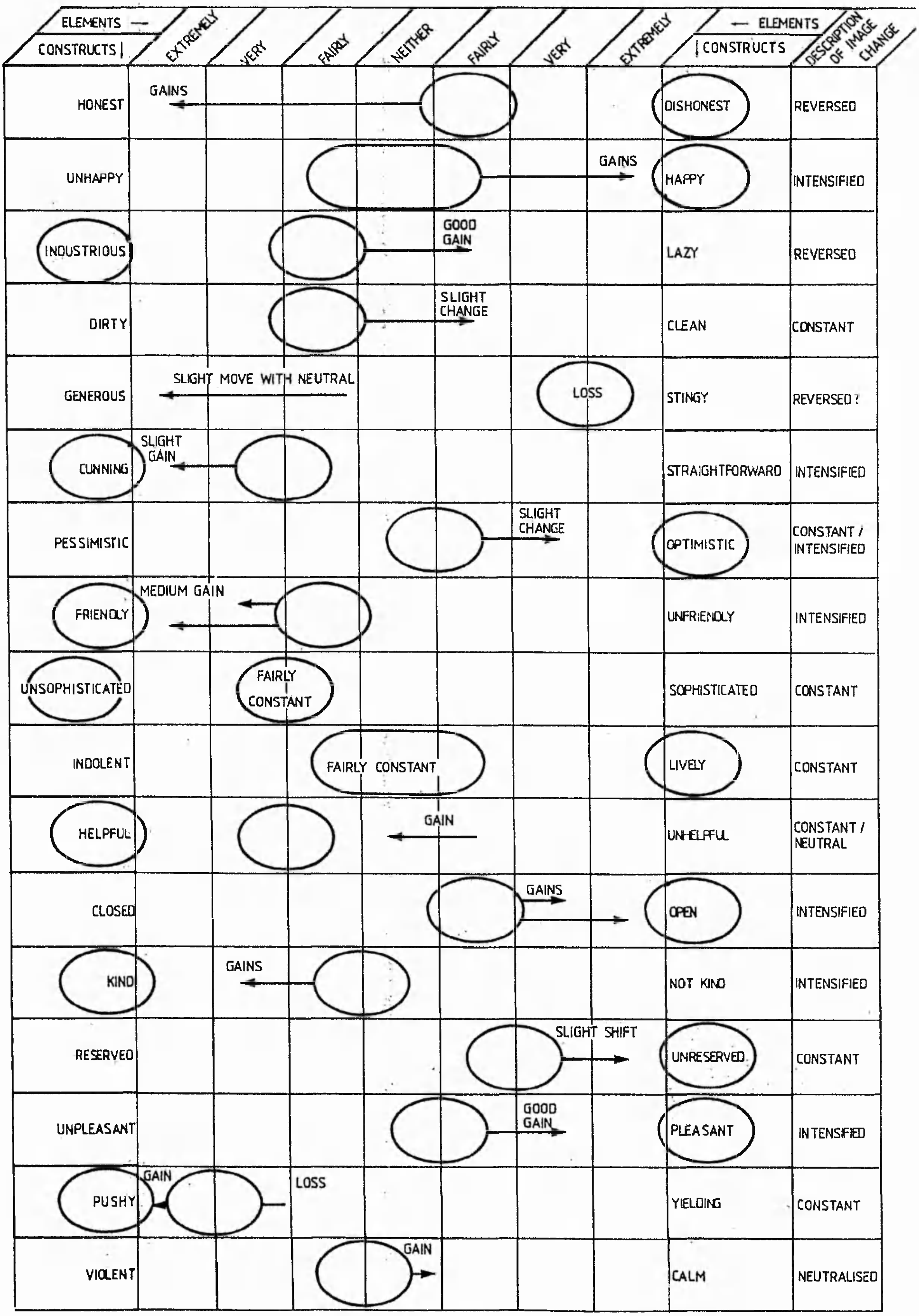


Figure 2.10 Image of the Tunisian people: line and bar graph

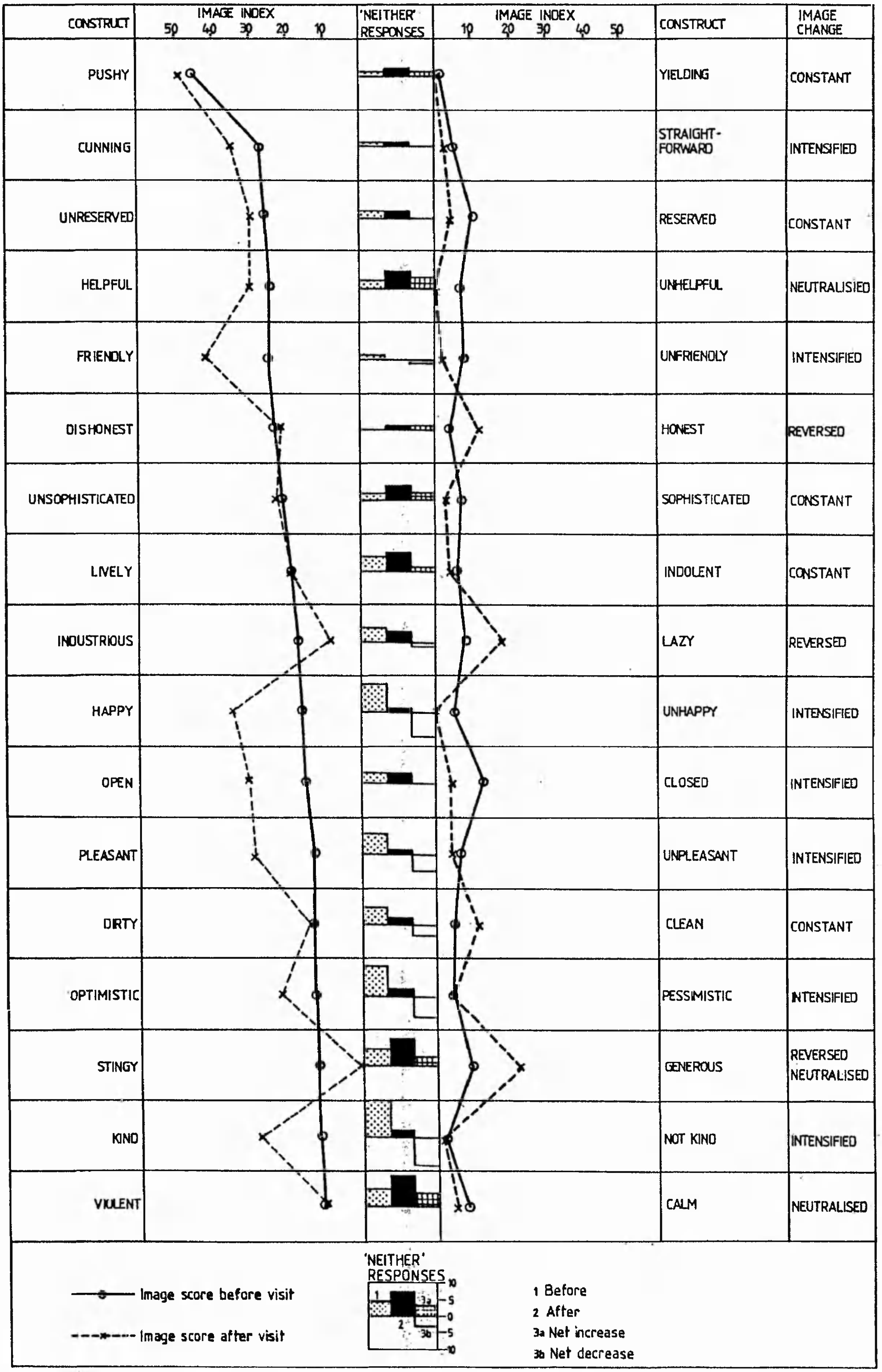
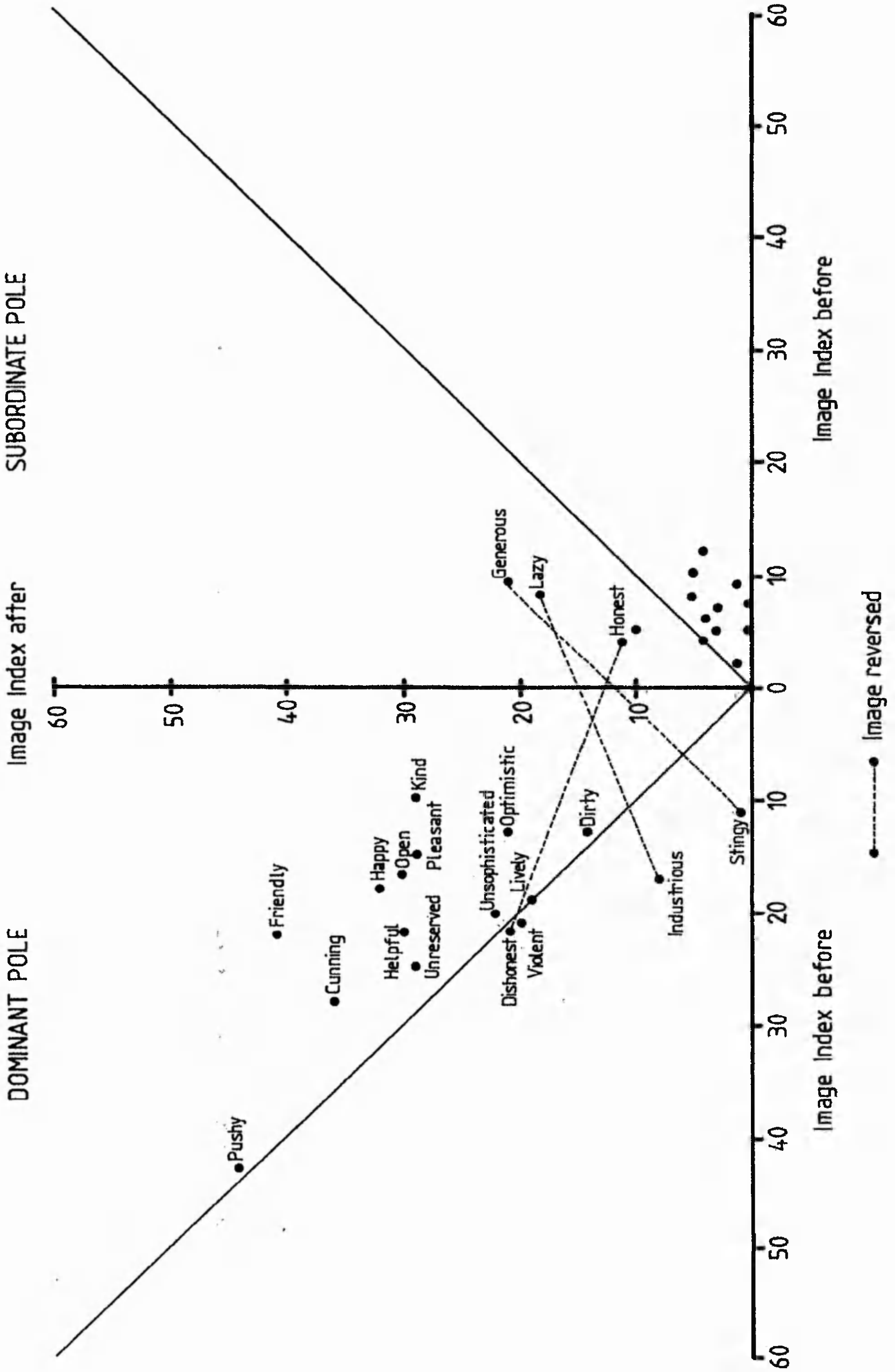


Figure 2.11 Image of the Tunisian people: tri-axis scattergraph



constructs the strongest three appear to have an element of intensification, especially if one gives more weight to the S-D shift as suggested in Section 2.5.1. Whereas the weaker constructs "lively" and "dirty" appear to have an underlying shift towards the opposing poles of "indolent" and "clean" constructs. However it should be noted that they do not represent large shifts as they are relatively low proportions of the potential movement.

When one considers the **intensified** images, the most notable feature throughout is that the group image change clearly also reflect the underlying trends. The shift is clearly to the *dominant* pole which it will be remembered is proportionally more significant, without any counter-balancing reverse shift of not. Further, the degree of change is sufficient for each construct to change statement category: four change from medium to strong and three from weak to medium.

In the case of the **reversed** images, the opposite is the case: there is no underlying reverse trend towards the *dominant* poles. Interestingly the "honest" and "lazy" constructs come out on the **open** approach after the visit, on the **structured** approach they both reverse sufficiently to change the statement of image strength, (mw to wm and ww to wm respectively). Thus overall it would seem that that with the image of the Tunisian people, the underlying trends of individual variations do not qualify the group image changes to a significant degree. On the contrary they reinforce them because the inter-polar shifts tend to be towards the direction of the *dominant* constructs in the case of the **constant** images and are strongly uni-polar in the case of the **intensified** and **reversed** images.

There seems to be a certain correspondence between the two approaches in that some of the stronger responses "break through" on both. Beyond this the **open** approach appears to have value in opening up aspects of image not revealed by the more constraining **structured** approach, such as the sex specific and urban/rural contrast comments. It

Table 2.9 Image of the Tunisian people: summary of Image Index

Rank	**Constant** images	Inter-polar shift S-D	: D-S	No image change	Change in image
1	Pushy	12	6	4	s/s
3	Unreserved	16	11	5	m/m
7	Unsophisticated	15	9	9	m/m
8	Lively	12	17	3	m/m
13	Dirty	6	12	5	w/w

Rank	**Intensified** images				
2	Cunning	14	4	4	m+s
5	Friendly	27	5	6	m+s
10	Happy	27	7	4	m+s
11	Open	27	7	4	m+s
12	Pleasant	25	6	4	w+m
14	Optimistic	18	7	5	w+m
16	Kind	17	4	7	w+m

Rank	**Reversed** images				
6	Dishonest to Honest	5	16	10	mm to ww
9	Industrious to Lazy	4	26	5	mw to wm
15	Stingy to Generous	6	27	4	ww to wm

Rank	**Neutralised** images				
4	Helpful and Unhelpful	15	8	3	mm and ww
17	Violent and Calm	11	11	2	ww and ww

Key

Poles
S = Subordinate pole
D = Dominant pole

Change in image intensity
w = weak
m = medium
s = strong
e = extreme
+ = intensifies
- = diminishes
/ = remains constant i.e. plus or minus 6 index points

can be said that while there are both positive and negative dimensions to the image of the Tunisian people, overall the image is a good one and if Morello's contention that images of nations influence holiday destination choice then this augurs well for the future of tourism in Tunisia.

2.5.3. Image of the Tunisian environment.

The **open** responses reveal a pattern of attributes that may be seen as 'Tunisia-specific', that is more images of *form* e.g. mountains, oasis etc than the *experiential* descriptions of the environment in its wider sense which may include sounds,smells, etc. This may be said to be more the case *before* the visit than *after*. *After* the visit *environmental quality* comments move from tenth to first place (Table 2.10, p98). This is probably an expression of the direct individual *experience* of actual place in contrast to simple description of *form*. Indeed this is very much as one might have expected, image without actual experience is predominantely built on the visual. The main source of images of the experiential aspects of environment before the visit can only be experienced at second-hand from friends who have been or from travel brochures etc. In holiday brochures an attempt is made to convey the 'flavour' of places, however these usually fail because they tend to be rather bland and stereotyped. Indeed any images of the environment usually concentrate on the quality of accommodation and price: images of the rest of the environment are definately of secondary importance.

After the visit "arid" falls from first to third ranking, whilst "greener than expected" enters at sixth place. These changes reflect a shift in the stereotype image of the *before* responses; for instance "arid", "hot", "desert" and "oasis". The image that the Tunisian National Tourist Organisation (TNTO) is attempting to convey is that while all the stereotype images are true, this is only part of the "reality" of the Tunisian environment (TNTO 1983). In the publicity brochure issued to the U.K. market emphasis is given not only to the images of sun and beautiful beaches but also to the rich greeness of some areas of the country. The message is that the Tunisian environment has much more to offer than the "arid" and "desert" stereotype suggests.

As observed previously a comparison of the **structured** and **open** clearly indicates, that the open approach, in the main, contains the more concrete (*form*) images of the environment. The **structured** constructs tend to be more generally applicable constructs, rather than being specific to Tunisia. It may be argued that constructs on the

Table 2.10 Image of the Tunisian environment: responses to the open approach

Responses *before* the visit		Responses *after* the visit	
Arid	14	Environmental quality	11
Contrasts: north/south	8	Contrasts: north/south	10
Sun/heat	8	Arid	9
Desert	8	Dusty	8
Mountains	5	Monotonous	6
Oases	5	Greener than expected	6
Barren	4	Barren	4
Flat	4	Open	4
Overcrowded towns	4	Mountains	4
Environmental quality	4	Poor housing	4
Fertile coast	4	Olive groves	4
Olive groves	3		
Palm trees	3		
Total =	74	Total =	70
Others	14	Others	26
Total =	88	Total =	96

structured approach are, in a sense, almost a breakdown of aspects of the *environmental quality* which is the dominant image on the **open** approach.

Again the summary chart (Table 2.11, p104) will be considered in relation to the relevant diagrams and figures. Images of the Tunisian environment show a different pattern to the other **structured** sections (Table 2.8, p90). Whilst the number of **constant** constructs is high, proportionally slightly higher than tourist destination, it has the lowest number of **intensified** constructs (two). It has the greatest number of **reversed** constructs (four). However it can be seen from Figure 2.14 (p102) that in the cases of "contrast/uniform" (sm to ww) and "noisy/quiet" (mm to ww) this was not sufficient to completely reverse the constructs, the *dominant* poles remain *dominant*. On the other hand the constructs of "rough" and "vivid" do completely **reverse** to "smooth" and "drab" respectively (mw to wm).

On the **structured** approach it is interesting to note that three of the top four constructs ("open", "natural" and"interesting") remain strong images *after* the visit. However it must be said that the next group of constructs, that may be described as negative images ("chaotic", "poor", "smelly" and "dirty"), do stay **constant** *after* the visit. Though it is noticeable that "beautiful" and "pleasant", while remaining fairly constant as measured by the image index, do improve their relative position in the rankings.

The inter-polar shift figures do not appear to qualify the **constant** images to a signifiacant degree. Only in the case of "interesting" is there more than 30 points in total (13 S-D, 18 D-S). Neither of the **intensified** images exhibit underlying inter-polar shifts towards the *subordinate* pole. The "empty" construct changes strength (m+s) whilst "horizontal" remains the same (m+m), this is because the "empty" construct was initially stronger and nearer to the threshold of the strong statement. Likewise the **reversed** images do not have significant underlying shift towards the *dominant* poles. The possible exception to this is "contrast/uniform" with a 12 points shift towards the

Figure 2.12 Image of the Tunisian environment: bar graph

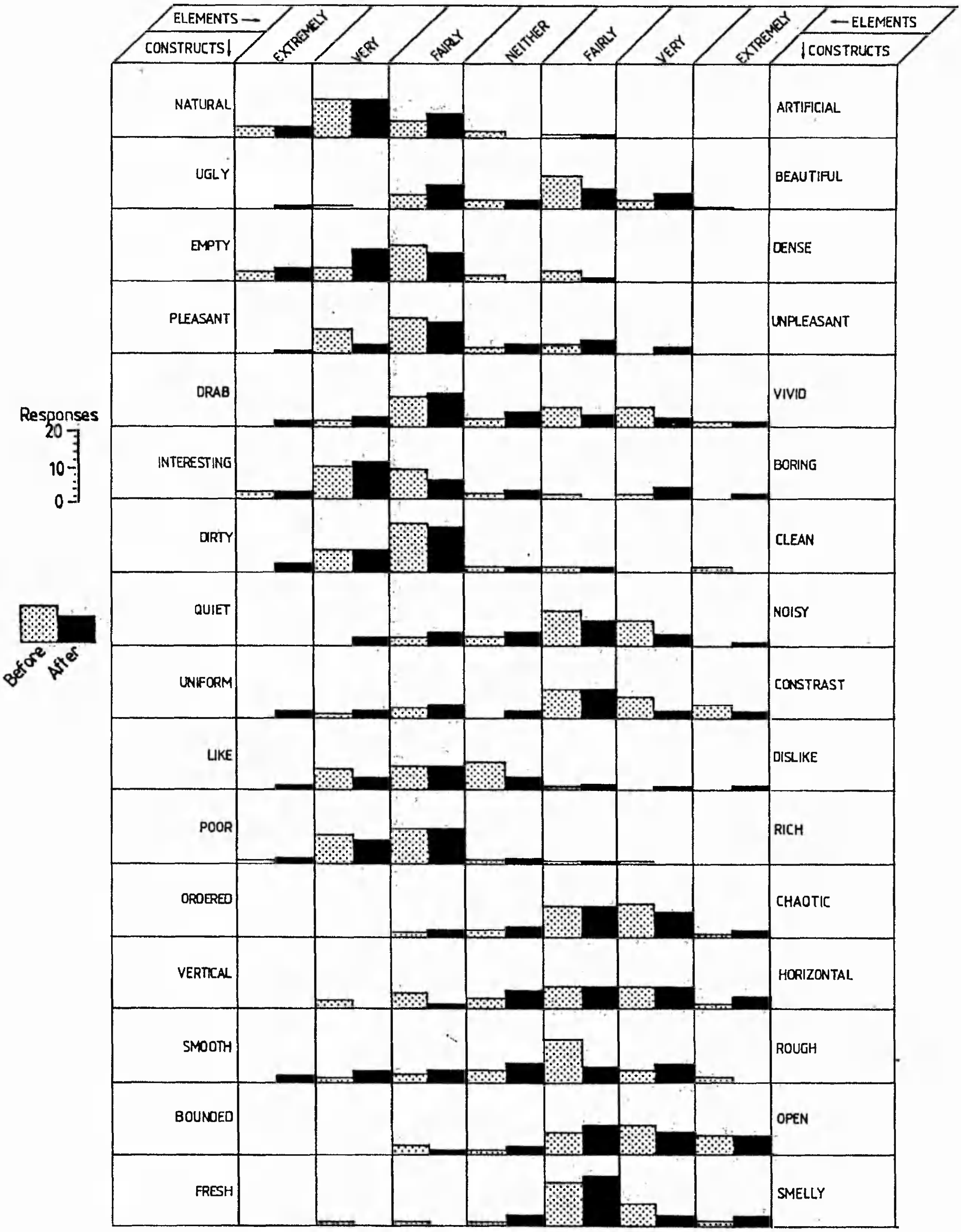


Figure 2.13 Image of the Tunisian environment: interpretation of the bar graph

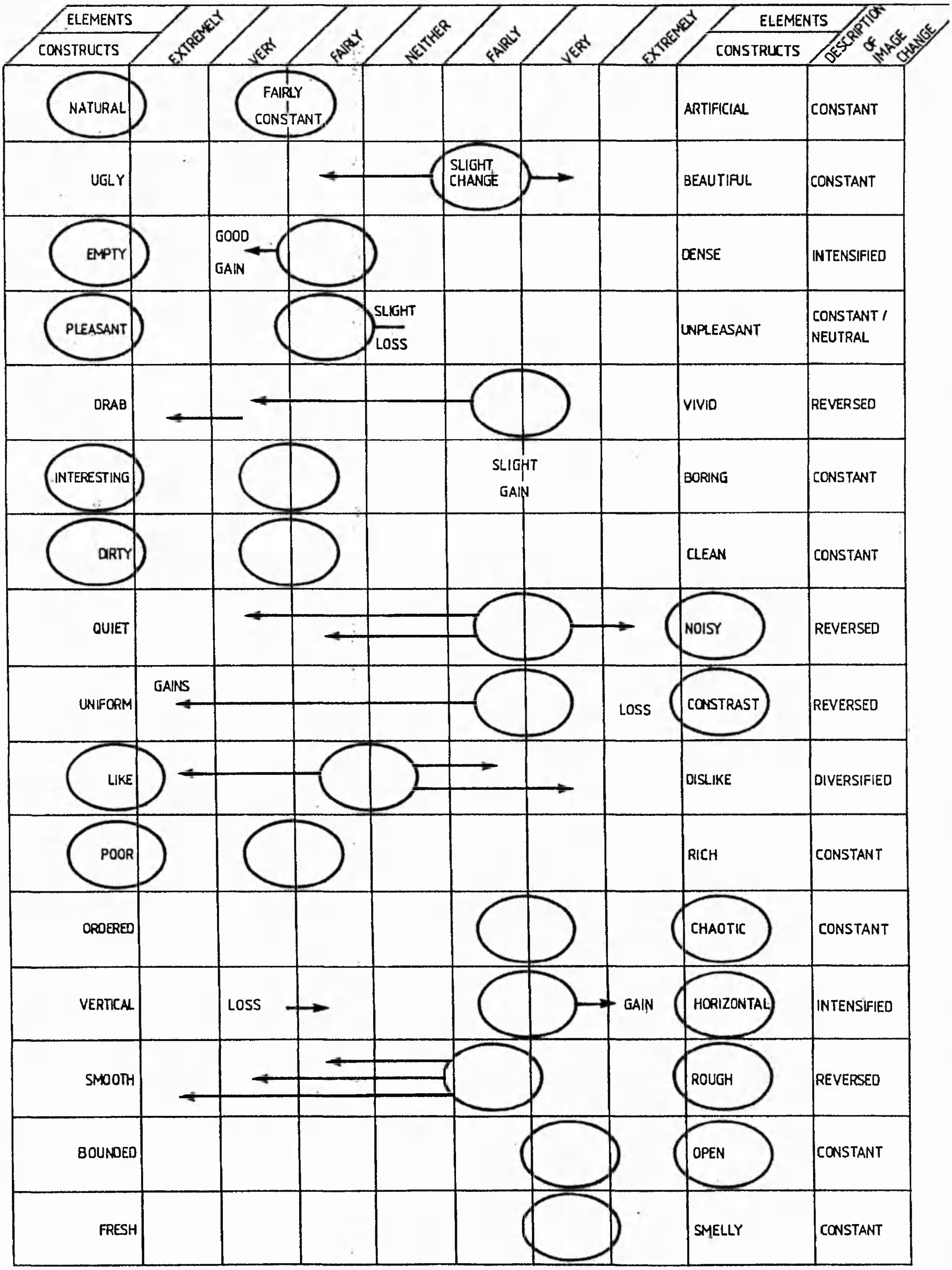
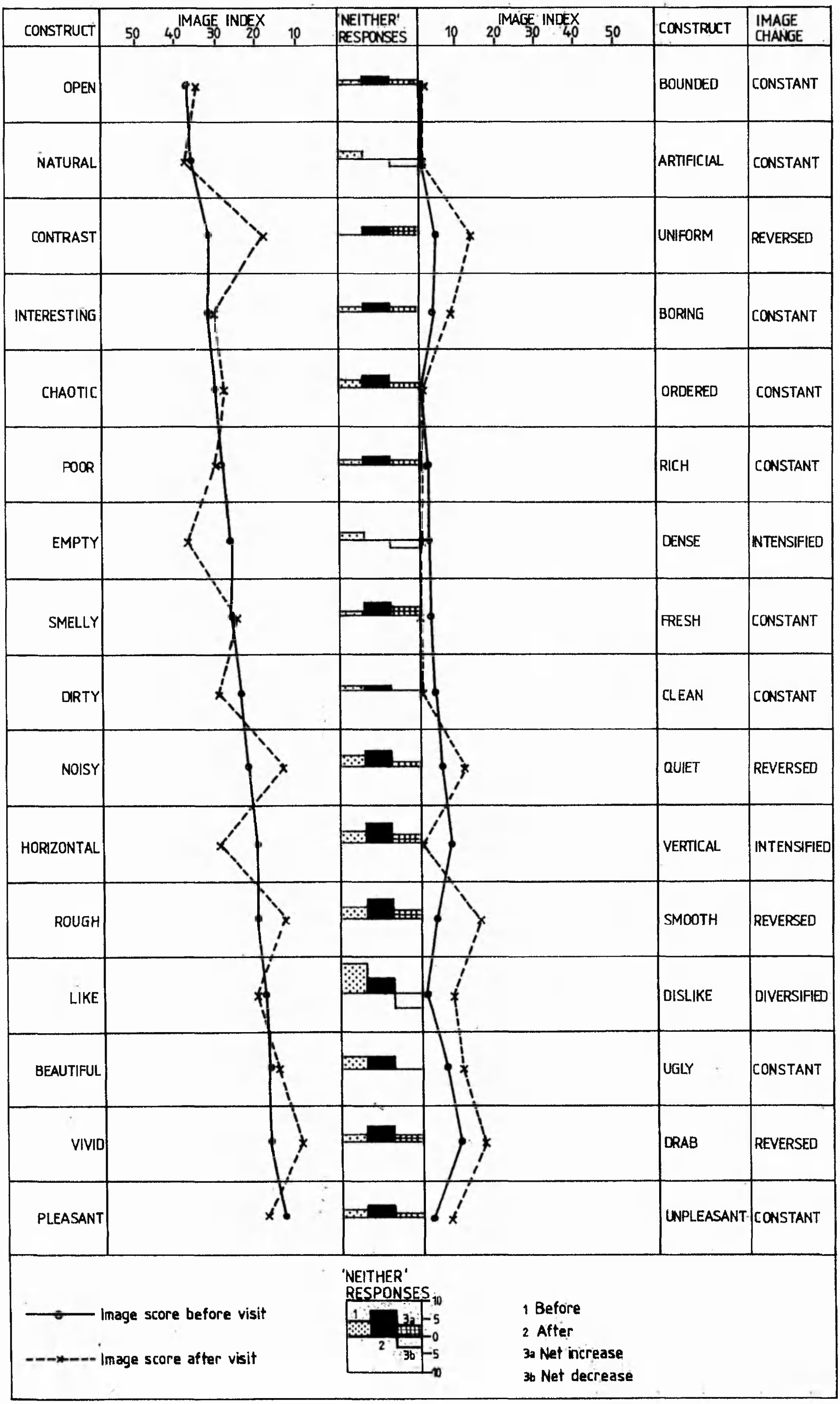
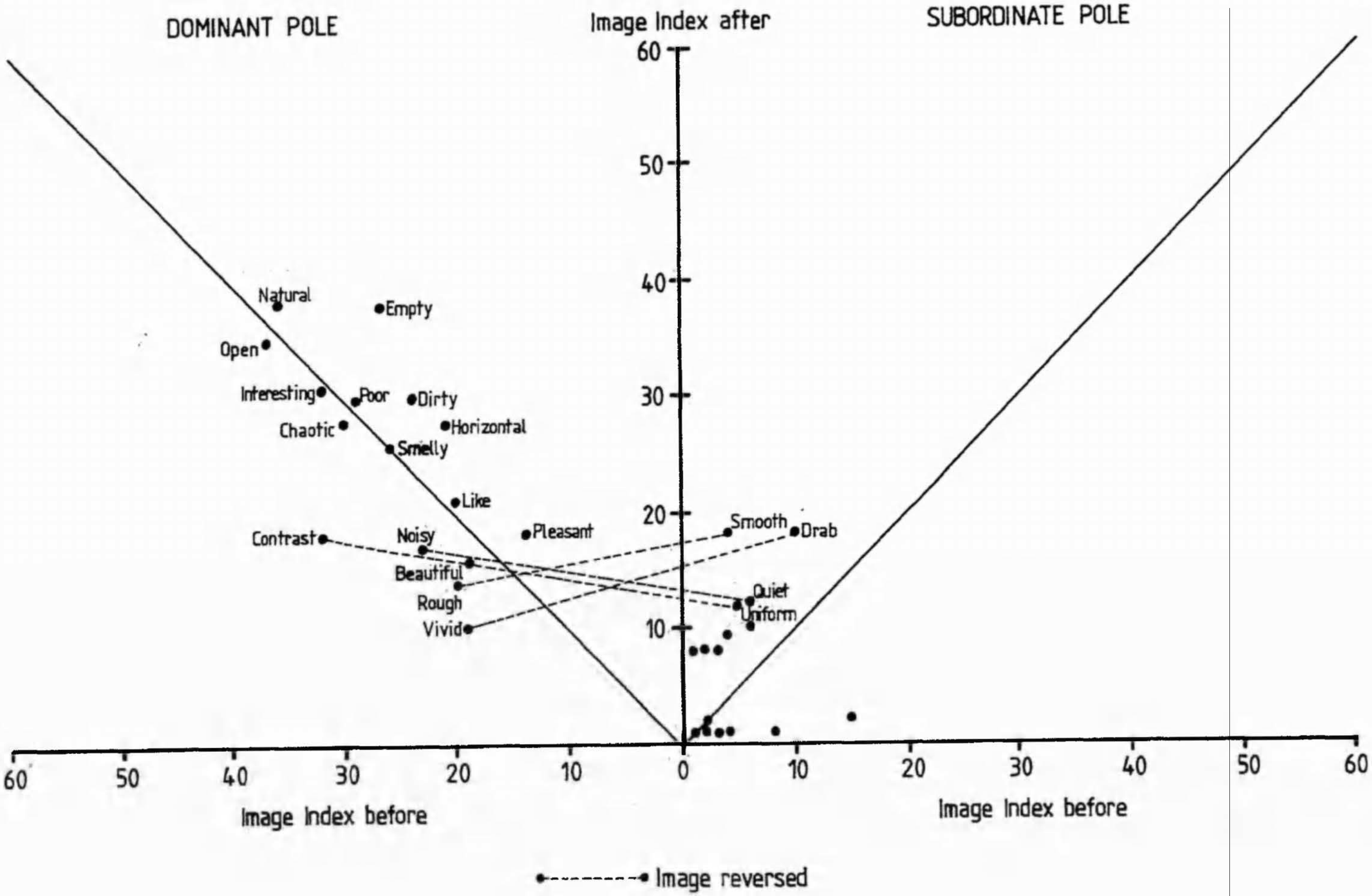


Figure 2.14 Image of the Tunisian environment: bar graph





tri-axis scattergraph

Table 2.11 Image of the Tunisian environment: Summary of Image Index

Rank	**Constant** images	Inter-polar S-D	: D-S	No image change	Change in image
1	Open	10	11	7	s/s
2	Natural	6	5	12	s/s
4	Interesting	14	18	8	s/s
5	Chaotic	10	13	7	m/m
6	Poor	10	11	8	m/m
8	Smelly	9	9	7	m/m
9	Dirty	11	9	7	m/m
14	Beautiful	7	12	7	m/m
16	Pleasant	9	15	4	w/w

Rank	Intensified images				
7	Empty	17	8	6	m+s
11	Horizontal	23	8	7	m+m

Rank	Reversed images				
3	Contrast to Uniform	12	32	5	sm to ww
10	Noisy to Quiet	8	21	7	mm to ww
12	Rough to Smooth	7	17	5	mw to wm
15	Vivid to Drab	4	18	8	mw to wm

Rank	Diversified image				
13	Like and Dislike	10	13	6	mm and ww

Key

Poles	Change in image intensity
S = Subordinate pole	w = weak
D = Dominant pole	m = medium
	s = strong
	e = extreme
	+ = intensified
	- = diminished
	/ = remains constant i.e. plus or minus 6 index points

dominant pole out of a possible range of 0-15, although the 32 points shift towards the *subordinate* pole is the largest such shift.

Britton (1979) makes the point that developing countries do have a difficult situation here, clearly they cannot improve overnight the environmental factors that cause negative reactions from affluent western tourists. On the other hand they cannot attract the large volumes of tourist trade they may want without providing the type of environment that the international tour operators demand for their clients. A compromise appears to have been reached by Tunisia concentrating on a long term strategy of providing purpose-built holiday developments with the related supporting infrastucture in a restricted number of areas (Travel Trade Gazette, 1983; 1987). The main thrust of tourism policy however is designed to attract large volumes of international tourist trade to coastal developments. Inland tourism is still seen as a potential for the future and although promoted as an "adventure holiday" it is low volume trade at the present.

2.6 Appraisal of the open and structured approaches

2.6.1 The open approach

One of the main criticisms of the semantic differential used in the **structured** approach is that whilst it provides a relatively straightforward means of investigating peoples' views of the world, it does this by reducing the world to a set of simple preferential judgements. Whether this is justifiable depends on ones' view of the psychological theory and Osgood's' notion of *semantic space* that underpins the technique (Section 2.3.3.4). However there is a more fundamental point that arises when approaching people for their perceptions of the world in which they live. It can be argued that one should allow them to express their views in their own terms rather than in those of others. Essentially the bi-polar adjectives used in this study formed a preconceived framework within which the respondent was expected to express their world view. This objection is overcome to an extent by the use of previous research findings on important recurrent adjectival pairs as was done in Section 2.3.3.3. The **open** approach in this study was an attempt to allow students to express their own responses in their own terms. Although the analysis of the questionnaires was time consuming it did add a dimension to the images that otherwise would not have been highlighted. thus it was seen as an important supplement to the structured approach. In the following chapter an attempt will be made to incorporate the advantages of the **open** approach by the use of repertory grid interviews with respondents that allows them to formulate their own bi-polar adjectives. By eliciting individually meaningful bi-polar adjectives it is possible to reflect individual cognition of specific places at specific times for particular studies. Although it can be argued that there will be little cross-comparability between studies, this is to misunderstand one of the purposes of qualitative research. The aim will be not to achieve over-arching theoretical concepts, although certain recurrent themes may emerge, but to achieve problem-specific explanations. In the case of a tourist destination study this should therefore not present a major problem, indeed it is interesting to recall the point made earlier that 'product-specific' research (i.e. 'destination-specific' research) tends to be more effective (Wilkie and Cohen 1979).

2.6.2 Structured approaches

One of the aims of this chapter was to investigate simple techniques of presenting data to reach statements that adequately described respondents images and how these images changed after a visit to Tunisia. The bar graphs (Figures 2.4, 2.8 and 2.12; p 78, 91 and 100) were selected as the simplest form of presenting the data. However the interpretation of them was found to be more complex and time consuming than had been expected. The image index was formulated as an alternative and line and bar graphs were constructed to represent the indices (Figures 2.6, 2.10 and 2.14; p80, 93 and 102). They were thought to be superior to the bar graphs for the following reasons:

(a) the overall image pattern was immediately apparent;

(b) it was possible to show the most important poles of the bi-polar adjectives by sorting them into dominant and subordinate poles and then ranking them in order of importance;

(c) it was easy to distinguish the *before* and *after* responses for comparison of the pattern of image change;

(d) it was possible to describe the type of image change in a consistent manner by the use of a set of criteria (Figure 2.2, p68).

It was demonstrated that the Image Index was an adequate reflection of the group image data. This was achieved by an intermediate interpretation that linked the bar graphs to the line an bar graphs (Figures 2.5, 2.9 and 2.13; p79, 92 and 101). The tri-axis scattergraphs proved a successful supplement to the bar and line graph because:

(a) the construction of the graph was relatively simple and quick, it did not take long to rework the Image Index data;

(b) it provided a more subtle description of the image strength that could be used to indicate the *degree* of change to supplement the statements that described the *type* of change;

(c) it was possible to change the level required to qualify for change statements by simply expanding the band of tolerance (Figures 2.7, 2.11 and 2.15; p81, 94 and 103).

The strength of using the line and bar graph and tri-axis scattergraph together is that they provide the mechanism for making descriptive statements about the individual images. This precludes the need to enter into protracted description of them in the text once the method of interpretation has been explained.

The tri-axis scattergraphs were a useful supplement to, rather than a duplication of, the line graphs in that they were more effective for representing the data to highlight different aspects. However in future it may be best to construct the tri-axis scattergraph first because they are easily constructed and would make it possible to start to summarise the data at an early stage. Whilst the techniques were designed to be complementary the scattergraph may be a useful technique in the field when a quick feedback is required. The main advantages of the line and bar graph over the scattergraph were:

(a) It provided a clear reference point for the neutral responses;

(b) It was possible to indicate clearly the relative importance of the images before the visit by ranking. This provided a clear reference point for contrasting image changes;

(c) It was possible to include more subtle detail of the image changes on both poles of the bi-polar adjectives. This made it easier to identify the type of image change that occurred.

The image shift figures were an important supplement to the graphical techniques in that they were a means of taking account of individual changes that occurred within the group responses. It was found that in most instances the underlying shift figures were congruent with the group image changes. They did not significantly alter the major findings of the study which were based on the group image data.

The summary tables (Tables 2.6, 2.9 and 2.11; p 86, 96 and 104) were useful in that they provided a synthesis of all the main findings that could be gleaned from an interpretation of the three types of graph. They were thought to be especially important if this technique were to be of wider use in the tourist industry. Whilst research must be rigorous and detailed the individual or body commissioning such study would expect to be presented with the main findings in a readily accessible form. Clearly they would also expect the more subtle details to be available. The graphs are a clear means of presenting this detail. The summary tables were a means of achieving the aim of the study because they presented the images in groups that could be categorised by statements describing the *type* of changes that occurred *after* the visit: these were ranked in order of importance. They also included statements that described the *degree* of image change for every construct. For example an image could be described as **intensified** (*type*) from a medium to a strong image (*degree)*. Finally the most subtle detail of the underlying individual changes could be shown by the inter-polar shift figures.

It would seem that the use of the three techniques together, (the bar and line graph, the tri-axis scattergraph and the summary table), may be a useful combination for effectively reviewing complex data simply but meaningfully. This may be especially true when all that is required is an identification of strong and weak images without too much reference to the intricate details of individual responses.

This point may be sustained by observing that at the conclusion of many detailed statistical analyses, global conclusions are made that do conceal many underlying qualifying factors. It may be that these graphical and numerical analyses are sufficient to reach valid statements about images and image changes.

2.7 Summary of images and image change.

Both the **open** and **structured** approaches proved valuable in assessing images and image change. In the **structured** approach the specific attributes of the images were specified at the outset, this made the measurement of image change by comparison of the *before* and *after* responses straightforward. The Image Index was thought to be a satisfactory measure of the strength of image and of image change. The techniques were thought to be effective in achieving the aim of reaching meaningful statements from complex data by simple graphical and arithmetical means.

Images of Tunisia as a holiday destination were the most extreme, the majority of which remained **constant**. The most important images were that Tunisia did not offer "good winter sports" and "absence from tourists" but did offer "contact with the local people", "good sun and beaches" and interesting tourist sights".

The *dominant* images of the Tunisian people tended to be medium to strong images and of the 17 constructs the majority were either constant (five) or **intensified** (seven). The most important constructs reflected ambivalent responses, Tunisians were seen as "pushy" and "cunning" but also as "friendly" and "happy". This was attributed to differing experiences in the urban and rural environments. The main group of intensified images were the positive attributes of "helpful", "happy", "open", "pleasant" and "kind". This was thought to be a good indicator for the future of tourism in Tunisia.

The images of the Tunisian environment were the most moderate and had the largest number of constant images (nine). The most important images were that Tunisia was "natural", "empty", "open" and "interesting". However there were also the greatest number of reversed images (four): "rough" and "vivid" *before* the visit were reversed to "smooth" and "drab" *after* the visit.

There was a degree of correspondence between the **open** and **structured** approaches in that the strongest images tended to 'break through' on both. The **open** approach was important because it revealed dimensions of the image that could not emerge through the **structured** approach. For example "isolated hotels" in the tourist destination image and "contrasts: urban/rural" in the image of the Tunisian people. Finally in the image of the Tunisian environment there was a distinct shift away from the concrete images of form to the more abstract images related to *environmental quality.*

This chapter was the first phase of the research programme and was designed to establish if simple graphical representation of results and simple numerical analysis may be a useful first step in the analysis of environmental cognition data. Phase two, described in Chapter 3, an analysis is made of the image and image changes of three destinations Menorca, Holland and Tunisia by two study groups. Similar data was obtained but this time by using repertory grid techniques. The aim was to explore further the use of simple techniques of analysis of environmental cognition data, and to compare these alternative techniques to those presented in this chapter.

CHAPTER 3

REPERTORY GRID ANALYSIS OF IMAGES OF DESTINATIONS

3.1 Introduction

The aims of the research in this chapter are twofold. Firstly to consider the relevance of Personal Construct Theory and Repertory Grid Interviews to the investigation of tourist images. Secondly to investigate further the simple methods of analysis as advocated in Chapter 2. Two pilot studies using Repertory Grid Interviews were conducted, first with a group of students and later with a group of tourists in Mallorca. For both groups a series of individual Repertory Grid Interviews were conducted to elicit sets of bi-polar statements that summarized how they thought about foreign holiday destinations. In each study the individual responses were used to form a consensus repertory grid that summarized the major pairs of statements important to each group. For the first group, the students, this was followed by a *before* and *after* image study of Menorca, Holland and Tunisia of students who visited either Menorca or Holland.

The method of analysis is compared to those used in Chapter 2. The main relevance of the first study was to experiment further with the simple methods of analysis advocated by Schroeder and outlined in Chapter 2. The grid was analysed by using the group mean scores. The mean scores and the Image Index (Chapter 2) are then compared in order to decide which to use for analysis of the data collected for the main study of tourists in Mallorca (Chapters 4 and 5). A full account is not given of the repertory grid interviews with the first group, the students, because this was a preliminary study and the consensus grid was only used once; for the Mallorca, Holland and Tunisa image study. The repertory grid interviews with the tourists however, are explained in full because the resulting grid was used extensively in Chapter 4.

The interviews with the second group, the tourists, were important because many interesting points were raised that guided later research. The conclusions are summarized and they are related to the chapters which follow. However, initially it is necessary to introduce Personal Construct Theory (PCT) and Repertory Grid Interviews (RGI) to explain why it was selected for this section of the study.

3.2 Personal Construct Theory and the Repertory Grid Interview.

Before describing how the Repertory Grid Interview was used it is necessary to explain a little about the underlying theory from which it was developed. It is derived from the humanistic psychology of George Kelly. In the 1930's Kelly started to react against the statistical analysis of large samples in attempting to establish 'psychological laws'. A simple example is of a significant correlation of 0.3 between smoking and extraversion on a sample of 200,000. He found such 'laws' useless when dealing individually with an introvert, chronic smoker. He reasoned that in order to understand cases such as this it is necessary to study them individually. He was interested in how individuals constructed and interpreted the world and how to allow them to express their views on this in their own terms.

The underlying assumption of Kelly's Personal Construct Theory (PCT) is that "Man is a Scientist", i.e. people act on a series of propositions and expectations that govern behaviour and perceptions. People gradually build up a network of hypotheses based on their own unique experiences that guide their behaviour. It can be seen here in direct opposition to the behaviourist approach, where people are seen only to act in response to external stimulus. He assumes people to be proactive, whilst they may be stimulated by outside influences. Essentially action is related to peoples' own system of personal constructs and their internal motivations, needs and desires. A basic postulate of PCT states that behaviour is guided by people's efforts to anticipate events. He rejects the more humanistic approaches of Gestalt psychologists because they still involve the idea that the direction of activity comes from the environment rather than from the individual. For Kelly action takes place with reference to an individual's personal construct system. People are credited with the ability to create and construct situations, or to predict and evaluate outcomes in their own terms based on their own experience i.e. their *personal construct system.*

The Repertory Grid Interview allows the interviewer to gain insights into how the interviewee sees the world. It is a technique for getting people to talk about how they construct their world view, i.e. the *personal constructs* with which they make sense of the world. The main attraction of using the Repertory Grid Interview is that it allows people to express the ways they hold an image of place. Stewart and Stewart (1981, p11) comment that the RGI is a technique with wide practical applications and may be used to elicit constructs in many subtly distinct ways. The terms within which the interviews are conducted, determine the level at which constructs are elicited. For example, in this chapter the purpose of the interview was to elicit constructs that were important to respondents in evaluating the image of destinations with the intention of visiting them for a holiday. The terms in which the interview is conducted must be clearly defined and reinforced during the interview; this is not to say that the constructs are being guided or predetermined. It is rather that the relevance and context for them is made clear, without this context the constructs are not meaningful.

Many applications of the Repertory Grid Interview illustrate its adaptability and relevance to research concerned with the investigation of environmental perception and images. In architectural literature Honikman (1973), Leff and Deutsch (1973) used it to explore environmental evaluation. Reid and Holley (1972) attempted to link the image of universities with the university choices of 30 boys and 40 girls in a geographical context. Sarre (1973) used RGI to investigate the urban images of Bath of a group of 20 residents. The work of Preston and Taylor (1981) related the residential images and residential choice in order to further understand residential mobility decisions.

In a tourism context applications have been varied. Riley and Palmer (1976) studied perceptions of seaside resorts. Botterill and Crompton (1987) studied the Personal construction of holiday experience through the medium of holiday snapshots. Pearce

(1981) studied images of a range of holiday destinations before and after holiday experience. Potter and Coshall (1988) used Repertory Grid Interview to study residents images of areas of a Caribbean island. Two common themes emerged from such research. First, is the adaptability and suitability of repertory grid to environmental perception research. Second, an attempt by some authors such as Riley and Palmer (1976), and Preston and Taylor (1981) to link image and choice. The study of destination image and holiday choice was one of the main concerns of this research and suggested the suitability of repertory grid for the purpose.

PCT of course is not without its critics. Hudson (1980) suggests that a major weakness of Kelly's "rejection of other positions in psychology was grounded in a failure to appreciate either their content or purpose" (Hudson (1980) p 355.) Hudson argued that behaviour is in many cases determined by external constraints and not as Kelly insists by the personal construct system. Constraints set parameters which limit the degree of freedom of action open to individuals. In these circumstances he contends that "the focus necessarily shifts to a structural analysis of the social processes which underline both environmental images and behaviour" (p356) i.e. preference and choice cannot be simply linked within the framework of PCT. A broader structural explanation must be sought which accommodates the individual world view as well as the mechanism of external constraints in behaviour. He suggests that coexisting paradigms exist within human geography; spatial analytical, behavioral and structural. PCT is central to the second but issues of images and choice must take account of more than simply the behavioural stance.

One of the main themes of this thesis is the need to use varied approaches to research in order to give a 'picture' that has many facets which may be viewed from different perspectives. Together the different perspectives offer a wider, deeper understanding of the research area; tourist cognition of destinations. From this point of view Hudson's points are acknowledged and alternative explanations are sought from different approaches. However in the context of the immediate research objective of building up insights into how respondents hold images of destinations, it was thought justifiable to pursue this approach. The aim of using RGI was not to link image and choice in a direct causal sense but rather to elicit constructs relevant to the image of destinations that were most likely to be influential in affecting choice. Thus the assumption is not made that the resultant constructs are the sole explanation for holiday choice but that if image of place exerts influence on choice, then the resultant constructs or aspects of image are likely to be important.

Kelly suggested that there was the possibility of a degree of commonality between the grids of various people (Bannister and Mar,1968). For the purposes of this study, the accent has been on identifying the possible recurrent constructs that are important when describing an image of a tourist destination. Brief details of the Repertory Grid Interviews will be given before concentrating on how the grid was used and analysed. The single most useful text on basic techniques is by Stewart and Stewart (1981). The use of the Repertory Grid Interview is explained in more detail later in this chapter with reference to work with tourist in Mallorca.

3.3 Study of students' destination images *before* and *after* fieldcourses.

3.3.1 Method

Prior to their fieldcourses 15 students were selected for interview from two groups: 8 from those students bound for Menorca and 7 from those bound for Holland. The method for eliciting the constructs is simple but takes experience to work effectively. The method is discussed in detail in Section 3.4 on the interviews with tourists in Mallorca. The students selected nine destinations that were representative to them of places of various degrees of desirability. Their reactions to these destinations led to the elicitation of many constructs. All the interviews were then reviewed and it became clear that there was a high degree of similarity between the interviews. The most frequently recurring constructs were used to formulate a consensus repertory grid (Figure 3.1). This grid was then used with the whole group of students from the two fieldcourses, 35 students bound for Menorca and 14 for Holland. Their reactions to three destinations, Holland, Menorca and Tunisia, were tested before and after their fieldcourses. Tunisia was used as a control destination because it was a destination neither group would be visiting.

The scaling that was used was a seven-point scale as shown in Figure 3.1. The responses for all students were then scored and analysed twelve groups of scores resulted (Table 3.1)

Table 3.1: Twelve groups of scores collected from students.

	Menorca Students	Holland Students
Image of Holland	*B* + *A*	*B* + *A*
Image of Menorca	*B* + *A*	*B* + *A*
Image of Tunisa	*B* + *A*	*B* + *A*

B = *Before* Fieldcourse *A* = *After* Fieldcourse

The mean of the score for each group *before* and *after* the fieldcourses are shown in Figures 3.2 to 3.7

3.3.2 Results

Three major points emerged from the study:

(a) The mean scores for the Menorca and Holland students' images of the three destinations *before* the fieldcourses are similar.

(b) *After* the fieldcourses, the mean scores remain consistent, i.e. less than one category change, for the places the students did not visit: Tunisia (Figures 3.6 and 3.7)

(c) The only changes exceeding one category are the Holland students' image of Holland (Figure 3.3, two constructs changed) and the Menorca students' image of Menorca (Figure 3.4, seven constructs changed).

Figure 3.1 Example of completed destination image questionnaire (Holland)

TRENT POLYTECHNIC DEPARTMENT OF GEOGRAPHY
HOLIDAY QUESTIONNAIRE

HOLLAND

Name ....

In the table below tick the relevant box that most closely matches your image or opinion of HOLLAND as a holiday destination

Columns: 0 = Neither
1 = Mildly agree
2 = Agree
3 = Strongly agree

	3	2	1	0	1	2	3	
Well developed facilities for tourism		✓						Facilities not developed for tourism
Familiar culture			✓					Unfamiliar culture
People are friendly towards tourists			✓					People are not friendly towards tourists
Cheap for a holiday					✓			Expensive for a holiday
Language is a barrier		✓						Language is not a barrier
Adventurous travel			✓					Routine travel
Good beach and sun holiday						✓		Not a good beach and sun holiday
Interesting history and culture	✓							History and culture are not interesting
Feel at ease as a tourist			✓					Feel ill at ease as a tourist
Great scope for varied activities			✓					Restricted scope for activities
"Upmarket" destination			✓					"Downmarket" destination
Dominated by tourism						✓		Not dominated by tourism
Wide variety of sights		✓						Restricted range of sights
Traditional customs little affected by tourism					✓			Traditional custom are greatly change by tourism

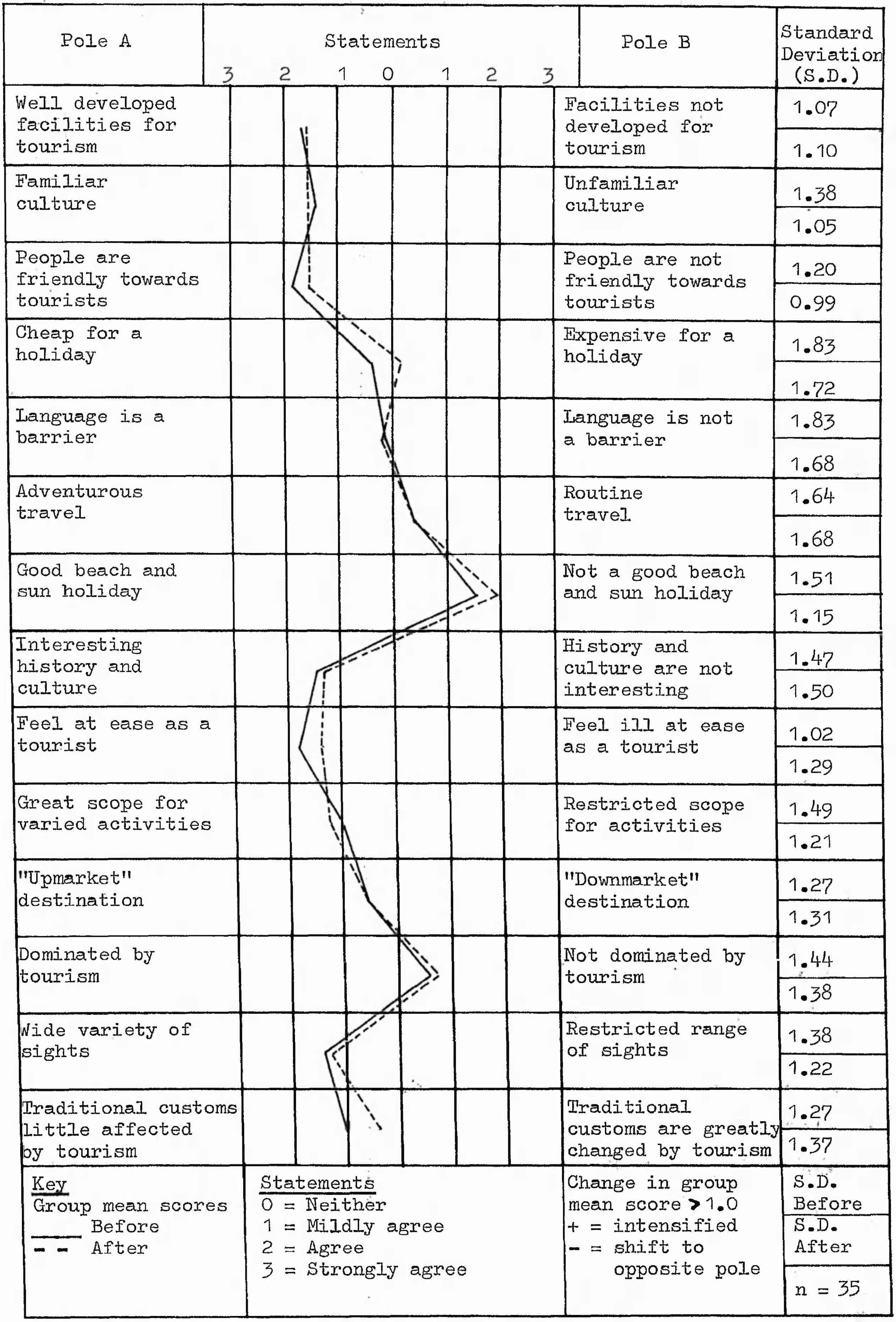
One of the objectives of Chapter 2 had been to find reliable yet simple graphical means of presenting complex data. Schroeder (1984) makes out a case for simple methods of analysis of rating scales of environmental perception data. In the present study, the relatively crude measure of the mean appears to be useful in describing general changes that occurred in the evaluation of the destinations. It would appear that the Holland students found the country much as expected. The changes that did occur reflect the opinions expressed by students throughout the visit; surprise at how much English was spoken and how much higher the cost of living was than expected. Holland was considered familiar culturally by both groups; this may explain why other constructs did not change as much as was the case with the Menorca students' image of Menorca.

The Menorca students also found that language was less of a barrier than expected, again because English was spoken rather than they found an aptitude for Spanish! One of the things that surprised them most was that Menorca was less "dominated by tourism" than expected and thus that "traditional customs were little affected by tourism". The other changes reflect their surprise at the variety of the island: "interesting history and culture", "wide variety of sights" and "great scope for varied activities".

3.3.3. Discussion

It is relevant at this point to ask how valid is the concept of a group mean. It may be that the existence of something is being assumed that does not actually exist. If each individual is unique and different, is it therefore a valid exercise to group the responses together ? However, it was argued earlier it would seem a reasonable assumption that there is at least the possibility of a generally held image of places that is transmitted culturally. Where does the image of places not previously visited come from, if not from secondary sources ? Image of place is formed by such culturally transmitted material that it is a diverse mixture of fact and half-truths interpreted by each individual. If image is negotiated in this way, it seems reasonable to expect there might be some degree of correspondence between individuals' images of a place. This is also more

Figure 3.2 Menorca Students: Image of Holland



Pole A	Pole B	Standard Deviation (S.D.) Before	Standard Deviation (S.D.) After
Well developed facilities for tourism	Facilities not developed for tourism	1.07	1.10
Familiar culture	Unfamiliar culture	1.38	1.05
People are friendly towards tourists	People are not friendly towards tourists	1.20	0.99
Cheap for a holiday	Expensive for a holiday	1.83	1.72
Language is a barrier	Language is not a barrier	1.83	1.68
Adventurous travel	Routine travel	1.64	1.68
Good beach and sun holiday	Not a good beach and sun holiday	1.51	1.15
Interesting history and culture	History and culture are not interesting	1.47	1.50
Feel at ease as a tourist	Feel ill at ease as a tourist	1.02	1.29
Great scope for varied activities	Restricted scope for activities	1.49	1.21
"Upmarket" destination	"Downmarket" destination	1.27	1.31
Dominated by tourism	Not dominated by tourism	1.44	1.38
Wide variety of sights	Restricted range of sights	1.38	1.22
Traditional customs little affected by tourism	Traditional customs are greatly changed by tourism	1.27	1.37

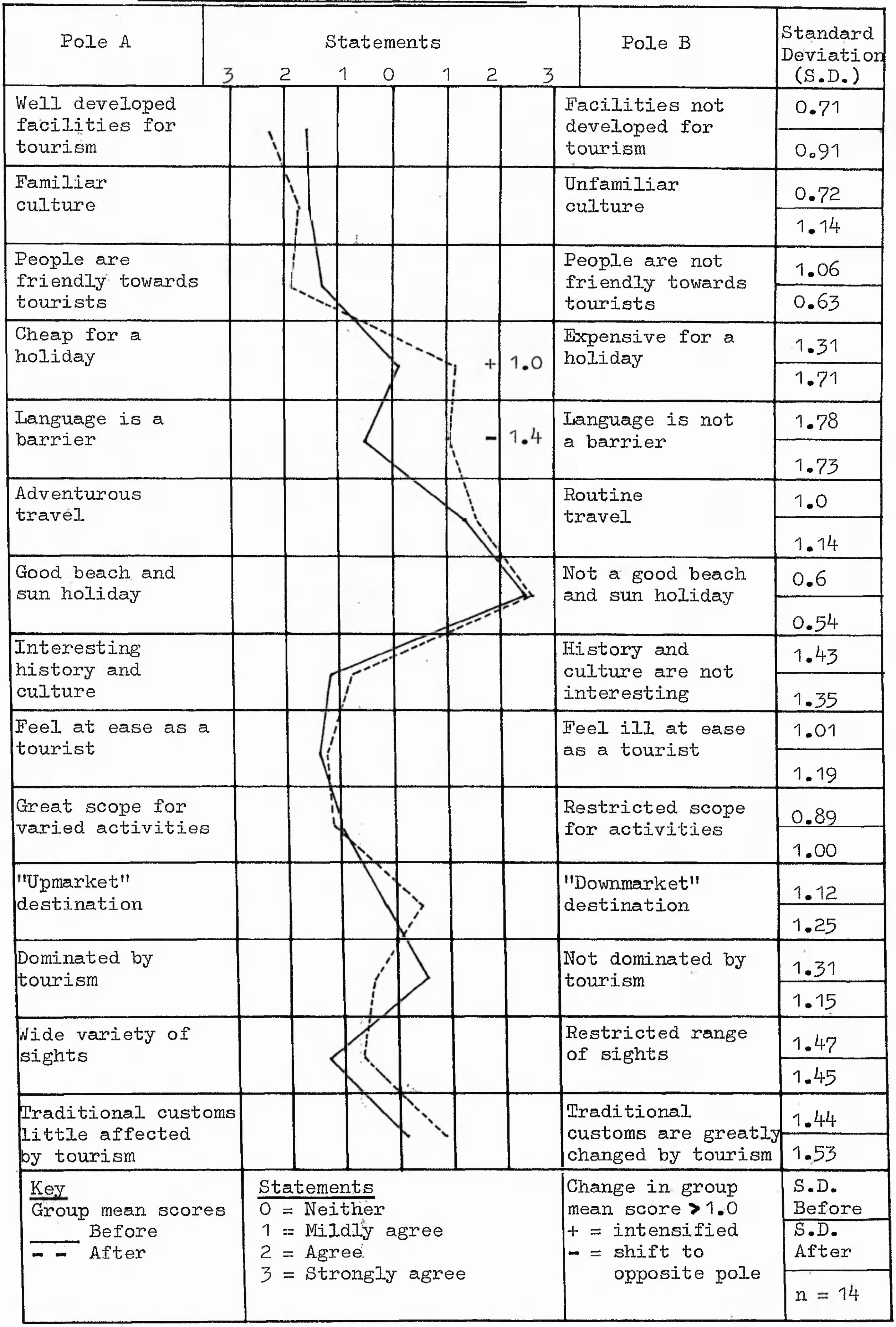
Key
Group mean scores
____ Before
- - After

Statements
0 = Neither
1 = Mildly agree
2 = Agree
3 = Strongly agree

Change in group mean score > 1.0
+ = intensified
– = shift to opposite pole

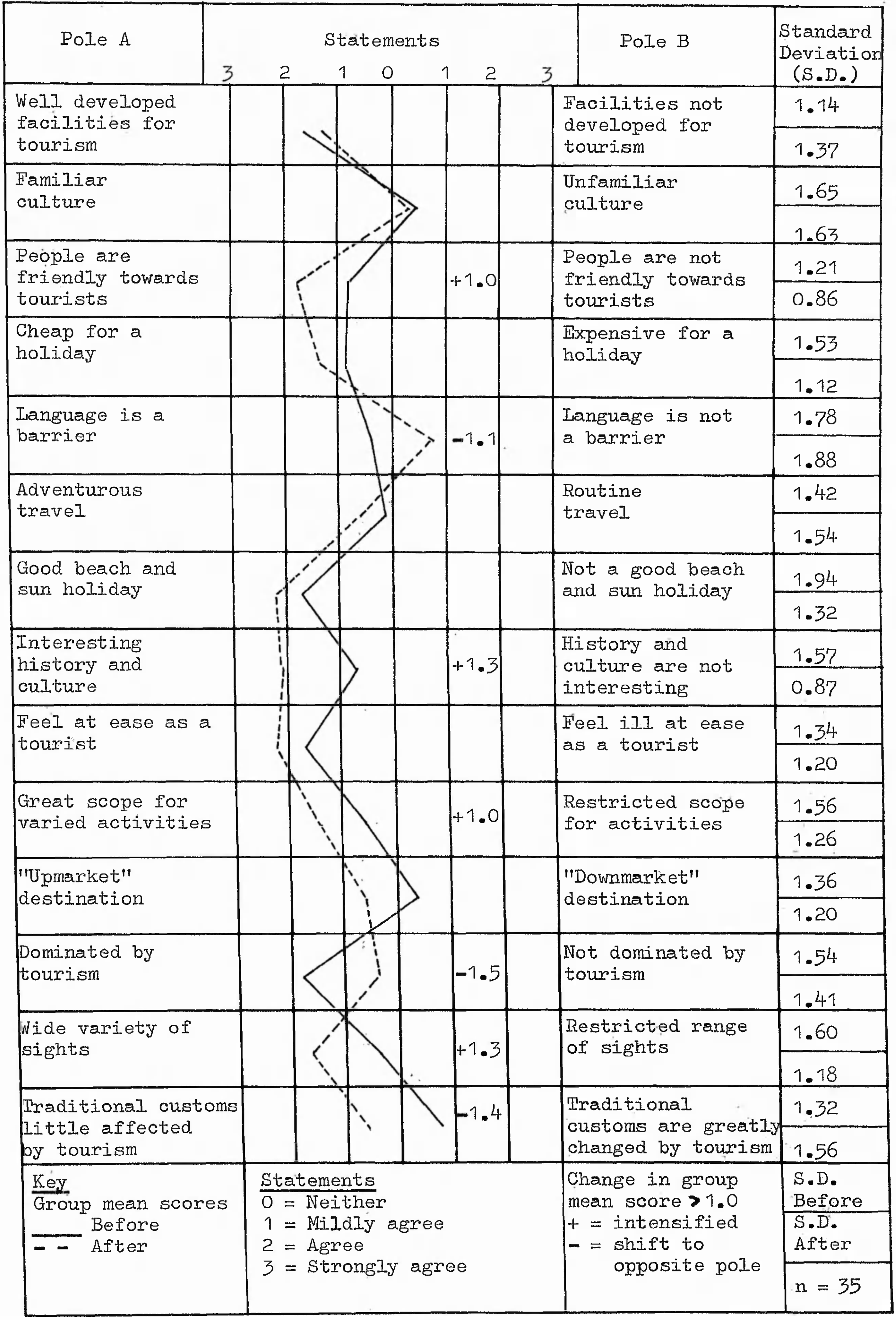
S.D. Before
S.D. After
n = 35

Figure 3.3 Holland Students: Image of Holland



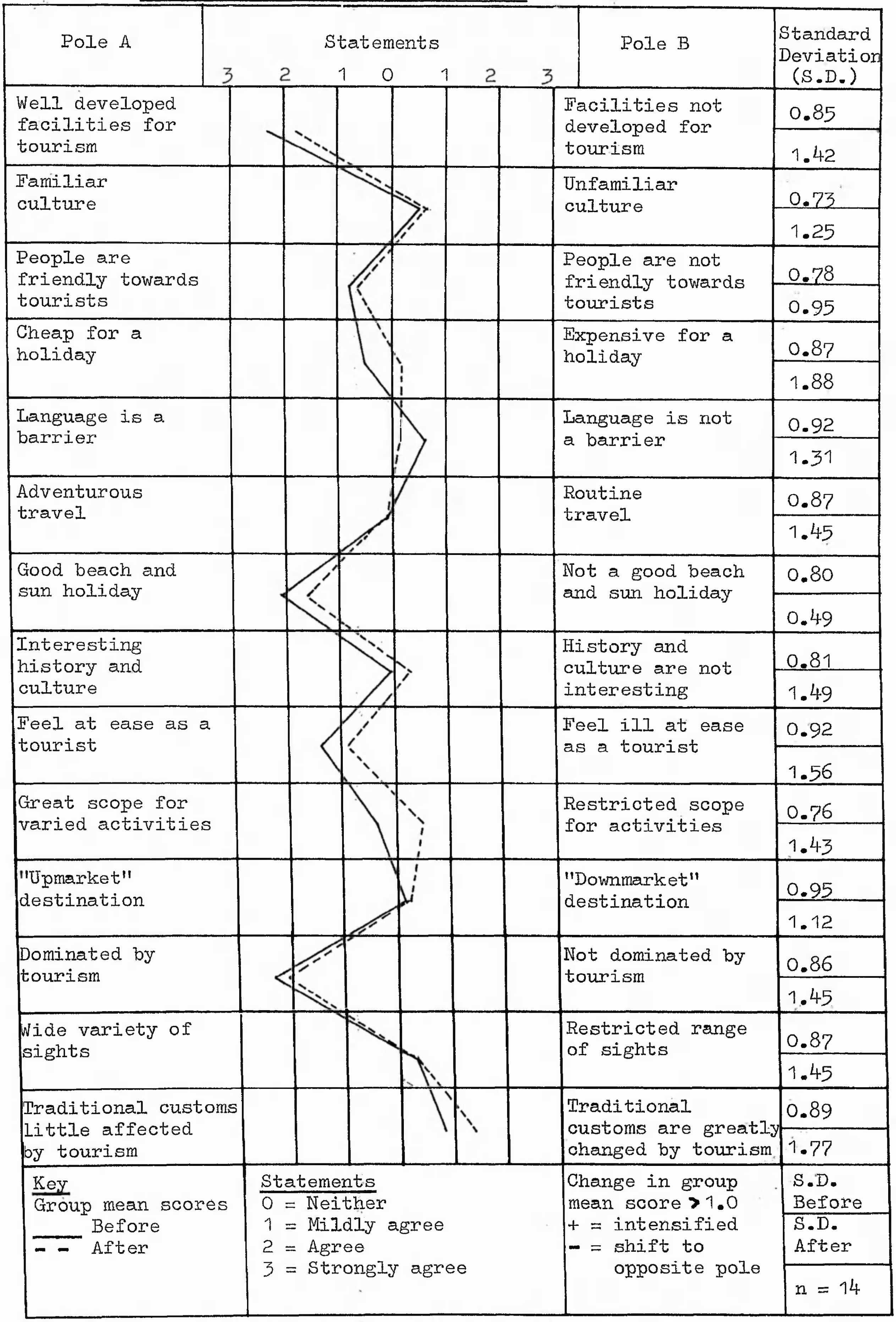
Pole A	Statements 3 2 1 0 1 2 3	Pole B	Standard Deviation (S.D.)
Well developed facilities for tourism		Facilities not developed for tourism	0.71 0.91
Familiar culture		Unfamiliar culture	0.72 1.14
People are friendly towards tourists		People are not friendly towards tourists	1.06 0.63
Cheap for a holiday	+ 1.0	Expensive for a holiday	1.31 1.71
Language is a barrier	- 1.4	Language is not a barrier	1.78 1.73
Adventurous travel		Routine travel	1.0 1.14
Good beach and sun holiday		Not a good beach and sun holiday	0.6 0.54
Interesting history and culture		History and culture are not interesting	1.43 1.35
Feel at ease as a tourist		Feel ill at ease as a tourist	1.01 1.19
Great scope for varied activities		Restricted scope for activities	0.89 1.00
"Upmarket" destination		"Downmarket" destination	1.12 1.25
Dominated by tourism		Not dominated by tourism	1.31 1.15
Wide variety of sights		Restricted range of sights	1.47 1.45
Traditional customs little affected by tourism		Traditional customs are greatly changed by tourism	1.44 1.53
Key Group mean scores ——— Before - - After	Statements 0 = Neither 1 = Mildly agree 2 = Agree 3 = Strongly agree	Change in group mean score > 1.0 + = intensified - = shift to opposite pole	S.D. Before S.D. After n = 14

Figure 3.4 Menorca Students: Image of Menorca



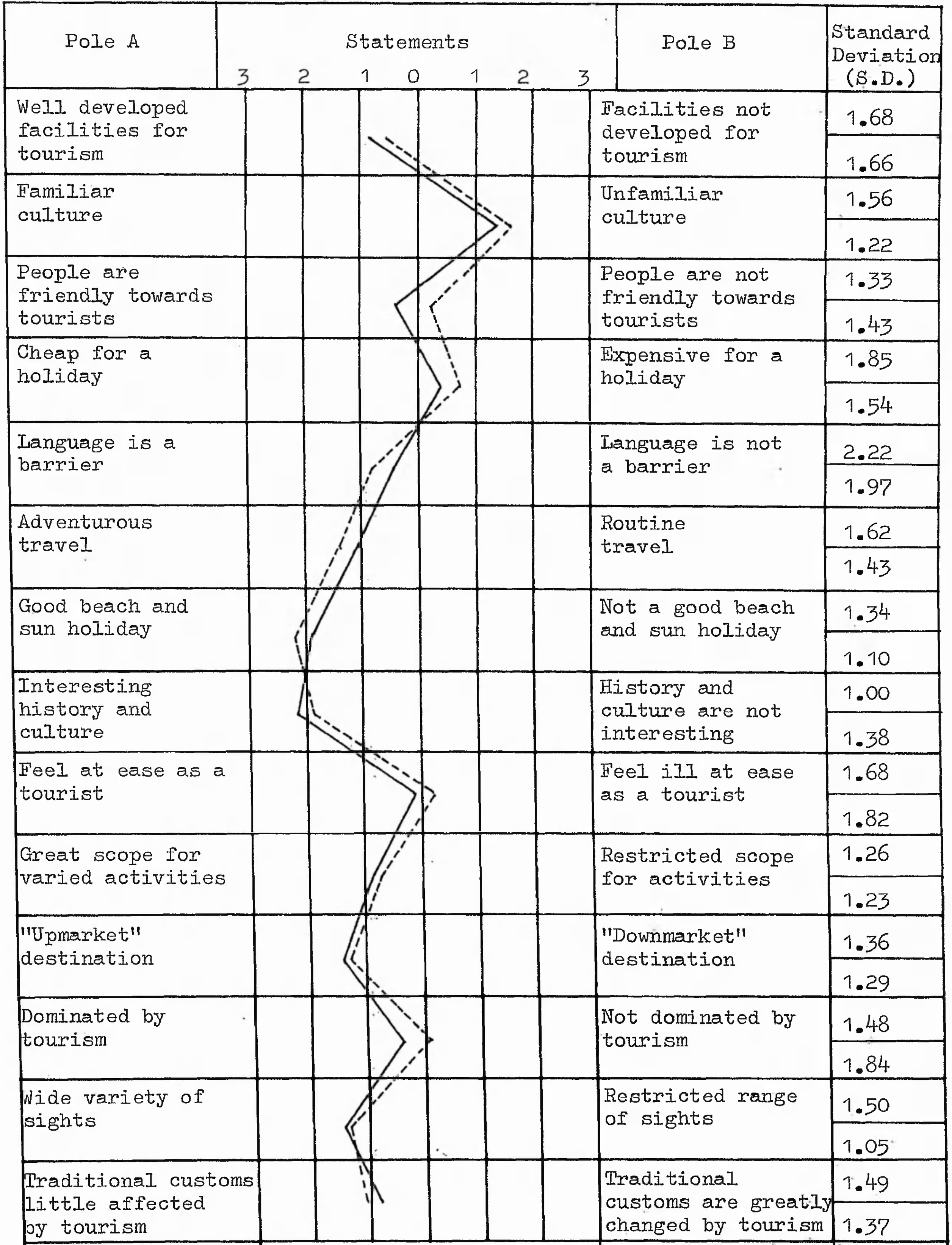
Pole A	Statements 3 2 1 0 1 2 3	Pole B	Standard Deviation (S.D.)
Well developed facilities for tourism		Facilities not developed for tourism	1.14 1.37
Familiar culture		Unfamiliar culture	1.65 1.63
People are friendly towards tourists	+1.0	People are not friendly towards tourists	1.21 0.86
Cheap for a holiday		Expensive for a holiday	1.53 1.12
Language is a barrier	-1.1	Language is not a barrier	1.78 1.88
Adventurous travel		Routine travel	1.42 1.54
Good beach and sun holiday		Not a good beach and sun holiday	1.94 1.32
Interesting history and culture	+1.3	History and culture are not interesting	1.57 0.87
Feel at ease as a tourist		Feel ill at ease as a tourist	1.34 1.20
Great scope for varied activities	+1.0	Restricted scope for activities	1.56 1.26
"Upmarket" destination		"Downmarket" destination	1.36 1.20
Dominated by tourism	-1.5	Not dominated by tourism	1.54 1.41
Wide variety of sights	+1.3	Restricted range of sights	1.60 1.18
Traditional customs little affected by tourism	-1.4	Traditional customs are greatly changed by tourism	1.32 1.56
Key Group mean scores —— Before - - After	Statements 0 = Neither 1 = Mildly agree 2 = Agree 3 = Strongly agree	Change in group mean score > 1.0 + = intensified - = shift to opposite pole	S.D. Before S.D. After n = 35

Figure 3.5 Holland Students: Image of Menorca



Pole A	Statements 3 2 1 0 1 2 3	Pole B	Standard Deviation (S.D.)
Well developed facilities for tourism		Facilities not developed for tourism	0.85 1.42
Familiar culture		Unfamiliar culture	0.73 1.25
People are friendly towards tourists		People are not friendly towards tourists	0.78 0.95
Cheap for a holiday		Expensive for a holiday	0.87 1.88
Language is a barrier		Language is not a barrier	0.92 1.31
Adventurous travel		Routine travel	0.87 1.45
Good beach and sun holiday		Not a good beach and sun holiday	0.80 0.49
Interesting history and culture		History and culture are not interesting	0.81 1.49
Feel at ease as a tourist		Feel ill at ease as a tourist	0.92 1.56
Great scope for varied activities		Restricted scope for activities	0.76 1.43
"Upmarket" destination		"Downmarket" destination	0.95 1.12
Dominated by tourism		Not dominated by tourism	0.86 1.45
Wide variety of sights		Restricted range of sights	0.87 1.45
Traditional customs little affected by tourism		Traditional customs are greatly changed by tourism	0.89 1.77
Key Group mean scores —— Before – – After	**Statements** 0 = Neither 1 = Mildly agree 2 = Agree 3 = Strongly agree	Change in group mean score > 1.0 + = intensified – = shift to opposite pole	S.D. Before S.D. After n = 14

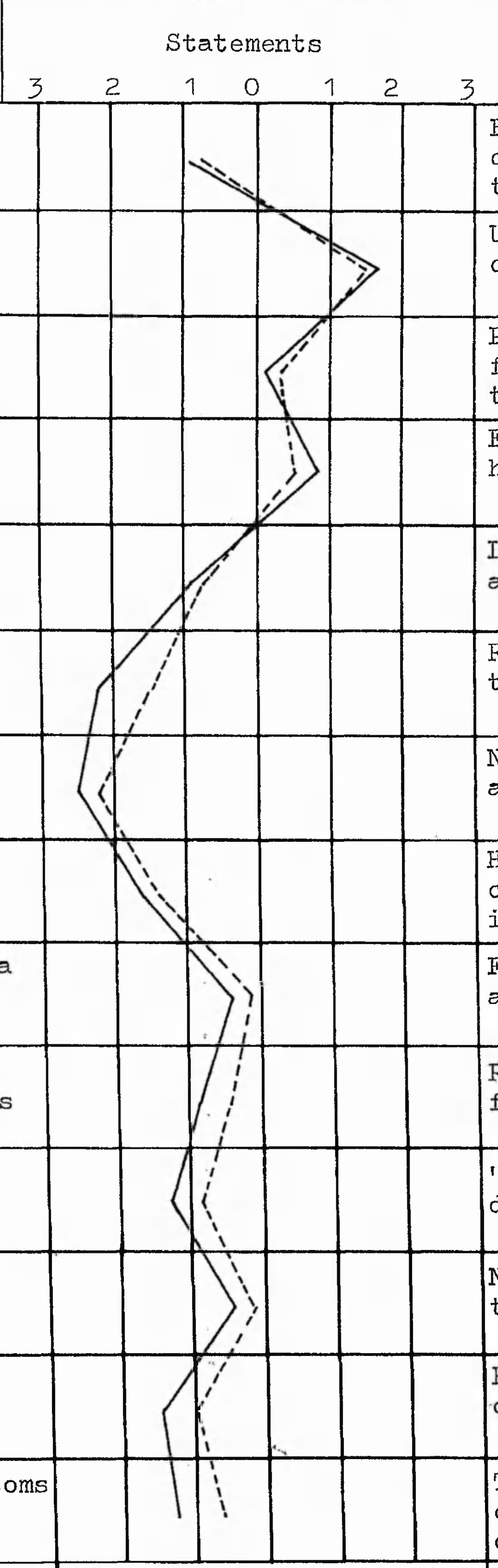
Figure 3.6 Menorca Students: Image of Tunisia



Pole A	Pole B	Standard Deviation (S.D.)
Well developed facilities for tourism	Facilities not developed for tourism	1.68 1.66
Familiar culture	Unfamiliar culture	1.56 1.22
People are friendly towards tourists	People are not friendly towards tourists	1.33 1.43
Cheap for a holiday	Expensive for a holiday	1.85 1.54
Language is a barrier	Language is not a barrier	2.22 1.97
Adventurous travel	Routine travel	1.62 1.43
Good beach and sun holiday	Not a good beach and sun holiday	1.34 1.10
Interesting history and culture	History and culture are not interesting	1.00 1.38
Feel at ease as a tourist	Feel ill at ease as a tourist	1.68 1.82
Great scope for varied activities	Restricted scope for activities	1.26 1.23
"Upmarket" destination	"Downmarket" destination	1.36 1.29
Dominated by tourism	Not dominated by tourism	1.48 1.84
Wide variety of sights	Restricted range of sights	1.50 1.05
Traditional customs little affected by tourism	Traditional customs are greatly changed by tourism	1.49 1.37

Key	Statements	Change in group mean score > 1.0	
Group mean scores ——— Before - - After	0 = Neither 1 = Mildly agree 2 = Agree 3 = Strongly agree	+ = intensified - = shift to opposite pole	S.D. Before S.D. After n = 35

Figure 3.7 Holland Students: Image of Tunisia



Pole A	Pole B	Standard Deviation (S.D.)
Well developed facilities for tourism	Facilities not developed for tourism	1.36 0.83
Familiar culture	Unfamiliar culture	1.65 1.20
People are friendly towards tourists	People are not friendly towards tourists	1.63 1.30
Cheap for a holiday	Expensive for a holiday	1.53 1.50
Language is a barrier	Language is not a barrier	2.17 1.73
Adventurous travel	Routine travel	0.81 1.08
Good beach and sun holiday	Not a good beach and sun holiday	0.81 1.20
Interesting history and culture	History and culture are not interesting	0.70 0.88
Feel at ease as a tourist	Feel ill at ease as a tourist	1.62 1.51
Great scope for varied activities	Restricted scope for activities	1.59 1.49
"Upmarket" destination	"Downmarket" destination	1.20 1.65
Dominated by tourism	Not dominated by tourism	1.58 1.69
Wide variety of sights	Restricted range of sights	1.53 0.89
Traditional customs little affected by tourism	Traditional customs are greatly changed by tourism	0.83 1.02

Key	Statements	Change in group mean score > 1.0	
Group mean scores ——— Before - - After	0 = Neither 1 = Mildly agree 2 = Agree 3 = Strongly agree	+ = intensified - = shift to opposite pole	S.D. Before S.D. After n = 14

likely to be the case when studying a more homogeneous group such as students or as later in the thesis groups of package hoilday tourists who have chosen to visit Mallorca.

When considering the group mean scores, it is relevant to ask how far does the score represent the underlying trends in the data. The standard deviation seems to indicate a moderate degree of variability. How far does this undermine the observed changes of one category ? It seems curious that, irrespective of underlying shifts that may go counter to the main trend, the group mean scores seem to adequately summarize the actual major changes in perception experienced by the group as a whole. Possible ways of probing beyond the mean scores by simply counting the total shift both from pole A to B and B to A can give a simple indicator of how much actual change is occurring beneath an apparently stable score. This was discussed in detail in chapter 2. However it does appear that the mean scores are sufficient in themselves to summarize the major changes that took place within the group.

It was interesting to note that the sample of 14 for the Holland students appeared to justify Schroeder's contention that sample sizes over 15 do not necessarily lead to more significant or consistent environmental perception data. It is remarkable that of the images of places not visited, not a single one of the 56 constructs, (Figures 3.3, 3.5, 3.6 and 3.7 each have 14 constructs), shows a significant change. This suggests that the mean scores are in fact reflecting the images of the groups accurately. Chance variations of at least some constructs would have been expected to have appeared had this not been the case. The fact that the vast majority of constructs show no change is as significant in establishing the status of the data as the changes already noted.

It is also reasonable to ask how representative are the constructs elicited from a small group (in this case 14) to wider samples of people, i.e. is it replicable ? The constructs elicited from the group of students to a large extent mirrored an earlier study by Pearce (1982). In a follow-up study with 17 tourists in Mallorca discussed in Section 3.4 it was found that similar constructs emerged on a consensus grid formulated from the interviews. Indeed, after the first ten interviews, no new construct emerged that subsequently became important enough for inclusion on the consensus grid. Consensus grids based on small initial samples have proved adequate in previous studies: Hudson (1976), Hopkinson (1973), Riley and Palmer (1976) and Reid and Holly (1972). That key constructs had been identified appears to be borne out by studies such as Haahti (1986). Haahti had identified ten attributes by a tourism literature research and discussions with tourism specialists. Eight of these attributes emerged as constructs in this study. the extent to which findings should be generally applicable and replicable is discussed in Section 7.1.

It was decided on the basis of this study and the Tunisia study undertaken in Chapter 2 that simple methods of measurement of images would be the most efficient means of summarizing major changes or differences between the images of groups of tourists. The mean scores appear to be as productive in the final analysis as the *Image Index*. Therefore in the analysis of tourists' images of Mallorca in Chapter 4 the mean scores were used as the basis for analysis. It was decided to include both pilot studies in the thesis in order to show the justification for the use of simple techniques and small samples as argued by Schroeder (1984).

The results appear to show that the perceptions of the country that students visited changed in important ways after their visits whereas the perceptions of the countries that they had not visited remained relatively stable. The study indicated that repertory grid analysis could be used at the group as well as the individual level for which it was first designed. It also showed that reactions to the opposing statements (constructs) on the repertory grid could be gauged by the use of a seven-point rating-scale. Used together they were an effective means of measuring the various dimensions of images and how these images changed. This reinforces the findings in Chapter 2 in which similar scaling of reactions to opposing (bi-polar) statements or adjectives were used. In the study of students' images of Holland and Menorca the level of analysis had started from the basis of individual interviews and the investigation of individual perceptions of contrasting destinations. The aim was to use the individual images to establish reliable indicators of the dimensions of image that are most relevant to tourist choice at a group level. This was done by taking the most commonly recurring constructs to form a consensus grid. The next stage of the investigation was to test whether the constructs established by the repertory grid interviews with students, were similar to those that would be found with a wider, more representative group of tourists. This was one of the objectives of fieldwork during August 1987 which is discussed in Section 3.4.

3.4 Repertory grid analysis of images of destinations: British tourists in Mallorca.

3.4.1 Introduction

The rationale for PCT and RGI were discussed in Section 3.2. This section will concentrate on the practical aspects of the interviews with tourists in Mallorca and the issues that these interviews raised. Seventeen tourists were interviewed at length about their images of destinations by using RGI technique. Acjzen and Fishbein (1980) suggest that when considering consumers' attitude towards products, what is important is not so much their attitude towards the product in a general sense, but their attitude towards the purchasing of the product. Thus in the present study it was thought important to conduct the interviews using a selection of destinations and asking for reactions to actually choosing to go on holiday to these places. The aim being that this would then elicit the strongest reactions and reveal the most important (salient) constructs by which people evaluate destinations; an attempt would be made to link image to choice.

It is suggested that the respondents' perceptions can be summarised by a set of opposing adjectives or statements (constructs) by which individuals gauge their judgements about holiday destinations. The purpose of establishing the salient constructs at an individual level was that the interviews could then be considered together in order to create a consensus grid. The consensus grid should then contain the most salient desination image constructs from a cross-section of tourists who had chosen Mallorca for a holiday. This was to be done with a view to using the consensus grid with a large sample of tourists during the main fieldwork in 1988.

3.4.2 The Sample

The sample of seventeen may seem small but in the past other researchers have found small samples produce satisfactory results (Pearce (1982), Hudson (1976), Honikman (1973), Riley and Palmer (1976) and Reid and Holly (1972). Some consensus grids have been based on 10 interviews, indeed it was found in the study of students (15) and tourists (17) that no new construct emerged after the first ten interviews that subsequently became important enough for inclusion on the consensus grid. The interviews took between forty and ninety minutes depending on the willingness or ability of the respondents to participate. There were two main reasons for interviewing seventeen tourists rather than a smaller group of ten. It allowed a coverage of tourists of various ages at two different locations on the island. Thus the structure of the interview sample was as follows:

Table 3.2: Age and location of tourist sample for repertory grid interviews.

Age	Palma Bay	East Coast	Total
<20	1	2	3
21-30	2	2	4
31-40	1	2	3
41-50	2	2	4
>51	2	1	3
			17

The interviews were to serve a dual purpose. Besides compiling the consensus grid for further research, they were also useful in affording insights into the individual preferences of tourists and their decision-making processes. It had been found in the study of students' images that although places may be judged by certain constructs, individual preferences for constructs varied and indeed preference for the pole of some constructs varied. For example with "familiar culture/unfamiliar culture", one person may say a place is enjoyable because it is familiar and gain feelings of security and relaxation from this. Another person may actively seek out "unfamiliar cultures" in order to experience something completely different from their 'normal everyday life'. Thus it was important to consider not only what the constructs were but also how they were used by the respondents. It may also be possible to investigate how the constructs appeared to be related. For example, are distinctive groups of constructs often used together in order to describe places or feelings?

3.4.3 Repertory grid interview: method

The initial stage was for each tourist to name nine destinations that had positive and negative images for them. In the study of students' images this had been carried out by asking the following questions:

(a) When I say holiday what is the first place that comes to mind ? (Place was defined in terms of countries or islands)
(b) What was the last country you went on holiday to?
(c) Name a place that you have been on holiday to that you did not like.
(d) Name two places that friends have recommended to you for a holiday.
(e) Name two places that friends have recommended that you do not visit.
(f) Name a place that you consider cheap for a holiday.
(g) Name a place that you consider expensive for a holiday.

These questions had been asked for two main reasons. Firstly the research was into their perceptions and therefore they must be free to choose the places to talk about. It would be less valuable asking tourists about their images of places chosen by someone else. Secondly the places should represent a cross-section of possible destinations in terms of preference. However it was found in practice that the tourists took too long to complete the questions; this made them unwilling to give as much time and thought to the main part of the interview that followed. An alternative means of selecting the nine destinations was needed that would also take account of the individual meaning and cross-section of destinations. An alternative approach was used.

Respondents were offered twenty destinations cards and asked to sort then into places they would be likely or unlikely to choose for a holiday. They were also asked to form a third pile of destinations about which they were ***unsure***. The twenty destinations were based on the seventeen most frequently named by students in the pilot study. It was interesting that this broadly represented a balanced geographical distribution of places from those near to home through to more distant destinations. To these were added three other destinations; Ibiza and Lanzarote were introduced as counter-points to Mallorca and Tenerife. It had emerged from earlier research that islands tended to have images distinct from the country they may be part of; there was the possibility of contrasting images emerging of the Balearic and Canary Islands, both Spanish islands groups. Mainland Greece was introduced as a counter-point to Corfu and mainland Spain. Corfu was substituted for the more general term the Greek Islands used by the students. The cards shown to the respondents were thus:

Table 3.3: Destination cards shown to the respondents prior to repertory grid interview.

France
Scotland
Switzerland
Tunisia
Yugoslavia
Mainland Spain
Mainland Greece
Seychelles
U.S.A.
West Germany
Holland
Turkey
Corfu
Mallorca
Tenerife
Italy
Belgium
Wales
Ibiza
Lanzarote

Once the places had been sorted then they were asked to choose 4 from the ***yes*** pile, 4 from the ***no*** pile and 1 from the ***unsure*** piles of cards. These were then sorted into the sequence of ***yes, no, yes, no, no, yes ,unsure, no, yes*** and numbered 1 to 9. These were then presented in groups of three (triads) and the respondents were asked to group them two against one in any combinations they liked. This was to be done in terms of the types of things they would find attractive or otherwise that would be likely to affect their choice of the place for a holiday. If possible they were asked to summarize the constructs as opposing adjectives or statements. The sequence of triads that were presented were 123, 456, 258, 369, and if they were willing a few more combinations were presented. This ensured that a number of combinations were offered so that each destination could occur at least twice in opposition to different destinations. This included various ***yes/no*** combinations and an all ***yes*** and all ***no*** grouping. Thus, it was hoped, the main constructs that were important to them about their image of destination would emerge in terms of how likely this would be to affect their choice or rejection of a range of destinations. At the end of each interview the constructs were reviewed and respondents asked if the constructs represented what was important to them about holiday places.

It is of paramount importance that the exact terms of reference are clear before the interviews commence. The interview may appear to be fairly open because the individual is free to express his or her own impressions, feelings, knowledge (correct or incorrect) and even prejudices that make up the image of destination. However it is important to constantly encourage them to frame their answers within the terms of reference of the study. A synopsis of each interview and repertory grid interview report forms are included (Appendix 3.1). Although they are central to the study for ease of reference they have been included as an Appendix rather than in the main text. The sections that follow are based on these individual interviews and it will be useful for reference to be made to them during the reading of the analysis. The synopsis for each interview is included because they convey information that emerged other than that directly relevant to the elicitation of constructs.

3.5 The formulation of a consensus repertory grid for measuring tourists' images of destinations

At the end of each interview the constructs that the repondents had given were read back to them and they were asked if they were a satisfactory summary of the things that were important to them when choosing a holiday. In all cases the technique was successful in achieving this aim. There were some minor qualifications of which pole of the constructs they had construed as attractive or not attractive, but there was a general agreement that the list reflected their views adequately. Also the constructs most often quoted tended to be the most important to them.

Clearly the interviews cannot inform the researcher of all the details of how the interviewees think about holidays. However it appears to be a good method for eliciting the most salient constructs in the terms of the project which were to identify those dimensions of image that were most important in determining choice. It is relevant at this point to question the justification for reviewing the individual construct systems and forming a collective consensus grid on this basis.

In qualitative research work inevitably a greater onus is put on the researcher to interpret information at each stage of an investigation. For example when confronted by texts of open interviews patterns of similarity and recurrent themes start to emerge that unify some parts of the interviews and differentiate others (Jones,1987 p60-1). During the interviews for this study it became clear that there were in fact many similar constructs that were common to most tourists. Therefore it seemed justified to attempt to group together the constructs that emerged in all the interviews to ascertain which constructs were the most often quoted. The most important constructs will then be identified to form a group consensus grid that may be used for testing the most relevant dimensions of tourist images of destination that affect tourist choice.

In order to form the consensus grid all the constructs that had been elicited during the course of the interviews were noted down and a cumulative total was kept of how many times each was mentioned. During the interviews 46 constructs were elicited. The total number of times all the constructs were mentioned was 416; 25 constructs accounted for 392 (94%) of the total. Table 3.4 shows the constructs mentioned more than three times i.e. the top twenty five constructs. The figures in parenthesis show the number of occurences of each construct. To select the constructs for the consensus grid a cut-off point of 10 responses was set; there was a break to eight responses after this. "Curious enough to visit" had nine responses but as explained later this was amalgamated with "unfamiliar culture". The cut-off point of 10 responses separated the top thirteen important constructs. However there were some important alterations that had to be made to some of the constructs to take account of how they were inter-related. It was necessary to consider how they had been used in the interviews and to amalgamate some constructs and reject others where they were used to express similar views. By doing this it was hoped that the consensus grid would cover the most salient aspects of image that were likely to affect choice without needless duplication or the inclusion of potentially conflicting and confusing constructs. How this was done is shown below.

Out of the fourteen constructs elicited from the students in the pilot study shown in Figure 3.1, seven were confirmed in broadly the same terms. These were constructs 1,2,3,4,6,7 and 9 in Table 3.4. Alterations and subsitutions of the other seven constructs are as follows, for brevity only one pole of a construct will be referred to. The consensus grid that resulted is shown in Table 3.5.

(a) The constructs from the study of students' images (Figure 3.1) "Well developed facilities for tourism" and "dominated by tourism" were replaced by "spoilt by tourism". With the student sample the sentiment for "spoilt by tourism" had also been phrased "dominated by tourism". However the number of responses from the tourist respondents in the present study shows that the phrase "spoilt by tourism" was the clearest way of expressing the construct as most likelv to affect destination choice. Clearly individual perception as to what constitutes being "spoilt by tourism" will vary but the construct itself is a clear one. The original two constructs reflected two aspects of tourist development. International tourists tend to expect a certain level of development of facilities to satisfy their demands of material comfort. Some places become overdeveloped (dominated) by tourism, i.e. resorts may be seen as too large and suffer consequences such as overcrowding, traffic congestion, noise etc.. There is a certain degree of overlap between the two constructs that may lead to confusion. The two constructs as expressed in the student study did not really penetrate to the important core meaning. Therefore it is proposed that as the most salient construct likely to affect choice appears to be "spoilt by tourism". There is no need for the other two constructs.

Table 3.4 : Constructs elicited from respondents by repertory grid interviews Mallorca 1987.

1.	Good beach and sun holiday	(55)	Not good for a beach and sun holiday
2.	Wide variety of sights	(45)	Restricted range of sights
3.	People are friendly towards tourists	(36)	People are not friendly towards tourists
4.	Feel at ease as a tourist	(29)	Feel ill at ease as a tourist
5.	Peaceful holiday	(28)	Active holiday
6.	Cheap for a holiday	(25)	Expensive for a holiday
7.	Attractive scenery	(25)	Unattractive scenery
8.	Interesting history and culture	(20)	History and culture are not interesting
9.	Restricted scope for sports and activities	(11)	Great scope for activities and sports
9.	Spoilt by tourism	(11)	Unspoilt by tourism
9.	Good food and drink	(11)	Unappealing food and drink
9.	Too near home for a holiday	(11)	Far enough away for a holiday
13.	Good entertainment and nightlife	(10)	Poor entertainments and nightlife
14.	Curious enough to visit	(9)	Not curious enough to visit
15.	Good for winter sports	(8)	Not good for winter sports
15.	Language is a barrier	(8)	Language is not a barrier
15.	Well developed for tourism	(8)	Facilities are not well developed for tourism
16.	Weekend break	(6)	Main summer holiday
17.	Climate is too hot	(5)	Climate is sufficiently warm and sunny
17.	Easy to reach	(5)	Difficult to reach
17.	Dirty	(5)	Clean
20.	Contact with the local		Little contact with the

	local people (4)	local people
20.	Familiar culture (4)	Unfamiliar culture
20.	For older people (4)	For younger people
23.	Exciting (3)	Quiet
23.	Good for shopping (3)	Not good for shopping
23.	Once in a lifetime	Regular holidays

There were three other constructs mentioned twice each and eighteen mentioned only once. These can be found on the individual repertory grid report forms. (Appendix 3.1)

Total number of constructs	46
Total number of times all constructs were mentioned in all interviews.	416

Table 3.5: Consensus grid of constructs of tourists.

Good beach and sun holiday	Not good for a beach and sun holiday
Wide variety of sights	Restricted range of sights
Feel at ease as a tourist	Feel ill at ease as a tourist
Peaceful holiday	Active holiday
Cheap for a holiday	Expensive for a holiday
Attractive scenery	Unattractive scenery
Interesting history and culture	History and culture are not interesting
Restricted scope for sports and activities	Great scope for activities and sports
Spoilt by tourism	Unspoilt by tourism
Good food and drink	Unappealing food and drink
Good entertainment and nightlife	Poor entertainments and nightlife
Familiar culture	Unfamiliar culture

(b)"Traditional customs little affected by tourism" was redundant, it can be seen as coming under the domain of "spoilt by tourism"

(c) "Language is a barrier", "adventurous travel" and "upmarket destination" were redundant and not included in the consensus grid because they were mentioned less than ten times.

(d) The new constructs that were included were "Good food and drink", "Peaceful holiday", "attractive scenery", "Good entertainment and nightlife".

(e) In the pilot study of students two dimensions relating to culture had emerged, "Interesting history and culture" and "Familiar". "Interesting history and culture" again emerged as an important construct. "Familiar culture" however proved a more complex construct than had been the case with the students. For the students "Unfamiliar culture" had tended to be the pole that was important. For the tourists however the reactions were more mixed and can be summarised thus: "familiar culture" (4 responses), "curiosity" about an "unfamiliar culture" (9 responses) and places being "too near home for a holiday" (11 responses) i.e. too familiar. This latter construct was distinct from the "familiar/ unfamiliar construct" in that for these respondents a holiday place must not be "too near home". However this did not necessarily mean that the most distant places were the most desirable. There was also a desire for places not to be too distant or too unfamiliar: there appeared to be an optimum distance and cultural barrier that approximated to the European Mediterranean destinations. Therefore it is proposed that the "familiar/ unfamiliar culture" construct is retained but an attempt should be made to identify which pole is most important to tourists.

3.6 Background to the holiday experiences of the interviewees

One point that came through clearly from the interviews was that a negative holiday experience at one particular destination can affect the overall perceptions of a whole island or country. None of the interviewees at Palma expressed a desire to return to Mallorca. The main reason appeared to be disappointment with their accommodation, not particularly the apartments themselves but the design of the building and its location in el Tereno, the night club district of Palma. The two main negative factors were (a) unacceptable noise levels, particularly in the apartments facing the courtyard over the bars and (b) the distance to the nearest beach, which was a half-hour bus journey away. This led to the condemning of Mallorca as a desirable place for a holiday, and the view that the tour operator that had placed them they must be a 'bad company' to offer such accommodation. Most interviewees realised that there must be many places on the island that would have suited them, however they were not prepared to take another chance in the future. Holidays were seen as 'precious' and a great investment of time and money. In particular it was thought that during their lifetime they were likely to have relatively few opportunities of 'getting it right'.

The feeling amongst the interviewees seemed to be that they had to "make the best of it because we're here now" but to ensure that such a mistake was not made again. The immediate reaction was a total rejection of all Mallorca as a future choice for a holiday and never to use the tour operator again . The majority of tourists I talked to were with *Broadway/Horizon* with a few having travelled with *Airtours/Carousel*. Other reactions were not to take a late booking with random accommodation placement.

In the case of those who had booked early there was increased scepticism about brochure descriptions, in future they would rely even more on personal recommendations by friends. In most cases their holidays were not considered particularly cheap, costing around £300 for 14 days. The money was not seen as important so long as it secured an acceptable location with a "more holiday atmosphere". Many stated that if they had been placed at Palma Nova or Magalluf then their reactions and image of Mallorca would have been totally different. Their responses to day visits to these places was very positive but the feeling was that having to return to the Victoria Apartments each evening spoilt the experience, especially for those who had children, because of the travelling involved. There was frustration at feeling that they were not experiencing a 'real' holiday destination. Evening activities such as walks by the sea after dinner and relaxing in sea front bars were seen as central to the holiday experience. Palma was seen as unsuitable because it was a large urban area with a working port area rather than a beach.

The tour company representatives role was seen as important and could make a real difference to the enjoyment of a holiday. The *Broadway* representative was seen as courteous and efficient, he had arranged for those who had complained about the noise from the bars to be moved round to apartments at the rear. However this had proved only to be a marginal improvement, they would have preferred to have been moved to accommodation to a coastal resort. Although in some situations representatives were blamed because they were seen as unhelpful and disinterested, at the Victoria Apartments the Representative was seen as "doing a good job considering the situation he is working in". He was not blamed personally for their situation, they accepted the fact that it would be difficult during high season to find alternative accommodation. Indeed it was known that two groups had returned home a week early because they had insisted that the accommodation was unacceptable and they had not been relocated. It was the tour operators who received the brunt of the criticism because they offered this accommodation and were unable to offer alternative accommodation when it proved unacceptable. Interestingly few stated that they would write and complain on their return home. The main reaction appeared to be not to select the same resort/island or tour operator in future.

It was useful to have the opportunity of interviewing tourists who were having a strongly negative holiday experience because this offered insights that would not have emerged otherwise. Their experiences proved to be in stark contrast to experiences of tourists on the East coast.

All the interviewees on the East coast sites were satisfied with their accommodation and resorts and expressed a desire to return to Mallorca. The interviews were conducted at the Ferrera Blanca Apartments, Cala D'Or/ Cala Ferrera. One minor criticism was the hour and threequarters transfer time from the airport but the location was seen as compensation for this inconvenience. Not all of the sample had expected to enjoy their holiday so much. Many had a negative image of Mallorca as the package tour island and expected overcrowding and noise to spoil their holiday. They had been convinced by friends to try the East coast resorts and had been pleasantly suprised. It is not being suggested that all people visiting Palma have 'bad' holidays whilst people going to the East have 'good' holidays. However it was useful to interview two groups who were having such contrasting experiences.

A recurring theme of the interviews was the desire for places that had tourist facilities such as beach, bar, shops, pool, restaurants etc.. Moreover these faciltіes were preferred in places that felt "manageble". A desirable destination appeared to be one that would be large enough to have tourist facilities but small enough to have a "relaxed holiday atmosphere". Future research was concentrated on the large resorts Palma Nova and Magalluf in the West and the smaller resorts Cala D'Or and Cala Ferrera in the East. The purpose of doing this was to gain insights into possible differences in the holiday experiences of tourists in such contrasting resort areas.

3.7 General summary of interviews: Images of destinations

I shall review the interviews of tourists in terms of how respondents talked about images of destinations as likely to affect their choice. They had no problem sorting the twenty cards into ***yes, no*** and ***unsure*** piles. It became clear that places do have positive and negative images and that these are likely to affect choice. In most cases the ***yes*** and ***no*** piles were by far the largest, very few destinations were put in the ***unsure*** piles. This would suggest that a time when image affects choice is in the early stages of the decision-making process. Karen for example said some places had such a poor image for her that they were not even considered when looking at the brochures.

Image seems to be important when late bookings are taken bacause many random locations are offered in quick succession. The sorting procedure adopted by people under a situation such as this is likely to be similar to that used by respondents in this study when offered the selection of twenty destinations. Usually the decision to choose or reject destinations was taken quickly and without great conscious thought or deliberation. However this is not to say that there were no particular reasons for their choices. Respondents had images of destinations of varying complexity that seemed to be recalled instantly as a feeling towards a place.

The tourists found the interviews 'hard work' because they were being asked to analyse 'feelings' that they would not normally have been questioned. What were the particular things that attracted or repelled them about places ? What was the basis for these images ? Where had they come from ? What were the most important things to them about a holiday? Images are built up over long periods of time based on many disparate sources and often included aspects that they themselves considered "irrational", "unreasonable" or "inaccurate". It was emphasised throughout the interviews that there were no right or wrong answers because I was interested in their images of places. Archie for example had an unattractive image of Turkey which he said was rather unfairly based on the images he retained from the film Midnight Express . He had little further information to go on and consequently little interest in thinking further about Turkey as a holiday destination. Throughout the interviews this kind of split, where some places had strongly positve or negative images, emerged with the majority of places having ill-defined images. Nevertheless, the way that they were perceived still exerted some influence on choice no matter how strong the feeling was. In the absence of other information, a little information can exert a disproportionate effect on holiday choice.

It may be that the marketing of destinations should revolve around establishing what the general publics' perceptions of places are and then raising of public awareness of the positive dimensions and counteracting the more negative perceptions. The comments of Skidmore (1989) suggest Archie's view reflects a recurrent image problem for Turkey. "Turkey is a fantastic country with friendly people but it still has a Midnight Express image" (p3). The answer he advocates is a television advertising campaign or to

> "take a leaf out of Tunisia's book by organising press trips and educationals. They are spending a lot on infrastructure but must now concentrate on the image."

Certainly this study suggests that whilst advertising may not directly influence choice, at the very least it can improve the image of place and 'facilitate' future choice.

The investigation was useful in that it was possible to highlight certain important dimensions of image that appeared to have an important role in affecting destination choice. It will be suggested that on the basis of the consensus grid of constructs that was built up from the interviews that there are certain *core constructs* that are generally relevant to package holiday decision-making.

There was an awareness by the tourists that their images were, in the main, poorly developed. Often they were unsure about the factual basis for them. However when they were encouraged to make decisions and express preferences it became obvious that it was irrelevant how well developed an image was: even poorly developed images would affect choice. In instances where the respondents had simple images judgement could be swayed for or against a place by a single idea such as "I don't really know but I don't think the people would be friendly would they ?". A good example of an image that was in most cases poorly developed but had strong positive connotations was the Seychelles. Virtually nothing was known or felt about the place except that it was the "paradise island" and that it was distant and expensive and therefore that "there must be something about the place".

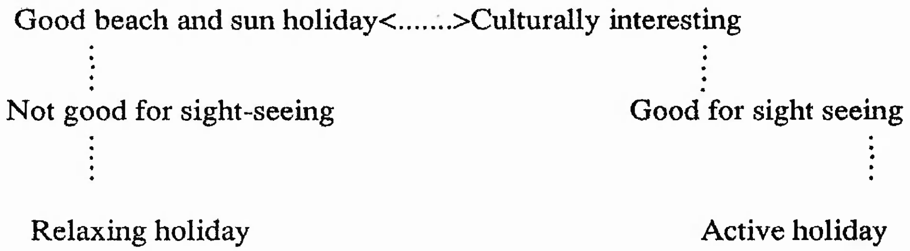
One interesting possibility emerged that when places have poorly developed images then choice may be related to personality. For example for one person a positive, simple image may lead to "curiosity about an unknown" if they are 'adventurous', whilst for another it may lead to rejection because their preferences are for 'security and stability'. Equally of course this may also apply to personal circumstances putting constraints on the possibility of free choice. People often stated that their children or spouse tended to make them less adventurous in their choice of holidays. They would tend to have a veto on certain 'types' of holidays and destinations. An important implication of this is that at an individual level it may prove futile to attempt to link their expressed preferences and images to their eventual choice. Decision-making in many cases was a result of negotiation by the holiday group and therefore an attempt must be made to accommodate this fact in linking image and choice. It may be productive to attempt to investigate the group dynamics of decision-making of small holiday groups to see how peoples' images change by negotiation and how it affects choice

It became clear through the interviews that destinations were quite strictly designated as suitable for certain types of holidays and activities. It may be that places have images that are relatively consistent i.e. most people have the same images of places. If a larger sample of tourist were used these could be regarded as *cultural stereotype* images. The implications of this could be to highlight the particular elements of image that needed to be promoted to tourists for more effective marketing. Generalised images that appeared to emerge were that:

North European destinations were good for short break and early holidays, active/ touring/sight-seeing/historical cultural holidays.

Southern European destinations were good for main holidays, relaxing sun and beach holidays but tended not to be good for sight-seeing or being culturally interesting. This illustrates how some of the constructs may be inter-related. For example:

Table 3.6 Inter-relationship of constructs used by respondents


Good beach and sun holiday<.......>Culturally interesting
Not good for sight-seeing
Good for sight seeing
Relaxing holiday
Active holiday

Destinations tended to be judged in one group of constructs or another as a first impression. It seems that whilst tourists may accept that places may in fact be both "culturally interesting" and "good for a beach and sun holiday", when they were asked in terms of the factors that would affect their choice, then there was still this tendency to categorize destinations by such groupings as a 'type' of place.

Some "beach and sun" destinations such as Greece were also considered "culturally interesting", however this tended to be the exception. The reason for Greerce having this different image is possibly because of the *cultural stereotype* of Greece as the ancient 'cradle of civilisation' which is so strong in Britain. Destinations such as Turkey were not peceived as at all interesting culturally although there is arguably as great a potential there for historical/ cultural sight-seeing as in Greece. The important observation is that the image held by British tourists of Turkey tended to be a poorly developed negative image. Images of "dusty and dirty" and of "feeling threatened" by an "unfamiliar country" emerged.

Other destinations that had poorly developed negative images were Yugoslavia and Tunisia. This stemmed from the perception that the places were poor and therefore would not have satisfactory tourist accommodation. They also imparted feelings of insecurity and being threatened for various reasons, the most important being that the people were seen as not being particularly friendly to tourists. Interestingly most interviewees qualified their statements by saying "I don't really know but..." or asking

"Am I right ?" However it was pointed out that there were no right or wrong answers because I was interested in their images and opinions. Respondents admitted that these feelings about these destinations were sufficient to deter them from choosing them for a holiday or indeed being curious enough to find out more about them. They were seen as "unsuitable" and had been rejected outright by some respondents.

It emerged that a very important consideration for many tourists was how friendly people were perceived to be. This shows that it is important to bear in mind that image of destination is not just about the physical reality of place but also the social and more intangible qualities. Other constructs that illustrate this are "relaxing/active holiday" and "feel at ease /feel ill at ease". It further emerged that people tended to measure the success of a holiday by the people they met. In most cases this involved meeting people from their own country, probably from a different area from themselves. Thus it would seem that whilst the friendliness of the people of the destination is seen as important in influencing choice it is the interaction with <u>other tourists</u> that is at least as important in determining the enjoyment of the holiday. There seemed to be no evidence from the sample that "absence from other tourists" was an important construct as in a previous study by Pearce (1982). Rather the reverse was the case, the feeling that you were on holiday and were able to relax was enhanced and reinforced by the presence of other tourists and contributed to the "holiday atmosphere". Issues such as was the experience likely to be the 'authentic' Spain were irrelevant. The holiday experience itself was 'authentic' in that certain things were required for a successful holiday and the succcess or failure of the holiday was judged in these terms. The main basic requirements for a 'Good holiday'were: good accommodation in a quiet environment with sufficient activities and facilities near to hand for use when required.

Images tended to be consistently positive or negative, places that were selected for holidays were usually referred to throughout in a positive light. Places that were rejected were usually referred to in a negative manner. However when faced with three destinations that they had initially rejected they were usually able to think of something that would be attractive to them. The interesting thing is that on balance they would still reject the destination when compared to other more desirable places. However in the case of late bookings this is exactly what happens, it is often not the preferred destinations that are offered. Therefore this would suggest that image at all levels is worth investigating, for it may be that even minor, positive elements of image may lead to a destination being chosen for a holiday.

The initial images of destinations seemed to persist throughout the interview. As noted previously places tended to be designated as suitable for certain 'types' of holiday. For example if a place was seen as being good for an "active holiday" it would maintain this image and be unlikely to be described later as being good for a "relaxing holiday". This is interesting because many places could really have great possibilities for either type of holiday. However once a place has been evaluated as good for an "relaxing holiday" then other possibilities did not seem to be contemplated. A good example might be Mallorca where there are great possibilities for mountain walking and yet this and other "active holidays" did not appear to have been considered by any of the interviewees. This may be due to the images of most places being simple but it may also signify that individuals have fairly fixed images of places that go largely unquestioned once formed. Clearly this simplification of image is part of the decision-making process; at one level it is entirely functional. It is easier to make a decision between simple rather than complex options; this often leads to the rejection of knowledge that does not fit the image that is already held.

How these images were formed is an interesting area for research, not least because of the expense of the promotion of destinations as a 'product'. Later permutations of places in the triads led to the repetition of the most important constructs rather than greatly altering the initial images attached to places. However the various additional permutations were worth pursuing because they revealed some additional constructs.

The most often quoted reason for image formation directly related to choice was the advice and experiences of a friend or aquaintance. The next most trusted source appeared to be advice by the travel agent, especially if they could relate personal experiences. There was a marked scepticism of brochures descriptions and television advertising.

The interviews revealed insights into patterns of personal preference by the inter-relationships of the constructs. For example in the course of Earl's interview the apparently conflicting attractive constructs emerged of "fast pace of life" for the U.S.A. and "tranquil/quiet life" for the Seychelles. However there was a unifying theme underlying these of "curiosity about unknown places". This related to the notion that emerged of *holiday career* i.e. personal preference was not simply directed at one type of destination but at many. Each year a person is free to make a completely different choice; one year it may be a "sun and sand" holiday and the next a "cultural/touring" holiday. The stereo-typing of destinations as suitable for certain types of holiday is interesting. The consensus grid is an attempt to identify the most important elements of image that affect decision-making by which destinations are classified.

3.8 Summary of initial conclusions on the effect of tourist images on choice

Based on the above summary the following conclusions may be suggested. It was found that:

-Negative holiday experience at one particular destination can affect overall perceptions of a whole island or country.

-Image affects choice in the early stages of decision-making through a process of sorting of possible destination choices. Some destinations are not even considered because they have a strongly negative image.

-Image is important when late bookings are made. Although there is less freedom for destination choice and many places that would have been chosen are not on offer, of those that are offered some destinations will still be rejected because of their negative image.

-Image is important during the decision-making once a number of possible destinations has been decided upon. It is related to the type of holiday that is sought and the perceived ability of the destinations to satisfy the *tourist's holiday motivations*.

-A long term perspective of a *holiday career* emerged. Individuals' *holiday motivations* are complex and not necessarily stable. The explanations for an individual's choice of holiday may vary considerably from year to year.

-The respondents' images of destinations were relatively simple and poorly developed.

-The complexity of an image did not appear to make the respondents less or more likely to visit a destination. A simple image was as likely to affect choice as a complex one. However it was important whether the image was a positive or negative one. Even simple negative images could be powerful in affecting choice.

-Individual personality differences may be related to reactions to simple images. It may lead to curiosity or feelings of insecurity: to selection or rejection of a destination.

-Decision-making was not necessarily directly related to individual images and preferences. Decision-making in many cases was a result of negotiation within a group and the decision may not relate to an individuals' expressed image and preferences.

-Destinations tended to be designated as suitable for certain types of holidays and activities. There may exist a consensus on such images and these could be regarded as *cultural stereotypes* of holiday destinations.

-Images tended to be consistently positive or negative throughout the interviews.

-The most often quoted important factor in image development after direct personal experience was the advice and experiences of a friend or acquaintance. The next most important was the advice of the travel agent, especially if it could be related to personal experiences.

-Certain constructs emerged consistently through the interviews and were isolated by analysis. These were seen as *core constructs* relevant to the choice of a holiday destination by the tourist group of respondents. They were used to formulate a consensus repertory grid (Table 3.5)

It was useful to research individual image of place to gain insights into what role it plays in the decision-making process. However it was not thought appropriate to attempt to predict future behaviour based simply on personal preferences or images. Peoples' patterns of preference for holidays are complex and changeable and factors that may affect choice from year to year are unpredictable. Given the complexity and unpredictability of choice behaviour at the individual level it was thought that any attempt to formulate a predictive choice model would be of limited value. Therefore rather than attempting to examine all aspects of image in the decision-making process it is proposed that the focus of research is concentrated on what appears to be the most important aspects. The conclusions outlined above suggest what some of the focii might be. It was therefore decided to concentrate on the following themes:

-Do different destinations have distinct identifiable images that affect choice ? What are these stereotype images ?
(Chapter 4)

-Does actual experience of place affect the image ? (Chapter 4)

-How does image of destination affect choice ? What attracts tourists to particular destinations ? (Chapter 5)

-What sources of information are important influences on image and choice of destinations ? (Chapter 5)

- How does tourist holiday experience change image and how likely is this to affect future holiday choice ? How might tourists experiences and images of destinations be developed to influence future holiday choice ? (Chapter 5 and 6)

CHAPTER 4

STUDY OF DESTINATION IMAGES: WITH SPECIAL REFERENCE TO MALLORCA

4.1 Introduction

Mallorca will be the focus for the investigation in Chapters 4,5 and 6. In this chapter the image of Mallorca is considered at a generalised level, in Chapter 5 the development and role of image in affecting tourists' choice of Mallorca and their holiday experiences are considered in more detail. A brief contextual introduction to Mallorca is given at the start of this chapter; a more detailed account of the Geography of Mallorca and tourism on the island is more appropriately placed at the start of Chapter 5.

4.1.1 The growth of tourism in Mallorca

Spain is one of the most popular international destinations in the world, with 29.9 million international tourist arrivals recorded in 1986, this accounts for some 9 percent of all such arrivals world wide. Mallorca receives a substantial proportion of this figure; in 1986 there were 3.9 million international tourist arrivals accounting for 13 percent of the total for Spain (Bardolet, 1982; World Tourism Organisation, 1987). Tourism to Spain is growing rapidly with Mallorca maintaining its share with an increase in tourist arrivals of 33 percent from 1981 to 1986 (World Tourism Organisation, 1982; International Tourism Quarterley, 1982; Bardolet, 1986). Two nationalities account for the great majority of visitors; in 1986 42 percent were British and 29 percent were from West Germany.

The investigation of tourists' images of destinations in this chapter was carried out using the methods developed and outlined in Chapters 2 and 3. The structure for the research is outlined in Table 4.1. The purpose of organising the study in this way was to use simple structured techniques to consider the image of Mallorca at two different

Table 4.1 Structure of Research for Chapter 4

Level of Analysis	Purpose	Method
(a) Comparison of nine potential holiday destinations	Compare the image of Mallorca to other destinations Consider the effect of experience on image	Consensus Repertory Grid for nine holiday destinations for visited and not visited groups
(b) Case study of a single holiday destination	Study the image of Mallorca in detail and the effect of experience on image	Repertory Grid Mallorca Semantic differential People and Environment of Mallorca

levels: (a) Mallorca in comparison to other possible destinations (b) a detailed *before* and *after* image study of Mallorca.

4.1.2. The image of Mallorca compared to other possible holiday destinations.

At the most general level it was decided to compare the image of Mallorca to other possible destinations. It was suggested in Chapter 3 that in the initial choice procedure relatively simple images have a great impact upon choice and that it is often based on a simple scanning of possible alternatives. Therefore it was thought useful to study the images of a cross-section of destinations. The repertory grid constructs which were important in affecting holiday choice that had been elicited in Chapter 3 were used to do this.

The effect of holiday experience on image was considered by comparing those that had visited destinations with those who had not. Any differences revealed should give clues as to how the images of those who have not visited a destination may be developed positively. These differences should also indicate the negative images of a place that might need to be counteracted.

4.1.3 *Before* and *after* image study of Mallorca.

The second level was to conduct a study of the image of Mallorca similar to that of Tunisia in Chapter 2.

(a) The image of Mallorca as a holiday destination using the Repertory Grid constructs (Chapter 3).

(b) The image of the Environment of Mallorca.

(c) The image of the People of Mallorca using the semantic differential tables discussed in Chapter 2.

It was suggested in Chapter 2 that *before* and *after* studies were valuable because they indicated the effect of holiday experience on image. This study of Mallorca therefore was conducted as a *before* and *after* study to reveal the details of the image of Mallorca. In addition it was also possible to consider in this context the differences between ***first-time*** and ***return*** visitors, ***first-choice*** and ***not first-choice*** visitors and regional differences between tourists in the ***North***, ***South*** and ***East*** of the island.

4.1.4 The Sample

Both parts of the investigation were designed as a separate study; each was conducted with a separate sample group. It was not thought feasible, or necessary to attempt to use the same respondents for each part of the study. There were many reasons for this but the most powerful practical reason was that it would have been asking too much of a small group of respondents to complete the number of repetitive tasks that would have been involved. When the tasks are repetitive, involving the completion of similar looking data sheets with no immediate feedback and sense of involvement for the respondents, drop-out rates are likely to be high. Thus by separating the study into three distinct yet complementary studies, the tasks for each respondent were reduced to single interviews or to the completion of *before* and *after* questionnaires.

There were further advantages to using separate sample groups. It was clear that respondents may have become confused if they were presented with the same repertory grid for two purposes. To attempt to secure a sample size large enough to allow for a large drop-out rate and yet be able to satisfy the criteria for both levels of the investigation was to needlessly increase the organisational problems associated with this study. The organisation and sampling frame for each study will then be discussed at the start of each section. There will also be a brief contextual introduction to the purpose of each study. The methods employed to analyse each section will be explained before conclusions are drawn and the possible implications of the patterns of image revealed are considered.

4.2 Image study of nine holiday destinations

4.2.1 Background to the destinations

Nine potential holiday destinations were selected for study. These reflected a wide range of contrasting destinations, both in geographical distribution and in the types of holiday that were available at these destinations. The central concern of this part of the study was to provide a context for considering the image of Mallorca. The aim was to establish, in general terms, how Mallorca performed in relation to other destinations. The other destinations selected were the Greek Islands, Tunisia, Turkey, Yugoslavia, Tenerife, Austria, Holland and Finland.

Five of the other eight destinations selected were in direct competition with Mallorca in the British package holiday market. Four were competing Mediterranean destinations representative of contrasting features of this market: Turkey, Tunisia, The Greek Islands and Yugoslavia. Turkey was chosen because its growth as a package tour destination was relatively recent. Tour operators were attempting to promote this new destination during 1987 and 1988. Many had produced brochures specifically aimed to promote Turkey, for example 'Travel Turkey' in which Lancaster Holidays offered 7 nights from £89.00 in 1987. The number of British tourists visiting Turkey in 1984 was 90,000 which had increased to 154,000 by 1987 (Travel Trade Gazette 1987a). The 1988 figure of 273,000 represented a 77 per cent increase in a single year.

Tunisia was seen as an emerging destination that was attempting to boost its share of the market. Indeed during 1987 - 1988 it recorded a 19 percent increase to 220,000 British tourists (Travel News, 1988) and aimed to achieve 300,000 by 1992 (Travel Trade Gazette, 1987b). These figures represent a dramatic increase because the 1984 total was 68,000 British tourists (Travel Trade Gazette,1989). In 1987 it was considered a popular enough destination to warrant a separate brochure, for example "Tunisia - a touch of Mediterranean magic" (Intasun) with a starting price of £169.00. It was also of interest because whilst it was an emerging destination attempting to cultivate a Mediterranean image, it was also a Third World African state.

The Greek Islands were an alternative long established Mediterranean island location for British tourists. There were 1.32 million British visitors to Greece in 1985, the majority of which went to the islands (Travel Trade Gazette, 1985). In terms of capacity, in 1986 "Turkey had 80,000 bed spaces which was less than one tenth of the capacity of Spain, less than one third the capacity of Greece and less than Tunisia" (Leisure Management, 1986).

Yugoslavia was a Mediterranean, Eastern European state which was very popular with British tourists attracting 700,000 UK tourists (Travel Trade Gazette, 1987c). The Balkans in particular were a growing source of competition. Bulgaria and Rumania were attempting to emulate the success of Yugoslavia in the British Market (Travel Agency, 1988). The fifth direct competitor was Tenerife, the largest and most tourist orientated of the Canary Islands. It is also an established Spanish holiday island destination that would provide a contrast between the Balearic and Canary Islands.

Austria, Holland and Finland were selected as representative of contrasting European holiday destinations: geographically they represented Central, Northern and Scandinavian Europe. During 1987, Austria had conducted a promotional campaign in an attempt to broaden its image away from a winter alpine destination to a summer destination (Travel Trade Gazette, 1988a). During 1987, Austria attracted 765,000 British tourists of which approximately half were winter season visitors. Britain, after West Germany, is the second most important source region for tourism in Holland. During 1985 nearly a million visitors arrived from Britain mostly on Spring holiday and short break holidays (Travel Trade Gazette, 1986 p11) popular with British tourists. Finland had been the subject of a study by Haahti (1986) in a comparative European Context. Many of the constructs used in that study were similar to those to be used in the present study. It was therefore selected as the Scandinavian destination to complete the set of possible contrasting holiday destinations. Finland was a comparatively minor destination for British tourists, although 1987 was a record year with 110,239 bed nights. The majority of the increase had been in the summer months which were up 39 per cent on the 1986 figures (Travel Trade Gazette, 1988b).

To set these destinations in context, Mallorca alone attracted 1.63 million British tourists in 1986 (Bardolet, 1986). Thus, of the nine destinations, Mallorca receives the greatest number of British visitors.

4.2.2 The questionnaire and sample

The constructs that had been elicited from tourists in Mallorca outlined in Chapter 3 were used to investigate the images of these nine destinations. The constructs were those most likely to influence potential tourists when first considering the selection of a holiday destination. The letter and postal questionnaire sent out to potential respondents is included in Appendix 4.1. The sample was selected from two main sources, fieldwork in Mallorca and a systematic telephone directory sample.

During interviewing in Mallorca at Easter 1988, 128 contact addresses had been collected for possible follow-up work. The reason was to seek a response from these tourists after they had been at home for several months, on their intentions of returning to Mallorca for a future holiday. It was thought reasonable to expect a good return rate from this group because they had expressed a willingness to complete a follow-up questionnaire when asked in Mallorca. It was also a means of ensuring enough respondents for this study who had actually visited Mallorca.

In addition 160 questionnaires were sent to addresses in Nottingham in order to gain access to potential tourists who had not visited Mallorca. This would also increase the possibility of receiving sufficient responses to split those for each of the other eight destinations into two groups; those that had ***visited*** and those that had ***not visited*** each place. They were selected by taking the first name and address in Nottingham from the top of every fourth page of the 1988 Nottingham telephone directory. Overall a total of 92 correctly completed questionnaire replies were received. Of this total 57 were received from the Mallorca follow-up contacts, a response rate of 45 percent, and thirty five replies were received from the telephone directory sample, a response rate of 22 percent. Each respondent made 117 responses on a seven-point scale (13 constructs for 9 destinations). The questionnaires were coded for computer input. This was done because of the large number of responses that had to be manipulated accurately. The responses for each destination by respondents could then be easily split by those who had or had not visited each place. The program used was SPSS-X utilizing the FREQUENCIES command to calculate the frequency of responses in each of the categories of the seven-point scale and the mean and standard deviation of these responses.

The aim of this section of the study is to form a general impression of the position of Mallorca compared to a number of possible alternatives. Based on the pilot studies and work by Schroeder (1984), discussed in Chapters 2 and 3, the mean scores and standard deviation were thought to be adequate to achieve this aim taking into account the sample size used for this study.

4.3 Comparison of the images of nine destinations for the *visited* and the *not visited* groups

The responses for each destination are summarised in Figures 4.1 to 4.9 which show the pattern of the image of each destination both for those who had ***visited*** and those who had ***not visited*** each place. For example, for Mallorca both the ***visited*** (1.5) and ***not visited*** (1.8) groups thought Mallorca was a "Good beach and sun holiday". A review of the ***visited*** and ***not visited*** responses revealed that there was a remarkable congruence between them for each of the destinations. Tunisia and Finland had to be dropped from this analysis because insufficient numbers of respondents had visited them. Only two constructs changed by more than one category, which was the limit used in the pilot study in Chapter 3. In order to draw out more of the differences between the two groups, the cut-off point for determining a difference between the images of the ***visited*** and ***not visited*** groups was set at more than 0.5 of a category

Figure 4.1 Images of Mallorca

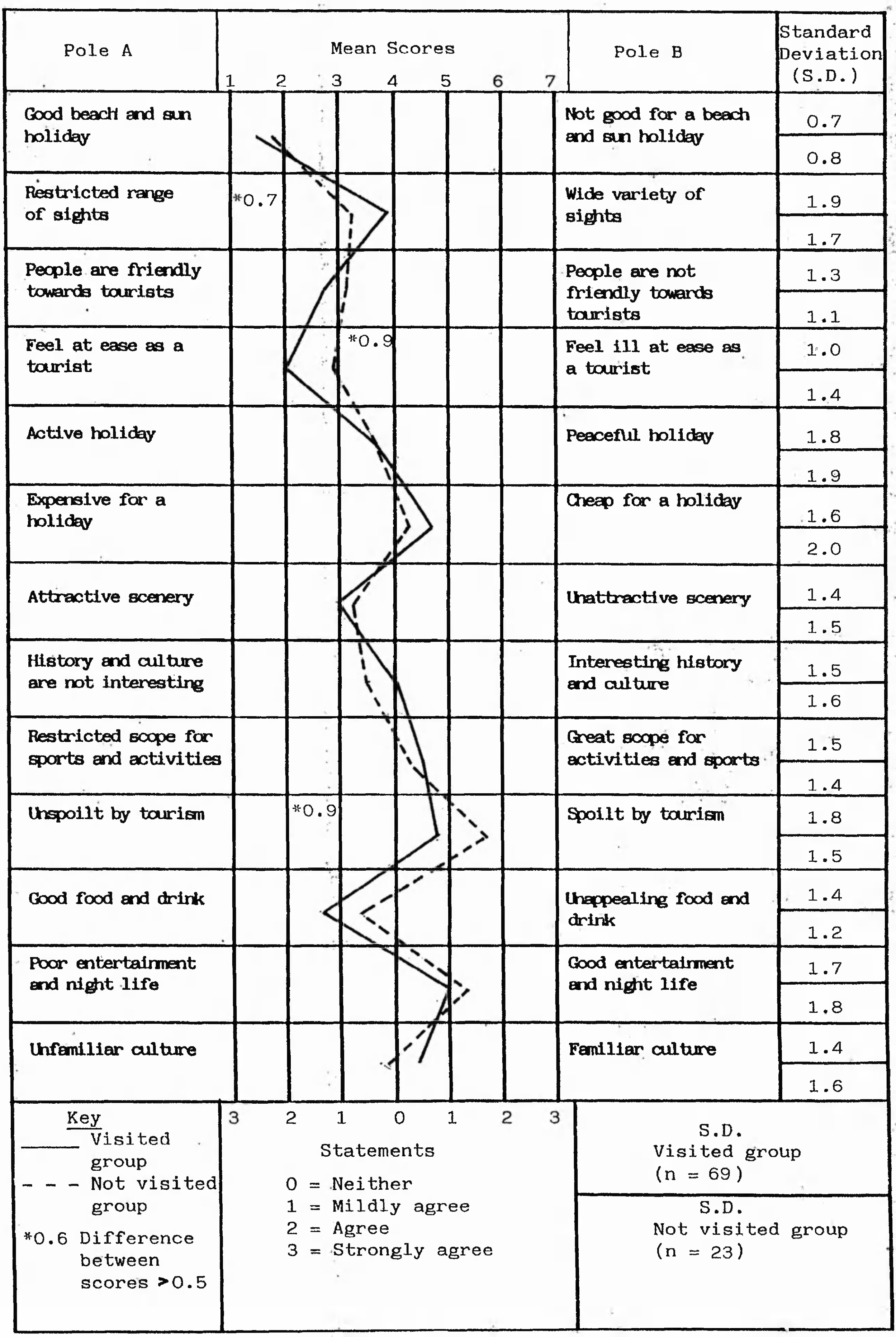
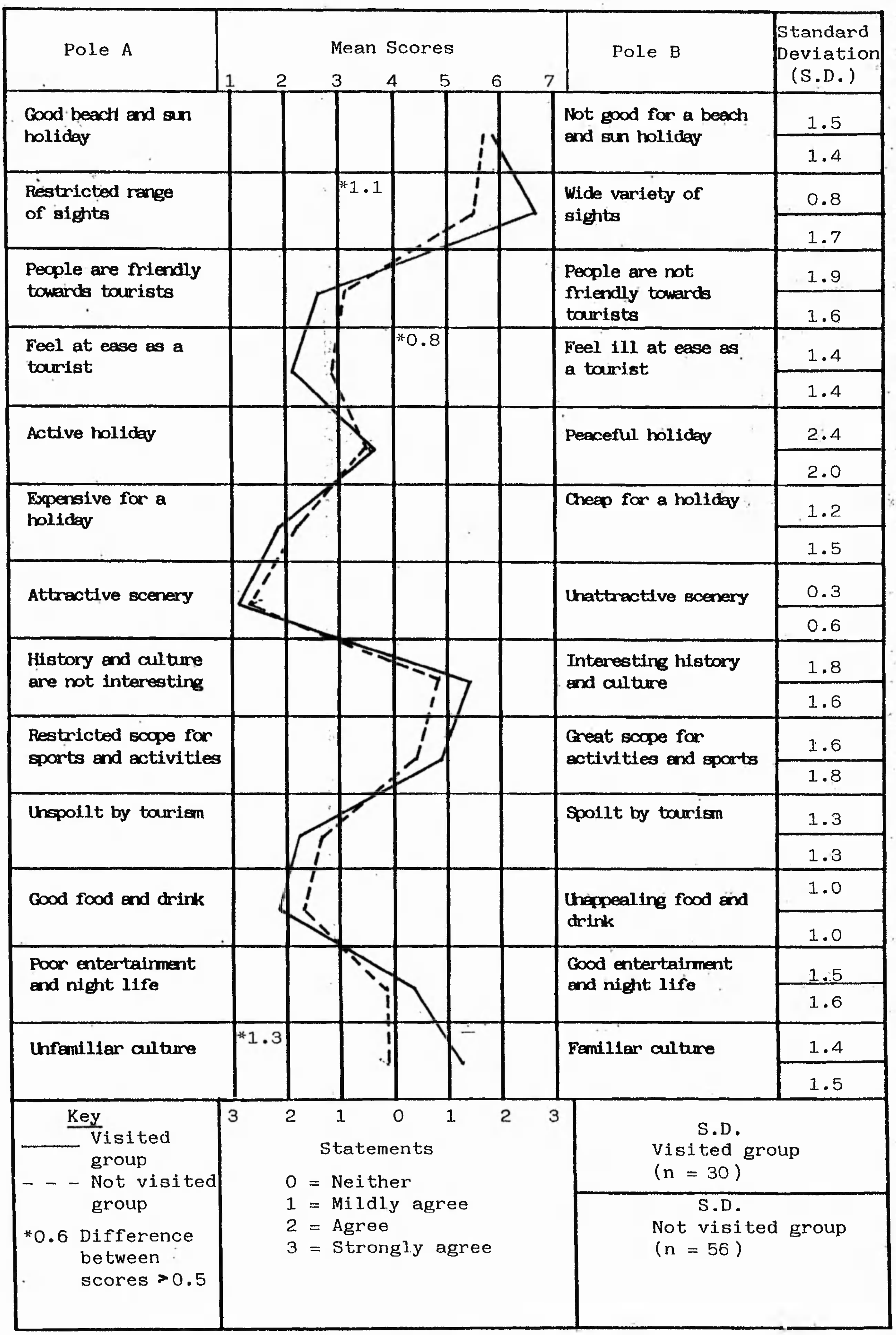


Figure 4.2 Images of Austria



Pole A	Mean Scores	Pole B	Standard Deviation (S.D.)
Good beach and sun holiday		Not good for a beach and sun holiday	1.5 1.4
Restricted range of sights	*1.1	Wide variety of sights	0.8 1.7
People are friendly towards tourists		People are not friendly towards tourists	1.9 1.6
Feel at ease as a tourist	*0.8	Feel ill at ease as a tourist	1.4 1.4
Active holiday		Peaceful holiday	2.4 2.0
Expensive for a holiday		Cheap for a holiday	1.2 1.5
Attractive scenery		Unattractive scenery	0.3 0.6
History and culture are not interesting		Interesting history and culture	1.8 1.6
Restricted scope for sports and activities		Great scope for activities and sports	1.6 1.8
Unspoilt by tourism		Spoilt by tourism	1.3 1.3
Good food and drink		Unappealing food and drink	1.0 1.0
Poor entertainment and night life		Good entertainment and night life	1.5 1.6
Unfamiliar culture	*1.3	Familiar culture	1.4 1.5

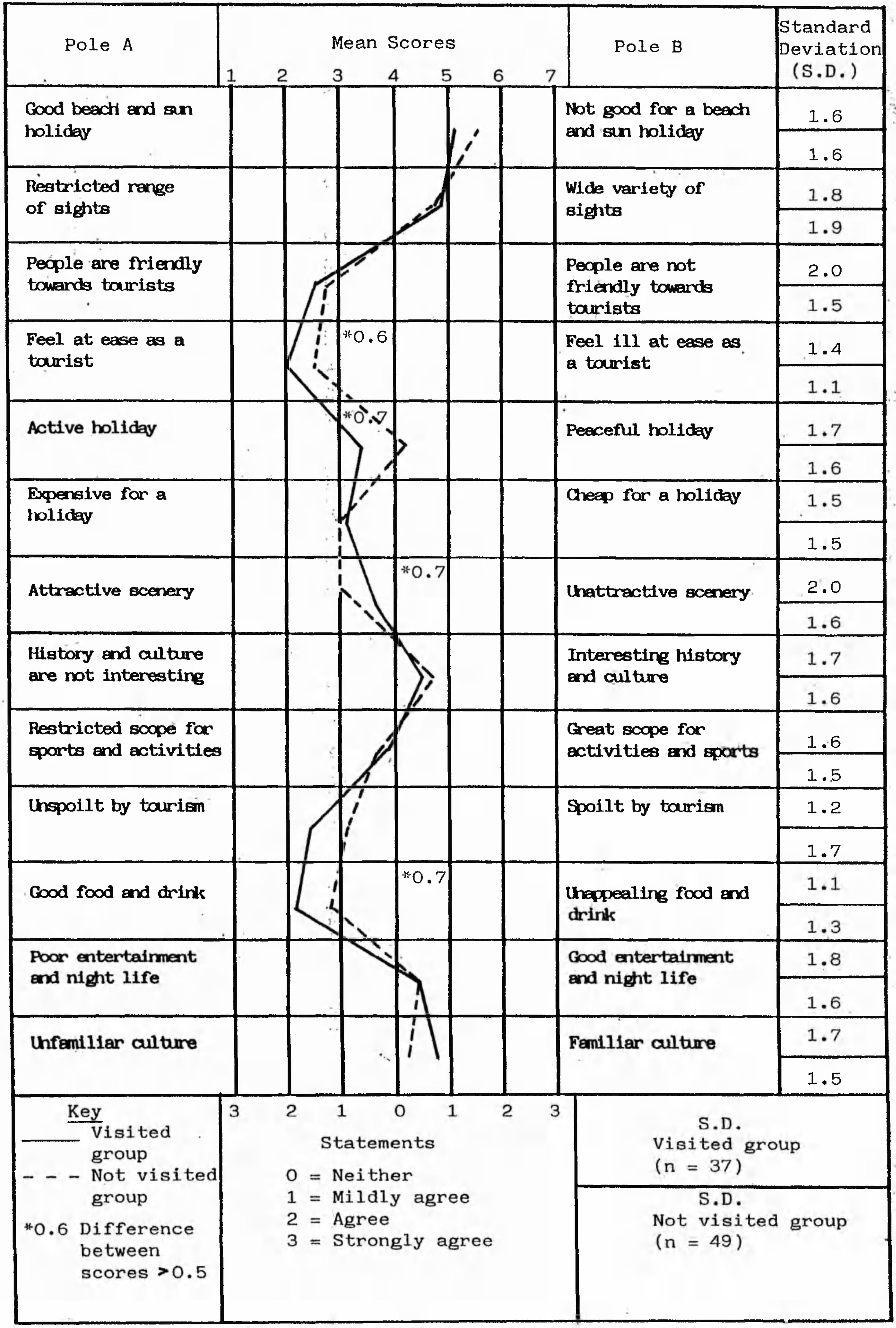
Key
______ Visited group
– – – Not visited group
*0.6 Difference between scores >0.5

Statements
0 = Neither
1 = Mildly agree
2 = Agree
3 = Strongly agree

S.D. Visited group (n = 30)

S.D. Not visited group (n = 56)

Figure 4.3 Images of Holland



Pole A	Pole B	Standard Deviation (S.D.)
Good beach and sun holiday	Not good for a beach and sun holiday	1.6 1.6
Restricted range of sights	Wide variety of sights	1.8 1.9
People are friendly towards tourists	People are not friendly towards tourists	2.0 1.5
Feel at ease as a tourist	Feel ill at ease as a tourist	1.4 1.1
Active holiday	Peaceful holiday	1.7 1.6
Expensive for a holiday	Cheap for a holiday	1.5 1.5
Attractive scenery	Unattractive scenery	2.0 1.6
History and culture are not interesting	Interesting history and culture	1.7 1.6
Restricted scope for sports and activities	Great scope for activities and sports	1.6 1.5
Unspoilt by tourism	Spoilt by tourism	1.2 1.7
Good food and drink	Unappealing food and drink	1.1 1.3
Poor entertainment and night life	Good entertainment and night life	1.8 1.6
Unfamiliar culture	Familiar culture	1.7 1.5

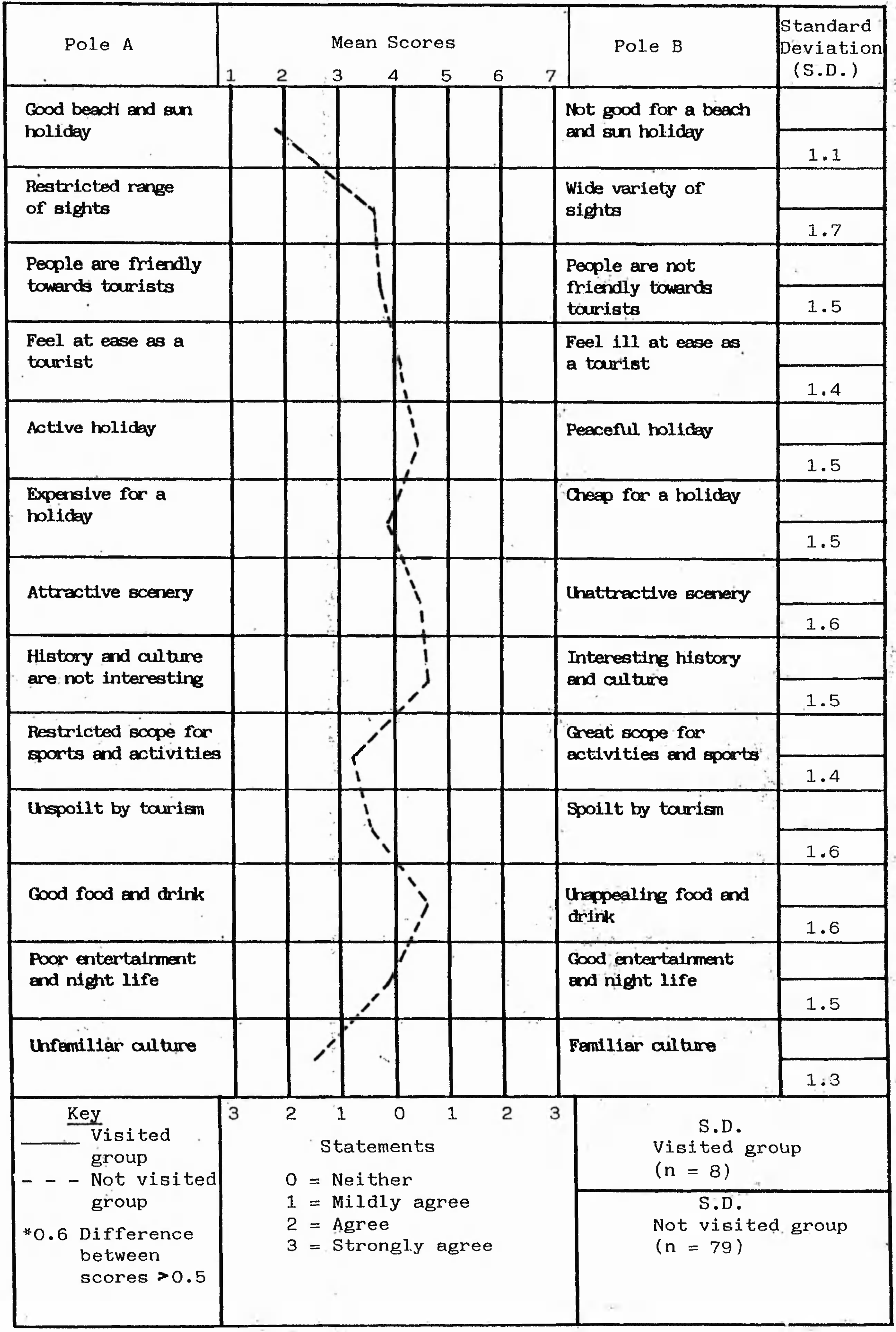
Key
______ Visited group
– – – Not visited group
*0.6 Difference between scores >0.5

Statements
0 = Neither
1 = Mildly agree
2 = Agree
3 = Strongly agree

S.D. Visited group (n = 37)

S.D. Not visited group (n = 49)

Figure 4.4 Images of Tunisia



Pole A	Pole B	Standard Deviation (S.D.)
Good beach and sun holiday	Not good for a beach and sun holiday	1.1
Restricted range of sights	Wide variety of sights	1.7
People are friendly towards tourists	People are not friendly towards tourists	1.5
Feel at ease as a tourist	Feel ill at ease as a tourist	1.4
Active holiday	Peaceful holiday	1.5
Expensive for a holiday	Cheap for a holiday	1.5
Attractive scenery	Unattractive scenery	1.6
History and culture are not interesting	Interesting history and culture	1.5
Restricted scope for sports and activities	Great scope for activities and sports	1.4
Unspoilt by tourism	Spoilt by tourism	1.6
Good food and drink	Unappealing food and drink	1.6
Poor entertainment and night life	Good entertainment and night life	1.5
Unfamiliar culture	Familiar culture	1.3

Figure 4.5 Images of the Greek Islands

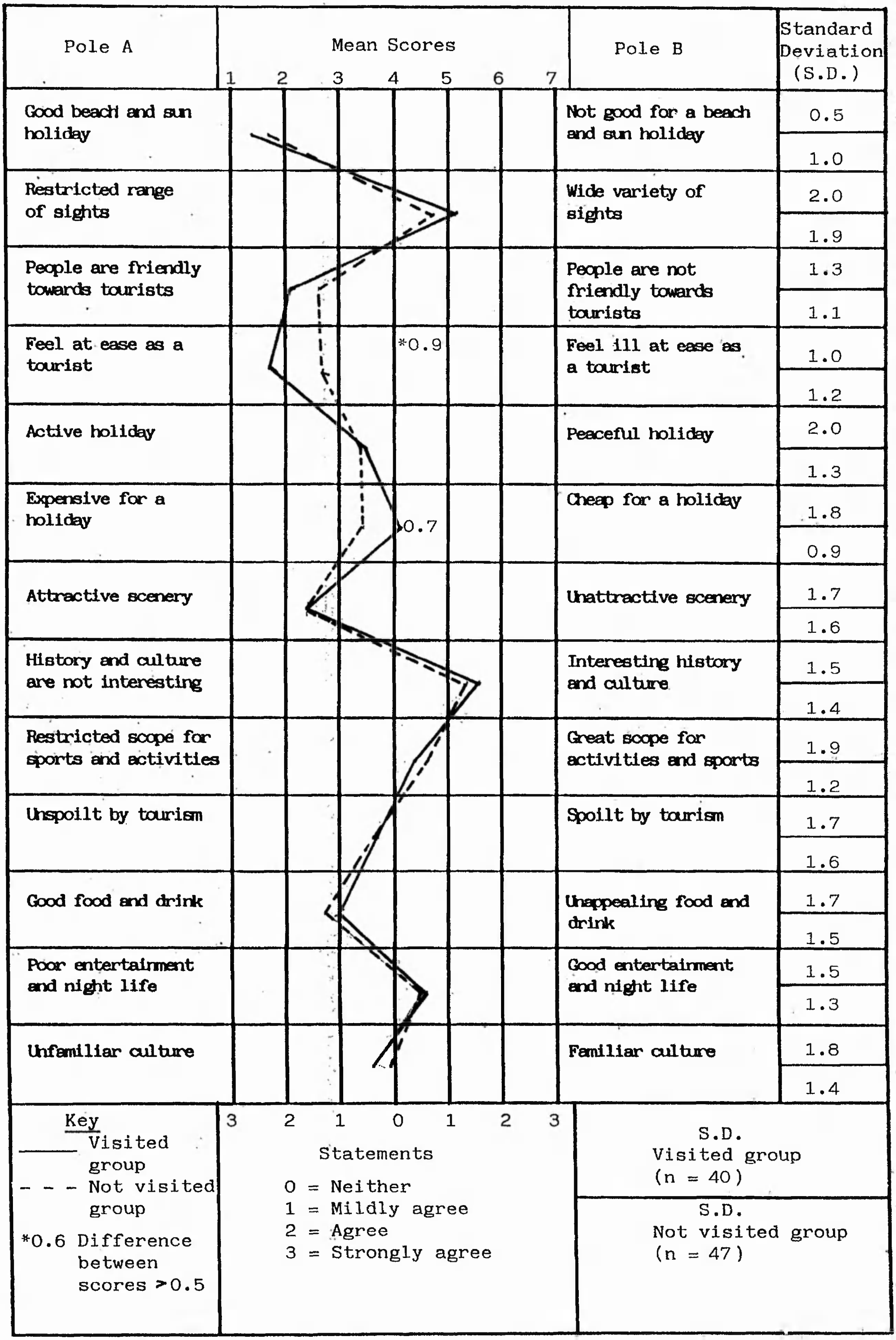
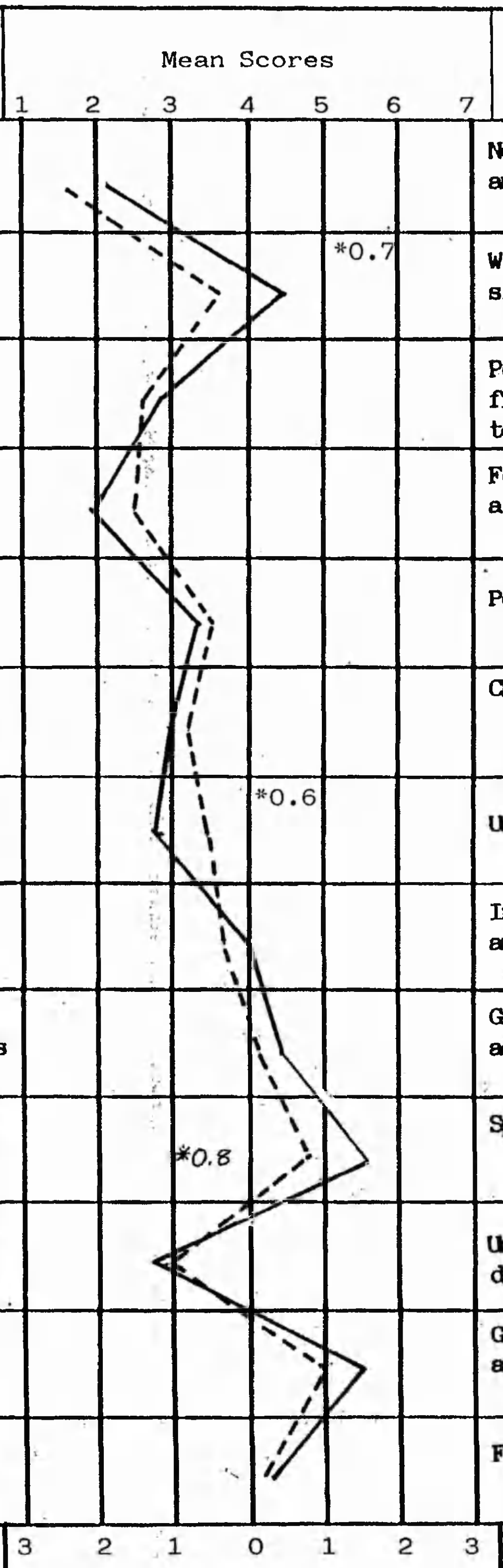


Figure 4.6 Images of Tenerife



Pole A	Pole B	Standard Deviation (S.D.)
Good beach and sun holiday	Not good for a beach and sun holiday	1.5 0.8
Restricted range of sights	Wide variety of sights	2.3 1.8
People are friendly towards tourists	People are not friendly towards tourists	1.4 1.1
Feel at ease as a tourist	Feel ill at ease as a tourist	1.0 1.1
Active holiday	Peaceful holiday	2.0 1.8
Expensive for a holiday	Cheap for a holiday	1.5 1.6
Attractive scenery	Unattractive scenery	1.8 1.4
History and culture are not interesting	Interesting history and culture	1.8 1.3
Restricted scope for sports and activities	Great scope for activities and sports	1.9 1.5
Unspoilt by tourism	Spoilt by tourism	1.9 1.3
Good food and drink	Unappealing food and drink	1.8 1.2
Poor entertainment and night life	Good entertainment and night life	1.5 1.6
Unfamiliar culture	Familiar culture	1.6 1.1

Key
——— Visited group
– – – Not visited group
*0.6 Difference between scores >0.5

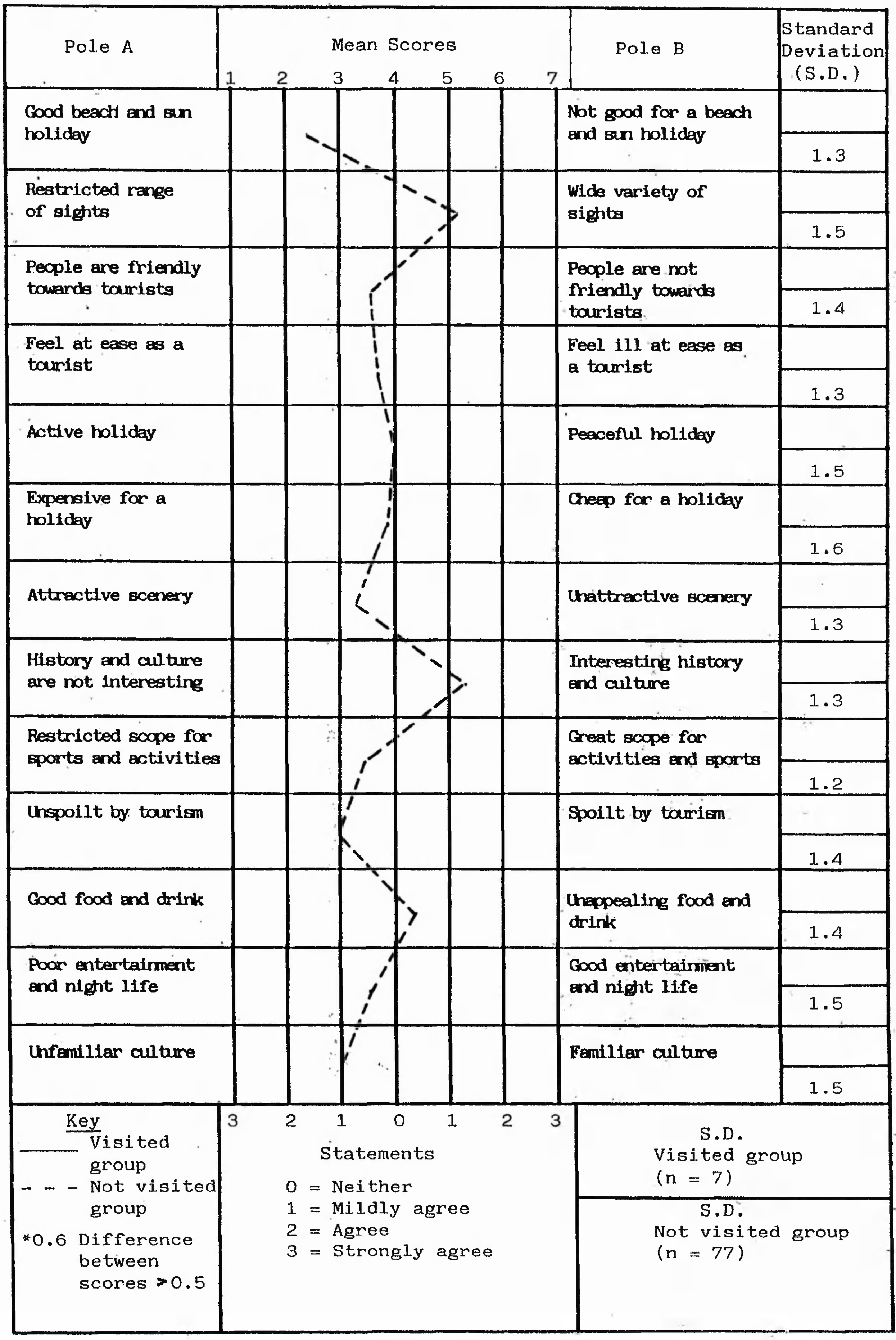
Statements

0 = Neither
1 = Mildly agree
2 = Agree
3 = Strongly agree

S.D.
Visited group
(n = 30)

S.D.
Not visited group
(n = 58)

Figure 4.7 Images of Turkey



Pole A	Pole B	Standard Deviation (S.D.) Visited group	Standard Deviation (S.D.) Not visited group
Good beach and sun holiday	Not good for a beach and sun holiday		1.3
Restricted range of sights	Wide variety of sights		1.5
People are friendly towards tourists	People are not friendly towards tourists		1.4
Feel at ease as a tourist	Feel ill at ease as a tourist		1.3
Active holiday	Peaceful holiday		1.5
Expensive for a holiday	Cheap for a holiday		1.6
Attractive scenery	Unattractive scenery		1.3
History and culture are not interesting	Interesting history and culture		1.3
Restricted scope for sports and activities	Great scope for activities and sports		1.2
Unspoilt by tourism	Spoilt by tourism		1.4
Good food and drink	Unappealing food and drink		1.4
Poor entertainment and night life	Good entertainment and night life		1.5
Unfamiliar culture	Familiar culture		1.5

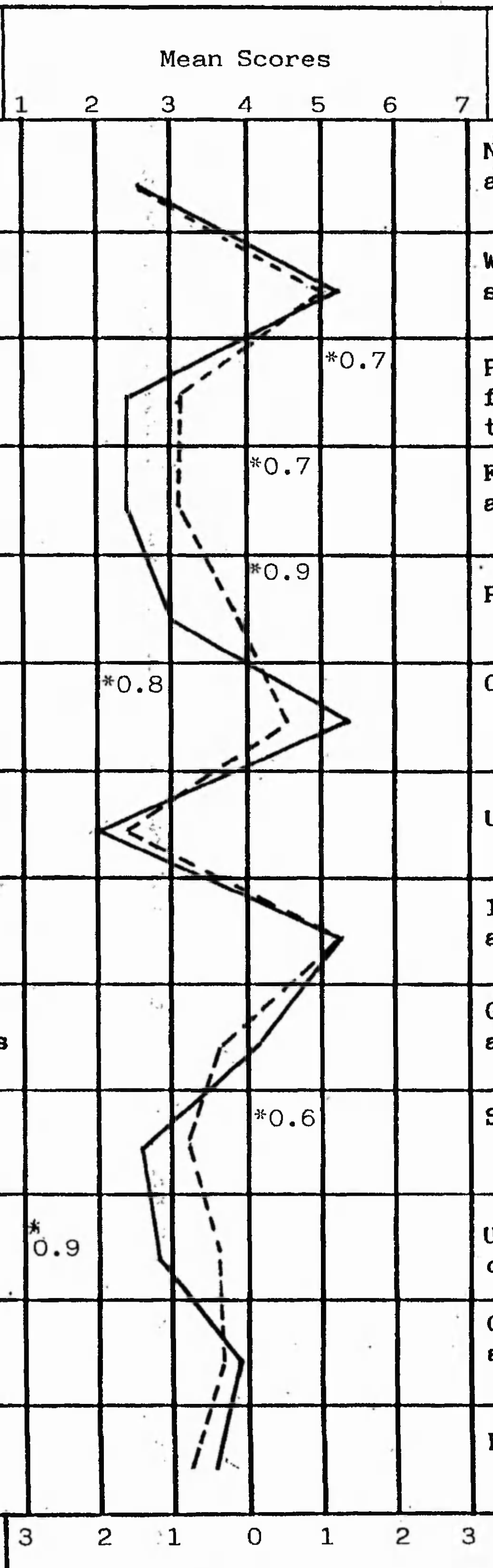
Key
_____ Visited group
– – – Not visited group
*0.6 Difference between scores >0.5

Statements
0 = Neither
1 = Mildly agree
2 = Agree
3 = Strongly agree

S.D. Visited group (n = 7)

S.D. Not visited group (n = 77)

Figure 4.8 Images of Yugoslavia



Pole A	Mean Scores 1 2 3 4 5 6 7	Pole B	Standard Deviation (S.D.)
Good beach and sun holiday		Not good for a beach and sun holiday	1.7 1.5
Restricted range of sights		Wide variety of sights	1.7 1.6
People are friendly towards tourists	*0.7	People are not friendly towards tourists	1.5 1.5
Feel at ease as a tourist	*0.7	Feel ill at ease as a tourist	1.4 1.6
Active holiday	*0.9	Peaceful holiday	1.8 1.7
Expensive for a holiday	*0.8	Cheap for a holiday	1.9 1.1
Attractive scenery		Unattractive scenery	1.1 1.1
History and culture are not interesting		Interesting history and culture	1.6 1.4
Restricted scope for sports and activities		Great scope for activities and sports	1.5 1.5
Unspoilt by tourism	*0.6	Spoilt by tourism	1.1 1.4
Good food and drink	*0.9	Unappealing food and drink	1.4 1.6
Poor entertainment and night life		Good entertainment and night life	1.5 1.4
Unfamiliar culture		Familiar culture	1.6 1.4

Key
______ Visited group
– – – Not visited group
*0.6 Difference between scores >0.5

3 2 1 0 1 2 3

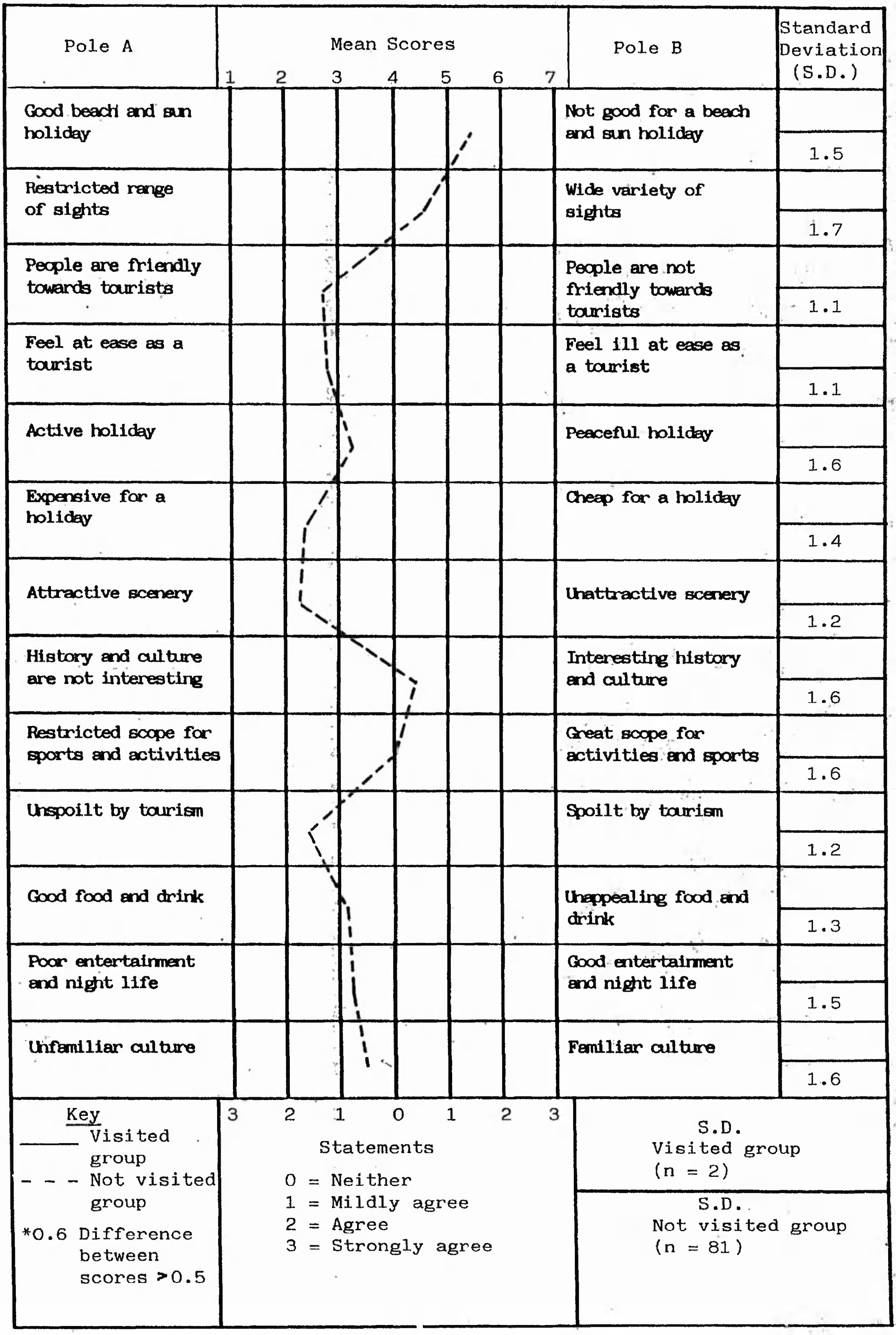
Statements

0 = Neither
1 = Mildly agree
2 = Agree
3 = Strongly agree

S.D.
Visited group
(n = 25)

S.D.
Not visited group
(n = 59)

Figure 4.9 Images of Finland



change. It can be seen that of the 78 constructs (6 destinations x 13 constructs each), 17 are different and 61 are not; these differences have been summarized as in Table 4.2. The relatively low number of constructs that were deemed to be different suggests that there is possibly a tendency for the image of those who have ***not visited*** places to be fairly accurate and in agreement with those who have ***visited*** the destinations. It may be that the preconceptions held by tourists actually influences their experience of place and results in a reinforcement of these preconceptions. Clearly it was not possible to discern if this was the case from this data. However the pattern of differences does make some general comments possible about the differences between the ***visited*** and ***not visited*** groups.

For five of the six destinations, those that had ***visited*** a destination felt more "At ease as a tourist" than the ***not visited*** group. This would appear to indicate that actual experience of place reduces some of the anxiety felt prior to the visit about visiting a destination. However it should be noted that in all five cases the ***not visited*** group also expected to "Feel at ease as a tourist" but to a lesser extent than the ***visited*** group.

In the case of the "Wide range of sights" construct there were three differences between the two groups of a similar order. In each case the ***visited*** group responses were closer to the "Wide variety of sights" pole of the construct. In the case of Mallorca, the ***visited*** group saw a less "Restricted range of sights" than the ***not visited*** group. For Austria and Tenerife those who had visited expected a more "Wide range of sights". This suggests that experience does affect image in that complexity of places is appreciated more *after* a visit than it is *before*. However it is probably safer to restrict this statement to apply to Mallorca, Austria and Tenerife; those that had ***not visited*** these places under-estimated the variety of sights at these destinations.

The only other inferences that may be drawn from reading across from each construct at this stage is in noting that the constructs most accurately judged (i.e. had the lowest number of differences) without previous experience are: "Beach and Sun Holiday", "History and Culture", "Scope for Sports and Activities" and "Entertainment and Nightlife" constructs, none of which showed any difference between the two groups.

Table 4.2 also shows that Yugoslavia was the most misjudged destination. Those that had ***visited*** had higher scores on the constructs "People are friendly","Feel at ease", "Active holiday", "Cheap for a holiday"and "Unspoilt by tourism". In general it could be said that those who had ***visited*** Yugoslavia had a more positive view than those who had not. Indeed it was observed that of those constructs that could be judged positive or negative, only in one instance did a mean score for the ***not visited*** group result in a more positive response than that for the ***visited*** group. Those that had ***not visited*** Holland considered it to have more attractive scenery than those that had. It was interesting to compare the difference on this construct between Holland and Austria. Those that had ***visited*** Austria had a mean score 1.1 higher at 6.6 than that of those who had ***not visited*** the destination. This might reflect the strong positive reaction to mountain scenery compared to feelings of the disappointment with the relatively flat terrain of Holland.

4.4 Comparison of the images of nine destinations of the ***not visited*** groups.

The pattern of responses to all nine destinations was compared to consider their comparative performance. In order to do this the responses for those that had ***not visited*** each destination were used because this was the group for which there was a complete set of responses. It was noted in Section 4.3 that the numbers for those who had ***visited*** Finland and Tunisia were to small to be of use.

A table of the mean scores for the ***not visited*** group was compiled (Table 4.3). A simple initial comparison of the relative performances of the nine destinations was carried out by identifying the highest and lowest mean scores for each construct. For example on the "Beach and Sun Holiday" construct Austria had the highest score (5.7) indicating perhaps not unexpectedly, that it was seen as the worst "Beach and Sun" destination. The Greek Islands had the lowest score (1.6) indicating that it was seen as the best "Beach and Sun" destination. However it was clear that Mallorca (1.8), Tunisia

Table 4.2 Summary of the differences between the "visited" and "not visited" group scores on six destinations

Destinations Constructs	D1	D2	D3	D5	D6	D8	Σ rows	Contrast
Good beach and sun holiday							0	Not good for a beach and sun holiday
Restricted range of sights	N1	V2			V2		3	Wide variety of sights
People are friendly towards tourists						V1	1	People are not friendly towards tourists
Feel at ease as a tourist	V1	V1	V1	V1		V1	5	Feel ill at ease as a tourist
Active holiday			V1			V1	2	Peaceful holiday
Expensive for a holiday				N1		V2	2	Cheap for a holiday
Attractive scenery			N1		V1		2	Unattractive scenery
History and culture are not interesting							0	Interesting history and culture
Restricted scope for sports and activities							0	Great scope for activities and sports
Unspoilt by tourism	N2				V1		2	Spoilt by tourism
Good food and drink			V1			V1	2	Unappealing food and drink
Poor entertainment and night life							0	Good entertainment and night life
Unfamiliar culture		V2					1	Familiar culture
Σ of columns	3	3	3	2	2	6		

Key:
V1 = **Visited** group score greater on construct
V2 = **Visited** group score greater on contrast
N1 = **Not visited** group score greater on construct
N2 = **Not visited** group score greater on contrast

Destinations
D1 Mallorca
D2 Austria
D3 Holland
D5 Greek Islands
D6 Tenerife
D8 Yugoslavia

Table 4.3 Mean scores for nine destinations for the "not visited" group

Destinations / Constructs	D1	D2	D3	D4	D5	D6	D7	D8	D9	Contrast
Good beach and sun holiday	1.8	5.7	5.6	1.9	1.6	1.7	2.4	2.6	5.4	Not good for a beach and sun holiday
Restricted range of sights	3.2	5.5	4.8	3.7	4.8	3.7	5.1	5.0	4.6	Wide variety of sights
People are friendly towards tourists	3.1	3.1	2.8	3.8	2.6	2.7	3.7	3.1	2.8	People are not friendly towards tourists
Feel at ease as a tourist	2.9	2.9	2.6	4.1	2.7	2.5	3.8	3.1	2.9	Feel ill at ease as a tourist
Active holiday	3.7	3.6	4.1	4.4	3.4	3.5	4.0	3.9	3.2	Peaceful holiday
Expensive for a holiday	4.2	2.2	3.0	3.9	3.4	3.2	3.9	4.5	2.4	Cheap for a holiday
Attractive scenery	3.2	1.3	3.0	4.5	2.4	3.4	3.3	2.3	2.3	Unattractive scenery
History and culture are not interesting	3.5	4.9	4.7	4.6	5.4	3.7	5.3	5.2	4.4	Interesting history and culture
Restricted scope for sports and activities	4.2	4.4	3.7	3.2	4.6	4.1	3.5	3.7	4.0	Great scope for activities and sports
Unspoilt by tourism	5.7	2.7	3.1	3.6	3.7	4.8	3.0	3.2	2.4	Spoilt by tourism
Good food and drink	3.3	2.2	2.8	4.6	2.8	3.0	4.3	3.7	3.1	Unappealing food and drink
Poor entertainment and night life	5.3	3.9	4.4	3.9	4.5	5.0	3.6	3.7	3.2	Good entertainment and night life
Unfamiliar culture	3.9	3.9	4.2	2.5	4.0	4.1	3.0	3.2	3.5	Familiar culture
Total of extreme scores	4	5	1	7	4	1	0	1	3	

Key: 3.6 = lowest score on construct
3.6 = highest score on construct

(1.9) and Tenerife (1.7) were also seen as excellent "Beach and Sun" destinations. Turkey (2.4) and Yugoslavia (2.6) were generally seen as not being quite so good on this construct.

The highest and lowest scores were used to highlight those destinations to which reactions had been strongest. Tunisia elicited the strongest reactions having the most extreme score on 7 out of 13 constructs. As a holiday destination Tunisia was seen as having the least "Friendly people", respondents felt they would "Feel ill at ease", it was seen as having the most "Unattractive scenery", "Unappealing food", "Restricted scope for sports and activities" and "Unfamiliar culture". Tunisia was without doubt the least favourably perceived holiday destination, especially when contrasted to the Greek Islands.

The Greek Islands were one of the most favoured destinations, it was seen as being the best "Beach and Sun" destination, having the most "Interesting history and culture", "Greatest scope for sports and activities" and "Friendly people". Austria was perceived almost as positively as the Greek Islands, it was seen as having the most "Wide variety of sights", the most "Attractive scenery" and the best "Food and drinks" although it was seen as "Expensive for a holiday". The reaction to Mallorca was also strong,it was seen as having the most "Restricted range of sights" and "Spoilt by tourism", the least "Interesting history and culture" and being the best destination for "Good entertainment and nightlife".

Table 4.4 was useful simply as an easily accessible summary however it highlighted some possible relationships between the constructs. The constructs for which Tunisia had the extreme scores suggested a possible interrelationship between the constructs shown in Figure 4.10. There also appeared to be a link between constructs 10 and 12 summarized in Figure 4.11. This reflects the paradox in the development of tourism in that what was seen to 'spoil' destinations is in fact the very entertainment and nightlife that is created because of tourism. The possible relationships between constructs was

Table 4.4 Summary of destinations with the lowest and highest mean scores for the "not visited" group

	Lowest score on construct	Highest score on construct	
Good beach and sun holiday	Greek Islands	Austria	Not good for a beach and sun holiday
Restricted range of sights	Mallorca	Austria	Wide variety of sights
People are friendly towards tourists	Greek Islands	Tunisia	People are not friendly towards tourists
Feel at ease as a tourist	Tenerife	Tunisia	Feel ill at ease as a tourist
Active holiday	Finland	Tunisia	Peaceful holiday
Expensive for a holiday	Austria	Yugoslavia	Cheap for a holiday
Attractive scenery	Austria	Tunisia	Unattractive scenery
History and culture are not interesting	Mallorca	Greek Islands	Interesting history and culture
Restricted scope for sports and activities	Tunisia	Greek Islands	Great scope for activities and sports
Unspoilt by tourism	Finland	Mallorca	Spoilt by tourism
Good food and drink	Austria	Tunisia	Unappealing food and drink
Poor entertainment and night life	Finland	Mallorca	Good entertainment and night life
Unfamiliar culture	Tunisia	Holland	Familiar culture

Figure 4.10 Inter-relationships between constructs based on Tunisia scores.

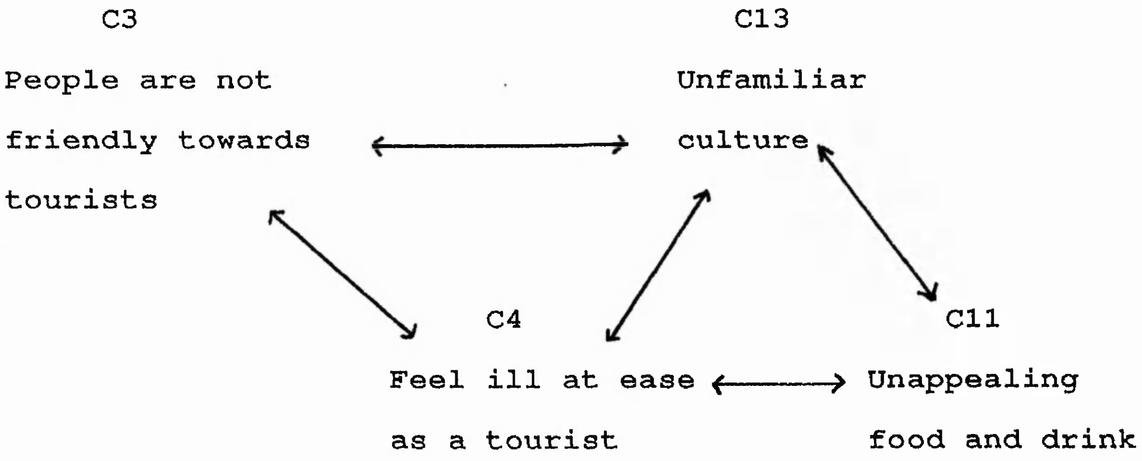
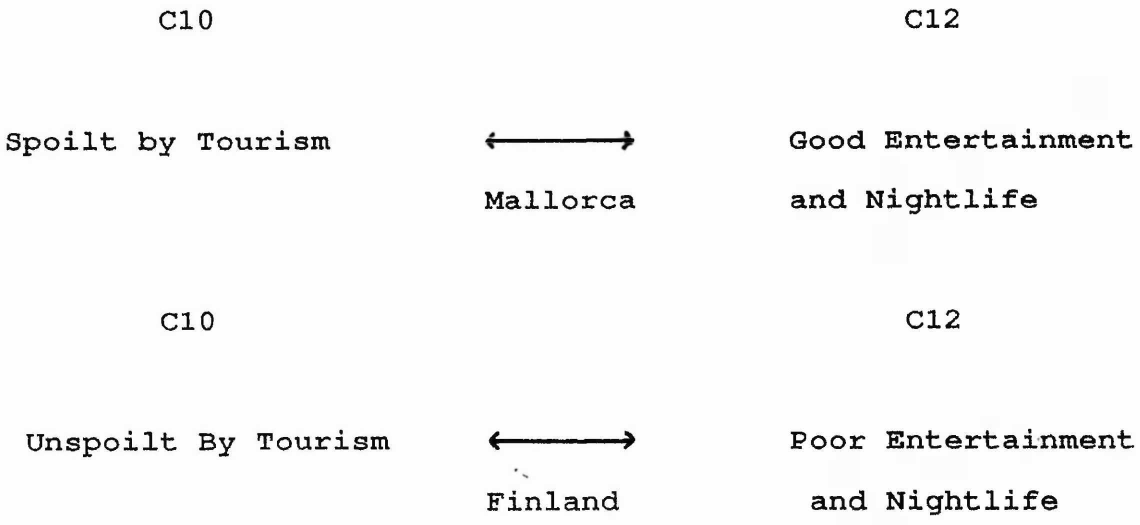

C3
People are not friendly towards tourists
C13
Unfamiliar culture
C4
Feel ill at ease as a tourist
C11
Unappealing food and drink

Figure 4.11 Inter-relationships between constructs based on Mallorca and Finland scores


C10
Spoilt by Tourism
Mallorca
C12
Good Entertainment and Nightlife
C10
Unspoilt By Tourism
Finland
C12
Poor Entertainment and Nightlife

interesting in that they gave insights into how the constructs may be grouped. This was valuable in purely descriptive terms but could also help to explain the functional relationships between constructs. This has possible implications for the effective marketing of destination image. Simple methods of highlighting the main inter-relationships between destination attributes (constructs) and their implications will be discussed in the following sections.

4.5 Factor analysis of the constructs of the Consensus Repertory Grid for the *not visited* group

4.5.1 Introduction

In order to analyse further the inter-relationships between constructs and how they were used in assessing destinations a non-parametric factor analysis was used. This had been developed by Kelly (1955) for the analysis of individual repertory grids. As Potter and Coshall (1988, p69) suggests it is possible to use this 'hand' method of factor analysis for consensus repertory grids such as that used in the present study. The method requires dichotomized data i.e. responses are related to one pole or the other of each construct. There are several methods of dichotomizing data. Potter and Coshall (1988) used a count of responses to each pole of a series of semantic scales from their survey groups to determine the pattern of the dichotomised data. For example if the majority of respondents felt the first adjective applied to the element (country) then a tick was recorded, if less than half then a void was recorded. In cases such as this based on a seven-point scale it is possible to use an alternative method of analysis which uses the mean scores for the sample group to dichotomize the data. Thus Table 4.3 was used to compile a table of dichotomized data (Table 4.5). On a scale of one to seven the mid-point is four, thus all scores of less than four were recorded as incidents (1) and related to the left pole of the constructs in the table. Scores of more than four were recorded as voids (0) and related to the right pole of the constructs.

Non-parametric factor analysis is a method of comparing the relationship between constructs by considering how they are construed in relation to a range of elements

Table 4.5 Non-Parametric factor analysis of constructs of Consensus Repertory Grid

Destinations / Constructs	D1	D2	D3	D4	D5	D6	D7	D8	D9		${}^1T_0$	${}^1T_1$	${}^1T_2$	${}^1T_3$	F1	${}^2T_0$	F2	${}^3T_0$	${}^3T_1$	F3	F4
Good beach and sun holiday	1	0	0	1	1	1	1	1	0	Not good for a beach and sun holiday	6	6	7	6		5		5	7	F	
Restricted range of sights	1	0	0	1	0	1	0	0	0	Wide variety of sights	5	6	8	9	F						
People are friendly towards tourists	1	1	1	1	1	1	1	1	1	People are not friendly towards tourists	5	-6	5	6		7	F				
Feel at ease as a tourist	1	1	1	0	1	1	1	1	1	Feel ill at ease as a tourist	6	-6	6	7		7	F				
Active holiday	1	0	0	0	1	1	0	1	1	Peaceful holiday	7	7	6	5		7	F				
Expensive for a holiday	0	1	1	1	1	1	1	0	1	Cheap for a holiday	-6	8	5	6		5		-5	7	F	
Attractive scenery	1	1	1	0	1	1	1	1	1	Unattractive scenery	6	-5	6	7		8	F				
History and culture are not interesting	1	0	0	0	0	1	0	0	0	Interesting history and culture	6	8	7	8	F						
Restricted scope for sports and activities	0	0	1	1	0	0	1	1	0	Great scope for activities and sports	-5	5	-5	5		-7	F				
Unspoilt by tourism	0	1	1	1	1	0	1	1	1	Spoilt by tourism	-6	8	7	8	F						
Good food and drink	1	1	1	0	1	1	0	1	1	Unappealing food and drink	5	5	-5	6		7	F				
Poor entertainment and night life	0	1	0	1	0	0	1	1	1	Good entertainment and night life	5	-6	7	5		5		6	6		F
Unfamiliar culture	1	1	0	0	0	0	1	1	1	Familiar culture	7	5	-7	6		7	F				
${}^1T_0$	⑨	8	7	7	8	⑨	⑨	⑩	⑨	Σ	76	80	81	84		65		16	23		6
														47.2%		36.5%			12.9%		3.4%
${}^1T_1$	⑫	7	5	6	8	⑪	8	⑨	8												
${}^1T_2$	⑩	3	3	⑥	⑥	⑨	4	5	4												
${}^1T_3$	⑦	0	4	⑨	5	⑧	5	4	1												
${}^2T_0$	⑦	⑦	6	6	⑦	⑦	⑦	⑧	⑦												
${}^3T_0$	1	2	2	③	2	2	③	2	2												
${}^3T_1$	②	1	1	②	1	1	②	③	1												

Key:

D1 Mallorca
D2 Austria
D3 Holland
D4 Tunisia
D5 Greek Islands
D6 Tenerife
D7 Turkey
D8 Yugoslavia
D9 Finland

(destinations). The more similar the pattern of incidents and voids, the more the constructs are correlated. Kelly (1955) likens it to:

> "a form of scanning analogous to that used in electronic computing machines...it gives essentially the same answer that conventional factoral methods yield and in a small fraction of the time" (pg 280).

4.5.2 Method of conducting non-parametric factor analysis: the first factor.

The first step was to count the total number of incidents in each of the nine columns of destinations (elements). The highest totals, approximately half the number of columns, were circled; these were to represent the incidents of a first trial row ($1T_O$): those not circled represented the voids. This first trial row of incidents and voids was compared to that of each construct in turn. The number of matched incidents and voids was recorded to the right of the table in column $1T_O$. For example trial row $1T_O$ matched construct one a total of six times, construct two, five times and so on. The maximum possible total of matches is nine. If four matches were recorded in effect it did not match five times, in other words if the construct had been reversed (i.e. reflected) five matches would have occurred. Thus any figures of four or less were subtracted from 9 and recorded as a negative number of matches. The first trial row resulted in 76 matches. In order to check whether this could be increased, constructs with the negative scores on constructs 6 , 9 and 10 were reflected (reversed) and the pattern of incidents and voids were recalculated. The highest totals were identified to form a second trial row $1T_1$. IT_1 was different from $1T_O$ and therefore this second trial row was applied to each construct in turn and the number of matches occurring were recorded in column $1T_1$. This increased the number of matches to 80 and was adopted as a more effective row. However, new negative values had arisen for constructs 3, 4, 7 and 12, these were reflected and the total for each row of incidents and voids had to be recalculated to form a third trial row $1T_2$. Although this only increased the number of matches by one to 81 another negative value emerged on construct 11. Row $1T_3$ was different to $1T_2$ and resulted in an increase of a further three matches to a total of 84 without any new negative values arising. It was adopted as the most effective summary row for Factor 1.

4.5.3 Levels of significance: the fiducial limit

The level of significance for the number of matches not occuring by chance is known as the fiducial limit and was determined from a significance table in Kelly (1955, p 286). For a grid with 9 cells in each row the fiducial limit was 8 matches. Constructs "Restricted range of sights", "History and culture are not interesting" and "Spoilt by tourism" had eight or more matches with IT_3. Therefore, they were judged to load, in a statistically significant manner, on the first factor. This factor was summarised as "Uninteresting/Spoilt", the constructs were excluded from further analysis and a second and additional factors were calculated using the same procedure.

4.5.4 Derivation of additional factors

In the case of the second factor construct 9 was reflected but resulted in fewer matches. The initial trial row $2T_0$ was retained as the most effective summary of the second factor. It will be noted that the second factor includes constructs that showed 7 matches. This is because the fiducial limit was relaxed from 8 to 7 for this and subsequent factors. Rigid adherence to a fiducial limit of 8 resulted in Factors 2, 3, and 4 consisting of only one construct. Potter and Coshall (1988, p66) relaxed the fiducial limit in order to form factors that included more than one construct. By reducing the fiducial limit from 8 to 7 the level of significance is reduced and may be more likely to be occuring by chance. However in this instance it seemed justifiable to accept this because it formed a more generalized factor that could be used to explain the pattern of perceptions of the destinations. The constructs associated with each factor and the summary titles are shown in Table 4.6

4.5.5 The association of each destination (elements) with each factor of constructs

One of the aims of the study was to consider how and in what ways destinations were seen as similar, with special reference to Mallorca. The constructs in each factor were compared to the pattern for each destination to determine the level of association between each destination and each factor. Factor 1 has three constructs and therefore a

Table 4.6: Constructs composing Factors 1-4

Factor 1	Uninteresting/Spoilt	47.2 %
	History and culture are not interesting Spoilt by tourism Restricted range of sites	
Factor 2	Friendly/Active	36.0 %
	People are friendly Feel at ease as a tourist Good food and drink Active holiday Great scope for activities Attractive scenery Unfamiliar culture	
Factor 3	Cheap Sun	12.9 %
	Good beach and sun holiday Cheap for holiday	
Factor 4	Good Entertainment	3.4 %
	Good entertainment and nightlife	

Table 4.7: Matches of destinations with Factor 1, 2 and 3

Destination	Factor 1 Uninteresting /Spoilt	Factor 2 Friendly /Active	Factor 3 Cheap /Sun
Mallorca	3	7	2
Austria	0	6	0
Holland	0	4	0
Tunisia	1	1	1
Greek Islands	0	6	1
Tenerife	3	6	1
Turkey	0	3	1
Yugoslavia	0	6	2
Finland	0	7	0

maximum number of matches 3, Factor 2 has a maximum of 7 and Factor 3 a maximum of 2 matches; the results are shown in Table 4.7.

It occured by chance that Mallorca recorded a high degree of association with all three factors. The three factors on balance showed Mallorca to be in a good position relative to other destinations. Factor 1 may be seen as a negative factor and it was interesting to note that it was grouped with Tenerife in this respect. It could be argued that Factor 3 counter balances any negative effects that may be caused by perception in Factor 1; i.e. it may not have an "Interesting history and culture" or a "Wide range of sights" but it is "Cheap" and "Good for beach and sun holiday". It does appear to reflect a stereotype image of the destination held by those who have ***not visited*** the destination. One of the things that emerged during the field work was the level of surprise at the range of sights and scenery and how little of Mallorca is in fact spoilt by tourism. It was also interesting that on Factor 3 it performs better than any of its Mediterranean rivals other than Yugoslavia.

Factor 2 was one that consisted of constructs that could generally be interpreted as positive. Mallorca had the highest degree of association with this factor along with Finland scoring the maximum 7 matches. However Austria had 6 matches as did the direct competitors the Greek Islands, Yugoslavia and Tenerife. It was apparent that Mallorca and these three direct competitors performed far better, on this important factor of constructs, than did rivals Turkey and Tunisia.

It was suggested earlier when considering the constructs for which Tunisia registered extreme scores in Section 4.5 that there appeared to be a pattern to the use of four constructs "People are not friendly towards tourists", "Feel ill at ease", "Unfamiliar Culture" and "Unappealing food and drink". It is interesting that Tunisia has only one match with Factor 2, and that each of the opposing poles of these constructs are in Factor 2. This indicates that the connection between these constructs occurred generally in response to all nine destinations.

4.6 Linkage analysis of correlation matrix of constructs and destinations

4.6.1 Method.

One disadvantage of using non-parametric factor analysis in the previous section is that by dichotomizing the data much of the initial variation in the data is lost. It will be recalled that the data had been dichotomized on the basis of the mean scores of all responses. The original responses had been on a seven-point rating scale, however following the suggestions of Schroeder (1984) discussed in Section 2.2 the resultant mean scores can be treated as interval data. If the data is treated as interval data it is possible to use these mean scores to effect a linkage analysis, a rudimentary parametric factor analysis, (Hammond and McCullagh 1978, p240) by using a matrix of Pearson Product Moment correlation coefficients. It was decided to do this because it could be done quickly using MICROTAB and would serve as a check on the effectiveness of the hand factor analysis. One reservation that had been held about the use of dichotomized data when interval data was available was the problem of categorization. For example, destinations only fractionally either side of the dividing mid-point score of 4.0 would be judged as differently as those with scores of 1.0 and 7.0 at either end of the scale. By using the mean scores this method offers a simple means of gaining deeper insights into the data because more of the variability of the data is retained.

Table 4.8 shows the data input and matrix of correlations between constructs. The method of factoring used was linkage analysis of the highest significant bonds between constructs at $p=0.01$ level. First the highest significant value in each column was circled. Then the largest value of p in the matrix was selected i.e. between 4 and 3 (-0.956). This *reflexive pair* formed the core of Group 1. The rows were then scanned for each of the reflexive pair to identify other constructs that were linked to either. Any constructs indentified from the columns when the rows were scanned were added to Group 1 and the row for the new member was also searched. This continued until no new circled values were encountered from scanning the row of a new member. The *reflexive pair* for Group 2 was selected from the highest correlation not yet assigned to

Table 4.8 Pearson Product Moment Correlations between constructs

```
:PRINT C1 -C13

ROW      C1       C2       C3       C4
  1      18       32       31       29
  2      57       55       31       29
  3      56       48       28       26
  4      19       37       38       41
  5      16       48       26       27
  6      17       37       27       25
  7      24       51       37       38
  8      26       50       31       31
  9      54       46       28       29

ROW      C5       C6       C7       C8
  1      37       42       32       35
  2      36       22       13       49
  3      41       30       30       47
  4      44       39       45       46
  5      34       34       24       54
  6      35       32       34       37
  7      40       39       33       53
  8      39       45       23       52
  9      32       24       23       44

ROW      C9      C10      C11      C12
  1      42       57       33       53
  2      44       27       22       39
  3      37       31       28       44
  4      32       36       46       39
  5      46       37       28       45
  6      41       48       30       50
  7      35       30       43       36
  8      37       32       37       37
  9      40       24       31       32

ROW     C13
  1      39
  2      39
  3      42
  4      25
  5      40
  6      41
  7      30
  8      32
  9      35
```

```
.CORRELATE C1-C13

CORRELATION (N=9)

            C1       C2       C3       C4
C2       0.557
C3      -0.223   -0.058
C4      -0.277   -0.040    0.956
C5      -0.160   -0.100    0.735    0.665
C6      -0.758   -0.379    0.431    0.424
C7      -0.570   -0.699    0.505    0.531
C8       0.127    0.822    0.182    0.298
C9       0.078    0.121   -0.741   -0.744
C10     -0.672   -0.829   -0.108   -0.205
C11     -0.528   -0.300    0.806    0.870
C12     -0.455   -0.636   -0.347   -0.468
C13      0.275    0.033   -0.856   -0.946

            C5       C6       C7       C8
C2
C3
C4
C5
C6       0.509
C7       0.617    0.517
C8       0.178    0.025   -0.326
C9      -0.811   -0.422   -0.674   -0.104
C10     -0.009    0.478    0.429   -0.711
C11      0.650    0.697    0.751    0.113
C12     -0.055    0.232    0.251   -0.614
C13     -0.562   -0.450   -0.472   -0.303

            C9      C10      C11      C12
C2
C3
C4
C5
C6
C7
C8
C9
C10      0.211
C11     -0.830    0.048
C12      0.395    0.904   -0.273
C13      0.763    0.274   -0.887    0.587
```

Key:

0.822 = significant @ p = 0.01

C = Construct

df = 8

p = 0.05 = 0.5494

p = 0.01 = 0.7155

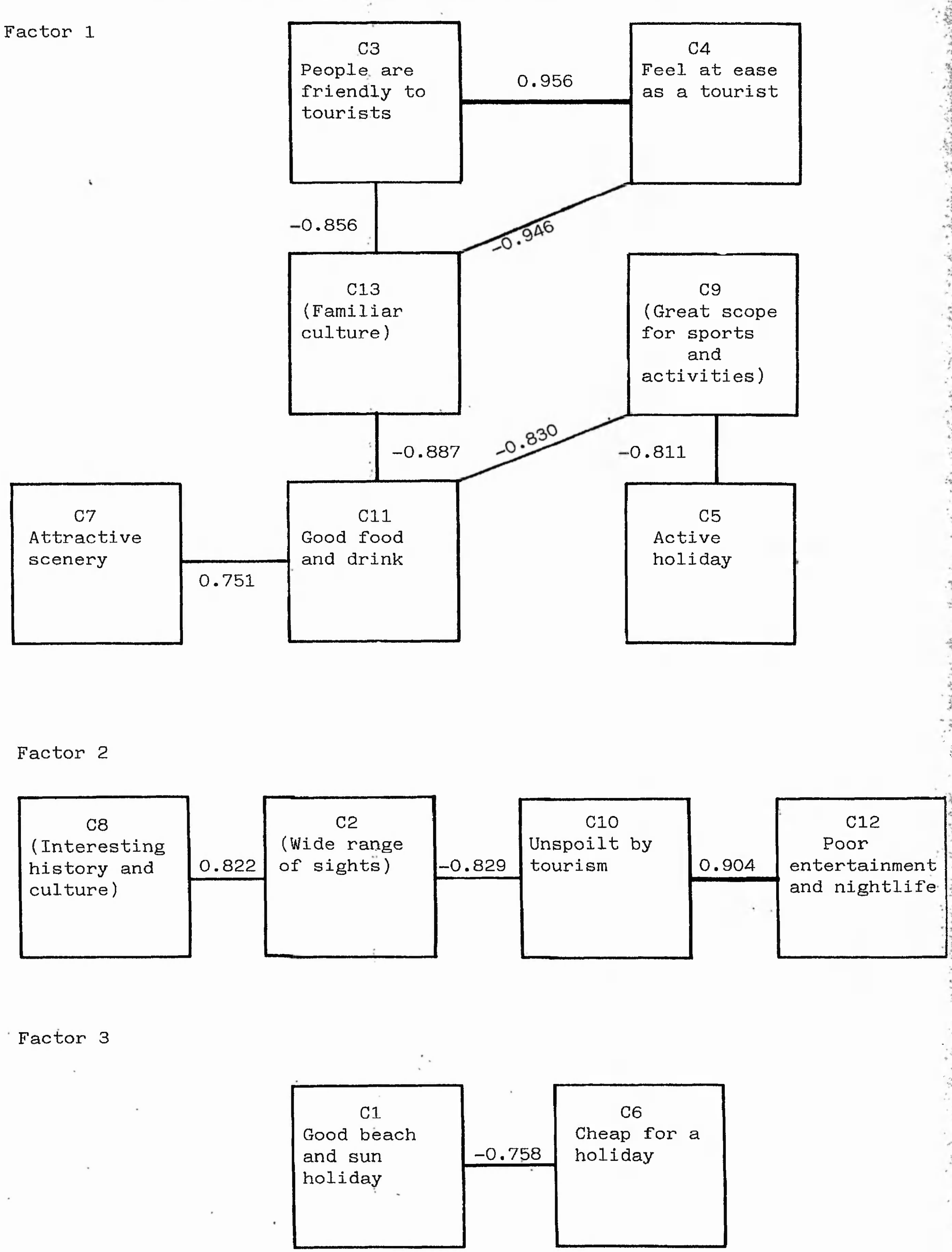
a group and repetition of the above procedure. It is important to note that not all correlations at p=0.01 are used but only the highest correlation between constructs. For example for C3 only the link with C4 (0.956) is used though it also has other correlations at p=0.01 with C13, C9 and C5. Therefore the groups of constructs indentified in the following analysis are a simplified form of the correlations at p=0.01 level. More detailed interrelationships exist within these groups of constructs that could be added should further detail be required. However for the purposes of this analysis the simplest linkage analysis will be used.

4.6.2 Results of linkage analysis of correlation matrix of constructs

Three distinct groups of constructs emerged from this analysis; it was clear that they closely matched the factors derived from the hand factor analysis. Within each factor derived from the linkage analysis the strongest or core bond was identified. The highest core bond or reflexive pair was between "People are friendly towards tourists" and "Feel at ease as a tourist" (0.956) this was used to indentify Factor 1. Construct 4 was correlated negatively with 13, therefore 13 was reflected (reversed) and was thus "Familiar Culture". Construct 13 was similarly correlated negatively with 11 and thus was not reflected. This grouping of constructs matches exactly Factor 2 derived from the 'hand' factor analysis. However the linkage analysis reveals more of the structure of the relationship between the constructs and it is worth interpreting Figure 4.12 in detail to show this.

The core of Factor 1 is C3, C4 and C13 which have the highest correlation bonds, thus destinations where "People are friendly to tourists" and tourists "Feel at ease" are most likely also seen to be "Familiar culture". It is also clear "Good food and drink" is closely linked with "Familiar culture" and "Feel at ease" and bears out the initial suggestion of the linkage between these constructs in Section 4.4. This is interesting because it indicates that tourists may opt for destinations that are seen as "familiar" because of these connections. It is also likely that in general tourists will not choose destinations seen as an "Unfamiliar culture" because they will also be seen as places

Figure 4.12 Factors derived from linkage analysis of a matrix of Correlations between constructs (p = 0.01)


Factor 1
C3 People are friendly to tourists
0.956
C4 Feel at ease as a tourist
-0.856
-0.946
C13 (Familiar culture)
C9 (Great scope for sports and activities)
-0.887
-0.830
-0.811
C7 Attractive scenery
0.751
C11 Good food and drink
C5 Active holiday
Factor 2
C8 (Interesting history and culture)
0.822
C2 (Wide range of sights)
-0.829
C10 Unspoilt by tourism
0.904
C12 Poor entertainment and nightlife
Factor 3
C1 Good beach and sun holiday
-0.758
C6 Cheap for a holiday

where the "People are not friendly" and making tourists "Feel ill at ease" and also have "Unappealing food and drink". In evaluating the utility of insights such as this it may be suggested that destinations seen as a "Familiar culture" could simply reinforce this familiarity to reap the benefits of these other positive associations. Many destinations possess truly unfamiliar cultures and are likely to be perceived as such even after British tourists have visited these places. However if such destinations wish to appeal to the mass package tour market in Britain then it could be that the tourist authorities should concentrate on raising awareness of the quality of the local food and the friendliness of the people to tourists. Clearly some segments of the market may find unfamiliar cultures appealing but this was not necessarily indicated here or found later in Section 4.8. What is revealed here is the pattern of association between the way constructs were used to describe a variety of destinations. Conclusions have been drawn regarding the inter-relationships between destination attributes; clearly they have relevance to the marketing of individual destinations. These general attribute inter-relationships provide supplementary information to the discrete attribute profile of a destination. Most importantly they provide clues to the most effective means of altering destination image.

In Factor 2 the second core bond linked "Unspoilt by tourism" to "Poor entertainment and nightlife" (0.904). This matches the constructs in Factor 2 and 4 derived from the non-parametric factor analysis and the link suggested in Section 4.4. In Figure 4.12 the constructs C10 and C12 form the core bond, the link between C10 and C2 is a negative correlation therefore C2 has been reflected. the correlation between C2 and C8 is positive thus C8 has also been reflected. The constructs C8, C2 and C10 factored by linkage analysis are the same constructs, but the opposing poles to those derived from the hand factor analysis. The link in Factor 3 of "Good sun and beach holiday" and "Cheap for a holiday" also matched Factor 3 derived by the hand factor analysis. Thus overall essentially the same connections between the use of constructs are being identified by the two methods.

4.6.3 Comparison of non-parametric factor analysis and linkage analysis

It should be noted that the labelling of the relevant poles constructs was done to aid interpretation of the correlations. In the case of the linkage analysis this was done by starting from the core bond and *reflecting* (reversing) other constructs in the factor in relation to this. The essential linkage is between the poles of the constructs; it is therefore justifiable to interpret the obverse of any relationship stated in this text. For example in Factor 2 if interpretation commenced from construct 8 it could be said that destinations seen as having an "Uninteresting history and culture" were also seen as having a "Restricted range of sights" being more "Spoilt by tourism" and having "Good entertainment and nightlife".

Overall the use of linkage analysis to derive factors based on the Pearson Product Moment Correlation coefficient produced results similar to those derived from the hand factor analysis. Thus at a general level it did not appear to matter whether the data was dichotomized by the mean score or if the mean scores were treated as interval data. However it was useful to conduct the linkage analysis because it indicated that this was an acceptable form of factor analysis and also confirmed the findings of the non-parametric factor analysis. Linkage analysis was seen as superior in this instance because fuller use was made of the data available. It gave an indication of not only the groupings of factors of constructs but also the inter-relationships between constructs. These inter-relationships were more accurately revealed and in more detail than had been the case with the non-parametric factor analysis.

4.7 Factor analysis of nine destinations

4.7.1 Introduction

In the preceding Sections 4.4 to 4.6 the constructs were factored in relation to the elements (destinations). It is also possible to use the constructs as elements in order to factor the destinations in relation to the pattern of use of the constructs. In Section 4.5.5 the matching of destinations to the derived main factors based on the pattern of use of constructs was done in order to compare the perceptions of destinations in relation to the derived factors. In Section 4.5 the elements had been the destinations and analysis had revolved around the factoring of the constructs. In the followins section a full factor analysis will be conducted by reversing the constructs and elements and treating the constructs as if they are elements.

4.7.2 Non-parametric factor analysis of nine destinations

The 'hand', non-parametric factor analysis resulted in three factors shown in Table 4.9; the method used was the same as outlined in Section 4.5. The destinations were grouped into three factors (Table 4.10). Factor 1 grouped the three non-Mediterranean destinations together with the Greek Islands. Factor 2 grouped Mallorca, Yugoslavia and Tenerife together. Tunisia was in this group as *reflected*, this was interpreted as meaning that which ever constructs loaded onto this factor they did not apply to Tunisia, in fact the exact reverse would be the case. Part (b) of Table 4.10 shows the constructs most strongly contributing to the Factors 1 and 2.

There is a degree of overlap between Factors 1 and 2 which is summarised in Figure 4.13. It can be seen from Figure 4.13 that the grouping of both Factor 1 and Factor 2 destinations is on the basis of sets of positive attributes. However although all destinations, except Turkey and Tunisia, were seen as places where tourists would "Feel at ease" and there would be "Attractive scenery" and "Good food and drink", the Factor 1 destinations would also be "Unspoilt by tourism" and where "People are friendly" although it would be "Expensive". The Greek Islands were grouped by this analysis with Holland, Austria and Finland. It would appear that there are additional attractions

Table 4.9 Non-Parametric Factor Analysis of destinations

	C1	C2	C3	C4	C5	C6	C7	C8	C9	C10	C11	C12	C13	$^1T_0$		$^2T_0$	$^2T_1$		$^3T_0$	
Mallorca	1	1	1	1	1	0	1	1	0	0	1	0	1	-7		8	11	F		
Austria	0	0	1	1	0	1	1	0	0	1	1	1	1	11	F					
Holland	0	0	1	1	0	1	1	0	1	1	1	0	0	12	F					
Tunisia	1	1	1	0	0	1	0	0	1	1	0	1	0	-8		-7	10	F		
Greek Islands	1	0	1	1	1	1	1	0	0	1	1	0	0	11	F					
Tenerife	1	1	1	1	1	1	1	1	0	0	1	0	0	8		8	10	F		
Turkey	1	0	1	1	0	1	1	0	1	1	0	1	1	8		8	7		7	F
Yugoslavia	1	0	1	1	1	0	1	0	1	1	1	1	1	-7		7	10	F		
Finland	0	0	1	1	1	1	1	0	0	1	1	1	1	10	F					
$^1T_0$	6	3	9	8	5	7	8	2	4	7	7	5	5	82		39	58		7	
$^2T_0$	5	3	5	4	3	3	4	2	2	3	3	3	3	56%			39%		5%	
$^2T_1$	4	2	4	5	4	2	5	3	1	2	4	2	4							

Table 4.10 (a) Summary of factors of destinations

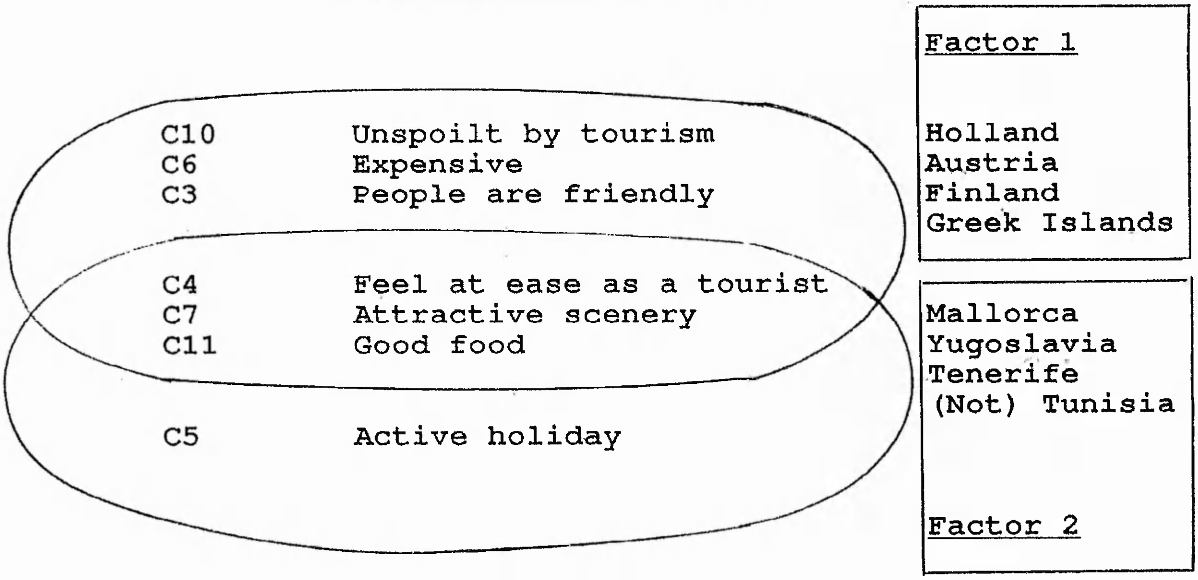
Factor 1	Holland Austria Finland Greek Islands
Factor 2	Mallorca Yugoslavia Tenerife Tunisia (Reflected)
Factor 3	Turkey

Table 4.10 (b) Summary of constructs loading on factored destinations.

	Factor 1	Factor 2
C1	0	3
C2	0	2
C3	4	3
C4	4	4
C5	2	4
C6	4	1
C7	4	4
C8	0	3
C9	1	1
C10	4	1
C11	4	4
C12	2	1
C13	2	3

Maximum number of matches = 4

Figure 4.13 Constructs most associated with Factors 1 & 2



C10 Unspoilt by tourism
C6 Expensive
C3 People are friendly

C4 Feel at ease as a tourist
C7 Attractive scenery
C11 Good food

C5 Active holiday

Factor 1

Holland
Austria
Finland
Greek Islands

Mallorca
Yugoslavia
Tenerife
(Not) Tunisia

Factor 2

in its image profile that suggests it is seen as having the 'best of both worlds'. Many destinations that would be seen as "Good for a beach and sun holiday" would not necessarily be expected to have an "Interesting history and culture" and vice-versa. By this analysis the Greek Islands may be seen as having a slightly more 'upmarket' image compared to their 'sun holiday' competitors, having an image of being "Unspoilt by tourism" and more "Expensive for a holiday".

4.7.3 Linkage analysis of correlation matrix of destinations

A linkage analysis of a Pearson Product Moment Correlation coefficient matrix was also done which resulted in broadly similar conclusions to the factor analysis in Section 4.7.2. The matrix is shown in Table 4.11 and the resultant linkage analysis in Figure 4.14. In Factor 1 the core bond was between Austria and Finland (0.932). Austria was also bonded with Holland (0.880) showing they were all seen as similar to each other. Factor 2 bonded the two Spanish Island destinations of Mallorca and Tenerife (0.906).

The *reflexive pair* of Factor 3 linked the Mediterranean destinations of Yugoslavia and Turkey (0.850). The other destinations in this factor linked the Greek Islands as most similar to Yugoslavia (0.768) and Tunisia as most similar to Turkey (0.665). It has already been observed in the non-parametric factor analysis (Section 4.5.5) that Tunisia tended to be associated with constructs that could broadly interpreted as negative and the the Greek Islands with the more positive constructs. This interpretation will be discussed and substantiated in Section 4.8 in relation to respondents' views of the constructs. It is difficult to establish which constructs are loading on this factor to explain the linkages. When the constructs are the elements as in this case, the non-parametric factor analysis (Section 4.7.2) appears more effective. However an initial interpretation of this third factor is that there is some similarity in the usage of constructs in describing Yugoslavia and Turkey. It was suggested in Section 4.5.5 that Yugoslavia had a better image profile than Turkey overall. It is difficult to establish whether the similarities between these two destinations are on negative or positive aspects. However by scanning the tables of mean scores discussed earlier in Section 4.4

Table 4.11 Pearson Product Moment Correlations between destinations

```
PRINT C1-C9

ROW      C1      C2      C3      C4
  1      18      57      56      19
  2      32      55      48      37
  3      31      31      28      38
  4      29      29      26      41
  5      37      36      41      44
  6      42      22      30      39
  7      32      13      30      45
  8      35      49      47      46
  9      42      44      37      32
 10      57      27      31      36
 11      33      22      28      46
 12      53      39      44      39
 13      39      39      42      25

ROW      C5      C6      C7      C8
  1      16      17      24      26
  2      48      37      51      50
  3      26      27      37      31
  4      27      25      38      31
  5      34      35      40      39
  6      34      32      39      45
  7      24      34      33      23
  8      54      37      53      52
  9      46      41      35      37
 10      37      48      30      32
 11      28      30      43      37
 12      45      50      36      37
 13      40      41      30      32

ROW      C9
  1      54
  2      46
  3      28
  4      29
  5      32
  6      24
  7      23
  8      44
  9      40
 10      24
 11      31
 12      32
 13      35
```

```
.CORRELATE C1-C9

CORRELATION (N=13)

          C1        C2        C3        C4
C2    -0.258
C3    -0.220     0.880
C4     0.185    -0.532    -0.509
C5     0.535     0.385     0.290     0.199
C6     0.906    -0.052     0.012     0.169
C7    -0.037     0.155     0.026     0.665
C8     0.187     0.377     0.268     0.345
C9    -0.490     0.932     0.866    -0.520


          C5        C6        C7        C8
C2
C3
C4
C5
C6     0.730
C7     0.597     0.105
C8     0.768     0.271     0.850
C9     0.195    -0.270     0.126     0.272
```

Key:

0.850 = significant @ p = 0.01

C = Destinations

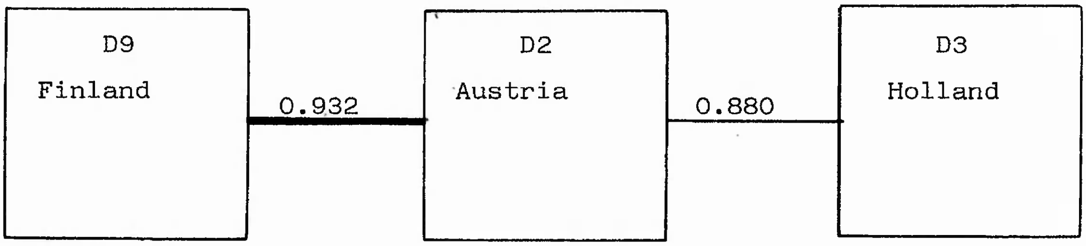
df = 12

p = 0.05 = 0.4575

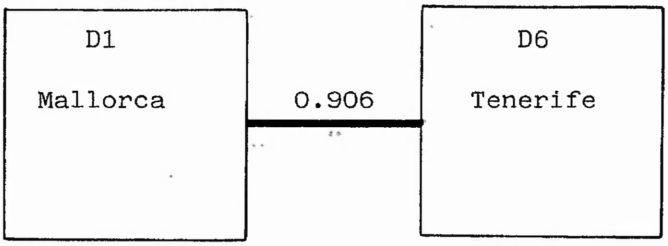
p = 0.01 = 0.612

Figure 4.14 Factors derived from linkage analysis of matrix of P.P.M.C's between destinations

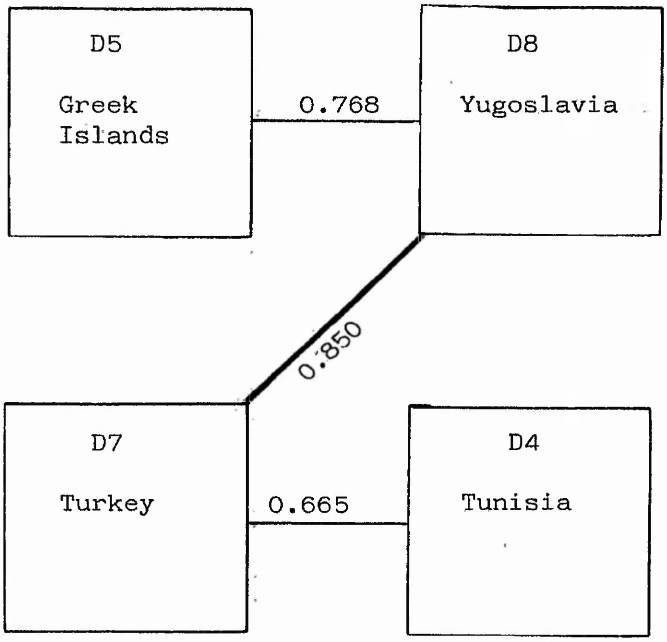
Group 1



Group 2



Group 3



it is possible to suggest which constructs may be contributing to the link. A summary of the constructs within half-a-category for the pairs of destinations is presented in Figure 4.15.

It can seen that the *reflexive pair* Yugoslavia and Turkey (0.850) have eight constructs within 0.1 to 0.2 of each other. The links between the Greek Islands and Yugoslavia and Turkey and Tunisia are weaker and thus the similarity scores tend to be greater, ranging up to 0.5 difference. It should be noted that some constructs contribute to each of the links such as "People are friendly" and "Unspoilt by tourism". However Factor 3 illustrates a linear relationship. The Greek Islands and Yugoslavia may in some ways be similar as may Turkey and Tunisia but this does not link Tunisia and the Greek Islands. Factor 3 should be seen as a continuum on which these two destinations are at opposing ends. In contrast the correlation between Turkey and Tunisia is based more on the negative links of "Unfamiliar culture", "Unappealing food and drink" and "Poor nightlife and entertainment". The correlation between Yugoslavia and the Greek Islands is likely to be based more on positive links such as "Interesting history and culture", "Wide range of sights" and "Good food and drink".

The Greek Islands and Yugoslavia coefficient (0.769) is greater than that between Turkey and Tunisia (0.665). At first sight this seems strange because the similarity scores are generally closer for the latter. However, the Pearson Product Correlation Coefficient takes account of the pattern of the mean scores for <u>all</u> constructs not just the similar constructs identified in Fig.4.15.

It is now relevant to discuss the salience of the constructs in relation to which are actually required for a 'good holiday'. Some of the value judgements previously suggested are in fact borne out by an analysis of the expressed <u>preferences</u> for the constructs of the sample group of respondents.

Figure 4.15 Linkage analysis of Group 3: Similar constructs between factored destinations

GREEK ISLANDS

0.768

Wide variety of sights (0.2)
People are friendly (0.5)
Feel at ease as a tourist (0.4)
Active holiday (0.5)

Attractive scenery (0.1)
Interesting history and culture (0.2)
Unspoilt by tourism (0.5)

YUGOSLAVIA

0.850

Good beach and sun holiday (0.2)
Wide variety of sights (0.1)
Peaceful/Active holiday (0.1)
Interesting history and culture (0.2)

Great scope for sports and activities (0.2)
Unspoilt by tourism (0.2)
Poor entertainment and nightlife (0.1)
Unfamiliar culture (0.2)

TURKEY

0.665

Good beach and sun holiday (0.5)
People are friendly (0.1)
Feel at ease/ill at ease (0.3)
Expensive (0.0)

Unspoilt by tourism (0.3)
Unappealing food (0.3)
Poor entertainment (0.3)
Unfamiliar culture (0.5)

TUNISIA

4.8 The importance of constructs to respondents for a 'good holiday'

The final sheet of the questionnaire asked respondents to rate each construct to show how important each construct was to them for a 'good holiday'. Figure 4.16 shows the results. The most important constructs were seen as "People are friendly towards tourists", "Feel at ease as a tourist" and "Good food and drink". The least important were "Familiar culture", "Great scope for sports and activities" and "Active holiday". It was noticeable that the most important and least important constructs might be termed "Friendly" and "Active" respectively and that these were the two main aspects of Factor 2 derived earlier from the hand factor analysis (Section 4.5). Clearly this shows that some caution must be exercised when simply summarizing the attractiveness of a destination against a check list of constructs of attributes. Some constructs may be more important than others as would appear for the ***not visited*** group of respondents. Also it may be that for example that "Great scope for sports and activities" may be very important to a particular section of the market and may feature prominently in marketing aimed at this group. However in this instance it was not thought necessary to actually drop any constructs from the analysis as redundant. "Familiar culture" is arguably not a construct which is crucial either way to respondents however it was not actually unimportant. It seems therefore that there is no need to reconsider the earlier findings in the light of the differences in importance of the constructs.

The results of the rating of the constructs for a 'good holiday' were used to form a row of incidents and voids that could be compared to the pattern of images of the nine destinations and analysed in Section 4.5 by the hand factor analysis. Each column of incidents and voids for the nine destinations (Table 4.3) was checked against this column of preferred constructs to find the number of matches (Table 4.12). The highest number of matches denotes the most favourably viewed destinations in terms of their congruence with the preferred constructs of the respondents. These are summarized in Table 4.13.

Figure 4.16 Rating of constructs by importance for a 'good' holiday

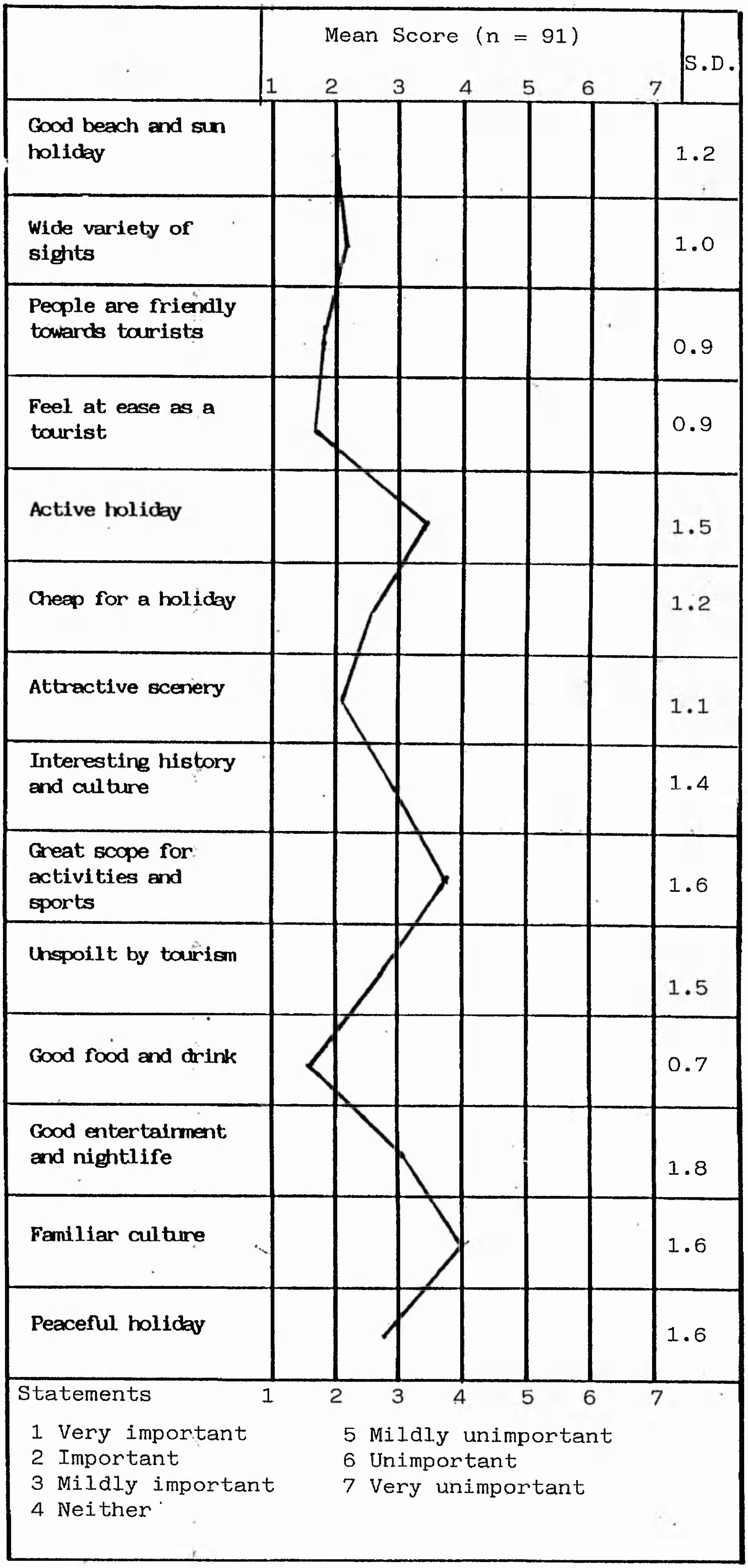


Table 4.12 Number of matches between destination images of "not visited" group and preferred constructs of respondents

Constructs	Preferred constructs	D1	D2	D3	D4	D5	D6	D7	D8	D9	
Good beach and sun holiday	1	1	0	0	1	1	1	1	1	0	Not good for a beach and sun holiday
Restricted range of sights	0	0	1	1	0	1	0	1	1	1	Wide variety of sights
People are friendly towards tourists	1	1	1	1	1	1	1	1	1	1	People are not friendly towards tourists
Feel at ease as a tourist	1	1	1	1	0	1	1	1	1	1	Feel ill at ease as a tourist
Active holiday	1	1	0	0	0	1	1	0	1	1	Peaceful holiday
	0	0	1	1	1	0	0	1	0	0	
Expensive for a holiday	0	1	0	0	0	0	0	0	1	0	Cheap for a holiday
Attractive scenery	1	1	1	1	0	1	1	1	1	1	Unattractive scenery
History and culture are not interesting	0	0	1	1	1	1	0	1	1	1	Interesting history and culture
Restricted scope for sports and activities	0	1	1	0	0	1	1	0	0	1	Great scope for activities and sports
Unspoilt by tourism	1	0	1	1	1	1	0	1	1	1	Spoilt by tourism
Good food and drink	1	1	1	1	0	1	1	0	1	1	Unappealing food and drink
Poor entertainment and night life	0	1	0	1	0	1	1	0	0	0	Good entertainment and night life
Unfamiliar culture	0	0	0	1	1	1	1	0	0	0	Familiar culture
Total matches with preferred constructs column		9	9	10	6	12	9	8	10	9	

Table 4.13: Summary of matches of image of destinations with preferred constructs of respondents.

1.	Greek Islands	12
2.	Holland	10
3.	Yugoslavia	10
4.	Austria	9
5.	Finland	9
6.	Mallorca	9
7.	Tenerife	9
8.	Turkey	8
9.	Tunisia	6
		----
		13 Maximum

It was clear that the Greek Islands had the best profile with 12 out of 13 matches. However most destinations recorded a large enough number of matches to be seen as being assessed favourably. The pattern of matches for any particular destination could be used to pinpoint aspects of the image that may need promoting. Mallorca for example could perhaps attempt to improve on constructs where it is seen as lacking such as: "Restricted range of sights", "History and culture are not interesting", "Spoilt by tourism" and "Unfamiliar culture". Whilst it may be that for the present the nine constructs with which it matches is sufficient to maintain its market position, in future neglected aspects of the image of Mallorca may need promoting to break into new markets. This is discussed in Section 6.12.

4.9 Images of Mallorca

4.9.1 Introduction

The next stage was to investigate in more detail the image of the case study destination, Mallorca. Techniques developed during pilot studies and outlined in Chapters 2 and 3 were used. Three aspects of the image of Tunisia had been studied in one of these pilot studies, these formed the basis of the study of the image of Mallorca and were:

(a) Image of Mallorca as a holiday destination based on the consensus repertory grid elicited from tourists in Mallorca during Summer 1987 and outlined in Chapter 3.

(b) Image of the Environment of Mallorca.

(c) Image of the People of Mallorca (Chapter 2).

4.9.2 The Questionnaire and Sample

An example of the questionnaire sent to respondents is included in Appendix 4.2. The sample frame was composed of tourists who had booked through Horizon Travel Centres to holiday in Mallorca during late August and September 1988. The aim was to investigate the pattern of images of Mallorca *before* and *after* their holiday. A questionnaire was sent out before their holiday and an identical follow-up questionnaire sent out on their return. From an initial mailing of 202 addresses, 135 returned the *before* questionnaire and 64 returned both the *before* and *after* questionnaires, thus a completion rate of 32 percent was achieved. As in Section 3.3 the mean scores will be used to investigate the images. The program SPSS-X was used utilizing the FREQUENCIES command to calculate the frequency of responses in each of the categories of the seven-point scale, the mean and the standard deviation of the responses. The SELECT IF sub-command was used to split the sample by three different criteria or variables. These splits will be used to structure the investigation of the image of Mallorca. They were:

(a) ***First-time visitors*** and ***repeat visitors***

(b) ***First-choice holiday*** and ***not first-choice***

(c) Area of Mallorca for holiday

South-West, North and ***East***

This data is shown in Tables 4.14 to 4.22. Each table is shown in two ways (a) allows each variables' Before and After scores to be contrasted; (b) compares each groups' Before scores seperately from each groups' After scores.

4.9.3 Background to the sample of tourists

Virtually all the 64 respondents had been abroad before (97 percent). Similarly the great majority had been on a package tour holiday before (92 percent). Most were repeat visitors to the island (75 percent) although 52 percent were visiting their resort for the first time.

With regard to choice 76 percent replied Mallorca was their first-choice holiday and 81 percent that they were staying at their first-choice resort. The sample was fairly evenly spread between the three areas of Mallorca indentified: ***South*** (34 percent) ***East*** (30 percent) ***North*** (31 percent). There were sufficient numbers within each of the groups to pursue the analysis by the three splits of visit, choice and area. For Sections 4.10, 4.11 and 4.12 the most efficient way of comparing the images of the various groups was by tables of mean scores rather than the graphs used in Section 4.3.

4.10 Images *before* and *after* holiday: the ***first-time*** and ***repeat*** groups

4.10.1 Image change

The group mean scores *before* and *after* a visit to Mallorca for ***first-time*** visitors and ***repeat*** visitors were calculated. Scores below four denote an image related to the pole on the left of the tables and scores greater than four relate to the poles on the right. It can be seen from Tables 4.14 (a), 4.15(a) and 4.16(a) that, for both groups, the image of Mallorca was in general a positive one. This possibly reflects the fact that although not all of the sample had Mallorca as their first-choice destination, all had at least accepted Mallorca as their holiday destination. It seems to confirm that expectations and evaluation of a destination must be favourable in order to choose a destination. It was noticeable for example that the study of nine destinations (Section 4.3, Figure 4.1) showed a less positive view by those who had ***not visited*** Mallorca compared to the ***first-time*** visitors (Table 4.14(a)). This may be because the ***not visited*** Mallorca group in Section 4.3 included tourists who would not choose to go to Mallorca. It was noted in Section 4.12.3 that 92 percent of the sample for the present study had been on package holidays before. It may be suggested this also served to create a more favourable disposition towards predominantly package holiday destinations such as Mallorca.

Table 4.14(a) Images of Mallorca as a tourist destination: First-time and repeat visitors

	B	A	B	A	
	R	R	FT	FT	
Good beach and sun holiday	1.5	1.5	1.6	1.5	Not good for a beach and sun holiday
Restricted range of sights	4.7	4.6	**5.0**	**5.6**	Wide variety of sights
People are friendly towards tourists	2.4	2.2	2.9	2.8	People are not friendly towards tourists
Feel at ease as a tourist	2.0	1.9	2.4	2.4	Feel ill at ease as a tourist
Active holiday	3.8	4.3	3.8	3.9	Peaceful holiday
Expensive for a holiday	4.4	4.2	3.8	3.9	Cheap for a holiday
Attractive scenery	2.4	2.4	2.1	1.8	Unattractive scenery
History and culture are not interesting	4.6	5.0	5.1	4.9	Interesting history and culture
Restricted scope for sports and activities	5.5	5.2	5.1	5.1	Great scope for activities and sports
Unspoilt by tourism	**4.7**	**3.9**	4.6	4.4	Spoilt by tourism
Good food and drink	2.2	2.3	**3.2**	**2.6**	Unappealing food and drink
Poor entertainment and night life	5.2	5.1	5.5	5.2	Good entertainment and night life
Unfamiliar culture	4.1	4.5	4.1	4.3	Familiar culture

Key:

R = Repeat visitors (n = 48)

FT = First-time visitors (n = 16)

Figures in **bold** are pairs more than half a category difference (0.5)

B = Before holiday
A = After holiday

Table 4.14(b) Image of Mallorca as a tourist destination: First-time and repeat visitors

	Before		After		
	R	FT	R	FT	
Good beach and sun holiday	1.5	1.6	1.5	1.5	Not good for a beach and sun holiday
Restricted range of sights	4.7	5.0	**4.6**	**5.6**	Wide variety of sights
People are friendly towards tourists	2.4	2.9	2.3	2.8	People are not friendly towards tourists
Feel at ease as a tourist	2.0	2.4	1.9	2.4	Feel ill at ease as a tourist
Active holiday	3.8	3.8	4.3	3.9	Peaceful holiday
Expensive for a holiday	**4.4**	**3.8**	4.2	3.9	Cheap for a holiday
Attractive scenery	2.4	2.1	**2.4**	**1.8**	Unattractive scenery
History and culture are not interesting	4.6	5.1	5.0	4.9	Interesting history and culture
Restricted scope for sports and activities	5.5	5.1	5.2	5.1	Great scope for activities and sports
Unspoilt by tourism	4.7	4.6	3.9	4.4	Spoilt by tourism
Good food and drink	**2.2**	**3.2**	2.3	2.6	Unappealing food and drink
Poor entertainment and night life	5.2	5.5	5.1	5.2	Good entertainment and night life
Unfamiliar culture	4.1	4.1	4.5	4.3	Familiar culture

Key:

R = Repeat visitors (n = 48)

FT = First-time visitors (n = 16)

Figures in **bold** are pairs more than half a category difference (0.5)

Before = Before holiday
After = After holiday

Table 4.15(a) Images of environment of Mallorca: First-time and repeat visitors

	B	A	B	A	
	R	R	FT	FT	
Natural	2.7	2.3	2.9	2.5	Artificial
Ugly	5.5	5.4	5.5	5.7	Beautiful
Empty	4.2	4.1	4.5	4.5	Dense
Pleasant	2.0	2.1	2.1	2.6	Unpleasant
Drab	5.1	4.8	**5.5**	**4.9**	Vivid
Interesting	2.4	2.2	1.9	2.1	Boring
Dirty	5.3	5.3	5.1	5.3	Clean
Quiet	4.2	3.5	4.2	3.8	Noisy
Uniform	5.3	5.1	5.6	5.5	Contrast
Like	1.9	2.0	2.3	2.4	Dislike
Poor	3.9	4.2	**4.7**	**3.9**	Rich
Ordered	3.6	3.2	3.2	3.5	Chaotic
Vertical	3.9	4.0	3.6	3.6	Horizontal
Smooth	4.0	4.3	4.6	4.4	Rough
Bounded	5.0	5.1	4.8	4.9	Open
Fresh	3.1	2.9	3.1	3.3	Smelly

Key:

R = Repeat visitors (n = 48)

FT = First-time visitors (n = 16)

Figures in **bold** are pairs more than half a category difference (0.5)

B = Before holiday

A = After holiday

Table 4.15(b) Images of environment of Mallorca: First-time and repeat visitors

	Before		After		
	R	FT	R	FT	
Natural	2.7	2.9	2.3	2.5	**Artificial**
Ugly	5.2	5.5	5.4	5.7	**Beautiful**
Empty	4.2	4.5	4.1	4.5	**Dense**
Pleasant	2.0	2.1	2.1	2.6	**Unpleasant**
Drab	5.1	5.5	4.8	4.9	**Vivid**
Interesting	2.4	1.9	2.2	2.1	**Boring**
Dirty	5.3	5.1	5.3	5.3	**Clean**
Quiet	4.2	4.2	3.5	3.8	**Noisy**
Uniform	5.3	5.6	5.1	5.5	**Contrast**
Like	1.9	2.3	2.0	2.4	**Dislike**
Poor	**3.9**	**4.7**	4.2	3.9	**Rich**
Ordered	3.6	3.2	3.2	3.5	**Chaotic**
Vertical	3.9	3.6	4.0	3.6	**Horizontal**
Smooth	**4.0**	**4.6**	4.3	4.4	**Rough**
Bounded	5.0	4.8	5.1	4.9	**Open**
Fresh	3.1	3.1	2.9	3.3	**Smelly**

Key:

R = Repeat visitors (n = 48)

FT = First-time visitors (n = 16)

Figures in **bold** are pairs more than half a category difference (0.5)

Before = Before holiday
After = After holiday

Table 4.16(a) Image of people of Mallorca: First-time and repeat visitors

	B	A	B	A	
	R	R	FT	FT	
Honest	2.4	2.2	2.9	2.5	Dishonest
Unhappy	5.6	5.8	5.6	5.6	Happy
Industrious	2.9	2.6	**3.5**	**2.7**	Lazy
Dirty	5.5	5.8	**4.9**	**5.5**	Clean
Generous	3.3	3.0	3.4	3.4	Stingy
Cunning	5.0	5.2	4.6	4.8	Straight-forward
Pessimistic	4.8	4.8	**5.1**	**4.4**	Optimistic
Friendly	2.2	2.2	2.8	2.9	Unfriendly
Unsophisticated	3.6	3.7	3.4	3.2	Sophisticated
Indolent	**4.7**	**5.3**	4.8	5.1	Lively
Helpful	2.3	2.3	2.6	2.5	Unhelpful
Closed	4.5	4.7	5.1	4.8	Open
Kind	2.5	2.5	2.7	2.6	Not Kind
Reserved	4.4	4.1	4.8	4.4	Unreserved
Unpleasant	5.6	5.7	5.4	5.3	Pleasant
Pushy	4.0	4.2	4.1	4.1	Yielding
Violent	5.1	5.3	4.4	4.9	Calm

Key:

R = Repeat visitors (n = 48)

FT = First-time visitors (n = 16)

Figures in **bold** are pairs more than half a category difference (0.5)

B = Before holiday

A = After holiday

Table 4.16(b) Image of people of Mallorca: First-time and repeat visitors

	Before		After		
	R	FT	R	FT	
Honest	2.4	2.9	2.2	2.5	Dishonest
Unhappy	5.6	5.6	5.8	5.6	Happy
Industrious	**2.9**	**3.5**	2.6	2.7	Lazy
Dirty	**5.5**	**4.9**	5.8	5.5	Clean
Generous	3.3	3.4	3.0	3.4	Stingy
Cunning	5.0	4.6	5.2	4.8	Straightforward
Pessimistic	4.8	5.1	4.8	4.4	Optimistic
Friendly	**2.2**	**2.8**	**2.2**	**2.9**	Unfriendly
Unsophisticated	3.6	3.4	3.7	3.2	Sophisticated
Indolent	4.7	4.8	5.3	5.1	Lively
Helpful	2.3	2.6	2.3	2.5	Unhelpful
Closed	**4.5**	**5.1**	4.7	4.8	Open
Kind	2.5	2.7	2.5	2.6	Not Kind
Reserved	4.4	4.8	4.1	4.4	Unreserved
Unpleasant	5.6	5.4	5.7	5.3	Pleasant
Pushy	4.0	4.1	4.2	4.1	Yielding
Violent	**5.1**	**4.4**	5.3	4.9	Calm

Key:

R = Repeat visitors (n = 48)

FT = First-time visitors (n = 16)

Figures in **bold** are pairs more than half a category difference (0.5)

Before = Before holiday

After = After holiday

As had been done in Section 4.3 a limit of more than half-a-category change was set to establish those constructs or adjectives that had changed. Of 46 constructs Tables 4.14(a), 4.15(a) and 4.16(a), six of the ***first-time*** visitor group had changed and only three for the ***repeat*** visitors. *After* the holiday ***first-time*** visitors thought Mallorca (Table 4.14(a)) offered a more "Wide range of sights" and better "Food and drink" than had been expected. They saw the Environment (Table 4.15(a)) much as expected except it was less "Vivid" and less "Rich" than had been supposed. The People of Mallorca (Table 4.16(a)) were seen in a positive light *before* their visit, *after* their holiday they were seen as more "Industrious" and "Clean" although less "Optimistic" than expected.

The ***repeat*** visitors image changed less than that of the ***first-time*** visitors. *After* their visit they saw Mallorca (Table 4.14(a)) as less "Spoilt by tourism". It is possible that this may relate to many return visitors staying in resorts and areas of the island they had not previously visited. This may account for the change in seeing the Environment (Table 4.15(a)) as "Quiet" rather then "Noisy". It was noted in Section 6.5 that many ***repeat*** visitors are now trying the quieter resorts of the ***North*** and ***East.*** This appears to be borne out in Section 4.11.1. The other change was that the People (Table 4.16(a)) were seen as more "Lively" *after* their visit, again this may relate more directly to their experiences on this particular holiday. Clearly changes in image of ***repeat*** visitors does occur although it appears to a lesser extent than for ***first-time*** visitors.

4.10.2 Comparison between the ***first-time*** and ***repeat*** groups

It was thought useful that in addition to considering the general structure of the image of the two groups and the changes that took place also to compare the two groups *before* and *after* their visit. In order to do this the mean scores were compiled on Tables 4.14(b), 4.15(b) and 4.16(b). Generally there was a convergence of the image scores *after* the visit. Nine of the constructs differed *before* the holiday; only one of these, "Friendly" (Table 4.16(b)) remained different *after* the visit. However two differences emerged *after* the visit that appear connected. The ***first-time*** visitors thought that

Mallorca (Table 4.14(b)) offered a "Wider variety of sights" and had more "Attractive scenery" than did the ***repeat*** visitors. It was suggested above that this may be due to their particular experiences, it may also be due to the impact of the new experience being uppermost in their minds. ***Repeat*** visitors also had high scores on these constructs but not as high as that for ***first-time*** visitors.

4.11 Images *before* and *after* holiday: the *first-choice* and *not first-choice* groups

4.11.1 Image change

To investigate further the pattern of image of Mallorca the data was split by other variables that may have affected the tourists' image of Mallorca. Choice was seen as a possible key variable. When the data was split this way it became clear that this variable appeared to make more difference to the tourists image of Mallorca then had the ***first-time*** or ***repeat*** visit split (Tables 4.17(a), 4.18(a) and 4.19(a)). Tourists on their ***first-choice*** holiday showed less changes (2 out of 46) than did the ***not first-choice*** group (11 out of 46). The aim of this section was to see if ***choice*** was a more crucial variable for image than ***first-time*** or ***repeat*** visit (Section 4.10.1).

It can be seen from Tables 4.17(a), 4.18(a) and 4.19(a) that the ***first-choice*** tourists' only changes in perception are in two aspects of the Environment (Table 4.18(a)). They saw the island as both more "Natural" and more "Quiet" than had been expected. This may be due to the growing number of visitors taking their holiday in the North and East of the island where tourist capacity is growing. In comparative terms these areas were often described as quieter and more natural than the concentration of tourist facilities in the South-West; this will be discussed further in the next Section 4.11.2.

There were changes in 11 of the 46 descriptors for the ***not first-choice*** tourists, all of which could be seen as more positive *after* the visit than *before*. Most of the changes related to the People of Mallorca (Table 4.19(a)). *After* the visit they were seen as more "Industrious", "Generous", "Straightforward", Friendly", "Lively", "Open" and "Yielding". Mallorca as a holiday destination (Table 4.17(a)) was seen as more for a

Table 4.17(a) Image of Mallorca as a tourist destination: First-choice and not first-choice visitors

	B	A	B	A	
	NF	NF	FC	FC	
Good beach and sun holiday	1.7	1.6	1.5	1.4	Not good for a beach and sun holiday
Restricted range of sights	3.9	3.6	5.1	5.2	Wide variety of sights
People are friendly towards tourists	2.7	2.2	2.5	2.4	People are not friendly towards tourists
Feel at ease as a tourist	2.3	2.2	2.0	2.6	Feel ill at ease as a tourist
Active holiday	**2.6**	**4.1**	4.2	4.2	Peaceful holiday
Expensive for a holiday	4.4	4.2	4.3	4.2	Cheap for a holiday
Attractive scenery	2.6	2.4	2.2	2.2	Unattractive scenery
History and culture are not interesting	**4.2**	**4.8**	4.8	5.0	Interesting history and culture
Restricted scope for sports and activities	5.6	5.5	5.4	5.1	Great scope for activities and sports
Unspoilt by tourism	**4.7**	**4.0**	4.7	4.1	Spoilt by tourism
Good food and drink	2.9	2.9	2.3	2.3	Unappealing food and drink
Poor entertainment and night life	4.5	4.9	5.5	5.2	Good entertainment and night life
Unfamiliar culture	4.2	4.2	4.1	4.5	Familiar culture

Key:

B = Before holiday
A = After holiday

NF = Not first-choice holiday (n = 15)
FC = First-choice holiday (n = 50)

Figures in **bold** are pairs more than half a category difference (0.5)

Table 4.17(b) Image of Mallorca as a tourist destination: First-choice and not first-choice visitors

	Before		After		
	NF	FC	NF	FC	
Good beach and sun holiday	1.7	1.5	1.6	1.4	Not good for a beach and sun holiday
Restricted range of sights	**3.9**	**5.1**	**3.6**	**5.2**	Wide variety of sights
People are friendly towards tourists	2.7	2.5	2.2	2.4	People are not friendly towards tourists
Feel at ease as a tourist	2.3	2.0	2.2	2.0	Feel ill at ease as a tourist
Active holiday	**2.6**	**4.2**	4.1	4.2	Peaceful holiday
Expensive for a holiday	4.4	4.3	4.2	4.2	Cheap for a holiday
Attractive scenery	2.6	2.2	2.4	2.2	Unattractive scenery
History and culture are not interesting	**4.2**	**4.8**	4.8	5.0	Interesting history and culture
Restricted scope for sports and activities	5.6	5.4	5.5	5.1	Great scope for activities and sports
Unspoilt by tourism	4.7	4.7	4.0	4.1	Spoilt by tourism
Good food and drink	**2.9**	**2.3**	**2.9**	**2.3**	Unappealing food and drink
Poor entertainment and night life	**4.5**	**5.5**	4.9	5.2	Good entertainment and night life
Unfamiliar culture	4.2	4.1	4.2	4.5	Familiar culture

Key:

Before = Before holiday
After = After holiday

NF = Not first-choice holiday (n = 15)
FC = First-choice holiday (n = 50)

Figures in **bold** are pairs more than half a category difference (0.5)

Table 4.18(a) Image of environment of Mallorca: First-choice and not first-choice visitors

	B	A	B	A	
	NF	NF	FC	FC	
Natural	2.6	2.8	**2.8**	**2.2**	Artificial
Ugly	5.0	5.2	5.6	5.5	Beautiful
Empty	4.1	4.2	4.4	4.2	Dense
Pleasant	2.3	2.2	2.0	2.2	Unpleasant
Drab	4.5	4.0	5.3	4.9	Vivid
Interesting	2.6	2.6	2.1	2.1	Boring
Dirty	4.9	5.4	5.3	5.3	Clean
Quiet	4.4	3.9	**4.1**	**3.5**	Noisy
Uniform	4.9	5.2	5.5	5.2	Contrast
Like	2.8	2.6	1.8	2.0	Dislike
Poor	4.0	4.1	4.1	4.1	Rich
Ordered	3.6	3.4	3.5	3.3	Chaotic
Vertical	4.0	4.0	3.8	3.9	Horizontal
Smooth	3.8	3.8	4.3	4.3	Rough
Bounded	4.9	5.2	5.0	5.0	Open
Fresh	**3.6**	**3.0**	3.0	2.9	Smelly

Key:

B = Before holiday
A = After holiday
NF = Not first-choice (n = 15)
FC = First-choice (n = 50)

Figures in **bold** are pairs more than half a category difference (0.5)

Table 4.18(b) Image of environment of Mallorca: First-choice and not first-choice visitors

	Before		After		
	NF	FC	NF	FC	
Natural	2.6	2.8	**2.8**	**2.2**	Artificial
Ugly	**5.0**	**5.6**	5.2	5.5	Beautiful
Empty	4.1	4.4	4.2	4.2	Dense
Pleasant	2.3	2.0	2.2	2.2	Unpleasant
Drab	**4.5**	**5.3**	**4.0**	**4.9**	Vivid
Interesting	2.6	2.1	2.6	2.1	Boring
Dirty	4.9	5.3	5.4	5.3	Clean
Quiet	4.4	4.1	3.9	3.5	Noisy
Uniform	**4.9**	**5.5**	5.2	5.2	Contrast
Like	**2.8**	**1.8**	**2.6**	**2.0**	Dislike
Poor	4.0	4.1	4.1	4.1	Rich
Ordered	3.6	3.5	3.4	3.3	Chaotic
Vertical	4.0	3.8	4.0	3.9	Horizontal
Smooth	3.8	4.3	3.8	4.3	Rough
Bounded	4.9	5.0	5.2	5.0	Open
Fresh	**3.6**	**3.0**	3.0	2.9	Smelly

Key:

Before = Before holiday
After = After holiday

NF = Not first-choice (n = 15)
FC = First-choice (n = 50)

Figures in **bold** are pairs more than half a category difference (0.5)

Table 4.19(a) Image of people of Mallorca: First-choice and not first-choice visitors

	B	A	B	A	
	NF	NF	FC	FC	
Honest	2.5	2.3	2.6	2.3	Dishonest
Unhappy	5.1	5.5	5.7	5.8	Happy
Industrious	3.2	2.5	3.0	2.6	Lazy
Dirty	5.3	5.7	5.4	5.7	Clean
Generous	4.0	3.2	3.1	3.1	Stingy
Cunning	**4.5**	**5.2**	5.0	5.1	Straight-forward
Pessimistic	4.6	4.9	5.0	4.7	Optimistic
Friendly	3.1	2.5	2.1	2.3	Unfriendly
Unsophisticated	2.8	3.2	3.7	3.7	Sophisticated
Indolent	**4.2**	**5.2**	4.9	5.3	Lively
Helpful	2.7	2.8	2.3	2.2	Unhelpful
Closed	**3.9**	**4.8**	4.9	4.7	Open
Kind	3.0	2.8	2.5	2.4	Not Kind
Reserved	3.6	4.0	4.7	4.2	Unreserved
Unpleasant	5.2	5.5	5.7	5.6	Pleasant
Pushy	**3.7**	**4.5**	4.1	4.1	Yielding
Violent	5.2	5.2	4.9	5.2	Calm

Key:

B = Before holiday
A = After holiday
NF = Not first-choice (n = 15)
FC = First-choice (n = 50)

Figures in **bold** are pairs more than half a category difference (0.5)

Table 4.19(b) Image of people of Mallorca: First-choice and not first-choice visitors

	Before		After		
	NF	FC	NF	FC	
Honest	2.5	2.6	2.3	2.3	Dishonest
Unhappy	**5.1**	**5.7**	5.5	5.8	Happy
Industrious	3.2	3.0	2.5	2.6	Lazy
Dirty	5.3	5.4	5.7	5.7	Clean
Generous	**4.0**	**3.1**	3.2	3.1	Stingy
Cunning	4.5	5.0	5.2	5.1	Straightforward
Pessimistic	4.6	5.0	4.9	4.7	Optimistic
Friendly	**3.1**	**2.1**	2.5	2.3	Unfriendly
Unsophisticated	**2.8**	**3.7**	3.2	3.7	Sophisticated
Indolent	**4.2**	**4.9**	5.2	5.3	Lively
Helpful	2.7	2.3	**2.8**	**2.2**	Unhelpful
Closed	**3.9**	**4.9**	4.8	4.7	Open
Kind	3.0	2.5	2.8	2.4	Not Kind
Reserved	**3.6**	**4.7**	4.0	4.2	Unreserved
Unpleasant	5.2	5.7	5.5	5.6	Pleasant
Pushy	3.7	4.1	4.5	4.1	Yielding
Violent	5.2	4.9	5.2	5.2	Calm

Key:

Before = Before holiday
After = After holiday

NF = Not first-choice (n = 15)
FC = First-choice (n = 50)

Figures in **bold** are pairs more than half a category difference (0.5)

"Peaceful holiday", having a more "Interesting history and culture" and being much less "Spoilt by tourism" than expected. It would seem therefore that choice appears to affect perception more than ***first-time*** or ***repeat*** visit.

Both ***repeat*** and ***first-choice*** tourists showed few changes in their image of Mallorca. However it was noticeable that both ***first-time*** and the ***not first-choice*** visitors showed more changes in their images: all these changes were more favourable *after* their visit than had been the case *before* their visit. In the case of the ***not first-choice*** visitors it appeared that the tourists experiences had been good ones especially of the People of Mallorca. In part this may also be due to more circumspect pre-holiday evaluations of places that were not first-choice and had therefore probably not been considered in as much detail as their first-choice destination.

4.11.2 Comparison between the ***first-choice*** and ***not first-choice*** groups

A comparison of the mean scores of the ***first-choice*** and ***not first-choice*** groups was carried out (Tables 4.17(b), 4.18(b) and 4.19(b)). As had been found with the ***first-visit*** and ***repeat*** groups in Section 4.10.2 there was generally a convergence of the mean scores *after* the visit. Of the 17 scores which were different *before* the visit only three remained so *after*. These 17 differences were considered and it emerged that the ***not first-choice*** group evaluated Mallorca less favourably than did those on their ***first-choice***. Compared to the ***first-choice*** group the ***not first-choice*** group saw Mallorca as a holiday destination (Table 4.17(b)) as having a more "Restricted range of sights" and being "Active" rather than "Peaceful". It was seen as having a less "Interesting history and culture" and had lower scores on the "Good food and drink" and "Good entertainment and nightlife" constructs. The Environment (Table 4.18(b)) was seen as less "Beautiful", "Vivid", "Contrasting", "Liked" or "Fresh". The People (Table 4.19(b)) were seen as less "Happy", "Generous", "Friendly", "Unsophisticated", "Lively", "Open" and "Unreserved".

The consistency with which the ***not first-choice*** group evaluated Mallorca less favourably than did the ***first-choice*** tourists indicates two things. Firstly the technique appeared effective in identifying differences that 'intuitively' made sense. Secondly it seemed to confirm the earlier suggestion that choice has an impact on pre-holiday image of destination. As can be seen from Tables 4.17(b), 4.18(b) and 4.19(b) the only constructs that remained different *after* the visit were that Mallorca had a more "Restricted range of sights", less "Good food and drink" and the Environment was less "Vivid" and less "Liked".

There were two differences that emerged *after* the visit. The Environment was seen as more "Natural" by the ***first-choice*** visitors. It was suggested earlier that this may be related to the growing numbers of tourists staying in newer more "Natural" resorts away from the concentration of tourism in the South-West. The ***first-choice*** visitors also saw the People of Mallorca as more "Helpful" than the ***not first-choice*** tourists *after* their holiday. This may of course relate to the holiday experiences of these groups with the Mallorquin people, but it was expected that any changes due to this would be reflected in more than one construct. Indeed it is noticeable for both groups a change of only 0.1 occurs *after* their holiday but that this was sufficient to move the difference over the half-category threshold.

4.12 Image *before* and *after* holiday: the *South-West*, *East* and *North* groups

4.12.1 Image change

The area of stay in Mallorca was considered a possible variable that may have resulted in differing expectations and experience of holidays. The sample was split by the regions of the island in which respondents stayed. Those identified were; the ***South-West***, which contained the largest concentration of tourist provision on the island; the ***East*** which contained a wide range of generally smaller resorts and; the ***North*** centred on the main resorts of Alcudia and Puerto Pollensa (Tables 4.20(a), 4.21(a) and 4.22(a)). Further details on these tourist areas is given in Section 5.2 and advance reference to Figures 5.1 and 5.2 may be useful. However sufficient description is given

Table 4.20(a) Image of Mallorca as a tourist destination by visitors to 3 areas of Mallorca

	B	A	B	A	B	A	
	SW	SW	E	E	N	N	
Good beach and sun holiday	1.4	1.5	1.6	1.5	1.5	1.3	Not good for a beach and sun holiday
Restricted range of sights	5.1	5.1	4.7	4.5	4.7	5.2	Wide variety of sights
People are friendly towards tourists	2.5	2.5	2.6	2.7	2.8	2.3	People are not friendly towards tourists
Feel at ease as a tourist	2.0	2.3	2.1	1.9	2.1	1.9	Feel ill at ease as a tourist
Active holiday	**4.1**	**5.0**	3.6	3.6	3.6	4.0	Peaceful holiday
Expensive for a holiday	4.5	4.1	4.7	4.6	3.8	4.0	Cheap for a holiday
Attractive scenery	2.0	2.2	3.1	2.7	1.8	1.8	Unattractive scenery
History and culture are not interesting	4.7	4.9	4.5	4.8	4.7	5.2	Interesting history and culture
Restricted scope for sports and activities	5.2	4.9	**5.7**	**5.0**	5.4	5.7	Great scope for activities and sports
Unspoilt by tourism	**5.0**	**4.2**	**5.4**	**4.5**	4.0	3.5	Spoilt by tourism
Good food and drink	2.1	2.4	2.6	2.1	2.7	2.8	Unappealing food and drink
Poor entertainment and night life	**6.0**	**5.3**	5.2	5.4	4.6	4.8	Good entertainment and night life
Unfamiliar culture	4.5	4.2	3.7	4.8	4.2	4.4	Familiar culture

Key:

SW = Tourists visiting south-west of Mallorca (n = 22)
E = Tourists visiting east of Mallorca (n = 19)
N = Tourists visiting north of Mallorca (n = 20)
Figures in **bold** and **underlined** = if two scores are > 0·5 apart
B = Before holiday
A = After holiday

Table 4.20(b) Image of Mallorca as a tourist destination by visitors to 3 areas of Mallorca

	Before			After			
	SW	E	N	SW	E	N	
Good beach and sun holiday	1.4	1.6	1.5	1.5	1.5	1.3	Not good for a beach and sun holiday
Restricted range of sights	5.1	4.7	4.7	5.1	4.5	5.2	Wide variety of sights
People are friendly towards tourists	2.5	2.6	2.8	2.5	2.7	2.3	People are not friendly towards tourists
Feel at ease as a tourist	2.0	2.1	2.1	2.3	1.9	1.9	Feel ill at ease as a tourist
Active holiday	4.1	3.6	3.6	**5.0**	3.6	4.0	Peaceful holiday
Expensive for a holiday	4.5	4.7	**3.8**	4.1	4.6	4.0	Cheap for a holiday
Attractive scenery	2.0	**3.1**	1.8	2.2	**2.7**	**1.8**	Unattractive scenery
History and culture are not interesting	4.7	4.5	4.7	4.9	4.8	5.2	Interesting history and culture
Restricted scope for sports and activities	5.2	5.7	5.4	4.9	5.0	**5.7**	Great scope for activities and sports
Unspoilt by tourism	5.0	5.4	**4.0**	4.2	4.5	**3.5**	Spoilt by tourism
Good food and drink	2.1	2.6	2.7	2.4	2.1	2.8	Unappealing food and drink
Poor entertainment and night life	**6.0**	5.2	4.6	5.3	5.4	4.8	Good entertainment and night life
Unfamiliar culture	4.5	3.7	4.2	4.2	4.8	4.4	Familiar culture

Key:

SW = Tourists visiting south-west of Mallorca (n = 22)
E = Tourists visiting east of Mallorca (n = 19)
N = Tourists visiting north of Mallorca (n = 20)
Figures in **bold** = > 0.5 apart from both other areas
Figures in **bold** and **underlined** = if two extreme scores are > 1.0 apart
Before = Before holiday
After = After holiday

Table 4.21(a) Images of environment of Mallorca by visitors to 3 areas of Mallorca

	B	A	B	A	B	A	
	SW	SW	E	E	N	N	
Natural	2.8	2.3	2.8	2.8	2.6	2.1	Artificial
Ugly	5.6	5.4	5.4	5.2	5.5	5.8	Beautiful
Empty	**4.6**	**4.0**	4.1	4.7	4.2	4.0	Dense
Pleasant	1.9	2.4	2.4	2.4	1.9	1.8	Unpleasant
Drab	5.1	5.0	4.9	4.5	5.2	5.1	Vivid
Interesting	2.2	2.1	2.2	2.2	2.2	2.3	Boring
Dirty	5.1	5.0	5.3	5.3	5.2	5.6	Clean
Quiet	4.4	4.0	4.4	4.0	**3.8**	**2.9**	Noisy
Uniform	**5.7**	**4.9**	4.9	5.1	5.3	5.8	Contrast
Like	1.7	2.2	2.4	2.1	2.1	2.0	Dislike
Poor	4.2	4.1	3.9	4.0	4.1	4.3	Rich
Ordered	3.7	3.4	3.7	3.8	3.2	2.9	Chaotic
Vertical	3.9	3.7	3.9	4.3	3.5	3.9	Horizontal
Smooth	3.8	4.2	4.5	4.2	4.2	4.5	Rough
Bounded	5.1	5.1	4.9	5.2	5.0	5.2	Open
Fresh	3.4	3.4	3.3	3.3	2.8	2.3	Smelly

Key:

SW = South-west (n = 22)
E = East (n = 19)
N = North (n = 20)

Figures in **bold** and **underlined** = two scores > 0·5 difference

B = Before holiday
A = After holiday

Table 4.21(b) Images of environment of Mallorca by visitors to 3 areas of Mallorca

	Before			After			
	SW	E	N	SW	E	N	
Natural	2.8	2.8	2.6	2.3	2.8	2.1	Artificial
Ugly	5.6	5.4	5.5	5.4	5.2	5.8	Beautiful
Empty	4.6	4.1	4.2	4.0	**4.7**	4.0	Dense
Pleasant	1.9	2.4	1.9	2.4	2.4	**1.8**	Unpleasant
Drab	5.1	4.9	5.2	5.0	4.5	5.1	Vivid
Interesting	2.2	2.2	2.2	2.1	2.2	2.3	Boring
Dirty	5.1	5.3	5.2	5.0	5.3	5.6	Clean
Quiet	4.4	4.4	3.8	4.0	4.0	**2.9**	Noisy
Uniform	5.7	4.9	5.3	4.9	5.1	5.8	Contrast
Like	1.7	2.4	2.1	2.2	2.1	2.0	Dislike
Poor	4.2	3.9	4.1	4.1	4.0	4.3	Rich
Ordered	3.7	3.7	3.2	3.4	3.8	2.9	Chaotic
Vertical	3.9	3.9	3.5	3.7	4.3	3.9	Horizontal
Smooth	3.8	4.5	4.2	4.2	4.2	4.5	Rough
Bounded	5.1	4.9	5.0	5.1	5.2	5.2	Open
Fresh	34.	3.3	2.8	3.4	3.3	**2.3**	Smelly

Key:

SW = South-west (n = 22)
E = East (n = 19)
N = North (n = 20)

Figures in **bold** = > 0.5 from both other areas

Before = Before holiday
After = After holiday

Table 4.22(a) Images of people of Mallorca by visitors to 3 areas of Mallorca

	B	A	B	A	B	A	
	SW	SW	E	E	N	N	
Honest	2.5	2.5	**<u>2.6</u>**	**<u>2.0</u>**	2.7	2.3	Dishonest
Unhappy	5.9	5.7	5.3	5.7	5.4	5.7	Happy
Industrious	3.0	2.8	**<u>3.2</u>**	**<u>2.6</u>**	2.9	2.4	Lazy
Dirty	5.4	5.3	5.1	6.1	5.6	5.7	Clean
Generous	3.3	3.0	3.3	3.2	3.3	3.1	Stingy
Cunnihg	5.2	5.1	**<u>4.5</u>**	**<u>5.2</u>**	4.8	5.2	Straight-forward
Pessimistic	4.7	4.7	4.8	4.3	5.1	5.3	Optimistic
Friendly	2.0	2.6	2.7	2.2	2.3	2.4	Unfriendly
Unsophisticated	4.0	3.8	3.3	3.5	3.2	3.4	Sophisticated
Indolent	5.1	5.1	**<u>4.5</u>**	**<u>5.6</u>**	4.8	5.2	Lively
Helpful	2.3	2.6	2.6	2.6	2.4	2.3	Unhelpful
Closed	4.6	4.6	4.4	4.7	4.7	5.0	Open
Kind	2.4	2.5	2.7	2.5	2.8	2.6	Not Kind
Reserved	4.7	4.2	4.6	4.2	4.4	4.0	Unreserved
Unpleasant	5.8	5.6	5.4	5.8	5.3	5.4	Pleasant
Pushy	4.2	4.0	3.8	4.3	4.1	4.3	Yielding
Violent	4.8	4.7	5.1	5.5	5.1	5.5	Calm

Key:

SW = South-west (n = 22)
East = East (n = 19)
N = North (n = 20)

Figures in **bold** and **underlined** = two scores > 0·5 difference

B = Before holiday
A = After holiday

Table 4.22(b) Images of people of Mallorca by visitors to 3 areas of Mallorca

	Before			After			
	SW	E	N	SW	E	N	
Honest	2.5	2.6	2.7	2.5	2.0	2.3	Dishonest
Unhappy	5.9	5.3	5.4	5.7	5.7	5.7	Happy
Industrious	3.0	3.2	2.9	2.8	2.6	2.4	Lazy
Dirty	5.4	5.1	5.6	5.3	6.1	5.7	Clean
Generous	3.3	3.3	3.3	3.0	3.2	3.1	Stingy
Cunning	5.2	4.5	4.8	5.1	5.2	5.2	Straight-forward
Pessimistic	4.7	4.8	5.1	4.7	4.3	5.3	Optimistic
Friendly	2.0	2.7	2.3	2.6	2.2	2.4	Unfriendly
Unsophisticated	**4.0**	3.3	3.2	3.8	3.5	3.4	Sophisticated
Indolent	5.1	4.5	4.8	5.1	5.6	5.2	Lively
Helpful	2.3	2.6	2.4	2.6	2.6	2.3	Unhelpful
Closed	4.6	4.4	4.7	4.6	4.7	5.0	Open
Kind	2.4	2.7	2.8	2.5	2.5	2.6	Not Kind
Reserved	4.7	4.6	4.4	4.2	4.2	4.0	Unreserved
Unpleasant	5.8	5.4	5.3	5.6	5.8	5.4	Pleasant
Pushy	4.2	3.8	4.1	4.0	4.3	4.3	Yielding
Violent	4.8	5.1	5.1	**4.7**	5.5	5.5	Calm

Key:

SW = South-West (n = 22)
E = East (n = 19)
N = North (n = 20)

Figures in **bold** = ≥ 0.5 from both other areas

B = Before holiday
A = After holiday

in Section 4.12 to introduce the character of these contrasting resort areas and illustrate the main findings at a generalised level.

It is argued in Chapter 6 that the image Mallorca has for many people is that of a very lively, boisterous, overdeveloped resort area. It is also argued that this image originated from a perception of the ***South-West*** of the island that is transposed to include all Mallorca. Whilst there is some basis in fact, it is an oversimplification and even within the ***South-West*** and indeed within large predominantly high-rise resorts such as Palma Nova and Magalluf there is a great variety of holiday locations. This seems to be borne out in the perceptions of those visiting the ***South-West*** (Table 4.20(a)). *After* their holiday visitors saw the area as providing a "Peaceful holiday", much less "Spoilt by tourism" and that the "Entertainment and nightlife" was not quite as good as expected. The actual overall pattern of the image will be considered later in relation to the other two areas investigated.

The ***East*** of the island contains many smaller resorts without the continuous development characterised by the seventeen kilometres of resorts around the Palma Bay area of the ***South-West***. The area was seen as less "Spoilt by tourism" than had been expected. It was also considered to have not as "Great scope for activities and sports" as had been expected. Whilst many tourists actively seek the quiet ***East*** precisely because of its smaller more intimate resorts, it does tend to have less organised activities for tourists. These are based far more on tourists' own initiative and is less overt than elsewhere on the island. However there was a large change toward considering the area a "Familiar culture". Other changes that occurred were in their perceptions of the People of Mallorca (Table 4.22(a)). All changes could be summarized as positive they were seen as more "Honest", "Industrious", "Clean", "Straightforward" and "Lively" *after* their holiday.

There was only one construct that changed for the tourists visiting the ***North***; the Environment (Table 4.21(a)) was seen as more "Quiet" than expected. It appears that this group had expectations of Mallorca that were borne out by their experiences. It was thought important at this point to consider any differences between the tourists' images of the three areas. It emerged that most differences were shown between the ***North*** compared to the ***South-West*** and ***East.***

4.12.2 Comparison between the *South West, East* and *North* groups

The mean scores for the three areas were grouped together for *before* and *after* the visit (Tables 4.20(b), 4.21(b) and 4.22(b)). The method for establishing differences was, more than half-a-category change for differences between any two areas. For example *before* the holiday the ***North*** was seen as more "Expensive for a holiday" than either the ***South-West*** or the ***East***. However there were three sets of mean scores and in some cases there were less than half-a-category change between each area but more than a full category difference between the highest and lowest scores. For example *after* the holiday for tourists in the ***North***, Mallorca (Tables 4.20(b))was seen as having more "Attractive scenery" than the ***East***, whereas *before* the holiday both the ***North*** and the ***South-West*** were seen as more attractive than the ***East***. Why this situation changed appeared due to an improvement in the perceived attractiveness of the ***East*** and slight reduction of the attractiveness of the ***South-West*** with the *N*orth score remaining stable. Of the other ten differences, six showed the North to be perceived differently to the other areas; most of these differences appeared *after* the holiday experience. Both *before* and *after* the holiday the ***North*** was seen as the least "Spoilt by tourism". *After* the holiday Mallorca was seen as having the most "Wide scope for activities and sports". The Environment (Table 4.21(b)) was seen as the most "Pleasant", "Quiet" and "Fresh".

4.13 The importance of constructs to Mallorca respondents for a 'good holiday'.

In Section 4.8. respondents had been asked to rate the constructs on the consensus repertory grid in relation to their image of a 'good holiday'. Respondents visiting Mallorca had also been asked to complete this task. No significant differences were found on either the ***first time*** and ***repeat*** groups or ***first-choice*** and ***not first-choice*** groups. However some differences emerged between visitors staying in different areas of the island (Table 4.23). Visitors to the ***North*** expressed a greater desire for places with "Attractive scenery", "Interesting history and culture", being "Unspoilt by tourism" and showing less interest in "Good entertainment and nightlife". It is interesting that these constructs were ones on which visitors to the ***North*** rated Mallorca more highly, especially *after* their visit. This suggests that before their visit their reason for choice of the ***North*** was related to their more positive image on these constructs. More importantly the experience of Mallorca seems to have more than fulfilled their expectations and thereby satisfying their motivations and resulted in a more positive image.

4.14 Summary and discussion

The image of Mallorca was compared to those of eight other possible destinations : The Greek Islands, Tunisia, Turkey, Yugoslavia, Tenerife, Austria, Holland and Finland. Sufficient data was collected to compare the ***visited*** and ***not visited*** group image of Mallorca with six of these destinations. (i.e. not Finland and Turkey). The following conclusions were suggested.

(a) There was a relatively low number of constructs that were perceived differently by the ***visited*** and ***not visited*** groups. Cultural stereotype image may account for this similarity between the two groups. (Section 4.3).

(b) The construct showing the most difference for those that had ***visited*** destinations was "Feel at ease as a tourist". Actual experience of place appeared to reduce any anxiety that tourists felt prior to their visits. (Section 4.3).

(c) Tourists who had visited a destination tended to see the place as having a wide variety of sights. This indicates that not suprisingly the complexity and variety of places is generally not appreciated to the full by those who have not visited the places. It was also noted that this was related to an under-estimation of the variety of place.

Table 4.23 Rating of constructs by importance for a 'good' holiday: South-West, East and North-groups

	SW (n= 22)	N (n= 19)	E (n= 20)
Good beach and sun holiday	1.5	1.8	1.5
Wide variety of sights	2.1	2.4	2.4
People are friendly towards tourists	2.0	2.0	2.1
Feel at ease as a tourist	2.0	1.6	2.0
Active holiday	3.5	3.5	3.1
Cheap for a holiday	3.5	3.0	3.3
Attractive scenery	2.6	2.5	**1.9**
Interesting history and culture	3.4	3.1	**2.6**
Great scope for activities and sports	**3.7**	3.1	3.2
Unspoilt by tourism	2.8	3.0	**2.0**
Good food and drink	1.4	1.5	1.8
Good entertainment and nightlife	2.4	2.8	**3.7**
Familiar culture	4.4	4.4	4.3
Peaceful holiday	2.6	2.0	2.5

Key:

Figures in **bold** are a more than half a category difference (0.5)

However even with those destinations that were seen differently between the two groups (Mallorca, Austria and Tenerife), Austria was still seen as having a significantly wider variety of sights than either Mallorca and Tenerife, even by those who had ***not visited*** the destinations. (Section 4.3).

(d) Some constructs exhibited no differences between the ***visited*** and ***not visited*** groups including "Beach and sun holiday", "History and Culture", "Scope for sports and activities", and "Entertainment and nightlife". (Section 4.4).

(e) Yugoslavia was the most misjudged destination, six out of thirteen constructs were seen differently by the ***visited*** and ***not visited*** groups. Mallorca, Austria and Holland exhibited three differences and the Greek Islands and Tenerife two. (Section 4.4).

(f) Mallorca along with Tunisia, Tenerife and the Greek Islands were seen as the best "Beach and Sun holiday" destinations and significantly better overall than either Turkey or Yugoslavia. However Mallorca was also seen as having the most "Restricted range of sights" and "Spoilt by tourism" and the least "Interesting history and culture" (Section 4.4).

(g) Whilst Mallorca compared unfavourably on some constructs with other destinations, this did not necessarily deter tourists from choosing it for a holiday. It was seen as having a more "Restricted range of sights", less "Attractive scenery", less "Interesting history and culture" than destinations such as Austria, Holland or the Greek Islands. Whilst these constructs were more important to the notion of a 'good holiday' (Section 4.8) they were not the most important constructs for the group as a whole. Mallorca still performed well on constructs such as "People are friendly, "Good food and drink" and "Feel at ease as a tourist". It was noted that competitors such as Tunisia fared badly on these important constructs, and possible inter-relationships between constructs was proposed (Section 4.4).

(h) Non-parametric factor analysis was used to group constructs using the ***not visited*** group scores. Three main factors of constructs were identified, Factor 1 (47.2 percent of variance) was summarized as "Uninteresting/ spoilt". Factor 2 (36.0 percent) as "Friendly/ Active" and Factor 3 (12.9 percent) as "Cheap/ Sun". By chance Mallorca loaded significantly onto all three factors. The factors thus summarized the groupings of the constructs applicable to Mallorca : Factor 1 was considered a negative factor and Factors 2 and 3 were considered positive. Pearson Product Moment Correlation Coefficients were also applied to the matrix of mean scores. A linkage analysis of the most significant correlations revealed a similar grouping of constructs. The latter method had the advantage over the former because it indicated something of the inter-relationships between the constructs constituting each of the factors. More of the original variance of the data was also conserved. Both methods were considered appropriate, simple and satisfactory summaries of the data. The use of the methods to identify the pattern of use of the constructs by factors was useful because it identified which constructs were related to each other. This is useful in terms of marketing because a knowledge of which aspects of image were related would allow for more effective image management. For example, it could be anticipated that campaigns aimed at the promotion of an image of security and familiarity (see Fig 4.12) might be promoted around the constructs identified in Factor 1. Tourists can be made to feel at ease by perceiving the local people as friendly, the culture familiar, the food and drink 'good' (i.e. familiar). Factor 2 suggested that destinations seen as historically and culturally interesting would also be unspoilt by tourism. (Section 4.5 and 4.6.2).

(i) Similar analyses as in (h) were also applied to group destinations perceived as similar based on the pattern of use of the constructs (Section 4.7). The factors derived were broadly similar between the two methods. It was inappropriate to name the factors but it was noticeable that Factor 1 was dominated by Central and North European destinations, Factor 2 by package tour beach/sun destinations in developed countries and Factor 3 package tour beach/sun destinations in developing countries. Whilst this may not at first sight seem surprising, it should be observed that the constructs used were generally applicable to holiday destinations. There was no clear reason for expecting a similar use of constructs that identified these groups of destinations beyond the obvious construct "Good for a beach and sun holiday". The grouping of destinations was useful in that it identified those destinations seen as most similar or distinct from each other. Such information would be useful to position a destination in the travel market. The constructs which link destination images could be evaluated as desirable or undesirable associations and thus inform future marketing strategies. Attempts to realign image and reposition a destination in relation to competitors could be taken on the basis of this information. The consequences and effects of the promotion of particular aspects of image based on these constructs (as observed in (h)) could be anticipated and an effective marketing campaign planned. (Section 4.7.2 and 4.7.3).

(j) A detailed image study of Mallorca was undertaken in Chapter 4 using the consensus repertory grid formulated in Chapter 3 and two other aspects of image which were identified following research for Chapter 2 :

(i) Image of Mallorca as a holiday destination. (Ch 3).
(ii) Image of the Environment of Mallorca. (Ch 2).
(iii) Image of the People of Mallorca. (Ch 2).

These aspects of image were evaluated by subgroupings of tourists *before* and *after* their visits to Mallorca for a holiday (Section 4.9.2). Overall there were relatively few differences: this had also been observed in the study of ***visited*** and ***not visited*** groups 4.14 (a). However where they did occur there were interesting differences between the sub-groups that were identified in (Section 4.9.2.5). These will be summarized (k) to (q) then discussed together (r).

(k) ***First-time*** visitors (Section 4.10, Table 4.14 (a) had a more positive view of Mallorca than had the ***not visited*** group analysed earlier (Section 4.3., Figure 4.1). It was suggested that this more positive image was related to a more favourable disposition toward the island which probably caused the initial choice of Mallorca for a holiday. The ***not visited*** group included respondents who would not choose to visit Mallorca.

(l) ***First-time*** visitors image changed more than did that of ***repeat*** visitors (Section 4.10). Experience resulted in more favourable images after the holiday. Changes in ***repeat*** visitors' image was related to the visiting of new resort areas on the island.

(m) A comparison of the images of ***first-time*** and ***repeat*** visitors groups before their holiday compared to after revealed a convergence of image scores. Experience of Mallorca tended to lead to a more similar image pattern for the two groups (Section 4.10.2).

(n) ***First-choice*** visitors' image changed less than did ***not first-choice*** visitors. This was attributed to the more favourable image of ***first-choice*** visitors prior to the visit. The ***not first-choice*** visitors image changes were all in a more 'positive' direction. (Section 4.11.1).

(o) As had been found above (m) there was a convergence of scores after their visits. Experience of Mallorca led to a more similar image pattern for both groups. This was related to a less favourable pre-holiday attitude for the ***not first-choice*** group being greatly affected by a positive holiday experience of Mallorca. (Section 4.11.2).

(p) Area of stay on the island appeared to make some difference to the image tourists had of the island (Section 4.12). The changes may be summarised in relation to the high density/intensive tourism image of Mallorca discussed in Chapter 6, which originates from the ***South-West*** area and which bears the closest resemblance to this image. ***South-West*** visitors saw the island as more peaceful and less spoilt than expected. Visitors to the ***East*** saw it as less spoilt than expected with less scope for activities and sports.

Overall the image of the ***North*** was most different to both the ***South-West*** and ***East***. Most of these differences arose *after* the holiday. The expectations and experience of this area appear both more accurately anticipated and positive. For example it was seen as the least spoilt area both *before* and *after* the visit. All areas appear to have been viewed more positively *after* the visit than *before*. This clearly indicates that whilst there has been sufficient development of Mallorca to have created an image revolving around notions of a destination spoilt by tourism, it is still not an image that is borne out by experience. Positive changes occurred even for visitors to the highly developed ***South-West***. The ***North*** clearly is viewed by visitors as the Mallorca 'behind the image', unspoilt, quiet and with interesting scenery. The image of the ***East*** appears to be somewhere between the two, intuitively this matches 'reality'. In terms of development of tourist potential the ***East*** is more developed than the ***North*** and less developed than the ***South-West***.

(q) Visitors to the ***North*** of the island appeared to have slightly different motivations for their holiday (Section 4.12). They viewed Mallorca more positively and had greater motivations on the constructs "Attractive scenery", "Interesting history and culture" and "Unspoilt by tourism" and showed less interest in "Good entertainment and nightlife".

(r) There are some overall conclusions that may be drawn from (j) to (p) above that are relevant to the marketing of the island. One overall theme that emerged from the results was that experience of Mallorca resulted in a more 'positive' image of the island. ***First-time*** visitors image was more similar to the ***repeat*** visitors positive image *after* the holiday. Choice seemed to be the key variable affecting image; ***not first-choice*** visitors showing the greatest difference to ***first-choice*** visitors. However even with these groups there was a convergence of scores after the visit. The ***North***, ***South-West*** and

East areas of the island were broadly perceive to be similar in the majority of constructs. However the constructs on which they differed identified the ***North*** as different to either the ***East*** or the ***South-West***. The ***North*** was identified as a possibly more 'upmarket', area of the island. It was a place for a quiet holiday in an area less spoilt by tourism although more expensive, with attractive scenery and a fresh pleasant environment. Visitors to the ***North*** had slightly different motivations for a holiday (Section 4.13) and these appeared to match their image of Mallorca and possibly accounted for their choice of the ***North*** in preference to the ***South-West***. However overall the image for all groups of Mallorca could generally be described as positive, especially *after* their visit.

Whilst it is true that visitors may view a place more positively because a holiday is fresh in their minds this was partially overcome by delaying the despatch of the *after* questionnaire until two to three months after their return. Further it might be pointed out that there is no reason to expect that any holiday will result in a more positive image. At the very least it appears to indicate that tourists experience of Mallorca was good and did not result in a general decline in the image profile.

Finally it is interesting to compare the mean score for all these visitors as a whole compared to the ***not visited*** group identified in (Section 4.3, Figure 4.1). In Section 4.3 it was found that generally the ***not visited*** group viewed Mallorca less positively than did the ***visited*** group. If both these scores are compared to the Mallorca tourists group studied in Section 4.9 to 4.12 it is clear that this tendency is highlighted to an even greater extent. The Mallorca visitors group after their holiday showed a much more positive view (> 1.0 difference), on the following constructs: "Wide variety of sights", "Attractive scenery", "History and culture are interesting", "Great scope for activities and sports", "Unspoilt by tourism" and "Good food and drink". Two important observations must be made. Firstly these constructs appear to indicate that Mallorca does in fact offer a great deal more than is popularly known. Experiences result in much more positive views on the variety and complexity of the island in addition to the popular perception of the archetypal package tour 'sun and sand' destination. Attempts to increase the appeal of Mallorca to a wider range of tourists must concentrate on these aspects of image. It was observed in (Section 4.13) that they may not in fact be important constructs for tourists visiting the island at present. However this will not necessarily apply in future. This theme emerged in later research and is discussed in Chapter 6. Secondly, as counterpart to the widening of the appeal to a greater range of tourists, it is also essential to capitalise on the positive experiences of visitors. Repeat business is likely to be cultivated on the basis of this. Positive experiences may result not only in the return visit of the tourists but also of others, whom they encourage by their 'good reports' on their return. This is a theme that emerges and is discussed further in Chapter 5.

It has emerged from this ideographic study of the image of Mallorca and alternative destinations, that the results are largely descriptive. Such results are useful in identifying areas of strength and weakness in the image of a destination that will help inform marketing decisions. They suggest that a visit to Mallorca generally improved an already positive image for tourists. However as Fielding and Fielding (1986) point out, quantitative data often suggests causal relationships but does not actually fully explain these relationships. For example, how decisions come to be made or how experience affects image and choice. It is proposed therefore in Chapter 5 to use a combination of quantitative and qualitative methods to study tourists' expectations, initial choice and experience of Mallorca and the effect of experience on future choice of holidays.

The aim will be to combine the methods in such a way that the quantitative data provides a background context of relationships between aspects of experience and choice. The qualitative data will extend these initial insights and provide a means of further explaining the observed relationships. Peterson (1988) suggests that findings from qualitative data "must usually be regarded as informed hypotheses, not as proven facts." However to permanently condemn qualitative data to a subservient, preliminary role to quantitative data is to underuse and undervalue it. It will be suggested that in fact this role can be reversed and that quantitative data can be a precursor to a qualitative approach. Out of all the possible topics for discussion with travel representatives discussed in Chapter 6, specific areas are identified based on quantitative information collected and discussed in Chapter 5. This is one example of how the popular hierarchy of quantitative data gathering 'real, hard' facts after preliminary 'subjective, soft' interview data can be redefined. The aim of Chapter 5 is to present both approaches in more complementary roles.

CHAPTER 5

TOURIST EXPECTATIONS. CHOICE AND EXPERIENCE OF DESTINATION:

BRITISH TOURISTS IN MALLORCA, SPAIN.

5.1 Introduction

In order to investigate the holiday choice patterns of tourists in more detail, the Spanish island of Mallorca was used for a case study. As suggested in Chapter 4, Mallorca is an extremely important package tour destination for British tourists and accounted for 42 percent of the 3.9 million international tourists received on the island in 1986 (Bardolet 1986). As pointed out in International Tourism Quarterley (1987) the image of the Balearics, in common with Spain as a whole, is of "Sun, Sea and Sand" destinations. The great majority of visitors to Spain do stay in coastal resorts. However these resorts differ significantly in character and for this reason two contrasting tourist areas were selected:

(a) Palma Nova and Magalluf to represent the predominantly high-rise, intensive development of Palma Bay in the South-West of the island, and

(b) Cala D'Or and Cala Ferrera to represent the smaller resorts of the East Coast. These are subsequently referred to in both text and tables as Palma Nova and Cala D'Or respectively.

The resort areas were selected to give an overview of the pattern for the island as a whole but also to allow for possible variation due to resort types. Before outlining the structure of the questionnaire interviews carried out for this chapter it is relevent to build on the general introduction to tourism in Mallorca given at the start of Chapter 4. A description of the geography of Mallorca is given, therefore as background for the references made in the questionnaire and interviews in the following two chapters.

5.2 The Geography of Mallorca

5.2.1 Physical Geography

Mallorca is the largest of the Balearic Islands with an area of 3,640 square kilometres. The other islands of Menorca, Ibiza and Formentera together cover 1,354 square kilometres. The Balearic archipelago lies in the Western Mediterranean with Mallorca being 160 kilometres from mainland Spain (Figure 5.1). The North-South axis of Mallorca is 96 kilometres and West-East is 121 kilometres (Figure 5.2).

The low mountain range of the Sierra Tramuntana dominates the North of the island. It is aligned south-west to north-east and occupies the entire northern coastline. Puig Mayor is the highest peak at 1443 metres. There is also the smaller Sierras de Levante in the East, but these are much lower and discontinuous reaching a maximum height of 500 metres. The interior of the island to the South-East of the Sierra Tramuntana and to the East of Palma is the large fertile lowland plain Es Pla covering approximately 70 percent of the island. The island has no river but many intermittent streams occur in the winter. There are several fertile agricultural areas which need draining, the 'Albuferes', the largest being near Alcudia. The climate is Mediterranian with cool wet winters and warm, dry summers. The temperature ranges from 10.9 degrees Celsius in January to 26.2 degrees Celsius in August.

Table 5.1 Climatic information: Mallorca, Spain.

J	F	M	A	M	J	J	A	S	O	N	D
							Temperature (degrees C)				
10.9	12.1	13.0	15.6	18.0	21.2	25.6	26.2	23.6	20.0	15.0	12.5
								Humidity (percent)			
76	75	74	72	71	67	65	67	69	73	76	78
									Days of rain		
8	6	6	7	4	2	1	1	4	8	8	8
									Sunny days		
23	22	25	23	27	28	30	30	26	23	23	23

Source: 'Mallorca: a closer look' p4 (Consell Insular de Mallorca, 1988)

Figure 5.1 Location of Mallorca, Spain

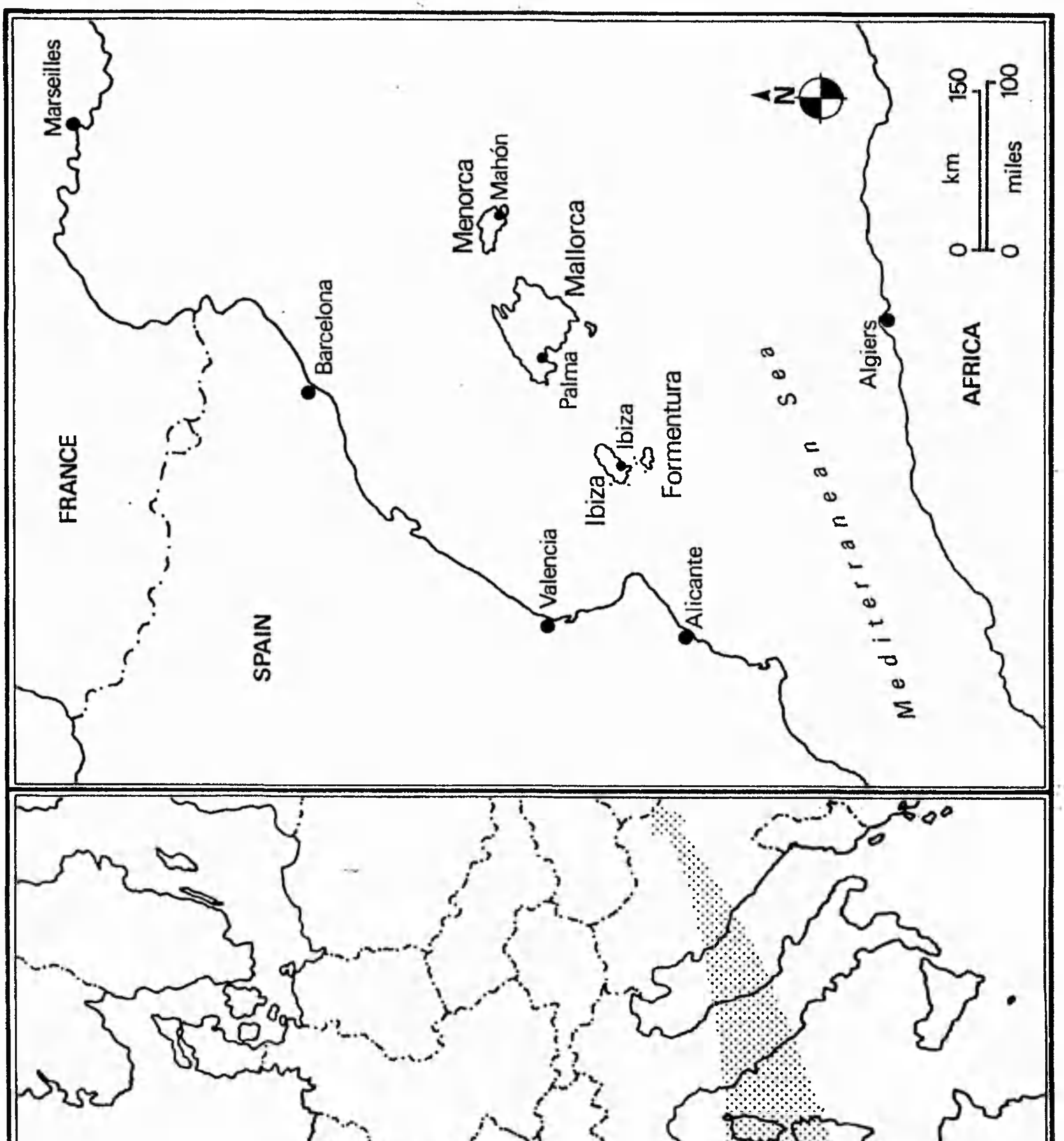
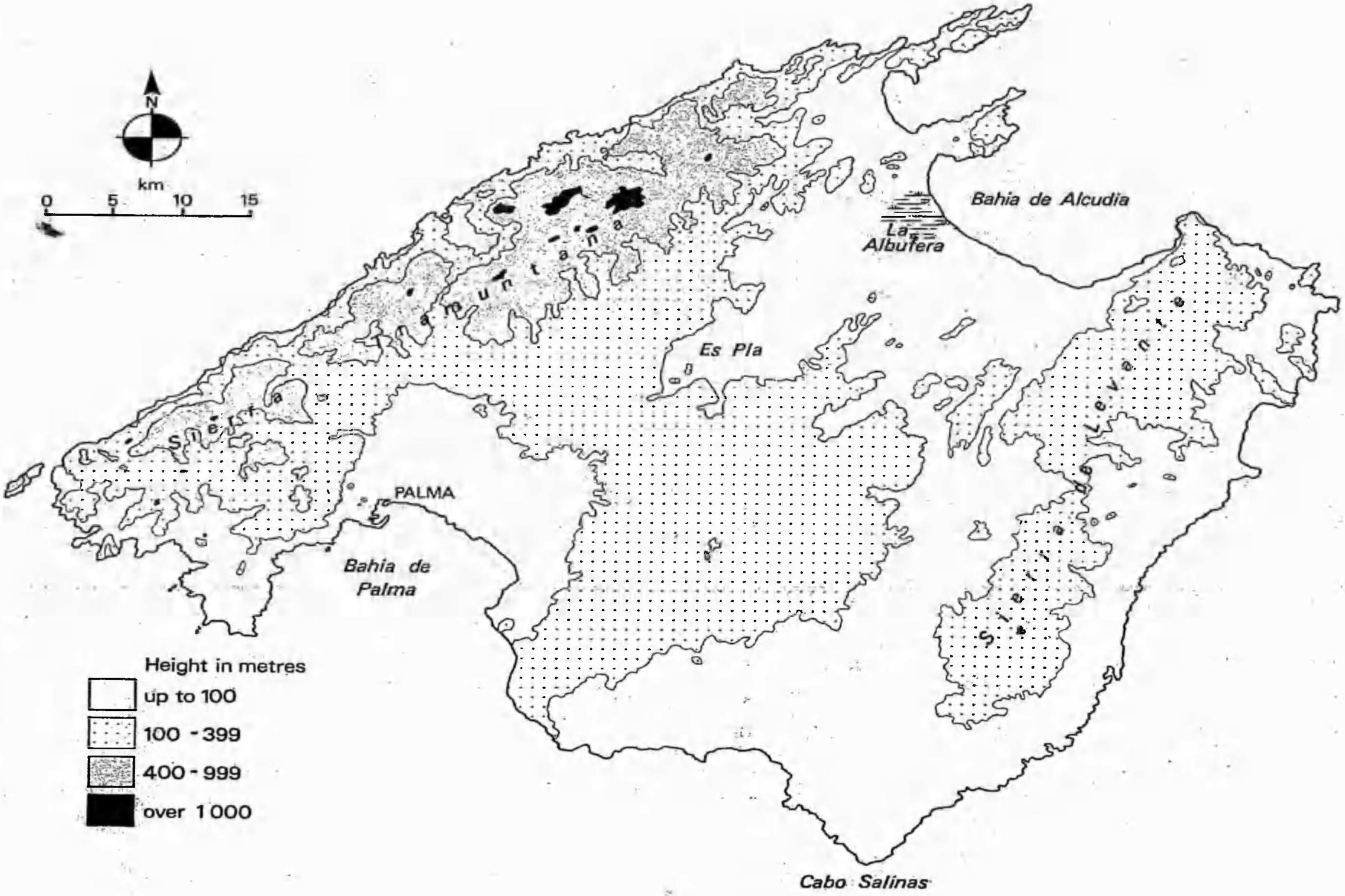


Figure 5.2(a) Relief map of Mallorca



Mean temperatures for Mallorca are higher than neighbouring Menorca; in part this is because it is further south but also because it does not lie directly in the path of the cold north wind of the Tramuntana from the Rhone-Saone corridor in France. In addition the effects of the north winds for the majority of Mallorca are alleviated by the physical barrier formed in the North of the island by the Sierra Tramuntana. The coastline of Mallorca is 400 kilometres long and its varying character can be linked to the tourist development that has occurred.

5.2.2 The coastal areas and tourist development in Mallorca.

The sheltered bay of Palma in the south-west consists not only of some of the longest stretches of sandy beaches on the island but also forms the focus of one of the largest concentrations of tourist development in the world (Cooper, 1986). At the centre of this development is the capital city of Palma where 311,000 of the islands' 572,000 inhabitants live. There are 30 kilometres of almost continuously developed coastline from Magalluf/ Palma Nova in the west to El Arenal in the east. The resorts are by no means simply devoted to low budget accommodation, there are many expensive and exclusive resorts such as the private resort of Bendinant in addition to the large tourist's resorts such as El Arenal or Magalluf. To the west of Magalluf there are only two more large resorts; Santa Ponsa and Paguera. However there are more isolated developments of predominantly self-catering accommodation at Camp de Mar, Puerto Andraitx and San Telmo. Development to the east continues as far as El Arenal.

The Southern coastline from El Arenal to the southern most point of Mallorca, Cabo de Salinas is predominantly cliffed coastline with the notable exceptions of the ten kilometre long sandy beach at Ses Trencs and the small resorts of Colonia St Jordi and La Rapita. The beach at Ses Trencs is undeveloped and fringed by pine forest. Development along this southern coastline has been restricted so far despite intense pressures to develop sites particularly at Ses Trencs.

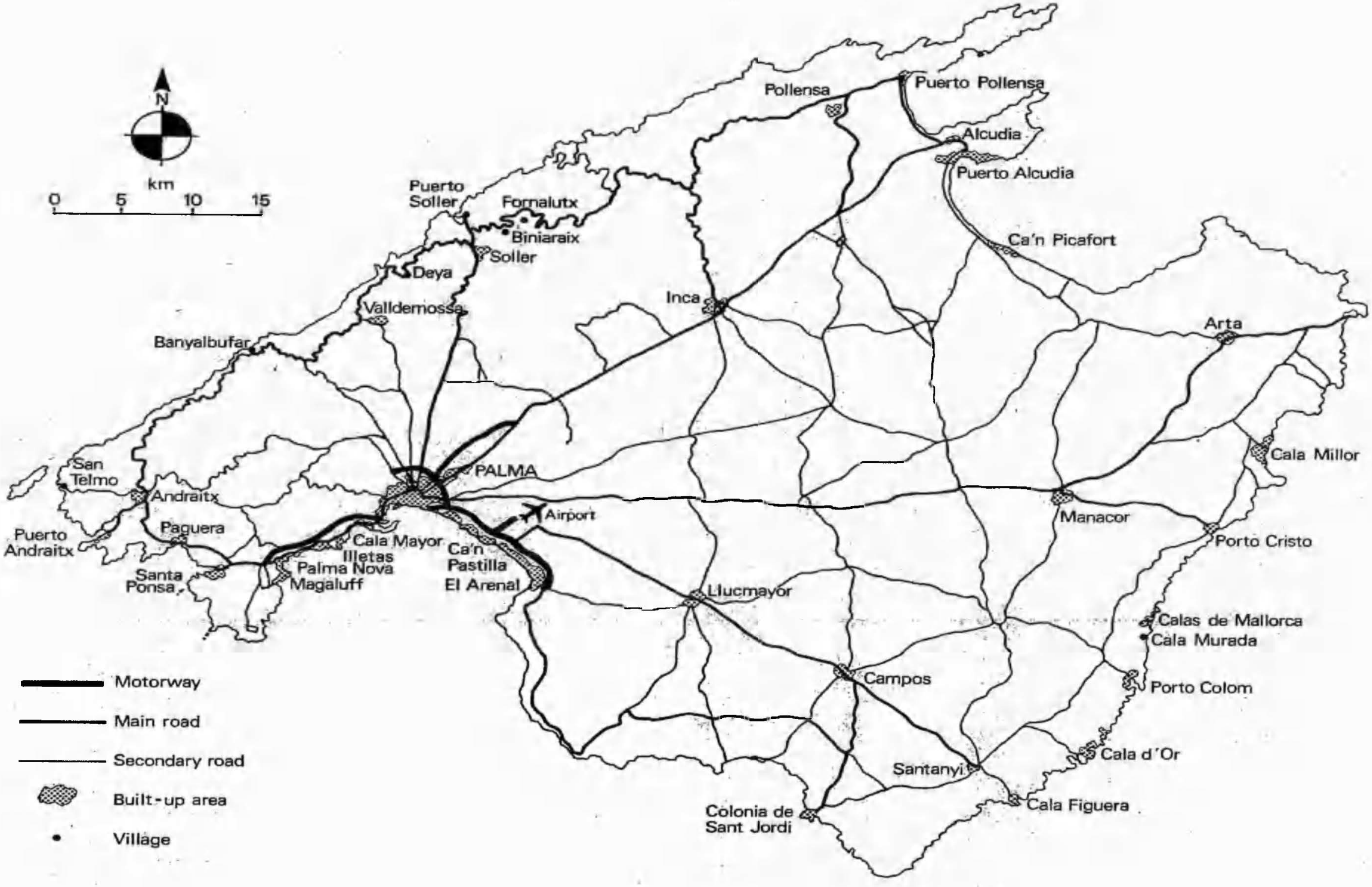
Almost the entire length of the northern coastline consists of the sheer cliffs or steep slopes of the north flank of the Sierra Tramuntana. There is only one significant tourist resort on this coast, Puerto Soller (pop. 1,000). In common with many towns on the island the town of Soller is several kilometres inland from its port. This settlement pattern arose in response to frequent sea raids and invasions throughout the island's history. Until early this century Soller and its port were isolated from the rest of the island and it developed many trade links with France which exerted much influence on the town. Today it is still a focus for many French tourists. Although the building of a railway link to Palma early in the twentieth century improved communications the north of the island has remained isolated and undeveloped despite its apparent proximity to Palma and the airport.

The mountain villages of Deya and Banyalbufar are the villages most visited by tourists because they are on the north coastal road and therefore on the itenery of the many private coach operators tours of the north. Other mountain villages such as Fornalutx and Biniaraitx are accessible only by foot or car and thus receive far fewer visitors. Overall however the villages of the island as a whole are relatively unaffected by the advent of mass tourism and retain their original Mallorquin character. The place most affected by tourism in the north besides Soller and Puerto Soller is Valdemossa, which is on all coach tour itineries of the north. Tourists come to visit the former Carthusian monastery, La Cartuja. Frederick Chopin stayed at the monastery during the winter of 1838 and composed some of his finest piano pieces there. The monastery today has become a museum devoted to Chopin. The street from the coach park to the monastery contains many tourist orientated shops all selling Chopin memorabilia.

The main communications to the north coast are still by the torturous road link with more than twenty steep hairpin bends on both the northern and southern approaches. Plans to build a road link through the mountains are being strenuously resisted by many Mallorquins because it would increase the environmental pressures on the north of the island. Areas of the north that have started to develop their tourism potential are Puerto Pollensa and Puerto Alcudia. Both resorts are accessible without traversing the Sierra Tramuntana and can be reached from the airport without entering Palma. Puerto Pollensa is typically described as "an old fishing quarter surrounded by peaceful new towns which never become overcrowded by tourism" (Secretaria General de Tourismo 1985: Mallorca p10.), Puerto Alcudia especially is developing rapidly and whilst it is relatively small at present there is great potential for more development along the sandy beaches in the Bay of Pollensa and Bay of Alcudia. Both these resorts are the main destinations to which tourists refer when discussing going to "the North" for a holiday. The only other resort on the Bay of Alcudia is Ca'n Picafort which has a promenade of four kilometres. Unlike Puerto Pollensa and Puerto Alcudia, which have grown around older port settlements, Ca'n Picafort has been developed during the last thirty years entirely in response to tourism.

The eastern coastline consists of many small coves with small sandy beaches. The exceptions to this are Cala Millor, Porto Cristo and Porto Colom. There are many small resorts all along the coastline such as Cala Murada and Cala Romantica. Along the east coast there is relatively little contact between tourists in the resorts because of the road communications. The main coast road is five kilometres inland and each coastal settlement is only linked to this road (Figure 5.2(b)); this effectively adds ten kilometres to the distance along the coast between settlements. There are few buses each week between settlements, contact for tourists is thus limited to taxi or private hire car. The consequence is that the resorts of this coast have developed and retain an individual identity. A typical description of this coastline is:

Figure 5.2(b) Settlement and communications map of Mallorca



> "between Porto Colom and Porto Cristo, deserted beaches await in nearly 20 coves. The crowds are kept away by the topography. It's an almost two-mile hike that takes you from the main coastal road, over dusty tracks, to the sea" (Berlitz Travel Guide to Majorca, 1988 p 41).

The main resorts are Cala Ratjada, Cala Millor, Calas de Mallorca, Porto Cristo and Cala D'or/Cala Ferrera. Only Cala Millor and Calas de Mallorca have much high rise accommodation although of completely contrasting layout. Cala Millor is the most similar resort to the extensive development of C'an Pastilla/ Arenal in the Bay of Palma with a coastal road hotel development and promenade at the edge of a sandy bay. Calas de Mallorca is a complete contrast, the hotels are built inland, away from a series of coves (calas) and small beaches, and are spaced well apart a short walk from the central area of restaurants and shops. However the majority of resorts on the east coast are small and low rise. Cala D'Or/ Cala Ferera was selected as a case study example of a resort area typical of the area: it is a predominantly low-rise resort area although it does contain some high rise blocks in the surrounding smaller Calas, Cala Ferrera and Cala Egos. Cala D'Or forms the focus for this series of small resorts as can be seen from Figure 5.3. The other area selected was Palma Nova/ Magalluf which is extremely popular with the British tourists and is representative of the Palma Bay area of intensive tourist development. Palma Nova/ Magalluf are focussed on two main bays of sandy beaches, the largest being that at Magalluf (Figure 5.4). The development at both resorts is predominantly of high-rise hotel and apartment blocks constructed mainly during the late 1960's and early 1970's. Together Palma Nova/ Magalluf and Cala D'Or/ Cala Ferrera were thought to provide two good sampling points for interveiwing tourists. It was anticipated that any possible similarities and contrasts between tourists' views and experiences could be effectively drawn out by using these locations.

5.3 The structure of the investigation

5.3.1 Aims.

The purpose of the investigation was to gain insights into each stage of the holiday decision-making process. The stages identified for study were:

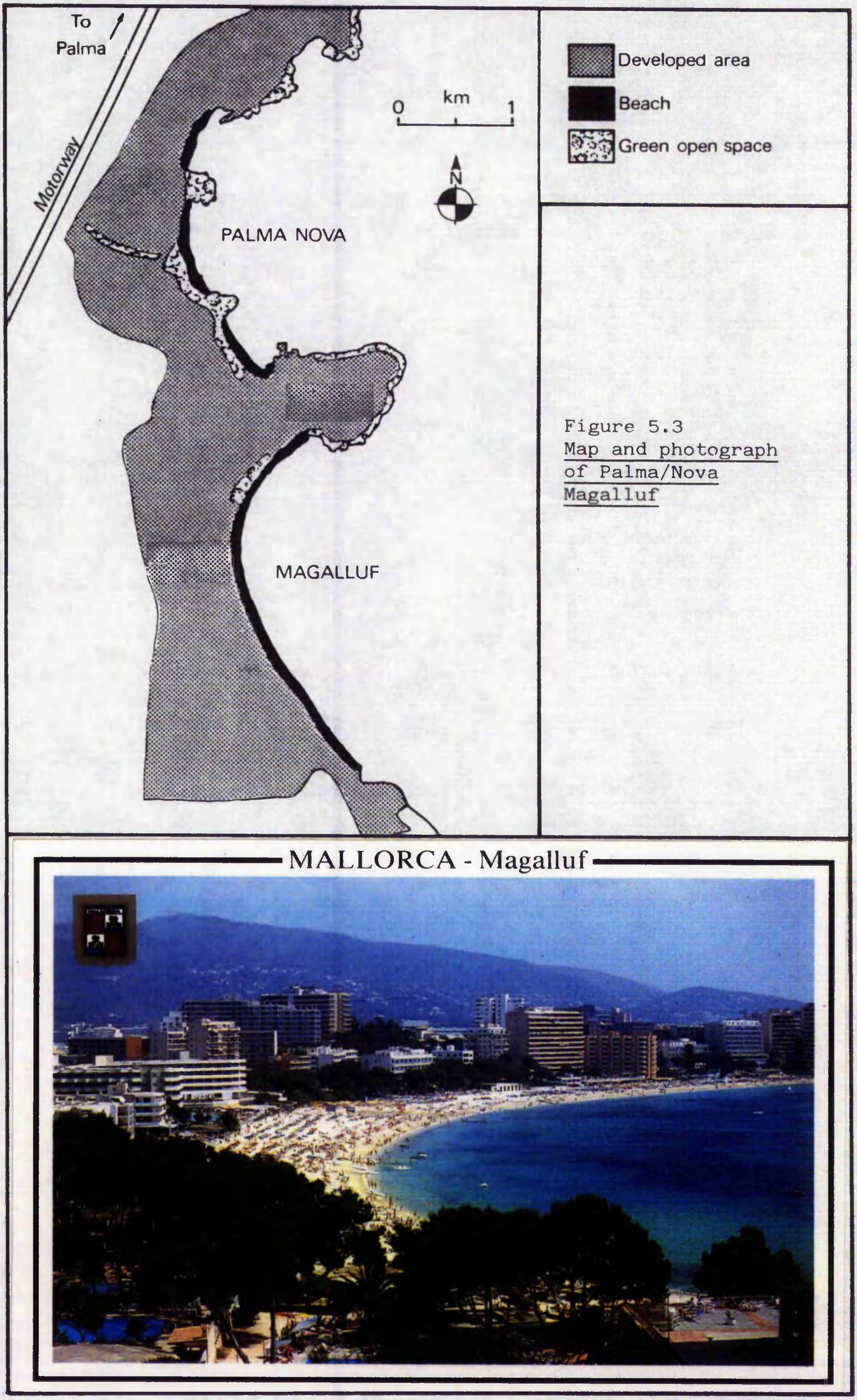
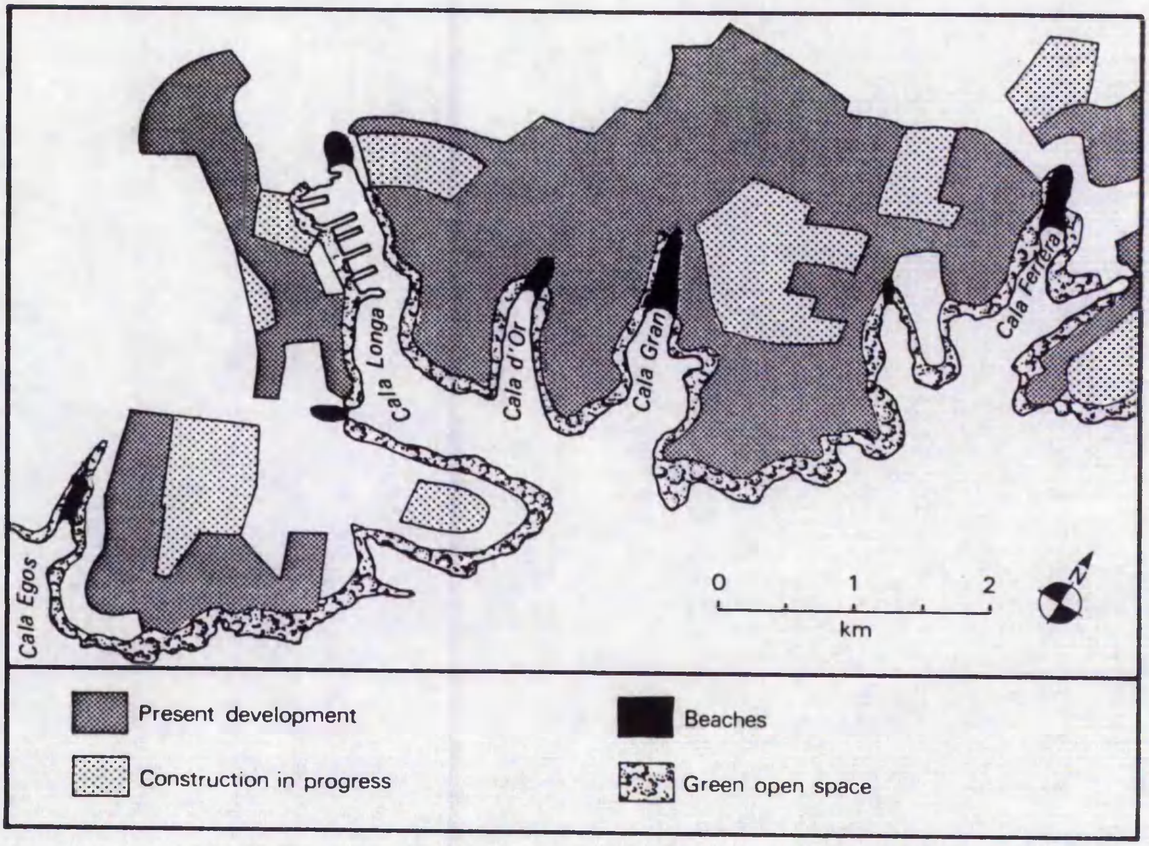
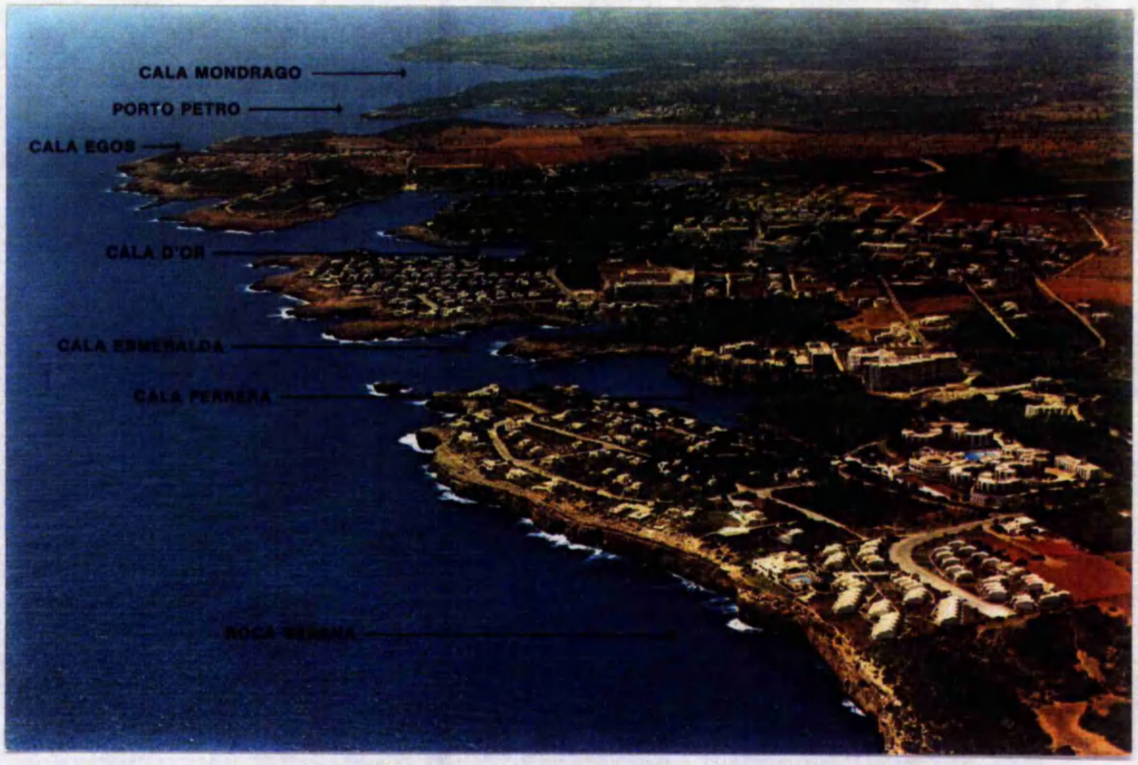


Figure 5.3
Map and photograph
of Palma/Nova
Magalluf

Figure 5.4 Map and photograph of Cala D'Or/Cala Ferrera





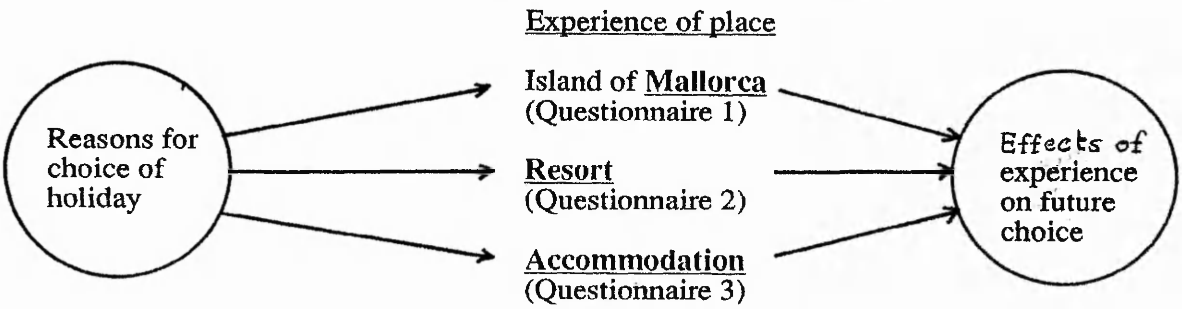
(a) initial reasons for tourists' choice of Mallorca for their holiday,

(b) tourists' experience of Mallorca, and

(c) the effects of tourists' experience of Mallorca on future holiday choice.

The experience of place (b) was investigated at three levels considered to be important: (i) experience of **accommodation**, (ii) **resort** and (iii) the island of **Mallorca**. Three questionnaires were formulated using this structure which are outlined in Figure 5.5.

Figure 5.5 Framework for fieldwork research in Mallorca Spring 1988.


Experience of place
Reasons for choice of holiday
Island of Mallorca (Questionnaire 1)
Resort (Questionnaire 2)
Accommodation (Questionnaire 3)
Effects of experience on future choice

The three questionnaires are included in Appendix 5.2 along with the notes for fieldwork assistants that were given to explain how to conduct the questionnaire interviews. It is relevant to explain the reasoning behind the approach used in the questionnaires in a little more detail. In later chapters it is argued that individual and group in-depth interviews are an effective means of investigation for issues such as destination image and holiday choice. However depth interviewing is time consuming and limits the numbers of people who can be contacted. The aim of this part of the study was to form a general overview of the holiday decision-making processes of a fairly large number of tourists at one destination from one source region, i.e. British tourists in Mallorca.

The overall aim was to gain insights into destination image and holiday choice by using both quantitative and qualitative approaches. The first objective was to collect data that would be relevant to image and choice that would be amenable to statistical analysis. The second objective was to gain insights by more open qualitative approaches. The two approaches were complementary in that the quantitative approach would provide a context within which to situate the insights from the qualitative approaches. The qualitative approach used in this chapter is the open approach used in Chapter 2. Interviews were conducted with 387 British tourists in Mallorca during Spring 1988. Questionnaire interviews were seen as most appropriate for this stage of the investigation. The results from both these approaches will in one sense be more superficial than the insights from the in-depth interview in Chapter 6; the interviews were shorter and carried out with many more respondents. However in Chapter 6 the in-depth interviews with travel representatives about tourists' experience of Mallorca will also be referred back to the context provided by the larger scale study of this chapter. This is pointed out at this stage to illustrate how the approaches used within each chapter and between chapters are related to each other to form a coherent overall structure to the study.

The questionnaires (Appendix 5.2) included two types of questions:

(a) **Structured.** - where answers were easily categorized and would later be amenable to statistical analysis. There were three types of such questions:

- (i) Categorical: for example whether they were ***first-time*** or ***repeat*** visitors.
- (ii) Rating-scales: to gauge satisfaction with holiday experience and intentions of return.
- (iii) Multiple choice and ranking tasks: on factors affecting tourists expectation and choice of Mallorca.

(b). **Open** - where answers were likely to be divergent. Respondents were given scope to describe those things that were important to them. Whilst a few categories might be anticipated and were included on the questionnaire, these were only for the use of the interviewer to speed up completion of the questionnaires. Categories were not offered to the respondents, the questions were asked as open questions to which respondents were free to answer in their own terms.

A more detailed structure underlying the questionnaires is shown in Figure 5.6. In the Tunisia study described in Chapter 2 it was found that the **structured** and **open** approaches were complementary. Therefore most of the questions were asked using both the **structured** and **open** approaches. The **open** questions were likely to reveal things not brought out by the **structured** questions. By conducting the questionnaire interviews in this manner the aim was to elicit sufficient breadth and depth of information to form a general picture of the holiday choice patterns of a sample of British tourists in Mallorca.

5.3.2. The sample.

The survey was carried out in May 1988 and involved interviewing 387 British holidaymakers in Mallorca. Two contrasting tourist areas were selected:(a) Palma Nova and Magalluf to represent the predominantly high-rise intensive development of Palma Bay in the south-west of the island; and (b) Cala D'Or and Cala Ferrera to represent the smaller, more intimate resorts of the east coast. These are subsequently referred to in both text and tables as Palma Nova and Cala D'Or. The resort areas were selected to give an overview of the pattern for the island as a whole but also to allow investigation of possible variations due to resort type.

It is difficult to determine the actual population of British tourists at any one time but it was estimated that the sample constituted about 0.4 percent of British tourists on the island at the time of the survey. *

---

*May attracts 11 percent of the yearly total of tourists to Mallorca (i.e. 5.5 percent for the two weeks of the survey)

British tourists account for 42 percent of the yearly total of 3.9 million.

$$\frac{387}{\frac{42}{100} \quad x \quad 3,900,000 \quad x \quad \frac{5.5}{100}} \quad = \quad 0.4 \text{ percent}$$

Figure 5.6 Destination image and holiday choice: structure for questionnaires

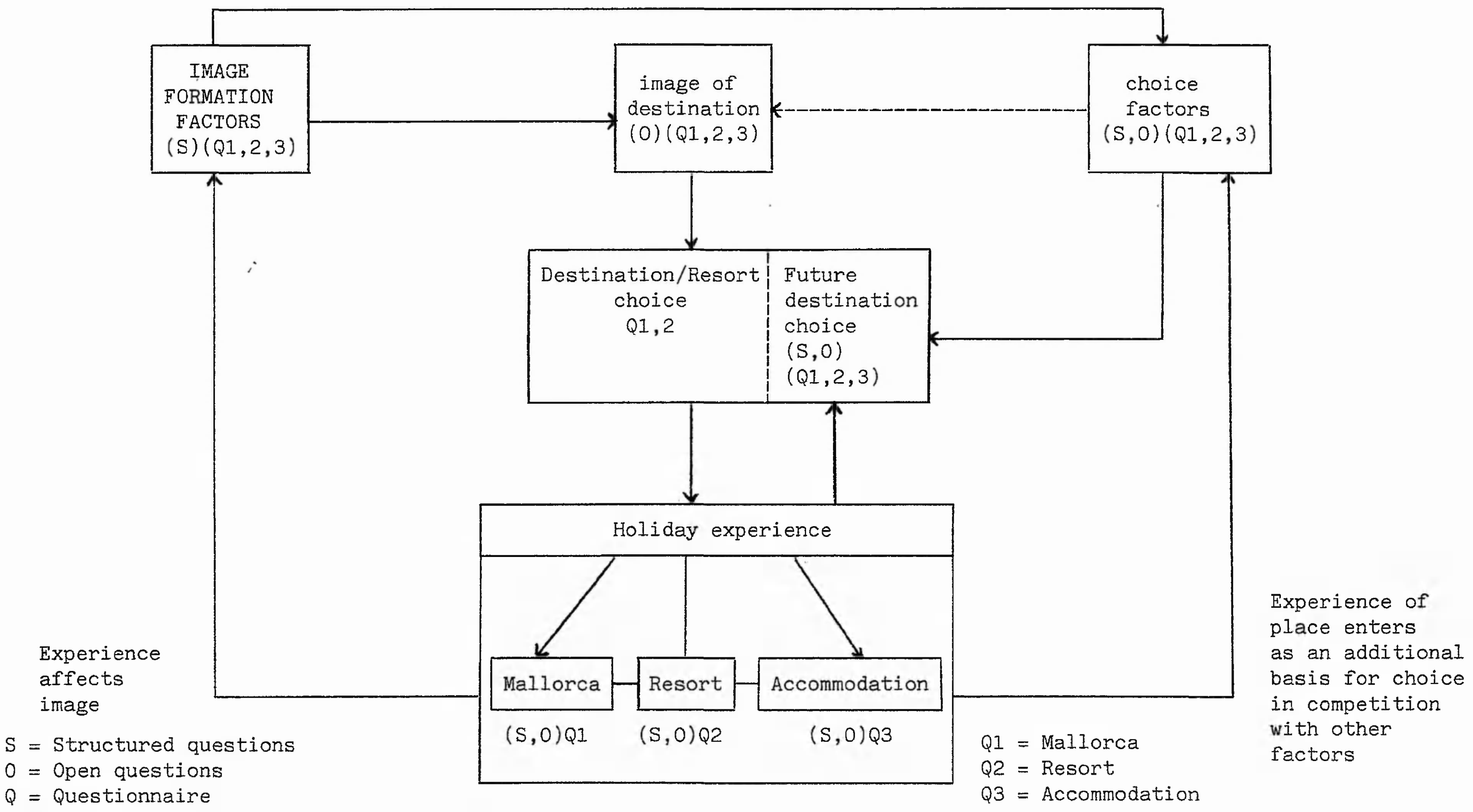


IMAGE FORMATION FACTORS (S)(Q1,2,3)
image of destination (O)(Q1,2,3)
choice factors (S,O)(Q1,2,3)
Destination/Resort choice Q1,2
Future destination choice (S,O) (Q1,2,3)
Holiday experience
Mallorca
Resort
Accommodation
(S,O)Q1
(S,O)Q2
(S,O)Q3
Experience affects image
Experience of place enters as an additional basis for choice in competition with other factors
S = Structured questions
O = Open questions
Q = Questionnaire
Q1 = Mallorca
Q2 = Resort
Q3 = Accommodation

Within the context of this study 387 face to face interviews were considered sufficient to provide meaningful insights into the holiday choice patterns of British tourists in Mallorca.

The sample was collected by interviewing on the beach, promenade and shopping areas of the resorts, at varying times of day and days of the week, to provide a cross-section of the visitors in the resort. Interviews were conducted in three areas simultaneously. On the beach a random sample was collected by interviewing respondents at regular points across the beach. Elsewhere interviewers operated a randomizing system by approaching the next person encountered after the completion of each interview. Each interview represents a travel party, the group break-down being as follows:

alone		15
adults with young children		95
adults with teenage children		33
adults under thirty without children		84
adults over thirty without children		152
(group type unrecorded	8)	
Total number of parties		387

Response rates were good, two-thirds of people approached were willing to complete the questionnaire once they were reassured that the interview was not a precursor to a sales pitch for time-share apartments. Thus this should be a fair reflection of the tourists in the resorts at the time. The relatively small number of adults with teenage children was due to the study being conducted in school term-time.

Further information on the analysis of the questionnaires will be given within the relevant sections that follow. The results will be reported in three main sections following the structure outlined in Figure 5.6.

5.4 Tourists' reasons for choice of holiday

5.4.1. Tourists' choice of Mallorca: Open approach

The open question "What were your main reasons for choosing **Mallorca** (or **resort**) for your holiday ?" was asked to elicit free responses related to initial choice of destination. The question was not asked in relation to **accommodation** because it was not thought to directly influence destination choice. In retrospect this should not have been assumed and the questions should have been asked. However this does not detract from the relevance of the responses elicited on the other dimensions of image; **Mallorca** and **resort**.

Responses were analysed in the same way as in the Tunisia study in Chapter 2, they were grouped in the categories of responses that emerged during the analysis. A summary of these is given in Table 5.2. Perhaps not surprisingly the most quoted reason for choice was the "climate" (32 responses). What may be surprising is that the "advice of friends" was almost as important (28 responses) in affecting choice. Also important were their own "previous holiday experience"; to many **Mallorca** was seen as a 'safe and reliable' holiday package that had proved satisfactory on previous occasions. Some visitors were returning after inferior holidays elsewhere. Considering the prominence given to "cost" in the marketing of package tour destinations in the British market it might have been expected to be mentioned more than seventeen times, in fact it was seen as only the fourth most important component of choice. It was interesting to note that specific hotels and resorts were influential in affecting choice of **Mallorca** for twenty five respondents overall, appearing to justify the decision to investigate holiday experience of these factors in detail.

The categories which registered more than ten responses were split by resort of stay. The main difference between the resorts were that respondents in Palma Nova (22 responses) tended to mention the "climate" as being the most important consideration more often respondents in Cala D'Or (10 responses). In Cala D'Or, the resort itself (10 responses) and the "advice of friends" (19 responses) feature much more prominently

Table 5.2. Reasons for choice of Mallorca.

	Both resorts (n = 123)	Palma Nova (n = 63)	Cala D'Or (n = 60)
Climate	32	22	10
Advice of friends	28	9	19
Previous holiday experience	20	12	8
Cost	17	11	6
Hotel	13	5	8
Resort	12	2	10
Quiet	12	5	7
Flight and accommodation available	12	8	4
Mallorca interested me	9		
Island holidays	9		
Like Spain/Balearics	6		
Good for children	5		
Travel agents advice	4		
Relaxed atmosphere	4		
Others	11		
Total	194		

N.B : Respondents may give more than one reason for choice thus total is more than 123.

Table 5.3. Reasons for choice of resort.

	Both resorts (n = 131)	Palma Nova (n = 71)	Cala D'Or (n = 60)
Advice of friends	29	15	14
Quiet	21	4	17
Hotel	20	12	8
Accommodation/flight available	18	9	9
Previous holiday experience	15	9	7
Climate	15	14	1
Good for children	14	2	12
Cost/ VFM	13	8	5
Beaches	13	10	3
Nightlife	10	10	0
Brochure	9		
Others	16		

compared to Palma Nova. Many respondents in Cala D'Or had been told about the resort by friends and had chosen it on this basis. There was a strong feeling that it had been chosen in preference to the 'overdeveloped' core tourist regions of the South-West. Aspects of reasons for choice of <u>resort</u> were investigated in more detail by a further questionnaire analysed in the following section. It is interesting to note at this stage that resort was an important reason for choice of Mallorca for many visitors to Cala D'Or.

5.4.2. <u>Tourists' choice of resort: open approach.</u>

Resorts appeared to be chosen mainly on the "advice of friends" (29 responses) (Figure 5.3). The choice of specific "hotels" (20 responses) was also clearly important in determining <u>resort</u> choice. Although eighteen respondents had not chosen the <u>resort</u> and quoted "simply accommodation or flight was available", the majority of responses relate to specific qualities expected from resorts. The most important factor relating to resort was "quiet" (21 responses) which was quoted more often than "climate" (15 responses), the latter would presumably be expected at all resorts on Mallorca. The needs of children and quality of beaches and nightlife were more important in determining <u>resort</u> choice than they had been for the choice of <u>Mallorca</u> in general. This suggests that for the majority of visitors the reasons for choice tend to be more specific with respect to <u>resort</u>. Resorts were expected to satisfy more specific holiday criteria important to the tourists. The responses were again split by resort. As had been noted in reasons for choice of <u>Mallorca</u> in Section 5.4.1, respondents at Palma Nova tended to simply quote the "climate" (14 responses) as a reason for choice compared to Cala D'Or (1 response). Other differences were that the "beaches" and "nightlife" were more important to visitors to Palma Nova.

At Cala D'Or the main differences were that it was chosen because it was 'quiet' and 'good for children'. These differences possibly reflect the difference in character of the resorts and the differing priorities of people who choose to visit them. Visitors to Palma Nova giving more priority to 'sun, sand and nightlife' and those to Cala D'Or more priority to qualities such as quietness and suitability for young children at least in terms of determining initial choice of destination.

One final point worth noting is that in response to a question specific to choice of resort, hotel accommodation emerged as an important factor at both resorts. This theme again emerged in the experience of resort (Section 5.5.2). Before this however it is relevant now to turn to the analysis of the structured approach used to investigate tourists' expectations and choice of Mallorca for their holiday.

5.4.3. Tourists' choice of Mallorca : Structured Approach.

In addition to the open questions about destination choice two multiple choice questions were asked relating to tourists' expectations of Mallorca and their reasons for choice. A list of possible salient factors for both expectations and choice were drawn up based on pilot studies with forty Horizon tourists in 1987 (Table 5.4 and 5.5). Postal questionnaires (Appendix 5.1) had been sent out which included questions relating to:

(a) the sources of information that had been consulted which had most affected tourists' expectations or image of Mallorca and

(b) which factors most affected tourists' holiday choice.

The questions on the pilot questions were open. The lists in Table 5.4 and 5.6 are the most frequently quoted factors affecting respondents' image and eventual choice of Mallorca. Each of the lists were offered to tourists in Mallorca clearly printed on card with a further category "other/ specify" to allow for any unanticipated responses.

It is important to state that in attempting to study what sources of information were most influential in affecting their images or expectations of Mallorca only the conscious recalled usage of sources was being sought. It is accepted that there is much evidence from psychology that much 'passive' assimilation of information also occurs. However this was not the central aim of this study. The parameters for this study were:

(a) Which sources of information did the respondents consciously recall using that they consider influential in affecting their image or expectations of Mallorca.

(b) Which factors did respondents consider to be most influential in affecting their holiday choice.

(c) How sources of information most directly influenced tourists' holiday choice

It may be that there are unconscious forces at work within the holiday choice process and possibly ones that would not be revealed immediately to the researcher. However it seemed reasonable that given these reservations to the comprehensiveness of the possible outcome, it was still a valid exercise to gain insights into what the respondents themselves consciously considered important in the holiday choice process. Thus the study will concentrate on the identification of the consciously assimilated information, i.e. the forces at work external to the respondents. The subjective interpretation of such information i.e. cognition, will not be considered in-depth in this section.

5.5 Sources of information destination image formation and holiday choice

5.5.1 Introduction

In Chapter 1 it was noted that much research had been undertaken with regard to image of destination and holiday choice. Analysis of the structure of images of destinations was conducted by Hunt (1979); Crompton (1979); Haahti (1986); Phelps (1986); and McLellan and Foushee (1983). The influence of time on image (Gartner, 1986; Gartner and Hunt, 1987), and changes in image before and after holiday experience have also been considered (Pearce,1982; Gyte, 1987, 1988a; and Wee et.al., 1986). The use of destination information by potential tourists (Etzel and Wahlers, 1985; Nolan, 1979; Van Raaij and Franken, 1984) and the choice of destinations by tourists have been studied (Gray and Herbert, 1983; Hodgson, 1983; Henshall, 1985; Moutinho, 1986). However little attention appears to have been paid to the study of the links between (a) the factors affecting the image tourists have of a destination and (b) how these influence its eventual choice.

In Chapters 2 and 3 simple methods of data analysis were advocated. In the present study it is proposed that simple analysis is appropriate and adequate to reveal some important patterns in the factors affecting image and destination choice and the inter-relationship between them. The results will be presented in three sections: the sources of information and image, the factors affecting choice and finally the interaction between destination image factors and holiday choice.

5.5.2 Sources of images of Mallorca

Respondents were asked to select from the factors shown in Table 5.4 those that had influenced their image or expectations of Mallorca prior to their visit. They were then asked to select, in rank order, the most important three. Respondents were permitted to tie ranks if they considered two or three factors to be of equal importance. The degree of importance attached by respondents to each factor was used to calculate a weighted score for each factor. Three points were allocated for a top rank factor, two points for a second place and one point for a third. Tied ranks were calculated by adding the points for the tied ranks and dividing by the number of tied ranks: for example 3 + 2 = 5 ÷ 2 = 2.5. It should be noted that a few respondents only gave one or two factors, thus the total for the sample does not add up to the theoretical maximum of 1308 (i.e. maximum score 3+2+1 = 6 for each respondent multiplied by 218, the number in the sample). The results are shown in Table 5.5, column 1. The information was also scored using only the top ranked factor (Table 5.5 columns 3 and 4). This was done to experiment with even simpler methods of analysis for example by comparing the two sets of results..

It would be unwise to attribute too much significance to small divisions between the scores calculated by the above method and shown in Table 5.5 column 1, thus they were not used strictly to rank the factors by importance. However there emerged some quite substantial differences in scores between groups of factors. Therefore in the discussion of the findings factors will be referred to by the categories *Group one* to *Group five* identified in Table 5.5. There were substantial differences of at least 25 points

Table 5.4 Sources of information affecting destination image

Travel Agent

Travel Company Brochures

National Tourist Office Brochures

Travel Guides

Television travel programmes

Advice of friends or relatives

Previous holiday experience

Newspapers and Magazines

Tour Company videos

Others (specify)

Table 5.5 The factors influencing respondents' image of Mallorca

Column	1	2	3	4	5	6	7
	Score ranks 1-3	Rank order	First rank total	Score (x 3)	Rank order	Percent. of col. 1	Group
Advice of friends or relatives	330	1	82	246	1	75	GROUP ONE
Previous holiday experience	274	2	75	225	2	82	
Travel Company Brochures	220	3	24	72	3	33	GROUP TWO
Travel Agent	104	4	19	57	4	55	GROUP THREE
T.V. programme	93	5	15	45	5	49	
Travel Guides	18	6	2	6	6	33	GROUP FOUR
National Tourist Office Brochure	10	7	1	3	7	33	
Tour Company Videos	4	8.5	0	0	9	-	GROUP FIVE
Other	4	8.5	0	0	9	-	
Newspapers and Magazines	3	10	0	0	9	-	

between groups of factors, indeed in all except one case the difference was more than 40 points. These breaks were used to isolate the factors into five discrete groups (column 7).

Column 3 shows the number of times it is rated the most important factor; these were then multiplied by three (column 4) as had been done in the weighting calculations for the scores by ranks 1 to 3 (column 1). (The figures in column 6 are the column 4 figures as a percentage of column 1). The percentage figures in column 6 are a measure of the level of primary importance attached to a factor because they take account of the percentage of the score by ranks 1 to 3 (column 1) by the top ranked factor. For example "Advice of friends or relatives" was rated most important by 82 respondents which was multiplied by three when the score by rank 1 to 3 (column 1) was calculated. The resulting total of 246 accounts for 75 percent of the total score of 330. The relevance of these percentages (column 6) will be commented on in the following analysis. It is worth noting at this point that if the single most important factor is used this makes no difference to the overall rank order of the factors (columns 2 and 5).

Table 5.5 shows that by far the most influential image-formation sources are the _Group one_ factors: "Advice of friends or relatives" and "Previous holiday experience". Together these could be described as *experiential* sources of information, i.e. based on actual experiences or on those of others. It is noticeable that for both these factors, a large percentage (75 percent and 82 percent) of the score calculated by rank 1 to 3 was accounted for by the top ranked factor. This suggests that for some respondents these two sources of information are very influential in directly forming image rather than performing a secondary role.

"Travel company brochures" are a _Group two_ factor and the number of times these were quoted as the most important factor is much lower than the _Group one_ factors, accounting for only 33 percent of the score by ranks 1 to 3. This suggests that whilst brochures may be considered important image-formation material it is of secondary importance. The possibility that they are used to complement "Advice of friends or relatives" and "Previous holiday experience" is discussed later.

The *Group three* factors form a grouping between "Travel agent" and "T.V. travel programmes", if deemed important both were more likely to be judged as the more influential factor (55 percent and 49 percent respectively) compared to "Travel Company Brochures" (33 percent). It may be suggested from opinions expressed by respondents that travel brochures are used as substitutes for experience. The advice of travel agents was particularly valued when it was based on experience travel agents could also relate the experiences' of previous clients. Television programmes were judged important because they could "see for themselves what places were like". They tended to trust the advice given by the programme host because they were not seen as having a vested interest. During the preceding year a series of destination specific reports were shown on B.B.C.Television which included Mallorca and which as a consequence had been the subject of a half-hour critical review.

The *Group five* factors of "Travel guides" and "National Tourist Office Brochures" were used very little. There is the some justification for expecting a relatively poor showing for such information sources for tourists visiting Mallorca. It is a destination dominated by the inclusive package tour market. It may well be that the travel company brochures provided for this destination provide sufficient information. However it does call into question the value of the analysis of National Tourist Office Brochures (Dilly 1986) without reference to how important these sources are to the tourists using the destination, their utility cannot simply be assumed. It could be that much of the excellent material produced by the National Tourist Offices does not find potential client groups effectively.

5.5.3 Factors affecting choice of destination.

Respondents were asked to select from the factors listed in Table 5.6 those that had influenced their choice of Mallorca for their holiday (a) sources of information used to form their image or expectations of Mallorca (Table 5.6, 4-12) (b) other factors highlighted as important in affecting holiday choice. These factors (Table 5.6, 13-18) were compiled from pilot questionnaires conducted with tourists visiting Mallorca during 1987 (Appendix 5.2). It should be noted that this list included the three aspects of image of place used to structure the questionnaires for this study referred to earlier: **accommodation**, **resort** and the general appeal of **Mallorca** (Table 5.6, 1-3).

Respondents were then asked to select in rank order the most important three. The splitting of the task into two stages calls for the respondent to reconsider the list and was therefore more likely to reflect the choice factors they actually found most important. In the majority of cases they were clear on which factors were important to them and found little difficulty with the tasks. This suggests that the results are an accurate reflection of the factors influencing actual holiday choice, at least at the conscious level of respondents. Scores were calculated in the same way as for the sources of image information, the results are shown in Table 5.7.

It emerged that "Advice of friends or relatives" was the top choice factor as well as top image-formation factor. Fomentor del Turismo (1984) also found this to be the most important choice factor with a group of winter tourists visiting Mallorca. Although "Cost" and "Suitable accommodation was available" could also be classified as *Group one* factors, it is noticeable that they were less likely to be deemed the most important factors, 56 percent and 58 percent of score by rank respectively. It is relevant that "Advice of friends or relatives" was more important than "Cost" in that it illustrates that far from being the over-riding choice factor in the British package tour holiday market, cost is only one amongst many other factors of similar importance. Although cost is obviously important, once this and other external constraints such as length of holiday and departure dates are decided upon there are still many possible destination choices.

Table 5.6 List of choice factors offered to respondents

1. Suitable accommodation was available.
2. Resort was attractive.
3. Mallorca appealed to me.
4. Travel agent.
5. Travel company brochures.
6. National tourist office brochures.
7. Travel guides.
8. Television travel programmes.
9. Advice of friends or relatives.
10. Previous holiday experience.
11. Newspapers and magazines.
12. Tour company videos.
13. Departure airport.
14. Departure dates.
15. Tour operator.
16. Cost.
17. Mallorca was a compromise for me.
18. Anywhere would do with sun and beaches.
19. Others (specify).

Table 5.7 Factors affecting choice of Mallorca for a holiday

Column	1	2	3	4	5	6	7
	Score ranks 1-3	Rank order	First rank total	Score (x 3)	Rank order	Percent. of col. 1	Group
Advice of friends or relatives	183	1	41	123	1	67	GROUP ONE
Cost	176	2	33	99	2.5	56	
Suitable accommodation was available	172	3	33	99	2.5	58	
Resort was attractive	132	4	26	78	4	59	GROUP TWO
Previous holiday experience	120	5	25	75	5	63	
Mallorca appealed to me	96	6	17	51	6	53	GROUP THREE
Departure airport	76	7	10	30	8	40	
Departure dates	59	8	11	33	7	56	
Anywhere would do with sun and beaches	47	9	6	18	10	39	
Travel Agent	36	10	7	21	9	58	
Television programme	33	11	2	6	12	18	GROUP FOUR
Travel Company Brochures	24	12	2	6	12	25	
Mallorca was a comprise	17	13	2	6	12	36	

It is at this point that the image of a destination appears to become particularly important.

Of the three aspects of image identified earlier, **accommodation** is a *Group one* factor, **resort** a *Group two* and the general appeal of **Mallorca** a *Group three*. Two main conclusions can be drawn from this. Firstly, that overall image appears to have been important to respondents destination choice, being third, fourth and sixth place in importance. Secondly, the groups of factors suggest that the more immediate environment of **accommodation** was most important in affecting choice, the wider environment of the **resort** is second in importance and the least important was the general setting of **Mallorca**. Each individual respondent was not directly asked to rank these three factors in a trade-off situation. However they were asked to discriminate between them indirectly by ranking the most important three factors. It therefore seems reasonable to draw this conclusion for the group as a whole.

Whilst "Previous holiday experience" was a very important image-formation factor it appears less important in the choice of destination. However only "Advice of friends and relatives" has a higher proportion of the score by rank (67 percent to 63 percent). This indicates that when it was mentioned it was often the most important factor. The list presented to respondents in Table 5.6 contains more factors than Table 5.4. Tourists with "Previous holiday experience" (by definition repeat visitors) are more likely to be able to specify in more detail exactly why they have chosen Mallorca again for a holiday. This will have the effect of reducing the score for this factor and will be discussed in Section 5.5.5.

Most of the *Group three* factors are *external constraints* and appear to be more important than the *Group four* image-formation factors in directly affecting choice. It is essential to note that it is not being suggested that because these *Group five* factors fair badly in this analysis that they may not be important in an indirect way, rather that they were not quoted as being the most consciously important. However it does seem reasonable to assert that these results are useful if only because they reflect the factors to which respondents themselves consciously attach importance. This is likely to be at least as important as their unconscious motivations. Further it is probable that conscious decisions form the most important part of an explanation of the holiday choice process of potential tourists. Unconscious motivations may be important in understanding the decisions but are not, in themselves, explanations for the eventual decision.

When analysing choice factors, there may be interaction between these and the sources of information of images of Mallorca. It is likely that there are causal links which may help to describe exactly how, for example, travel agents' advice, television programmes and travel company brochures were used to form images that affected eventual choice. This is discussed in the following section.

5.5.4 The links between image formation factors and choice of destination.

The use of the single most important factor given by respondents was shown in Tables 5.5 and 5.7 to be a satisfactory indicator of the overall pattern of image-formation and choice factors. Thus, when the links between the two sets of factors were considered only the first rank factors were used (Table 5.8). For simplicity of presentation the lowest group of factors which account for only six of the cross-tabulations have been omitted from this analysis. The following analysis is limited by the fact that the number of possible cross-tabulations is large and the number of occurences in each cell was small. Nevertheless some interesting patterns can be found in the data that provide insights into the inter-relationships between the image-formation and choice factors.

"Advice of friends or relatives" was quoted as top image-formation factor by more than a third of the sample (82 of 212), it was also top choice factor for 32 of these respondents. A further 16 gave "Cost" and 22 quoted image factors identified earlier as accommodation, resort and general appeal of Mallorca. This illustrates how the

Table 5.8 Cross-tabulations of image-formation and choice factors

	IMAGE-FORMATION FACTORS				
CHOICE FACTORS	Travel Agent	Travel Company Brochures	Television Travel Programmes	Advice of Friends	Previous holiday experience
Suitable accommodation was available	2	5	3	6	15
Resort was attractive	1	3	5	8	9
Mallorca appealed to me	2	2	1	8	3
Travel Agent	5	0	0	1	1
Travel Company Brochures	0	2	0	0	0
Television programmes	0	1	1	1	0
Advice of friends or relatives	0	0	1	32	5
Previous holiday experience	0	0	0	1	24
Departure airport	2	1	2	3	2
Departure dates	2	3	0	4	2
Cost	3	5	1	16	8
Anywhere would do with sun and beaches	1	1	1	2	1
Totals =	18	23	15	82	70

advice of friends most affected respondents' choice. It is interesting to contrast this pattern with the other *Group one* image-formation factor "Previous holiday experience"

A large proportion of respondents who had given "Previous holiday experience" as top image-formation factor also gave it as top choice factor (24). Choice factors 1 to 3 reflect aspects of image. "Suitable **accommodation** was available" was more important and "**Mallorca** appealed to me" less important than they had been for respondents whose images were mainly based on "Advice of friends or relatives". This suggests that respondents with previous experience of Mallorca were more likely to have specific ideas about accommodation and be less influenced by the general appeal of the island. This further suggests that a general image of place is an important influence on choice when a place is chosen for the first-time. However on return visits more definite ideas have been formulated and the choice factors become more specific.

Of the eighteen respondents who gave "Travel agent " as most important in affecting their image of Mallorca, five also considered them most influential in affecting their choice. The others appear to have used the travel agents' advice in fairly equal measure for aspects of image, cost and departure airport and dates. It is noticeable that there are no cross-tabulations with "Advice of friends" or "Previous holiday experience" or indeed "Travel company brochures" or "Television travel programmes". This seems to show that travel agents become important in affecting choice in the absence of these sources of information. Travel company brochures appear to have been influential in affecting the choice of accommodation and by providing information on the cost of the holiday. This is not surprising as brochures tend to concentrate more on this aspect of the image of place. "Television travel programmes" appear to have affected the choice of the resort more and as pointed out earlier this was the aspect of image on which they tended to concentrate.

5.5.5 Discussion.

Several significant points emerged from this study of image-formation and choice factors and the inter-relationships between them. The most important appeared to be that direct personal experience or those of others was more influential than printed promotional materials, in both forming image and in affecting choice. The importance of this is that promotional materials are expensive to produce and distribute and their utility is often assumed rather than proven. Mayo and Jarvis (1981) suggest that much of this material is used after the holiday to reinforce the feelings of 'having been there' and to prolong the experience of the event.

Boston and Moll (1983) suggest that the role of advertising is to create the desire to holiday in a country because without the initial desire to visit, information is irrelevant. However the findings of this study suggest that the desire to holiday in Mallorca was created by the "Advice of friends and relatives" more than by advertising. By concentrating solely on the media for the promotion of destinations it is likely that resources are not being used effectively. The main aim of such materials is to secure business for the tour operator or destination. It cannot be assumed that the simple provision of material will affect clients' choice. Mansfeld (1988) suggested that there was often a serious mis-match between the destination attributes promoted in tourist literature and the attributes on which tourists required information. This may assist in an explanation of why tourists attach more importance to 'word-of-mouth' than in official literature. However it is likely that even if such literature is improved to satisfy more directly tourists' information needs, trust will still be put more on the direct subjective experiences of others in preference to official information sources. Tourist literature will probably be seen as having a vested interest in *image conflation* of destination attributes and therefore to be less trusted, at least at the conscious level. However it is likely that advertising and tourism literature can still be influential in promoting or creating the 'desire to visit' a destination, albeit in a secondary role.

This study suggests that an effective means of securing business is by means of the social network. Obviously this cannot be done unless the holiday experience is a good one. Tour operators who succeed in providing a good holiday product have created an excellent opportunity for more informal promotion of other destinations provided by that company. Whilst tourists are still on holiday they are the ideal 'captive audience' and it is important to consider how this situation may be used most effectively.

In the study of repeat business patterns in the following section it will be suggested that a 'soft-sell' rather than a 'hard-sell' is likely to be more effective. This equally applies to attempts to secure *secondary repeat business* i.e. business secured via the social network. The devotion of more 'soft-sell' attention to the possibility of *secondary repeat business* might create greater loyalty to tour operators in the long term. How this might be done is suggested in Section 5.8 in conclusion to this chapter.

By attempting to cultivate a company image of quality and dependability the longer term health of the company might be ensured. The notion of 'aggressive' selling may in fact be counter-productive in securing such a company image. The image of the company is an important part of a balanced marketing strategy (Bishop,1981; Downs and Haynes, 1984). Essentially it appears that information is given a higher status when conveyed by the social network. Successful promotion of a company image can only be achieved by providing not simply the product that customers require but by selling in the manner to which they will best react. This is most effectively achieved through the social network. This concludes the first section of the study outlined in Figure 5:5 concerning the choice patterns of tourists *before* their visit to Mallorca. The next section deals with the holiday experiences of tourists and their effect on tourists' image of Mallorca.

5.6 Tourists' holiday experience.

Respondents were asked open questions about what they had found most and least attractive about (a) Mallorca, (b) their resort, and (c) accommodation. The responses are summarised in the following three sections.

5.6.1 Tourists' experience of Mallorca

The three most attractive aspects of experience given were all concerned with the *physical* environment of Mallorca: The "Sun/climate" (71 responses), "Beaches and sea" (51 responses) and the "Scenery" (44 responses) (Table 5.9). Eight of the next nine features concerned more *social* aspects of place, "Relaxing atmosphere", "Local people", "Good food", "Nightlife", "Good for children", "Quiet", "Clean", and "Good shopping". Clearly the factors of the *physical* environment of Mallorca were an important part of the holiday experience. It is interesting that when asked for favourable impressions of place in general terms i.e. Mallorca as a whole, it is the physical attributes of place that figure most prominently. However it is also important to note the significant number of references to the social aspects of experience of place. In promoting Mallorca it is clearly important to continue to stress the qualities of the *physical* environment but there is also an indication of the types of things that may be stressed to tourists with regard to the *social* dimension of their holiday. Overall it appeared that there was more consensus over which aspects of the physical environment of Mallorca were attractive for the majority of respondents. It appears that the *social* dimension reflects more diverse views on what in particular was found to be most attractive about Mallorca.

Respondents were much less likely to quote things they found unattractive about the island. The most often encountered response was "No criticism". However it was important to note that in response to a general question asking what was unattractive about Mallorca, most comments related to the environmental quality of the resorts, "Noise" (18 responses), "Traffic" (16 responses), "Untidy resorts" (17 responses) and "Over-development of resorts" (13 responses) (Table 5.10). This seems to reflect the

Table 5.9 Most attractive features of Mallorca.

		Both resorts (n =123)
1.	Sun/Climate	71
2.	Beaches/Sea	51
3.	Scenery	44
4.	Relaxing atmosphere	33
5.	Local people	20
6.	Good food	19
7.	Good for children	15
8.	Good nightlife	14
9.	Coves	11
10.	Quiet	9
11.	Clean	9
12.	Good shopping	9
13.	Vegetation	8
14.	Resort	7
15.	Hotel/Accommodation	6
16.	Feels safe	5
17.	Mountains	5
18.	Good walks	4
19.	Prices	3
20.	Good VFM	3

Table 5.10 Least attractive features of Mallorca.

	Both resorts (n =123)
No criticisms	25
Noise	18
Untidy resorts	17
Traffic	16
Beaches	9
Food	7
Palma Bay	7
Prices	7
Locals	5
Transport	4
Other tourists	3
Not a relaxing atmosphere	3
Apartments/Hotel	3
Palma	2
Inland dirty	2
Bad weather	2
Others	9

importance of general resort quality to the holiday experience. This theme emerged in later fieldwork and will be discussed in Section 6.8.2.2. There were no great differences between the resorts except Palma Nova/ Magalluf accounted for 15 of the 18 response registered for "Noise" as an unattractive aspect of Mallorca.

5.6.2 Tourists' experience of resort.

When asked specifically about what respondents had found most attractive about their resorts Table 5.11 by far the most important feature was the "Beaches" (60 responses). This appeared to be more important at Palma Nova/ Magalluf where the beaches are much larger and enclosed within two large bays than in Cala D'Or where smaller beaches are found in a series of coves. Another aspect of the physical environment seen as important was the "Weather/ Climate" (29 responses). These may seem unremarkable and have been the expected views at such 'sun and sand' destinations. However it is interesting that in response to a question specific to the resort that the second largest group of comments related to accommodation (32 responses). The top three aspects of attractiveness of resort may be summarized as reflecting the structure of the *physical* environment of the resort, at the macro level the "Weather/ Climate" and the "Beaches" and at the micro level the immediate 'home' environment of "Hotel/ Apartments". The other things quoted as attractive about the resorts mainly concentrate on the *social* and *experiential* aspects of the resorts. The most notable difference between the resorts being "Good nightlife", all 28 responses occurring at Palma Nova/ Magalluf.

When asked about what was least attractive about the resorts (Table 5.12) by far the biggest single group was "no criticism". This reflected the general satisfaction with holidays observed later in Section 5.8. The most important criticism related to "Hotel/ Apartment" (15 responses) which again indicated the importance of accommodation to the holiday experience. Comments relating to "Beaches and sea" (11 responses) were again also important. Both these categories were important in relation to the attractiveness of the resort (Table 5.11).

Table 5.11 Most attractive features of resort

	Both resorts (n = 131)	Palma Nova (n = 71)	Cala D'Or (n =60)
Beaches	60	37	23
Hotel/Apartments	32	23	9
Weather/Climate	29	16	13
Good nightlife	28	28	0
Relaxing atmosphere	22	7	15
Good shopping	20	10	10
Good for children	19	9	10
Clean	17	8	9
Eating out	16	9	7
Local people	16	5	11
Quiet	14	4	10
Picturesque resort /buildings	12	0	12
Lively/plenty to do	12	7	5
Compact	8		
Coast/ Coves	7		
Other tourists	6		
Cheap/ VFM	5		
Scenery/ Views	5		
Near to Palma	5		
Food	3		

Table 5.12 Least attractive features of resort.

	Both resorts (n = 131)
No criticism	47
Apartments/Hotels	15
Overdeveloped by tourism	12
Building work	12
Beaches and sun	11
Pavements	11
Noise	10
Prices	9
Food	8
Isolated/Transport	8
Disco touts	7
Weather	7
Lacks character	6
Untidy resort	6
Transfer time	4
Poor nightlife	4
Sewage	4
Traffic	4
Crowds	4
Local people	3
Others	9

The three categories of comments "Building work" (12 responses), "Over-developed by tourism" (12 responses) and "Pavements" (11 responses) all relate to the *physical* or built environment. Taken as a group these categories indicate that one of the main criticisms of resorts relate to the construction of new accommodation and the perception of "overdevelopment" resulting from the continual growth of resorts. Some respondents who had visited Cala D'Or ten years previously in particular, saw current development as going 'too far'. Interestingly newer visitors were less likely to see Cala D'Or in this light. In comparative terms Cala D'Or is still not as developed as the resorts of the south-west. First-time visitors compared Cala D'Or to Palma Nova/ Magalluf and other resorts in the more intensively developed south-west of the island rather than to the of Cala D'Or of ten years ago.

5.6.3 Tourists' experience of **accommodation**

In summarizing the comments on **accommodation** (Table 5.13) three overall categories were designated for overall classification of comments. These were:

(a) Design - comments on the physical fabric of the accommodation.

(b) Locational - comments relating to the relative location.

(c) Experiential - comments relating to the actual experience of the accommodation particularly to how well it was *managed*. The comments include those aspects that could be affected by the quality of the *services* provided for tourists at their accommodation.

In response to what was most attractive about **accommodation** by far the most important were whether it was "Clean" (35 responses) and if there was "Good food" (33 responses). Both these factors are *experiential* and not directly related to the *physical* fabric of the buildings. However the comments "Swimming pool" (23 responses), "Design and layout" (19 responses) and "Spacious" (14 responses), reflected that design was an important criteria for judging **accommodation** quality.

Table 5.13 Most attractive features of accommodation.

	Both resorts (n = 131)	
Clean	35	E
Good food	33	E
Swimming pool	23	D
Design and layout	19	D
Freedom of movement (apts)	18	E
Spacious	14	D
Near to beach	11	L
Surrounding environment pleasant	10	L
Service is good	10	E
Relaxed friendly atmosphere	8	E
Entertainment	8	E
Well situated for facilities	8	L
Utilities/well equipped	7	D
Helpful travel rep	4	E
Comfortable furnishings	8	D
Good VFM	4	E
Good for children	4	E
Good views	2	L
Nothing	12	

Table 5.14 : Least attractive features of accommodation.

	Both resorts (n = 131)	
No criticisms	35	
Noisy	22	E
Poor utilities	16	D
Rooms too small	11	D
Poor service	10	E
Bad food	10	E
Poor views/dark	10	L
Furnishings	7	D
Poor design	6	D
Long way from beach	6	L
Self service dining room	6	E
Too crowded	5	E
Bar expensive	5	E
Lifts	5	D
Isolated location	5	L
Damp/Smells	4	E
Not cleaned	4	E

Key

E = Experiential D = Design L = Locational

Locational considerations were important for having a "Pleasant surrounding environment" (10 responses) and being "Near to the beach" (10 responses) and "Well located for facilities" (8 responses). Clearly accommodation cannot always meet all these requirements. However it is likely that tourists have different locational considerations. It should be possible to provide more information for tourists, on which they could make a satisfactory decision. If sufficient information were provided for tourists to ensure that the **accommodation** they select meets their requirements then this could improve the chances of increased client satisfaction. Although design and location are important factors in determining **accommodation** quality, it is important to note that many of the comments are *experiential* and thus can be managed by providing a good quality service to clients. Thus whilst **accommodation** may be of varying physical quality this need not mean that lower quality **accommodation** necessarily leads to lower quality holidays. What seems to emerge is that the provision of good service is at least as important as design and location. Respondents were realistic in that they accepted, that they "got what they paid for" in terms of the *physical* fabric of the accommodation. What was not acceptable was to have poor service provision at their **accommodation** whatever the standard of the building.

With respect to the least attractive features of **accommodation** (Table 5.14) generally respondents seemed satisfied and had "No criticisms" (35 respondents). The main problem seemed to be "Noise" (22 respondents) and "Poor utilities" (16 respondents). Although this latter is a design feature it is one that could be improved by regular checks that the utilities function properly and the basics for apartment accommodation such as cutlery and crockery have not been removed. Generally the occurrence of design, locational and experiential comments were similar to the more favourable comments and support the conclusions made above.

In the research framework suggested earlier in Figure 5.4 the objective was to not only investigate initial choice and holiday experience but to also attempt to link holiday experience to future choice. It is to the analysis of this data that the remainder of this chapter is devoted.

5.7 The influence of holiday experience on future choice.

In order to investigate the link between holiday experience and future choice a combination of the **open** and **structured** approaches was again used. The results from the **structured** approach will constitute the majority of this section whilst the responses to the **open** questions will be used to introduce the topic.

5.7.1 Overview of results of open approach.

Respondents were asked in what ways their experiences of **accommodation**, **resort** or **Mallorca** were likely to influence their choice of their next holiday. The aim was to identify which aspect of holiday experience seemed to affect future holiday intentions most. In order to describe the pattern of the relationship between these three important areas of holiday experience the responses were categorized as comments on **accommodation**, **resort** or **Mallorca** in general: combinations of these with a further category for **other** comments were also recorded. Table 5.14X shows the count of the number of responses in each category elicited from the three questionnaires. When asked about how **Mallorca** had affected their intentions for their next holiday (Questionnaire 1) there was a tendency to reply in terms of the **resort** (54 responses) rather that in general terms about the island of **Mallorca** as a whole (37 responses). This indicated that respondents tended to experience the island of **Mallorca** mostly through their experience of the **resort** in which they stayed. This is understandable because as observed in Chapter 6 the majority of tourists stayed in their resorts most of the time. It does suggest however that the type of information offered to tourists about destinations should concentrate on details specific to resorts more than on the general features of a destination region. This appears to be borne out by the responses to the effect of experience of **resort** on holiday choice (Questionnaire 2).

The most important group of responses regarding experience of **resort** and holiday choice are the 73 expressed in terms of **resort**. Only 19 referred to the **Mallorca** in general. Also it is important to note that a large number of comments about experience of **resort** were in terms of **accommodation**. This reinforces the suggestion made earlier in Section 5.6 that experience of **accommodation** is an important component of holiday experience. It appears that experience of **resort** influences choice of **accommodation**. However in this context it is more likely to be the other way round i.e. that choice of **resort** will, for many tourists be qualified by the type of **accommodation** available. For example where a **resort** may appear to be suitable in all other ways to a tourist the presence of the 'right' **accommodation** is likely to be crucial when making the final choice between resorts.

The link between experience of **accommodation** and future holiday choice was the most direct; 113 responses were in terms of **accommodation**. Relatively few related to **resort** (31 responses) or **Mallorca** (14 responses). Respondents were always willing to talk about **accommodation**, it clearly had a fundamental impact on holiday quality and future holiday choice. Some more detailed examples of the comments of respondents will be used to illustrate some of the trends drawn from this initial analysis of the responses to the open questions.

Table 5.14X: Summary of categories of responses to open question on the influence of holiday experience on future choice.

		Categories for summary of responses to questionnaires				
	Effect of the holiday experience of:	Mallorca	Resort	Accomm	Other	Total
Q1	Mallorca	37	54	26	15	132
Q2	Resort	19	73	46	12	150
Q3	Accommodation	14	31	113	4	162
	Total =	70	158	185	31	

* References in text in Section 5.7.2 refer to Questionnaire type: M = Mallorca: R = Resort : A = Accommodation and reference number for interviewee e.g. (M121), (R36).

5.7.2 Experience of Mallorca and choice of holidays.

Generally the comments about Mallorca were good ones and respondents expressed a willingness to return if not for their next holiday, for a future one. Respondents who did not intend to return to Mallorca usually gave generalised reasons for their decision; specific alternative destinations were rarely named. Respondents who did usually did so with reference to specific reasons why they preferred alternative destinations. "I'm going to Yugoslavia because it's cheaper" (M6), "I prefer Greece because it's quieter and friendlier" (M72). Some respondents claimed to never visit anywhere more than once but always chose "the same type of holiday" (M26) and "places were ticked off a list" (M49), however they appeared to be in the minority. Whilst many tourists were experimenting and building up places to compare to one another (M120) once an acceptable 'set' of places were found these were then often chosen in rotation because they were known to be satisfactory. For example, "I've been to either Benidorm or Mallorca (Palma Nova) ten times, it depends which is available each year" (M63). For some Mallorca was a first visit abroad and had given them the "confidence to return again" (M79); "now we've taken the plunge and come we would return to the same or similar environment" (M5). The question was raised regarding the extent to which places were relevant to holiday choice. It was possible that a general type of 'sun and sand' holiday destination was all that tourists required. Indeed for some "anywhere similar in the Mediterranean area would be O.K." (M22) or they would choose "less commercialised resorts" (M7). From comments such as these it may seem that place is less specifically important than the perception of whether a place was generally likely to satisfy the holiday requirements of tourists. In principle tourists can be satisfied at many possible 'sun and sand' destinations. In practice what appears to happen is that for many tourists it is their own experiences or those of others that most directly influence this choice. The consequence of this is that place is specifically important because it is only on the basis of such experiences that future choices can reliably be made. Thus whilst there were a few tourists who "never went back" the majority tended to actually use their own and friends experiences to build up a number of safe alternatives, of which Mallorca was one, that could be returned to even if some years holidays were taken in new destinations. Comments such as "it was supposed to be our last time, but we might well return again next year because we enjoy it each time we come" (M94) suggests that there is a strong tendency towards conservatism in the holiday choice of package tourists. When the final decision was made each year this conservatism acted to the benefit of destinations such as Mallorca which are familiar to the British package tour market. However this does not by any means guarantee that this will hold for the forseeable future, because many other destinations are becoming more familiar. As experience and awareness of these emerging alternative destinations grows the present large number of tourists who return to Mallorca simply because of familiarity may start to decline.

5.7.3 Experience of resort and choice of holidays.

Generally tourists were satisfied with their resorts. When asked how their experience of the **resort** was likely to affect future choice it was interesting that most comments related to general rather than specific characteristics of resorts. Whilst a few tourists specifically expressed an intention to return to the same resort because of a good experience, for the majority the experience had helped them consider further what it was that they looked for in a resort in more general terms. "Not too rowdy but plenty of nightlife, I like being able to choose an active or quiet time" (R23). Specific comments tended to apply to **accommodation**, for example "make sure the apartment was as good, near to beach and shopping close" (R39), "next time I'd go near to the beach, (with a) swimming pool for kids and avoid crowds" (R55). The list of requirements of resorts was long and varied between individuals and there is little point in giving too many examples. For example whilst some respondents had found it "nice to be out of the resort" (R126) and others found it "nice to be in the resort (R127). The point that emerged was that the majority of tourists were clear about the sorts of things they required of **resorts** and that these would form the criteria for future holiday choice.

Whilst tastes may differ, a number of focal points arose for which tourists required information. It is the sort of information they would look for in brochures, and should be incorporated clearly into such presentations. The type of information required will be recounted as a series of themes.

A theme that underlay the majority of the comments made about resorts and that is the need to know in advance about the geography of the resort. A main focus for many tourists was the beach and most tourists sought to find accommodation near to it. Others required information about shops, bars, restaurants and the location of nightclubs. Many older tourists complained that insufficient information was available about the terrain of the resort, many found there were too many steep slopes, and required more information on the character of the resorts. Information required regarding resort character varied widely ranging from whether there is a promenade for evening walks to the type of buildings or age of development or resort. More general background information could be given that would aid tourists' decision-making and ultimately lead to greater client satisfaction.

The notion of *resort character* is an interesting one that is entirely subjective. A better description of what is occurring when respondents talked about *resort character* is to realize that they were attempting to match themselves with resorts. They had certain views about the 'type' of place and by implication the 'type' of people at the resorts that they would feel at home with. One of the largest number of similar comments referred to Palma Nova where many respondents said they required somewhere "less commercialised" and with more "character". These tourists often expressed an intention to try the North or the East of the island in future to seek such places. Cala D'Or attracts tourists who want less commercialised places and is portrayed as a place of "character" in tour operator brochures. However Cala D'Or did not always satisfy those people seeking character. Some comments were "It hasn't enough character" (R91), "It's not genuine" (R85,99) and "It's getting overdeveloped, I prefer somewhere with more character" (R111). This is an important theme for the future of tourism on

Mallorca and one that needs immediate attention. The continued development of smaller resorts means that Mallorca is losing the diversity of resorts that has allowed it in the past to cater for a wide range of tourists. This is followed up in more detail in Chapter 6. There was a large number of comments about **resort** that specifically related to **accommodation**. This illustrates again that **accommodation** is one of the most important factors of holiday experience and is a significant part of the experience of a **resort**. The comments will be included in the final section on **accommodation**.

5.7.4 Experience of accommodation and choice of holidays.

Comments about **accommodation** evoked responses that were more easily grouped than had been the case with comments about **Mallorca** or **resort**. The two biggest groups (25 responses each) were those who had stayed in a hotel or self catering accommodation who would continue to do so. Again particular preferences varied so a review of the themes which emerged is a suitable form of analysis for the comments. The themes focus on the types of information required about **accommodation**.

In the case of hotels there was a recurrent theme that in future it would be worth paying more for better quality accommodation and upgrading their hotel rating by one star; "it's worth saving up longer for a 3-star hotel" (A56). Tourists staying in hotels had often been elsewhere but returned to Mallorca specifically because of the quality of much of the accommodation in comparison to places such as Greece. Once a certain quality of **accommodation** had been experienced it seemed uncommon for this aspect of holiday choice to be compromised. Compromise in **accommodation** often resulted in disappointment:

> "last time we had a good hotel and liked the resort, so we came back to a cheaper hotel. When we book next year we'll go for a dearer hotel, this year's too basic" (R8).

There were a further thirteen comments from the **resort** questionnaire that also related specifically to hotel quality. The type of information required about hotels was about factors such as the age groups using the hotel, for example older people usually did not wish to be with large numbers of young families. Generally respondents required information on the presence or absence of entertainment and discos; self-service or waiter service at meal times and an honest assessment of the quality of the utilities, size of rooms, views and relative location to other activities in the resort. Those tour companies who attempted to convey fully such information were viewed favourably. For example:

> "I trust Thomsons' and Thomas Cooks' brochures. I'm impressed by the honesty of the descriptions because they are big companies" (A80).

There was a strong association made between tour operators and **accommodation**. A good hotel was equally as likely to cause a repeat booking with the same company as a return to the same hotel. A remarkable number of respondents (18) questioned about **accommodation** and future holiday choice specifically named the SOL hotel chain as being a fundamental factor in their holiday choice pattern. More often than not a change of resort would be guided by the presence of SOL hotels. Indeed the SOL chain publicises the location of its hotels elsewhere specifically to tap this trend towards *hotel chain* tourism which clearly for some is as important a factor as *place* tourism. A common comment was:

> "I would pick a similar hotel, I've been self catering for four years, now after SOL I wouldn't settle for less. It even works out cheaper than self catering." (A71).

With regard to self catering accommodation the most often given reason for preference was freedom of movement, tourists did not feel tied to the timetable of the hotel. Again there was a willingness to pay for better quality accommodation but this was less pronounced than for the hotels. This may be due to the perception that generally self-catering **accommodation** is newer than hotels and more likely to be better quality as a matter of course. There does appear to be a degree of truth in this which is discussed in more detail in Chapter 6.

The open questions were useful in providing insights into the holiday experiences of a sample of visitors and the effect of these on future choice. In particular it was effective in picking out features that could not have been anticipated in advance and would not have been revealed by the structured approach that was also used for this study. A set of rating-scale questions were included in the questionnaires. These were specifically designed to investigate in a more structured way the effect of experience of Mallorca or resort on tourists intention of returning to Mallorca for a holiday. The analysis of these questions will form the final section of this chapter.

5.8 Experience of Mallorca and resort on choice of holidays: structured approach

5.8.1 Introduction

It was observed in Chapter 1 that many studies have considered the initial choice of destination by tourists (Gray and Herbert,1983; Hodgson, 1983; Henshall, 1985; Moutinho, 1986; Van Raaij and Francken, 1986), and the marketing of destinations by the travel companies (Airmark Strategic Marketing, 1986; Graham-Hart, 1985;Kemp, 1983). However, there appears to have been little consideration of the pattern of repeat business at specific destinations: the research of Gitelson and Crompton (1984) into repeat vacations of tourists at Texas Visitor Centers being one of the few examples.

Travel companies are aggressively competing for a larger market share, increasing capacity while keeping prices at unrealistically low levels. The outcome has been an overall loss of some £25 million by the top thirty tour operators in the U.K. in 1987 (Observer, 1988). An alternative strategy might be greater consideration of repeat business; market share could be increased by retaining more clients for subsequent holidays. Thus it was thought desirable and appropriate in the structured section to attempt to link the holiday experience of a group of tourists to their expressed intentions of returning to Mallorca in future.

5.8.2 The sample.

As explained in Section 5.3, Figure 5.5 the questionnaire was structured to investigate three aspects of holiday experience relating to impressions of (a) **Mallorca**, (b) the **resort** and (c) **accommodation**. There were some common questions across the three questionnaires, with some questions being designed to investigate these specific themes. Thus, some responses represent the full sample of 387 whilst others are taken from the subsets with a minimum of 120 respondents for each theme, split evenly between the resort areas. The following questions were extracted from the questionnaires (Appendix 5.2) to investigate the pattern of repeat business:

1. Is this your first visit to Mallorca ? (n=387)
2. Was Mallorca your first-choice holiday ? (n=123)
3. Is this your first visit to this resort ? (n= 132)
4. Was this your first-choice resort ? (n=130)
5. Would you return to Mallorca for a holiday ? (n =387)

Respondents were offered seven possible answers:

Yes - next year, same resort
Yes - next year, different resort
Yes - in a few years, same resort
Yes - in a few years, different resort
Perhaps
Doubtful
Definitely not

The initial description of the results of the responses to these questions will be followed by an analysis of cross-tabulations of the first four questions with the final question. This will allow the pattern of likely repeat business by both *time* and *place* to be analysed, i.e.they can be cross classified by return to Mallorca ("Yes/No") and return to resort ("Yes/No") in relation to next year and future years. This will reveal the pattern of repeat business amongst the tourists interviewed and provide a framework for discussion regarding the way in which tourists' future holiday choices may be influenced.

5.8.3 Background to the sample.

The majority of the sample were ***repeat*** visitors to Mallorca (55 percent) but there was a substantial minority on their ***first-visit*** (45 percent). Within the sample there were more ***repeat*** visitors at Cala D'Or (58 percent) compared to Palma Nova (52 percent), but the difference between the resorts was within the sampling error for a survey of this size so it could not be considered significant. Numerical information on repeat business from other sources is sparse but a study of visitors travelling to Menorca in 1985 revealed a similar split between ***first-time*** and ***repeat*** business (Phelps, 1986). Interestingly Gitelson and Crompton (1984) also found that a majority of tourists had returned to destinations that they had visited before. The results of these studies and the present survey indicate the importance of repeat business to the travel industry. In the subset relating to the resort the proportion of repeat business was slightly smaller (49 percent) than that for the island as a whole. However more than three-quarters of these were ***first-time at resort visitors*** (77 percent) indicating the extent of the return visitors opting to go to a new resort. Visitors to the island were predominantly on their ***first-choice holiday*** (81 percent) and most of the tourists were in their ***first-choice resort*** (72 percent). The rest of the tourists were on special deals where the tour operator selected the resort. There was no apparent difference between the two resort areas in the trends identified so far.

5.8.4 Holiday experience and intentions of choice of Mallorca and resort for a future holiday.

The overall results are shown in Table 5.15(a). Table 5.15(b) shows the same responses reclassified as "yes" and "less certain" about their return to Mallorca. Table 5.16 (a) shows the "yes" responses broken down by return to same or different resort (*place*)and Table 5.16(b) shows the positive responses by *time* of return. Both tables include a further division by resort area; Palma Nova or Cala D'Or.

Table 5.15 Tourists' intentions of return visit to Mallorca for a holiday

(a)	Total		**Palma Nova**		**Cala D'Or**	
	%	Number	%	Number	%	Number
Yes-next year, same resort	17.3	67	18.9	39	15.5	28
Yes-next year, different resort	8.8	34	7.3	5	10.5	19
Yes-in a few years, same resort	20.9	81	20.9	43	21.0	38
Yes-in a few years, different resort	30.0	116	32.5	67	27.1	49
Perhaps	10.1	39	8.7	18	11.6	21
Doubtful	7.0	27	6.3	13	7.7	14
No	5.4	21	4.9	10	6.1	11
	100%	387	100%	206	100%	181

(b)

Tourists' intentions of return visit to Mallorca

"Yes"	"Less Certain"
77% (298)	23% (87)

Palma Nova		**Cala D'Or**	
"Yes"	"Less Certain"	"Yes"	"Less Certain"
79.6% (164)	20.4% (41)	74.1% (134)	25.9% (46)

Table 5.16

(a) Differentiation of "Yes" response by return to resort

Return to same resort	Return to different resort
49.7% (148)	50.3% (150)

Palma Nova		Cala D'Or	
Same resort	Different resort	Same resort	Different resort
53.2% (82)	46.8% (72)	49.3% (66)	50.7% (68)

(b) Differentiation of "Yes" responses by time of return

Next Year	In a few years
33.9% (101)	76.1% (197)

Palma Nova		Cala D'Or	
Next year	In a few years	Next year	In a few years
28.6% (44)	71.4% (110)	35.3% (47)	64.7% (87)

The complete set of data in Table 5.15(a) shows that the majority of respondents felt they would return to Mallorca, with the biggest single category, representing one third of the sample, indicating a return in a few years but to a different resort. Put together with the respondents who would return to the same resort in a few years time accounts for half the sample. One quarter of respondents indicated a return the following year which brought the positive responses up to more than three-quarters of the total number of respondents (Table 5.15(b)). When the positive responses are considered alone, there is an equal split between intention to return to the same resort or seek somewhere new (Table 5.16(a)). However, returning visitors are twice as likely to return in a few years time than next year (Table 5.16(b)).

The relatively few "less certain" reponses suggests a high level of satisfaction with Mallorca as a holiday destination, but there is the possibility of a bias towards positive responses when interviewing tourists in the course of their holiday (Rollins & Chambers, 1988). A follow up postal questionnaire was conducted with half of the sample of 386, six months after their holiday. No significant changes in intentions to return appear to have taken place, the majority of tourists' responses remained unchanged. The intentions of the tourists who had changed their minds tended to be minor changes. Few changed from a positive "Yes" response to a "less certain" response. Clearly this does not confirm that these intentions to return will be carried out, but it does at least indicate that the potential for repeat business is high. Finally, it would be wrong to conclude that all those who said they would definitely not return to Mallorca were dissatisfied with their holiday as this includes a significant minority who deliberately choose to go to different places each year. Indeed, respondents in this group commonly stressed that they deliberately never repeat a holiday so that they can visit more places.

When the two resort areas are considered separately (Table 5.15(a)) some statistically significant differences are apparent. Of the people intending to return next year those at

Cala D'Or showed a greater tendency towards changing resort than those at Palma Nova, whereas of those considering returning in a few years time, respondents at Palma Nova were more likely to change their resort. This may be due to differences between the types of tourist frequenting these contrasting resort areas or to the character of the resorts themselves. It would appear that the tourists in Palma Nova are more likely to repeat the same holiday for several years, enjoying the variety of facilities and nightlife in the larger resorts, before considering a change. Whilst most of the respondents at Cala D'Or commented favourably on the quietness and seclusion of the smaller East coast resorts, they were more likely to take a subsequent holiday at a similar type of resort but in a different location in Mallorca.

5.8.5 Factors influencing the pattern of repeat business to Mallorca

The following analysis is based on cross-tabulations between the question concerning the likelihood of return with the other questions, the results of which are shown in Tables 5.17 to 5.20. The chi-square test was used to establish the significance of the differences between the cross-tabulations (the observed frequencies). The expected frequencies calculated for each table for the chi-square test are shown in parentheses.

Table 5.17 shows ***first-time*** and ***repeat*** visitors with intention to return. There is no difference between ***first-time*** and ***repeat*** visitors as regards *place* of return (Table 5.17(a)(ii)). However, there is a significant difference in the *time* interval before their intended return to Mallorca (Table 5.17(a)(i)). ***First-time*** visitors are just as likely to change resort as ***repeat*** visitors, but they are more likely to return in a few years. The biggest difference in the whole table shows that ***repeat*** visitors are more likely to return the next year, possibly suggesting there is a core of tourists showing strong place loyalty. When the resort areas are considered separately (Table 5.17(b)) it was found that Palma Nova represented this trend more strongly than Cala D'Or. This supports the earlier finding that visitors to Cala D'Or are less likely to return to the same resort the following year.

Table 5.17 First-time and repeat visitors to Mallorca by intentions of return visit to Mallorca.

(a) Both resorts

(i)

First Visit to Mallorca	Repeat Visit to Mallorca			
35 (45.4)	66 (55.6)	=	101	Return Next Year
94 (88.5)	103 (108.5)	=	197	Return Few Years
44 (39.1)	43 (47.9)	=	87	Return Less Certain
173	212	=	395	Totals

(Figures in parenthesis throughout are the expected frequencies (E) figures without are the observed frequencies (O).)

Chi-square = 6.05 DF=2 (P = < 0.05)

(ii)

First Visit to Mallorca	Repeat Visit to Mallorca			
62 (66.5)	86 (81.5)	=	148	Same Resort
67 (67.4)	83 (82.6)	=	150	Different Resort
44 (39.1)	43 (47.9)	=	87	Return Less Certain
173	212	=	385	

Chi-square = 1.68 DF=2

Table 5.17 (continued)

(b) (i) Cala D'Or **(b) (ii) Palma Nova**

First Visit Visit to Mallorca	Repeat Visit to Mallorca			First Visit to Mallorca	Repeat to Mallorca	
16 (19.8)	31 (27.2)	=47	Return Next Year	19 (25.6)	35 (28.4)	=54
36 (36.7)	51 (50.3)	=87	Return Few Years	58 (52)	52 (58)	=110
24 (19.4)	22 (26.6)	=46	Return Less Certain	20 (19.4)	21 (21.6)	=41
76	104	=180	Totals	97	108	=205

Chi-square =3.18 DF=2 Chi-square =4.52
DF=2

(P = <0. 05)

(c) (i) Cala D'Or **(c) (ii) Palma Nova**

First Visit Visit to Mallorca	Repeat Visit to Mallorca			First Visit to Mallorca	Repeat to Mallorca	
25 (27.9)	41 (38.1)	=66	Same Resort	37 (38.8)	45 (43.2)	=82
27 (28.7)	41 (39.3)	=68	Different Resort	40 (38.8)	42 (43.2)	=82
24 (19.4)	22 (26.6)	=46	Return Less Certain	20 (19.4)	21 (26.6)	=41
76	104	=180	Totals	97	108	=205

Chi-square =2.55 DF=2 Chi-square =0.26
DF=2

Table 5.18 shows the relationship between ***first-choice holiday*** and intention to return. The table shows a significant difference between ***first-choice holiday*** and ***not first-choice holiday*** groups of visitors, in both the question of *time* and *place* of return. In each case this is due to the larger proportion of "less certain" responses by the ***not first-choice holiday*** respondents. Thus those on their ***first-choice holiday*** tourists are more likely to return to Mallorca and the resort, suggesting that people are likely to react more favourably to a place if they have chosen to be there.

Table 5.19 couples ***first visit to resort*** with intention to return. There is a significant difference between the ***first*** or ***repeat visit to the resort*** and both the time and place of the return visit. In both cases this is due to the ***repeat*** visitors who are more likely to return to Mallorca next year, and to the same resort, than are visitors in the resort for the ***first time*** (Table 5.19). This again suggests that some ***repeat*** visitors show place loyalty, not only to the island but to a particular resort. An extreme case was one respondent found in Palma Nova who had been to the same hotel for seventeen consecutive years!

Table 5.20 links ***first-choice resort*** with intention to return. There was a significant difference with respect to intention to return to Mallorca next year between the ***first-choice resort*** and ***not first-choice resort*** groups. The ***first-choice resort*** group were more likely to return to Mallorca the following year, whilst the ***not first-choice resort*** group were less likely to return and if they did they were more likely to do so after an interval of a few years.

Table 5.18. First choice holiday or not first choice holiday by intention of return visit to Mallorca.

First Choice Holiday	Not First Choice Holiday			
30 (27.6)	4 (6.4)	=	34	Return Next Year
49 (46.3)	8 (10.7)	=	57	Return Few Years
20 (25.2)	11 (5.8)	=	31	Return Less Certain .
99	23	=	122	Totals .

Chi-square = 7.59 DF=2 (P = <0.05)

First Choice Holiday	Not First Choice Holiday			
36 (34.9)	7 (8.1)	=	43	Same Resort
43 (39.0)	5 (9.0)	=	48	Different Resort
20 (25.2)	11 (5.8)	=	31	Return Less Certain.
99	23	=	122	Totals .

Chi-square = 8.02 DF=2 (P= < 0.05)

Table 5.19. First or repeat visit to resort by intentions of return visit to Mallorca.

First Visit to Resort	Repeat Visit to Resort		
25 (30.9)	15 (9.1)	= 40	Return Next Year
54 (51.8)	13 (15.2)	= 67	Return Few Years
23 (19.3)	2 (5.7)	= 25	Return Less Certain
102	30	=132	Totals

Chi-square 8.48 DF=2 (P= < 0.01)

First Visit to Resort	Repeat Visit to Resort		
29 (34.8)	16 (10.2)	= 45	Same Resort
50 (47.9)	12 (14.1)	= 62	Different Resort
23 (19.3)	2 (5.7)	= 25	Return Less Certain
102	30	=132	Totals

Chi-square = 7.71 DF=2 (P = <0.01)

Table 5.20. First choice or not first choice resort by intention of return visit to Mallorca.

First Choice Resort	Not First Choice Resort		
34 (28.6)	6 (11.4)	= 40	Return Next Year
45 (47.2)	21 (18.8)	= 66	Return Few Years
14 (17.2)	10 (6.8)	= 24	Return Less Certain
93	37	=130	Totals

Chi-square = 5.98 DF=2 (P = < 0.05)

First Choice Holiday	Not First Choice Holiday		
36 (32.2)	9 (12.8)	= 45	Same Resort
43 (43.6)	18 (17.4)	= 61	Different Resort
14 (17.2)	10 (6.8)	= 24	Return Less Certain
93	37	=130	Totals

Chi-square = 3.67 DF=2

5.8.6 Discussion

Several significant points can be drawn from this study. The most important factors influencing the intention of tourists to return were ***repeat*** visit and attaining their ***first-choice holiday***. Mallorca is an example of an established international destination dominated by the package tour market. Indeed its development has been dependent on the accessibility provided by tour operators who offered tours priced for the mass tourist market. If a tour operator wishes to cultivate repeat business this study suggests a need to ensure that clients not only have good holiday experiences but are also able to have the destinations of their choice. Burkart (1984) points out that ninety percent of package tours are sold through travel agencies, it is therefore important to ensure that travel agents are more effective at matching clients' requirements to destinations. Indeed a major British tour operator has recently instituted such a system (Travel Trade Gazette, 1988)

Another important trend was that the majority of tourists were likely to return in a few years and that half of these would return to a different resort. This suggests that perhaps the activities of the travel representatives in the course of a holiday should include promotion of other resorts on the island that tourists might choose on future occasions. In this situation Boston and Moll (1983) suggest that the provision of information would be more effective because the desire to holiday at the destination in future was strong. Moutinho (1986) identified three stages in his tourist behaviour model, the stages are: "pre-decision processes", "post purchase evaluations", "future decision-making". Whilst tourists are on holiday they are the ideal 'captive audience' and there is an excellent opportunity for influencing all three stages simultaneously. Tourists will be forming opinions that will later be recalled during "post purchase evaluations" on the basis of their experiences during their holiday. It is likely that "pre-decision processes" such as perceived risk and plans for "future decision-making" can also be influenced because tourists are being encouraged to think about all three stages whilst in a 'good' frame of mind.

It is also worth noting that there is increasing criticism of the hard-sell tactics employed by some travel representatives in for example promoting coach trips. The devotion of more 'soft-sell' attention to the possibility of repeat business might create greater loyalty to tour operators and destinations in the long term and make the role of the representatives more of an advisory one rather than concentrating, as at present, on immediate sales of extras. This might be achieved for example through social evenings involving the use of video designed to inform tourists, whilst they are on holiday, of accommodation and resorts offered by the tour operator elsewhere on the island. Comments made by tourists suggest they would react better to a 'soft-sell' rather than a 'hard-sell' when recalling their experiences of tour operators during subsequent holiday decision-making..

This study has concentrated on the question of repeat business but nearly half the tourists were on their first visit to Mallorca. Perhaps this is not surprising in view of the increase in the number of tourists visiting Mallorca over the last few years. The volume of repeat business will grow as the market expands, but as indicated by the high intention of return found in this survey, it is likely that the repeat business share of the market will also grow. This illustrates the importance to both tour opertators and travel agents of satisfying clients' preferred destination choice. The more sucessfully this is done the more likely they are to encourage clients to make repeat bookings with the same company.

CHAPTER 6

TOURISTS EXPERIENCE OF A HOLIDAY DESTINATION: THE TRAVEL TRADES' VIEW

6.1 Introduction

In Chapter 5 tourists' views of Mallorca were considered to gain insights into the development of the image of a destination with reference to how the holiday experience affected their images. It was also thought desirable to investigate the travel trades' views of tourists' images of Mallorca. The travel trade is a very important agent of image formation. By using insights gained from travel trade employees on the island an overview of this process, and the role played by the employees in this process could be gained.

6.2 Sample

Thirty travel representatives of major British tour operators were interviewed during early October 1988 in Mallorca using individual and group interviews. The structure of the interviewee sample is given in Table 6.1. It was realised that there were inherent dangers in using an intermediary to recount the experiences of others; however there were advantages that were judged to justify this approach.[1] By interviewing members of the travel trade of different ranks and length of experience it was aimed to reflect a wide range of views: from young representatives experiencing the island for the first time to the most senior regional controllers with years of experience of tourism on the island.

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[1] In this Chapter the travel trades' views of visitor images are investigated. This is in contrast to previous Chapters in that it studies images two stages removed from reality. This approach was considered valid because the travel representatives were not being evaluated, thus there was no reason for them to deliberately misrepresent tourists' views.

Table 6.1 Structure of sample for interviews

	South-West Mallorca	East Mallorca
Representatives: one to four years experience	5	3
Senior Representatives	2	2
Regional Controllers	2	1
Group Interviews	6 (2 x 3)	9 (3 x 3)
Representatives Total =	15	15
Welcome Meetings	2	2
Head of island tourist authority	1	

6.3 The Interviews

6.3.1 Introduction

The insights into individual tourist experience considered in Chapter 5 reflect the views of tourists during a single holiday at a specific time of the year. The representatives on the other hand will have been in contact with a great number of tourists at all times of the year. It was from this range of experience that the greatest potential for valuable insights into tourists' experience of place lay. Moreover the views of the travel representatives were seen to be of interest in their own right as an important factor in image information. It was also decided, in common with other parts of the case study of Mallorca, to conduct the interviews in the South-West, concentrating mainly on Magalluf/ Palma Nova, and the East, concentrating on Cala D'Or/ Cala Ferrera. This was done in order to highlight any differences there might be in perceptions and experiences' of tourists of these contrasting resort areas.

6.3.2 Interview techniques

Qualitative research interviews can be conducted on an individual or a group basis. It was decided to use both approaches because both have advantages and disadvantages and as Hedges (1984) points out "often the two techniques are best used together in the same project because their respective strengths and weaknesses can complement each other". By interviewing individually a more through knowledge of each respondents' views can be gained. The interaction is restricted to interviewer and interviewee and thus an individual has more scope to explore their own views' with the interviewer. In a group situation views are challenged and the discussion can quickly change course as each respondent offers their views. These two situations are given as examples but are not necessarily advantages and disadvantages *per se*: they have to be judged in the context of the research topic being investigated. In the present study there was virtue in using both together. Individual interviews could provide subtle detail and could later be compared for consistency. Group interviews offered the opportunity that differences of opinion would stimulate others' views and generate insights not provided by the individual interviews. This is important because in interviewing about topics such as this, the respondents were being asked about things they had not previously been called upon to articulate. There was of course the danger that the social pressures of group interviews would affect responses, but this was less of a danger when they were relating their opinions about others' experiences. Respondents were less likely to feel the need to give artificial or 'standard' responses because they were attempting to present themselves in the best light.

An in-depth interview approach was taken in preference to structured questionnaires because of the nature of the topic being researched. Questionnaires in this instance were thought to be counter-productive in that they would constrain the possible responses and insights would be lost.

> "Because qualitative techniques are not concerned with measurement they tend to be less structured than quantitative ones and can therefore be made more responsive to the needs of respondents and to the nature of the subject matter." (Walker 1984)

6.3.3 Interview structure

In order to ensure that the topic of tourist images and experience of Mallorca was covered a preliminary underlying structure to the interviews was drawn up (Figure 5.1). It was anticipated that it would be counter-productive to force the interviewee to deal with these topics in a strict order. It was thought likely that most of the topics would arise during a discussion around tourist images and experience of Mallorca, so this structure was used as a reference check. It was not considered essential to force a response on each item if time was running out or if the discussion took a previously anticipated but productive course. The aim of the depth interview was to gain insights based on the interviewees experiences and views, if these consistently contradict expectations or take a different course to that anticipated, then the interviewer must be able to adapt and evolve an interview strategy to cope with such changes. In short this initial underlying structure to the interviews was in essence a catalyst to "get the interview going". Hedges (1985) suggest that "the primary underlying structure is imposed by the objectives of the research which provides a conceptual framework within which the analysis can be organised". It was found that as each interview was conducted the structure and questions changed slightly because some questions were more or less productive than anticipated. The structure of the interview was changedafter the first few interviews and an alternative structure was developed that provided a more productive framework. It is within this framework that the interviews will be analysed (Figure 6.2). This approach to the interview is essentially based on the interactionist perspective in that the interview is seen as a social event involving interaction between the interviewer and interviewee. This interaction leads to a negotiated interview structure that most properly conveys the individuals actual views.

Silverman (1985, p162) summarizes the contrasts between the interactionist and positivist approaches to the interview.

Table 6.2 Two versions of the interview relati onship

	Positivism	Interactionism
Status of interviewer	Object- following protocol	Subject- constructing interview context
Status of interview	Object- revealing items relevant to research protocol	Subject- complying with or resisting this construction

Further this view leads to the practical implication for conducting the interviews:

(a) It allows respondents to use their 'unique ways of defining the world' (Denzin, 1970 p 125).

(b) It assumes that no fixed sequence of questions is suitable to all respondents.

(c) It allows respondents to 'raise important issues not contained in the schedule'. (Silverman 1985)

One of the problems for interviewers in this situation is how far are they supposed to interact with the respondent. Silverman (1985) points out that the researcher that strives to maintain a minimal presence is implicitly accepting the positivist view that interaction with respondents is to be avoided in order to avoid the bias that may be introduced by the researchers. The interactionist view would be that interaction is essential in order to at least give clues to the interviewee as to what may be relevant. There can be no hard and fast line on this but a summary is given below to illustrate the practical approach that was taken.

(a) The underlying structures (Figures 6.1 and 6.2) were used to provide clues to interviewees as to what may be relevant within the context of the study. It was not desirable to have a totally open interview, there must be some initial focus no matter how loosely defined and open to change.

(b) This structure acted as stimulus to interviewees who were free to respond in any manner they saw as relevant. If they interpreted a question in a different manner to that intended, this in itself was interesting and was explored.

Figure 6.1 Underlying structure for interviews (topic areas) with travel representatives in Mallorca

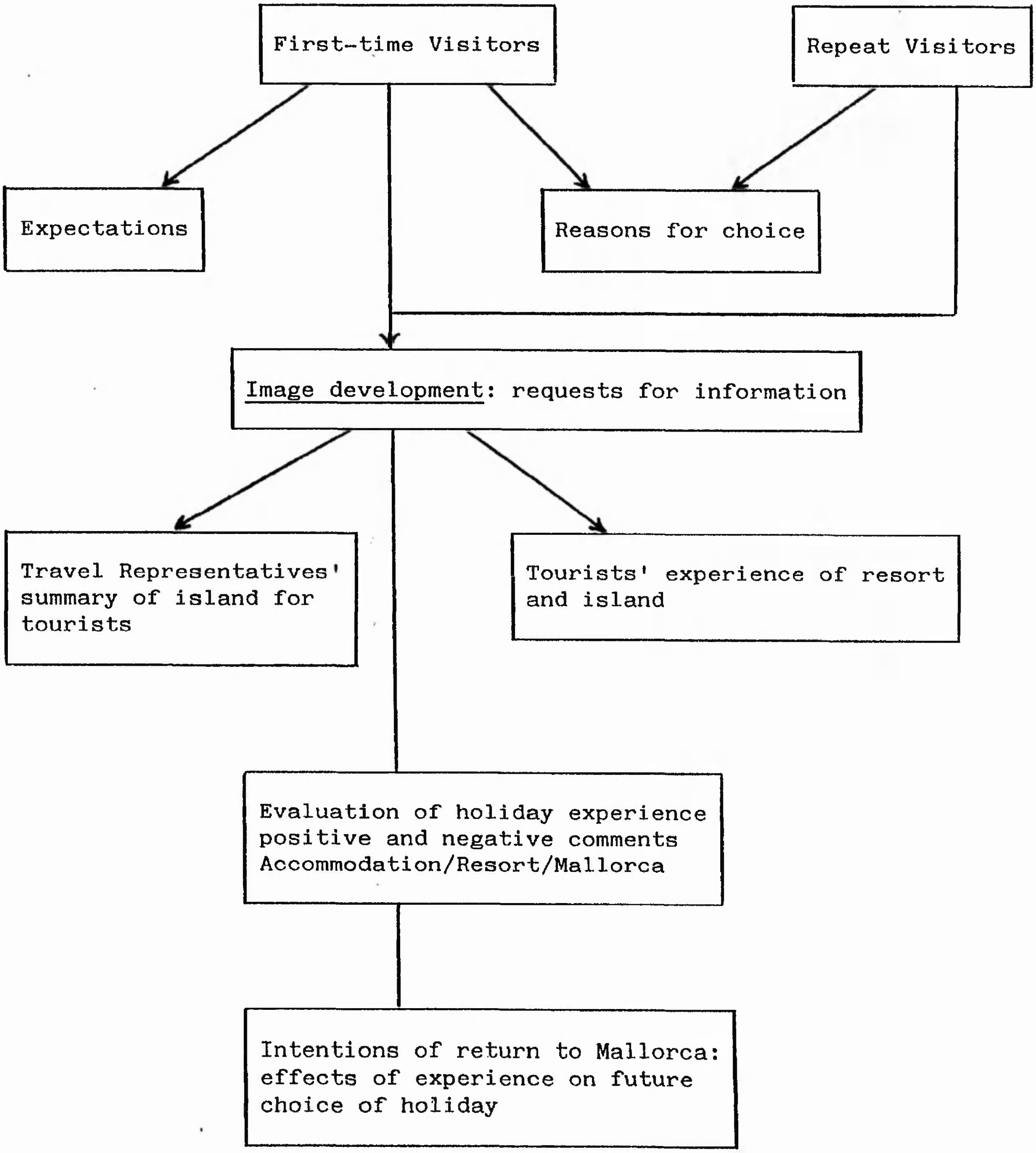
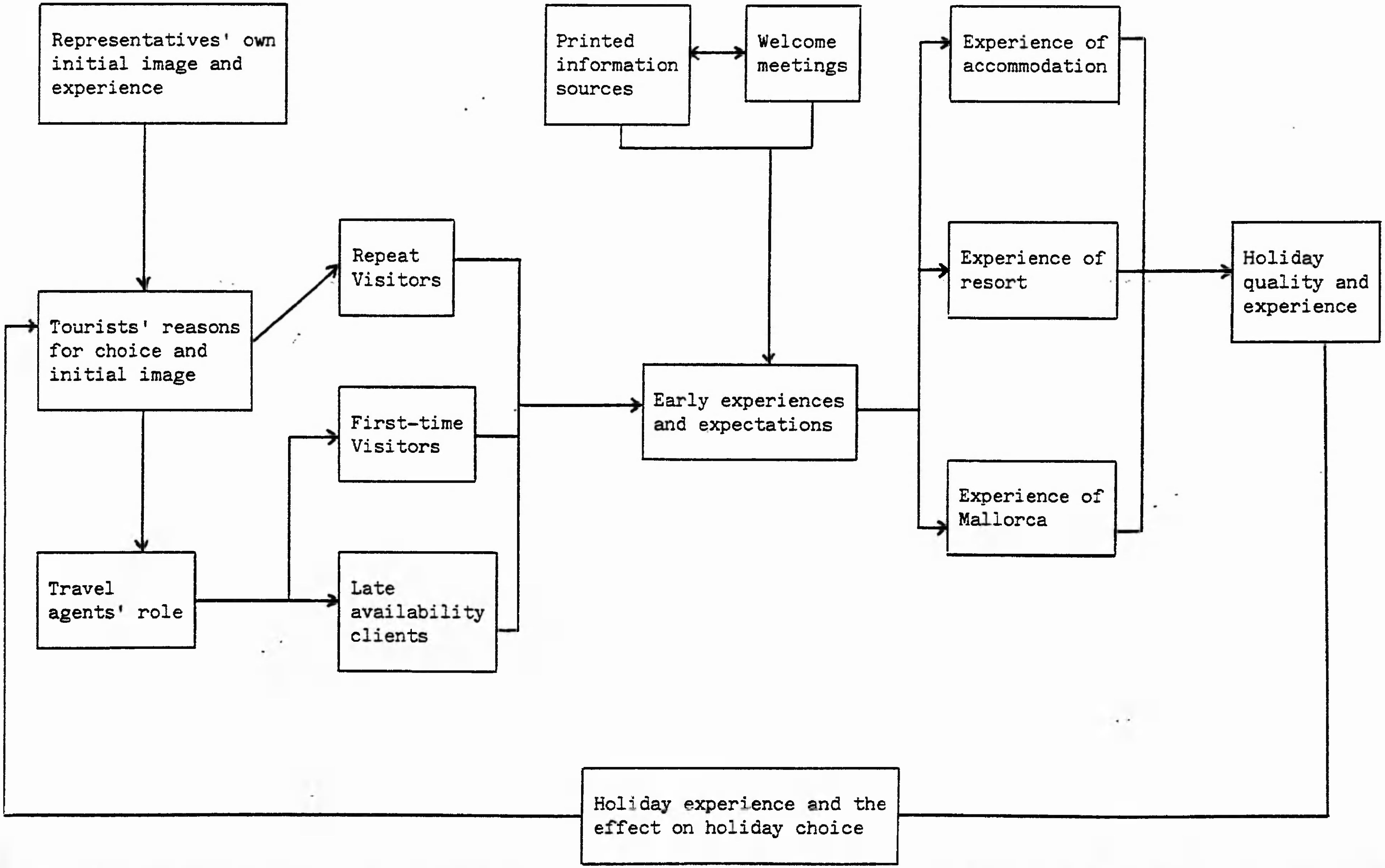

First-time Visitors
Repeat Visitors
Expectations
Reasons for choice
Image development: requests for information
Travel Representatives' summary of island for tourists
Tourists' experience of resort and island
Evaluation of holiday experience positive and negative comments Accommodation/Resort/Mallorca
Intentions of return to Mallorca: effects of experience on future choice of holiday

Figure 6.2 Emerged structure for interviews


Representatives' own initial image and experience
Printed information sources
Welcome meetings
Experience of accommodation
Repeat Visitors
Experience of resort
Holiday quality and experience
Tourists' reasons for choice and initial image
First-time Visitors
Early experiences and expectations
Experience of Mallorca
Travel agents' role
Late availability clients
Holiday experience and the effect on holiday choice

(c) The questions were not structured in any set order; completion of a 'set' of questions was also not thought essential.

(d) The interviewers' role was to attempt to structure what appeared to being said by the interviwee. The interviewers' interpretation was related to the interviewee. They were thus free to agree or to carry on expanding a point or to correct the interviewer by exploring a little more what they meant. Thus the role of the interviewer is interactive without being influential or biased in the sense that they interject with their opinions or disagree with the interviewee. These would, of course, be entirely inappropriate forms of interaction. The aim was to allow interviewees to develop their views in their own terms without being intimidated by the interviewer or made to feel that there was a correct answer towards which they should be moving in order to satisfy the interviewer.

(e) Another form of interaction that seemed appropriate was to mention other opinions that had been expressed by other groups or individuals to get their reactions. The interviewer can be interactive without getting personally involved and influential in determining the outcome of the interview. That is objectivity cannot be guaranteed in social research or indeed seen as desirable if the interviewer is to be sensitive and interactive with respondents. However, this is not to say that the conducting and subsequent analysis of social research cannot be rigorous.

Attempts to achieve rigorous research must necessarily revolve around organisations of approach whatever it may be and consequent description, conceptualisation and exploration. This is essential in order that the value of any research can be judged and applies both to quantitative and qualitative approaches, whatever theoretical framework guides the course of the research. The role of the researchers is to reach a point when they can review what has been suggested by the research and can attempt to conceptualise and explain what has been established. Clearly this point may be arrived at by many research routes. It is also important to describe how the researcher arrived at these conclusions. In the present study several types of approach have been used. In

Chapter 4 and 5 it was relevant to describe how the sample was selected, and how the resultant data was analysed statistically: this gave the reader the background information by which the status of the results and conclusions may be judged. The same approach should apply to the analysis of interviews. In the preceding sections the reasons for the type of interviews conducted have been given and the interview structure has been described. It was also important however to describe in a little more detail how the stage of conceptualisation and exploration was arrived at. Thus the sequence of interviews will be reviewed and some important points raised relevant to how the structure of the interview evolved and how this affected the conduct of the interviews. It is essential to describe these things because without doing so the analysis may just seem to 'appear from nowhere'. The analysis of the interviews is therefore described in Section 6.4. Further details on the conduct of the interviews are given in Appendix 6.1.

6.4 The analysis of the interviews

6.4.1 Introduction

The analysis starts with a clear indication of how the interview was conducted. This is followed by a transcription of the interview tapes. The potential for bias being introduced by the researcher is at least as great at the beginning as with the later analysis of the interviews. Therefore in attempting to establish the status of the interview analysis in comparison to other methods of analysis some general points are discussed in 6.4.2 and 6.4.3. A brief description of the researcher's thoughts at the time of the interviews is also included in Appendix 6.1.

6.4.2 Interpretation and relativism

Concepts and theories are more likely to be valid if they are based on primary information of some kind whether it be census data or interview transcripts. What it is important to accept is that any interpretation is relative not absolute. For example, interpretation is relative to the use to which the data is being put: are the interviews being analysed for policy recommendations or for an understanding of an individual's experience ? Also it is relative to the research perspective used and values of the observer, no analysis can be 'value-free' in the social sciences. The researcher can attempt to 'suspend' their own viewpoint but is this always the case ? To put it crudely why else will one researcher choose a marxist perspective whilst another chooses a functionalist view and another a symbolic interactionist view ? It is likely that it is because the conceptual and methodological framework seems to make sense to that researcher relative to their own world view. By consistently applying the rules within one perspective, an apparently coherent, consistent approach can be taken. The researcher is essentially protected from the ravages of other perspectives so long as they are consistent within the methodological rules associated with the theoretical perspective that they use. However within each perspective there are shades of interpretation of theory and methodology. As part of the procedure for establishing the status of research writers often maintain that other perspectives are 'wrong' and that theirs is 'right'. Attention is then turned to other interpretations within their own perspective where some are seen as 'more right' and others as 'less right'. As part of the justification for my research I too claim that I have got it right , indeed it would not be acceptable for my thesis to be submitted if this were not the case. However, the approaches taken were selected because they seemed to me to be relevant and useful to gaining insights into tourists' images. Many other possible approaches and interpretations could have been of equal or possibly even greater worth. It could be argued that by taking this eclectic approach I am opening the door to 'unbridled relativism'. What I am attempting to do is admit that the qualitative work in this thesis is by its nature interpretative. However I also want to give this interpretation status by situating the analysis in a context of the framework for the interviews and the methodology, and clearly trace how the concepts emerged from the analysis. This might be termed *situated relativism* where for Glaser and Strauss (1967) conclusions and the resulting theoretical insights are firmly 'grounded' in empirical data. It seems reasonable to assert that all social science research is an interpretation of social phenomena that are by their nature dynamic. However, this does not inevitably lead to 'unbridled relativism' where no research can be given value or status. The same principle applies to both quantitative and qualitative research; the clearer the detail of methodology of research is, the more information there is to judge the status of the outcome.

6.4.3 Method

The analysis of the tapes of the interview commenced with transcription of the tapes by hand in A4 notebooks on one side of the paper, the facing page being left blank for notes on the text. A note of the tape counter was taken at regular intervals so that any quote could be cross-referenced to any part of a tape. This was important for possible reference that may have had to be made to the context for statements or for listening to the tone of voice in which things may have been said. This is important because by going over the tapes and transcripts at leisure avoids what Hedges (1984 p87) refers to as 'selective perception' i.e. only noticing what is dramatic and/or which interact with the interviewer's prejudice. It also helps in the assessment of the quality of the interview, not all interviews are of equal value.

The taping and transcription of interviews is accepted as a thorough method of qualitative data collection. However this presents a most daunting task at the analysis stage because of the sheer volume of information to be processed. After transcription of the tapes by hand my second contact with the material was to re-read it. Ideas began to form on the basis of this and notes were made on the facing pages of the transcriptions. These notes were then read through and an attempt was made to sort the quotes and comments drawn from the interviews into the categories that had emerged during the course of the interviews. At first this was attempted by means of listing and indexing references on separate sheets devoted to each category. For example first-time visitors images, comments on excursions etc. However this proved unwieldy and resulted in too much replication of note-taking. A more efficient way to reorganise the information was by photocopying and reducing to seventy percent a copy of the notebook. The notes were categorized by cutting them out and sticking on eight by five inch record cards. Each card was given a category title referenced by number of interview and page in notebook (e.g.11/96) and thus could be traced precisely to any point in an interview. Cards that contained more complex references could be given second category titles. Some cards were also cross-referenced to others where interconnections between the categories had been noted.

Clearly not all the information from the tapes, which amounted to approximately 30,000 words, would be required but this method of organising the transcripts allowed considered judgements to be made on which examples to extract from the tapes that best illustrated the concepts and ideas that emerged from the analysis. It was also a means of ensuring that ideas that were put forward were firmly "grounded" in the data and could be referenced clearly. By making explicit how and why ideas were formulated an attempt at rigorous qualitative research could be made.

6.5 Representatives' images of Mallorca

6.5.1 Introduction

The analysis of the interview data will start with the representatives own images of Mallorca. This is useful because it gives a first overview of some of the general ideas that emerged throughout the interviews. Aspects of image formation, holiday experience and choice will be covered. The sections that follow deal with each aspect of image identified in Figure 6.2.

The representatives fell broadly into two groups, those who had never been to the island and had not wanted to work there and those representatives who had been on holiday to the island, knew it and wanted to work there. For those who had not been before the area that was to be avoided in particular was the South-West.

> "Originally I asked for Turkey. I thought I hope to hell I don't get the South-West, simply because of the reputation. I didn't think I'd be able to cope with it but I actually worked on the South Coast and it wasn't as bad as that round Magalluf". (7/22)

6.5.2 Image as simile

The biggest single factor working against Mallorca for the representatives with no experience was coping with the workload due to the size of the island and the perceived "character" of the resorts.

> "I'd heard it was commercialised like Blackpool". (14/57)
> "The image I had was like the Magalluf.. you know, what you see in the paper, rowdy" (2/6)
> "You think it's like Southend or Blackpool but I was pleasantly surprised. The only places I had been before are France and Malta. I really expected it to be like Malta like the places in Malta . To be honest I thought of it only as a holiday resort not where it was or what it was but that's because I'd got no choice in where I was going to. It is a beautiful island I can say that now but I was nt expecting anything but a holiday resort. Like Blackpool or something". (11/40)

Two things are emerging here. Firstly, how representatives on their first visit recall framing their expectations in terms of what they knew and were familiar with. Thus "I thought of it as a Spanish version of Blackpool" (18/81) or "I thought it would be another Benidorm". Secondly the influence of the negative image of Magalluf on the overall image of Mallorca. Magalluf was seen as the resort that "typified" Mallorca. Sally's comments illustrate this well.

> "Unless you've been yourself, you say you're going to Mallorca on holiday to a lot of people and they ...immediately assume... everywhere is like Magalluf. I expected contrasts but not as such a great contrast.....I expected the rest (of Mallorca) to be like Magalluf but on a smaller scale". (7/23)

This image was not modified by working elsewhere as travel representatives.

> "I worked for many years in the Canaries and one of the places I said I would never go to was Mallorca and then I was moved to Mallorca and just before I came here to work I came over for the weekend and was quite shocked. It wasn't bad after all!". (17/76)

This suggests that strong feelings about destinations results in strong reactions when the place is experienced. In these cases it seems to have been one of pleasant surprise rather then confirmation of strong negative expectations. Keith suggests how such negative images may have originated.

> "In the early 1960's people that were looking for somewhere to go and didn't know the island tended to get bombarded with cheap and cheerful advertising which for the most part was what was needed. Millions of people have been to Mallorca and it tends to create an image of.. that the place is only suitable for bucket and spade type tourists, which is not at all true and the press have a bee in their bonnet about Mallorca as well. So all in all it 's a much maligned island." (20/100)

What was interesting was that Magalluf in particular continued to be seen in a negative light by representatives who had worked elsewhere on the island. However, most representatives changed their views after working there.

> "I worked in Paguera last year, then I thought "Oh God I'm bound to get Palma Nova next year" and that's only from down the road. I work in the busiest place, right in the heart of Magalluf in Tora Nova and the discos are right there. I live there right outside and I wouldn't change it for the world, even in July and August". (12/45)
> "It really didn't live up to that image at all. There are certain areas and bars in Magalluf, but then even that is blown out of all proportion by the media. The time I've been here I don't think I have witnessed any incident in the street or anything like that. I walk about at all hours of the day and night but there's no danger, my impressions are very positive. Other parts of the island are more scenic but they attract a different type of tourist than Magalluf". (18/81)

6.5.3 Image stereotype

In discussing expectations, the role of travel agents arose, in particular when comparing their own poorly developed image of Mallorca to that of travel agents who are selling Mallorca to tourists.

> "To sell Mallorca you have got to have been here, been round the island to sell it properly. Tour operators should keep sending travel agents out to see it and then sell it properly and haven't got the image of the people who are coming in who have not been there. That's why you go to a travel agent to book your holiday and to get advice on your holiday. Let's face it you go into a travel agent and you think they've been everywhere. You go into a lot of places and the girls don't even like going abroad which is crazy. They should go to see places so they can sell it and advise, but tour operators don't offer enough educationals." (7/23)

Two aspects in particular were mentioned, knowledge of the resorts and matching to 'types of tourists'. Travel agents' knowledge of these 'types of resorts' was most often formed on the basis of an image of the 'types of people' to whom they sold holidays. One of the travel agent's main roles was seen as matching types of people to types of place. The criteria for such typing was made at a relatively simple level (Table 6.3). There may seem to be a contradiction here concerning this simple categorisation of people and places by type . Travel representatives started by talking about their simple stereotype image of the island and the misconceptions they had prior to their visit. They went on to say how much more complex their image now was, yet still they used simple labels for types of place. There was also a contradiction in their defence of Magalluf as a place that was not as 'bad' as it's image. They maintained in fact it was a place that was varied and suitable for many types of tourists. However, they persisted in classifying Magalluf as a "lively, young person's resort" and places such as Cala D'Or as "quieter and for older people". The probable explanation for this is that there are levels of meaning that are adequate for certain purposes (Table 6.4). It can be seen that at a superficial level places may be classified as resorts for "young" or "old" clients but this in fact is not an adequate description. More complex typing of place involves linking it to the <u>motivations</u> of the particular tourists involved. This gives a more realistic framework and sums up the main overall point made by representatives about the image of Mallorca.

Mallorca is a far more complex place than is realised by even those in the travel trade. Greater awareness of this complexity was required by those travel agents selling the island. Tourists' destination images and holiday choice is a complex relationship: more emphasis on the matching of clients to places must be based on a greater awareness of both the image and the reality of destinations such as Mallorca. As tourists tastes and demands change tourist satisfaction with package holidays in Mallorca in the future will be dependent on the succesful matching of clients and resorts.

6.6 First-time visitors and early experiences

6.6.1 The image of Mallorca and Palma Nova/ Magalluf

The image of Mallorca appears to be synonymous with the image of Palma Nova/Magalluf for most first-time visitors. The travel representatives were able to portray vividly what this image was and how it worked during tourists' early

Table 6.3 Simple place stereotype

Types Of People	Types Of Place
"Young Lads"	"Lively"
"Young Families"	"Lively"
"Older People"	"Quiet"

Table 6.4 Levels of adequacy of image of place and matching to 'type' of tourist.

Level	Cala D'Or	Magalluf
Superficial	Quiet place Older people	Lively place Young people
Intermediate	Young people with young children	Older people who like nightlife
Complex	Young, single people who prefer quieter resorts and informal recreation	Young & old people with a preference for nightlife, themeparks, amusements and organised recreation

experiences of the resorts. It was also interesting to contrast the reactions of tourists' eventually staying in Magalluf with those staying outside this resort. Possibly the strongest single image that has immediate impact on tourists is the realisation of the scale of tourism on the island.

> "A lot of people think it is a (tourist) factory. To an extent it is, if you go to the airport at Palma tonight Thomsons have got 40 flights with 150 reps, it's got to be run like a factory otherwise you'd never even cope with it". (8/27)

Thomsons take 143 flights a week and have 260 representatives working on the island. Others described expectations as "one big Butlins" or a place you could have "Fourteen Saturday nights if you want it".

For many first-time visitors, resorts on the island were seen as being "Magalluf like" i.e. smaller but similar in character. This illustrates the strength of the image of Magalluf which is represented in the press as the "typical" Mallorquin resort and even the typical resort of all that is tasteless and indicative of what is seen as wrong with mass-tourism. These attributes might be summarised as over developed and badly planned high-rise developments which are populated by the 'sheep-like' mass tourists. Latterly this has been added to by an image of vandalism, drunkeness and violence. As the *Independent* (16/07/88 p17) observed

> "From reading the papers, Majorca seems like an island under siege from the "holiday hooligans". The language used to describe the problems may be over dramatic but the situation is none the less a serious one. In the first six months of 1987 the number of British people arrested by the police and prosecuted was 16 the figure so far (this year) is 47".

Thus an article attempting to play down the excesses of description of the tabloid press still sees an increase for 16 to 47 as "serious". It could be represented as a 300 percent increase, it equally could be pointed out that 1.8 million British tourists visit the island each year. In this context 47 arrests in six months hardly seems excessive.

6.6.2 The conflation of negative images of place

It is useful to illustrate a single event which occured during July 1988 which precipitated a great deal of media attention and was seen as having a serious effect on tourism on the island. *The Guardian* (Saturday July 2, 1988) under a headline of "Majorca taxi-driver dies as holiday Britons brawl" reported that a group of drunken Britons launched an assault on a group of taxi drivers as they waited at a local rank and that: "One driver collapsed after a massive heart attack and another was taken to hospital after a bottle was broken over his head."

This incident was a focus for much newspaper attention during the following weeks and the five Britons were threatened with manslaughter charges. Whilst undoubtedly it is always difficult to be sure what actually happened in such a situation it is worth noting that four separate similar account of what actually happened were given by travel representatives. One of these accounts was from the representative at the hotel where the father of one of those arrested had stayed. A regional controller for a major British tour operator in Magalluf, summed up the general opinion on the event.

> "You've probably heard about the death of the taxi driver. The way it came out in the press was absolutely ridiculous. The truth of the matter is, it was the taxi driver's fault in the first place. I know witnesses who were there. A taxi came down the road; lads walking in the middle of the street. The taxi didn't slow down, he kept on going so the guy had to move and hit the top of the taxi as it went past. The taxi driver got mad about it, got out with a baton and started laying into these guys so a big melee started. Another taxi driver came to help, slipped, and had a heart attack. He'd already had two heart attacks and shouldn't have been driving a taxi. That was the thing that started off the "yobs abroad" thing for this year". (17/77)

Miles summed up the consequences of this negative publicity for the resort of this single incident.

> "After that no-one wanted to come here because of preconceived ideas about how rough it was and because of the hooliganism and drunks everywhere; vandalism. So, particularly late-availability, wanted to go anywhere except Palma Nova/Magalluf. As a result some of them got disappointed. It was a matter then of reasurring them. "Before you change, just stay here for a day, take a look outside, see what it's like for yourself. Make your own mind up." I would say about 90 to 95 percent stayed. It was only those who arrived and said, "We want to move, we want to

> move."...The majority stayed once they realised what the resort was like. The press caused us a lot of harm because obviously it is a bustling, lively resort but as soon as that press report went out people were reading it and saying, "There's no way we're going there". They were ringing up Birmingham to telex us, "Mr and Mrs Smith do not wish to go to Magalluf."" (14/58)

The hotel in which Miles was working catered predominantly for families and older people. Pepe contrasts their reactions to those of young people arriving in the resort.

> "The young chaps here arrive like conquerors. It's only the first night really, after that they go calm. But they come here thinking it's Brighton or Blackpool or something like that".

Thus the resort is not actually as expected and is in fact more restrained overall than either group expected. For both groups, early experiences start the process of accommodating expectations to reality . The reality appears to be that Palma Nova/ Magalluf is a large but more moderate resort than most tourists expect. What is interesting here in relation to image is how there may be a basis in fact, but it is the representation of image and the meanings that are attached to an event. At best the media exaggerated events at worst they totally misrepresented the events that occured in Magalluf. Actual events are interpreted in terms of popular negative preconceptions of such resorts that already exist. It is almost as if all negative associations with mass tourism are concentrated in one archetypal package tour destination. In the case of Magalluf all these associations are transferred to form the image of the resort. However in reality rarely will all these associations apply entirely to any one resort. What happened in Magalluf as a consequence on this occasion is illustrated in Table 6.3. No charges were brought and the Britons were released after the full facts were investigated. The incident is used here to illustrate the impact on the initial image of a resort. Clearly it was also likely to have an impact on choice and will be referred to later in Sections 6.9.2.1.

Table 6.3 Transmission and conflation of negative image of place.

Actual event between tourist and taxi driver. Reported as an unprovoked attack by drunken Britons on taxi drivers.

↓

Fits stereotype and expectations of what does happen in Magalluf and Mallorca. Reports of "Riots in Magalluf streets".

↓

Linked to English football hooliganism in Europe. Expectations of need for firm response.

↓

Reports of police with machine guns on streets to keep order. In fact police only armed as normal. Escalation of image of instability, danger and violence.

↓

Reality an isolated incident, situation not escalated in the resort. Police presence low-key. In Britain a series of stories are published over two weeks on the theme of holiday violence. Incidents chosen from all over Europe but initial focus on Magalluf retained.

↓

Tourists arrive with increased apprehension about Palma Nova/ Magalluf. Travel representatives have to reassure about "reality" of place and counter negative expectations.

6.6.3 Image and early experience

It is not only the image that tourists bring with them that is important in increasing their tension or apprehension but also the early experiences they might have. Sue and Savy recall:

> "I think they expect a great big.... Benidorm I don't know if you've been there but it's one great big square mile of bars discos all together. Whereas here it is spread out more....
> "Yes, but it's so small, Tora Nova, and there's so many people on the street. When someone arrives on a square deal at four o'clock in the morning they get apprehensive. At the welcome meeting we sort it out. They come to you really worried; I feel sorry for them because they don't know. I just wish sometimes agents would say "Just wait till the welcome meeting, if you're on a square-deal go to the welcome meeting and they'll tell you exactly where you are and what you can do.""
> "Once they know there is something here for them, then they relax their minds because all they read is the bad propoganda they get from the national newspapers, Magalluf, Palma Nova, blown up hotels, jumping off balconies. It gives people a false impression, blown up". (12/47-48)

The late-availability first-time visitors are seen to present the biggest problem in that because they agree to accept any resort on the island as part of a cheap holiday package. However they do not always like the resorts in which they are placed. They often have a clear idea of where they want to be and when they are not placed there they are disappointed; they travel to Mallorca in the hope that they will get their choice. The South-West has a large proportion of the accommodation on the island. Many tourists on late-availability bookings therefore are placed in the South-West. Sue explains how the images of such tourists are developed in order to reduce the initial tension they may feel and to reassure them by quickly developing a more complex image of place.

> "We point out to them when they first arrive that there's bars and discos for everyone out there. If you're looking for somewhere quiet or noisy you can find it. We make a joke about it. "If you want to bang your head against a wall we'll tell you where to go" It's true, you can sit in a quiet piano bar even in July/August and not see anybody." (12/45)

All age groups are helped to come to terms with the fact that Magalluf is not exclusively a resort for any one age group. Representatives explain that it has in fact a more settled "holiday atmosphere" than tourist expect exist there.

Discussion has so far concentrated on Magalluf but clearly tourists may arrive in Cala D'Or that would have preferred to actually be in Magalluf. Several representatives indicated in fact that the majority of late-bookings expected and wanted Magalluf. One tourist arriving at an isolated hotel at Cala Egos outside Cala D'Or, in the East of Mallorca, exclaimed "it ain't like Benidorm ... we don't want to be out here in the sticks". However the representative pointed out that "by the fifth day they said it was the best holiday they'd ever had." (1/2) The tourist had a fixed idea of what a resort should be like and Cala Egos on the edge of Cala D'Or did not fit his expectation at all. However experience had led to a reformation of what was acceptable or necessary for their holiday. Carol gives a good example of how this might work and relates this to some of the points made earlier about the role of travel agents.

> "I do transfers and go to many different resorts. They have a certain fixed idea in their head of what it's going to be like. They don't want certain places although they've never been, I suppose through word of mouth or brochures. Sometimes you can't win. Different age groups want different things and this is maybe where the travel agent falls down or hasn't got the knowledge of what a certain resort will offer a certain age or type of person.. Really young people or maybe not young people but a certain "type" of person who comes to Cala D'Or, might be asked to be moved because there isn't nightlife or loud bars or whatever and they hate it here. Then you'll get people put into Palma Nova or Magalluf who don't want it that have been put there." (3/10)

What appears to be happening here is that although image may be based on information conveyed by media and friends, this in a rather limited way prepares the expectations of what a place will be like. It is also formed by the individual motivations and desires that a person might have. They have "an image of their holiday" (2/12) that is partly based on <u>secondary sources</u> of image and partly on their <u>subjective needs</u>. The degree to which these can be matched to the eventual holiday experience the better the chance of achieving satisfaction.

Carol went on to suggest the reason why such expectations are so high and why reactions can be so strong during those early experiences. There is a 'build-up' of anticipation from studying brochures through those winter nights so you do expect a lot when you get there." The notion of a *holiday image* emerged. This *holiday image* is likely to be influenced by more than simply the information acquired from various sources. It will also be influenced by the accumulated desires that tourists may expect their holiday to satisfy. This is almost a fantasy element that is substituted for the 'unknown'; a form of wish fulfilment. An important part of early experiences, especially for first-time visitors is the 'welcome meeting' provided by representatives. They are discussed in the following section.

6.7 Welcome meetings and early experiences

6.7.1 Introduction

An important factor for many tourists, especially first-time visitors, in the development of the image of place are the welcome meetings. During the course of research twelve meetings were observed and a common approach emerged. They usually commenced with an introduction to the hotel followed by an introduction to the resort and general problems that might be encountered by tourists. Finally an introduction was given to the various excursions offered by the tour operator. Many of the points that emerged in these meetings will be dealt with in the relevent sections of experience of accommodation, resort and island. However it is useful to relate some of the points that specifically relate to early experiences.

6.7.2. Tourists' attitude to welcome meetings

Although representatives were aware that many tourists saw the meeting as a "lecture" (12/46) and in some ways a "necessary evil". The main purpose was seen by tourists as being to sell excursions, however this was not how they were seen by the representatives. They saw them as essential for ensuring that tourists got the "most out of their holidays". Representatives felt that they had got to the stage where they knew what clients wanted to know. Tourists needed to be made to feel at ease and assured and informed about their holiday location. It was particularly important for first-time visitors. In fact the tourists that did not approach the representatives until late in their holidays were often seen as having "wasted" much of their holiday finding out information that could have been provided instantly by the representatives.

An attempt to get away from the representative standing and reading "the lecture" from a clipboard in a formal manner was being made by some of the tour operators (12/46) A "team" approach was taken. Each representative allowed their own views to come out and almost role played the types of tourists who would require different types of information. One representative might inform people about the discos and another about the quiet restaurants and bars. Humour was seen as important in aiding a quick transition from their state of possible disorientation and tiredness after the journey, to a state of relaxation having overcome the tension caused by coping in a new environment.

With regard to the information most immediately requested there was a feeling that often the smallest details about accommodation were very important in that they could colour all other experiences if left unresolved.

> "Their home comes first, then there's shell shock. It's always the same when anyone arrives, first night in a new place, it's always dreadful. But sometimes they'll calm down, sometimes they don't. They go to apartments and expect a kettle, they don't have that over here but little things can be really big things to them". (16/73)

These small details could often dominate the welcome meeting if the representative allowed them to. Part of the skill of managing the meeting was to be able to accommodate points of complaint by deferring them until the end of the meeting. They were almost seen as 'Rites of Passage' that were required by the majority of tourists in order to enhance their enjoyment of place. This was not seen in a condescending manner where the tourists were merely a 'mass' that needed the information because they 'knew no better', but as concern for the individual tourists' experience.

6.7.3 Welcome meetings and image formation

Other information often requested was how to make phone calls home and how to get around the resort to discover the area. Tourists were helped to locate areas of the resorts to visit which were likely to satisfy their needs. Information on the rest of the island was less frequently requested. General enquiries were about trips that tourists were considering going on or enquiries about hire cars. Thus the important themes of early experience are the bridging of the security of the *home back in Britain* and the *home here in Spain*: this was achieved for some by contact with Britain by telephone, to be reassured that the *home back in Britain* was secure. There is also a need for reassurance that the place where they have arrived is a secure *home here in Spain*: this was achieved by a rapid *structuring* of the image of the immediate environment. The structuring (i.e. formation) of image by the acquisition of information took place on amny levels. Most specifically *structuring* of the image related to the *home* environment of accommodation. There was a more rudimentary structuring of the surrounding environment of resort. This was usually based on information regarding mobility around the resort and expectations of the services and facilities given by the travel representatives.

With regard to expectations about the island of Mallorca for first-time visitors, it was clear that there were often specific ideas about tourist excursions. "They seem to have ideas from friends of what to expect, a general pattern of thoughts about the place before they come" (1/6). The development of the image of the island in general and the role of excursions in this will be discussed in Section 6.10. However it is relevant to note at this point that the general structure of the welcome meetings varies with the location of the types of hotel and resorts in which they are situated.

In Magalluf the emphasis was on reassurance regarding the negative image many may have of the resort. Information is also given regarding the existence of facilities to satisfy all tastes and age groups. Less emphasis is placed on accommodation than in places such a Calas de Mallorca where the resort is seen of less importance than the accommodation itself. The hotels are very well equipped and in effect are self-contained holiday centres and the resort centre is much less complex and needs little explanation. In the Cala D'Or area emphasis between accommodation and resort is more evenly balanced.

The resort area of Cala D'Or is quite disparate and is centred around several coves, however the core area of restaurants of the linear development is centred on the cove of Cala D'Or. Two aspects are concentrated on, explanation of and access to the Cala D'Or core and emphasis on the satisfactory facilities available within the hotel. Access to the rest of the island is emphasised at all locations. This is done not only because of the commission earned on the selling of excursions but also because it is seen to positively affect the quality of the holiday experience. Many representatives quoted tour operators' own research which had established a link between client satifaction and numbers of excursions taken. The welcome meetings are not only the earliest opportunity but also the only opportunity to introduce them to clients as a group. However as Jackie pointed out it was not easy to convince tourists to go on excursions out of the resorts.

> "They don't come up to you and ask to go on trips because it looks good; the only one I can say is the Caves of Drach and Palma. The others have to be explained in more detail to them after the meeting if they are interested ". (11/40)

Thus the function of welcome meetings is to quickly but efficiently develop the tourists' *image structure*. This gives the tourist a general framework within which they begin to know what to expect. Within this framework they will structure their own images of the place as they experience their holiday. Much of this finer detail is provided by the tour operators in two main forms. Tourists are usually given a booklet that contains the basic information they are likely to need with details of the excursions provided (Appendix 6.2). In addition all tour operators provide a Lobby guide that replicates much of the information in the booklets. It is composed by the travel representative specifically for that accommodation.

6.7.4 Printed sources of image

The guides issued to tourists by the tour operators are particularly important in the early stages of image formation. For example it is likely that it will be the first time a more detailed map of Mallorca will have been seen by tourists. Therefore only at this stage can tourists begin to situate themselves in relation to activities and places on the island. They may also start to evaluate the excursions in relation to distance relative to their resort and identify the various areas of the island. Important within this context are the photographs of other locations and activities on the island. In the case of Horizon this is well illustrated by the mixture of material provided. The official "Holiday Tips" brochure providing essential background information of use to tourists. There are six separate sheets of background information on Mallorca and Spain but over half the brochure is given over to the excursions available. There are also individual publicity leaflets on "Marineland" "Son Amar Fiesta" and "Pirates Adventure". The dual emphasis of the pack thus is to provide not only information about but also access to the island of Mallorca. This is done by a predominantly photographic image-orientated approach; the text accompanies image rather than vice versa. The images act as signifiers and the text gives information on and access to what is signified. It is useful to consider some of the information leaflets within this framework. The contribution of the Fomento del Turismo de Mallorca leaflet (Appendix 6.2) is primarily an *image* rather than a detailed information source, entitled "Mallorca, a dream, it will always be a dream". It contains 38 photographs of Mallorca with no comment other than the titles for some of the locations. They convey something of the architecture, landscape (especially coastal), culture and holiday activities. The leaflet can be divided into four sections (Table 6.6).

In contrast the other leaflets on the "Son Amar", "Marineland" and "Pirates Adventure" concentrate on conveying images of particular *staged events* for tourists (Table 6.7). "Marineland" and "Pirates Adventure" particularly illustrates how images of the 'reality' of Mallorca as shown in the "Mallorca is always a dream" leaflet became

Table 6.6 Analysis of "Mallorca is a dream" leaflet.

	Signifier	Signified
Six coastal images	Clear blue sky Clear blue sea Tree lined beaches Few people on beaches	Sunny climate Unpolluted Environment is unspoilt by tourism
Twelve Activities	Horse riding. Sailing Water skiing. Golf Parachuting. Tennis Wind surfing. Scuba Hang gliding.	Great scope for sports and activities
	Eating out Sea front bars Nightlife	Good food and drink Good entertainment and nightlife
Landscape and culture	Villages Markets. Folklore Festivals Historical remains Olive groves Palm trees Mountains Historic towns	Attractive scenery and Wide range of sights
Architecture	Courtyards. Cloisters Monastery. Churches Wind mills. Castles	Interesting history and culture

Table 6.7 Analysis of promotional literature for staged tourist events.

Signifiers	Theme signified	Common theme signified
Penguins Seals Dolphins	Marine	Tourist centred/ exotic activities experienced in safe controlled environments.
Alligators Parrots Tucans Monkeys Flamingoes	Tropical/ Exotic	
Beach/Bars Family groups Childrens' entertainment Trains	Young/ family atmosphere	

transposed on a collection of more general holiday images, these might be classed as *fantasy images*. Eventually all these images and experiences will form part of the whole, that will be the "holiday experience". Thus later it is more difficult to separate recollections into component cause/ effect linkages. It is easier to analyse through examples such as these, how the *holiday image* is built up in the first place and becomes part of the total experience.

The coherence of the experience is given by the tourists individual cognition of places, events and experiences. Whilst the eventual outcome may be subjective and unique, the initial input of image sources is more common i.e. all Horizon tourists will receive the same leaflets. However although there will be differences in cognition of the images in such leaflets it is important to attempt to decode these images at this stage.

The "Pirates Adventure", which has apparently been the most successful new 'night out' for years, is an interactive event; at many points in the evening the audience can be directly involved in the entertainment. Tourists act out events such as 'Pirate Raids'. Again the *fantasy* element is important. In order to participate fully the fantasy of being "pirates for the night" has to be accepted and participants must allow themselves to be carried along by the actors who 'create' the atmosphere. The atmosphere has fantasy elements related more to general images of the *holiday ideal*. The comments by tour operators mention "a taste of South Pacific paradise for us all" and "it turns a dream of a Carribean island into reality". Other comments give a clue to the function of experiences of those staged events for tourists "It makes a good holiday - brilliant." Thus whilst these experiences could not be described as 'authentic' by authors such as McCannell (1978) they are providing what many tourists would regard as an 'essential' experience. These issues are discussed in more detail in Section 6.10.3.3.

6.8 Experience of accommodation and resort

6.8.1 Introduction

Accommodation emerged as one of the fundamental elements of holiday experience likely to affect the development of the image of Mallorca. In Chapter 3 the pilot repertory grid interviews had seemed to show this to be the case. Strong negative experiences of accommodation in Palma had formed a bad image and expectations of other parts of the island. In this section attention will be focussed on investigation of the ways in which accommodation functions as part of the image of Mallorca. It was not always easy to categorize comments clearly into accommodation, resort and island comments. The picture will be built up using points unique to accommodation to points overlapping accommodation and resort, then points unique to resort and so on.

6.8.2 Accommodation: image and reality

Expectations of accommodation were high and this presented problems because as standards have risen over the years tourists have come to expect more. Unfortunately the old accommodation is still being let. Much of the old accommodation on the island is hotels although the market has now changed and the dominant trend today is self-catering accommodation. In fact very few hotels have been built during the last decade. How this relates to image and reality is interesting.

There are the brochure images of accommodation, of hotels and apartments that show each in the best light. The reality however is that many of the hotels are now over twenty-five years old and in need of refurbishment. In some cases high-rise, high-density developments are not amenable to refurbishment to present day standards, because of poor design and location. Apartments are, in general, much newer and better designed and more likely to fulfil the high expectations of tourists; this may in part account for the steadily increasing demand for apartments and a decline for hotels. It is worth quoting at length, Keith, a regional controller of seventeen years experience, on the variable quality of accommodation.

> "Some of the places that are still being rented are appalling. People are still making money out of them. Alright it's a very short term view because people who go there never go back again but that confirms the worst part of the image of Mallorca. This is what is now responsible for the degradation of the image of places like Arenal, Cala Major and Ca'an Pastilla, not yet this area (Magalluf). Because there aren't that many hotels here that cannot be suitably renovated or refurbished. Now they have just turned down flat in the legislature what would have obliged the people with worn out hotels to reinvest if they want to keep going because they have a very powerful lobby as you can imagine. All the political infrastructure belongs to the established generation of hotels and they don't want to see a change in the status quo, but it's being rammed down their throats by the public who are voting with their feet and going to the new apartment blocks. There are chains of hotels who actually specialise in run down properties, they actually buy up run down properties and run them down even more, like tourism asset strippers. Actually their profit margins and their success rate is possibly ten times higher than a good quality operation. Their long term effect on the environment and the tourist image is disastrous". (20/106)

Thus it seems that without immediate action there is a danger that much of the hotel accommodation will increasingly compose the cheap, lower end of the market. To allow over the next twenty years further deterioration of old accommodation will inevitably have a damaging effect on the image of Mallorca. Tourism is a commercial enterprise and as such offers many opportunities for short term gains. It would appear only legislation and a long term investment strategy will be effective in ensuring that degradation of accommodation does not continue. However at present, legislation which in 1988 was working through parliament only affects future construction. An island authority said that:

> "About a third of the plot will be built on, the rest will have to be recreational areas, green space, pools and gardens and they have got to be 3-star upwards which is obviously upmarketing the offer. That's all very well but what about the existing offer?" (19/94)

Pepe felt that in his experience many of the hotel tourists were those older people who remained faithful and continued to return to the same hotels. The hotel in which he was interviewed was the Atlantic which was the original 4-star hotel that <u>was</u> Magalluf when first constructed. It was now at the heart of the night club/ restaurant district. Nevertheless tourists returned there even after so many changes during the last decade. It could be that as these old clients stop coming abroad for holidays the market demand for hotels will decrease further and pressure on apartments increase further.

Many hotel chains however are excellent. For example Sol Hotels were quoted by most representatives in this context. An extreme example was given by Alan: "I had one woman who'd been here twenty two times and it's only been open since 1973" (15/63). There is clearly a group of tourists who are loyal to Mallorca, this will be discussed later.

Costs relative to Britain for hotel accommodation are seen as very good value. Luigi suggests why this is not appreciated.

> "Any 4-star hotel in Britain would cost two or three times as much but people tend to forget that, a lot of this is our own fault. The tour operators...the images that we're pushing.... are dreams. People expect these dreams to be fulfilled when they arrive".(17/79)

Clearly there is a balance that needs to be struck between providing a realistic image of accommodation in the brochures whilst also being able to attract tourists. In cases when the hotel accommodation is poor it is difficult to attract tourists without them being disappointed.

Keith illustrates an interesting link between brochure image of accommodation and marketing. The travel company for which he works is criticized for not anticipating the market changes to apartments from hotels. The brochure for the last two years contained very few apartments. He contended that simply because hotels have provided for the demand of accommodation in the past was no guarantee that this would remain so.

> "The trouble is that tour operators, while they appear to be so dynamic and so go ahead, forever changing their image in terms of colours and in their brochures or their representatives or their logos. They are very conservative entities for the most part. It can mean sudden death to more than an "exciting" market. If you've been sending people to the 3-star hotel for the last 10 years and its proved a winner you carry on sending people to those hotels for the next 10 years or until you are proved wrong then, because of inertia, you've fallen into the fatal error of the example of the British Motor Industry of telling the customer what he wants rather than <u>asking</u> him what he wants. (20/104)

He suggested that tour operators are essentially conservative and have an image of dynamism that was not borne out in their marketing strategy which changed little. With respect to image it was important that for many tourists holiday choice was likely to be affected by the image of accommodation. Image of self-catering accommodation tended to be better than that of hotels because generally they were newer and of a higher standard.

6.8.3 Accommodation and resorts: place-image and self-image.

Keith referred to the "package tour mentality" where tourists expect everything to be organised for them. He attributed this to a "defensive mentality" i.e. many tourists are afraid of the unknown and are helped to overcome their fears by being reassured that all their basic needs will be catered for by the tour operator. Today Spain is more familiar and he considered that it was an attitude now more associated with new destinations such as Tunisia or Turkey. The "defensive mentality" had started to break down in places such as Mallorca. This only has to be to the degree that it has at present i.e. tourists today are confident that they can find restaurants where they may eat out and where English will be spoken. They also know that supermarkets will be available where similar products to the U.K will be available for purchase. Indeed in many cases British food is imported to stock such shops. Luigi comments on the lengths to which consideration for British tastes in food are taken.

> "The British taste in food is very basic. The caterers tear their hair out trying to accommodate them. Thats why a lot of bars serve pub grub. "What can I feed them besides chips and pork chops ?" It's difficult because they have to please other nationalities." (17/79)

It would seem from comments such as this that what has changed is not the tourists "defensive mentality" but the reality and image of Mallorca. Mallorca is now seen as more known and familiar, more British. It is now seen as a secure 'tourist culture' where visitors come with the expectation that they will be the focus of attention. Residents are seen as economically dependent on tourists and therefore are more likely to be welcoming. Socially there is the security of large numbers of other British tourists. The British tourists in Mallorca were thought to need security, this not only has consequences for catering in the accommodation and resorts but also in the way resorts and hotels are grouped. Keith said:

> "I don't necessarily consider it a positive thing but English people like to go together and be isolated from other nations not even having to acknowledge they exist. A classic example was I just had a lady complaining about the plumbing in her apartment, the plumber came round and she went beserk because he didn't speak English. I pointed out that if he could speak more than one language then the chances of him being a plumber would be remote".

The last example illustrates that expectations have been raised to the point where *all* workers in contact with tourists are expected to speak English. Indeed Elaine suggests that to an extent this is a quality of the holiday, she suggested that many tourists were dissappointed when they found themselves in a holtel dominated by another national group.

> "You see this hotel you might not hear a British voice all day, it's guaranteed in Magalluf. Here (Santa Ponsa) they don't say they wish they were in Magalluf but they do say they wish there were more British, but they don't like the Magalluf type.... everybody says if they had the sun back home they wouldn't come abroad." (16/72)

Thus it is not just a wish to be with any British people but also the 'right sort' of British people. This leads to resorts being classified not only by the extent to which it is a 'British' resort but also by the 'type' of people who use it. It may be suggested that people match the image of a place to their self image. To what extent will the type of place match the type of person 'I' am and the sorts of things 'I' require.

If information on only one factor is known the rest of the image is inferred, rightly or wrongly from this knowledge. It may be, as was suggested earlier, that this may be from a single incident such as that with the taxi driver.

6.9 Experience of resorts

6.9.1 Resort character

Concentration of nationalities in resorts is not necessarily a soley British trait. Resorts such as Paguera are predominantly German, and Soller rather French. It is not simply a matter of choice but a commercial consequence of the nationality of tour operators. The purchasing of accommodation in large units is done to cut costs and to limit the number of airport to resort transfers to be catered for. For example the Irish market is concentrated in four or five resorts because of this, whilst the dominance of the British tour operators on the island provides choice to <u>all</u> resorts on the island.

There was a feeling that British tourists wanted to be organised to a greater extent than the continential tourists. They were perceived to make more demands on their representatives and expected greater direction and provision of entertainments and activities. The reason for this was not simply because of tourists' insecurity but also because British people were thought to be sociable. It was suggested in Chapter 3 that interaction with other British tourists was at least important as interaction with Mallorquins. This would seem to be borne out here.

Elaine gives a good example of how perceptions differ between two resorts only a short distance apart, Magalluf and Santa Ponsa.

> "The people in Santa Ponsa want to 'get away from it all' but not too far away. The people in Magalluf want to be right in the centre of it all with British this and British that, here there's's too many Germans for the Magalluf type of person, they want their own back yard sort of thing. A home from home". (16/71)

It is interesting to note here how the characters of resorts are seen to change. Tourists are likely to return to Mallorca but to resorts that are seen as most similar to the resorts where holiday experiences were obviously recalled as good. This seems to show, as in Sections 6.5 and 6.6.3, that tourists have a clear image of what type of holiday they require and judge places within these terms. This will be discussed in relation to choice in Section 6.12.

6.9.2 Resort image and image of Mallorca

6.9.2.1 Magalluf

Many points have been made so far about the image of Magalluf. However possibly the most interesting point is how this image seems to originate from one particular street where all the nightclubs and restaurants are concentrated.

> Pepe:"There are families as well but Magalluf gets judged by this street but Magalluf is not just this street. We have the Hotels Barbados and Antilles, Guadaloupe and Trinidad, they are family hotels. People go there and have everything they want. Aerobics at 8.30 in the morning. Bingo until midday, entertainment for everybody all day. They don't have to go out of the hotel for anything at all."

However later in this interview he states.

> "When I worked on reservations I never recommended Magalluf to families. It should be a family resort, it has a nice beach but having here so many disco's and pubs creates this atmosphere."

Q. So do you think they are disappointed?

> "No, not all believe me, because they get everything they want here and more". (13/54)

This illustrates a dissonance that exists between image and reality.

Table 6.8 Image and "reality" of Magalluf

Image	Magalluf is lively/boisterous	Magalluf is not suitable for families
		I I dissonance I I
Reality	Magalluf is varied it is both lively and has quiet areas	Magalluf is suitable for families

During the course of the research what seems to have emerged is that the image of Magalluf in Britain is a fairly negative one: this image seems to be largely based on one street in Magalluf. Clearly this image is most likely to affect holiday choice decisions of tourists who have not visited the resort. It is also of great consequence to those responsible for the marketing of Mallorca because the image of Mallorca for many is synonymous with Magalluf. Attempts to upmarket Mallorca will certainly have to address this problem which is discussed further in Section 6.12.3.6.

With regard to tourists' reactions to Magalluf it is therefore not surprising that it is expected to be 'more than it is' ; expectations both, positive and negative, are built up so high. Indeed it was quite common for tourists not to realise it when they were staying in the centre of Magalluf. Sue explained

> "Where I am it's on the headland (Tora Nova) it's four minutes to the beach, 10 minutes to Magalluf and right in the middle of Magalluf night life and today was a prime example. "Could you tell me where to get the bus to Magalluf please ?" You have to walk into Magalluf to get the bus, it's just down there. "Oh is that Magalluf, Oh I didn't realise." I think they think they are in Palma Nova." (12/47)

This cognition of the resort does not often fit the expectations of it which leads tourists to the conclusion that they cannot in fact actually be in Magalluf. The image of Mallorca has become dominated by the youth market image of Magalluf in July and August. Expectations are that the place itself will be totally dominated by young people; this is not in fact the case. Keith illustrates a conflict inherent in the marketing image of Magalluf and the future economic health of the resort.

> "As far as image is concerned the future lies with family image because the trouble with the youth market is its very fickle. Young people aren't conservative by nature and aren't build up loyalty to a destination like older people or families do. If a family has a good holiday somewhere there's every chance they'll go back there again. If young people have a good time they are sure it's because they are with their mates and go somewhere else with the same mates". (20/109)

The difference is clear, the youth market may be lucrative in the short term but it is potentially destructive in the long term. Attempts at "upmarketing" of the image of Mallorca must tackle this problem.

6.9.2.2 Cala D'Or

It is relevant now to consider some tourists' experiences of resort specific to Cala D'Or and compare these to Magalluf. Similar themes of security emerged.

> "They don't just come back to the same place, they go to the same place for the next 14 nights as they did last year. They come to Cala D'Or, find a local, when they leave it's thank you Manuel, see you next year. We'll send you a photograph and then they're back. The same can happen in Benidorm, especially 'Winter Sun' year after year after year in the same hotel, same room." (8/29)

Tourists who were not there by chance on a square deal had chosen Cala D'Or because of it's image. This may have been because of advice from friends or they were simply experimenting with different parts of the island. It was interesting to hear representatives' views on the image that Cala D'Or has compared to the 'reality'.

> "The image it presents is being sort of local, a lot of the brochures make it sound a lot like this. "Quiet family resort" Nothing is ever quite right because a lot of people when they do come find it a lot bigger than they thought. Cala D'Or is expanding very fast, the centre is moving more that way towards Cala Ferrera, even buildings round where I live weren't there two months ago. A lot of villas that were on the edge of town now are right in the centre next to a supermarket" (6/19).

Simon's comments were in a similar vein and complete the description of the dilemma facing Cala D'Or which indeed is a microcosm of the problem to be faced by those responsible for the development of tourism on Mallorca.

> "Cala D'Or was considered the San Tropez of Mallorca... It's getting a lot busier and in some ways may become the Magalluf of the east coast. Some people have started to look for somewhere quieter on the north of the island. It is developing rapidly, apartments shooting up everywhere, consequently you're going to get the nightlife, more fun orientation, more 'South' Mallorca. I think it's inevitable, you can't have a peaceful resort that expands seven miles along the coast. It doesn't contribute to peaceful living, (being in) a large place" (5/16)

Table 6.9 illustrates two themes that can be traced through these comments; *image-lag* and image accuracy and complexity.

Table 6.9: Image of Cala D'Or: Image lag and accuracy/complexity

(a) Image lag

Time	Place description	Image of place and 'reality'
mid-1970s	Quite small/intimate resort.	Image and reality match.
early 1980s	Retains image and intimacy despite growth.	Growth begins to separate image based on 1970s reality from present reality.
late 1980s	Rapidly expanding and coalescing linear resort still retains low-rise buildings and some intimacy. Much larger population.	Even greater disparity between image and reality of place. Image 'dissonance' experienced by those who experienced Cala D'Or in 1970s.

(b) Image accuracy/complexity

	Cala D'Or	Magalluf
Simple image	Peaceful/Quiet.	Lively/Noisy.
Experience of complexity	Experienced as "livelier" than image.	Experienced as "quieter" than image.
Consequences of simple images	(i) Deters people who may enjoy resorts. (ii) Helps people avoid resorts they would not enjoy.	

Resort image is based on the past experiences of tourists that may in fact not apply to the present reality of the place. Changes that may occur in a resort take time to alter the image; there is an *image lag*. In the case of Cala D'Or many tourists that were attracted in the past were now choosing to go elsewhere for their holidays. For them Cala D'Or had changed it was not as "small and quiet" as it had been. There was often a feeling of dislocation, a dissonance between what they had looked forward to based on their past experience and what they actually found. Their reaction was often to seek a type of place which matched their remembered image of Cala D'Or as it had been.

There was a similar pattern of stereo typing place by people as found in previous sections.

> "Cala D'Or is hyped up as an upmarket resort, it has more class about it. It's not a concrete jungle, the hotels are more tastefully designed there's not a lot of high rise round here at all. Everything new is limited to three storeys and you've got arches and other design features. the people that book in Cala D'Or are a different class and they book with this in mind." (4/13)

The opposition of the Magalluf and Cala D'Or 'types' of tourists was stressed by Sally

What do you find people coming to Cala D'Or are looking for?

> "99 percent of people coming here have come to get away from Palma. They say wouldn't go to Magalluf, everyone is drunk there and there's murders, etc. So most people come to the East: they know where it's advertised in the brochure they know its quiet. They never say I'm going to Magalluf next year though they may say I'll go North next year. Over here we get mainly families." (7/22)

Here then can be seen the dilemma for tourism in the East and North of the island. At present each area is seen to have its own distinctive image. Can this image or character be maintained in the face of rapid expansion ? It may be that the segregation of 'types of tourists' and the inferred 'types of places' that has evolved is sufficient to maintain a satisfactory division of resort areas on the island. However it may be that the distinctive character of each area can only be sustained so long as continued growth is controlled.

The small and intimate character may reflect a lack of discotheques and other faclities. At present noise levels in bars in Cala D'Or is strictly controlled after midnight. The initial attraction for families was that Cala D'Or was small and intimate and it has so far remained a family resort despite it's continuing growth. It may be that control of these factors is more important than actual resort size in determining the image of places. Indeed it may be instrumental in maintaining the attraction of the resort to families in the future.

It is however not just the present growth of the resort that should cause concern, there are other developments which are likely to change the character of east coast resorts and the "intimate atmosphere" at present experienced by tourists. Jackie summarizes well the concern expressed concerning this:

> "It (Mallorca) has so much different character with all the different resorts...the only thing with building all these roads is they are going to lose the character of the island. It's going to bring too many people in, the transfers will be so easy to get here (the East). The bus service this side of the island just brings a few people in for the day. People use this area as a home base, but it's quiet, the east coast resorts. The roads will change all that" (11/42)

Thus it is the increased accesibilty in addition to construction that is likely to change the character of East Coast destinations in the future. It seems clear that the character of resorts on the island will change with continued expansion. The overall effects on tourism on Mallorca are difficult to assess. It is likely that any negative consequences will be delayed by the effects of *image lag*. It would be prudent for resorts such as Cala D'Or, which are undergoing structural changes to study the changes in tourists' experiences. Studies such as this would help to anticipate the consequences of the changing character of resorts and thus help to inform future development to alleviate negative consequences.

6.10 Experience of the island of Mallorca.

6.10.1 Introduction.

It is not easy to make a clear distinction between experience of resorts and experience of the island because this will also involve experience of other resorts. However it is a useful distinction in that it involves access by means of either coach excursions, hire car or use of local transport from the resort of stay. In this section the excursions organized by coach will be concentrated on; it is the mode by which most tourists experience a broad range of sights and activities offered on Mallorca.

6.10.2. Representatives and excursions.

The point was made in Section 6.7 that the welcome meeting is important in the early development of the image of Mallorca. There is a possible conflict in the relationship between tour representative and client with regard to the selling of trips which is important in the early negotiation of image of Mallorca. The tour representative wishes to be perceived as 'friend' who is helpful in suggesting which places tourist should see. Representatives saw no conflict between these two aspects of their role (Table 6.10). Indeed the 'good rep' was one who managed to 'be' the informal role most naturally and almost incidentally and therefore achieved the aims of the underlying formal role. As Jackie puts it:

> "They do want to get out and see the island, go on excursions, That is how you project the image of the island. We try to go on the excursions so we do know what we're talking about. The night out to Mallorca Palas I would sell well because I'd been there and loved it. If you've been on them you're at an advantage because you can really portray your feelings not just the selling point of view." (16/75).

Table 6.10 Representatives’ roles.

Informal role.	Formal role.
’Friend.’	’Salesperson.’
Advice of places to visit to improve this holiday.	Earned commission.
	Improved Customer Satisfaction Questionnaire (CSQ).
Explore island to come to know the "real" Mallorca (Enhanced Image).	Offer of more work / client more likely to return.

The organisations employing travel representatives in Mallorca are separate Spanish companies from the British parent companies. Excursion commissions provide the income of the Mallorquin employers of the representatives, thus both their basic pay and commission is ultimately from this source. Clearly it is important then to sell excursions and sales targets are indeed set (8/28). However these can only be achieved if the excursion package is satisfactory to the tourists and preferably the representatives are themselves convinced of the quality of the excursions on offer. As Elaine illustrates:

> "When you get them on the trips they really enjoy themselves. The thing is getting them on them first. They have this attitude now that we just want to sell them trips, but once you get them on they really enjoy them." (16/75).

The representatives however did not appear to single out the selling of excursions as their primary duty. The dominant factor appeared to be to ensure that clients are enjoying their total holiday experience. This is probably due to representatives awareness that their performance is assessed by Customer Satisfaction Questionnaires (CSQ) which cover all aspects of their holiday experience (Appendix 6.3). However excursions are seen as a key factor in boosting the CSQ ratings and an important part of a ’good’ holiday.

6.10.3. Experience of excursions.

General reactions to the island may be summarized as surprise at the size of the island and at the variety and attractiveness of the landscape and resorts. Also it was interesting to consider the way the island was experienced as an 'event'.

6.10.3.1. Size and variety.

Roland sums up a common reaction to the island:

> "(tourists) say, "Can we see the island in a day by car ?" and we say, "You need at least three days and do it in sections." I think they are surprised. They didn't realise how big the island was and how long it takes to get to places. They didn't realise how unspoilt it (the countryside) was in the middle and only parts of the coastline tend to be built up. Really the variety, the little towns and up into the mountains they don't associate (with Mallorca): the variety (of) the city (Palma), the resorts and the countryside" (12/50).

For many tourists there is a disparity between image and reality. The appreciation of the size and therefore potential for further exploration in future is an important theme that emerged. Accommodation of such new information is an important part in the developing of tourists' images of the island; it is likely to be a significant contributing factor to likely return holidays. Tourists with a more highly developed image of the island are more likely to return again because they have a greater awareness of the range of holidays possible on the island.

6.10.3.2. Resorts.

It emerged that excursions were used by many for "fine tuning" of holiday decision-making. Sally illustrates this well:

> "Trips have a big effect on return trips. They don't go with that intention, they go to see a pretty part of Mallorca but then they see there are other hotels here. They have a look in the brochure or ask the 'rep' when we get back if they can recommend hotels... You explain about the other parts of the island, they are very surprised. They come back from the excursions and love it and obviously this gives them an insight for next year. They can go round and see other parts of the island." (7/22-4).

This 'fine tuning' can be taken to the extent of not only visiting resorts but asking to see accommodation in other hotels (9/31). Judy relates how information about excursions circulates :

> "People must talk about them when they get home. The amount of guests who say, "Oh we're going to the Caves of Drach because 'so and so' told us all about it and we want to go on the train to Soller because 'so and so' told us all about it." If they like the trips they go back and tell them at the hotel, "have you heard of the Caves of Drach?" (10/36)

Thus excursions perform an important function not only for increasing holiday quality and satisfaction but in cultivating repeat business. Even many first-time visitors have expectations about particular excursions that form part of their image of Mallorca. Knowledge of excursions seems to have contributed to many tourists' initial images and choice of Mallorca for a holiday

6.10.3.3. Excursions as 'staged events'.

The Caves of Drach and the railway journey through the mountains to Soller from Palma had very strong images and for many people were a focus for activities beyond resort that would constitute their experience of the 'real' Mallorca. "It's like going to Paris and not seeing the Eiffel tower (1/4)." "If you've not been to the Caves of Drach you've not been to Mallorca" (10/35). In Chapter 1 the notion of authenticity of holiday experience was discussed. After McCannell (1978) the experience of the Caves of Drach may be evaluated thus

Signifier	Signified
Caves of Drach.	"Natural wonder of Mallorca." "Eons old, authentic place".

Experience of the Caves of Drach would be categorised as 'staged authenticity'. It is useful to review how the experience is staged for the tourist.

Coloured lights highlight the rock formations which gives a softer warmer atmosphere more like a 'fantasy grotto' than simple presentation of geological formations. This *fantasy* aspect is later compounded as the passageway opens out into a large underground chamber where a concrete amphitheatre has been built around a large underground lake. Several hundred people quietly take their seats and the lights go out; a string quartet play adaptations of Chopin piano pieces , as their boats comes into view. They take about ten minutes to complete their circuit of the lake before rowing to the foot of the amphitheatre and taking a few tourists across to the exit. The rest of the tourists file out to the exit by foot. In questioning the ’authenticity’ and implicitly the ’validity’ of such an experience an important point is being missed. The experience is not intended as replication of a native custom or rite: however it does contain elements of ritual that give it a greater impact on the tourists’ experience. In this sense the objection by Gottlieb to the social scientist judging the authenticity of the experiences of others seems particularly appropriate (Section 1.7.4.3).

Table 6.11 Experience of Caves of Drach.

Lighting used to create "Fantasy grotto" effects.	Historical allusions - discovery last century has been a focus for geologists pre-tourism.
	Natural wonder - feelings of awe induced at splendour of ’natural’ Mallorca.
Guided tour/geological explanations.	
	Staged event - string quartet in period dress in traditional rowing boats playing 19th century Romantic music.

These images all serve to situate the experience in a pre-tourist time. The efforts to make the experience special and memorable makes the individual feel as if this has been done solely for them. It almost denies the fact that the tourist group is only part of one of a succession of tourist groups. However in a sense the experience is unique and special *to the tourist* in terms of their subjective experience. In this sense it is irrelevant that the experience is ’staged’ several times a day. What is important is whether the experience is memorable and special *to the tourist* and contributes to the overall quality of the holiday experience. From the remarks made by tourists to travel representatives the Caves of Drach clearly fulfils this function. Furthermore precisely because the event has been staged over a long period of time and has been experienced by so many tourists it has passed into *tourist folklore*. It is present in all guide books and knowledge is passed on by one tourist group to another. It takes on what Cohen terms a "patina of authenticity". There is no way that tourists experience the Caves of Drach and consider it an 'authentic' experience, yet it is a memorable experience accentuated by this "patina of authenticity". The experience of a highlight such as the Caves of Drach reinforces a feeling of 'really having been there'. That the Caves of Drach performs this role effectively is borne out by examples of tourists who have been to Mallorca for seven years and visited them seven times or even more than once during the same holiday (11/40).

6.10.3.4 Experience of landscape.

For the first-time visitor expectations of the landscape of Mallorca seem to be poorly developed.

> "I don't think they think about that when they book their holiday; about landscape. They come to the welcome meeting then they think "Oh, that's a good idea I'll go there. They are happy it's like an added bonus to them, it's like an extra, they've come for the sun, but with a day extra seeing the landscape of Mallorca". (2/8).

In this regard Mallorca was often seen as having an advantage over the Canary Islands.

> "In Tenerife you don't get the same sort of sight seeing trips to be honest. You can go to Puerto de la Cruze but there's nothing really to see. Here there's more to see because its green and it's pretty. More people are interested. It's like seeing a cake in a shop window. You go into buy it, but if it looks boring in the shop window you don't bother. So when they come up from the airport they see all this nice landscape and think they'd like to see a bit more of it. Whereas if you go to a volcanic island like Tenerife where its barren it doesn't really give you that enthusiasm, "Well it's alright this."" (1/5).

Keith describes in more detail his own feeling and gives an insight into why the landscape of Mallorca should be reacted to more positively than the more arid Canary Islands.

> "Another thing about Mallorca is you can walk down a country land in some parts and swear you're out in the English countryside. One of those areas the other side of the mountain where there aren't any pine trees. When it's full of deciduous trees, grass and flowers and roses you'd think you were walking along a country lane in Britain. It's nice and hospitable, you don't feel that you're in a stark horrible foreign unfamiliar landscape". (20/112).

There are three common themes expressed here;

Like Britain - Not like Britain.
Green - Arid.
Familiar - Unfamiliar.

For most tourists it seems that the attachment to the British climate is not as strong as to the British landscape. Many expressed the view that in many ways Mallorca was "not that different" to Britain. For many the more alien the landscape the more unattractive and threatening it seemed. An example of a landscape feature will be used to illustrate this point further and also to consider how landscape forms an important part of many tourists holiday experience. Cala Formentor (photograph in the "Mallorca is a Dream leaflet", Appendix 6.2) is an isolated beach on the northern coast. Miles in fact sells the excursion with the promise of seeing "The Paradise Beach that was used for a Bounty advert". Miles continued:

> "The tourist never sees 'The Real Mallorca', only by the coach but they wouldn't get a chance to look at it properly. The only thing is to hire a car and if they hire a car they'll have to explore places like the beach at Formentor. Completely unspoilt, just a little jetty, but then again 15 tourist coaches arrive every hour. There's a boat trip that runs across the bay every two hours. They go to observe it, all around you've got these mountains and that's all totally isolated. There's a hotel up around the corner, a few villas and one farm. (They say) "It's beautiful, it's a contrast, it's lovely" the boat takes you out from that and all you can see are the trees, the hotel tucked away into the mountains". (14/60).

It was interesting how image was linked to associations inferred from small pieces of information. In Section 6.6.2 the example of the taxi-driver incident was shown to have a negative series of associations:

Violence in resort ----------Not my sort of resort --------Not my sort of people

An example of a positive series of associations arose in connection with the British Royal Family. The Prince and Princess of Wales had visited the island the previous summer and the Queen was due to visit during the time of the fieldwork.

Savy:

> "The royals have helped a lot, they've done a lot to help change the image because people thought it's all just Magalluf or whatever. Now they might think, "Oh well if the Royals go there it just can't be that bad."

Sue:

> "You come from the airport and you say, "We're going past Cala Mayor" which is just nearby the Palace where Charles and Di stayed. You tell them all that and people go, "Oh they come here this side of the island as well, not to some little place up in the mountains." They didn't think they'd be anywhere near where the holiday makers are."

Savy:

> "I was reading an article about it, that the Royals have done a lot for tourism because a lot of people that come to stay in Palma now have said, "If it's good enough for the Royals it's good enough for us." (12/51).

The associations made relate to the idea of categorizing place by people, only in this case they are positive.

"Royals" visit   I'm flattered   I feel better
Mallorca.   ------that they chose----about making the
                    the same place.   'right' choice.

Although these visits were not seen to affect choice as much as the negative incident with the taxi-driver they were thought important in at least partly alleviating the consequences of the taxi-driver incident. The taxi-driver incident was possibly more effective because it triggered a much longer period of attention on the negative aspects of the "British Yob Abroad" whereas the Royal visits did not. Focus will now be turned to the interaction of experience of accommodation, resort and the island in forming the total holiday experience and this will then be related to holiday quality and satisfaction.

6.11 Holiday quality and holiday experience.

6.11.1. Introduction.

Satisfaction with holidays is dependent to a large extent on the quality of the the three aspects of the image of a destination considered in this chapter. The experience of accommodation, resort and island will now be considered in relation to their effect on perceptions of holiday quality.

6.11.2. Accommodation.

There was a consensus among the representatives over the comparative contribution of accommodation, resort and island to the quality of the holiday. This is summed up by Sally:

> "It's difficult to separate as their holiday as a whole is normally centred around their accommodation; it's difficult to get a separate view from them about the resort or the island. If they've got accommodation they don't like or they've got poor food then they tend to class the whole holiday as not being very good. Because they are angry they want to throw everything in, that they don't like everything and so that they bunch it all together. Those that are happy with their accommodation tend to be happy with the resort. It's difficult to separate the two but fortunately in a place like this the general opinion of Cala D'or and Mallorca is very good from the excursions they go on." (7/25).

Thus experience of accommodation was seen as paramount but difficult to distinguish from other aspects of experience. For many tourists accommodation was of such importance that they are not willing to take a chance. For example:

> "They were in a resort down the coast and came here for a day and some people wandered in off the streets and say we're thinking of coming here next year and we'd like a look. So I show them the apartments. They say, "Yes we will come here."" (5/21).

The reason why many tourists, after unfavourable experiences elsewhere, were likely to return to the same accommodation (and therefore resort and island) was because of the security of the known holiday environment. However no matter how adventurous was the individual tourists, for the package tourist, accommodation was seen as fundamental to the quality of holiday experience.

6.11.3. Accommodation and resorts.

There was a view that the extent to which accommodation was important was also related to the type of resort in which tourists stayed. For example in Calas de Mallorca the hotels were seen to be critical because the resort was dominated by large hotels spread out around a small retail/restaurant core (2/9). Whereas in resorts that were more predominantly self-catering such as Cala D'Or the resort was seen as being of almost equal importance to accommodation. This was because the resort determined the type of food and restaurants available and more time was likely to be spent in and around the resort.

It was clear that there was a dimension that overlapped between accommodation and resort experience and indeed experience of the island. This was the social dimension summarised by the view that "It's not the resort that makes holidays it's the people." (3/10).

> "If you meet someone having a good time then inevitably you'll have a good time yourself. It could be a crap hotel but if you've got good people round you you remember the holiday. Also the food in the hotel and their days out are important too. They always remember either say Inca market or party night. In years to come that's how you remember the holiday. You remember meeting 'so and so' or 'that night when." (4/14)

These comments illustrate how the social dimension is crucial to holiday quality and overlays all aspects of holiday experience. The importance of the social dimension in holiday experience may be linked to the aspect of image identified in Section 6.5 whereby tourists identify 'type of place' by 'type of person'. The more likely a place is to contain 'our sort of people' the more satisfactory will be the holiday experience. The social dimension extends not only to the interaction with other tourists outlined previously, but also to interaction with the local people:

> "There are clients who go back the next year to that same bar. You find a lot of that, they become very friendly with them. I suppose its nice when they go home and are planning their holiday for next year in the same area and they've got in mind, "We'll go to the same hotel and that little bar again." A lot of people have one foot in the door in that respect." (9/32).

This is the means by which 'real' attachment to place may be cultivated. It is an attachment that is an important part of a holiday experience that may be termed an *emerging authenticity*. The holiday is experienced as 'authentic' because of contact with local people and also by the repetition of this contact to establish continuity of experiences, memories and an attachment to a foreign place. It is irrelevant to the tourist that it happens to be a 'new' resort. The attachment to place formed by many tourists is an emotional one with the people of Mallorca and is an important component of the judgement of holiday quality. A *hybrid lifestyle* is adopted that is a cross between the familiar and secure aspects of an British way of life mixed with aspects of the local culture that best accommodate a leisured life style (Table 6.12). With repetition the familiar and unfamiliar coalesce to establish a new *realm of activity* within which they feel experienced and comfortable. This *hybrid lifestyle* provides a holiday experience that is:

> "Not so Spanish so they feel lost, but it's Spanish enough to be different, to be abroad."
>
> Question: "So a lot of people perceive it as being foreign and very Spanish ?"
>
> "Yes, you can get sangria here, local liqueurs, therefore this is Spain." (14/72).

Accommodation and resort contribute towards holiday quality in providing a pleasant, secure base from which to escape the everyday structure of British life and to explore a foreign place. The best of their "British way of life" is improved by leisure time, sun and selected aspects of local lifestyle. By going in search of the unfamiliar *out there* the aspects of security of the *home territory* that is being escaped from are not relinquished. This is precisely why accommodation is of paramount importance. The immediate home environment of accommodation must be a secure base from which to experiment

Figure 6. 3 Dimensions of holiday quality

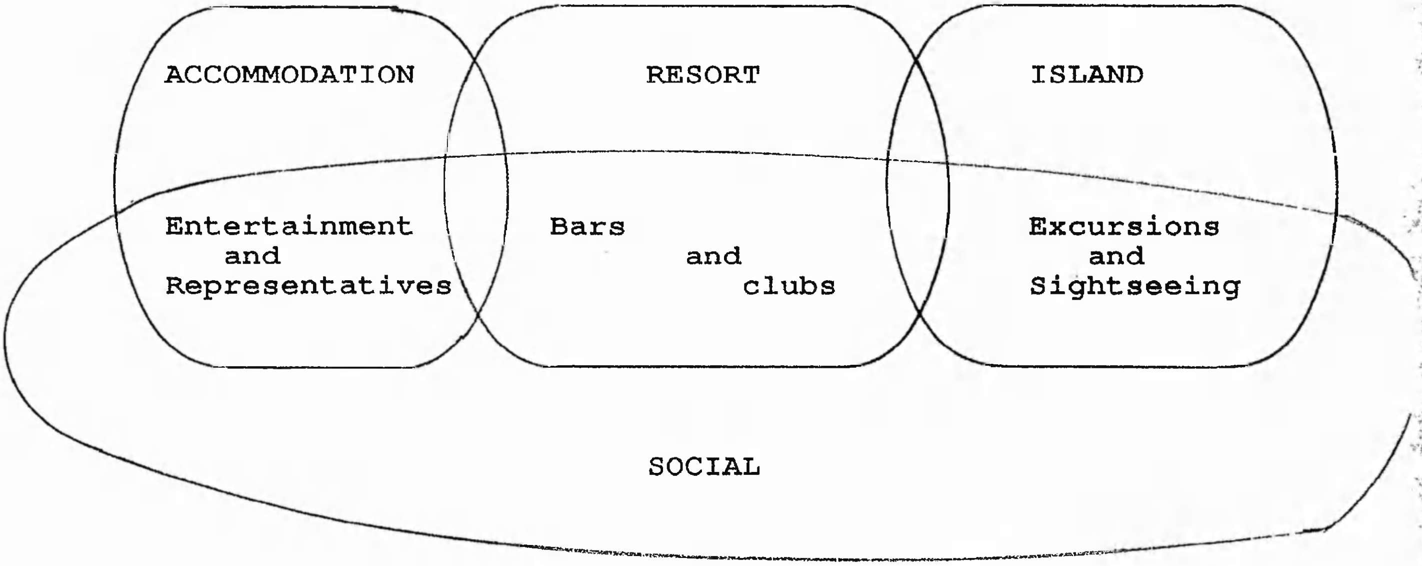


Table 6.12 Push-Pull factors of holiday experience.

Familiar.	Unfamiliar
British food	Siesta
European beer/lager	Local wines and spirits
English tourists	
English spoken by people in bars and restaurants	Local people, bars, restaurants

with a foreign lifestyle. The object was always to sample the foreign lifestyle rather than be immersed in it. Immersion carries the threat of loss of control and associations of insecurity.

6.11.4 Excursions

The function of excursions was to provide "a highlight that tourists like to remember, like the landmarks of Mallorca itself" (18/83). Both sightseeing excursions and excursions such as barbeque and cabaret club outings can be seen as functioning as one within the social dimension. They provide an 'event' whether it be cabaret or a viewpoint of historical/ cultural markers such as a cathedral. Each provide a spectacle that is experienced as a group, the 'event' provides a focus of interaction and discussion. It is also an 'event' to be related to other tourists and later to others at home; it becomes a powerful memory, an *experiential talisman* that is 'proof' of the 'value' of their holiday experience. How effective excursions can be in providing the memorable 'event' is suggested by Luigi:

> "In the past two years we've reversed a steady decline in people going on trips and that was reflected in peoples' enjoyment of the holiday. The C.S.Q. (Clients Satisfaction Questionnaire) points improved, so we feel the more we sell trips of good quality the better it is not just to make money but to increase clients' enjoyment." (16/79).

To what extent are excursions essential in providing that 'added bonus' that increases clients' enjoyment ? It was estimated that thirty to fifty percent of tourists did not venture out of the resort: by what criteria was it being suggested that they were having inferior holidays ? Luigi suggested that younger people were more likely to choose market and barbeque excursions whereas older tourists tended to choose sightseeing or cabaret excursions. Clearly tourists have differing tastes and some will possibly achieve their memorable 'events' within the confines of the resort. However one representative, who admitted having been to Portugal five times without leaving the resort, said it was common for tourists to express regret at doing this once they did venture out to see beyond the resorts. The consensus appears to be that there is virtue in convincing people to try at least one excursion as part of a holiday package. It may be that a way to improve a holiday package may be to include at least a half day excursion included in the price as part of the holiday.

In terms of holiday quality one factor that strongly influences perceptions of holiday quality is the weather. If the weather is poor then more time tends to be spent in the accommodation, more faults are found and the whole holiday experience is affected. However because foreign resorts are so popular precisely because of the dependable sunny climate this has not been considered in detail, it has been taken as a constant factor in that sun is a central important factor possessed by all Mediterranean resorts. However because Mediterranean destinations generally are perceived as having a warm sunny climate experience of poor weather does not necessarily have a negative effect on future holiday choice. Poor weather is accepted as a chance occurence that is unlikely to be repeated. Also as Carol puts it:

> "In the short term weather is the thing which gives you problems but in the long term it's the memories from trips that stay longest in the memory. It's been proved that if they go on trips it does make your holiday better. They don't say we spent two hours on the beach here and two hours there on that day. You say we went to Alcudia or we saw this. That's what they remember, they don't remember the hours they sat on the beach." (1/4).

Thus in the short term weather is seen as important to holiday quality, but it is the other events that are more memorable and more likely to influence future holiday choice. Whilst a sunny climate can be taken as a constant factor, it is beyond the control of the tour operators anyway. However other factors influencing holiday choice can be more directly affected; there are thus opportunities for future holiday decisions to be influenced whilst tourists are on holiday as suggested in Section 5.5 and 5.8.

6.12. Initial holiday choice and the effect of experience on future holiday choice: British tourists in Mallorca

6.12.1. Introduction.

In looking at holiday choice it is difficult to separate factors relating to initial choice and choice of repeat visits. An attempt will be made to illustrate how both aspects of choice operate and relate this to the effect of holiday experience on choice. Conclusions based on the preceding sections will be drawn into this discussion

6.12.2. Image by association.

In Section 6.6.1. it was observed that many resorts were considered to be "like Magalluf" or "like Blackpool." In the absence of information or experience individuals formed an image based on what is 'known' to form expectation of what is 'not known'. Ruth's comments illustrates this and also the random element in choice that must be acknowledged:

> "They might enjoy it so they come back year, after year, after year. It's like people that go to Tenerife they say I love Tenerife much better than Mallorca. Last year was the first time I'd been abroad and to me this what every place abroad is like. I'm thinking, "Mallorca oh yes this is what so and so's like." I can imagine Turkey being like this though I'm sure its not. I thought, "This is it, this is what being abroad's all about." By chance they may go to Tenerife, like it and go back next year." (2/9).

It is interesting that image by association is still made even when the means of doing so is consciously doubted. Ruth imagined Turkey being "like Mallorca" although she was "sure it wasn't". In the absence of experience or knowledge, images of place are made by association. Initial choice therefore may be a random decision based on no more than a single criterion such as climate, or be based on a very simple image that may or may not be accurate. Thus it might be suggested that destinations may successfully be promoted by concentrating on marketing of a few aspects of image of place. These aspects of image could be selected by means such as those illustrated in Chapter 4 which concentrated on the general attributes of destinations deemed to be important in package holiday decision-making.

Tourists who had booked late and who selected the island simply because it was available were in the minority. However it appeared that few tourists who chose to come to the island actually did so without some image of the island. Sally represents the views of all representatives when she said:

> "A lot of people come on recommendations from people who have been before, family, friends. You can go down the coaches arriving in Cala D'Or and you can speak to every single person, "What made you choose Cala D'Or ? "Oh next door neighbour went" or "Brother-in-law went last year and said how nice it was and we should come." I would say 75 percent of the coach and the other 25 percent are normally ones who have been before." (7/25).

How this advice filters back to influence first- time visitors was suggested by Miles. He said that comments on the excursions were usually favourable and it was this type of personal recommendation that was important in influencing others on their return home. (14/61). Reinforcing the word-of-mouth transmission the holiday excursions, brochures and leaflets given out at the welcome meetings would probably be retained. Photographs and post-cards to friends were also seen as important sources likely to influence preconceptions and choice of Mallorca for a holiday of first-time visitors. Brochures were seen as secondary to friends advice and more likely to be read after a destination had been decided upon. (6/21). This may possibly be because brochures concentrate more on conveying information on accommodation than place. This would seem justifiable in the light of the importance attached to accommodation in determining holiday quality. However it does suggest that image is an important factor in the initial search procedure. It operates as a means of limiting the amount of information that will have to be assimilated later as more detailed decisions on resort and accommodation have to be made. Thus image appears to play an important role in decision-making, especially during the early stages of the process.

6.12.3. Image of Mallorca and holiday choice.

6.12.3.1. Climate.

So what in particular about the image of Mallorca continued to attract tourists ? The first reaction was often "sun", although it must be acknowledged that this is true for all Mediterranean resorts and many other package tour destinations beyond. Indeed the view was often expressed that if it was sunny in Britain there would be no "need" to go abroad at all. Clearly however because "Sun" is such a dominant factor does not mean that all Meditteranean places are therefore of equal attractiveness. On the contrary as suggested in Section 5.4.1 because "Sun" is a constant it can, to a certain extent, be ignored. It is likely that other image factors such as "Cost" are more influential when choosing a destination when they all offer "Sun". In the British market it was thought that:

> "The first thing people look at is price but once they've looked at it then they'll hunt a bit further. If low prices goes with a bad experience it won't be the 'be all and end all'." (20/11).

6.12.3.2. Cost and risk perception.

Cost and quality of experience seemed to account for much of the repeat business in Mallorca. There was a tension between cost and risk for many tourists that led to them being conservative in the pattern of choice:

> "A man told me that for the money that they were spending they know what they are going to get. They know the quality of the service, they know the place and although sometimes they may feel like a change to branch out somewhere new they are a little bit unsure. With Mallorca they know what to expect." (6/20)

Relatively few tourists were seen as visiting new destinations each year 'on principle'. On the questionnaires in Chapter 5 it was found that 90 to 95 percent of tourists intended to return to Mallorca. Many extreme examples of the conservative attitude were found; the couple who had been to Magalluf fifty seven times in twenty years ! (3/55). A pattern emerged whereby many tourists would visit other destinations out of interest but retain a core of 'safe destinations' such as Mallorca to which they returned at regular intervals. Many expressed the view that many tourists, especially those who had been visiting the island for ten years or more, thought that the cost of living was higher than expected in Mallorca, and that:

> "This perceived expense may drive them away for a year so they go off to Greece, find lower quality facilities so they come back." (20/11).

This gives a clue to the resolution of the cost against risk factors in choice. Mallorca was seen as giving good value for money and was therefore used as a base for a 'reliable holiday'. More adventurous holidays included 'risks' and would be taken in between holidays in resorts such as those on Mallorca.

Table 6.13 Role of adventure and stability in holiday choice

Adventurous.	Stability.
(a) Main holiday	Mallorca an out-of-season base for second holiday.
(b) Alternate years	Mallorca returned to every other year.

An interesting possibility for tourists to maintain stability whilst being more 'adventurous' with regard to place was to find a hotel group that was satisfactory and to try different resorts served by the chain. 'Sol Hotels' were the example given most frequently. The Sol chain includes a range of 4-star rated hotels and appear to provide excellent customer service. The hotels are so good that they are used for what might be termed *hotel chain tourism* and are thus for many tourists a determining factor in destination choice. However Mallorca was seen to provide a satisfactory holiday for a wide variety of tourists and was able therefore to exert a *conservative attraction* as a holiday destination. The particular attractions that together constituted this general appeal to repeat visitors will now be discussed in more depth.

6.12.3.3. Security.

Sally introduced a number of points that may be classed as *aspects of security*:

> "I think Mallorca has got something of its own because it was one of the first places for tourism and it's one of the most popular. People are always going to come back to places that are popular rather than go back to Tunisia or Morrocco which a lot of people are frightened about because they're a completely different cultures. Here the English people have changed it round, a lot of things are English...Its a secure little place for people to come to."

Question: Why little place ?

> "Because it's an island, rather than mainland Spain. You've got so many places to choose from Costa Blanca, Costa del Sol, Almeria, all down the coast. But you've got nice 'little' Mallorca and you've got North, South, East, West and you go to generally all those points." (7/26).

A telling phrase is 'a secure little place'; by this Sally meant "little" in comparison to mainland Spain and "secure" partly from being an island but also because of the secure *tourist culture* in Mallorca. Common phrases were Mallorca was "foreign but not that foreign"; "Spanish but not that Spanish". The fact that it is an island was seen to contribute to the image of security; because of this it had less "street crime, drug related crime, general delinquency, car theft, political problems, terrorist activity than on the mainland" (20/100) and especially that "older couples and senior citizens like Magalluf because they know they are safe" (19/80). This might seem curious as the image of Magalluf was seen as anything but "safe and secure" by people who had not visited the island (Section 6.6.1). However there was a large number of tourists who chose to go there out of season, when older people are the great majority. Magalluf/Palma Nova has the infrastructure and hotels to be able to cope with such out of season business (15/68). Feelings of security are enhanced by the factors associated with "home out there" laid out in Section 6.7.3. The British character of these resorts was seen as particularly important to such long term visitors.

The image of Mallorca as a *tourist culture* cannot be seen as 'good' or 'bad', simply that it has a twofold effect. Using the typology of tourists suggested by Plog (1973, p15) Mallorca is likely to attract the psychocentric tourist to whom security is paramount, and to discourage the allocentric tourist to whom the more unusual experiences are central to the holiday experience. However in reality this is an oversimplification of Mallorca as a destination; there are at least nineteen coastal resorts on the island all of contrasting characters. In addition the interior rural areas and the Sierra Tramontana offer great scope for a wide range types of holiday.

6.12.3.4 Friendliness.

Feelings of security were further enhanced by the feeling that Mallorquins are actively friendly to tourists. A common comment was:

> "The island, I feel, is very friendly. Tourists rarely come up against problems with the locals. I've worked on the mainland and they were much more stand offish...it's the shopkeepers, bus-drivers and taxi-drivers too. The bus-drivers shout out the stops when they don't have to." (18/85).

Differences were even commented on in comparison to where there was thought to be a "palpable difference in the way the people treat tourism." Keith goes on to suggest why this should be:

> "You can say they (Mallorquins) are very greedy or they are very pragmatic. They put their financial situation before all else, that's why I say it's difficult to get them to change direction and think about the environment and the ecology and the future when they are making money now. This has a positive effect because it tends to suppress any kind of resentment. As long as people are spending money you won't get this sulky resentment of tourism that you get in some places." (20/109).

It is interesting to observe that Pepe, a Mallorquin travel representative, when asked about whether the continued expansion of Mallorquin tourism would have more costs or benefits he answered, "Benefits, because money never brings problems." (13/55) However this should also be set in a context of his sadness at how much had been lost of the Mallorca he remembered from thirty years before and his concern that "Mallorca may become a totally concrete coastline."

6.12.3.5. Accessibility.

Important for many tourists was the accessibility of the island. A flight time of one and three-quarter hours compared favourably with four to four and a half hours to the Canary Islands or Greece. This perception of relative nearness from Britain compared to other destinations was possibly important in forming the impression of familiarity. However it was most influential in choice for many for the practical reason of taking less time out of a holiday to arrive at their destination. This was particularly important for one week holidays and for the many tourists who used Mallorca as a second holiday destination. There is however an interesting question for the future here. A consequence of easy accessibility and mass tourism volume is lower cost. Many long haul destinations such as Florida are becoming cheaper. If perceptions of the relative cost and accessibility of such destinations can be changed there may be a long term threat from long-haul destinations to Mallorca.

6.12.3.6 Complexity and diversity of tourism provision.

In describing the complexity and diversity of the island two main aspects emerged:

(a) Description of the island by resort type and tourist type.

(b) Description of diversity of activities.

These factors influenced tourist choice in several ways. Many tourists come for the first-time, possibly to Magalluf and discovered the diversity of the island. They return home with a more complex image and with the intention to return in future to discover more of the island. Other first-time visitors went directly to specific alternative resorts such as Cala D'Or or Alcudia on the advice of friends. Tourists who returned may times took an almost conspiratorial delight in 'knowing' about the diversity of the island. They derived satisfaction from being able to advise 'novice' tourists about Mallorca; this was also instrumental in reinforcing their sense of attachment to place.

6.13 Discussion

There was a real concern expressed by many about how this variety could be maintained in the face of continued expansion, that this may "bring it all to one sort of resort." (11/41). The forces promoting tourism growth by the construction of new accommodation were based on the belief that in future, demand would continue to grow and fill any increased capacity that would be provided. Much of the development taking place during the time of this study was the laying of foundations of developments prior to the deadline of forthcoming legislation that would prohibit such development. Clearly much of this development was done on the basis of short term financial gains. To what extent continued expansion of capacity will be accompanied by continued growth in international tourism that will take up such capacity is a moot point. The central issue is *how* and *why* in future will tourists *choose* to visit Mallorca. *Image* is an important factor in this.

There were divergent views on how tourism on Mallorca should be developed in order to ensure continued choice by holidaymakers in the future. Issues that needed to be addressed were:

(a) consideration of the aims of matching future marketing strategies and the provision of tourism facilities;

(b) establishing a clear definition of the future image or images of Mallorca to be promoted by such marketing.

It was clear that there were conflicting forces at work that did not necessarily operate with any references to such issues. It was assumed that expansion of tourism was desirable purely because it was equated with economic growth and therefore a 'good thing'. Two arguments against this view were expressed. One was a concern that future growth in the numbers of tourists visiting Mallorca was possible but counter-productive to the long term health of both the economy and ecology of the island. The other was that the future aim should be to concentrate on increased profit margins by 'upmarketing' the holiday product. 'Upmarketing' refers to the attempt to market the destination to attract tourists of higher socio-economic status. The advantage of 'upmarketing' was that it would not involve increasing the volume of tourism on the island. Local retailers for example were concerned that increases in the volume of tourists did not necessarily mean increases in sales per capita. Spending by tourists was down in 1988 despite a record number of visitors; there was a feeling that:

> "The traditional "big spenders" have been lured to the other destinations being developed by tour operators and their places taken by a dramatic upsurge of holidaymakers on low budget package with little spare cash" (*The Reader*, p1).

As one trader put it: "by selling cheap holidays you get cheap people" (*Travel News* 1988). One of the reasons given for the continued popularity of Mallorca was the sheer volume of beds on the island compared to emerging destinations such as Tunisia, Morrocco and Turkey. The tour operators offered so many varied holidays on Mallorca it was seen almost as an inevitable consequence that this was a guarantee that places would be filled, albeit by late availability holidays. It was thought to be in the tour operators' interest to promote the destination because the scale of their operations in Mallorca directly affected their solvency. Whether this will continue to be the case in future is not guaranteed. Tour operators may choose to to develop other destinations in preference to the utilisation of the continually growing capacity of Mallorca. Nevertheless the late availability holidays were still seen as an important factor influencing future choice patterns of tourists. It was an important way in which tourists were introduced to the diversity of the island compared to it's stereotype image. "They arrive by chance...then return by choice." The best possibility for sustainable growth of tourism on Mallorca was that there was still scope for growth so long as it was not concentrated in particular locations as it had been in the past. Expansion must not be so rapid or great that it materially altered the essential contrasts within the tourist regions of Mallorca. A homogenisation of tourist resorts was seen as the biggest danger to future prosperity. Liu and Var (1986) found similar attitudes in Hawaii. They found a reluctance to attribute social and environmental costs to tourism. Residents also regarded environmental protection as more important than the economic benefits of tourism, however there was an unwillingness to lower their standard of living in order to achieve this goal. Liu et.al. (1987) found that residents of destinations with mature tourist industries are more aware of both positive and negative environmental impacts. This ambivalent attitude towards tourism does not necessarily lead to the resolution of the problems of management of tourism in the future. Conscious positive action is required to achieve solutions to the growing environmental problems of mature tourist destinations such as Mallorca.

There are inherent dangers in assuming that the negative effects of future growth can be reduced by spreading into other areas of the island. Keith was clear on the issues that had to be faced during the coming decade when he observed that:

> "Resorts are actually wearing out now. Whoever thought that resorts could wear out ? It all seemed so new and fresh. One of the most overused words in advertising tourism is new. If it's new it must be good. I dislike the idea that by making anything new you're improving it. Something that is perfectly acceptable is changed simply because they think they should. Conversely the things they should be changing like the types of accommodation they'll (tour operators) go along with the same old stale stuff." (20/115)..."The trouble is now that because Mallorca was in the forefront of mass tourism...the older resorts are starting to wear a bit thin, there is a need for massive reinvestment. They are trying to er... to put it crudely, to 'tart up' their old hotels and it's not going to work. Now there is a lot of new stuff on offer but it's mainly a change of area, mainly the east coast. So Mallorca can renew its desirability in terms of new beds on offer and it can continue to build in that respect but the trouble is that eventually they are going to run out of new areas to develop. Ecologically it's not desirable for them to develop much more anyway, so they are going to have to swallow a very bitter pill shortly and start to have to consciously try to reduce tourism and that is something that is totally against the nature of the local population and against the the process that has been continuous for the last thirty years. A massive effort is going to be necessary to do it but like a lot of preventative medicine it's better sooner rather than later because, if it's later then the actual environment that they are attempting to promote will be so degraded that nobody will want to come here anymore because the whole place will be just one mass of concrete. Mallorca is a finite thing; it's an island." (20/101).

The main point of conflict here with regard to *image and reality* is this. At present tourists come to find the island is in fact not so densely developed as was anticipated; the majority of the coastline is still undeveloped. However these unoccupied sites are increasingly attractive to developers who would provide the new types and standard of accommodation and resorts being demanded by tourists. The development of greenfield coastal sites evades the issues of the financing of the refurbishment and improvement of declining resorts at the expense of the *ecological resources* of Mallorca. These *ecological resources* are part of the image of Mallorca that is known to exist by the 'initiated'. The paradox here is that Mallorca has for many people already an image of having a "concrete coastline" that is not borne out in fact. Attempts are being made to overcome this image at a time when rapid development is taking place that many fear will lead to the present image becoming future reality. It was reported during 1988 that Mallorca was "ready to spend billions (of pesatas) to foster a new image" (*Reader*,1988 p1). However this meant the selection of "areas of some of the islands most beautiful coastline for future development of hotel and apartment construction in the 4 or 5-star range" (*Reader*, 1988 p1). This is indicative of the view that 'upmarketing' of the image of Mallorca means new growth not reconstruction of the old.

This "upmarketing of the image" (19/92) appears to be the future aim which will be accompanied by the provision of facilities such as "up to 30 golf courses" *(Reader*,(1988)*)* and the provision of international conference facilities (19/92). It is essential that the marketing of the image of Mallorca in the future is clearly linked to developments in reality. If new developments do not include refurbishing and upgrading of the older resorts there will be a credibility gap between the attempt to promote the new 'upmarket image' of Mallorca. Tourists' experiences of a rapidly degrading tourism infrastructure may actually result in a reduction in the volume of tourists visiting Mallorca without an increase in the upmarket tourist envisioned. The image of Mallorca must not be allowed to become that of the an old declining tourist destination. The transition upmarket would have to be carefully planned. Clements (1989) points to the example of Cyprus and the effectiveness of 'de-marketing'. 'De-marketing' is the discouraging of low-cost package holiday deals to the island and actively encouraging more upmarket accommodation and developments, thus the more affluent less disruptive tourists are encouraged to visit the area. How far he is correct in asserting the success of Cyprus in this regard is a moot point. However, in the case of Mallorca it is more likely that low-budget mass-tourism will continue to be an important part of the economy of the island. This leaves no alternative but massive investment in the older, existing resorts as part of a coherent effort to maintain the facilities. The evolution of an image of Mallorca as an established yet still improving resort area could be attained. It should be possible to promote the positive aspects of the destination because it is one of the longest established and still retains many tourists loyal to the destination. In order to do this not only must the 'reality' be improved but also marketing must not sell new developments at the expense of the old resorts. Both aspects should be promoted in an attempt to emphasize that Mallorca contains "the best of the old and the new."

The main problem regarding marketing of Mallorca was seen as it s complexity. It is not one resort but eighteen all differing in character whilst the image that was strong in Britain was that of Magalluf/ Palma Nova (19/94). In this study however it has been suggested that complexity was an important factor in stimulating repeat visits. There was a feeling of 'initiation' experienced by many tourists. This is the key to the effective marketing of Mallorca. It could be targeted so that potential tourist groups and tourist regions are matched and marketed accordingly. i.e. The many images need not be conveyed all at once to all groups. In Chapter 5 it was suggested that the social network was by far the most important means of conveying image of place and affecting tourist choice. It would seem likely that it may take time for the image to be changed. It must be experienced by people before the image of outsiders can begin to be affected by their advice. In this chapter it has been suggested that tourists' holiday experiences in Mallorca were generally good and that these were instrumental in encouraging return visits and the promotion of *secondary repeat business.* Tourists' experiences of Mallorca are still sufficiently diverse and positive to continue to promote tourism by these routes despite a negative image for many potential tourists in Britain. The reality of the experiences of the majority of tourists still overcomes the image . In order to maintain this functional link between tourists' experiences and their positive influence on future choice, infrastructure improvements and the accompanying marketing strategy suggested in this section could prove effective.

CHAPTER 7

OVERVIEW OF METHOD. CONCLUSIONS AND SUGGESTIONS FOR FUTURE RESEARCH.

7.1 Introduction

The main conclusions and a discussion of these in relation to image and the marketing of destinations have been considered at the end of each chapter of this thesis. It is not then proposed to reiterate these comments. However because a variety of approaches have been used to reach these conclusions, it is appropriate at this point to attempt to inter-relate them to form an overview of the research findings. This is important in order to review how each stage of the research informed the next step. It is also important to indicate how the various methodologies were integrated within the thesis structure in order to evaluate the effectiveness of the approach. The main conclusions will then be reviewed as a whole. Illustrating how the conclusions relate to each other across the thesis as a whole document will help to draw out these main conclusions. These conclusions will be situated within the context of the literature reviewed in Chapter 1. Finally suggestions for future research leading from the main conclusions will be suggested.

7.2 Overview of methodology

Gunn (1988) suggests that:

> "Tourism is a complex phenomenon and therefore the research of tourism must utilize all the disciplinary approaches that will be most useful in solving problems and in providing new information" (p.10)

This has been one of the central methodological themes of this thesis. The research into tourists' images of destinations and their role in holiday choice was approached using a variety of approaches. It was suggested in Chapter 2 that simple, numerical and graphical techniques were sufficient to evaluate the destination images of potential tourists. (Section 2.1 and 2.2). *Before* and *after* studies (Section 1.6.5) were advocated in preference to "one-shot" image studies (Section 1.6.2 to 1.6.3). They were favoured because they took account of, and reflected, the impact of holiday experience on image. Simple *before* and *after* image studies were also useful because they were a relatively quick and effective means of reaching adequate image profile summaries. This was especially important because this approach was one of several used to investigate destination images in the thesis: the time spent on each approach was necessarily limited.

In Chapter 2 group images were evaluted by the calculation of an Image Index which was based on individual ratings on Likert type scales of semantic differential statements and bi-polar adjectives. The Image Index was considered an effective and appropriate means of analysing destination images. However use of group mean scores (Section 3.3) appeared to be as effective and simpler in practice. Thus group mean scores were used for the main image study of the image of Mallorca (Chapter 4). It was also argued in Chapter 3 that the use of Repertory Grid Interview technique could be used to investigate the most salient factors in the holiday choice patterns of package holiday tourists. A consensus repertory grid of the most important constructs of package tourists in Mallorca was formulated (Section 3.4 to 3.6). The interviews also yielded other insights into the role of image in holiday choice. These insights suggested lines of research which were followed up in Chapters 4 to 6 (Section 3.7 and 3.8).

Simple comparison of mean scores in tabular form was considered effective in identifying some important differences between group images (Chapter 4). The overall consistency of a positive image of Mallorca by these groups was also noted and is discussed in Section 7.3. The results were useful in identifying the areas of strength and weakness in destination image. The relevance to the marketing was considered (Section 4.13 (r)). A major disadvantage of ideographic studies is that the results are good descriptors of image and image change but the actual reasons for such images and changes can only be suggested. It was proposed that qualitative research was the logical means of exploring the phenomenological roots of such changes. Quantitative data it was argued could in fact be used in a secondary role to identify areas for deeper qualitative research. A reversal of the usual positivistic assumption of the superiority of quantitative data as the producer of 'hard data' and 'real' answers was suggested. It was proposed that the relationship is a more dynamic one; there are occasions on which either approach can predominate dependant on the research problem or issue. On occasions qualitative research may identify the focus for quantitive data, on other occasions the reverse may apply. In Chapter 5 an attempt was made to achieve a balance by using the two approaches simultaneously; a more complementary, balanced role for each was proposed.

It was argued (following on from work by Schroeder, 1984) that relatively small sample sizes between 15 to 30 were adequate to produce meaningful image profiles. Sample sizes above 15 did not necessarily lead to more significant or consistent environmental perception data. Certainly for sample sizes of over 30 little additional information was gained. However larger samples were needed if sub-groups were to be identified that could then be compared. The image of Mallorca was compared with a range of destinations. Non-parametric factor analysis and linkage analysis based on Pearson Product Moment Correlations were used to review how potential tourists used the constructs of the consensus repertory grid (Sections 4.5 and 4.6) and to group destinations using these constructs (Section 4.7). The two methods of analysis were both considered effective yet simple methods of summarizing the data at these two levels. The use of the findings was considered in the context of the marketing of Mallorca (Section 4.14). The relative performance of the destinations was assessed in relation to the expressed value of the constructs to respondents for a good holiday (Section 4.8).

The mean scores of rating scale data were used to evaluate three aspects of the image of Mallorca with tourists *before* and *after* their holiday. (Sections 4.10 to 4.12). The data

was split on the basis of three criteria (a) ***First-time*** and ***repeat*** visitors, (b) ***First-choice*** and ***not first-choice*** visitors and (c) Area of stay : ***North, South-West*** and ***East***.
The approaches used in Chapter 5 were summarized in Figure 5.5. However it is relevant here to review how the different approaches used were integrated. All the research was based on questionnaire work conducted with tourists in Mallorca. The format of the questionnaires included both **structured** and **open** questions as used in Chapter 2 i.e. (a) rating-scale questions (classified as **structured**) and (b) questions which allowed free response (classified as **open**). How the general approaches used in Chapters 5 and 6 inter-relate is summarised in Table 7.1. Each approach used could be seen as a discrete study of an aspect of destination image, experience and choice. However together the intention was to provide a broad view, sometimes by applying two approaches to the same aspect. (e.g. 1 and 4; 3 and 4; 2 and 3). An attempt has been made to indicate the transition from positivistic to more humanistic and quantitative to qualitative approaches. It was observed in Section 1.7 that quantification is not restricted to positivistic approaches.

Overall the use of a mixture of approaches as discussed in Chapter 1 need not necessarily lead to a position of 'mere relativism'. It has been argued throughout this thesis that by its nature as a social science, the study of tourism is not an area of research where absolutes can really be expected to be found. Results of research, it has been suggested, may be generalised to varying degree but this does not imply that these results are necessarily nearer to some achievable 'absolute' finding. They will remain relative findings; relative to the scope, focus and aims of the research and relative to the time of study and culture of the society being studied. However this does not mean that the results of studies such as this thesis and other tourism research are merely relative. Findings can be situated within the context of the study and general area of research. Thus the conclusions which are considered as an overview in the following section may well have general relevance to the European package tourist industry during the late 1980's and the 1990's and may be generalised within this context. In Chapter 6 the term *situated relativism* was proposed to describe the status for research in this thesis

Table 7.1 Summary of complementary approaches used in Chapters 5 & 6

	Type of data	Analysis	Purpose	Section	Approach
1	Rating Scale	Probabilistic: chi-square	Description of pattern of repeat business intentions Effect of experience on future choice	5.8	Positivistic Quantitative
2	Ranked factors	Weighted ranks to calculate index value for each factor	Formation of hierarchy of factors affecting image and choice	5.5	Positivistic Quantitative
3	Classified (nominal)	Based on open responses later classified by themes	Identify main factors affecting choice and quality of experience of Accommodation, Resort and Mallorca	5.4 5.6	Humanistic Quantitative
4	Open responses Summary comments	Summary notes of comments coded on cards and used as qualitative/ illustrative	Effects of experience on future choice Interrelation of Accommodation, Resort and Mallorca experience	5.7	Humanistic Qualitative
5	Open group interviews: Inter-actionist approach	Tape transcripts of interviews Inductive analysis building up of concepts Themes 'grounded' in interview data	Overview via travel representatives of tourists' images, choice and experience of Mallorca and patterns of repeat visitors	Chapter 6	Humanistic Qualitative

and indeed much social science research. The central point that is being made here may be summarized at this point. A common misconception prevalent in the social sciences and exemplified by publications such as Ritchie and Goeldner (1988) is that the study of social phenomena should be 'scientific'. The statement is often made that quantitative, hypothesis testing, positivistic approaches yield 'hard facts'; qualitative data does not. The inference is that these 'hard facts' are irrefutable and provide generalisations. However it was pointed out in Chapter 1 that ideographic studies, largely posivistic in stance and application produced 'hard facts' that for some reason or other could not be generalised beyond the study. The conclusions to these studies included speculative explanations for the apparent connections between factors. Whilst it is reasonable to speculate in such discussions the assumption that such speculation is somehow superior because it follows quantitative analysis is unwarranted. Generalised models of tourist behaviour are more likely to be based on intuitive insights such as Plog (1988) rather than on more inductive, empirical research. Some models are based purely on qualitative research such as McCannell (1976), or even literature reviews of the frameworks of others such as Cohen (1988b). Such models are not necessarily inferior even though they are not always empirically based they still form an important basis for discussion of tourist phenomena not all of which are amenable to statistical analysis.

In the field of tourism research, Gunn (1988) suggests that knowledge can arise from four ways of knowing. She states that the most reliable method of attaining knowledge of tourism is by science and that:

> "In scientific research there are many points along the way of investigation that force critical examinations. Objective research is systematic, logical and empirical and can be replicated....It is in the context of science that many new truths of tourism are developing" (p4).

Exactly what is meant by "new truths" is not explained but truth as absolute is implied. The extent to which these "new truths" have proved replicable has been thrown into doubt in the literature review in Chapter 1 and the preceding discussion. In addition it was contended, in Chapter 6, that the results obtained from the qualitative research was;

as far as possible, "systematic, logical" and indeed "empirical" in at least the sense that they were "based on the results of observation or experience and not from mathematical or scientific reasoning" (Irvine, 1972).

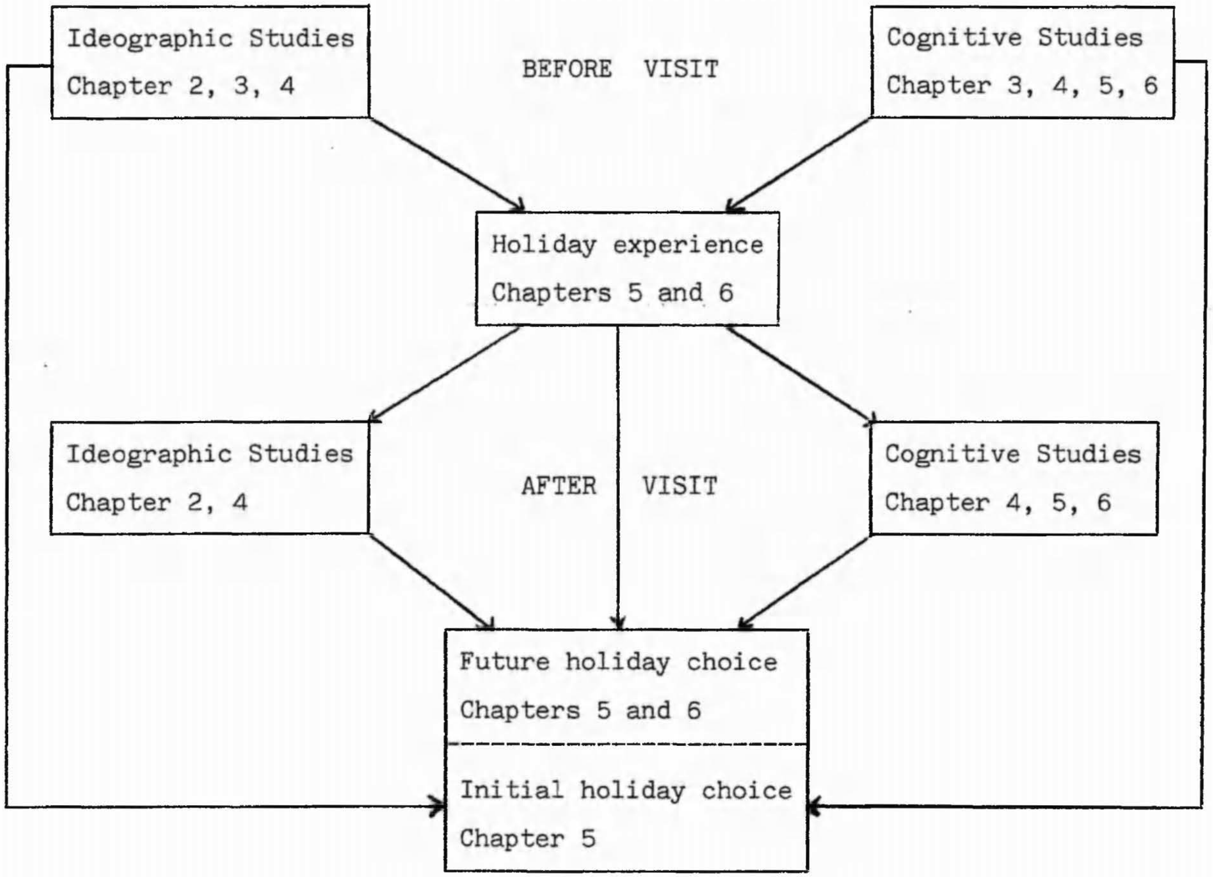
7.3 Overview of conclusions and discussion.

It was stated in the introduction to this chapter that the conclusions are given in full detail at the end of each chapter along with a discussion of the marketing implications of these conclusions. It was observed in the overview of methodology (Section 7.2) that the intention has been to research aspects of image and holiday choice from various perspectives. Therefore what will be reviewed in this section is how the general conclusions reached in the various sections relate to each other and may be generalised (as discussed in Section 1.6.5 and Section 7.2).

These general conclusions are relative to British package tourists' images and holiday choice behaviour in the late 1980's and 1990's. By stating them explicitly in this way they may be tested by future research in this area to assess their validity or their continued validity. Some of the conclusions may have more general relevance beyond the immediate focus of study of Mallorca or the first level of generality suggested here, British package tourists. Some findings may be applicable to international tourists. It will be made clear where such is being proposed.

In order to investigate tourists' destination images and holiday choice three broad focii of study were identified, image prior to a visit, holiday experience and image after a visit. In Chapter 1 two main categories of image studies were identified following work by Lew (1988), ideographic studies (e.g. studies of attitudes towards destinations and holiday motivations) and cognitive studies (e.g. phenomenological, experiential studies). Figure 7.1 summarizes how these approaches were used to address the research topic. How some of the conclusions evolved during the various stages and using different approaches may be illustrated by using a series of headings which summarize these conclusions. Some ideas were suggested by the initial literature

Figure 7.1 Framework for integration of approaches to the study of destination image and holiday choice



review (Chapter 1), some emerged during the course of the early research (Chapters 2 and 3) and others were suggested during the main research in Mallorca (Chapters 4, 5, and 6). These will now be integrated in the following sections.

(a) Image of destination : definition and perspectives

The concept of tourists' image of destination was linked to research in many social sciences (Chapter 1). Firstly the evolution of image of place studies in Geography was reviewed (Section 1.2) and then the contribution of various social sciences to tourism studies of image was outlined. A definition of tourist image was quoted (Section 1.3) to highlight the predominant influence of subjective factors on image. The subjective factors such as motivation, personality, attitudes, perception (cognition), learning, were outlined (Section 1.4). The notion of tourist image of destination was also linked to that of national stereotypes (Boulding, 1956) and of brand image (Joyce 1972). Research from both these viewpoints was relevant. National or cultural stereotypes, i.e. of the people and culture of a place, was suggested as crucial in the holiday choice process by Morello (1983). The parallel between brand image, market research and the package tour industries marketing of places as 'product' to be 'consumed' was noted. An attempt was made to reflect three important aspects of image of destinations in the research (a) the tourist 'product' (i.e. how places were seen as holiday destinations); (b) the people and (c) the environment (Chapters 2 and 4). These largely ideographic studies were complemented by the study of three levels of the image of a destination relevant to the tourist 'product' : **accommodation**, **resort** and general location (i.e. **Mallorca**) (Chapter 5).

(b) The effect of experience of destination on image

It was observed in Chapter 1 that few *before* and *after* studies have been conducted. Pearce (1982) acknowledges this pointing out that such studies could not only be a direct research goal but also act as a reliability check on image data. He notes that:

> "the notion that travel can change attitudes and beliefs is an implicit assumption....in the tourist literature" (p104).

It seems curious then that little research has been conducted to test and measure such changes in attitude. One of the key concerns of Chapters 2, 3 and 4 was the measurement of such change, principally using an ideographic approach. Pearce suggested from his study that visits to a destination did result in significant changes in attitude and the findings of Chapter 2 and 3 reflect this view. In Chapter 3 changes were observed for two groups' images of the country which they visited, whilst the images of the countries they did not visit remained unchanged. Changes were also noted in the image of Tunisia amongst a group of students *after* their visit (Chapter 2) but no control destination was simultaneously assessed. In Chapter 4 changes in the image of Mallorca were also noted for various sub-groups of visitors (Section 4.9). It was also noted that the images of ***visited*** and ***not visited*** groups of respondents for seven destinations showed some differences. There was a consistency to these differences in image that suggests the next conclusion.

(c) Experience of destinations and influence on image

It was suggested in Section 2.7 that generally the images *after* a visit could be summarized as more positive. For example the people of Tunisia were seen as more "helpful", "happy", "open", "pleasant" and "kind" than had been expected. A similar positive pattern to image change was found for visitors to Menorca and to a lesser extent for Holland. (Section 3.3). It was suggested that fewer changes in the image of Holland than Menorca may be a result of Holland being nearer and having a more culturally familiar image. The findings of Chapter 4 also suggested that experience positively affects destination image. In the study of the image of Mallorca *before* and *after* visit, ***repeat*** visitors tended to have a more positive view of Mallorca than did ***first-time*** visitors (Section 4.10). Also, *after* the visit ***first-time*** visitors image changed to match more closely the image of ***repeat*** visitors, i.e. positive change had occurred. Both ***first-choice*** and ***not first-choice*** visitors also exhibited positive image change *after* their visit. In the study of the images of seven destinations for the ***visited*** and ***not visited*** groups of respondents, the ***visited*** groups tended to have similar images to the

not visited groups. However those image differences that emerged were generally viewed more positively by the ***visited*** group compared to the ***not visited*** group. Experience of the destination positively affected its image. Possible explanations were suggested by outcomes elsewhere in the research. Thus pre-visit images may reflect anxiety over constructs such as "Feel at ease" and "People are friendly" (Section 4.14(b)).

(d) Underestimation of the complexity of place in tourists' images of destination.

It was proposed in Chapter 3 that the image structures of tourists' are often relatively simple and that choice is made on a small number of criteria. It often follows that without experience of the place its complexity is not anticipated. What is 'known' (judgements on a small number of criteria important to the individual) predominates over what is 'not known'. Interviewees often realised the paucity of images they held but nevertheless had allowed the little they did know (often by their own admission inaccurate or prejudiced) to influence their choice of destination (Chapter 3). Thus the recurrent changes in images, the increased awareness of the variety of sights; interesting history and culture, attractive scenery and so on simply reflects the underestimation of the complexity of places *before* a visit. This was not only indicated in the ideographic studies outlined above but also in the qualitative interviews in Sections 6.10.3.1 and 6.12.3.6.

(e) Simple images and their effect on destination choice.

It was suggested in Chapter 3 that destination images for most package tourists were relatively simple. Nevertheless image still was likely to exert a great influence on choice. Thompson and Cooper (1979) suggest that this may be a deliberate choice to limit the number of criteria by which a destination is assessed to simplify the choice process. The implication is that even when a great deal of information is known about a destination this is reduced to those most important to the individual. Various simple stereotype place images were identified, for instance it was noted in the ideographic studies in Section 3.3 that the images of countries ***not visited*** by tourists did not change *after* a holiday elsewhere. The idea that group images could be measured to reflect group stereotype image was proposed in Chapters 2 and 3. The overall similarity of image profiles was also noted in Chapter 4 and suggests that a broad consensus attitude towards particular places can be observed. There were, however, some important differences that occurred that will be highlighted in the sections that follow.

The origin of cultural attitudes towards destinations (reviewed in Section 1.6.4) can be viewed on various levels. For Morello the most salient dimension likely to affect choice is that of national stereotypes i.e. how the people are seen. It was suggested in Chapter 3 that respondents attitude towards the inhabitants related more towards their perceived friendliness and how comfortable the respondents would feel as tourists. Many other aspects of image were highlighted as salient by repertory grid interviews (Section 3.5). Interestingly it was found that knowledge of complexity of destinations did not discourage the use of simple stereotype images. (Section 6.5.3.). Places were classified initially on the basis of simple descriptions of types of places. The complexity of the description of these types of places varied, more complex classification of place by type was more satisfactory because it involved considering the motivations of the tourists.

(f) Matching of destination image with self-image and its influence on holiday choice. Travel agents were criticised in Chapter 6 for using simple stereotype image of both places and people and failing to appreciate the complexity of destinations and the wide variation of peoples' holiday motivations. For example not all young people wanted to go to the ***South-West*** of Mallorca or all older people to the ***East*** and ***North*** (Section 6.5.3). It was proposed that it is essential to attempt to match clients with destinations. This would entail greater awareness of destinations by travel agents and greater emphasis on clients particular *holiday criteria* (Section 3.8). Gray and Herbert (1973) suggest that an important aspect of image likely to influence choice is the 'user image' of destinations, that tourists classify destinations by type on the basis of what type of people use them. Destination choice results when tourists match their self-image (what type of person they perceive themselves to be) with the image of the type of person using a particular destination (Section 6.8.3).

(g) Matching of destination image and tourists' motivations and choice

Some differences were noted between the images of the ***South-West*** and ***East*** of Mallorca compared to the ***North*** (Section 4.12). These differences matched closely the differences in motivations of the three tourist groups measured by their expressed preference for constructs on the concensus repertory grid for a good holiday (Section 4.13.3). This indicated that tourists have an *image of their holiday* (Section 3.7) that relates to their individual motivations. These motivations are matched to the image of destinations; although this often relates to knowledge, it equally may be based on 'wish-fulfillment' and initially this leads to disappointment (Section 6.8.3). The difference in opinion between Van Raiij (1986) and Botterill (1986) regarding holiday satisfaction was noted in Section 1.7.6. It would appear (for package tourists at least) Van Raiij is right in asserting that satisfaction is more likely to be achieved if the unknown factors are reduced for the tourist, i.e. matching of client and place can more effectively ensure an appropriate choice and holiday satisfaction. Other dimensions of image that appeared important in affecting holiday experience and choice can be linked to aspects of holiday motivations for package tourists.

(h) Destination images of security important to package tourists' choice of destination

It was noted in Section 1.6.4 that the most crucial aspect of national stereotypes likely to affect choice was the image of friendliness. It was found that the friendliness of the people of Mallorca was an important reason why people enjoyed their holiday and returned on subsequent occasions (Chapter 6). The constructs "People are friendly towards tourists" and "Feel at ease as a tourist " were highly correlated (Section 4.6) and were important to tourists (Section 4.8 and 4.13). These perceptions of friendliness of people are an important aspect of security. Although "Familiar culture" was not a construct deemed important to tourists for a good holiday it emerged that, at least in Mallorca, the presence of a secure *tourist culture* was important in attracting tourists. It was suggested that package tourists match the 'psychocentric tourist' in Plog's (1973) typology. Clearly there are wide variations in types of resort on Mallorca and indeed in types of resorts offered on package tours but security is to a varying extent likely to be important, no matter what the type of destination. The whole notion of strict typologies of tourists however was questioned (Section 1.7.4.3)

(i) The dynamics of holiday motivations.

The notion of a *holiday career* was proposed from initial research in Chapter 3 and also emerged from group results in Chapter 5 and 6. This undermines the models which classify tourists by criteria such as personality or tourist type. Whilst undoubtedly there is some basis for such models it was found, as suggested in Section 1.7.6, that individual motivations change during a person's life-cycle or family-life cycle (Chapters 3 and 6). As people experience each holiday they develop new motivations, indeed most people have a variety of contrasting motivations some of which are brought into play one year and others the next. Thus in Hodgson's terms (Section 1.6.5) a first order question might be "what type of holiday shall I take this year ?" The particular set of motivations relevant to this type of holiday are then brought into operation. It is at this stage that image is important because only if a destination is included in a rough grouping for that type of holiday will it be given further consideration. This was noted in the Repertory Grid interviews in Chapter 3 and is discussed in the following section.

(j) The effect of respondents' classification of 'similar' destinations on image.

It was suggested in Sections 6.5.2 and 6.12.2 that one way in which image might operate is by the classification of resorts by type, i.e. grouping of similar destinations. This tendency had been brought out clearly during the Repertory Grid Interviews in Chapter 3. Respondents were able to classify destinations quickly into three groups (***Yes***, ***No*** and ***Unsure***) with respect to their likelihood of being chosen for a holiday. The subsequent interviews, using triads to assess various combinations of possible destinations, drew out the constructs relevant to how the destinations were assessed. The ease with which destinations were categorized by respondents suggested that image is important at several stages of the decision-making process as well as in different situations that arise during this process, for example in late bookings where a large number of alternative destinations may be on offer and a quick decision has to be made. It is likely that even simple images exert a great deal of influence on the rough sorting of destinations into those considered and those rejected. This is also true of longer term decision-making, but at least in that situation the opportunity exists for destinations to be reclassified as potential choices after initial consideration. The notion of image as similie matches closely that of destination type. Haahti (1984) implicitly incorporates this notion in her research on the comparative market position of Finland relative to other destinations. (Chapter 1). Thus the awareness of the range of destinations that are perceived as similar is an important factor in the marketing of destinations. Methods and criteria for the identification of such groupings were highlighted in Section 4.7. Such information is invaluable for defining market position and planning strategies for re-positioning (Section 4.13 (r)). Information on the inter-connections between the attributes by which destinations are evaluated is an important tool for planning such image management (Section 4.13 (i)).

(k) Image attributes grouped by similarity of use in construing destinations

It was noted with regard to ideographic studies in Chapter 1 that many destination attribute studies had been conducted. Goodrich (1977) suggests that these attributes may be grouped into "benefit bundles" i.e. hierarchical clusters of groups of attributes. In the present study simple methods of grouping the constructs identified from the consensus repertory grid (Chapter 3) were proposed. They were grouped on the basis of the pattern of use of the constructs in response to seven destinations (Sections 4.4 to 4.6). No attempt was made to order the groups by their importance to tourists although reference was made to the constructs deemed important to tourists for a good holiday (Section 4.8). It was thought that the importance of such groupings lay in how aware destination promoters were of them; they could be used to anticipate the effect of marketing campaigns on particular aspects of destination image. However the overall importance of such formal sources of image were questioned by the next conclusion.

(l) The effect of the social network and formal sources on the image of destination and holiday choice of tourists.

It was observed in Section 1.3.2 that enormous sums of money are spent in the travel industry promoting destinations, essentially conveying a chosen image of a destination. Saltmarsh (1984) comments that the effectiveness of marketing campaigns is often far from proven. As Downs and Haynes (1984) point out few *before* and *after* image studies are conducted on image change. Smith (1983) comments that there is "little hard data in the travel research literature documenting advertising's effect on changing travel patterns" (p149), Gartner and Hunt (1987) (reviewed in Section 1.6.5) being one of the few such studies.

The findings of the present study suggested that whilst formal sources of image were important in some aspects of image formation, their use was often restricted to reinforcement of the holiday experience after the event or as ancillary image information sources. With regard to the latter the inference was that brochures were often used simply to provide information such as price and availability and were less likely to directly influence choice than the advice of friends or relatives. Brochures were not as likely to be quoted as being consciously important in either the formation of image or in affecting choice (Sections 5.4.1, 5.4.2, 5.5.2, 5.5.3, 5.5.4, 5.7.2). It emerged that the advice of friends or relatives and previous holiday experience were more important factors affecting both image and choice. It was proposed that effective marketing of destinations should actively utilise the word-of-mouth transmission of image. The term *secondary repeat business* was suggested to describe the influence of others on choosing a destination for a holiday. Possible methods of utilizing the social network were proposed (Section 5.5.5). These proposals revolved around the 'soft-sell' of alternative resorts or accommodation offered whilst tourists are on holiday. The roles of image and holiday experience (image formation) were evaluated and similar conclusions reached regarding *primary repeat business* these are reviewed below in (m). It was suggested that the influence of friends and respondents' own experience related to specific destinations and thus made place important in decision-making. Information on specific places was more important than more general typologies of place in affecting choice. The number of tourists who never returned to the same destination were in the minority. A strong trend of conservatism existed amongst package tourists (Section 5.7.2).

(m) The effect of accommodation on holiday experience and choice.

Three aspects of image of destination were identified as important with respect to holiday experience: **accommodation**, particular **resort** and choice of the island of **Mallorca**. It was suggested that the aspect of experience most likely to influence future choice intentions was experience of **accommodation** (Section 5.7.1) although **resort** experiences were more important than of **Mallorca** as a whole. Whilst the holiday experience is clearly a composite of all these aspects, this relationship was suggested by the number of comments made in relation to each category on the three types of questionnaire (Table 5.14). The majority of comments on **Mallorca** related to the **resort** stayed in. Comments on the **resort** mainly related to information on the layout of the resort and its character. The notion of *resort character* is, of course, a subjective and variable one, however comments appeared to predominantly top refer to the level of commercialism: the less commercialised the more the resort was assumed to have character. (5.7.3). With respect to architecture, low-rise developments were accepted as more authentic and having more character (Section 6.9).

Whilst **Mallorca** (Sections 5.7.1 and 6.10) and **resort** (Sections 5.7.3 and 6.9) were important aspects of holiday experience, **accommodation** was seen as the most fundamental factor likely to affect the quality of holiday and to influence future choice (Sections 5.7.4, 8.8, 3.7). It was suggested that this is related to the most immediate environment being most important (i.e. the home environment of **accommodation**), followed by the intermediate context of the **resort** and least important being the most general context, **Mallorca**. The implication for the tourist industry is obvious, holiday quality is more susceptible to management than might at first seem to be the case. In the study of image in Chapters 2, 3 and 4, image was described in general terms.

Destinations generally were not perceived to have distinct images relating to **accommodation**. However from closer analysis this is a crucial factor to holiday experience (and thus to image formation) and holiday choice.

It was also found in the study of the experience of **accommodation** (Section 5.6.3) that experiential factors (i.e. manageable factors such as service, food, utilities and noise) were more important than design or locational considerations. Image may be important in generally affecting choice in the ways suggested by the findings of this thesis, but at the level of image development by experience it is the micro details of the immediate milieu that are more important than the macro context of the **resort** and **island** of Mallorca.

Despite having noted above the importance of **accommodation** to holiday quality it would be inadvisable to dismiss the **resort** or general holiday location of **Mallorca** as irrelevant. Thus indeed whilst poor accommodation might spoil a holiday and translate into a negative image of place (Section 3.8) good accommodation provides the essential basic context for a good holiday experience. It is in this context that experience of **resort** and general location (**Mallorca**) become important image formation and choice factors. How resort and destination image functions in the holiday decision-making process, was suggested by the qualitative approach discussed later in (o). As general context for this the conclusions reached from quantitative, probabilistic research will first be reviewed.

(n) First-choice holiday as an important factor in determining image and future holiday intentions

It was found that tourists on their ***first-choice*** holiday had more positive images of Mallorca than did the ***not first-choice*** visitors. It was noted in (c) that the latter groups' image improved with experience and matched ***first-choice*** visitors image more closely *after* their visits (Section 4.11). It was proposed that the more positive images held by ***first-choice*** visitors *before* their holiday reflected their more positive attitudes to their destination because it was their first-choice. The improvement in the image of ***not first-choice*** visitors' image was seen as a sign that Mallorca was able to provide a good holiday on constructs that had previously not been rated highly.

Priority of choice was more important in affecting future choice of Mallorca for a holiday compared to ***first-time*** or ***repeat*** visit (Section 5.8.4). The ***not first-choice*** respondents were less likely to return to Mallorca or to their resort of stay. Visitors in their ***first-choice*** resort were more likely to return to Mallorca the following year. Those not in their first-choice resort were less likely to return and if they did they were more likely to do so in a few years time. Section 5.8.4)

The implications for the travel trade is clear. The greater the number of clients that can be offered their first-choice holiday area and resort the greater the likelihood of a positive holiday experience and a repeat visit. The preceding section suggests that a similar concern with accommodation is also essential. It was proposed that repeat business could be cultivated by a 'soft-sell' approach (Section 5.8.5). Attention could focus on utilizing the observed tendency of tourists to return on visits in "a few years" and "to a different resort". Information could be provided in a variety of ways to attempt to influence repeat visits with the same tour operator to the same destination area (Section 5.8.5). Provision of information whilst on holiday when tourists were in a positive, receptive frame of mind might allow tourism agencies to utilise the important social network.

(o) Holiday experience and authenticity.

The idea that tourist experience could be evaluated in terms of authenticity was challenged. It was proposed that the experience of staged events on excursions were meaningful to the tourist and that the authenticity framework was inappropriate. Tourists in such situations such as the Caves of Drach (Section 6.10.3.3) were consciously aware the event was staged. In Cohen's (1987) terms the event had aquired a "patina of authenticity" (Cohen 1987) i.e. repetition lent the experience authenticity.

In a sense the Caves of Drach staged event was part of *tourist folklore* i.e. the visit was one of a number of highly significant sights widely available by excursion from any resort on the island. The excursion also had many historical references within it and was, for many, an essential experience of 'The Real Mallorca'. It was argued that notions of authenticity and inauthenticity of experience were questionable in these circumstances. How are package tourists' experiences to be evaluated using such a framework ? It is implied that these notions are absolute and tourists' experiences easily categorized. Tourists experience their holidays as real and authentic experiences. Who is to judge contact with local people, even if in tourist restaurants and bars as inauthentic contact ? It was proposed that tourists' experiences must be judged in the context of their own lifeworld. Whilst admittedly there are fantasy elements to the holiday experience, it is part of the real life experiences of the tourist and in this sense is no more or less real than any other aspect of life. A framework for considering the tourists' experience of place was made by considering their *hybrid lifestyle* (Section 6.11.3). This entailed the coalition of the benefits of *home back in Britain* and their *home here in Spain*. A non-judgemental framework was thus proposed as a more meaningful approach to the consideration of tourist experience.

(p) Negative images of place conflated by media coverage.

Negative images of package tour destinations tended to be cultivated and reinforced by media coverage (Section 6.6.2). Specific events were found to be misrepresented and to be conflated to tarnish the overall image of destinations such as Mallorca. The negative consequences of such coverage were seen to be out of all proportion to the reality of place and the experiences of tourists at these destinations. Visitors arrived in a state of apprehension that had to be dealt with by those responsible for the visitors holiday quality at the destination. Images of violence and danger were in stark contrast to the needs identified for package tourists of a secure holiday environment (Section 6.12.3.3). Tourists arriving with such negative images adjusted to the reality of Mallorca and experienced more peaceful holidays than they had been led to expect. The most serious repercussions were the deterrent effect such negative images were seen to have on many potential visitors. How such images function is suggested in the next section.

(q) Image of destination regions dominated by stereotype images based on only restricted areas or events in that region.

Negative images of destinations such as Mallorca were related to cultural stereotypes of package tour destinations in general. In the case of Mallorca the diversity and complexity of the destination was masked by the stereotype image of resorts such as Magalluf/Palma Nova. Such resorts were often perceived as "overcrowded, high density" places that were negatively connected with images of violence and danger noted in the previous Section 6.6. Tourists' experiences of such resort areas were generally at variance with these images. (Section 6.5.3 and 6.6). Magalluf/Palma Nova were experienced as "lively and boisterous" but not as "violent and dangerous". Nevertheless the negative images of the resort area were generalised and translated by many to apply to the island of Mallorca in general. This effect on image can be related to the tendency to use simplified images in determining choice (noted earlier in Section 3.8). With the general lack of attention to the more positive aspects of image experienced by tourists, the negative coverage of relatively isolated incidents can have grave consequences for tourism at package tour destinations. The tendency to classify places as similar (Section 6.5.2) compounds this problem. It was noted that even incidents at various package tour destinations across Europe can translate to negative consequences at all package tour destinations (Section 6.6.2).

(r) The time-lag between the 'reality' of place and image of destination.

With the rapid development that is taking place at many resorts on Mallorca the tendency was noted for resort image to be different to the 'reality' of place. This was termed *image lag* and could have positive or negative consequences. Many tourists arrived at resorts that had cultivated images as small and intimate but were developing rapidly. Thus tourists often found that expectations based on this image were not borne out by experience (Section 6.9.2.2). Equally visitors who had known such resorts in their early stage of development experienced them differently to first-time visitors. The former experienced *image dissonance* and did not always view their experience positively. They considered seeking alternatives in future that would match their earlier experience of the resort. The first-time visitor often experienced less dissonance and compared the resorts to the more densely developed resort areas. The development of previously small and intimate resort areas was viewed as a future threat to the overall health of the tourist economy of Mallorca. The experience of Mallorca as more complex and diverse than the stereotype image suggests (Section 6.12.3.6) was an experience that was under threat. In the future continued development will tend to alter the character of the smaller resorts. However at present *image lag* seems likely to be acting positively. The large number of tourists who have visited Mallorca in the past currently have an image of complexity and diversity. This may be seen as a pool of *latent repeat business*. It is possible that in future tourists who visit the island on the basis of past experience may be disappointed by present developments and their images will be negatively affected. These perceptions will filter through the social network (Section 5.5) and discourage others from visiting the island. This possibility should be acknowledged and efforts made to monitor the future experiences of repeat visitors to the island. This should be used to influence future efforts to manage the development of tourism and image of the destination.

(s) As the tourism infrastructure of a destination ages it is increasingly difficult to match brochure image of accommodation and resort 'reality'

As the standard of accommodation has risen during recent years, so has the level of expectation of tourists. It was found that the majority of this new accommodation in Mallorca was apartments rather than hotels (Section 6.8.2). A shift in the market away from the traditional hotel to apartments for package holidays was evident, this created a marketing problem. How can the older, inferior quality accommodation (predominantly hotels) be presented in brochures to reflect this reality and yet still be able to sell holidays. Certainly the large tour operators would argue that accommodation must be of a minimum standard to remain on their books. However, there is a great range of quality within the same price range. Tourists experiencing the top of this range for one holiday will be disappointed by the lower end of this range the following year. The aim of the Mallorca tourist agencies should be to upgrade the older accommodation to the newer, higher standard in order to retain existing clients and not lose them to newer emerging destinations. It was argued that destination loyalty could probably be relied upon to retain clients in the short term, however in the long term if the tourism infrastructure is not upgraded then there is a danger of overcapacity of accommodation in the future. There are two main reasons for this prospect. Firstly the continued expansion of the international package holiday market is not guaranteed and secondly more long haul packages have begun to appear in greater quantity and at prices comparable with those usually expected for a Mediterranean holiday. Additional competition for visitors to established destinations such as Mallorca also comes from emerging destinations such as Tunisia which also aim to capture more of the Mediterranean package tour market. Clearly the past success of Mallorca as a reliable, value for money holiday is no guarantee of success in the future. The problems outlined above must be anticipated and a coherent plan established to attempt to avoid the prospect of deserted tourist developments and the economic problems this would bring.

7.4 Suggestions for further research

It was noted in Chapter 1 that conclusions from image studies within the tourism literature have tended to be specific to particular destinations. As a result studies often resulted in conclusions that were of insufficient general applicability to the role of image in affecting choice. In this thesis an attempt has been made to consider this theme, in doing so a series of studies were undertaken to investigate how image functions as one factor amongst many affecting choice. Conclusions were drawn from each study at the end of each chapter and the implications for the marketing of place were considered. An attempt was made in Section 7.2 to form a series of general conclusions which may be tested by future research to test their validity and utility in describing the role of image in holiday choice, many of these conclusions could form the basis of a future research project. It is suggested that future research should attempt to distinguish between findings that are specific to the particular destination studied and the more general conclusions that may be abstracted from the research. At present the majority of studies do not draw conclusions at this level nor illustrate how the findings relate to the existing literature and might be tested by future research. The research in this thesis has highlighted some particular areas for research that require further study.

(a) How individual motivations for holidays are matched to tourists' images of destinations is a potentially fruitful line of research. It is likely that the link between these affects tourists' choice of destination. Studies have tended to concentrate on either tourists' motivations or images and not the link between the two.

(b) The effect of holiday experience on image has not been the subject of much study. More ideographic *before* and *after* studies such as those in Chapters 2 and 4 could be carried out to address this issue. It would also be useful if such studies attempted to link changes in image to the effect on holiday choice intentions.

(c) The sequence of image formation could also be considered by qualitative in-depth interviews of tourists' destination images *before* and *after* their holidays. It is likely that insights could be gained from this approach that would supplement those gained from the ideographic studies. The findings from Chapter 6 using the qualitative approach were considered more effective in informing future marketing decisions. However both approaches have great potential in the investigation of image change. The utility of image study should progress from a simple measurement of image at one time to the monitoring of image in relation to marketing strategies, only by doing so can the effectiveness of marketing campaigns be judged.

(d) More studies should concentrate on the particular aspects of image that are most influential on holiday choice. Image is a nebulous concept that may include many aspects of the holiday experience. The findings of this thesis suggest that accommodation is a crucial dimension of the holiday experience and as such has a great influence on the tourists' image of destination after their holiday. Studies aimed at illustrating how image may be positively influenced would be a useful addition to the literature.

(e) It was proposed that the social network was more important than formal (e.g. printed) sources in influencing both image and choice of destination. Further exploration of how the social network operates in transmitting the image of place would be a logical extension to this research finding. Qualitative research is the approach that offers the greatest potential for research of this issue.

(f) An important aspect of image that was likely to influence choice was the occurence of negative publicity transmitted through the media of television and newspaper reports. Although such publicity may be based on relatively isolated incidents, such incidents were found to have a disproportionate effect on destination image and choice. It would be interesting to study in detail how particular incidents are covered by the media and how such coverage is interpreted and used by potential tourists. Cognitive studies using qualitative methodologies hold the greatest potential for researching this issue. This type of study would be useful to the promoters of destinations as part of their strategy for image management.

(g) Research in this thesis has been concentrated on the images of British package tourists. The findings therefore have applied specifically to this group. It is possible that similar studies of other national groups might produce different findings. Cross-cultural studies using a similar framework to that outlined in this thesis would be an interesting method of establishing if such differences exist or whether the findings outlined at a general level in Section 7.2 may be extended to other national groups.

(h) Finally it was suggested that the experience of destinations generally resulted in more positive and complex images. This was seen as one potential source for encouraging repeat business at established destinations such as Mallorca. It was suggested that repeat business was more likely to be encouraged through providing tourists with their first-choice holiday and resort. Future image research could investigate the link between image and repeat business in order to identify the particular aspects of image most likely to influence the choice of the same destination for a future holiday. This would involve the identification of which particular client groups were most likely to repeat holidays. In this study it was found that the majority of tourists were likely to return at some time to the same destination. Clearly there is great potential for the promoters of destinations if this aspect of tourists' destination choice was more thoroughly understood. At present there have been few studies of image and repeat business.

(i) In conclusion whilst much research has been conducted on tourists' images the major weakness is that, in common with much research on tourism related isssues, the literature is disparate and the many scattered research findings need incorporating into a coherent structure. Chapter 1 was an attempt to bring together the research in such a framework. The thesis was structured in the form laid out in the introduction in order to utilize the variety of potential research approaches to the theme of destination image and holiday choice. Much of the discussion has focussed on how such research might inform those concerned with the marketing of destinations. This emphasis was in part a consequence of the accent of the main body of the tourism literature on tourism as an economic activity and indeed as a rapidly growing sector of the global economy. However image research does not always have to be concerned only with the promotion of destination image as a means of encouraging tourists to visit. There is a danger that in the pursuit of such a goal that the promoters of destinations simply establish what it is that the tourist appear to require and attempt to convey an image to appeal to those requirements. However expectations based on this image are not always borne out by experience. This is clearly counter-productive in that the disappointed tourist is unlikely to return. The alternative is that, as has happened at many destinations such as Tunisia, a large number of international package tourists are encouraged to visit by the building of tourist enclaves. A major impact of international tourism is thus the construction of similar types of holiday accommodation worldwide that provide similar types of holiday at what would be expected to be vastly different locations. The wish to use tourism as a catalyst for economic development, especially in the Third World, is now being questioned, not all countries wish to become so dominated by tourism as for example has Spain. Relph (1976) considers how mass images of place such as those of international holiday resorts come about. He commences with a quote from Sandford and Law (1967 p89) who observe that:

> ""Package-trip British tourists see nothing strange in the fact that hundreds and hundreds of miles of the Mediterranean seaboard have been built up in the image of their dreams..(Sandford and Law 1967, p89)."
>
> Relph then comments:
>
> "..and the same could be said of innumerable tourist centres. In effect both the image and the actual physical setting have been manipulated and manufactured so that they correspond, and the result is a superficial and trivial identity for places which increasingly pervades all our experiences of places and which can only be transcended by a considerable intellectual or social effort." (Relph, 1976 p59)

The social impact of tourism is now being evaluated in more depth than in the past when it has often been assumed to be an economic activity with few negative consequences. One possible use for image research that has barely been explored is the potential for the changing of attitudes of tourists towards potential destinations. It is possible in future only through the questioning of the underlying values of tourism can the greatest potential for international tourism, the promotion of greater understanding, be achieved. Image research that addresses the underlying values of tourists and their attitude towards destinations and their inhabitants may be the theme which holds the greatest potential for future research of this aspect of tourism.

Krippendorf (1984) in attempting to understand the impact of leisure and travel suggests that the underlying values of international tourism are based on the "illusion of limitless economic growth" and in the long term is unsustainable in its present form. He proposes that:

> "Those who live as tourists and those who live off tourists must become aware of this fact and accept a new hierarchy of values. Their common goal must be to develop and promote new forms of tourism, which will bring the greatest possible benefit to all the participants-travellers, the host population and the tourist business, without causing intolerable ecological and social damage." (p106)

Image research, which includes the study of tourists' attitudes towards destinations and their inhabitants and tourists motivations for holidays, could in future become part of a two-way process for the development of a "soft-humane" tourism (p109) in contrast to the essentially exploitative tourism that exists at present. In future new forms of tourism might evolve that are more sensitive and less dominant in form. Such developments cannot take place without the changes in the values of the tourist and those involved in the tourist industry. Image research in future could be used as a means of analysing and questioning the whole system of values that underpin the present international tourist system.

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APPENDICES

Appendix 0.1

Positions Held

Committee member of Postgraduate Forum (I.B.G.)	1987-88
Treasurer of Postgraduate Forum (I.B.G.)	1988-89
Committee member of Higher Education Study Group (I.B.G.)	1988-

Conferences Attended

Title	Location	Organising Body	Date	Duration
Geography and Tourism	L.S.E.	G.A.	Oct. 1986	1 day
Whose Leisure Theory?	Sheffield Univ.	L.S.A.	Dec. 1986	1 day
Annual Conference I.B.G.	Portsmouth Poly.	I.B.G.	Jan. 1987	3 days
Putting Research into Practice: Postgraduate Workshop	Gregynog Hall	I.B.G.	Feb. 1987	3 days
Research Methodology	Dorset Inst. of H.E.	Same	Nov. 1987	1 day
Annual Conference I.B.G.	Loughborough Univ.	I.B.G.	Jan. 1988	3 days
Environmental Assessment: making the system work	T.C.P.A. London	T.C.P.A.	Apr. 1988	1 day
Leisure, Labour and Lifestyle: International comparisons	Univ. of Sussex	L.S.A.	June 1988	3 days
Annual Conference I.B.G.	Coventry Poly.	I.B.G.	Jan. 1989	3 days
Promoting Tourism	Trent Polytechnic	Tourism and Recreation Studies Unit	Mar. 1989	1 day

Appendix C.2 : Publications

Gyte D M (1987) 'Tourists in Tunisia: a study of images and image change' in ***'The development of tourism in the area surrounding important touristic zones'*** p153-188 Geographical Union: Commission of Geography of Tourism and Leisure Sousse Tunisia June 1987. (Oficine National du Tourisme Tunisien).

Gyte (1989) forthcoming 'Sixth form investigation of retail geography: a consideration of alternative techniques', ***Trent Geographer*** No.12 1989 (Trent Polytechnic, Nottingham).

Gyte D M (1989b) 'Current postgraduate research: a poster session', ***Area*** 21.2, 198-9.

Gyte D M and Phelps A (1989) 'Patterns of repeat business: British tourists in Mallorca' ***Journal of Travel Research*** Vol XVIII.1 Summer p24-8.

Gyte D M (1987) 'Tourist cognition of destination: an exploration of techniques of measurement and representation of images of Tunisia' ***Trent Working Papers in Geography***. (Trent Polytechnic, Nottingham) (Publications in review ***Annals of Tourism Research*** 1989, 16.2 p293).

Gyte D M (1988) 'Repertory grid analysis of image of destination: British tourists in Mallorca' ***Trent Working Papers in Geography*** (Trent Polytechnic, Nottingham).

Submitted for publication

Gyte D M (1989) 'The factors affecting the image and choice of a holiday destination: British tourists in Mallorca'.

Conference Presentations

Gyte D M (1988) 'Tourist images of place: Methods of investigation and the role of image in decision making' Paper presented at the Institute of British Geographers' Conference, Loughborough University of Technology, 5th-8th January 1988.

Convenor of 'Postgraduate Poster Session' Institute of British Geographers Conference, Coventry Polytechnic, January 1989.

Joint convenor of 'Postgraduate research in Higher Education' Institute of British Geographers Annual Conference, Coventry Poltechnic, January 1989.

Degree Dissertation

Gyte D M (1981) 'The provision and use of services on Clifton Estate, Nottingham.' Presented as part of final year honours degree requirement.

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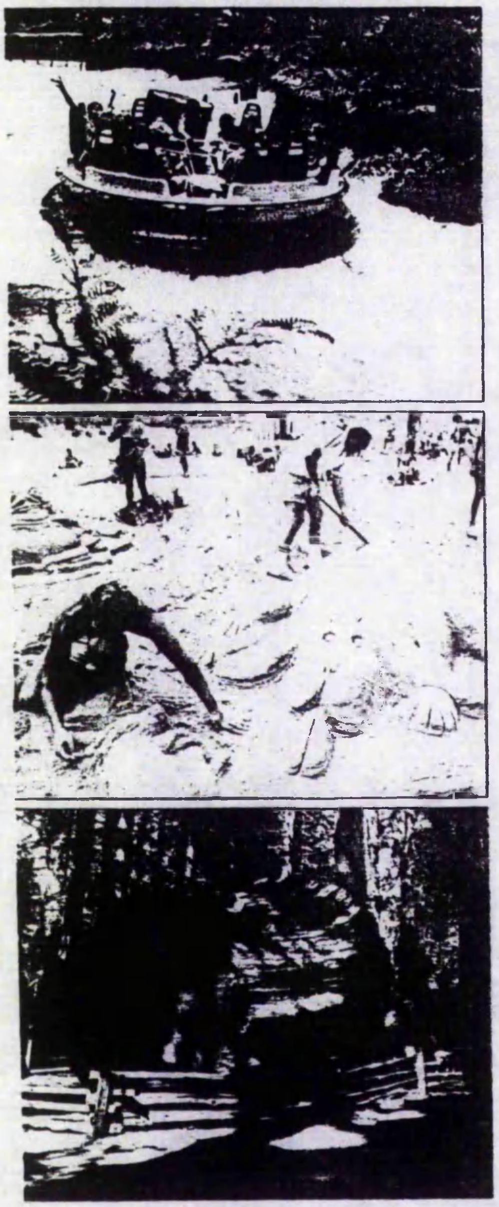

Feature Articles

Business Research Division, University of Colorado, Boulder, Colorado 80309-0420

Patterns of Destination Repeat Business: British Tourists in Mallorca, Spain

DOUGLAS M. GYTE AND ANGELA PHELPS

Much research has been conducted on image of destination and destination choice. However, little attention appears to have been paid to the pattern of repeat business at specific destinations. This study investigated the pattern of repeat business of British tourists in Mallorca, Spain. The implications of the findings for the marketing of destinations are considered.

Many studies have considered tourists' initial choice of destination (Gray and Herbert 1983; Hodgson 1983; Henshall et al. 1985; Moutinho 1986; Van Raaij and Francken 1986) and travel companies' marketing of destinations (Airmark Strategic Marketing 1986; Graham-Hart 1985; Kemp 1983). However, few studies seem to have considered the pattern of repeat business at specific destinations; the research of Gitelson and Crompton (1984) into repeat vacations of tourists at Texas Visitor Centers is one of the few examples.

Travel companies presently are competing aggressively for a larger market share, increasing capacity while keeping prices at unrealistically low levels. The outcome has been an overall loss of some £25 million by the top 30 tour operators in the U.K. in 1987 (*Observer* 1988). An alternative strategy might be greater consideration of repeat business; market share could be increased by retaining more clients for subsequent holidays.

Recently a questionnaire study of tourists in Mallorca was undertaken as part of an on-going investigation into the role of the image of place in destination choice (Gyte 1987 a, b; 1988). From this study a number of questions can be extracted to shed some light on the pattern of repeat business to this major international tourist destination.

THE GROWTH OF TOURISM IN MALLORCA

Spain is one of the most popular international destinations in the world. In 1986, Spain recorded 29.9 million international tourist arrivals, accounting for some 9% of all such arrivals worldwide. Mallorca receives a substantial proportion of these arrivals; in 1986 Mallorca's 3.9 million international tourist arrivals accounted for 13% of the total for Spain (Bardolet 1986; WTO 1987). Tourism to Spain is growing rapidly, and tourism to Mallorca is also growing; tourist arrivals increased by 33% from 1981 to 1986 (W.T.O. 1982; I.T.Q. 1982; Bardolet 1986). Two nationalities, Britain and West Germany, account for the great majority of visitors; in 1986, 42% of visitors were British and 29% were from West Germany.

Douglas M. Gyte is Research Assistant/ Demonstrator and Angela Phelps is Senior Lecturer, Geography Division, Clifton Main Site, Trent Polytechnic, Nottingham, England. Support for the project by Mr. A. Walsh, Managing Director, BS Executive Travel, Birmingham, England is gratefully acknowledged.

THE MALLORCA SURVEY

The survey was carried out in May 1988 and involved interviewing 387 British holidaymakers in Mallorca. Two contrasting tourist areas were selected. These were Palma Nova and Magalluf, to represent the predominantly high-rise intensive development of Palma Bay in the south-west of the island; and Cala D'Or and Cala Ferrera, to represent the smaller, more intimate resorts of the east coast. These areas are subsequently referred to in both text and tables as "Palma Nova" and "Cala D'Or." The resort areas were selected to give an overview of the pattern for the island as a whole, but also to allow investigation of possible variations due to resort type.

The sample was collected by interviewing British tourists on the beach, promenade and shopping areas of the resorts, at varying times of day and days of the week, to provide a cross-section of the visitors in the resort. Interviews were conducted in three areas simultaneously. On the beach, a random sample was collected by interviewing respondents at regular points across the beach. Elsewhere, interviewers randomized the sample by approaching the next person encountered after the completion of each interview. Each interview represents a travel party, the sample breakdown being as follows:

Alone	15
Adults with	
young children	95
teenage children	33
Adults under 30	84
Adults over 30	152
(Group type unrecorded)	8
Total no. of parties	387

Response rates were good; two-thirds of people approached were willing to complete the questionnaire once they were reassured that the interview was not a precursor to a sales pitch for time-share apartments. Thus the results should be a fair reflection of the tourists in the resorts at the time. The relatively small number of adults with teenage children was attributed to the fact that study was conducted during school term-time.

The questionnaire was structured to investigate three aspects of choice relating to impressions of Mallorca, the resort, and accommodations. After some common questions, the interview branched to investigate these specific themes. Thus, some responses represent the full sample of 387 while others are taken from the subsets, with a minimum of 120 for each theme split evenly between the resort areas. The following questions were extracted from the survey to investigate the pattern of repeat business:

1. Is this your first visit to Mallorca? (n=387)
2. Was Mallorca your first choice holiday? (n=123)
3. Is this your first visit to this resort? (n=132)
4. Was this your first choice resort? (n=130)
5. Would you return to Mallorca for a holiday? (n=387)

The initial description of the results of these five questions will be followed by an analysis of cross-tabulations of the first four questions with the final question. The cross-tabulation reveals the pattern of repeat business among the tourists interviewed and provides a framework for discussion of possible future trends.

QUESTIONNAIRE RESULTS

The majority of the visitors had been to Mallorca before (55%), but a substantial minority were on their first visit (45%), and the sample contained more repeat visitors at Cala D'Or (58%) than at Palma Nova (52%). However, the difference between the resorts was not significant because it was within the sampling error for a survey of this size. Numerical information on repeat business from other sources is sparse, but a study of visitors traveling to Menorca in 1985 revealed a similar split between first-time and repeat business (Phelps 1986). Interestingly, Gitelson and Crompton (1984) also found that a majority of tourists had returned to destinations that they had visited before. The results of these studies and the present survey indicate the importance of repeat business to the travel industry. In the subset relating to the resort the proportion of repeat business was slightly smaller (49%) than that for the island as a whole. However, more than three-quarters of these were visiting the resort for the first time (77%), indicating the extent to which return visitors opt to go to a new resort. Visitors to the island were predominantly on their first-choice holiday (81%), and most of the tourists were in their first-choice resort (72%). Of the rest, some were on special tours for which the tour operator selected the resort. The two resort areas showed no difference in the trends identified so far.

Respondents asked about their intention to return to Mallorca were offered seven possible answers:

Yes, next year, same resort
Yes, next year, different resort
Yes, in a few years, same resort
Yes, in a few years, different resort
Perhaps
Doubtful
Definitely not

This choice allowed for analysis of the pattern of likely repeat business by both time and place. The overall results are shown in Table 1. Table 2 shows the same responses reclassified as "yes" and "less certain." Table 3 shows the "yes" responses broken down by return to the same or a different resort, and Table 4 shows the positive responses by time of return. All the tables include a further division by resort area.

The complete set of data in Table 1 shows that the majority of respondents felt they would return to Mallorca; the biggest single category, representing one-third of the sample, indicated a return in a few years but to a different resort. These

TABLE 2
WOULD YOU RETURN TO MALLORCA?

Response	Overall		Palma Nova		Cala D'Or	
Yes	77%	(298)[a]	79.6%	(164)	74.1%	(134)
Less certain	23	(87)	20.4	(41)	25.9	(46)

[a] Numbers in parentheses are numbers of respondents.

TABLE 1
WOULD YOU RETURN TO MALLORCA FOR A HOLIDAY

Response	Total		Palma Nova		Cala D'Or	
Yes-next year, same resort	17.3%	(67)[a]	18.9%	(39)	15.5%	(28)
Yes-next year, different resort	8.8	(34)	7.3	(5)	10.5	(19)
Yes-in a few years, same resort	20.9	(81)	20.9	(43)	21.0	(38)
Yes-in a few years, different resort	30.0	(116)	32.5	(67)	27.1	(49)
Perhaps	10.1	(39)	8.7	(18)	11.6	(21)
Doubtful	7.0	(27)	6.3	(13)	7.7	(14)
No	5.4	(21)	4.9	(10)	6.1	(11)
Totals	100%	(387)	100%	(206)	100%	(181)

[a] Numbers in parentheses are numbers of respondents.

TABLE 3
DIFFERENTIATION OF "YES" RESPONSE BY RETURN TO RESORT

Response	Overall		Palma Nova		Cala D'Or	
Return to same resort	49.7%	(148)[a]	53.2%	(82)	49.3%	(66)
Return to different resort	50.3	(150)	46.8	(72)	50.7	(68)

[a] Numbers in parentheses are number of respondents.

TABLE 4
DIFFERENTIATION OF "YES" RESPONSES BY TIME OF RETURN

Response	Overall		Palma Nova		Cala D'Or	
Next year	33.9%	(101)[a]	28.6%	(44)	35.3%	(47)
In a few years	76.1	(197)	71.4	(110)	64.7	(87)

[a] Numbers in parentheses are numbers of respondents.

respondents together with the respondents who would return to the same resort in a few years' time, account for half the sample. One-quarter of the sample indicated a return the following year, which brought the positive responses up to more than three-quarters of the total number of respondents (Table 2). The positive responses considered alone show an equal split between intention to return to the same resort or to seek somewhere new (Table 3). However, returning visitors are twice as likely to return in a few years' time than next year (Table 4).

The relatively few "less certain" responses suggest a high level of satisfaction with Mallorca as a holiday destination, but possible bias exists towards positive responses because the tourists were interviewed in the course of their holiday (Rollins and Chambers 1988). Nevertheless despite the possibility that intentions to return may not be carried out, the potential for repeat business is high. Finally, it would be wrong to conclude that all those who said they would definitely not return to the island were dissatisfied with their holiday, as this group includes a significant minority who make a practice of going to different places each year. Indeed, respondents in this group commonly stressed that they never repeat a holiday in principle.

When the two resort areas are considered separately (Table 1) some statistically significant differences are apparent. Of the people intending to return next year, those at Cala D'Or showed a greater tendency towards changing resorts than those at Palma Nova. However, of respondents considering returning in a few years' time, those at Palma Nova were more likely to change their resort. This may be due to differences between the types of tourist frequenting these contrasting resort areas or to the character of the resorts themselves. It would appear that the tourists in Palma Nova are more likely to repeat the same holiday for several years, enjoying the variety of facilities and nightlife of the larger resorts, before considering a change. While most of the respondents at Cala D'Or commented favorably on the quietness and seclusion of the smaller east coast resorts, they were more likely to take a subsequent holiday at a similar type of resort but in a different location in Mallorca.

INFLUENCES ON REPEAT BUSINESS

The following analysis is based on cross-tabulations between the question concerning the likelihood of return with the other questions. The results are shown in Tables 5 to 8.

TABLE 5
FIRST-TIME AND REPEAT VISITORS TO MALLORCA BY INTENTIONS OF RETURN VISIT TO MALLORCA[a]

Both Resorts

First Visit to Mallorca	Repeat Visit to Mallorca				First Visit to Mallorca	Repeat Visit to Mallorca			
35 (45.4)	66 (55.6)	=	101	Return next year	62 (66.5)	86 (81.5)	=	148	Same resort
94 (88.5)	103 (108.5)	=	197	Return in few years	67 (67.4)	83 (82.6)	=	150	Different resort
44 (39.1)	43 (47.9)	=	87	Return less certain	44 (39.1)	43 (47.9)	=	87	Return less certain
173	212	=	395	Totals	173	212	=	385	

Chi-square = 6.05 DF = 2 (P = < 0.05) Chi-square = 1.68 DF = 2

Cala D'Or					Palma Nova			
First Visit to Mallorca	Repeat Visit to Mallorca				First Visit to Mallorca	Repeat Visit to Mallorca		
16 (19.8)	31 (27.2)	=	47	Return next year	19 (25.6)	35 (28.4)	=	54
36 (36.7)	51 (50.3)	=	87	Return few years	58 (52)	52 (58)	=	110
24 (19.4)	22 (26.6)	=	46	Return less certain	20 (19.4)	21 (21.6)	=	41
76	104	=	180	Totals	97	108	=	205

Chi-square = 3.18 DF = 2 Chi-square = 4.52 DF = 2 (P = < 0.05)

Cala D'Or					Palma Nova			
First Visit to Mallorca	Repeat Visit to Mallorca				First Visit to Mallorca	Repeat Visit to Mallorca		
25 (27.9)	41 (38.1)	=	66	Same resort	37 (38.8)	45 (43.2)	=	82
27 (28.7)	41 (39.3)	=	68	Different resort	40 (38.8)	42 (43.2)	=	82
24 (19.4)	22 (26.6)	=	46	Return less certain	20 (19.4)	21 (26.6)	=	41
76	104	=	180	Totals	97	108	=	205

Chi-square = 2.55 DF = 2 Chi-square = 0.26 DF = 2

[a]Figures in parenthesis throughout are the expected frequencies figures (E); without are the observed frequencies (0).

The chi-square test was used to establish the significance of the differences between the cross-tabulations (the observed frequencies). The expected frequencies calculated for each table for the chi-square test are shown in parentheses. Table 5 shows first-time and repeat visitors to Mallorca with intention to return. No difference exists between first-time and repeat visitors regarding place of return. However, a significant difference does exist in the time interval before their intended return to Mallorca. First-time visitors are just as likely to change resorts as returning visitors, but they are more likely to return in a few years. The biggest difference in the whole table shows that repeat visitors are more likely to return the next year, suggesting the presence of a core of tourists with strong place loyalty. When the resort areas are considered separately, Palma Nova exhibits this trend more strongly than Cala D'Or. This finding supports the earlier finding that visitors to Cala D'Or are less likely to return to the same resort the following year.

Table 6 shows the relationship between first-choice holiday and intention to return. The table shows a significant difference between visitors who were on their first-choice holiday and those who were not, in the question of both time and place of return. In both cases this difference is due to the larger proportion of "less certain" responses by those not on their first-choice holiday. Thus those on their first-choice holiday are more likely to return, suggesting that people are likely to react more favorably to a place for which they have a strong preference.

TABLE 6
FIRST-CHOICE HOLIDAY OR NOT FIRST-CHOICE HOLIDAY BY INTENTION OF RETURN VISIT TO MALLORCA

First-Choice Holiday	Not First-Choice Holiday			
30 (27.6)	4 (6.4)	=	34	Return next year
49 (46.3)	8 (10.7)	=	57	Return in few years
20 (25.2)	11 (5.8)	=	31	Return less certain
99	23	=	122	Totals

Chi-square = 7.59 DF = 2 (P = $<$ 0.05)

First-Choice Holiday	Not First-Choice Holiday			
36 (34.9)	7 (8.1)	=	43	Same resort
43 (39.0)	5 (9.0)	=	48	Different resort
20 (25.2)	11 (5.8)	=	31	Return less certain
99	23	=	122	Totals

Chi-square = 8.02 DF = 2 (P = $<$ 0.05)

Table 7 couples first visit to resort with intention to return and shows a significant difference between the first or return visit to the resort and both the timing and place of the return visit. In both cases this difference is due to the repeat visitors who are more likely to return next year, and to the same resort, than are visitors in the resort for the first time (Table 7). This finding again suggests that some repeat visitors show place loyalty, not only to the island but to a particular resort. An extreme case was one respondent in Palma Nova who had been to the same hotel for 17 consecutive years!

TABLE 7
FIRST OR REPEAT VISIT TO RESORT BY INTENTIONS OF RETURN VISIT TO MALLORCA

First Visit to Resort	Repeat Visit to Resort			
25 (30.9)	15 (9.1)	=	40	Return next year
54 (51.8)	13 (15.2)	=	67	Return in few years
23 (19.3)	2 (5.7)	=	25	Return less certain
102	30	=	132	Totals

Chi-square = 8.48 DF = 2 (P = $<$ 0.01)

First Visit to Resort	Repeat Visit to Resort			
29 (34.8)	16 (10.2)	=	45	Same resort
50 (47.9)	12 (14.1)	=	62	Different resort
23 (19.3)	2 (5.7)	=	25	Return less certain
102	30	=	132	Totals

Chi-square = 7.71 DF = 2 (P = $<$ 0.01)

Table 8 links first choice resort with intention to return. A significant difference exists with respect to intention to return next year between those who were and those who were not staying in their first-choice resort. The former group were more likely to return to Mallorca the following year, while those not staying in their first-choice resort were less likely to return to Mallorca—and if they did plan to return, they were more likely to do so after an interval of a few years.

TABLE 8
FIRST-CHOICE OR NOT FIRST-CHOICE RESORT BY INTENTION OF RETURN VISIT TO MALLORCA

First-Choice Resort	Not First-Choice Resort			
34 (28.6)	6 (11.4)	=	40	Return next year
45 (47.2)	21 (18.8)	=	66	Return in few years
14 (17.2)	10 (6.8)	=	24	Return less certain
93	37	=	130	Totals

Chi-square = 5.98 DF = 2 (P = $<$ 0.05)

First-Choice Holiday	Not First-Choice Holiday			
36 (32.2)	9 (12.8)	=	45	Same resort
43 (43.6)	18 (17.4)	=	61	Different resort
14 (17.2)	10 (6.8)	=	24	Return less certain
93	37	=	130	Totals

Chi-square = 3.67 DF = 2

DISCUSSION

Several significant points can be drawn from this case study. The most important factors influencing the intention of tourists to return were a previous visit and attaining their first-choice holiday. Mallorca is an example of an established international destination dominated by the package (inclusive) tour market. Indeed, its development has depended on the accessibility provided by tour operators who offered tours priced for the mass tourist market. This study suggests that a tour operator who wishes to cultivate repeat business needs to ensure that clients not only have good holiday experiences but are also able to have the destinations of their choice. Burkart (1984) points out that 90% of package tours are sold through travel agencies. This high percentage shows the importance of ensuring that travel agents are more effective at matching clients' requirements to destinations. Indeed, a major British tour operator has recently instituted such a system (*Travel Trade Gazette* 1988).

Another important trend was that the majority of tourists were likely to return in a few years and that half of these would return to a different resort. This trend suggests that perhaps the activities of the travel representatives in the course of a holiday should include promotion of other resorts on the island that tourists might choose on future occasions. In this situation Boston and Moll (1983) suggest that providing information would be more effective because the desire to holiday at the destination in future was strong. Moutinho (1986) proposes a three-stage vacation tourist behavior model, including pre-decision processes, post-purchase evaluation, and future decision making. Moutinho notes that while tourists are on holiday they are the ideal captive audience and an excellent opportunity exists for influencing all three stages simultaneously. Tourists will be making decisions relevant to post-purchase evaluation on the basis of their experiences during their holiday. In addition they may be engaged in pre-decision processes such as perceived risk and plans for future decision making and these can be influenced if tourists are encouraged to think about all three stages while in a good frame of mind.

Also worth noting is the increased criticism of the hard-sell tactics employed by some travel representatives, as for example in promoting coach trips. The devotion of more soft-sell attention directed to the possibility of repeat business might create greater loyalty to tour operators and destinations in the long term and make the role of the representatives more of an advisory one rather than concentrating as at present on immediate sales of extras. The soft-sell approach might include social evenings involving the use of video designed to inform tourists, while they are on holiday, of accommodations and resorts offered by the tour operator elsewhere on the island. Tourists recalling their experience with tour operators during subsequent holiday decision making suggested through their comments that they would react better to a soft-sell rather than a hard-sell.

Although this article has concentrated on the question of repeat business, nearly half the respondents were on their first visit to Mallorca. Perhaps this proportion of first-time visitors is not surprising in view of the increase in the number of tourists visiting Mallorca over the last few years. The volume of repeat business will grow as the market expands and as indicated by the high intention of return found in this survey, the repeat business share of the market probably will grow as well. This probable growth underscores the importance of both tour operators and travel agents of satisfying clients' preferred destination choice. The more successfully destination choice is accommodated the more likely clients will make repeat bookings with the same company.

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TOURIST COGNITION OF DESTINATION: AN EXPLORATION OF TECHNIQUES OF MEASUREMENT AND REPRESENTATION OF IMAGES OF TUNISIA

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ABSTRACT

The importance of image of destination is reflected in the amount of resources put into marketing by the tourist industry. However little research appears to have been carried out on images of specific destinations before and after holidays. This would seem suprising as image is one of the factors that affects destination choice. It is particularly important in the case of developing countries, because they are attempting to compete with well established destinations, and to break existing market patterns.

The images of Tunisia of a group of students visiting the country for the first time were tested before and after a visit in December 1986. Three aspects of image were identified as most likely to affect tourist destination decision-making (a) Tunisia as a holiday destination (b) Image of the Tunisian people and (c) Image of the Tunisian environment. There is a need to establish simple, reliable methods of measuring such images and identifying how they change. This paper demonstrates the approaches that were devised and illustrates the general findings that emerged. The techniques are evaluated with reference to their validity and effectiveness and possible applications in the tourist industry are considered. The possible relevance of the findings are assessed and directions for future research are suggested.

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REPERTORY GRID ANALYSIS OF IMAGES OF DESTINATIONS : BRITISH TOURISTS IN MALLORCA

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ABSTRACT

One of the main problems that is encountered in investigating images is that they are to a large extent unique to individuals. Repertory grid is a method of investigating an individual's world view that allows them to express their opinions in their own terms. Initially its use was restricted to use by psychologists with individuals. However it is possible to use the technique to identify recurrent themes about specific issues with groups of people. This paper illustrates how the technique was used with a group of tourists in Mallorca, August 1987, to identify how they thought about holiday destinations and compared one to another. A consensus repertory grid was formulated from the main recurrent themes that emerged. The inteviews also provided relevant insights into how these images influenced choice of destination. These are included in a summary of the interviews and the implications for future research on images of destinations are considered.

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TOURIST IMAGES OF PLACE : METHODS OF INVESTIGATION AND THE ROLE OF IMAGE IN DECISION-MAKING

D. M. GYTE

Paper presented at the Institute of British Geographers' Conference, Loughborough University of Technology, 5th-8th January, 1988.

Seminar: Collective Consumption and the Community.

Tourism and Image of Destinations

The World Tourist Organisation estimate that 279 million international travellers spent £65 billion in 1984; this is likely to be a conservative estimate. They also estimate that it is the second largest item of world trade, surpassed only by oil (I.T.A. 1979). Naylon (1967) argued that, in the case of Spain, tourism could be classed as the major industry. Spain hosts over 42.9 million visitors a year, i.e. 5 million more than the indigenous population in 1982. (Salmon 1986, p. 20).

It is interesting to consider the object of sale - a holiday - and the means of selling it. In the absence of actual previous visits to a place, one of the things that the travel trade is selling is "an image of place". This is purchased on trust without actually being able to see or to evaluate the item prior to purchase. The fact that "image of place" is important is reflected by the vast amount of money spent on promotion of holidays, an estimated £120 million in 1985 (Kemp 1985). There is an awareness on the part of destinations that the "image" that is presented to the outside world is important. Carlos Pedrazuela, President of the Tourist Promotion Board of the Costa del Sol, said that this year:

> "500 million pesetas is being spent trying to change the image of Torremolinos. The image people have got is one of just buildings and buildings. We are trying to improve the image and we are going to have some campaigns. It's an image problem." (Ellegard 1987)

Mallorca may also be seen as having an image problem. Prior to the 1960s and the advent of mass air travel, the image of the island was far more a "romantic", "away from it all", possibly "paradise" island than the contemporary one of the arch-typal package tour holiday island.

I have just made two assumptions in this statement. One is that I can talk of a place and appeal to a consensus image, a stereotype. The other is the fact that Mallorca, in being a destination with a large number of package tour holidaymakers, is therefore somehow "not attractive". However, both assumptions are questionable. Images may be individually unique and no such consensus exists. By saying Mallorca has an image problem because it is perceived as having a large number of package tourists, I am making a value judgement that does not bear close inspection. Clearly, a great many people do find Mallorca attractive. In 1986, 4 million tourists visited the island (Bardolet 1986), i.e. 6½ times the resident population.

It is necessary therefore to attempt to consider two things. First, how do people hold images of places to which they may never have been and know very little about. Second, how to go about investigating people's images of destinations, at an individual or a group level. Initially, however, it is important to clarify what exactly is meant by an image.

Continued .....

Defining a Tourist Image

The Oxford English Dictionary (1971) defines one sense as:

> "To form a mental image of: to conceive, devise plan .... An object of perception or thought, to imagine, picture in the mind, represent to oneself .... A representation in the imagination or memory."

It can be seen from these definitions that there are components of the previously experienced and the anticipatory (imagined). When considering place as "an object of perception", it can be seen how places can be said to have "an image", i.e. certain attributes come to be associated with place. This may be by inference of "who goes there" (Hodgson 1983), accounts by people "who have been there" (Gyte 1988) and from the disparate sources of information - media, advertising, books, etc. (Etzel and Wahlers 1985).

With reference to definitions of image, from psychology it can be illustrated how image of place may operate in decision-making:

> "IMAGE
>
> A revived sense experience, in the absence of the sensory stimulation
>
> (i) COMPOSITE IMAGE - i.e. based on a number of sensory experiences of the same or similar objects
>
> (ii) GENERIC IMAGE - i.e. capable of representing any one of a class of objects
>
> (iii) HALLUCINATORY IMAGE - i.e. one with temporary perceptual character
>
> (iv) OPTICAL IMAGE - i.e. focused on the retina by the lens system of the eye."
>
> (Drever 1978, p. 129)

The two senses that I am interested in are the generic, i.e. where one place may be likened to another because, rightly or wrongly, it is perceived as similar, and the composite - image based on previous holiday experience.

The definition of imagination that is exercised when thinking about a destination is useful in that it highlights a further important point relevant to this seminar, the comparative importance of self and others in forming an image of place.

> "The constructive, though not necessarily creative, employment of past perceptual experience at the ideational level, which is not in its totality a reproduction of material derived from past experience: such construction is either
>
> (a) creative - self initiated and self organised
>
> (b) imitative - when following a construction initiated and organised by another"
>
> (Drever 1978, p. 130)

Continued .....

(a) Creative

Thus an image of a holiday destination may be formed on the basis of their own experiences of the place or a perceived "similar" place. The image may be "created" from little actual knowledge, nevertheless it can still exert a powerful influence on choice. (Gyte 1988)

(b) Imitative

A person, in the absence of actual experience of a place, uses many secondary sources to form an opinion, i.e. to form an image of a place: friends, acquaintances, travel agents, travel advertising and brochures, videos, television, radio, newspapers, etc.

It can be argued that a large proportion of the travel trade's business is actually concerned with selling holidays by the manufacturing and "selling" of image of distant destinations, most of which most people will not have had direct experience of. Indeed, vast sums of money are spent on what is essentially an attempt to structure the touristic imagination of society or at least segments of it. An attempt is made to build an image of a destination in much the same way that "brand images" of any product is made and used to sell the product. The image of a tourist destination then is more than simply a subjective and personally unique creation, there are likely to be components of the image which are held in common by many people. The working definition that encompasses both these aspects is summarised by Crompton (1979), who defines a tourist image as:

> "the sum of all those emotional and aesthetic qualities such as experiences, beliefs, ideas, recollections and impressions that a person has of a destination."

Personal Construct Theory and the Repertory Grid Interview

There are many possible approaches to the investigation of images from many perspectives within the social sciences, notably sociology, psychology and linguistics, and again many possible perspectives within each of these. However, the problem all have to overcome is how, as a researcher, to go about expressing the views of others and communicate them in a meaningful way to a wider audience. The particular approach I am going to illustrate today is Repertory Grid, a technique that has its roots in the humanistic psychology of George Kelly.

In the 1950s, Kelly started to react against the statistical analysis of large samples in attempting to establish "psychological laws". A simple example is of a significant correlation of 0.3 between smoking and extraversion on a sample of 500,000. He found such "laws" as useless when dealing individually with an introvert chronic smoker. He was interested in an individual's life world and how they constructed and interpreted the world.

The underlying assumption of Kelly's Personal Construct Theory (PCT) is that "Man is a Scientist", i.e. people act on a series of propositions and expectations that govern behaviour and perceptions. People gradually build up a network of hypotheses based on their own unique experiences that guide their behaviour. It can be seen here in direct opposition to the behaviourist approach, where people are seen only to act in response to external stimulus.

Continued .....

The Repertory Grid Interview allows the interviewer to get a mental image of how the interviewee views the world. It is a technique for getting people to talk about how they construct their world view, i.e. the personal constructs with which they make sense of the world. The main attraction of using the Repertory Grid Interview is that it allows people to express the ways they hold an image of place in their own terms, not those of the interviewer. Whilst the terms in which the interview is conducted must be clearly defined and reinforced during the interview, this is not to say that the constructs are being guided or predetermined. It is rather that the relevance and context for them is made clear, because without a clear context the constructs are not so meaningful.

Kelly suggested that there was the possibility of a degree of commonality between the grids of various people (Bannister and Mair 1968). For the purposes of this study, the accent has been on identifying the possible recurrent constructs that are important when describing an image of a tourist destination. I shall give only brief details of the Repertory Grid Interviews before concentrating on how the grid was used and analysed. The single most useful text on basic techniques is by Stewart and Stewart (1981). The use of the Repertory Grid Interview is explained in more detail in a follow-up to the present study with a study of tourists in Mallorca (Gyte 1988).

Method

Prior to the fieldcourse, 15 students were interviewed: 8 from those students bound for Menorca and 7 from those bound for Holland on fieldcourses, during Easter 1987. The method for eliciting the constructs is simple but takes experience to work effectively. The students selected nine destinations that were representative to them of places of various degrees of desirability. Their reactions to these destinations led to the elicitation of many constructs. They were presented with the countries in groups of three and asked to classify them two against one on whatever criteria came to mind about how they thought about the place as suitable or unsuitable for holidays. All the interviews were then reviewed and it became clear that there was a high degree of similarity between the interviews. The most frequently recurring constructs were used to formulate a consensus repertory grid (Table 1). This grid was then used with the students from two fieldcourses, 35 students bound for Menorca and 14 for Holland, to test their reactions to three destinations (elements). These were Holland and Menorca, one of which they would be visiting on a fieldcourse, with Tunisia, a country that neither would be visiting, as a control. They were asked to complete a repertory grid for each destination before their fieldcourses and after their return.

The scaling that was used was a seven-point scale, as shown in Table 1. The responses for all students were then scored and analysed; 12 groups of scores resulted.

	Menorca Students	Holland Students
Image of Holland	B + A	B + A
Image of Menorca	B + A	B + A
Image of Tunisia	B + A	B + A

B - Before fieldcourse
A - After fieldcourse

Continued .....

The mean of the score for each group before and after the fieldcourses are shown in Tables 2 to 7.

Results

Three major points emerged from the study:

(a) The mean scores for the Menorca and Holland students' images of the three destinations before the fieldcourses are similar.

(b) After the fieldcourses, the mean scores remain consistent, i.e. less than one category change, for the places the students did not visit.

(c) The only changes that exceed one category are with the Holland students' image of Holland (two constructs changed) and the Menorca students' image of ~~Holland~~ (seven constructs changed).

One of the objectives of an earlier Working Paper (Gyte 1987) had been to find reliable yet simple graphical means of presenting complex data. Schroeder (1984) makes out a case for simple methods of analysis of rating scales of environmental perception data. In the present study, the relatively crude measure of the mean appears to be useful in describing general changes that occurred in the evaluation of the destinations. It would appear that the Holland students found the country much as expected. The changes that did occur reflect the opinions expressed by students throughout the visit - surprise at how much English was spoken and how much higher the cost of living was than expected. Holland was considered familiar culturally by both groups; this may explain why other constructs did not change as much as was the case with the Menorca students' image of Menorca.

The Menorca students also found that language was less of a barrier than expected, again because English was spoken rather than they found an aptitude for Spanish! One of the things that surprised them most was that Menorca was less "dominated by tourism" than expected and thus that "traditional customs were little affected by tourism". The other changes reflect their surprise at the variety of the island: "interesting history and culture", "wide variety of sights" and "great scope for varied activities".

Discussion

It is relevant at this point to ask how valid is the concept of a group mean. It may be one is assuming the existence of something that does not actually exist. If each individual is unique and different, is it therefore a valid exercise to group the responses together? However, as argued earlier, it would seem a reasonable assumption that there is at least the possibility of a generally held image of places that is transmitted culturally. Where does the image of places not previously visited come from, if not from secondary material? From culturally transmitted material that is a diverse mixture of fact and half truths interpreted by each individual to form their image. If it is negotiated in this way, it seems reasonable to expect there to be a correspondence between individuals' images of a place.

Continued .....

40

TRENT POLYTECHNIC [illegible]

Year 2 Tourism questionnaire [illegible]

Name [illegible]

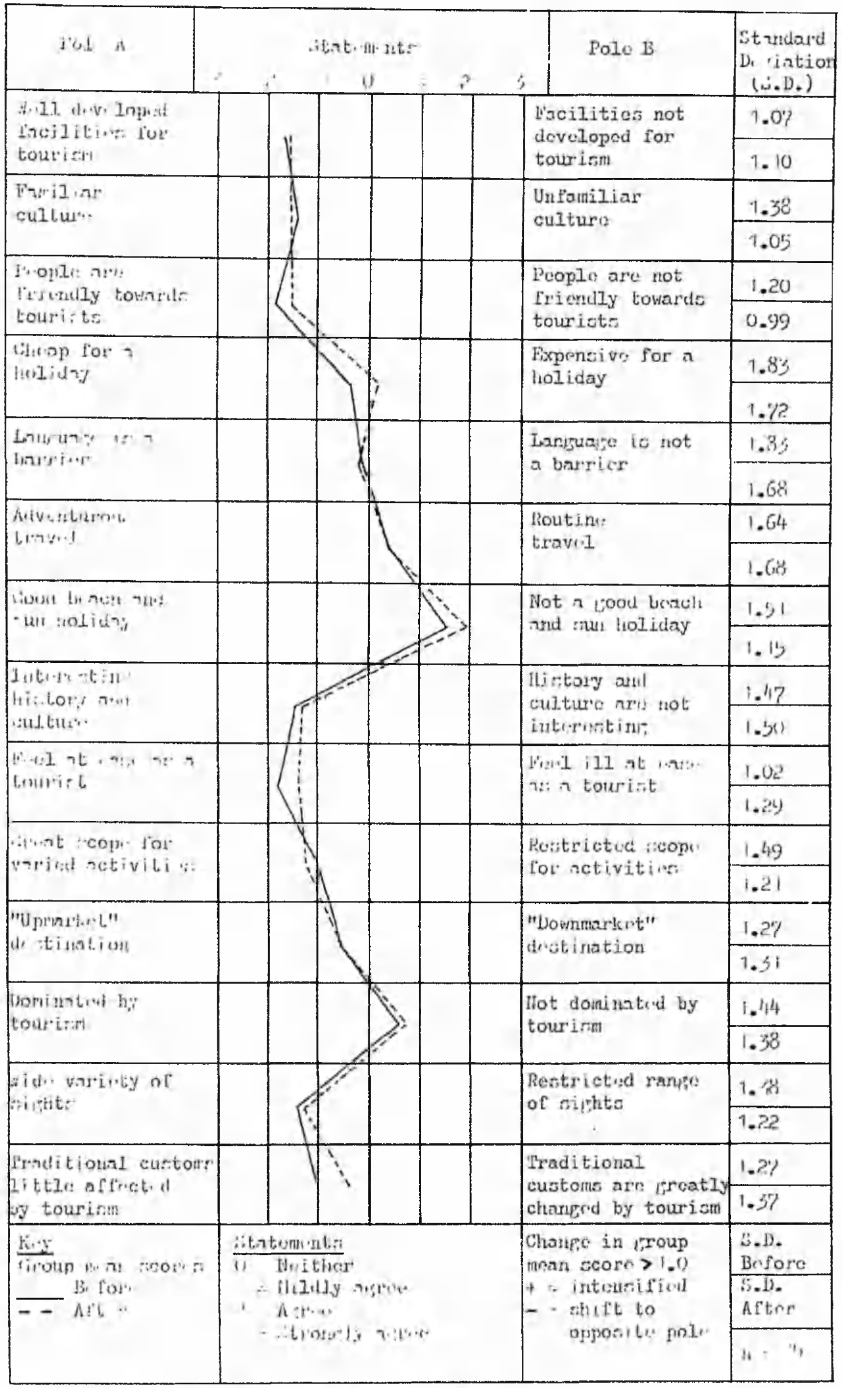
Fieldcourse [illegible]

In the table below tick the relevant box that most closely matches your image or opinion of HOLLAND as a holiday destination

Columns: 0 = Neither
1 = Mildly agree
2 = Agree
3 = Strongly agree

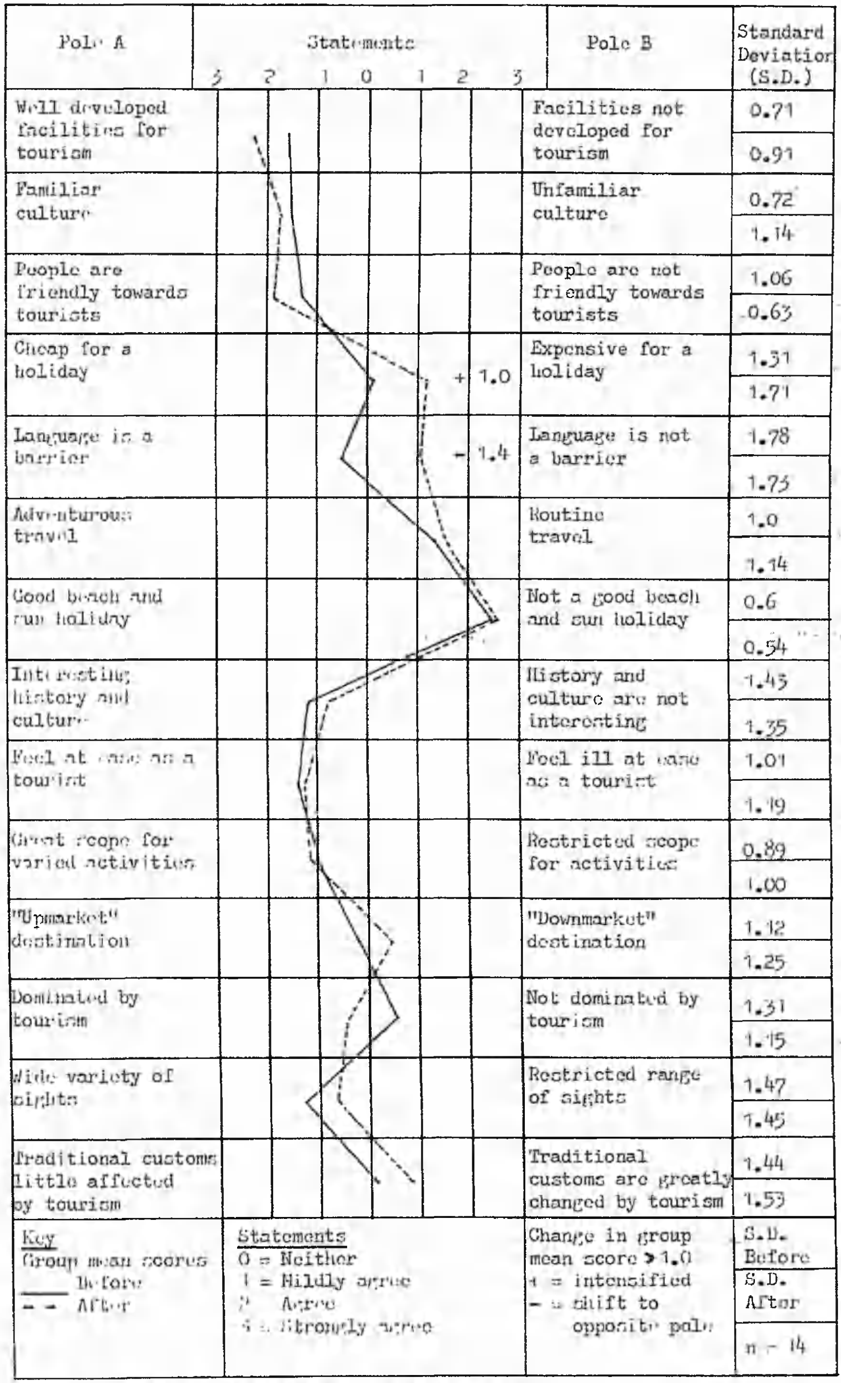
	3	2	1	0	1	2	3	
Well developed facilities for tourism		✓						Facilities not developed for tourism
Familiar culture								Unfamiliar culture
People are friendly towards tourists								People are not friendly towards tourists
Cheap for a holiday					✓			Expensive for a holiday
Language is a barrier			✓					Language is not a barrier
Adventurous travel					✓			Routine travel
Good beach and sun holiday							✓	Not a good beach and sun holiday
Interesting history and culture								History and culture are not interesting
Feel at ease as a tourist			✓					Feel ill at ease as a tourist
Great scope for varied activities		✓						Restricted scope for activities
"Upmarket" destination					✓			"Downmarket" destination
Dominated by tourism				✓				Not dominated by tourism
Wide variety of sights								Restricted range of sights
Traditional customs little affected by tourism				✓				Traditional customs are greatly changed by tourism

Table 1 Example of completed repertory grid sheet



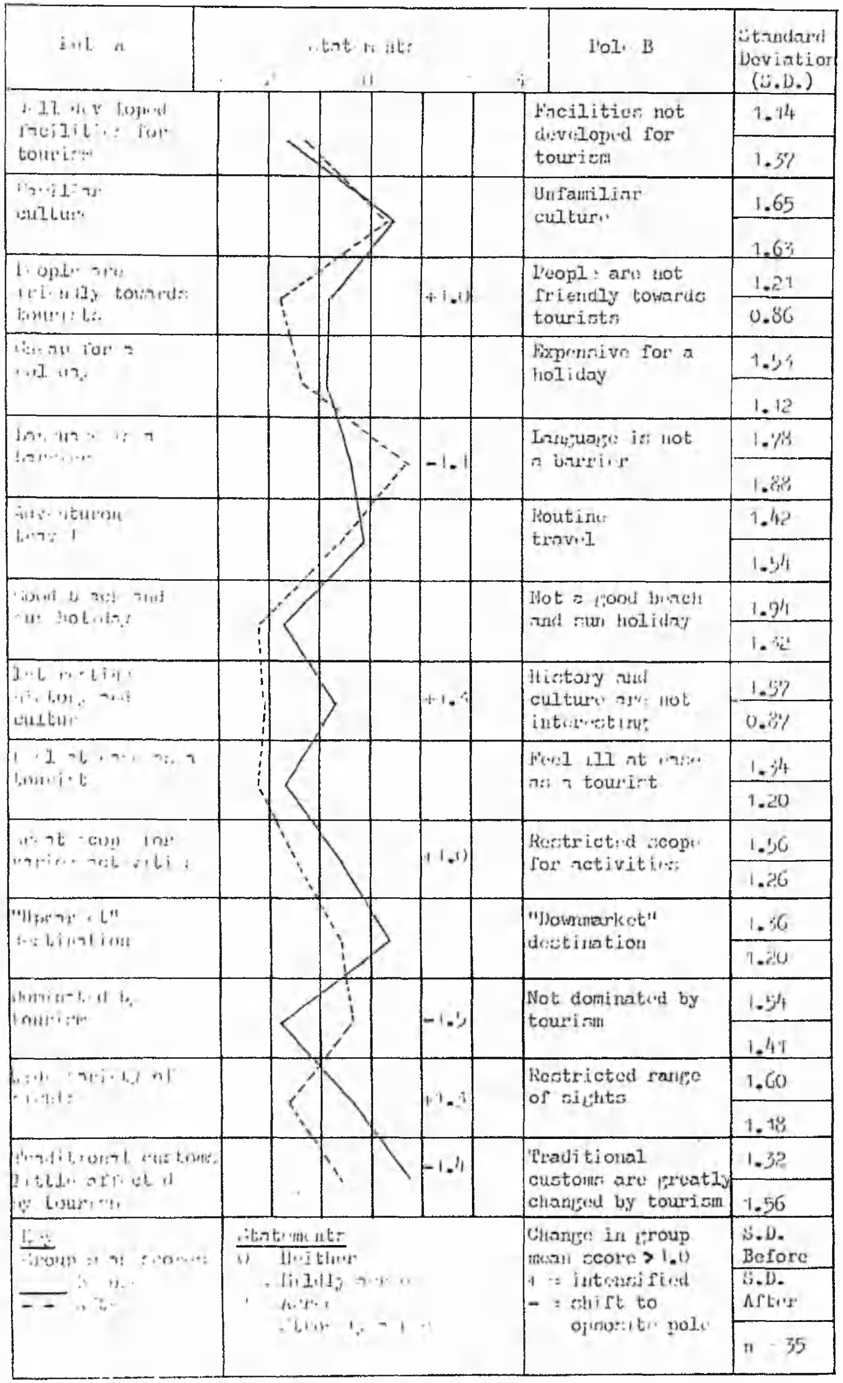
Pole A	Statements 3 2 1 0 1 2 3	Pole B	Standard Deviation (S.D.)
Well developed facilities for tourism		Facilities not developed for tourism	1.07 1.10
Familiar culture		Unfamiliar culture	1.38 1.05
People are friendly towards tourists		People are not friendly towards tourists	1.20 0.99
Cheap for a holiday		Expensive for a holiday	1.83 1.72
Language is a barrier		Language is not a barrier	1.83 1.68
Adventurous travel		Routine travel	1.64 1.68
Good beach and sun holiday		Not a good beach and sun holiday	1.51 1.15
Interesting history and culture		History and culture are not interesting	1.47 1.50
Feel at ease as a tourist		Feel ill at ease as a tourist	1.02 1.29
Great scope for varied activities		Restricted scope for activities	1.49 1.21
"Upmarket" destination		"Downmarket" destination	1.27 1.31
Dominated by tourism		Not dominated by tourism	1.44 1.38
Wide variety of sights		Restricted range of sights	1.48 1.22
Traditional customs little affected by tourism		Traditional customs are greatly changed by tourism	1.27 1.37
Key Group mean scores —— Before - - After	Statements 0 Neither 1 Mildly agree 2 Agree 3 Strongly agree	Change in group mean score > 1.0 + = intensified - = shift to opposite pole	S.D. Before S.D. After n = [illegible]

Table 2 : Menorca Students - Image of Holland



Pole A	Statements 3 2 1 0 1 2 3	Pole B	Standard Deviation (S.D.)
Well developed facilities for tourism		Facilities not developed for tourism	0.71 0.91
Familiar culture		Unfamiliar culture	0.72 1.14
People are friendly towards tourists		People are not friendly towards tourists	1.06 0.63
Cheap for a holiday	+ 1.0	Expensive for a holiday	1.31 1.71
Language is a barrier	- 1.4	Language is not a barrier	1.78 1.73
Adventurous travel		Routine travel	1.0 1.14
Good beach and sun holiday		Not a good beach and sun holiday	0.6 0.54
Interesting history and culture		History and culture are not interesting	1.43 1.35
Feel at ease as a tourist		Feel ill at ease as a tourist	1.01 1.19
Great scope for varied activities		Restricted scope for activities	0.89 1.00
"Upmarket" destination		"Downmarket" destination	1.12 1.25
Dominated by tourism		Not dominated by tourism	1.31 1.15
Wide variety of sights		Restricted range of sights	1.47 1.45
Traditional customs little affected by tourism		Traditional customs are greatly changed by tourism	1.44 1.53
Key Group mean scores —— Before - - After	Statements 0 = Neither 1 = Mildly agree 2 Agree 3 = Strongly agree	Change in group mean score > 1.0 + = intensified - = shift to opposite pole	S.D. Before S.D. After n = 14

Table 3 : Holland Students - Image of Holland



Pole A	Pole B	Standard Deviation (S.D.)
Well developed facilities for tourism	Facilities not developed for tourism	1.14 1.57
Familiar culture	Unfamiliar culture	1.65 1.63
People are friendly towards tourists	People are not friendly towards tourists	1.21 0.86
Cheap for a holiday	Expensive for a holiday	1.54 1.12
Language is a barrier	Language is not a barrier	1.78 1.88
Adventurous travel	Routine travel	1.42 1.54
Good beach and sun holiday	Not a good beach and sun holiday	1.94 1.32
Interesting history and culture	History and culture are not interesting	1.57 0.87
Feel at ease as a tourist	Feel ill at ease as a tourist	1.34 1.20
Great scope for varied activities	Restricted scope for activities	1.56 1.26
"Upmarket" destination	"Downmarket" destination	1.36 1.20
Dominated by tourism	Not dominated by tourism	1.54 1.41
Wide variety of sights	Restricted range of sights	1.60 1.18
Traditional customs little affected by tourism	Traditional customs are greatly changed by tourism	1.32 1.56

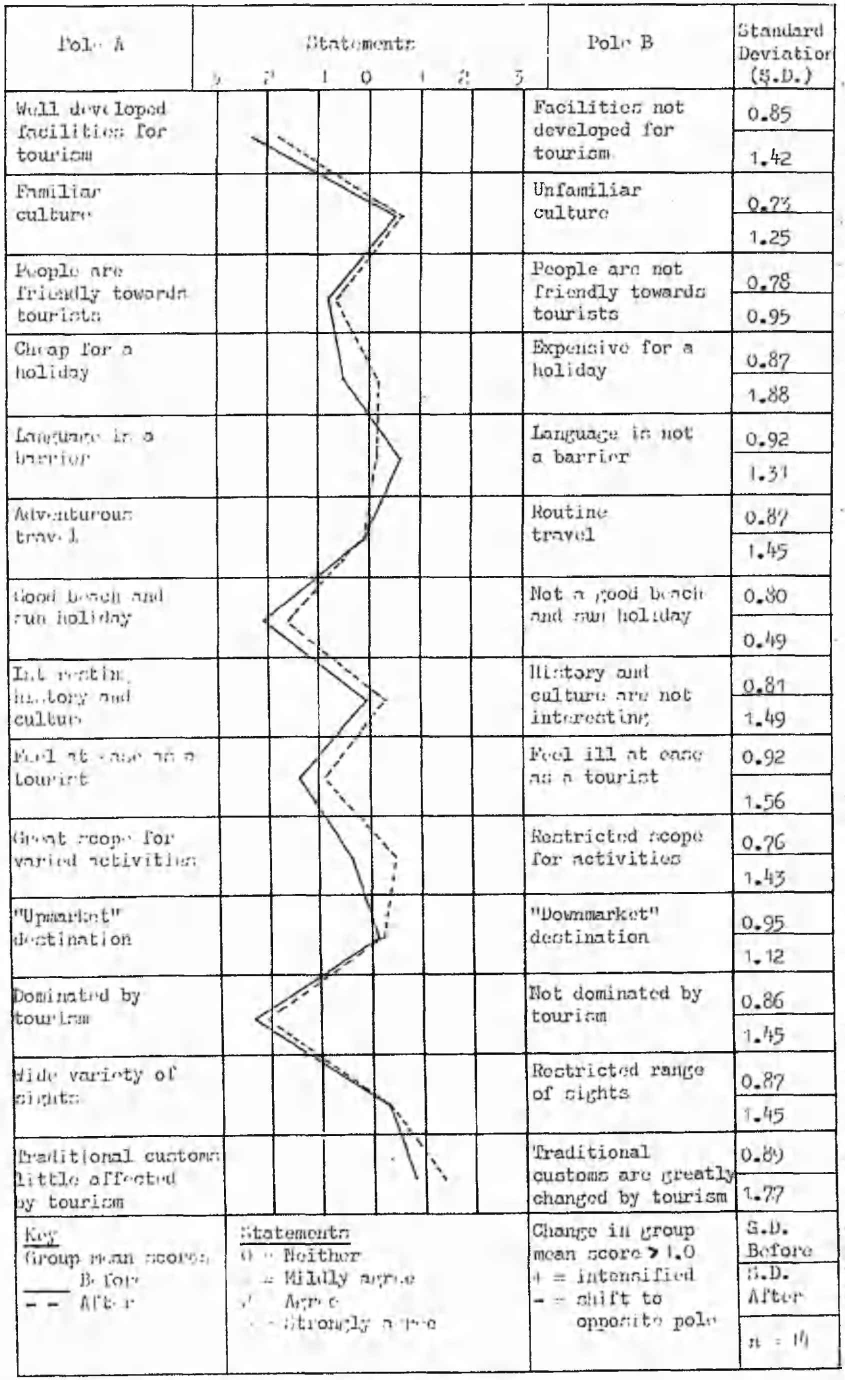
Key
Group mean scores:
—— Before
– – After

Statements
0 = Neither
1 = Mildly agree
2 = Agree
3 = Strongly agree

Change in group mean score > 1.0
+ = intensified
– = shift to opposite pole

S.D. Before
S.D. After
n = 35

Table 4: Menorca Students – Image of Menorca



Pole A	Pole B	Standard Deviation (S.D.)
Well developed facilities for tourism	Facilities not developed for tourism	0.85 1.42
Familiar culture	Unfamiliar culture	0.73 1.25
People are friendly towards tourists	People are not friendly towards tourists	0.78 0.95
Cheap for a holiday	Expensive for a holiday	0.87 1.88
Language is a barrier	Language is not a barrier	0.92 1.31
Adventurous travel	Routine travel	0.87 1.45
Good beach and sun holiday	Not a good beach and sun holiday	0.80 0.49
Interesting history and culture	History and culture are not interesting	0.81 1.49
Feel at ease as a tourist	Feel ill at ease as a tourist	0.92 1.56
Great scope for varied activities	Restricted scope for activities	0.76 1.43
"Upmarket" destination	"Downmarket" destination	0.95 1.12
Dominated by tourism	Not dominated by tourism	0.86 1.45
Wide variety of sights	Restricted range of sights	0.87 1.45
Traditional customs little affected by tourism	Traditional customs are greatly changed by tourism	0.89 1.77

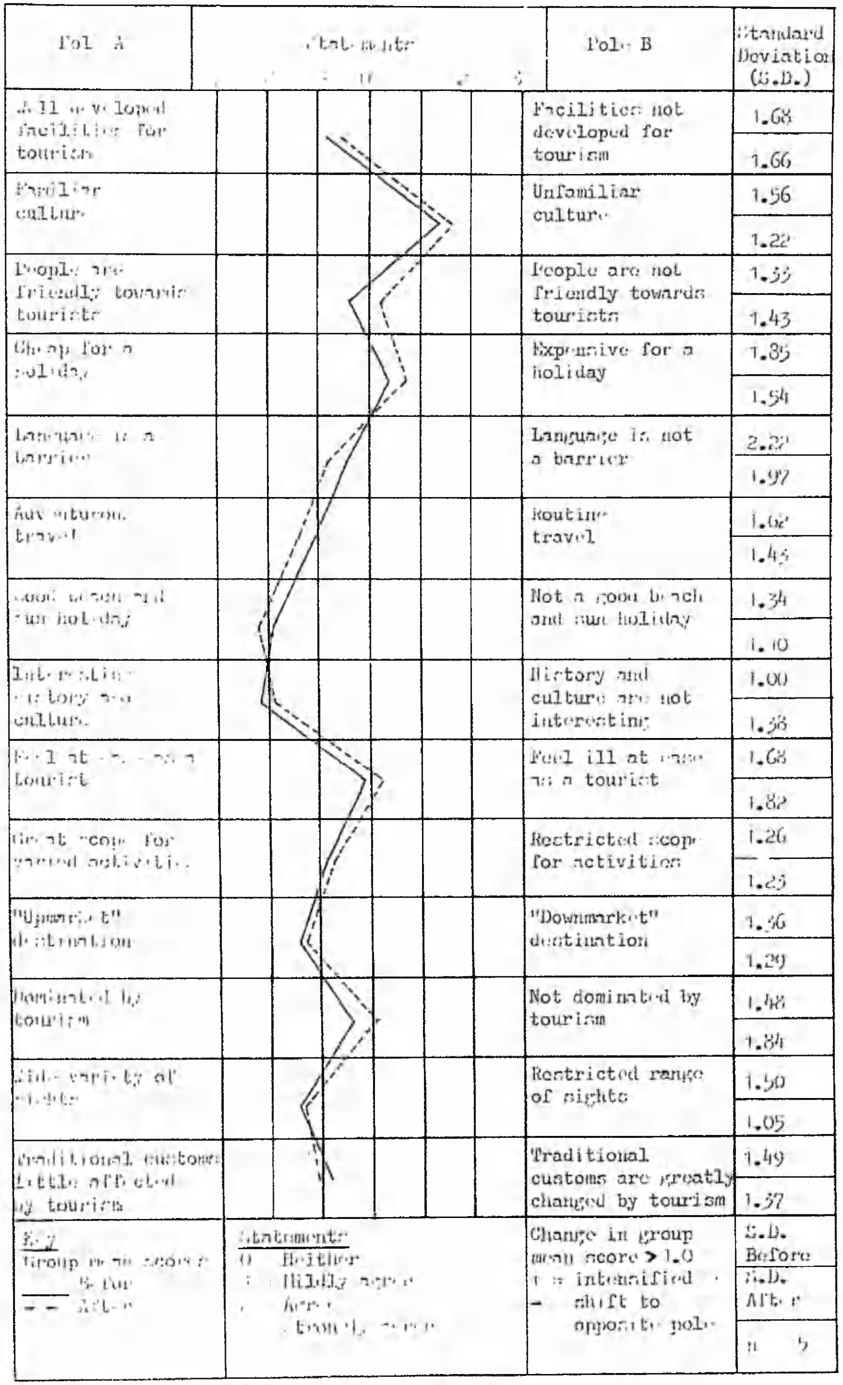
Key
Group mean scores:
—— Before
– – After

Statements
0 = Neither
1 = Mildly agree
2 = Agree
3 = Strongly agree

Change in group mean score > 1.0
+ = intensified
– = shift to opposite pole

S.D. Before
S.D. After
n = 14

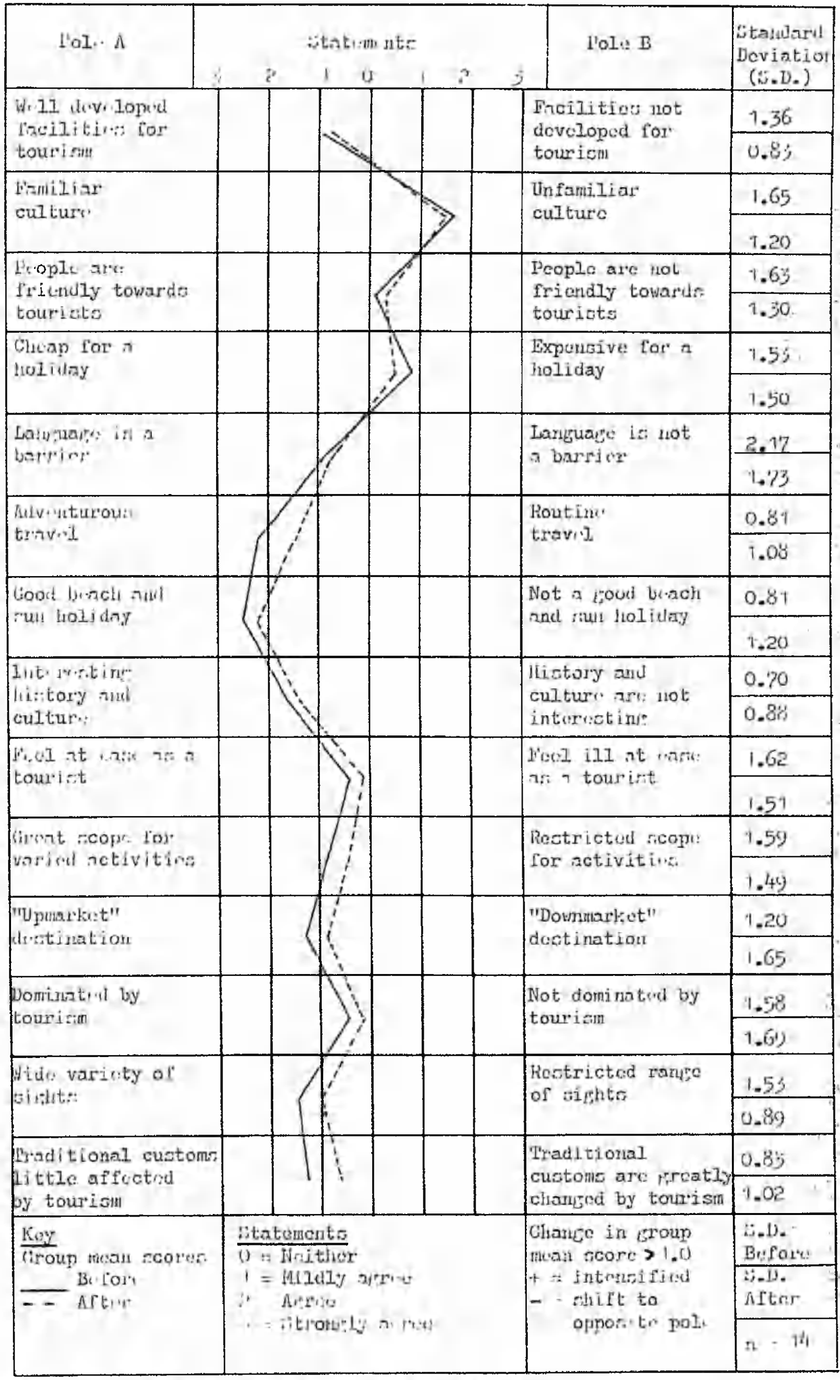
Table 5: Holland Students – Image of Menorca



Pole A	Pole B	Standard Deviation (S.D.)
Well developed facilities for tourism	Facilities not developed for tourism	1.68 1.66
Familiar culture	Unfamiliar culture	1.56 1.22
People are friendly towards tourists	People are not friendly towards tourists	1.33 1.43
Cheap for a holiday	Expensive for a holiday	1.35 1.54
Language is a barrier	Language is not a barrier	2.22 1.97
Adventurous travel	Routine travel	1.62 1.45
Good beach and sun holiday	Not a good beach and sun holiday	1.34 1.10
Interesting history and culture	History and culture are not interesting	1.00 1.38
Feel at ease as a tourist	Feel ill at ease as a tourist	1.68 1.82
Great scope for varied activities	Restricted scope for activities	1.26 1.23
"Upmarket" destination	"Downmarket" destination	1.36 1.29
Dominated by tourism	Not dominated by tourism	1.48 1.84
Wide variety of sights	Restricted range of sights	1.50 1.05
Traditional customs little affected by tourism	Traditional customs are greatly changed by tourism	1.49 1.37
Key Group mean scores —— Before - - After	Change in group mean score > 1.0 + = intensified – shift to opposite pole	S.D. Before S.D. After n = 5

Statements
0 = Neither
1 = Mildly agree
2 = Agree
3 = Strongly agree

Table 6 : Menorca Students - Image of Tunisia



Pole A	Pole B	Standard Deviation (S.D.)
Well developed facilities for tourism	Facilities not developed for tourism	1.36 0.83
Familiar culture	Unfamiliar culture	1.65 1.20
People are friendly towards tourists	People are not friendly towards tourists	1.63 1.30
Cheap for a holiday	Expensive for a holiday	1.53 1.50
Language is a barrier	Language is not a barrier	2.17 1.73
Adventurous travel	Routine travel	0.81 1.08
Good beach and sun holiday	Not a good beach and sun holiday	0.81 1.20
Interesting history and culture	History and culture are not interesting	0.70 0.88
Feel at ease as a tourist	Feel ill at ease as a tourist	1.62 1.51
Great scope for varied activities	Restricted scope for activities	1.59 1.49
"Upmarket" destination	"Downmarket" destination	1.20 1.65
Dominated by tourism	Not dominated by tourism	1.58 1.69
Wide variety of sights	Restricted range of sights	1.53 0.89
Traditional customs little affected by tourism	Traditional customs are greatly changed by tourism	0.85 1.02
Key Group mean scores —— Before - - After	Change in group mean score > 1.0 + = intensified – = shift to opposite pole	S.D. Before S.D. After n = 14

Statements
0 = Neither
1 = Mildly agree
2 = Agree
3 = Strongly agree

Table 7 : Holland Students - Image of Tunisia

when considering the group mean scores, it is relevant to ask how far does the score represent the underlying trends in the data. The standard deviation seems to indicate a moderate degree of variability. How far does this undermine the observed changes of one category? It seems curious that, irrespective of underlying trends that may go counter to the main trend, the group mean scores seem to adequately summarise the actual major changes in perception experienced by the group as a whole. Possible ways of probing beyond the mean scores by simply counting the total shift both from pole A to B and B to A can give a simple indicator of how much actual change is occurring beneath an apparently stable score. This is discussed in detail by Gyte (1987).

It is also reasonable to ask how representative are the constructs elicited from a small group (in this case 15) to wider samples of people, i.e. is it replicable? The constructs elicited from the group of students to a large extent mirrored an earlier study by Pearce (1982). In a follow-up study with 17 tourists in Mallorca (Gyte 1988), it was found that similar constructs emerged on a consensus grid formulated from the interviews. Indeed, after the first 10 interviews, no new construct emerged that subsequently became important enough for inclusion on the consensus grid. Consensus grids based on small initial samples have proved adequate in previous studies: Hudson (1976), Hopkinson (1973), Riley and Palmer (1976) and Reid and Holly (1977). That key constructs had been identified appears to be borne out by studies such as Haahti (1986), who had identified 10 attributes by a tourism literature research and discussions with tourism specialists. Eight of those attributes emerged as constructs in this study.

Further possibilities for statistical analysis would appear to be Principle Components Analysis. Such an analysis is being undertaken at present with a view to establishing the status of these initial results. It may be that a relatively simple analysis that can be easily represented graphically is an adequate measure of summarising complex data. Indeed, I suspect with data that may be diverse and unpredictable because of the nature of cognition, it may well prove to be a time-consuming exercise that obeys the law of diminishing returns. It may be that there is no real reason for identifying and characterising sub-groups within the data. It may be that the time expended on such analysis would be more usefully employed in in-depth qualitative research into how individuals evaluate and attach meanings to destinations. Put another way, it may be that more quantitative work may be useful in identifying where subsequent follow-up qualitative work should be focused. The norm is, of course, that qualitative work is useful only in identifying the questions to ask in the eventual quantitative analysis.

A possible application for this technique may be in marketing. For example, at the outset of a major marketing campaign it would be useful to sample a group image. This would be useful not only to establish what were the generally held images of a destination, but also would help to identify the general areas that should be concentrated on by the campaign. Before and after testing would also be essential for monitoring the effectiveness of such a campaign (Downs and Haynes 1984).

Repertory grid technique is a flexible technique that can be adapted to many purposes. It was argued above that the purpose or context for the interview is crucial to understanding the elicited constructs. If the purpose decided upon had been "preferred holiday activities", then the interviewer would have had to probe deeper into the "wide range of activities" construct, within this a whole new area of constructs could have been opened up. The purpose of the study determines at what level construct elicitation stops. The technique itself is extremely adaptable. It is useful where, as in this case, individuals may have given the matter little thought, although they do have a whole system of knowledge, values and beliefs that are brought to bear in an almost unconscious manner. The technique helps to draw out some of the dimensions on which their decisions are eventually based, by acting as a catalyst between interviewer and interviewee. It provides a means for self-reflection and expression for the respondent.

Continued .....

Conclusion

I have attempted to show that tourism is important in the contemporary pattern of collective consumption and that image of place is an important factor in this pattern of consumption. It is an aspect that has considerable resources devoted to it by the travel trade through promotional campaigns for destinations.

Repertory Grid Interviews were used to elicit a consensus grid of "core constructs" that were recurrent themes relevant to how people hold images of destinations. It was argued that the concept of a group image was a valid one and that the group mean scores were effective in reflecting the major changes in images of two groups of fieldcourse students. The images of Menorca by the Menorca students and that of Holland by the Holland students were the only significant changes after the two fieldcourses.

Simple methods of analysis of responses were advocated as relevant and adequate for some purposes, for example, the identification of aspects of images to be concentrated upon in the marketing of destinations.

Repertory Grid Interviews were seen as an effective means of allowing people to express their own concepts relevant to image of place. In this study, it proved useful as a catalyst for encouraging people to talk about concepts which previously they had had no call to articulate. The technique is flexible and is likely to have many possible applications in other research areas with similar problems to overcome.

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area
INSTITUTE OF BRITISH GEOGRAPHERS

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Current postgraduate research—poster session

This was the first poster session convened by the Postgraduate Forum. The session was well attended and proved useful in establishing contacts and stimulating some productive discussions. The session was particularly interesting in that three of the presentations involved the use of ARC/INFO software for different purposes. Timothy Rideout (University of Edinburgh) provided a display of his use of computerised Geographical Information Systems (GIS) to research the effects of planning controls on office development in Dublin and Edinburgh. Two applications of the ARC/INFO software were presented based on 1,441 office planning applications in Edinburgh and 2,025 in Dublin during 1976–85. Maps showed the pattern of concentration of office development within the city centre and in Dublin the number of schemes affecting large sites. A more complex query utilized the resources of ARC/INFO more fully and showed the differing character of the applications for office development. Steve Carver (University of Newcastle) displayed maps drawn using ARC/INFO software, which were used to evaluate potential sites for the burying of nuclear waste. The software was shown to be flexible;

criteria such as nearness to railway links and areas of low population density resulted in more refined maps. ' What if ' modelling, i.e. the effects of the ' fine tuning ' of factors on the resulting maps, was illustrated. Roger Chan (University of Oxford) illustrated some of his research findings from fieldwork on Third Line Construction in China. Maps using ARC/INFO software showed the relocation of industry during the cultural revolution. During that time, many industries were relocated from the border with the USSR and the eastern coastal regions to the central southern areas. This region was seen as the ' Third line ' of defence in the event of attack from the USSR. Today the military strategic industrial locations are uneconomic and relocation to the eastern coastal regions is taking place. Peter Martyn (University of Salford) did not use ARC/INFO. He exhibited aspects of his research into the urban morphology of Warsaw. Using maps and photographs, he illustrated a typology of Warsaw tenement houses during the late 19th to 20th Century and traced the WWII destruction and post-war reconstruction of the city. These changes were linked to the political changes that were taking place, in particular the housing problems caused by the industrialisation policy during the Stalin period.

It is hoped that a similar poster session will be convened at Glasgow IBG in 1990; if you are interested, please contact Tim Jenkins, Postgraduate Researcher, Department of Geography, Manchester Polytechnic.

Douglas Gyte
Trent Polytechnic

Appendix 0.3 Key to highlighting categories for text.

Double inverted commas are used for quotations from other authors' work, interviewees or from tables and figures.
e.g. "Vivid", "People are friendly towards tourists".

Single inverted commas are used for other researchers concepts or for figures of speech.
e.g. 'authentic', 'real'.

Italics are used to highlight any concepts that are formulated.
e.g. *secondary repeat business*, *hybrid lifestyle*.

Underlining is used occasionally to place particular emphasis on words or phrases.

The system for highlighting the categories used to group the data throughout the thesis are given for each chapter. Categories subsequently used in other chapters use the same highlighting format.

Chapter 2

(a) Two types of research approaches used.

Open and **Structured**

(b) Two stages for image measurement.

Before and *after* image studies

(c) Statements to describe the types of image change identified by the change in Image Index.

Diminished **Reversed** **Constant**

Intensified **Neutralised** **Diversifed**

(d) Description of opposing poles of pairs of adjectives or statements.

Subordinate or *dominant* poles

(e) Statements to summarize the strength of image.

Extreme   Medium Strong Weak

Chapter 3

Groups for elements selected by respondents

Yes   *No*   *Unsure*

Chapter 4

(a) Image of Mallorca and eight other destinations.

visited or *not visited* a destination.

(b) Image of Mallorca.

Data is split by the following groups of respondents:

First-time and ***repeat*** visitors;

First-choice and ***not first-choice*** holiday;

South-West, East and **North** of Mallorca for holiday.
(also italics)

Chapter 5

(a) Three aspects of image identified as important in affecting holiday choice.

Mallorca   resort accommodation

(b) Categories for factors identified as relevant to image formation and holiday choice.

Group one   *Group two*   *Group three*

Group four   *Group five*

(c) Categories for groups of tourists for study of the influence of experience on future choice.

First-time at resort and ***not first-time at resort;***

First-choice holiday and ***not first-choice holiday;***

First-choice resort and ***not first-choice resort.***

(d) Categories for aspects of accommodation identified by the open approach

Design Experiential   Locational

Appendix 2.1 Questions common to two image studies

The 11 adjectives that were the same in both studies were:

natural/artificial, ugly/beautiful, rich/poor, dirty/clean, vivid/drab, vertical/horizontal, fresh/smelly, pleasant/unpleasant, interesting/boring, ordered/chaotic, open/bounded.

It may be that some bi-polar adjectives are more generally applicable and therefore could be "core" constructs (in Kasmars terms the least "ambiguous"). However, it is probably not a good idea to have a completely standardized checklist as it is desirable to include pairs that may be more "appropriate" to specific destinations, as, for example, suggested in section 2.3 (i) and (iv).

Appendix 2.2 Questions asked in the open section of the Tunisia questionnaire

1. What is your image of Tunisia as a holiday destination?

2. What do you imagine to be the main characteristics of the Tunisian people?

3. Briefly describe your image of Tunisia in terms of its environment.

Appendix 3.1

Method of recording repertory grid interviews.

The following tables show a syn opsis of the repertory grid interviews and the report forms on which the details of the interviews were recorded. The following is an explanation of the method of recording the various possible responses.

(a) The first time a grouping led to elicitation of a construct it is entered in column 1. If this construct is later repeated it is inserted in column 4.

(b) The first construct that was named was always put in the "construct a" column 2, and the place that corresponds to this is underlined. For example Table 4 interview 1, Susan, Camp de Mar: Italy and Greece numbers 1 and 3 respectively are considered attractive because they have an "interesting history and culture". On the other hand Belgium, number 2, was considered to have an "uninteresting history and culture". This was later repeated Mainland Greece again being interesting whilst Ibiza and Switzerland were not considered interesting.

(c) Occasionally a construct would recur but in the reverse order. If for example Ibiza and Switzerland had been mentioned before Greece it would have been shown thus 3 6 9 i.e.the "uninteresting history and culture" would have been mentioned as important first. This proved a useful distinction when looking for whether positive or negative images were more important in determining choice.

(d) Many constructs that emerged were simply the reverse of a statement e.g. whether a country was or was not "good for a beach and sun holiday". In order to save space and time these were simply labelled with a tick to denote that the opposing pole had been cited. The full list of opposing statements are on the consensus grid that was formulated on the basis of the interviews. Some constructs were unique to individuals or were not included on the consensus grid, these are labelled in full on the repertory grid interview report forms. Such information was useful for the individual review of each of the interviews.

(e) Occasionally respondents found it difficult to name an opposite or to group the other two destinations together. This is denoted by a cross.

(f) The pole that was likely to attract them was labelled with a plus symbol (+), and to be unattractive to them with a minus symbol (-). In most cases this may appear rather obvious but in some cases it was not and proved a useful distinction when writing the individual reviews. It also provided a means of quickly reviewing whether positive or negative constructs were mentioned first as important factors. In some instances both poles were attractive in different circumstances, this was denoted by a double plus symbol (++).

Repertory grid interview report form

Destinations

1.	Turkey	Y
2.	Mainland Greece	N
3.	Italy	Y
4.	West Germany	N
5.	Belgium	N
6.	Seychelles	Y
7.	Wales	+
8.	Switzerland	N
	U.S.A.	Y

Location : Camp de Mar

Age group : 21-30

Name : Earl

Date : August 1987

+ = attractive construct
− = negative construct
++ = both attractive
✓ = see summary/consensus grid for opposing pole
x = no opposite offered

Grouping	Construct a		Construct b	Other groupings of constructs
1 2 3	Contact with local people	+	✓ Lack of contact with local people	
1 2 3	Interesting history	+	✓	
4 5 6	Limited activities for tourists	−	✓	
4 5 6	Curiosity about a distant place Experience and learn from it Unfamiliar culture	+	No curiosity - familiar (culturally) ✓	
4 5 6	People are not friendly	−	✓	3 ⑥⑨; 7 8 ⑨
7 8 9	Mountain scenery	−	Varied scenery	
7 8 9	Fast pace of life	+	Slower pace of life (like G.B.!)	3 6 9
1 5 8	Attractive scenery	+	✓	
1 5 8	Good beaches and sun	+	✓	3 6 9
1 5 8	Not overdeveloped by tourism	−	✓ (spoilt)	

EARL

Earl had two main motivations for holidays. He seemed to be attracted to a faster, more active pace of life; this was exemplified by his perceptions of the U.S.A. and its people as being ultra-modern and quick-witted. His view was based most specifically on New York through T.V. and films, but also from his sister, who had moved there and was raising children there. He insisted the fact that his niece was "years ahead of his other friends' children at their age" showed the success of "the American way". He also perceived the people as friendly. As a counter-point, another important attraction was the Seychelles, mainly because for him the place was very distant, and relatively unspoilt. He was greatly attracted to the Seychelles because of the chances to learn from it; this was a more "humble" approach in that he said that the way of life would be very different but we could learn from them about the things that are wrong with our own lives. Thus, in both apparently opposing destinations and motivations there is a unifying theme - the opportunity to learn from foreign places and peoples.

Interestingly, he mentioned mountain scenery as a negative thing for he saw them as O.K. to look at for a day or two but the real holiday experience for him came from the people and the culture. This again reinforces his view of holidays revolving around people and the social culture of other countries rather than sightseeing/touring aspects.

Repertory grid interview report form

Destinations	
1. Italy	Y
2. Belgium	N
3. Mainland Greece	Y
4. Seychelles	N
5. Yugoslavia	N
6. Ibiza	Y
7. West Germany	+
8. U.S.A.	N
Switzerland	Y

Location : Camp de Mar

Age group : 21-30

Name : Susan

Date : August 1987

+ = attractive construct
- = negative construct
++ = both attractive
✓ = see summary/consensus grid for opposing pole
x = no opposite offered

Grouping	Construct a		Construct b	Other groupings of constructs
1 2 3	Interesting history and culture	+	✓	3 6 9
1 2 3	Shopping at markets/ leather goods	+	x	1 4 7
1 2 3	Drab, boring Not interesting/ geared for tourism	-	x Developed for tourism/ interesting	
4 5 6	Feel threatened	-	✓	1 5 9
4 5 6	Good beaches and sun	+	✓	3 6 9; 7 8 9
4 5 6	Good nightlife	+	✓	3 6 9
4 5 6	Grey, sad, no freedom	-	Colourful/free	
7 8 9	Good for winter sports	+	✓	3 6 9
7 8 9	People are not friendly	-	✓	1 4 7; 2 5 8
2 5 8	Interesting lifestyle	+	Not an interesting lifestyle	
1 5 9	Many varied sights	+	✓	

SUSAN

Found it difficult to separate many of the places into 2 v 1. She tended to single out one thing that was important to her about one place. One of the few people interviewed that mentioned "shopping in market-places" of a country was a factor that would attract her to a country. This was, however, reserved for Italy because the one thing she wanted to look at was leather goods, one of the few specific images she had of Italy. Thought that it had "many varied" sights but was unclear as to exactly what the attraction was. "Good beaches and sun" were important to her but, interestingly, negative images that put her off some destinations were also important. People are not friendly was mentioned on 3 occasions as important rather than the attraction of friendly people. This was also the case of viewing Belgians as drab and boring (virtually no image of the country except for this) and a feeling that Yugoslavia was also "grey", the people "sad and wanting freedom". Admitted that this latter view was based on no more than a vague awareness that it was Eastern Bloc and therefore "like Russia", prepared to be "told that she was wrong"; however, the main feeling was very anti-Yugoslavia for a holiday based on this perception of the country. This was compounded by the fact that lack of knowledge did not lead to curiosity but rather to a feeling of being threatened at the thought of a holiday there. Clearly, in some cases strong negative stereotypes must be overcome in order to portray the destination in a positive way. It may be that by pushing the most attractive images, e.g. for Yugoslavia by showing how "safe, secure and unthreatening" the place is by stressing its "similarity to other Mediterranean resorts", would be a satisfactory way of overcoming negative stereotypes.

Repertory grid interview report form

Destinations

1.	U.S.A.	Y
2.	Mainland Spain	N
3.	Ibiza	Y
4.	Tunisia	N
5.	Yugoslavia	N
6.	Turkey	Y
7.	Tenerife	+
8.	Majorca	N
	Mainland Greece	Y

Location : Palma

Age group : 51-60

Name : Ken

Date : August 1987

+ = attractive construct
– = negative construct
++ both attractive
✓ see summary/consensus grid for opposing pole
x = no opposite offered

Grouping	Construct a		Construct b	Other groupings of constructs
1 2 3	Good scenery	+	✓	
1 2 3	Varied activities for tourists	+	✓	4⑤6
4 5 6	Shopping in markets	+	x	
4 5 6	Not overdeveloped for tourists (unspoilt)	+	✓	7⑧9; 3 6 9
4 5 6	Cheap for a holiday	+	✓	7 8 9; 1 4 7; 3 6 9; 3⑤⑦
4 5 6	Feel threatened	–	✓	1 4 7
7 8 9	Interesting sights	+	✓	1 4 7
7 8 9	Good sun and beaches	+	✓	1 5 9; 3 5 7
1 4 7	Wide scope for travel and sights	+	✓	
1 4 7	Interesting lifestyle	+	✓	
1 4 7	Interesting scenery	+	✓	3 5 7
2 5 8	People are not friendly	–	✓	3⑥⑨; 3 5 7
2 5 8	Quiet/relaxing	++	Hectic/active	3 6 9
3 6 9	Good for eating out	+	✓	
3 6 9	Interesting buildings	+	Uninteresting buildings	
3 6 9	Favourable 'image' Quiet/unspoilt	+		

KEN

Ken had wanted to go to Greece for 3 weeks for his Silver Wedding Anniversary but could only book 2 weeks. The extra week he had booked to Majorca was a last minute choice in preference to a return to Greece/Rhodes: he regretted his choice. He had been to Spain many times since the 1950s and had seen it become more commercialised and now more expensive. He maintained the Greek people welcomed your custom more and provided a friendly, considerate service. This would be his last visit to Majorca, not least because of the accommodation and its location; he complained of the noise and the location on a busy street in the middle of the night-club district. He suggested that, although doubtless there were many good locations on the island, the sheer volume of business and size of the Palma strip resorts meant that this was not necessarily untypical. For him, the attractions of places were in terms of how cheap they were for a holiday, not necessarily the cost of the package but the cost of eating and drinking out. Secondly, it was important that the people are friendly and that one had access to "Good beaches and sun". He was less interested in sightseeing than relaxing when on holiday and expressed a preference for places not spoilt or overdeveloped by tourism.

His images of places while based on facts he knew, were more likely to actually affect choice when the source was advised from friends whose opinions he valued because he knew their interests and tastes were similar to his own.

Repertory grid interview report form

Destinations

1.	Seychelles	Y
2.	West Germany	N
3.	Switzerland	Y
4.	Turkey	N
5.	Tunisia	N
6.	U.S.A.	Y
7.	Yugoslavia	±
8.	Tenerife	Y
	Mainland Spain	N

Location : Palma

Age group : 41-50

Name : Edith

Date : August 1987

+ = attractive construct
- = negative construct
( ) = both attractive
✓ = see summary/consensus grid for opposing pole
x = no opposite offered

Grouping	Construct a		Construct b	Other groupings of constructs
1 2 3	People are friendly	+	✓	4 5 6
1 2 5	Facilities for tourism	+	✓	
4 5 6	Great range of sights	+	✓	7 8 9; 3 5 7; 3 6 9; 1 4 7
1 4 7	Feel at ease as a tourist	+	✓	3 5 7; 4 5 6
7 8 9	Feel threatened	+	✓	3 6 9
7 8 9	For young people	+	For 'older' people	
7 8 9	Relaxing holiday	+	Active holiday	
3 6 9	Great range of activities	+		

EDITH

Although holidaying in Majorca, beaches and sun were not of paramount importance. Each year is not an automatic choice of a 'sunny' destination. She saw holidays as varying from year to year; variety was important in the choice of holidays. There were long-term goals such as a "once in a lifetime" visit to the U.S.A. It was viewed as a holiday that was exhausting because of travel and sightseeing, yet satisfying because of the variety such a holiday would offer. This seems to be a common perception of the U.S.A., the idea of one visit only which is exhausting and not relaxing because you are trying to fit as much as possible into the single long visit. This is a strong stereotype that will need to be broken if the U.S.A. is to become an alternative to European destinations in the future. Possibly the increasing numbers of tourists that were taking different types of holidays, e.g. relaxing beach holidays in Florida, may start to change the general perception of the U.S.A. Switzerland, with its "spectacular scenery", was very attractive to her; rural scenery was more important to her than coastal scenery. The Majorcan countryside had been visited once on a coach trip, but beyond that little travel undertaken on the island. Interestingly, no visit into the mountains, bearing in mind her expressed interest in the mountains of Switzerland. It would seem that the strong initial impressions of places as suitable for certain "types" of holiday persist even when there is an awareness of the alternatives and diversity of the Majorcan landscape.

Repertory grid interview report form

Destinations

1.	Tenerife	Y
2.	Majorca	N
3.	U.S.A.	Y
4.	Wales	N
5.	Belgium	N
6.	Switzerland	Y
7.	Seychelles	±
8.	Turkey	N
	Italy	Y

Location : Palma

Age group : 21-30

Name : Karen

Date : August 1987

+ = attractive construct
- = negative construct
++ = both attractive
✓ = see summary/consensus grid for opposing pole
x = no opposite offered

Grouping	Construct a		Construct b	Other groupings of constructs
1 2 3	Great range of tourist sights	+	✓	
7 8 9	Curiosity about an unknown place	+	✓	3 5 7
4 5 6	People are friendly	+	✓	1 5 9; 7⑧9; 1④7
4 5 6	Not developed for tourism	+	✓	
4 5 6	Too near to home (familiar)	-	Far enough away for a holiday	1 4 7
7 8 9	Feel at ease as a tourist	-	✓	
7 8 9	Dusty/dirty	-	Clean	
1 4 7	Good beach and sun holiday	+	✓	1 5 9
2 5 8	No choice			
3 6 9	Interesting culture	+	✓	
1 5 9	In touch with local people	+	✓	
1 4 7	Relaxing holiday	+	✓	

KAREN

Karen said that people were probably more important to her than the beaches and sun. Some places had good, positive images, e.g. the people were friendly, e.g. Switzerland and Italy, whilst the people of Turkey and Wales were not friendly. This perception alone was likely to influence the decision-making about choosing or rejecting these destinations. However, in the case of these two further negative images were Turkey as "poor and dirty" and Wales as "too near to home" and "familiar". There was a curiosity about unknown places but not any unknown place. Turkey had a simple but strongly negative image, whilst the Seychelles had an equally simple but strongly positive image of palm trees and "bounty" island paradise. Thus, it may be that Turkey could initially concentrate on strongly promoting one positive aspect such as the unspoilt/deserted coastline image rather than attempting to convey the diversity and complexity of the things Turkey has to offer. Karen never even considered Turkey in the brochures, the relevant pages were passed over. As with other respondents, she was at pains to point out that she knew her image was probably "wrong", nevertheless, this is the way she felt and reacted. Her experience of Majorca was strongly negative in that the accommodation at Victoria Apartments was seen as totally unsuitable for her and her young child. Reasons were the length of journey to a beach and the noisy, dirty location of the apartments. She felt cheated of a "holiday atmosphere". Although she realised it was probably unfair, she would not risk ever coming to Majorca again because of her experiences and would certainly not book with Broadway and probably Horizon in the future.

Repertory grid interview report form

Destinations

1.	U.S.A.	Y
2.	Belgium	N
3.	Tenerife	Y
4.	Mainland Spain	N
5.	Wales	N
6.	Yugoslavia	Y
7.	Switzerland	+ve
	Tunisia	N
	Seychelles	Y

Location : Palma
Age group : 31-40
Name : Diane
Date : August 1987

+ = attractive construct
- = negative construct
++ both attractive
✓ - see summary/consensus grid for opposing pole
x - no opposite offered

Grouping	Construct a		Construct b	Other groupings of constructs
1 2 3	Interesting lifestyle/ culture	+	✓	
1 2 3	Relaxing holiday	+		7 8 9; 3 6 9; 3 5 7
1 2 3	Great range of sightseeing	+	✓	
1 2 3	Good beach and sun holiday	+	✓	4 5 6
4 5 6	People are not friendly	-	✓	3 5 7; ①4 7
4 5 6	Too near home for a holiday	-	✓	
4 5 6	Expensive	-	✓	7 8 9
4 5 6	Attractive scenery	+	✓	7 8 9; 2 5 8; 3 5 7; 1 ④ 7
7 8 9	Feel threatened	-	✓	2 5 8
2 5 8	Not developed (suitable) for tourism	+	Suitable for tourism	

XXX

DIANE

She found it difficult to say what her preferences for holiday places were. She was attracted to many places for different reasons, e.g. a relaxing, quiet holiday this year may be followed by a sightseeing holiday the next. Here image would play a part because there is a definite inclination to assume that "sun and sand" places do not have sights or possibly that because of the sun and sand you are unlikely to embark on exhausting tours. However, there was a definite tendency to think of Northern European destinations as more interesting historically/culturally and therefore to be more worthwhile sightseeing.

For her, the relaxing holiday group and good beach and sun holiday group were closely related, almost synonymous with each other. This was common through most interviews, the idea that:

$$\begin{tikzcd}
\text{Good beach sun holiday} \arrow[r, leftrightarrow] \arrow[d] & \text{Cultural holiday} \arrow[d] \\
\text{Not good for sightseeing} \arrow[d] & \text{Sightseeing} \arrow[d] \\
\text{Relaxing holiday} \arrow[r, leftrightarrow] & \text{Active holiday}
\end{tikzcd}$$

Attractive scenery for her appears to be most closely related to mountain scenery of Wales, Switzerland, Yugoslavia. Spain was considered unattractive because it was perceived as barren and monotonous. Majorca was considered not in terms of the sights that had been seen on a trip to Pollensa, taking in Lica market and the mountains, but in terms of the accommodation and immediate environment. This was because most of her time with her children had been spent there. The journey to the nearest beach was 30 minutes, which was too long and expensive to take every day. Majorca was strongly rejected on this basis. A return visit was considered too risky given the bad holiday experience she felt she had had.

Repertory grid interview report form

Destinations
1. West Germany
2. Mainland Greece
3. Italy
4. Lanzarote
5. Tunisia
6. Switzerland
7. Scotland
8. Corfu
9. U.S.A.

Location : Palma

Age group : <21 (19)

Name : Ian

Date : August 1987

+ = attractive construct
- = negative construct
++ both attractive
✓ = see summary/consensus grid for opposing pole
x = no opposite offered

Grouping	Construct a		Construct b	Other groupings of constructs
1 2 3	People are friendly	+	✓	
1 2 3	Good beaches and sun	+	✓	4 5 6; 7 8 9; 3 6 9
1 2 3	Climate too hot	-	Climate comfortable for me	
4 5 6	Good winter sports	+	✓	3 6 9
7 8 9	Great range of activities (sports)	+	✓	1 4 7; 3 6 9; 3 5 7
7 8 9	Good nightlife	+	✓	2 5 8; 3 6 9; ①⑤9
7 8 9	Interesting sights	+	✓	1 4 7; 2 5 8; 1 5 9
7 8 9	Exciting atmosphere	+	Quiet atmosphere	
7 8 9	Relaxing holiday	++	✓	3 6 9; 3 5 7
2 5 8	Scope for exploring	+	✓	
2 5 8	Well (good) developed for tourism	-	✓	

IAN

For Ian, first and foremost a holiday must be a break from the routine of work. Although he liked warm weather, he considered many places too hot to be enjoyable for a holiday. What was more important to him were sporting activities of all kinds. He was attracted to some distinations for winter sports/skiing and to others for water-skiing, scuba diving, etc. Although he had not seen many sights on Majorca, they were definitely a factor in the image of certain destinations, such as West Germany, Scotland, Greece and Tunisia. If he did go to see sights, he might be more likely to go to the former two rather than the latter, simply because he considered the climate too hot to spend sightseeing. In the Northern European destinations, the cooler climate was seen as more or less "forcing" you to sightsee because there was nothing else you could do if there for a holiday. Generally, he was open-minded about most places; he considered the only way to really condemn a place as bad was if you had experienced it yourself or it was a strong opinion based on experience of a valued friend. His image of Majorca was that parts of it were interesting scenery, but that the resort areas were overcrowded and noisy. He was disappointed with the location because it was difficult because of time and money to reach somewhere interesting each day. If you wanted to stay round the pool, the noise and smell of the traffic ruined the experience. He would not risk Majorca again when there were so many other places he had heard good reports of.

Repertory grid interview report form

Destinations

1.	Lanzarote	Y
2.	West Germany	N
3.	Mainland Greece	Y
4.	Tunisia	N
5.	Majorca	N
6.	France	Y
7.	U.S.A.	+ve
8.	Turkey	N
9.	Italy	Y

Location : Palma

Age group : 21-30

Name : Steve

Date : August 1987

+ = attractive construct
- = negative construct
++ = both attractive
✓ = see summary/consensus grid for opposing pole
x = no opposite offered

Grouping	Construct a		Construct b	Other groupings of constructs
1 2 3	Good beach and sun holiday	+	✓	7 8 9; 1 4 7; 1 5 9; 3 5 7
1 2 3	Good for sightseeing	+	✓	4 5 6; 7 8 9; 1 4 7
4 5 6	Good winter sports	+	✓	7 8 9
4 5 6	Attractive scenery (rural)	+	✓	7 8 9; 1 5 9
4 5 6	Language is not a barrier	+	✓	
4 5 6	Climate too hot	-	Climate hot enough	2 5 8
4 5 6	Dirty	-	Clean	7 8 9
7 8 9	Interesting culture	+	✓	1 5 9
7 8 9	People are not friendly	-	✓	
2 5 8	Food unattractive	-	✓	1 5 9
3 6 9	Cheap for a holiday	+	✓	1 5 9; 3 5 ⑦
2 5 8	Curiosity about unknown	+		

STEVE

For Steve, one of the main attractions of a holiday abroad was the sun; beaches and coastline were not necessarily so important. Some destinations emerged as being classified as 'too' hot although he had expressed a strong desire for sun as an integral part of his holidays. Although many countries were classed as good for sightseeing, this was not really so important to him. When presented with triads of places he would say what it was about those particular countries that may attract him. Thus, it may be that all 3 of the set would not really be considered. However, it did afford an insight into how people categorize places; it may be that there is a strong general consensus on the images of places that this approach may highlight. However, it is a quite separate question to ask which are the most important constructs to each individual and, indeed, which of bi-polar constructs is most important.

In some cases, interest and attraction were based only on a general curiosity about unknown places. There was nothing specific to tie down bar the fact that nothing negative had been heard about places such as Lanzarote. Indeed, it may be that places that have relatively poorly developed images in the public's mind may have a better chance of marketing effectively because they do not have to concentrate on counteracting strong negative stereotypes as would appear to be the case with destinations such as Tunisia and Turkey in many people's mind.

Repertory grid interview report form

Destinations

1.	France	Y
2.	Scotland	N
3.	U.S.A.	Y
4.	Belgium	N
5.	Holland	N
6.	Tenerife	Y
7.	Mainland Greece	±
8.	West Germany	N
9.	Seychelles	Y

Location : HCI Tropicana

Age group : 41-50

Name : David

Date : August 1987

+ = attractive construct
- = negative construct
++ = both attractive
✓ = see summary/consensus grid for opposing pole
x = no opposite offered

Grouping	Construct a		Construct b	Other groupings of constructs
1 2 3	Cheap holiday	+	✓	
1 2 3	Not good for sun holiday	-	✓ Good/sunny climate	4 5 6; 7 8 9
1 2 3	Good for walking/ active holiday	+	More touring air/road holiday	
1 2 3	Foreign language	+	English-speaking	
1 2 3	Interesting/good food and wine	+	✓	
1 2 3	Great variety of scenery	+	✓	1 4 7; 2 5 8; 3 6 9; ④ 5 6; 7 8 ⑨
1 2 3	Sights too far apart	-	Sights easily accessible	
1 2 3	Have friends to stay with	+	Do not have friends to stay with	7 ⑧ 9
4 5 6	Interesting towns/ culturally	+	✓	2 5 8
4 5 6	Curious about		Not curious about	
4 5 6	Interesting geology	+	Not geologically interesting	
7 8 9	Interesting sights	+	✓	
2 5 8	Good for short holiday		Main holiday	
3 6 9	Culturally unfamiliar	+	✓	
3 6 9	Touring type holiday	++	Beach type holiday)	
3 6 9	Relaxing holiday	++	Active holiday)	

DAVID

He probably had the most complex images of the group. He had a lot of qualifications about his constructs. They combined in interesting ways, e.g. Touring-Beach holiday as an expression that one chose the type of holiday one went on before one went away. Thus, if you chose to relax then you opted for a beach holiday (hence this year's visit to HCI Tropicana). However, he qualified a lot of the choices by saying normally he would not choose to go to HCI accommodation if it were not for the children. He had visited all the HCI accommodation on the island and found it suited the needs of the family, i.e. he could relax knowing that the children were safely entertained. If he was on his own, then he would do as he had in the past and stay in an inland Majorcan village and experience the "real" Majorca. Alternatively, he would like an active holiday sightseeing, such as to the U.S.A.; whilst this may be exhausting, it would be rewarding. There was an idea that at different times in life one is in different situations. There was the long-term view of "once the children are older we can travel more" and the short-term changes of active and more passive holidays. However, it seemed that whilst the expressed preferences were for cultural/active holidays, the reality was passive, relaxing holidays being the norm. The children's role in decision-making was to veto certain places, that left the same type of holiday each year, e.g. HCI.

His image of Arenal was "Intasun - working class, sleep during the day and out all night .... council estates with sun".

One of the few to complain that you could not compare France and the U.S.A. to islands, it was not a fair comparison. However, although this was admitted, holidays in the U.S.A. were still summarized in the same terms as other interviewees: interesting scenery and active sightseeing holiday rather than a relaxing beach holiday, although their presence was admitted on reflection.

Although he was widely travelled and had relatively complex images of places, many of the categories were common with other interviewees. It emerged that there is a long-term view to holiday decision-making and motivations:

e.g. This year package deal easy, cheap, do not expect to really experience a foreign place.	Long term aim U.S.A., India curiosity about alien cultures

However, as with many people, there is not necessarily a one or the other view. For example, he accepted that holiday locations if purpose-built are not "authentic" places, they are fantasy locations. However, whilst his preference was for "authentic" Majorcan villages, he could also enjoy HCI accommodation for the services they provided.

Repertory grid interview report form

Destinations	
1. Switzerland	Y
2. France	N
3. Majorca	Y
4. Holland	N
5. Tenerife	N
6. Scotland	Y
7. Corfu	±
8. Seychelles	N
9. Yugoslavia	Y

Location : Cala D'Or

Age group : 41-50

Name : Brian

Date : August 1987

+ = attractive construct
- = negative construct
++ = both attractive
✓ = see summary/consensus grid for opposing pole
x = no opposite offered

Grouping	Construct a		Construct b	Other groupings of constructs
1 2 3	Spectacular scenery	+	✓	7 8 9; 3 6 9
1 2 3	Expensive	-	✓	7 8 9; 1 4 7; 2 5 8
1 2 3	Not good for beach/ sun holiday	-	✓	4 5 6; 1 4 7; 2 5 8
1 2 3	Good food	+	x	
1 2 3	Peaceful, relaxed holiday	++	Active holiday	3 6 9
1 2 3	Touring/sightseeing holiday	+	✓	4 5 6; 7 8 9; 1 4 7; 3 6 9
4 5 6	Winter holiday place	++	Short Spring holiday	
4 5 6	Curious, not visited	+	Not curious, visited	
7 8 9	Quiet, relaxing holiday	+	x	
1 4 7	Similar climate to U.K.	-	Sunny climate	
1 4 7	Good winter sports	+	✓	
1 4 7	Spring holiday	++	Summer holiday	
2 5 8	Holiday any time of year	++	Summer holiday	
2 5 8	Weekend break holiday	++	Main Summer holiday	3 6 9
3 6 9	Too hot for sightseeing	-	Cool enough for sightseeing	

BRIAN

Although he expressed a preference for sightseeing holidays in cooler climates, a fact which came out clearly from it being mentioned 5 times, he often came on sun holidays because his wife liked them. The point of agreement was that they preferred islands, although they rarely visited any island more than once. This was their first visit to Majorca; although they enjoyed it, they would not visit it again because there are "so many more to visit". A further factor in choosing sun holidays was that they had 2 young children who had come to expect them and would not take too kindly to being sat on coaches every day seeing sights. He saw this type of holiday coming later on when the children grew up.

He tended to see places as suitable for certain types of holiday and interestingly for certain times of year. As far as cost was concerned, there was a tendency to immediately reject some places as too expensive rather than to choose places because they were good value or cheap holidays.

Repertory grid interview report form

Destinations	
1. Corfu	Y
2. France	N
3. U.S.A.	Y
4. Turkey	N
5. Scotland	N
6. Holland	Y
7. Seychelles	±
8. West Germany	N
9. Majorca	Y

Location : Cala D'Or

Age group : 21-30

Name : Kevin

Date : August 1987

+ = attractive construct
− = negative construct
++ = both attractive
✓ = see summary/consensus grid for opposing pole
x = no opposite offered

Grouping	Construct a		Construct b	Other groupings of constructs
1 2 3	Theme Parks/tourist attractions	+	x	
1 2 3	Good food	+	✓ Uninteresting food	4 5 6; 1 4 7
1 2 3	Too close to home	−	Far enough away to relax	4 5 6
1 2 3	Overdeveloped (spoilt) by tourism	−	Not spoilt by tourism	1 4 7
4 5 6	People are friendly	+	✓	7 8 9; 2 5 8; 3 6 9
4 5 6	Great range of activities	+	✓	2 5 8
4 5 6	Poor country Unrelaxed as a tourist	−	Affluent countries ✓	
4 5 6	Sightseeing interesting	+	✓	1 4 7; 2 5 8
4 5 6	Not for young people	−	For young people	1 4 7; 3 6 9
4 5 6	Similar climate to U.K.	−	Hot climate	
7 8 9	Expensive	−	Cheap	1 4 7
7 8 9	Curious Romantic image, palm trees and coral	+	x	
1 4 7	Good for sun and sand	+	✓	2 5 8
1 4 7	Once in a lifetime	++	Regular holiday	3 6 9
2 5 8	Not interesting scenery	−	✓	3 6 9
2 5 8	Not developed for	−	Developed for tourism	3 6 9

KEVIN

He had visited Majorca 12 times before; now in late 20s with a small child. He liked the familiarity of the island, the friendliness of the Spanish people and the way they provided menus in English and all appeared to speak English. To him, this signified that they valued and wanted English people here, it was reassuring and welcoming. He felt that this may make us seem ignorant but had been reassured by conversations with Spanish people that English people were wanted there. This was in stark opposition to his experiences as a member of a football team touring Germany the previous year. He found the German people cold and unwelcoming, in particular he kept relating one experience in a restaurant where he had been shouted at and that people had to eat standing up and were not allowed to sit down unless the food was served to them. This one experience was linked to general feelings that neither the Dutch nor the Spanish people he spoke to professed to like German people. Although he himself pointed out he had never really met any German people, there was a very strong prejudice against them. The "people are friendly" category was most often quoted and was important to him. This helped him to feel relaxed and at ease as a tourist and was the reason for his repeated visits to both Majorca and mainland Spain:

(a) it was familiar because of the volume of British trade.

(b) he felt welcome because of the friendliness of the Spanish people.

Grouping	Construct a		Construct b	Other groupings of constructs
2 5 8	Camping holiday	++	x	
3 6 9	Short break holiday	++	Main/long holiday	

Repertory grid interview report form

Destinations

1.	Tenerife	Y
2.	West Germany	N
3.	U.S.A.	Y
4.	Turkey	N
5.	Wales	N
6.	Scotland	Y
7.	Corfu	±
8.	Belgium	N
9.	Majorca	Y

Location : Cala D'Or

Age group : 19

Name : Archie

Date : August 1987

+ = attractive construct
- = negative construct
++ = both attractive
✓ = see summary/consensus grid for opposing pole
x = no opposite offered

Grouping	Construct a		Construct b	Other groupings of constructs
1 2 3	Touring/sightseeing	+	✓	7 8 9; 3 6 9
1 2 3	Good beach and sun	+	✓	7 8 9
1 2 3	Relaxing holiday	++	Active holiday	
1 2 3	Interesting culturally	+	✓	3 6 9
1 2 3	Familiar culture	+	✓	
1 2 3	Feel safe	+	✓	4 5 6; 1 4 7
4 5 6	Too much like home	-	Far enough away for a holiday	2 5 8
4 5 6	Limited scope for activities	-	✓	3 6 ⑨
4 5 6	Food good, (familiar) like home	+	Food 'dodgy'	7 8 9
4 5 6	Language is not a barrier	+	✓	
7 8 9	Culturally interesting	+	✓	
7 8 9	Climate moderate	+	Climate too hot	
7 8 9	No strong image, therefore uninteresting	-	Stronger image, therefore interesting	
2 5 8	People are friendly	+	✓	
3 6 9	Relaxing holiday	++	Active holiday	
3 6 9	Good winter sports	+	✓	

Continued ...

ARCHIE

This was his first visit abroad and he had been fearful that it would not be a good experience. Firstly, he was not sure how he would adapt to the heat and, secondly, he did not want to have to eat foreign food. One of the most positive things for him about the holiday had been that you could find "real chips" and eat out and have steak or beefburger and chips at a reasonable price. He was also pleased that language had proved no problem because English was spoken in most places. Also, he mentioned the opportunities of meeting British holidaymakers as a positive thing; they had arranged to meet boys from Dundee they had met the previous night. It enhanced his feelings of security to be able to find people from the same country in a similar position. This was in common with many interviewees, the opportunities to meet other British people in different circumstances was one of the pleasures of a holiday. Thus, it is probable that the "absence from tourists" construct raised on the students' grids as a positive attraction about places would not apply to tourists in general. Again, if places had simple images for him they nevertheless exerted an influence on choice. For example, very little was known about Turkey but it was not attractive because of images picked up from books, television and films, such as 'Midnight Express', that gave the impression of danger and personal threat from an unstable political/social situation. He realised this may not be fair to Turkey as it is now, but these were his feelings and he would not risk a holiday there. Belgium, on the other hand, in common with others, had a "grey, bland" image and was thus "unattractive". For him, sun was not necessarily all important, although he was trying it in Majorca. He preferred, maybe, to take time off related to his hobby, golf, and next year was likely to choose on the basis of golf courses and was likely to holiday in Scotland. This was backed up by previous positive experiences of meeting Scottish people in his own country and the feelings of security this led to.

Grouping	Construct a		Construct b	Other groupings of constructs
3 6 9	Interesting scenery	+	✓	
3 6 9	Touring holiday	++	'Settled' holiday	
3 6 9	Unpredictable, exciting	++	x	

Repertory grid interview report form

Destinations
1. Lanzarote Y
2. France N
3. Corfu Y
4. U.S.A. N
5. Ibiza N
6. Seychelles Y
7. West Germany ±
8. Tenerife N
9. Switzerland Y

Location : Cala Ferrera
Age group : 31-40
Name : Susan
Date : August 1987

+ = attractive construct
- = negative construct
++ = both attractive
✓ = see summary/consensus grid for opposing pole
x = no opposite offered

Grouping	Construct a		Construct b	Other groupings of constructs
1 2 3	Good sun holiday	+	✓	4 5 6; 1 4 7; 2 5 8; 1 5 9; 3 5 7
1 2 3	Good food	+	✓	
1 2 3	Language is not a barrier	+	✓	③ 5 ⑦
4 5 6	People unfriendly	-	✓	7 8 9; 1 4 7; 3 5 7
4 5 6	Sightseeing holiday	+	✓	
4 5 6	Relaxing holiday	+	✓	3 6 9
4 5 6	Too far to travel with children (inaccessible)	-	Accessible	② ⑤ 8
7 8 9	Winter sports good	+	✓	3 6 9; 1 5 9
7 8 9	Expensive	-	✓	3 6 9
7 8 9	Good at any time of year	++	Season is limited	
7 8 9	Not visited (curious)	+	Visited (not curious)	1 2 3; 1 5 9
1 4 7	Winter sun holiday	++	Summer touring holiday	
1 4 7	Currency is familiar (security)		Currency is not familiar	1 5 9
2 5 8	Visited, therefore do not return	+		
2 5 8	My child has not been	+	Child has been	
3 6 9	Too hot to relax	-	Comfortable climate	
3 6 9	Inaccessible	+	x	
3 5 7	Feel threatened as tourist	-	✓	

SUSAN

This was Susan's first visit to Majorca, liked it but would be unlikely to return. An important construct was whether a place had been visited before, a more positive response was forthcoming if a place had not previously been visited. However, her husband worked in the oil business and spent long spells away from home. If she was going on her own, she would look for more security with, for example, the currency - in Spain it was relatively easy to translate pesetas to sterling, and because of previous visits, it was familiar and likely to attract her if she was holidaying just with her child. Also important to her were the perceived friendliness of the people and how accessible a place was. Again here the child was an important consideration because later she cited the Seychelles as inaccessible and therefore attractive to her. This is a common occurrence, people expressing preference for one type of place/holiday but choosing another because of spouse or children. However, it is clear that places do have image components that affect choice but in relation to personal circumstances that may or may not change.

Many places were seen as good sun holidays and again this, whilst cited as a possible attraction, most specifically for the child, some places were classified as "too hot to relax". Thus, there are certain places that are attractive because of the sunny climate, whilst others are perceived as being too different and too hot.

Repertory grid interview report form

Destinations

1.	Majorca	Y
2.	Wales	N
3.	Mainland Spain	Y
4.	Belgium	N
5.	Scotland	N
6.	Mainland Greece	Y
7.	U.S.A.	+
8.	Tunisia	N
9.	Corfu	Y

Location : Cala Ferrera

Age group : 51-60

Name : Frank

Date : August 1987

+ = attractive construct
- = negative construct
++ = both attractive
✓ = see summary/consensus grid for opposing pole
x = no opposite offered

Grouping	Construct a		Construct b	Other groupings of constructs
1 2 3	Good beach and sun holiday	+	✓	4 5 6; 7 8 9; ① 4 ⑦ (2 5) 8; 3 6 9
1 2 3	Relaxing holiday (Break from routine)	+	x	
1 2 3	Attractive scenery	+	✓	4 5 6; 2 5 8
1 2 3	Road travel	+	Air travel	
4 5 6	People not friendly	-	✓	1 4 7
4 5 6	Interesting history/ culture	+	✓	
7 8 9	Dirty	-	Clean	
7 8 9	Language not a barrier	+	✓	2 5 8
7 8 9	Unfamiliar culture	-	✓	
7 8 9	Feel threatened	-	✓	
2 5 8	Unattractive food	-	✓	3 ⑥ 9
3 6 9	Interesting tourist sights	+	✓	
3 6 9	At ease as a tourist	+	✓	

FRANK

He had only been holidaying abroad for the past 5 years but regretted he had not started sooner. He put this down to feelings that for years he had considered that British hospitality and standards of accommodation would be superior to that abroad. He had a strong deterrent stereotype that package holidays almost literally meant being packed into cramped, overcrowded accommodation. However, due to encouraging reports and persuasion by friends, he had tried Majorca 5 years previously; this was his first return visit after holidaying in Tenerife, Corfu, Ibiza and Menorca. His last experience in Tenerife had not been good; he found the climate too hot and was at a large resort which he found noisy and overcrowded. He chose this holiday on a friend's recommendation and was not disappointed. The main attraction that he found of package holidays was the range of "Good sun and beach" destinations and the "break from routine" this offered. He tended not to travel around places he went to because he drove all year for a living. A holiday for him therefore meant being still and definitely not sightseeing. When it came to choosing a destination many of his constructs were concerned with rejecting places such as Tunisia because they were "unfamiliar culture", "felt threatened" and "food unattractive". Throughout the interviews this kind of split, where some places had strongly positive or negative images, emerged with the majority of places having ill-defined positive and negative images. Nevertheless, the way that they were perceived still exerted influence no matter what the degree of feeling was, i.e. in the absence of other information, a little information can exert a disproportionate effect on decision-making. It may be that the marketing of destinations should revolve around establishing what the general public perceptions of places are and concentrating on the raising of public awareness of the positive dimensions and counteracting the more negative perceptions.

Repertory grid interview report form

Destinations

1.	Turkey	Y
2.	Belgium	N
3.	Yugoslavia	Y
4.	Tunisia	N
5.	Holland	N
6.	Scotland	Y
7.	Switzerland	±
8.	West Germany	N
9.	U.S.A.	Y

Location : Cala Ferrera

Age group : 20

Name : Carol

Date : August 1987

+ = attractive construct
- = negative construct
++ = both attractive
✓ = see summary/consensus grid for opposing pole
x = no opposite offered

Grouping	Construct a		Construct b	Other groupings of constructs
1 2 3	Good beach and sun holiday	+	✓	4 5 6; (1 4) 7; 3 6 9
1 2 3	Clean	+	Dirty	
1 2 3	Interesting culture	+	✓	4 5 6; 3 6 9
4 5 6	Relaxing holiday	+	Active (touring holiday)	7 8 9; 3 6 9
4 5 6	Feel threatened	+	✓	
4 5 6	Package tour - group holiday	++	Individual holiday	1 4 7
4 5 6	Language is not a barrier	+	✓	7 8 9
4 5 6	People are not friendly	-	✓	
7 8 9	Expensive	-	✓	(1 4) 7
7 8 9	Great range of sights	+	✓	1 4 7; 2 5 8; 3 6 9
7 8 9	Exciting nightlife	+	✓	3 6 9
2 5 8	Too close to home for a holiday	-	x	

CAROL

Was a student and found money very tight and had come on holiday with 4 friends. One of the categories she saw places in was whether they would be for a group of people (package tour, e.g. Tunisia, Turkey) or as an individual holiday (e.g. Scotland, Switzerland). There was a feeling that at the moment she preferred group holidays but that in the future she would probably start to want more individualistic holidays. She was uncertain as to whether this would preclude package holidays, because she saw individual holidays as not only taken individually but planned individually. There was also a strong preference for "relaxing holidays" synonymous with "beach and sun" in preference to "active/touring holidays".

Thus, many places were "too close to home" for a holiday, e.g. Belgium, Holland and West Germany.

Repertory grid interview report form

Destinations

1.	Scotland	Y
2.	Belgium	N
3.	U.S.A.	Y
4.	West Germany	N
5.	Lanzarote	N
6.	Turkey	Y
7.	Holland	±
8.	Mainland Spain	N
9.	Corfu	Y

Location : Cala Ferrera

Age group : 21-30

Name : Gwyneth

Date : August 1987

+ = attractive construct
- = negative construct
++ = both attractive
✓ = see summary/consensus grid for opposing pole
x = no opposite offered

Grouping	Construct a		Construct b	Other groupings of constructs
1 2 3	Language is not a barrier	-	Language is a barrier (+)	
1 2 3	(Nothing new) Too familiar culturally	-	✓	4 (5 6) (7 8) 9
1 2 3	Restricted scope for activities	-	✓	
1 2 3	Feel threatened	-	✓	4 5 6
1 2 3	Interesting culture/ varied	+	✓	
1 2 3	Expensive	-	✓	
4 5 6	Good sun and beach holiday	+	✓	7 8 9
4 5 6	Interesting culturally	+	✓	
4 5 6	Interesting food	+	✓	
4 5 6	Well developed for tourism	+	✓	
4 5 6	Contact with local people	+	✓	
4 5 6	Do not feel like a tourist	+	Feel like a tourist (-)	7 8 9
7 8 9	Feel under pressure as a tourist (ill at ease)	-	✓	
7 8 9	Not a relaxed holiday	-	Relaxed holiday	
7 8 9	Interesting sights	+	✓	

GWYNETH

Tended to dismiss places that were too familiar or too close to home, e.g. Scotland, Belgium and Holland. This was linked to preferences for seeing "language as a barrier" and "unfamiliar culture" as positive attractions. They were seen as part of experiencing the "foreignness" of places. However, this holiday had been taken with a group of friends and Majorca had been 2nd choice after Corfu, which had been perceived as less developed or spoilt by tourism. Majorca had been approached with misgivings because of its strong stereotype image of the package tour island. Cala D'Or had been a pleasant surprise; there were enough restaurants, bars and clubs to keep them interested and was also important for creating a "holiday atmosphere". This appeared to mean also being aware of being amongst other tourists in similar positions to form this atmosphere; also important was the absence of 'everyday' business activities NOT related to tourism. It is interesting to link this to the perceptions of the tourists in Palma because these were the specific qualities they felt were missing that had "ruined" their holiday. However, there was a feeling that if the resorts were much larger the holiday atmosphere would become less intimate and positive and become too hectic to be relaxing.

Although the holiday was a last minute booking, the experience had been good and she would now return to Majorca but would stipulate the East coast, having seen it. A tendency to reinforce/repeat positive experiences and not risk changing although other parts may also be suitable. The group had not travelled round the island but had stayed in the vicinity.

Repertory grid interview report form

Destinations

1. Seychelles Y
2. West Germany N
3. U.S.A. Y
4. Yugoslavia N
5. Tunisia N
6. Turkey Y
7. France ±
8. Tenerife N
9. Majorca Y

Location : Cala Ferrera

Age group : 31-40

Name : Sheila

Date : August 1987

+ = attractive construct

− = negative construct

++ = both attractive

✓ = see summary/consensus grid for opposing pole

x = no opposite offered

Grouping	Construct a		Construct b	Other groupings of constructs
1 2 3	Good beach and sun	−	✓	1 5 9; 1 4 7; 2 5 8; 3 6 9
1 2 3	People are unfriendly	−	✓	4 5 6; 7 8 9; 1 5 9; ③ 6 ⑨
1 2 3	Good for sightseeing	+	✓	
1 2 3	Active holiday	++	Relaxing holiday	① 5 ⑨; 3 5 7
1 2 3	Interesting history and culture	+	✓	
4 5 6	Unspoilt by tourism	+	Overdeveloped (spoilt)	7 ⑧ 9; 2 5 ⑧
4 5 6	Feel threatened	−	✓	2 5 8; 1 5 9; 3 5 7
4 5 6	Poor countries Ill at ease as a tourist	−	x x	
4 5 6	Able to meet people of the country	+	Little contact with local people	
7 8 9	Uninteresting landscape (Barren)	−	Attractive landscape (Greener)	2 5 8; ③ 6 9; ① 5 ⑨; ③ 5 ⑦
7 8 9	Sightseeing/touring holiday	+	Passive/relaxing holiday	2 5 8
7 8 9	Camping holiday	++	Package tour	
7 8 9	Short stay holiday	++	Main holiday	
7 8 9	Language is not a barrier	+	Language is a barrier	
1 4 7	Expensive	−	✓	3 6 9; 3 5 7

SHEILA

Sheila found it easy to arrange the triads in many combinations and offered the most constructs of all the interviewees. She tended to take package holidays in the sun each year and this was reflected in the number of times "Good beach and sun" came up (5). She had been to Majorca six times previously and mainland Spain twice. Feelings of security were important to her and may be related to repeat visits to Majorca: it was familiar and the people considered friendly.

However, it tended to be the negative pole of the security constructs that were quoted as putting her off certain countries rather than the positive attraction leading to the choosing of specific places (e.g. People are unfriendly (4), Feel threatened (4)). She expressed her strong preference for the East coast of Majorca because she considered it developed sufficiently for tourism to be enjoyable, i.e. have the atmosphere and facilities to make you feel that you were in a 'holiday place' with others on holiday, without it being overdeveloped and "spoilt" by tourism.

For her, attractive landscapes had to be green, she did not find harsh or barren landscapes at all attractive. It was an important construct (5) in her decision-making and would tend to deter her if she had an impression that a place was "barren". Later it seemed that this may be related to the perception that the climate of certain countries was "too hot".

There was a strong possibility that she would return to Majorca next year, possibly to the same accommodation and resort.

Grouping	Construct a		Construct b	Other groupings of constructs
1 4 7	Once in a lifetime	++	Possible each year	
1 4 7	Accessible	+	Inaccessible	③⑥ 9
2 5 8	Not developed for tourism	−	Developed for tourism	
2 5 8	Climate may be too hot	−	Climate comfortable	
3 6 9	Wide range of activities	+	✓	

Appendix 4.1

Postal questionnaires: Image of nine destinations

Trent Polytechnic Nottingham
School of Modern Studies
Director R Cowell BA PhD
Clifton Lane Nottingham NG11 8NS
Tel (0602) 418248 Telex 377534 Polnot G
Fax (0602) 484266
Department of History and Geography
Head R J Fielding BSc(Econ) DipEconPolSci MPhil

Our ref DMG/DRW

Your ref

Date September 1988

Ext 3274

Dear Sir/Madam,

I am writing to you to request your co-operation in a survey of impressions or images of holiday destinations. The survey is to form part of my studies for a Ph.D. at Trent Polytechnic. I would be very grateful if you could take 5 to 10 minutes to complete the enclosed questionnaire. It does not matter if you have not visited the places or feel you do not have any factual knowledge of the places; I am interested in your general feelings and first reactions, i.e. almost a 'gut reaction'.

Thank you for your assistance.

Yours faithfully,

DM Gyte

D. M. Gyte
Research Assistant/Demonstrator

Enc.

P.S. I am also attempting to organise some individual interviews, so I am writing to those living in the East Midlands to request their assistance. It would involve my coming to see you at a date and time of your convenience to interview you for about an hour to an hour and a half about choosing holidays. The interview is completely confidential and is only to be used in my studies for my Ph.D. thesis at Trent Polytechnic. If you are interested in taking part in the study, would you please complete and return the attached reply slip.

REPLY SLIP

I am willing for you to interview me. It would be most convenient if you came during the: morning/afternoon/evening*

☐ ☐ ☐

*Tick as appropriate

Name: ....

Address: ....

....

....

....

Telephone No.: ....

TRENT POLYTECHNIC GEOGRAPHY DIVISION

QUESTIONNAIRE 2

There are 10 sheets, one for each of 10 possible holiday destinations. Would you complete every sheet even if you have not visited the place.

INSTRUCTIONS

For each of the 3 following tables:-

- Work quickly through the pairs of statements and tick a box near to the statement with which you agree.
- **Example**: in the first table asking for your views on "Mallorca as a holiday destination", if you "strongly agreed" that Mallorca was "good for a beach and sun holiday", you would tick the first column. On the other hand, if you "mildly agreed" that Mallorca was "not good for a beach and sun holiday", you would tick the fifth column.
- Only one tick per line.
- The centre column is for when you cannot decide between the pair of statements.
- Please WORK QUICKLY. It is important that you register your FIRST REACTIONS.

N.B. Please keep the sheets stapled together and return all sheets of the questionnaire.

Complete the table on your opinions of Mallorca as a holiday destination

Have you visited Mallorca?

Yes ☐

No ☐

(tick as appropriate)

	strongly agree	agree	mildly agree	neither	mildly agree	agree	strongly agree	**MALLORCA**
Good beach and sun holiday								Not good for a beach and sun holiday
Restricted range of sights								Wide variety of sights
People are friendly towards tourists								People are not friendly towards tourist
Feel at ease as a tourist								Feel ill at ease as a tourist
Active holiday								Peaceful holiday
Expensive for a holiday								Cheap for a holiday
Attractive scenery								Unattractive scenery
History and culture are not interesting								Interesting history and culture
Restricted scope for sports and activities								Great scope for activities and sports
Unspoilt by tourism								Spoilt by tourism
Good food and drink								Unappealing food and drink
Poor entertainment nightlife								Good entertainment and nightlife
Unfamiliar culture								Familiar culture

EXAMPLE: a tick in column 2 line 2 would mean that you "agree" Mallorca has "a restricted range of sights".

Complete the table on your opinions of Austria as a holiday destination

Have you visited Austria?

Yes ☐

No ☐

(tick as appropriate)

	strongly agree	agree	mildly agree	neither	mildly agree	agree	strongly agree	**AUSTRIA**
Good beach and sun holiday								Not good for a beach and sun holiday
Restricted range of sights								Wide variety of sights
People are friendly towards tourists								People are not friendly towards tourist
Feel at ease as a tourist								Feel ill at ease as a tourist
Active holiday								Peaceful holiday
Expensive for a holiday								Cheap for a holiday
Attractive scenery								Unattractive scenery
History and culture are not interesting								Interesting history and culture
Restricted scope for sports and activities								Great scope for activities and sports
Unspoilt by tourism								Spoilt by tourism
Good food and drink								Unappealing food and drink
Poor entertainment nightlife								Good entertainment and nightlife
Unfamiliar culture								Familiar culture

EXAMPLE: a tick in column 2 line 2 would mean that you "agree" Austria has "a restricted range of sights".

Complete the table on your opinions of Holland as a holiday destination

Have you visited Holland?

Yes ☐

No ☐

(tick as appropriate)

	strongly agree	agree	mildly agree	neither	mildly agree	agree	strongly agree	HOLLAND
Good beach and sun holiday								Not good for a beach and sun holiday
Restricted range of sights								Wide variety of sights
People are friendly towards tourists								People are not friendly towards tourist
Feel at ease as a tourist								Feel ill at ease as a tourist
Active holiday								Peaceful holiday
Expensive for a holiday								Cheap for a holiday
Attractive scenery								Unattractive scenery
History and culture are not interesting								Interesting history and culture
Restricted scope for sports and activities								Great scope for activities and sports
Unspoilt by tourism								Spoilt by tourism
Good food and drink								Unappealing food and drink
Poor entertainment nightlife								Good entertainment and nightlife
Unfamiliar culture								Familiar culture

EXAMPLE: a tick in column 2 line 2 would mean that you "agree" Holland has "a restricted range of sights".

Complete the table on your opinions of Tunisia as a holiday destination

Have you visited Tunisia?

Yes ☐

No ☐

(tick as appropriate)

	strongly agree	agree	mildly agree	neither	mildly agree	agree	strongly agree	TUNISIA
Good beach and sun holiday								Not good for a beach and sun holiday
Restricted range of sights								Wide variety of sights
People are friendly towards tourists								People are not friendly towards tourist
Feel at ease as a tourist								Feel ill at ease as a tourist
Active holiday								Peaceful holiday
Expensive for a holiday								Cheap for a holiday
Attractive scenery								Unattractive scenery
History and culture are not interesting								Interesting history and culture
Restricted scope for sports and activities								Great scope for activities and sports
Unspoilt by tourism								Spoilt by tourism
Good food and drink								Unappealing food and drink
Poor entertainment nightlife								Good entertainment and nightlife
Unfamiliar culture								Familiar culture

EXAMPLE: a tick in column 2 line 2 would mean that you "agree" Tunisia has "a restricted range of sights".

Complete the table on your opinions of Tenerife as a holiday destination

Have you visited Tenerife?

Yes ☐

No ☐

(tick as appropriate)

	strongly agree	agree	mildly agree	neither	mildly agree	agree	strongly agree	TENERIFE
Good beach and sun holiday								Not good for a beach and sun holiday
Restricted range of sights								Wide variety of sights
People are friendly towards tourists								People are not friendly towards tourist
Feel at ease as a tourist								Feel ill at ease as a tourist
Active holiday								Peaceful holiday
Expensive for a holiday								Cheap for a holiday
Attractive scenery								Unattractive scenery
History and culture are not interesting								Interesting history and culture
Restricted scope for sports and activities								Great scope for activities and sports
Unspoilt by tourism								Spoilt by tourism
Good food and drink								Unappealing food and drink
Poor entertainment nightlife								Good entertainment and nightlife
Unfamiliar culture								Familiar culture

EXAMPLE: a tick in column 2 line 2 would mean that you "agree" Tenerife has "a restricted range of sights".

Complete the table on your opinions of Turkey as a holiday destination

Have you visited Turkey?

Yes ☐

No ☐

(tick as appropriate)

	strongly agree	agree	mildly agree	neither	mildly agree	agree	strongly agree	TURKEY
Good beach and sun holiday								Not good for a beach and sun holiday
Restricted range of sights								Wide variety of sights
People are friendly towards tourists								People are not friendly towards tourist
Feel at ease as a tourist								Feel ill at ease as a tourist
Active holiday								Peaceful holiday
Expensive for a holiday								Cheap for a holiday
Attractive scenery								Unattractive scenery
History and culture are not interesting								Interesting history and culture
Restricted scope for sports and activities								Great scope for activities and sports
Unspoilt by tourism								Spoilt by tourism
Good food and drink								Unappealing food and drink
Poor entertainment nightlife								Good entertainment and nightlife
Unfamiliar culture								Familiar culture

EXAMPLE: a tick in column 2 line 2 would mean that you "agree" Turkey has "a restricted range of sights".

Complete the table on your opinions of the Greek Islands as a holiday destination

	strongly agree	agree	mildly agree	neither	mildly agree	agree	strongly agree	GREEK ISLANDS
Good beach and sun holiday								Not good for a beach and sun holiday
Restricted range of sights								Wide variety of sights
People are friendly towards tourists								People are not friendly towards tourist
Feel at ease as a tourist								Feel ill at ease as a tourist
Active holiday								Peaceful holiday
Expensive for a holiday								Cheap for a holiday
Attractive scenery								Unattractive scenery
History and culture are not interesting								Interesting history and culture
Restricted scope for sports and activities								Great scope for activities and sports
Unspoilt by tourism								Spoilt by tourism
Good food and drink								Unappealing food and drink
Poor entertainment nightlife								Good entertainment and nightlife
Unfamiliar culture								Familiar culture

Have you visited the Greek Islands?

Yes ☐

No ☐

(tick as appropriate)

L11

EXAMPLE: a tick in column 2 line 2 would mean that you "agree" the Greek Islan
has "a restricted range of sights".

Complete the table on your opinions of Yugoslavia as a holiday destination

Have you visited Yugoslavia?

Yes ☐

No ☐

(tick as appropriate)

	strongly agree	agree	mildly agree	neither	mildly agree	agree	strongly agree	**YUGOSLAVIA**
Good beach and sun holiday								Not good for a beach and sun holiday
Restricted range of sights								Wide variety of sights
People are friendly towards tourists								People are not friendly towards tourist
Feel at ease as a tourist								Feel ill at ease as a tourist
Active holiday								Peaceful holiday
Expensive for a holiday								Cheap for a holiday
Attractive scenery								Unattractive scenery
History and culture are not interesting								Interesting history and culture
Restricted scope for sports and activities								Great scope for activities and sports
Unspoilt by tourism								Spoilt by tourism
Good food and drink								Unappealing food and drink
Poor entertainment nightlife								Good entertainment and nightlife
Unfamiliar culture								Familiar culture

LIII

EXAMPLE: a tick in column 2 line 2 would mean that you "agree" Yugoslavia has "a restricted range of sights".

Complete the table on your opinions of
Finland as a holiday destination

Have you visited Finland?

Yes ☐

No ☐

(tick as appropriate)

	strongly agree	agree	mildly agree	neither	mildly agree	agree	strongly agree	FINLAND
Good beach and sun holiday								Not good for a beach and sun holiday
Restricted range of sights								Wide variety of sights
People are friendly towards tourists								People are not friendly towards tourist
Feel at ease as a tourist								Feel ill at ease as a tourist
Active holiday								Peaceful holiday
Expensive for a holiday								Cheap for a holiday
Attractive scenery								Unattractive scenery
History and culture are not interesting								Interesting history and culture
Restricted scope for sports and activities								Great scope for activities and sports
Unspoilt by tourism								Spoilt by tourism
Good food and drink								Unappealing food and drink
Poor entertainment nightlife								Good entertainment and nightlife
Unfamiliar culture								Familiar culture

EXAMPLE: a tick in column 2 line 2 would mean that you "agree" Finland has "a restricted range of sights".

Finally would you completethis table to show how important each of the following is to you for a good holiday

	very important	important	mildly important	neither	mildly unimportant	unimportant	very unimportant
Good beach and sun holiday							
Wide variety of sights							
People are friendly towards tourists							
Feel at ease as a tourists							
Active holiday							
cheap for a holiday							
Attractive scenery							
Interesting History and culture							
Great scope for activities & sports							
Unspoilt by tourism							
Good food and drink							
Good entertainment and nightlife							
Familiar culture							
Peaceful holiday							

EXAMPLE : a tick in column 1 on line 5 would mean that you thought it was"very important" that a place was suitable for an "active holiday".

A tick in column 6 on line 5 would mean that you thought it was "mildly unimportant" that a place was suitable for an "active holiday". LV

Appendix 4.2

Postal questionnaires: Image of Mallorca before and after holiday

P.S. Would you please complete and return before you leave for your holiday.
Thank you.

Trent Polytechnic Nottingham

School of Modern Studies
Director R Cowell BA PhD

Department of History and Geography
Head R J Fielding BSc(Econ) DipEconPolSci MPhil

Clifton Lane Nottingham NG11 8NS
Tel (0602) 418248 Telex 377534 Polnot G
Fax (0602) 484266

Our ref DMG/DRW

Your ref

Date 13th July, 1988

Ext 3274

Dear Sir/Madam,

I am writing to ask you to help me with some research I am conducting in co-operation with Horizon Travel Centres.

The study is of tourism in Mallorca and is part of my studies at Trent Polytechnic. It would be extremely helpful if you could take ten minutes to complete the enclosed questionnaire for me. I have enclosed a stamped, addressed envelope for its return. I would be pleased to send a summary of the results when the study is complete.

The questionnaire consists of tables, on which I would like you to give your opinions on:

(a) Mallorca as a holiday
(b) The environment of Mallorca
(c) The people of Mallorca

It is not a test of knowledge. It does not matter if you have not been before, what I am interested in is your feelings and opinions about these 3 aspects of Mallorca.

Yours faithfully,

DMGyte

D. M. Gyte
Research Assistant/Demonstrator

Encs.

TRENT POLYTECHNIC GEOGRAPHY DIVISION

QUESTIONNAIRE

Is this your first visit abroad?	YES	☐	NO	☐
Is this your first package holiday?	YES	☐	NO	☐
Is this your first visit to Mallorca?	YES	☐	NO	☐
Was Mallorca your first choice holiday?	YES	☐	NO	☐

INSTRUCTIONS

For each of the 3 following tables:-

- Work quickly through the pairs of statements and tick a box near to the statement with which you agree.
- **Example**: in the first table asking for your views on "Mallorca as a holiday destination", if you "strongly agreed" that Mallorca was "good for a beach and sun holiday", you would tick the first column. On the other hand, if you "mildly agreed" that Mallorca was "not good for a beach and sun holiday", you would tick the fifth column.
- Only one tick per line.
- The centre column is for when you cannot decide between the pair of statements.
- Please WORK QUICKLY. It is important that you register your FIRST REACTIONS.

N.B. Please keep the sheets stapled together and return all sheets of the questionnaire.

Complete the table on your opinions of Mallorca as a holiday destination

	strongly agree	agree	mildly agree	neither	mildly agree	agree	strongly agree	
Good beach and sun holiday								Not good for a beach and sun holiday
Restricted range of sights								Wide variety of sights
People are friendly towards tourists								People are not friendly towards tourist
Feel at ease as a tourist								Feel ill at ease as a tourist
Active holiday								Peaceful holiday
Expensive for a holiday								Cheap for a holiday
Attractive scenery								Unattractive scenery
History and culture are not interesting								Interesting history and culture
Restricted scope for sports and activities								Great scope for activities and sports
Unspoilt by tourism								Spoilt by tourism
Good food and drink								Unappealing food and drink
Poor entertainment nightlife								Good entertainment and nightlife
Unfamiliar culture								Familiar culture

EXAMPLE: a tick in column 2 line 2 would mean that you "agree" Mallorca has "a restricted range of sights".

Complete this table on your opinions of the ENVIRONMENT of Mallorca.

	strongly agree	agree	mildly agree	neither	mildly agree	agree	strongly agree	
Natural								Artificial
Ugly								Beautiful
Empty								Dense
Pleasant								Unpleasant
Drab								Vivid
Interesting								Boring
Dirty								Clean
Quiet								Noisy
Uniform								Contrast
Like								Dislike
Poor								Rich
Ordered								Chaotic
Vertical								Horizontal
Smooth								Rough
Bounded								Open
Fresh								Smelly

EXAMPLE: a tick on column 5 line 1 would mean that you "mildly agree" that the environment of Mallorca was "artificial".

Complete this table on your opinions of the PEOPLE of Mallorca.

	strongly agree	agree	mildly agree	neither	mildly agree	agree	strongly agree	
HONEST								DISHONEST
UNHAPPY								HAPPY
INDUSTRIOUS								LAZY
DIRTY								CLEAN
GENEROUS								STINGY
CUNNING								STRAIGHTFORWARD
PESSIMISTIC								OPTIMISTIC
FRIENDLY								UNFRIENDLY
UNSOPHISTICATED								SOPHISTICATED
INDOLENT								LIVELY
HELPFUL								UNHELPFUL
CLOSED								OPEN
KIND								NOT KIND
RESERVED								UNRESERVED
UNPLEASANT								PLEASANT
PUSHY								YIELDING
VIOLENT								CALM

EXAMPLE: a tick in column 1 line 1 would mean that you "strongly agree" that the people of Mallorca are "honest". LX1

Finally would you completethis table to show how important each of the following is to you for a good holiday

	very important	important	mildly important	neither	mildly unimportant	unimportant	very unimportant
Good beach and sun holiday							
Wide variety of sights							
People are friendly towards tourists							
Feel at ease as a tourists							
Active holiday							
cheap for a holiday							
Attractive scenery							
Interesting History and culture							
Great scope for activities & sports							
Unspoilt by tourism							
Good food and drink							
Good entertainment and nightlife							
Familiar culture							
Peaceful holiday							

EXAMPLE : a tick in column 1 on line 5 would mean that you thought it was"very important" that a place was suitable for an "active holiday".
A tick in column 6 on line 5 would mean that you thought it was "mildly unimportant" that a place was suitable for an "active holiday".

Trent Polytechnic Nottingham
Director R Cowell BA PhD

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Fax (0602) 484266

Department of History and Geography
Head R J Fielding BSc(Econ) DipEconPolSci MPhil

Our ref DMG/DRW

Your ref

Date September 1988

Ext 3274

Dear

You completed a questionnaire about your impressions of Mallorca before your holiday. I am grateful for your assistance and I am writing to ask you if you could complete a follow-up questionnaire for me. Although the first questions are different, you will notice that the 3 tables are the same as those you completed before your visit. I would like you to complete them again because I am interested in your reactions after your holiday. I would be most grateful if you could complete this questionnaire for me as I need to achieve a good return rate so that I have sufficient information to complete the study.

I enclose a summary sheet based on part of a study previously completed. Should you be interested in further details in future, I would be pleased to send them to you. Thank you for your assistance.

Yours sincerely,

DM Gyte

D. M. Gyte
Research Assistant/Demonstrator

Encs.

TRENT POLYTECHNIC GEOGRAPHY DIVISION

QUESTIONNAIRE

Please tick the statement that reflects your feelings.

1. On balance, would you describe your holiday as:

Excellent	Very Good	Good	Average	Poor	Very Poor	Appalling
____	____	____	____	____	____	____

2. Would you return to Mallorca for a holiday?

Yes, next year, same resort	____
Yes, next year, different resort	____
Yes, few years, same resort	____
Yes, few years, different resort	____
Perhaps	____
Doubtful	____
Definitely Not	____

3. At which resort did you stay? ______________________

4. Was this your first choice resort? **YES** ☐ **NO** ☐

5. Was this your first visit to the resort? **YES** ☐ **NO** ☐

INSTRUCTIONS

For each of the 3 following tables:-

- Work quickly through the pairs of statements and tick a box near to the statement with which you agree.
- **Example:** in the first table asking for your views on "Mallorca as a holiday destination", if you "strongly agreed" that Mallorca was "good for a beach and sun holiday", you would tick the first column. On the other hand, if you "mildly agreed" that Mallorca was "not good for a beach and sun holiday", you would tick the fifth column.
- Only one tick per line.
- The centre column is for when you cannot decide between the pair of statements.
- Please WORK QUICKLY. It is important that you register your FIRST REACTIONS.

N.B. Please keep the sheets stapled together and return all sheets of the questionnaire.

If you feel that your opinion of Mallorca has changed because of this holiday could you comment briefly on the changes and the reasons.

Complete the table on your opinions of Mallorca as a holiday destination

	strongly agree	agree	mildly agree	neither	mildly agree	agree	strongly agree	
Good beach and sun holiday								Not good for a beach and sun holiday
Restricted range of sights								Wide variety of sights
People are friendly towards tourists								People are not friendly towards tourist
Feel at ease as a tourist								Feel ill at ease as a tourist
Active holiday								Peaceful holiday
Expensive for a holiday								Cheap for a holiday
Attractive scenery								Unattractive scenery
History and culture are not interesting								Interesting history and culture
Restricted scope for sports and activities								Great scope for activities and sports
Unspoilt by tourism								Spoilt by tourism
Good food and drink								Unappealing food and drink
Poor entertainment nightlife								Good entertainment and nightlife
Unfamiliar culture								Familiar culture

EXAMPLE: a tick in column 2 line 2 would mean that you "agree" Mallorca has "a restricted range of sights".

Complete this table on your opinions of the ENVIRONMENT of Mallorca.

	strongly agree	agree	mildly agree	neither	mildly agree	agree	strongly agree	
Natural								Artificial
Ugly								Beautiful
Empty								Dense
Pleasant								Unpleasant
Drab								Vivid
Interesting								Boring
Dirty								Clean
Quiet								Noisy
Uniform								Contrast
Like								Dislike
Poor								Rich
Ordered								Chaotic
Vertical								Horizontal
Smooth								Rough
Bounded								Open
Fresh								Smelly

EXAMPLE: a tick on column 5 line 1 would mean that you "mildly agree" that the environment of Mallorca was "artificial".

Complete this table on your opinions of the PEOPLE of Mallorca.

	strongly agree	agree	mildly agree	neither	mildly agree	agree	strongly agree	
HONEST								DISHONEST
UNHAPPY								HAPPY
INDUSTRIOUS								LAZY
DIRTY								CLEAN
GENEROUS								STINGY
CUNNING								STRAIGHTFORWARD
PESSIMISTIC								OPTIMISTIC
FRIENDLY								UNFRIENDLY
UNSOPHISTICATED								SOPHISTICATED
INDOLENT								LIVELY
HELPFUL								UNHELPFUL
CLOSED								OPEN
KIND								NOT KIND
RESERVED								UNRESERVED
UNPLEASANT								PLEASANT
PUSHY								YIELDING
VIOLENT								CALM

EXAMPLE: a tick in column 1 line 1 would mean that you "strongly agree" that the people of Mallorca are "honest". LXVII

Appendix 5.1

Appendix on use of video

Trent Polytechnic Nottingham

School of Modern Studies
Director Professor J O'Neill BSc(Eng) CEng

Department of History and Geography
Head R J Fielding BScEcon DipEconPolSci MPhil

Clifton Lane Nottingham NG11 8NS
Telephone (0602) 418248 Telex 377534

Our ref DG/EAS

Your ref

Date 6th July 1987

Dear Sir/Madam,

I am writing to you to invite you to a social evening that is organised by Trent Polytechnic and Horizon Holiday Centres. It is part of a research project being undertaken by the Department of Geography, Trent Polytechnic, into tourist destination decision-making.

The social evening has been organised for people who have chosen Majorca. It is proposed that the social evening should be on Thursday 23rd July from 7.30 to 10 p.m. at a hotel venue in Nottingham city centre, to be arranged. When numbers attending are known, hospitality will be provided along with free complimentary travel gifts. The main purpose of the evening is to view videos of the island and to have small group discussions on your images of Majorca and on the videos.

It is hoped that the evening will prove an enjoyable, interesting experience whilst also valuable for the research project. I would be most grateful if all or some of your party could come.

Whether you are attending or not it would be most helpful if you could complete and return the enclosed questionnaire and reply slip indicating how many of your party will be attending. (Teenagers are included in this invitation, but unfortunately not children).

I would like to write to you again with the final details of the evening as soon as possible so I would be grateful if you would reply within the week so that I can send you an invitation by 15th July.

Thank you for your time and I hope to see you on 23rd July.

Yours sincerely,

DM Gyte.

Doug Gyte,
Research Assistant/Demonstrator.

TRENT POLYTECHNIC DEPARTMENT OF GEOGRAPHY

HOLIDAY QUESTIONNAIRE

(1) NAME.............................. (2) SEX...................
ADDRESS...
(2) AGE GROUP

<21	21-30	31-40	41-50	51-60	>60
____	____	____	____	____	____

(3) IS THIS YOUR FIRST HOLIDAY ABROAD?

Yes ____ No ____

(4) IS THIS YOUR FIRST PACKAGE HOLIDAY?

Yes ____ No ____

(5) IS THIS YOUR FIRST VISIT TO MAJORCA?

Yes ____ No ____

(6) IF No PLEASE STATE HOW MANY PREVIOUS VISITS AND DESTINATIONS
Number of visits to Majorca ____

Destinations in Majorca	Year
....	....
....	....
....	....
....	....
....	....
....	....

(7) WAS MAJORCA YOUR FIRST CHOICE HOLIDAY DESTINATION THIS YEAR?

Yes ____ No ____

(8) IF No PLEASE STATE THE DESTINATIONS YOU WOULD HAVE PREFERRED

....
....
....

(9) HOW WOULD YOU DESCRIBE YOUR HOLIDAY GROUP?

Family with young children	____
Family with teenagers	____
Travelling alone	____
Travelling with adults under thirty	____
Travelling with adults over thirty	____

P.T.O.

Trent Polytechnic Nottingham

School of Modern Studies
Director Professor J O'Neill BSc(Eng) CEng

Department of History and Geography
Head R J Fielding BScEcon DipEconPolSci MPhil

Clifton Lane Nottingham NG11 8NS
Telephone (0602) 418248 Telex 377534

Our ref DG/EAS

Your ref

Date July 1987

In order to help us to organise the numbers attending, please tick the relevant box concerning the convenience of the date.

I / We do not wish to participate. ☐

I / We would like to attend the evening ☐

I / We will not be able to come on Thursday 23rd July. ☐

AND

The number attending will be ☐

Trent Polytechnic Nottingham

School of Modern Studies
Director Professor J O'Neill BSc(Eng) CEng

Department of History and Geography
Head R J Fielding BScEcon DipEconPolSci MPhil
Clifton Lane Nottingham NG11 8NS
Telephone (0602) 418248 Telex 377534

[illegible]

Our ref

Your ref

Date 15 July 1987

Dear Sir or Madam

Thank you for accepting the invitation to the social evening to be held on Thursday 23 July 1987. It will take place at the Horizon Travel Centre, 'Holidays', 20 Long Row, Nottingham, commencing at 7.20 p.m. The first 20 minutes will be for meeting the rest of the group in order to allow for a flexible arrival time, it is planned to commence the evening more formally at 7.40 p.m.

The nearest car parks are at the Victoria Centre and Trinity Square. The evening should finish at around 10.00 p.m.

I look forward to seeing you on the 23 July and thank you again for your cooperation.

Yours faithfully

Douglas Gyte
Research Assistant/Demonstrator

Questionnaire to be sent out with invitation to participate in the study and come to the social evening

Shop interviews with a random sample of clients immediately after booking their holidays

PROPOSALS FOR EVENING/S WITH HORIZON CLIENTS BOOKED FOR MAJORCA AUGUST 1987

PART 1 : IMAGE OF MAJORCA

	time
Introduction on the research and purpose of the evening	10
Brief scaled questionnaire on images of Majorca, Holland and Tunisia	15
View video images of Majorca in the spring and complete questionnaire on their reactions to the video	30
Discussion of the "Images of Majorca" in contrast to their pre-conceptions/ expectations.	20
Break	20

PART 2 : HOLIDAY CHOICE FACTORS

(including role of image of destination)

Introduction to the questionnaires on the factors that affected their choice of holiday and destination	5
Complete questionnaires	5
Discussion in smaller groups of five or six of their choice of Majorca for their holiday, and their use of Holidays/ Horizon through which to book their holiday.	30
Conclusion	10
	145

The purpose of the evening is to investigate in part 1 the clients image of Majorca as a holiday destination and in part 2 the factors that influenced their choice of holiday. The purpose of completing questionnaires and then discussing the topic the questionnaires were testing is that I think that both approaches are useful. The questionnaires provide useful data that can be analysed relatively quickly and for some purposes may be adequate. However with such a complex focus of study as choice of holiday destination it may be that more open ended methods such as discussion groups may provide insights that could not always be anticipated or provided for in more structured approaches such as questionnaires.

HORIZON CLIENTS ATTENDING SOCIAL EVENING 23.7.87

Mr and Mrs Fallows (Julie and Allen)
School Bungalow
Aspley lane
Nottm

Mr and Mrs Law (Paul and Vicki)
98 Broxtowe Lane
Cinderhill
Nottm

Mr and Mrs Pilliner (Mark and Margeret)
12 The Lillypool
Melbourne
Derbys

V R Blunt and B A Wright
62 The Broadway
Duffield

Mr and Mrs Mannering
95 Candle Meadow
Colwick Park
Nottm

Mr and Mrs Crow
49 Haslemere Road
Bobbersmill
Nottm

Miss Bramhall
176 Newmarket Road
Bulwell

Mr and Mrs Alton
Spring Cottage Farm
Horsley Woodhouse
Derby

Plus one other with Mr and Mrs Crow

Discussion Group Themes

In both discussions it would be useful to get some feedback on their reactions to the structured questionnaires and the rating scale. Did they find them easy to use? Did they feel they could give an adequate answer or reaction in this approach compared to the discussion groups.

Discussion 1: before break on the video

Which shots did they find the most suprising and for what reasons?

How did they evaluate the shots for attractiveness? Possibly ask them to look at their sheet and see which they rated best and worst to get things started

Comments on the video: did they find the individual shots too long or short? did they have sufficient time to react and register that on the sheets? Could they have stood watching a few more???

Discussion 2 After break on choice of Majorca for their holiday

Start with a more general discussion of how holidays are decided upon, if a couple is the decision joint or does one take responsibility?

When they get in the travel; agents do they find that their choice of holiday changes due to other factors such as availability. How flexible are they likely to be and which things are they most likely to be willing to change? (i.e. is destination one of the more flexible factors

At what point and how far does image affect their choice ? For example you may ask "You can't have your first choice, you're offered Majorca, Cyprus, Benidorm or Italy....type of question to see if people do have strong positive or negative images of places that would in turn affect their choice.

Finally any comments they may have about the discussion group approach would be useful.

CHOICE FACTORS

OF THE FOLLOWING FACTORS RANK THE FIVE YOU CONSIDER WERE MOST IMPORTANT IN INFLUENCING YOUR CHOICE OF MAJORCA FOR A HOLIDAY (Label the most important 1, the second most important 2 etc..)

COMMENTS
Particularly relating to why you chose Majorca in preference to other possibilities.

ADVICE FROM OTHERS ____

COST ____

ACCOMMODATION ____

DEPARTURE AIRPORT

PREVIOUS EXPERIENCE
FAVOURABLE

THE ATTRACTION
OF MALLORCA ____

DEPARTURE AND RETURN
DATES ____

FACILITIES FOR
CHILDREN ____

CLIMATE ____

BEACHES AND SEA ____

FLIGHT TIMES ____

(Please turn over the page)

VIDEO IMAGES OF MAJORCA

As you view each scene on the video rate each scene for
(a) its attractiveness or unattractiveness to you
(b) whether you find the scene surprising or unsurprising
Do this by rating it on a nine-point scale by entering the number of the statement which most closely describes your reaction. An example is given below.

Rating scale

(a) Attractiveness

(1) very attractive
(2) ↑
(3) I
(4) I
I
(5) Neither attractive or
unattractive
(6) I
(7) I
(8) ↓
(9) very unattractive

You may find it easier to use the
scale this way
Attractive _ Unattractive
Suprising _ Unsuprising

1 2 3 4 5 6 7 8 9

1	2	3	4
Scene	Attraction rating	Suprising Scene	Comments
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			

IMAGES OF MAJORCA VIDEO

NUMBER IN SEQUENCE	LOCATION/SUBJECT
1	PALMA CATHEDRAL
2	EL ARENAL
3	PUERTO SOLLER
4	ANCIENT SETTLEMENT, CALA MURADA
5	H.C.I. TROPICANA, CALA MURADA
6	14TH CENTURY WATCHTOWERS, FELANITX
7	FELANITX
8	PORTO COLOM
9	COASTLINE, CLIFFS
10	CALAS MALLORCA
11	RURAL SCENES
12	PALMA
13	PALMA-SOLLER RAILWAY
14	PALMA NOVA
15	CAMP DE MAR
16	PUERTO DE ANDRAITX
17	S'ARRACCO
18	VALLDEMOSSA: MON STERY
19	PUERTO VALDEMOSSA
20	SAN MARROIG
21	C'AN PASTILLA
22	GARDENS OF ALFABIA
23	SOLLER
24	MOUNTAINS: PUIG MAYOR
25	BINIARITX/FORNALUTZ
26	PORTO CRISTO
27	ALCUDIA: TOWN WALLS
28	ROMAN AMPHITHEATRE , ALCUDIA
29	MURO: LA ALBUFERA
30	PLAYA SES TRENCS

TOURIST LANDSCAPES: CATEGORIES FOR VIDEO IMAGES OF MAJORCA VIDEO

LARGE TOURIST RESORTS	2, 14, 22
MEDIUM/SMALL TOURIST RESORTS	3, 15, 16

TRADITIONAL PLACES

TOURIST ORIENTATED	COASTAL:	3, 26	INLAND:	23
NOT TOURIST ORIENTATED	COASTAL:	19	INLAND:	7, 17

PURPOSE BUILT PLACES

HOLIDAY VILLAGES	5
HOTEL COMPLEX	10

LANDSCAPES

MOUNTAINS		24
AGRICULTURAL LAND		29
RURAL SCENES		11
COASTAL :	CLIFFS	9
	SAND DUNES AND BEACHES	30

TOURIST ATTRACTIONS

HISTORICAL REMAINS	6, 27
ARCHAEOGICAL SITES	4, 28
RELIGIOUS PLACES	1, 18
HOUSES AND GARDENS	20, 22
JOURNEY	13
MOUNTAIN VILLAGES	26

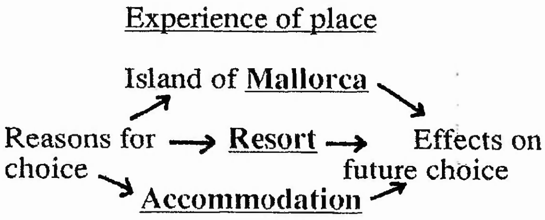
Appendix 5.2 Notes for interviewers

The interviews are designed to gain insights into the following aspects of tourist destination choice:

How is image of destination formed?
What factors influenced choice of Mallorca for a holiday?
What place has image in this decision?
How is experience of place likely to influence future choice?

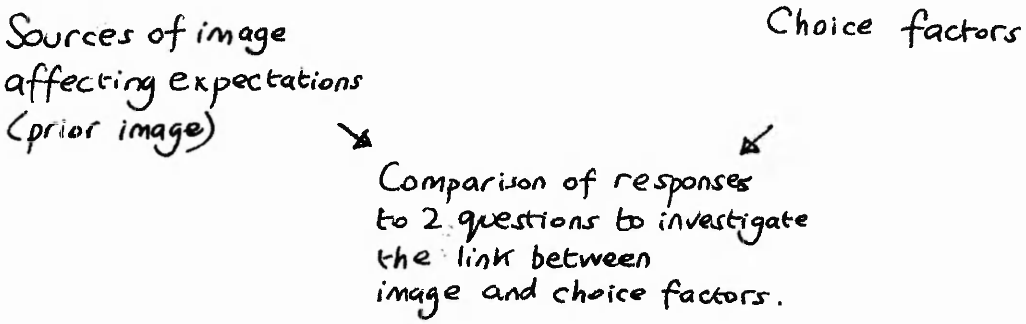
The structure underlying the interview sheets is shown in Figure 1.

Fig 1 Framework for fieldwork research Mallorca Spring 1988.



The three questionnaires 1. Mallorca, 2. Resort, 3. Accommodation include questions that are aimed to shed some light on the three distinct phases of initial choice, experience and effect on future choice. The final two questions are common to all these questionnaires. The aim of these questions can be shown with reference to Figure 2.

Fig 2 Image formation and the role of image in decision-making.


Sources of image affecting expectations (prior image)
Choice factors
Comparison of responses to 2 questions to investigate the link between image and choice factors.

It should be possible to reach some conclusions as to which factors seem most influential in forming images of Mallorca and how the images of Mallorca, its resorts and accommodation are likely to influence destination choice. It should also be possible to see to what extent images of these are moderated or overidden by other external constraints such as cost, availability etc. The intention of the interviews is to gain insights into the above efficiently through 5 to 10 minute interviews with tourists. Some important points need to be made about completion of the attached questionnaire sheets.

Categories.

The overall approach tothe interview should be to use the questions to encourage reflection by the interviewee. They should be presented as open questions in the first instance do not offer the categories, except for specific questions referred to later. The categories in the questions on choice, likes and dislikes about Mallorca, resort or accommodation are for your reference only. In order to speed up completion of each sheet, and to avoid interrupting the flow of the interviews some possible common categories have been suggested. You do not have to use them, there are spaces for you to insert additional categories quickly if required. You may also wish to put a brief comment or quote in the space provided beneath each question. Please do so, the structure is not meant to be a straightjacket or influence your interpretation of the replies into false categories. The whole point is not to anticipate the answers but to have key focal questions related to the structures laid out in Figures 1 and 2 that elicit free responses but result in manageable data for both aggregate analysis or insights into individual choice patterns of tourists.

The only categories you should read out are the excellent to appalling list. In the case of the categories:

NYSR : Next year same resort
NYDR : Next year different resort
FYSR : Few years same resort
FYDR : few years different resort

you should be able to elicit this information by short addditional questions. For example "yes" reponses could be prompted by "next year ?" and "at the same resort ?"

When asking the open questions either with and without categories please do not accept just one answer without probing a little deeper and asking whether anything else might have been important. Note down which response was given first and quickly reading back and check with the interviewee your summary of what they have told you, ask respondents to rank their answers in order of importance.

With reference to the final two questions on the **resort accommodation** and **Mallorca** questionnaires you will have a card that hasa the categories for each question on that should be shown to the interviewee. Encourage them to add to the list should they wish to. Read back their answers and ask them for the question on image formation to rank the three most important influences on their image of Mallorca. Then do the same for the final *choice factors* question. These questionnaires are to be completed at contrasting resorts on the south-west and east coasts.
(Examples of the three questionnaires were attached.)

1. **MALLORCA**

M/F 1 2 3 4 5 6 1 2 3 4 5

Q.1 (a) Was Mallorca your first choice holiday?

Yes ☐ No ☐

(b) (IF NOT) Which places would you have preferred?

1. ______________ 2. ______________ 3. ______________

Q.2 Is this your first visit to Mallorca?

Yes ☐ No ☐

Q.3 What were your main reasons for choosing Mallorca?

Q.4 What have you found most attractive about Mallorca?

Beaches/Sea	___	Good Nightlife	___	Local People	___
Sun/Climate	___	Food/Eating Out	___	Tourists	___
Scenery	___	Sports Activities	___	Relaxing Atmosphere	___
Mountains	___	Railway/Tram	___	Good For Children	___
Towns/Villages	___	Historic Sites	___		___
Countryside	___	Shopping	___		___
Vegetation/Flowers	___	English Spoken	___		___

Q.5 What did you do yesterday?

Q.6 What have you found least attractive about Mallorca?

Noise	___	No Criticisms	___	___
Crowds	___	Other Tourists	___	___
Food	___	Beaches/Sea	___	___
Local People	___	English Spoken	___	___
Traffic/Roads	___	Not Relaxing Atmosphere	___	___

Q.7 On balance, would you describe your holiday as:

Excellent	Very Good	Good	Average	Poor	Very Poor	Appalling
___	___	___	___	___	___	___

Q.8 Would you return to Mallorca again for a holiday?

Yes	Yes	Yes	Yes	Perhaps	Doubtful	Definitely Not
NYSR	NYDR	FYSR	FYDR			
___	___	___	___	___	___	___

Q.9 In what ways do you think your experiences of Mallorca will influence your choice of your next holiday?

Which of the following most influenced your expectations of Mallorca?

1. Travel Agent ____ ____
2. Travel Company brochures ____ ____
3. National Tourist Office brochures ____ ____
4. Travel guides ____ ____
5. Television travel programmes ____ ____
6. Advice of friends or relatives ____ ____
7. Previous holiday experiences ____ ____
8. Newspapers and magazines ____ ____
9. Tour Company videos ____ ____
10. Others (specify) ____ ____

Of those you have selected, could you give the 3 most important:

NOTES

Which of the following affected your choice of Mallorca for this holiday?

1. Suitable accommodation was available ____ ____
2. Resort was attractive ____ ____
3. Mallorca appealed to me ____ ____
4. Travel Agent ____ ____
5. Travel Company brochures ____ ____
6. National Tourist Office brochures ____ ____
7. Travel guides ____ ____
8. Television travel programmes ____ ____
9. Advice of friends or relatives ____ ____
10. Previous holiday experiences ____ ____
11. Newspapers and magazines ____ ____
12. Tour Company video ____ ____
13. Departure airport ____ ____
14. Departure dates ____ ____
15. Tour Operator ____ ____
16. Cost ____ ____
17. Mallorca was a compromise for me ____ ____
18. Anywhere would do with sun and beaches ____ ____
19. Others (specify) ____ ____
20. ____ ____
21. ____ ____
22. ____ ____

2. RESORT

M/F 1 2 3 4 5 6 1 2 3 4 5

Q.1 Are you staying in this resort?

IF NO, go to Mallorca or Accommodation.

Q.2 (a) Is this your first visit to Mallorca?

Yes ☐ No ☐

(b) Is this your first visit to ________ (insert Resort)

Q.3 (a) Was (resort) ____ your first choice resort?

Yes ☐ No ☐

(b) (IF NOT) Which resorts on Mallorca would you have preferred?

1. ________ 2. ________ 3. ________

Q.4 What were your main reasons for choosing ________ for your holiday?

Q.5 What have you liked most about ________?

Beaches/Sea	___	Relaxing Atmosphere	___	Shopping	___
Good Nightlife	___	Good For Children	___		___
Eating Out	___	Other Tourists	___		___
Sports Activities	___	Local People	___		___

Q.6 What have you liked least about ________?

Noise	___	Local People	___		___
Crowds	___	Other Tourists	___		___
Food	___	No Criticisms	___		___

Q.7 On balance, would you describe this resort as:

Excellent	Very Good	Good	Average	Poor	Very Poor	Appalling
___	___	___	___	___	___	___

Q.8 Would you return to Mallorca for a holiday?

Yes	Yes	Yes	Yes	Perhaps	Doubtful	Definitely Not
NYSR	NYDR	FYSR	FYDR			
___	___	___	___	___	___	___

Q.9 In what ways will your experiences of (resort) ________ influence your choice of your next holiday?

Which of the following most influenced your expectations of Mallorca?

1. Travel Agent ____ ____
2. Travel Company brochures ____ ____
3. National Tourist Office brochures ____ ____
4. Travel guides ____ ____
5. Television travel programmes ____ ____
6. Advice of friends or relatives ____ ____
7. Previous holiday experiences ____ ____
8. Newspapers and magazines ____ ____
9. Tour Company videos ____ ____
10. Others (specify) ____ ____

Of those you have selected, could you give the 3 most important:

NOTES

Which of the following affected your choice of Mallorca for this holiday?

1. Suitable accommodation was available ____ ____
2. Resort was attractive ____ ____
3. Mallorca appealed to me ____ ____
4. Travel Agent ____ ____
5. Travel Company brochures ____ ____
6. National Tourist Office brochures ____ ____
7. Travel guides ____ ____
8. Television travel programmes ____ ____
9. Advice of friends or relatives ____ ____
10. Previous holiday experiences ____ ____
11. Newspapers and magazines ____ ____
12. Tour Company video ____ ____
13. Departure airport ____ ____
14. Departure dates ____ ____
15. Tour Operator ____ ____
16. Cost ____ ____
17. Mallorca was a compromise for me ____ ____
18. Anywhere would do with sun and beaches ____ ____
19. Others (specify) ____ ____
20. ____ ____
21. ____ ____
22. ____ ____

3. ACCOMMODATION

M/F 1 2 3 4 5 6 1 2 3 4 5

Q.1 Is this your first visit to Mallorca?

Yes ☐ No ☐

Q.2 What type of accommodation are you staying in?

Self Catering	Hotel HB	Hotel FB	Other
___	___	___	___

Q.3 What have you liked most about your accommodation?

Quiet	___	Freedom/Movement	___	___
Swimming Pool	___	Near To Beach	___	___
Helpful Rep.	___	Surrounding Environment	___	___
Good Food	___	Design/Lay-out	___	___

Q.4 What have you liked least about your accommodation?

Long Way From Beach	___	Furnishings	___	___
Noisy	___	Utilities	___	___
Travel Rep.	___	No Criticisms	___	___
Bad Food	___		___	___

Q.5 On balance, would you describe your accommodation as:

Excellent	Very Good	Good	Average	Poor	Very Poor	Appalling
___	___	___	___	___	___	___

Q.6 Would you return to Mallorca for a holiday?

Yes NYSR	Yes NYDR	Yes FYSR	Yes FYDR	Perhaps	Doubtful	Definitely Not
___	___	___	___	___	___	___

Q.7 In what ways do you think your experiences of your accommodation are likely to influence your choice of your next holiday?

Which of the following most influenced your expectations of Mallorca?

1. Travel Agent ____ ____
2. Travel Company brochures ____ ____
3. National Tourist Office brochures ____ ____
4. Travel guides ____ ____
5. Television travel programmes ____ ____
6. Advice of friends or relatives ____ ____
7. Previous holiday experiences ____ ____
8. Newspapers and magazines ____ ____
9. Tour Company videos ____ ____
10. Others (specify) ____ ____

Of those you have selected, could you give the 3 most important:

NOTES

Which of the following affected your choice of Mallorca for this holid

1. Suitable accommodation was available ____ ____
2. Resort was attractive ____ ____
3. Mallorca appealed to me ____ ____
4. Travel Agent ____ ____
5. Travel Company brochures ____ ____
6. National Tourist Office brochures ____ ____
7. Travel guides ____ ____
8. Television travel programmes ____ ____
9. Advice of friends or relatives ____ ____
10. Previous holiday experiences ____ ____
11. Newspapers and magazines ____ ____
12. Tour Company video ____ ____
13. Departure airport ____ ____
14. Departure dates ____ ____
15. Tour Operator ____ ____
16. Cost ____ ____
17. Mallorca was a compromise for me ____ ____
18. Anywhere would do with sun and beaches ____ ____
19. Others (specify) ____ ____
20. ____ ____
21. ____ ____
22. ____ ____

Columns 3 = strongly agree 2 = agree 1 = mildly agree 0 = neither	3	2	1	0	1	2	3	For each pair of statements tick the box that reflects your views of Mallorca as a holiday destination
Good beach and sun holiday								Not good for a beach and sun holiday
Restricted range of sights								Wide variety of sights
People are friendly towards tourists								People are not friendly towards tourist
Feel at ease as a tourist								Feel ill at ease as a tourist
Active holiday								Peaceful holiday
Expensive for a holiday								Cheap for a holiday
Attractive scenery								Unattractive scenery
History and culture are not interesting								Interesting history and culture
Restricted scope for sports and activities								Great scope for activities and sports
Unspoilt by tourism								Spoilt by tourism
Good food and drink								Unappealing food and drink
Poor entertainment nightlife								Good entertainment and nightlife
Unfamiliar culture								Familiar culture

Resort ______________________

Length of stay ______________

Have you visited other places on the island? Yes ☐ No ☐

Columns 3 = strongly agree 2 = agree 1 = mildly agree 0 = neither	3	2	1	0	1	2	3	For each pair of statements tick the box that reflects your view of this resort
Good beach and sun holiday								Not good for a beach and sun holiday
Restricted range of sights								Wide variety of sights
People are friendly towards tourists								People are not friendly towards tourist
Feel at ease as a tourist								Feel ill at ease as a tourist
Active holiday								Peaceful holiday
Expensive for a holiday								Cheap for a holiday
Attractive scenery								Unattractive scenery
History and culture are not interesting								Interesting history and culture
Restricted scope for sports and activities								Great scope for activities and sports
Unspoilt by tourism								Spoilt by tourism
Good food and drink								Unappealing food and drink
Poor entertainment nightlife								Good entertainment and nightlife
Unfamiliar culture								Familiar culture

DEPARTMENT OF GEOGRAPHY, TRENT POLYTECHNIC, NOTTINGHAM

In the table below, please tick the relevant box which corresponds most closely to your reactions to this scene.

	Extremely	Very	Fairly	Neither	Fairly	Very	Extremely	
Natural								Artificial
Ugly								Beautiful
Empty								Dense
Pleasant								Unpleasant
Drab								Vivid
Interesting								Boring
Dirty								Clean
Quiet								Noisy
Uniform								Contrast
Like								Dislike
Poor								Rich
Ordered								Chaotic
Vertical								Horizontal
Smooth								Rough
Bounded								Open
Fresh								Smelly

Appendix 5.3

Questionnaires for follow-up of Mallorca interviews on intentions of return to Mallorca six months after their holiday and opinion on quality of holiday

Trent Polytechnic Nottingham
School of Modern Studies
Director R Cowell BA PhD

Department of History and Geography
Head R J Fielding BSc(Econ) DipEconPolSci MPhil
Clifton Lane Nottingham NG11 8NS
Tel (0602) 418248 Telex 377534 Polnot G
Fax (0602) 484266

Our ref DMG/DRW
Your ref
Date September 1988
Ext 3274

Dear

You helped me with a questionnaire survey in Mallorca in May 1988. At that time, you agreed that I could contact you again and I am therefore writing to ask you to complete a short follow-up questionnaire. There are two parts to it, the first being the single blue sheet about your holiday in Mallorca. I need a good return rate on this first questionnaire for my studies and I would be grateful if you would complete and return it in the envelope provided.

I would also be grateful if you could take 5 to 10 minutes to complete the other questionnaire I have enclosed. This is about the general impressions you have about a range of possible holiday destinations. It does not matter if you have not visited the places or you feel you do not have any factual knowledge of the places. I am interested in your general feelings and first reactions, i.e. almost a "gut reaction".

I enclose a summary sheet based on part of the questionnaire you completed in Mallorca; should you be interested in further details in future, I would be pleased to send them to you. Thank you for your assistance.

Yours sincerely,

DMGyte

D. M. Gyte
Research Assistant/Demonstrator

P.S. Could you please return the single blue sheet even if you do not wish to complete Questionnaire 2. Thank you.

Encs.

Trent Polytechnic Geography Division.

Questionnaire 1

Was this your first visit abroad ? Yes ___ No ___

Was this your first package tour ? Yes ___ No ___

Was Mallorca your first choice holiday? Yes ___ No ___

Was it your first visit to that resort? Yes ___ No ___

Was the resort your first choice? Yes ___ No ___

Would you describe your holiday in Mallorca as :

Excellent _____

Very good _____

Good _____

Average _____

Poor _____

Very poor _____

Appalling _____

Continued on the other side, please turn over.

Would you return to Mallorca again for a holiday ?

	Your response whilst on holiday is shown below	Would you tick the statement you would agree with today. (Even if your answer remains the same.)
Yes, next year same resort	-----	-----
Yes, next year different resort	-----	-----
Yes, few years same resort	-----	-----
Yes, few years different resort	-----	-----
Perhaps	-----	-----
Doubtful	-----	-----
Definitely not	-----	-----

Could you briefly comment on reasons for any change in your intention to return to Mallorca since you were interviewed in May 1988.

____

____

____

____

____

____

Appendix 6.1: Factors influencing interaction during interviews.

Introduction

Short (1989 p85) points out that

> "In seeking the goal of the objective observer most academic writing is dry, boring, lifeless and dull because it lacks the life blood of personal experience and the presence of a commited 'I'."

The following sections will be written in the first person not because of stylistic laziness but because this is the style that is most effective and direct.

At the outset of the interviews with travel company representatives it was stressed that the subject of interest was Mallorca and how tourists responded to the place. On one level their reactions to Magalluf/ Palma Nova and on another that to the island in general. This was done to put the interviewee at ease as to the purpose of the interview. It was stressed that the interview was in no way to assess individual representatives or companies. It was stressed that they were being interviewed at the end of the season because of potentially unique insights into tourist experience of place that they might offer. After a whole season or in some cases several seasons they should have much to say on the subject that would be invaluable to the research. After conducting a number of interviews I began to feel frustrated because of repetition of similar responses by interviewees. I felt somehow I was not asking the 'right' questions or not probing deep enough and thus failing to discover the 'real' answers that lay beneath the surface of each interview. On reflection I realised several points needed to be considered; these are summarised below.

Interviewer fatigue

By necessity the interviews were conducted intensively over a two week period. The sheer repetition of asking similar questions on the same topic can be boring. feelings of frustration and aimlessness can emerge. However it was also partly dependent on the quality of the relationship between the interviewer and interviewee. I had to ensure each interview was approached in a positive fresh manner. In some instances the interviewee had no real thoughts on some aspects and no amount of probing beneath the surface helped, this had to be accepted and the interview had to be allowed to flow.

Interview breakthrough

An important key for me was the realisation that the feelings of excitement and discovery that I got when I sensed a breakthrough could not be produced consistently. This feeling of breakthrough usually arose when a new theme was opened up by the interviewees' comments or when they expressed a recurrent theme particularly well. The main reason for my feelings of frustration related to 'diminishing returns'.

In the early interviews many new points emerge as the initial structure of responses was built up. In interviews three and four, repetition of views expressed in interviews one and two occurred but still many new points arose. If interviews said elicited no new points this was not failure to discover more new points but replication: the discovery was of consistency within the sample. This insight allowed me to continue to approach each interview in a positive manner. If only a single new point emerged it was likely that at some stage in the interview they would also express some views precisely and more effectively than others may have done.

Interview structure

A feeling of possible failure arose because many interviewees did not always express themselves clearly. I felt that somehow I should be more "in control", yet this was precisely what I was trying to avoid. However I realised that in order to produce insights interviewees had to be allowed to 'think aloud'. It is in the nature of discourse that lines of thoughts are stopped in mid-sentence and started again. I was, after all, asking then to articulate something they had been called upon to think about directly before. I realised that to conduct the interviews effectively I must balance three things:-

(a) Keep in mind the outline structure of the interview I had drawn up to 'keep my bearings'.

(b) Allow the interviewee to explore their own thoughts without interruption.

(c) If respondents' meaning was not clear during the interview, then I must present them with my interpretation of what they had said. This would allow them to rephrase their ideas or change them if my interpretation was inadequate or wrong.

The dynamics of these three main aspects of the interview were not always easy to manage. However the realisation that this type of interviewing, to be effective relies upon a constant balancing of these factors was reassuring. There was no perfect question and answer structure to be achieved There would always be sections that would be more or less productive than others and this would vary between respondents. The aim was to maintain a balance to ensure that the interviewer did not dominate to acquire answers that were expected, or the interviewee to dominate and produce much talk about topics that may be at best of marginal interest to the researcher.

Appendix 6.2

Horizon holiday guide and publicity leaflets

WINTER SUN

HOME FROM HOME

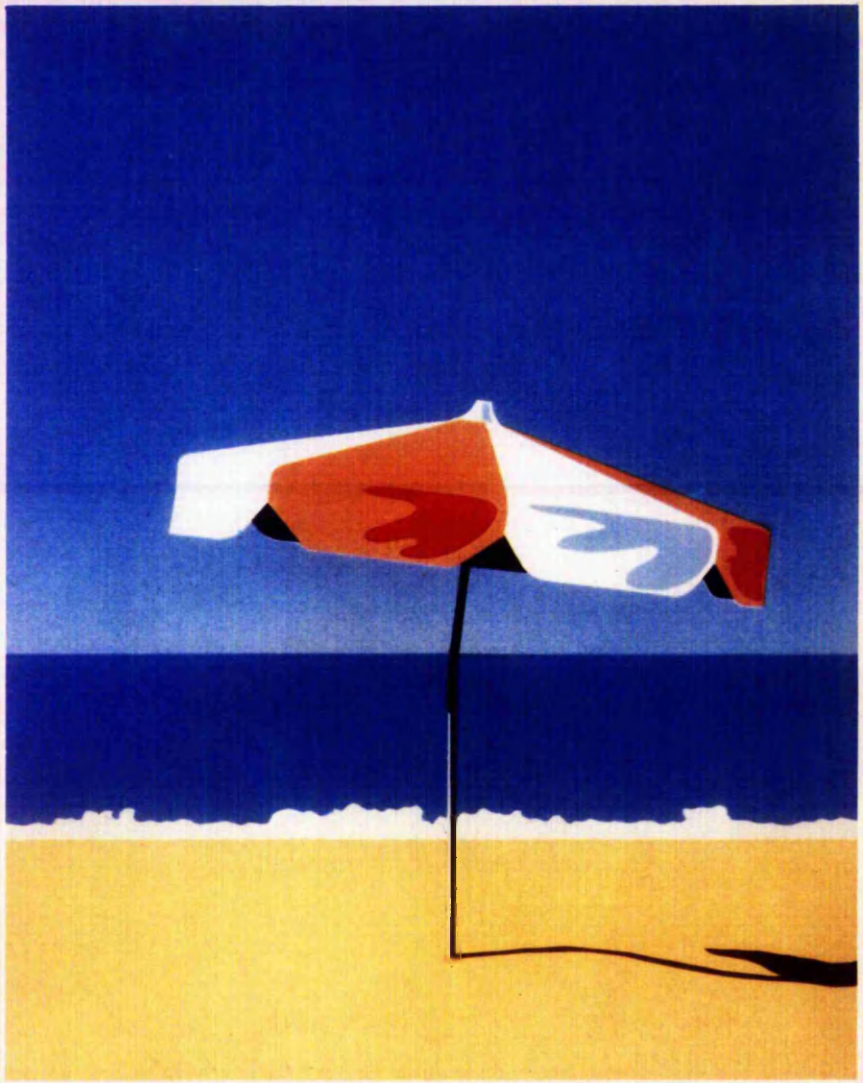
SKI

AIR SAVERS

THERE'S MORE THAN ONE WAY
TO ENJOY AN HORIZON HOLIDAY!

HORIZON

HORIZON



HOLIDAY GUIDE

Welcome to your Horizon holiday. Now is the time to relax and find out what a real holiday is all about.

To help you do that we have pleasure in giving you your personal Horizon holiday guide. It is individually tailored to your resort and to your requirements.

It's packed with facts, so in no time at all you'll feel like one of the locals. Keep it with you wherever you go and use it as a handy wallet. So now there's only one thing you have to remember.

Relax, you're amongst friends.

RENT A CAR
RATES

TARIF VALID FROM 31/3/88 TO 1/11/88

	1 to 3 days	4 to 7 days	+ 8 days	Full Insurance per day
FIESTA - CORSA - RENAULT-5	2.900	2.700	2.500	1.050
PEUGEOT 205 - CORSA 5 CITROEN AX WOLVAGEN POLO	4.000	3.700	3.400	1.050
OPEL "CABRIO"	4.200	3.900	3.600	1.050
OPEL KADETT	4.300	4.000	3.700	1.050
RENAULT 21	6.000	5.500	5.000	1.500
SUZUKI 4 SEATS LAND ROVER 6 SEATS	5.500	5.000	4.500	1.500
MINIBUS 6 SEATS	5.500	5.300	5.100	1.500
MERCEDES-DIESSEL MICRO 9 SEATS	7.500	7.000	6.500	1.700
FORD ESCORT AUTOMATIC	4.300	4.000	3.700	1.200

PLUS V.A.T. 12%

KILOMETRAJE ILIMITADO – KILOMETRAGE ILIMITE

UNLIMITED MILEAGE

GENERAL CONDITIONS AND INFORMATION

Driving licence: Minimun age is 23 years of age. Held a driving licence for at least 2 years.

Delivery and collection: Between 08,00 a.m. and 08,00 p.m.

Extension of Hire: It is most important that the renting station is advised of extension bevond the agreed terminating date so that the Insurance cover is extensed.

Petrol and Fines: At renters expense.

Taxes: All chargers are subject to the corresponding Tax.

PICK UP TIMES OF YOUR COACH

SOUTH

ZONE	EXC. ALL DAY	ES FOGUERO (ONLY SHOW)	B.B.Q. SON AMAR HORIZON PARTY NIGHT	PIRATES	MALLORCA PALACE	BOAT TRIP
PAGUERA	8.30	21.00	19.00	19.30	20.00	8.15
STA. PONSA	8.30	21.00	19.00	19.30	20.00	8.15
MAGALUF	8.45	21.15	19.15	—	20.15	8.20
PALMA NOVA	9.00	21.30	19.30	—	20.30	8.20
CALA MAYOR	9.20	21.45	19.45	19.45	20.45	8.50
PALMA	9.30	21.30	20.00	19.45	20.50	—
C'AN PASTILLA	9.00	21.30	19.30	19.30	21.00	9.00
ARENAL	8.30	22.00	19.00	19.00	21.30	8.30

HOTEL	PICK-UP	HOTEL	PICK-UP
VENECIA	MISSISIPI	SANTA ANA	WINPY
VILLAFONT	LOS ALMENDROS	CONDEMAR FERRARI	H. NIXE PALACE
SORRENTO DELFIN PLAYA	DOWNSTAIRS	VICTORIA APTOS	H. PALAS ATENEA
PALM BEACH GRAN MALLORCA CESAR	PEPE'S BAR		

VIAJES INDALO. S.A.

DEAR GUEST, THE FOLLOWING ARE THE EXCURSIONS WE HAVE ORGANISED FOR YOU!... HAVE FUN

DAY	EXCURSIONS	PESETAS		SOUTH		
MONDAY	CAVES OF DRACH AND SAFARI The beauty and the beast of the east	3.510				
	HORIZON SAIL-AWAY 'Cruise' n'Snooze, eat and be merry. FUN FOR ALL.	3.400				
TUESDAY	ORANGE GROVES Need we say more?	2.950				
	The Es FOGUERO SHOW A marvellous night out.	3.535				
WEDNESDAY	EASTERN PROMISE The Jewels of the east coast	1.650				
	BBQ SON AMAR What you would expect and MORE from this fun filled night	3.775				
	PIRATES ADVENTURE Do you dare miss it? Fun for ALL the family!	3.880				
THURSDAY	THE BEAUTIFUL NORTH AND THE MARKET OF INCA.	1.650				
	MALLORCA PALACE 'SUPREME NIGHT OUT'!	2.300				
FRIDAY	EASTERN PROMISE	1.650				
	HORIZON'S SUMMER NIGHTS Your reps, food, wine and of course a 'LORRA-LORRA-LAUGHS'!!!!!	2.950				
SATURDAY	FLEA MARKET AND AGUACITY The best buys and best fun.	2.600				
	DELFINARIUM (HALF DAY) Come on kids, leave Mum and Dad, and come with us for a great time.	2.000				
SUNDAY	PUEBLORAMA (HALF DAY) The magic villages you are not to miss during your stay here in Mallorca.	1.200				
	The SON AMAR SHOW	2.650				

INFORMATION

ALL EXCURSIONS MUST BE BOOKED AT THE 'GUESTOGETHER' to guarantee your seat, or see your representative at your earliest convenience.

OF COURSE, YOU CAN PAY WITH CREDIT CARDS, OR PESETAS.

EVERY DAY - Without Coach - AQUA CITY 1.250
EVERY DAY - Without Coach - AGUAPARK 1.100

TRANSPORT SUPPLEMENTS: Portals Nous, P. Nova,
Magalluf 100 pts.
Paguera 110 pts.

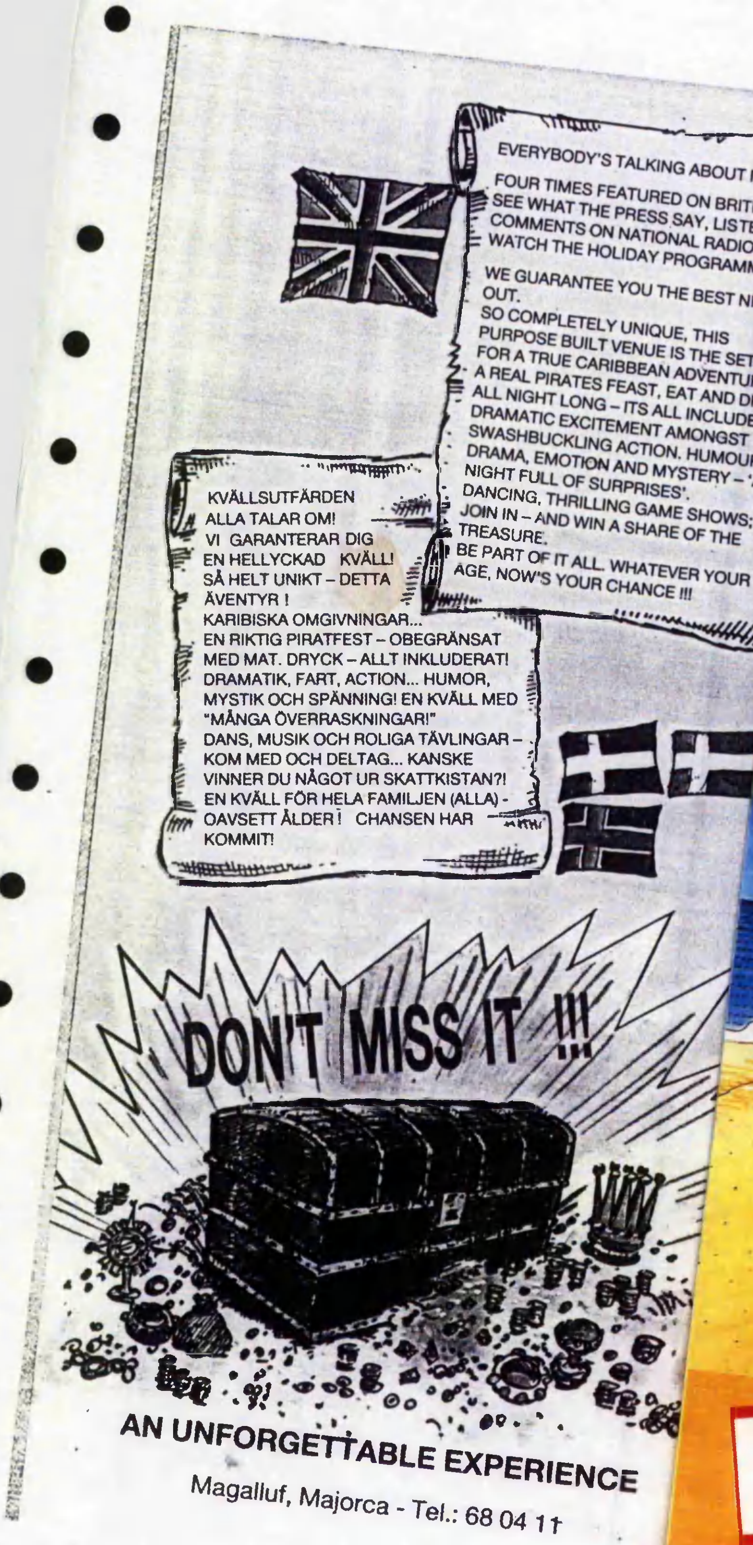
Rent a Car Service Information

HORIZON

Sunflight

wings

OSL



EVERYBODY'S TALKING ABOUT IT...

FOUR TIMES FEATURED ON BRITISH T.V. SEE WHAT THE PRESS SAY, LISTEN TO COMMENTS ON NATIONAL RADIO, WATCH THE HOLIDAY PROGRAMMES.

WE GUARANTEE YOU THE BEST NIGHT OUT.

SO COMPLETELY UNIQUE, THIS PURPOSE BUILT VENUE IS THE SETTING FOR A TRUE CARIBBEAN ADVENTURE.

A REAL PIRATES FEAST, EAT AND DRINK ALL NIGHT LONG – ITS ALL INCLUDED!!

DRAMATIC EXCITEMENT AMONGST SWASHBUCKLING ACTION. HUMOUR, DRAMA, EMOTION AND MYSTERY – 'A NIGHT FULL OF SURPRISES'.

DANCING, THRILLING GAME SHOWS; JOIN IN – AND WIN A SHARE OF THE TREASURE.

BE PART OF IT ALL. WHATEVER YOUR AGE, NOW'S YOUR CHANCE !!!

KVÄLLSUTFÄRDEN ALLA TALAR OM!

VI GARANTERAR DIG EN HELLYCKAD KVÄLL!

SÅ HELT UNIKT – DETTA ÄVENTYR ! KARIBISKA OMGIVNINGAR...

EN RIKTIG PIRATFEST – OBEGRÄNSAT MED MAT. DRYCK – ALLT INKLUDERAT!

DRAMATIK, FART, ACTION... HUMOR, MYSTIK OCH SPÄNNING! EN KVÄLL MED "MÅNGA ÖVERRASKNINGAR!"

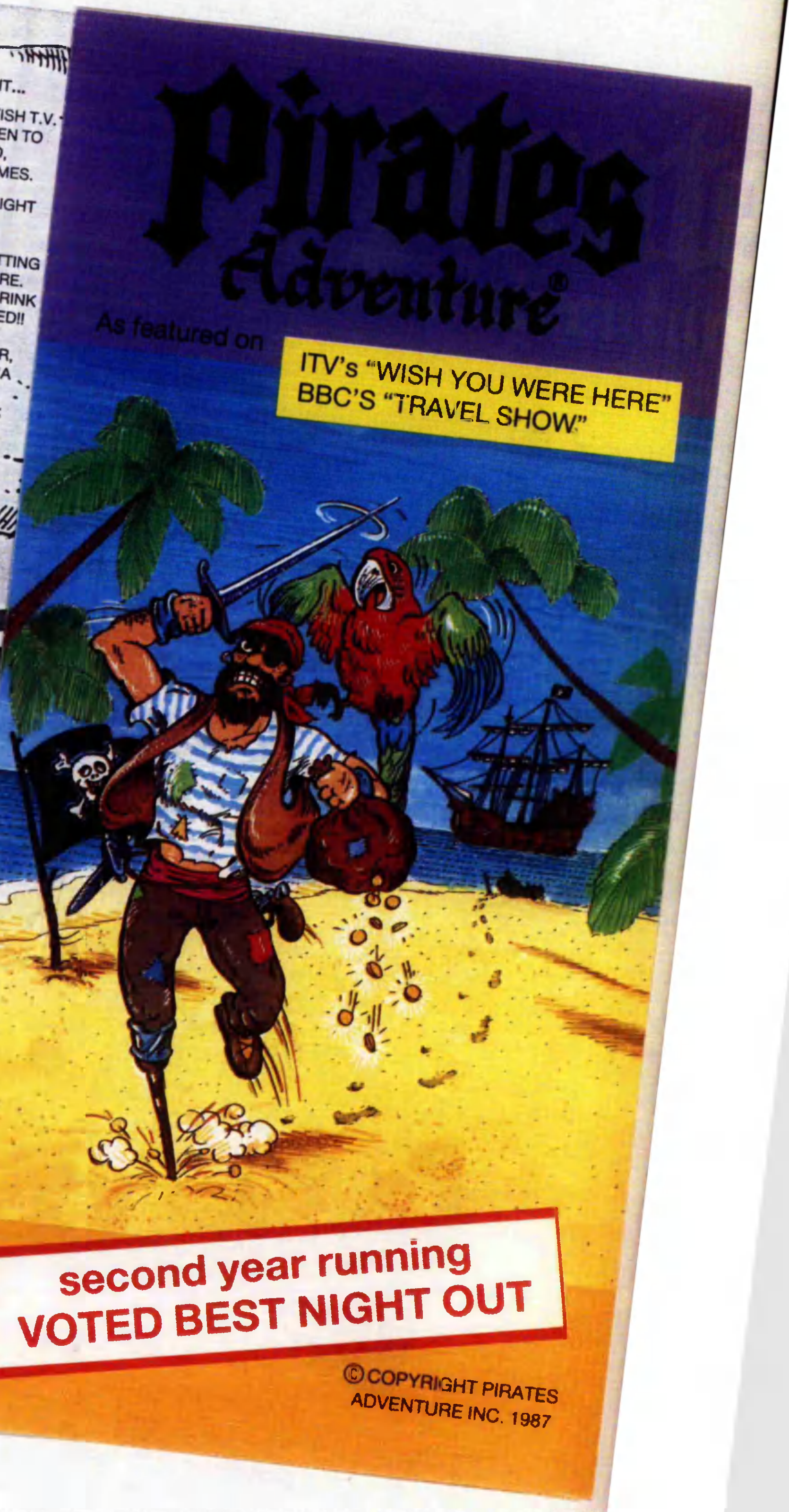
DANS, MUSIK OCH ROLIGA TÄVLINGAR – KOM MED OCH DELTAG... KANSKE VINNER DU NÅGOT UR SKATTKISTAN?!

EN KVÄLL FÖR HELA FAMILJEN (ALLA) - OAVSETT ÅLDER ! CHANSEN HAR KOMMIT!

DON'T MISS IT !!!

AN UNFORGETTABLE EXPERIENCE

Magalluf, Majorca - Tel.: 68 04 11



Pirates Adventure®

As featured on

ITV's "WISH YOU WERE HERE"
BBC'S "TRAVEL SHOW"

second year running
VOTED BEST NIGHT OUT

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Tour Operators comments

"IT'S THE BEST!"

"IT'S QUITE SIMPLY A BRILLIANT NIGHT OUT!"

"IT HAS A UNIQUE BLEND OF ORIGINALITY, FUN AND ENTERTAINMENT."

"IT'S BRILLIANT FOR EVERYONE, AND THE BEST PLACE ON THE ISLAND!"

"IT TURNS A DREAM OF A CARRIBEAN ISLAND INTO REALITY – ENTERTAINMENT VALUE 100%"

"THERE'S SOMETHING FOR EVERYONE"

"FOR ACTION, LAUGHS, FUN GALORE, THE PIRATES ADVENTURE HAS ALL THIS AND MORE!!"

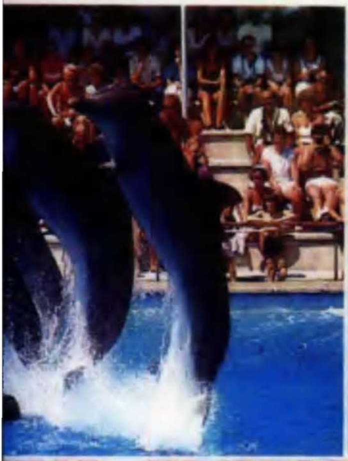
"IT'S A TASTE OF SOUTH PACIFIC PARADISE FOR US ALL."

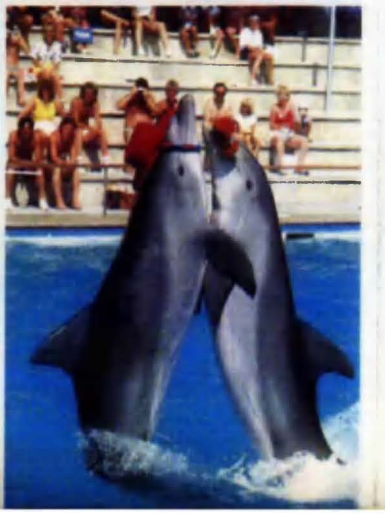
"IT MAKES A GOOD HOLIDAY – BRILLIANT"

"I GUARANTEE THAT EVERY FACE LEAVING IS A HAPPY FACE."

"THE 'PIRATES' MAKE SURE YOU HAVE A NIGHT OF SURPRISES YOU'LL NEVER FORGET."

EXPERIENCE
A NIGHT FULL OF SURPRISES !!!





MENORES DE 3 AÑOS
UNDER 3 YEARS
UNTER 3 JAHREN
MOINS DE 3 ANS
MENO DI 3 ANNI

GRATIS FREE FREI
GRATUIT GRATUITO

PRECIO ESPECIAL PARA NIÑOS DE 3 A 12 AÑOS.
SPECIAL PRICE FOR CHILDREN FROM 3 TO 12.
SPEZIALPREIS FÜR KINDER VON 3 BIS 12 JAHREN.
PRIX SPÉCIAL POUR ENFANTS DE 3 À 12 ANS.
PREZZO SPECIALE PER BAMBINI DA 3 A 12 ANNI.

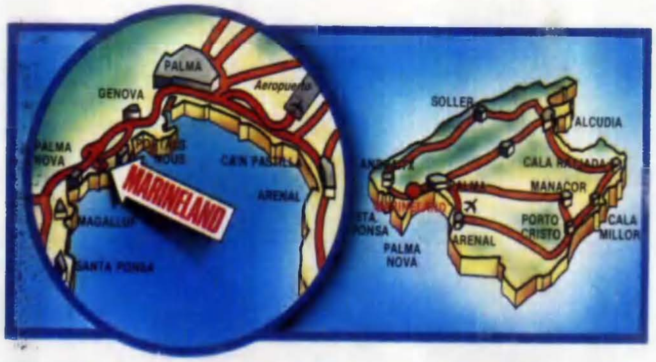
5 minutos en autobús de Palma Nova. 10 minutos en autobús de Palma. Aparcamiento gratis. Servicio Taxi. **Pregúnte en la recepción de su hotel**

5 minutes by bus from Palma Nova. 10 minutes by bus from Palma. Free parking. Taxi Service. **Ask at your hotel reception**

5 Busminuten von Palma Nova. 10 Busminuten von Palma. Gebührenfreie Parkplätze. Taxis. **Fragen Sie an ihrer Hotelrezeption**

A 5 minutes de Palma Nova en autobus. A 10 minutes de Palma en autobus. Parking gratuit. Service de Taxi. **Information à la reception de votre hotel**

Cinque minuti in autobus da Palma Nova - Dieci minuti da Palma - Parking gratuito - Servizio taxi. **Informazione presso recezione**



MARINELAND

Costa d'en Blanes
Tel: (971) 67 51 25 - 67 51 26
Costa de Calviá - Mallorca

MARINELAND
MALLORCA

Miembro del grupo Pleasurama

MARINELAND

Multitud de atracciones.

Delfines, Leones Marinos, Circo de Papagayos, Buceadores de Perlas de la Polinesia, Casa Tropical, Mini Zoo, Parque Infantil, Cafetería, Zona de Picnic, Barbacoa y Playa.

Multitude of Attractions.

Dolphin, Sea Lion and Parrot Shows, Polynesian Pearl Divers, Tropical House, Mini-Zoo, Children's Playground, Cafeteria, Picnic Area, Barbecue and Beach.

Eine Vielzahl an Anziehungspunkten.

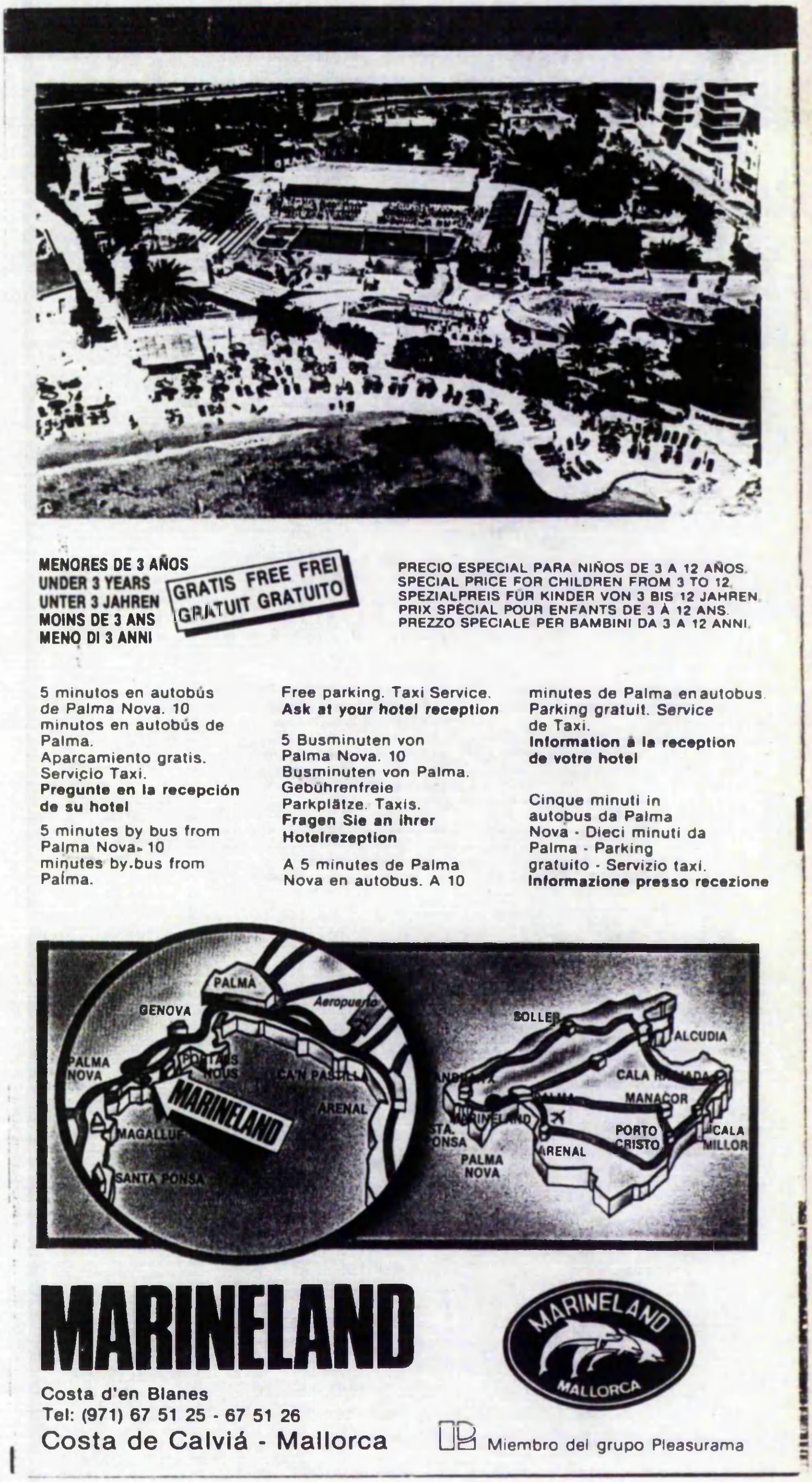
Delphin-, Seelöwen- und Papagaienshows, Polynesische Perlentaucher, Tropisches Haus, Mini-Zoo, Kinderspielplatz, Kaffee und Picknickplatz, Berbecue und Strand.

Une multitude d'attractions.

Spectacle de Dauphins, Lions de Mer et Perroquets, Plongeurs de Perles Polynésiens, Maison Tropicale, Mini-Zoo, Aire de Jeux pour les enfants, Cafétéria et Aire pour Pique-nique, Barbecue et Plage.

Innumerevoli Attrazioni.

Delfini, Leoni Marini, Circo di Pappagalli, Pescatrice Subacquea di Perle della Polinesia, Casa Tropicale, Mini-Zoo, Parco infantile, Bar, Cafeteria, Zona per Picnic, Barbecue e Spiaggia.



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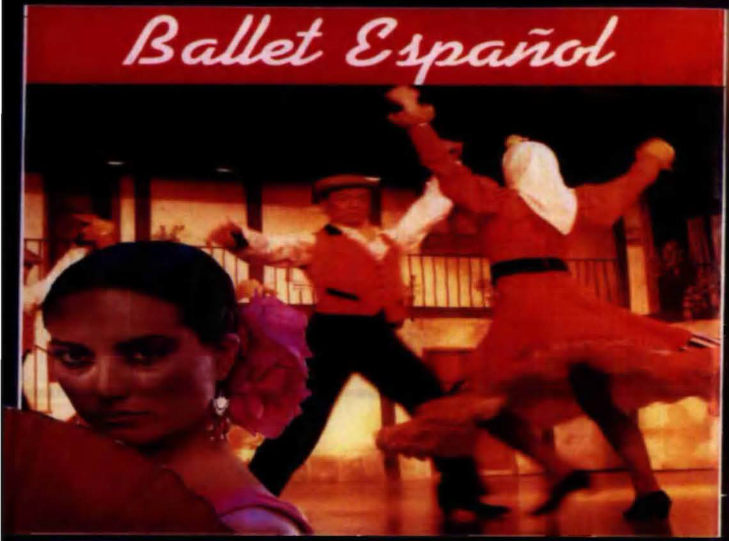

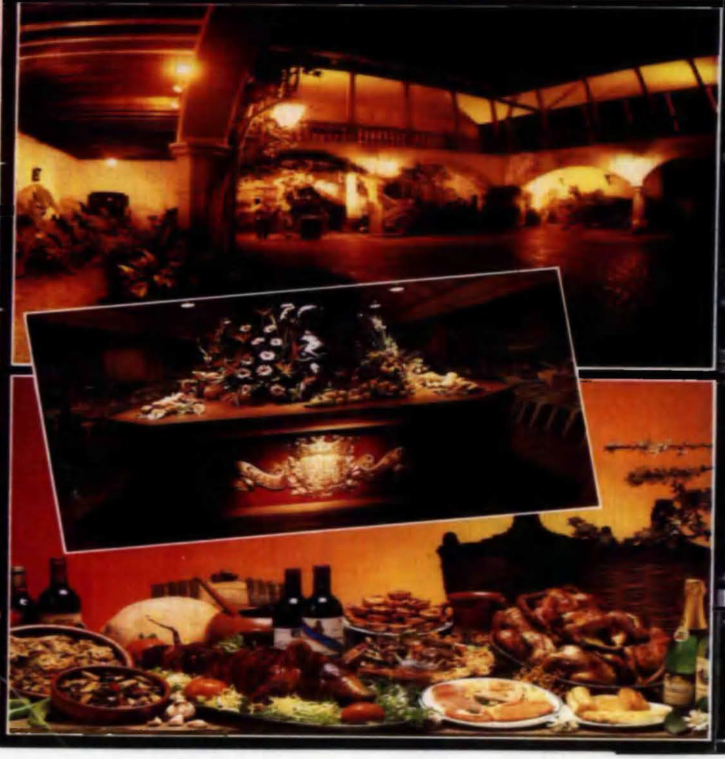

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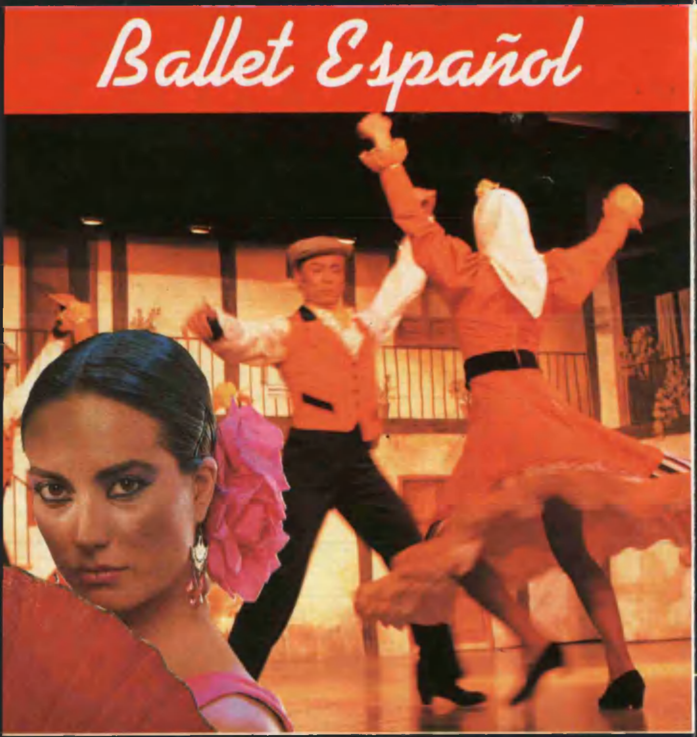
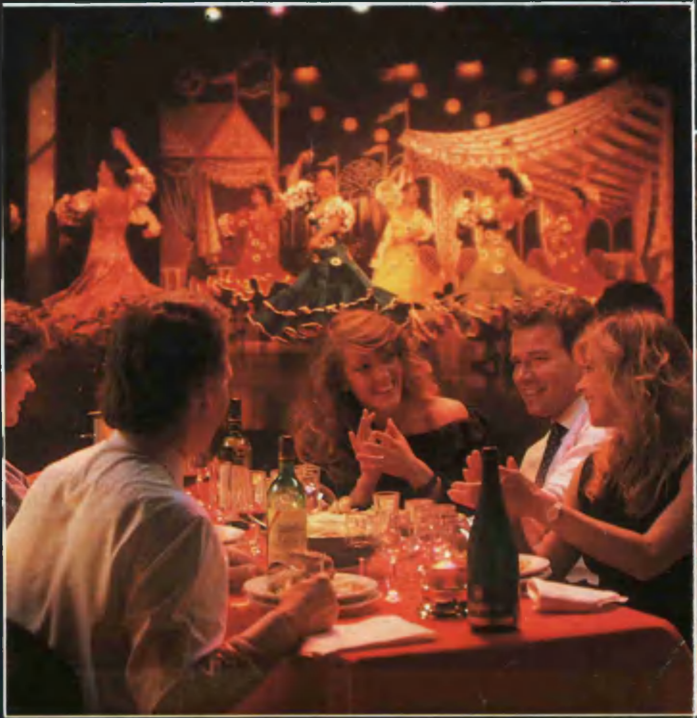
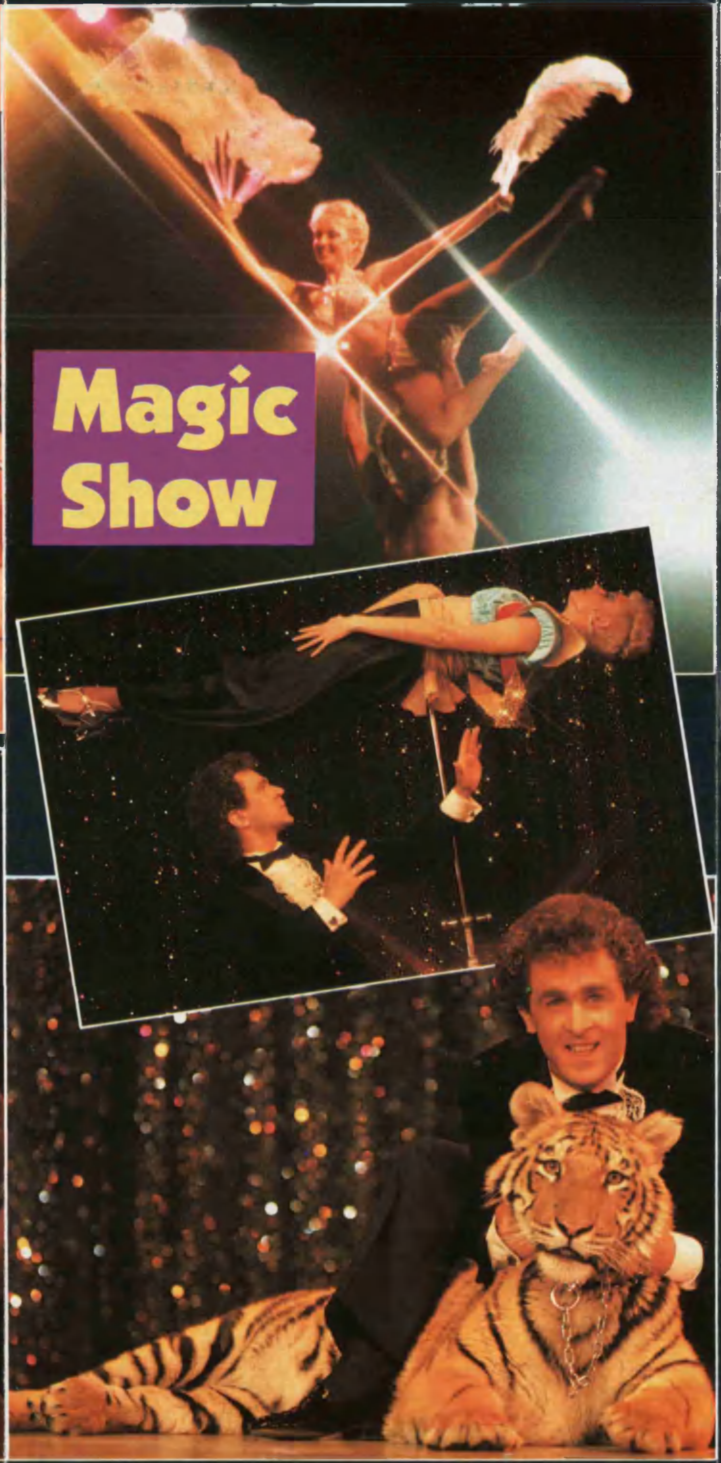
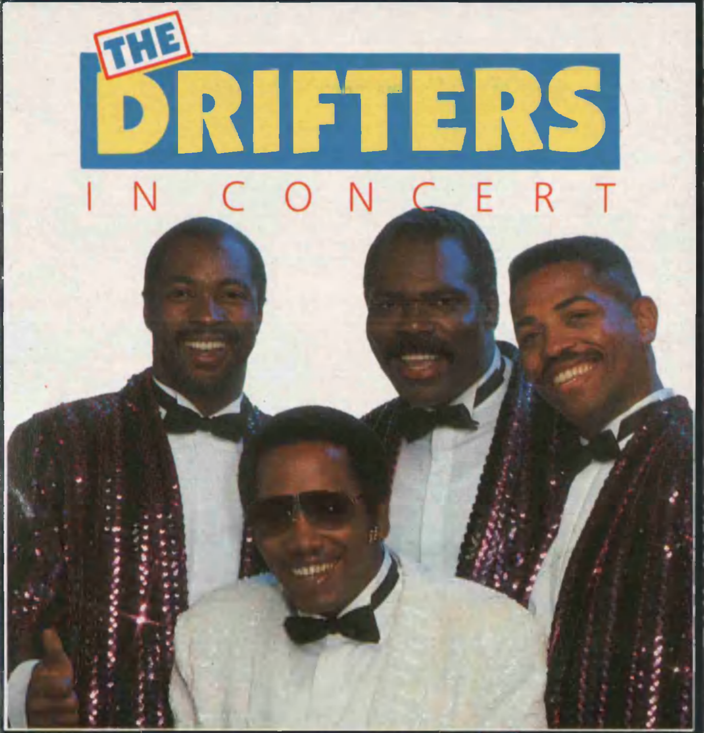

Ballet Español

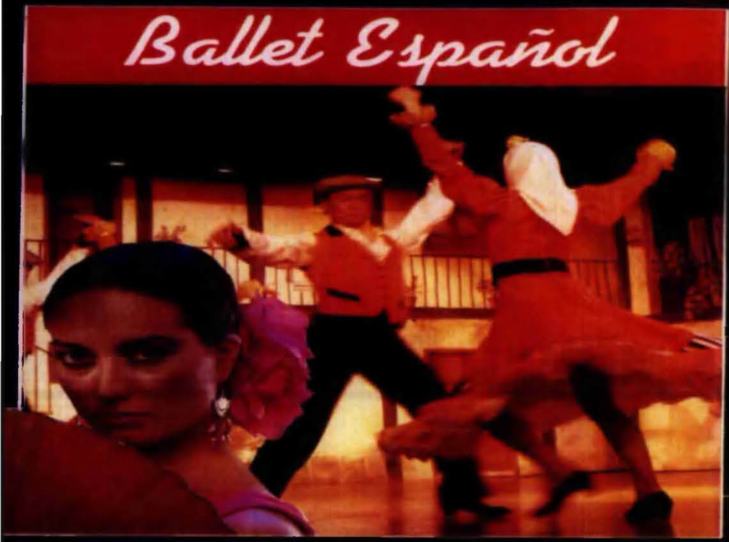



Magic
Show


THE
DRIFTERS
IN CONCERT

The Gibson
BROTHERS
A partir
1 Junio

son amar
Fiesta



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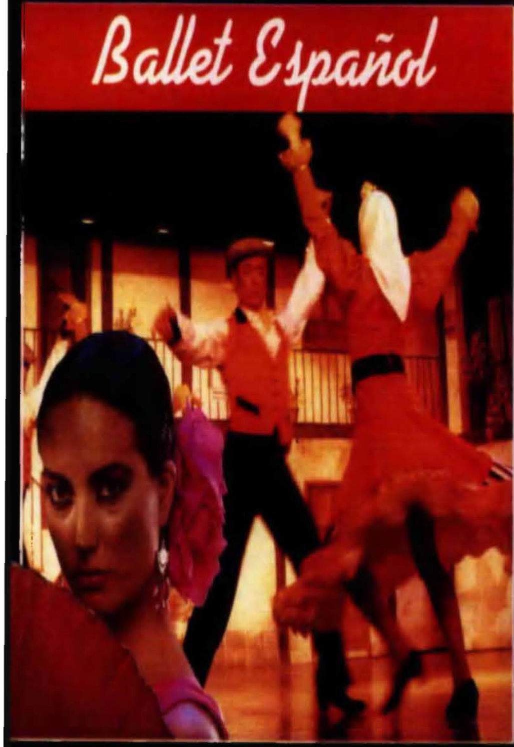
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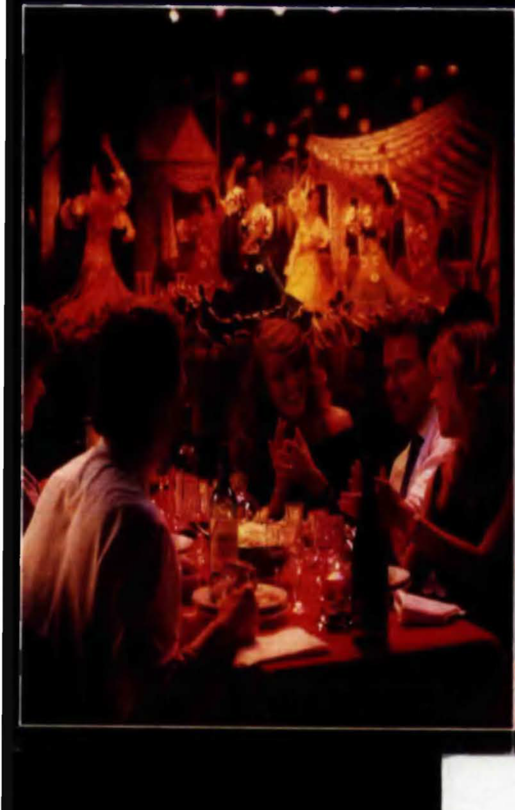
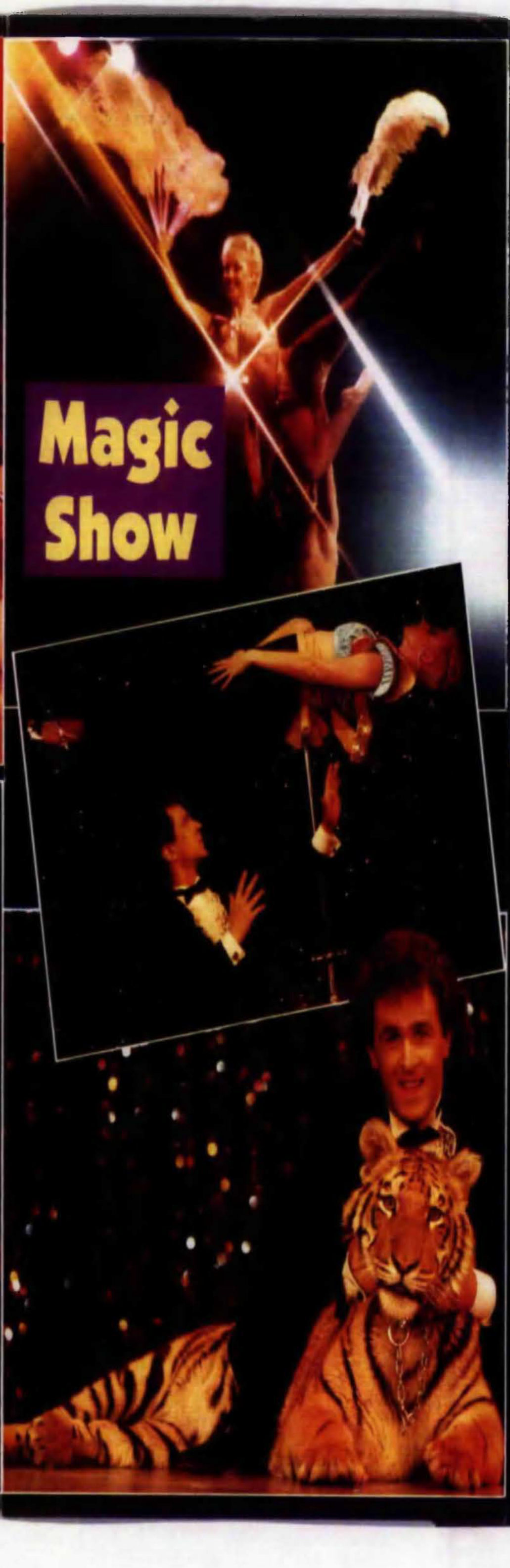
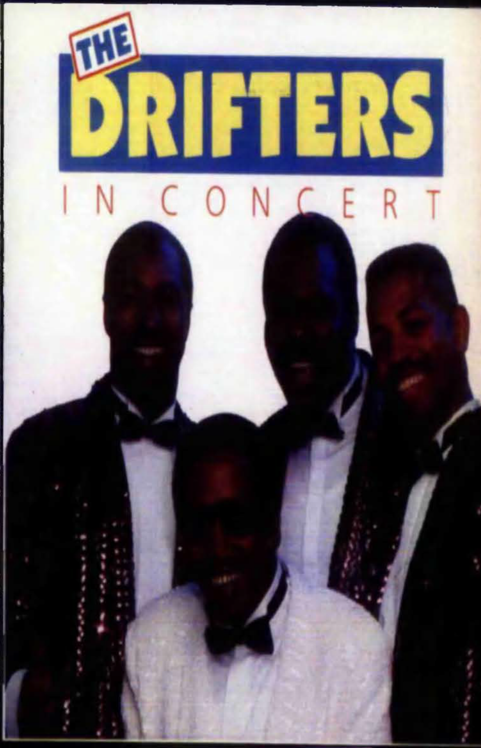
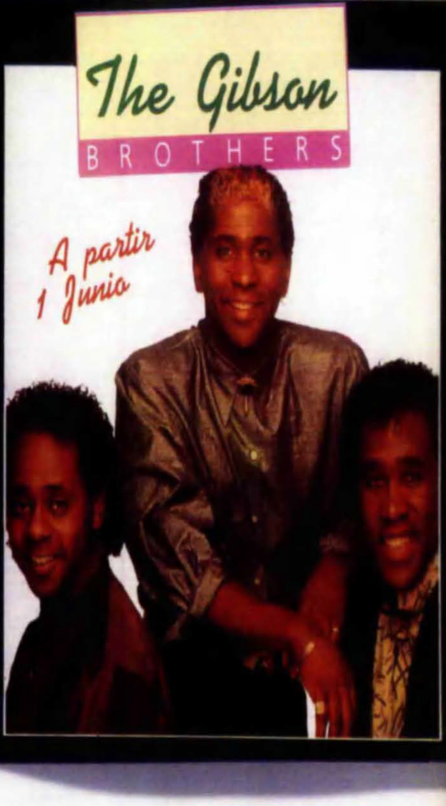



Magic Show


THE DRIFTERS
IN CONCERT


The Gibson BROTHERS
A partir 1 Junio

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Mallorca
sera siempre un Sueño.
it will always be a Dream.
wird immer ein Traum sein.
sempre sarà un Sogno.
sera toujours un Rêve.
is altijd een Dröm.
skall alltid förbli en Dröm.
Unelma, mihin palaat aina uudelleen.
FORMENTOR
MAGALUF
CALA MESQUIDA
CALA D'OR
53705
Conselleria de Turisme

Mallorca

FOMENTO DEL TURISMO

MALLORCA NORTH AND INCA MARKET

Inca is famous above all for it's leather, goods, and here you will have a chance to look around not only one of the shoe factories, but also to explore the market, always rememberting to try your hand at bartering before you buy! Travelling North, lunchtime is spent in the Port of Pollensa, an elegant resort surrounded by mountains. In the afternoon we visit the secluded haunt of many a celebrity. A beautiful cove with it's own five star hotel, set among the pine trees. You can, if you wish, approach this beautiful place by catching the boat from Pollensa. Alternatively, there are breathatking views from the lookout point Mirador des Colomer, on the road to Formentor. Either way you'll enjoy the sunbathing when you get there.

PALMA · SHOPPING · AQUACITY

Catching sight of the Bay of Palma for the first time you'll understand why it's nicknamed the Mediterranean Balcony. The old Roman walls: the Gothic: Cathedral; quaint quaysides laden with fish; yacht clubs full of luxurious boats; imposing hotels; bars and cafes; all mingle together to give Palma seafront it's own distinctive flavour. And just a few minutes away, Jaime III street with it's exclusive shops and the winding alleyways of the commercial centre, Via Sindicato, where you'll find many a bargain. From Galerias Preciados, the big departement store, to El Mercadillo, the Flea Market, from a look round the Cathedral to a walk in the Park or the Sea, you'll find plenty to occupy your time on this excursión.

Enjoy the memory of your holidays, and share your holiday experiences with your friends. Hire a video camera and take home with you a copy video taped on the system of your choice. You will not regret it. A picture is worth a thousand words.

ORANGE GROVES AND TRAIN

Easily Mallorca's most dramatic scenery. From Palma we trundle through rugged mountain ranges on Mallorca's Orient Express to Soller, on the West Coast, once there travel on down through the valley of the oranges to the Port of Soller, where we have plenty of time to explore the picturesque harbour - have lunch or just soak up the sun. Homeward bound we stop for tea (on the house) in Valldemosa, the village which inspired some of Chopin's most beautiful music. Finally we pass through lovely Deya, haven of many a retired British expatriate.
A day well spent, seecing a Mallorca that you didn't know existed.

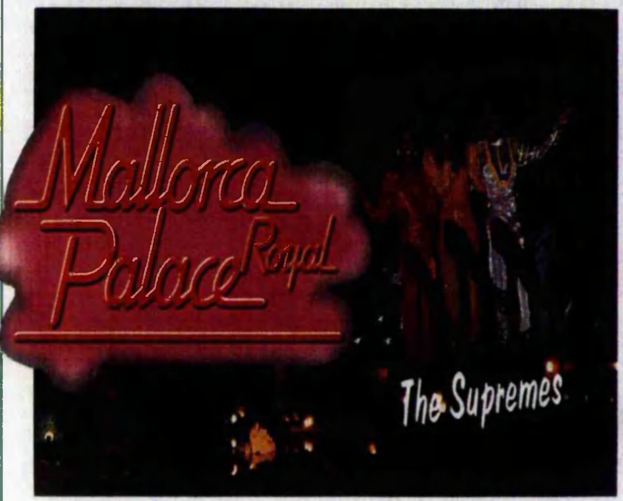
MALLORCA EAST

Take the high road to the town of Manacor, the centre of Mallorca's most important industry, the artificial pearls. Vist the internationally famous pearl factory, Majorica, and their showrooms, before going to the ceramic and olive wood shop for more browsing for the unusual. Top it off with some free liqueur tasting: just make sure you remember the coach number!
From there it's on the the quaint fishing village of Porto Cristo, where Mallorca's most famous attraction is located the Caves of Drach. Visit them, should you wish, or you may prefer to explore the village or just take advantage of its' lovely beach.

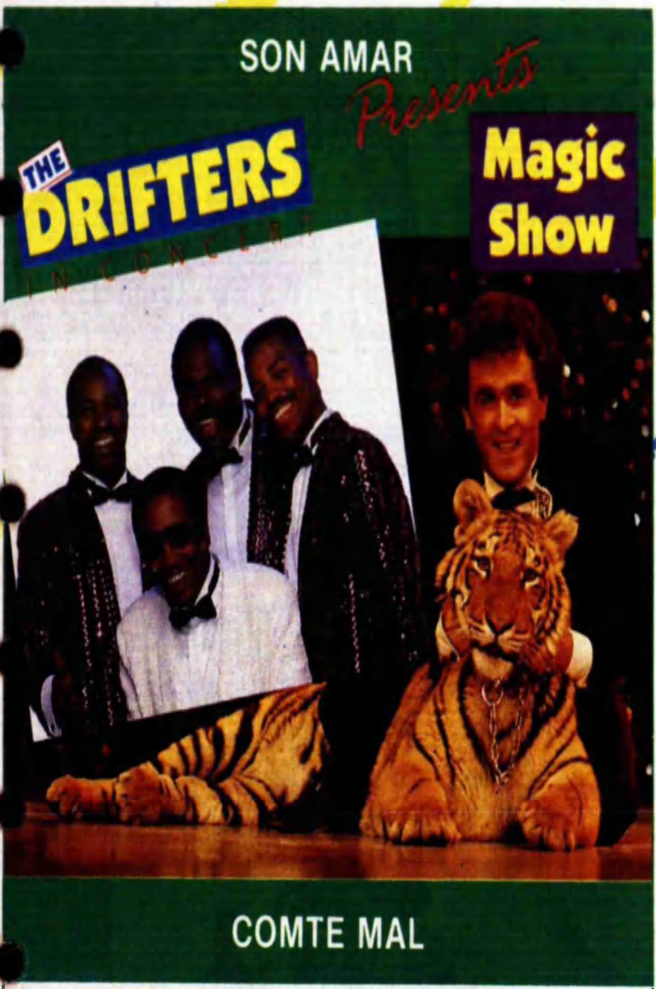
PIRATES ADVENTURES

Imagine yourself in a magical Caribbean island, back in those swashbuckling days, when feared and famous pirates terrorized the seven seas in their quest for gold and treassure. Feast in true pirate splendour beside the shipwrecked *Hispaniola* with scrumptious food. Make merry with bountiful wines and buccaneer punches served throughout the night by native wenches. Esperience the excitement of ferocious battles as the fearless French pirate Laffitte and his men try to steal from the gallant Captain Drake Her Majesty's magnificent jewelled crown and treasure...
A treasure YOU COULD SHARE.

MALLORCA PALACE



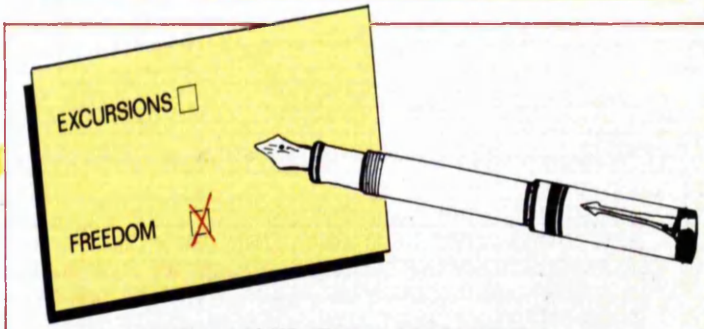
Special Night
for Special People



A night and an age to remember. Come back with us 400 years to the mansion of Comte Mal. See the best Spanish knights jousting with each other on foot and on horseback. A group of folklore dancers will entertain you and you will delight in the music from instruments of days gone by. Have dinner in the Count's Banqueting Hall, as people did four centuries ago. This is a night of jousting as you have never seen before in Spain in the twentieth century. Imagine yourself transported back to those days, full or colour. The evening finishes by returning to the twentieth century and dancing to the Compte Mal band, and to top the evening,.a performance by an Hawaiian Ballet.

through all the year. Taking these two components into account, temperature and humidity, together they produce the sensation of well-being in the human body. These islands have been classified zones of maximum comfort in the summer months and zones of maximum efficiency in the remaining ones. There are about 300 sunny days a year, and the average hours of sunshine per day are about five hours in the winter and more than ten in the summer months. The sea is of purest blue, and of an incomparable transparency. The most pleasant temperatures can be found all along these coasts.

The dominant winds are SW and the average annual pressure is 758.7 millimetres of mercury.



WE HAVE THE ANSWER... CAR HIRE!!

BY HIRING A CAR YOU ARE TOTALLY AT LIBERTY TO COME AND GO AS YOU PLEASE, FREE TO DISCOVER MALLORCA HOWEVER YOU MAY WISH, VISIT SMALL COVES, SECLUDED BEACHES, ETC. TO MAKE SURE THAT YOU ARE SATISFIED WITH THE SERVICE WE HAVE SELECTED FOR YOUR USE HIPER RENT A CAR. THIS CHOICE WAS MADE NOT ONLY BECAUSE OF THEIR WIDE SELECTION OF VEHICLES ON OFFER, RANGING FROM LUXURY AIR CONDITIONED MODELS AUTOMATICS CARS AND NINE SEATER MICROBUSES TO OPEN TOPS AND JEEPS, BUT ALSO BECAUSE OF THE EXTENSIVE NETWORK OF SERVICE CENTRES LOCATED ON VARIOUS PARTS OF THE ISLAND. HERE CLIENTS WILL BE ATTENDED TO PROMPTLY IN THE EVENT OF A PROBLEM OCCURING. SOMETHING WE FEEL IMPROBABLE AS THE VEHICLES ON HIRE HAVE A VERY LOW KILOMETRE READING AND BESIDES, AT THE END OF EACH LOAN EACH VEHICLE UNDERGOES A RIGOROUS SERVICE. IT IS A CERTAIN FACT THAT YOU WILL SEE «OFFERS» WHICH AT FIRST SIGHT SEEM CHEAPER THAN HIPER RENT A CAR CONDITIONS. BUT YOU SHOULD NOT BE TAKEN IN AS PROBLEMS WILL ARISE WHEN YOU COME TO RETURN THE CAR, OR SHOULD YOU BE UNFORTUNATE ENOUGH TO SUFFER AN ACCIDENT OR BREAKDOWN. THIS IS WHEN YOUR RENTAL WILL WORK OUT MORE EXPENSIVE AND COULD RESULT IN YOUR LOSING A DAY OF YOUR PRECIOUS HOLIDAY. AS A RESULT OF THE AFORE-MENTIONED WE HAVE PLACED OUR TRUST IN HIPER. THEIR RATES ARE FAIR, THEY OFFER A COMPLETE SERVICE AND FULLY COMPREHENSIVE INSURANCE. HIPER IS A COMPANY WHICH, FOR THE PAST TWENTY YEARS HAS HAD THE MOTTO «THE BEST SERVICE AT THE BEST PRICE».

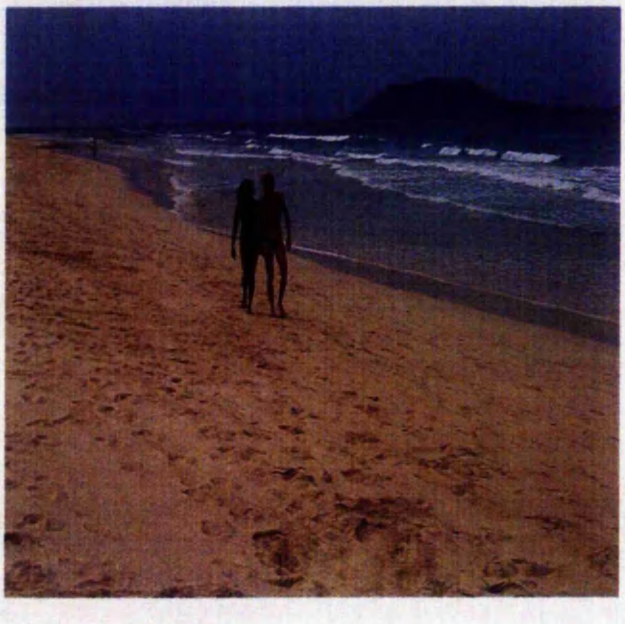
you out of trouble:

- Do not forget to drive on the right-hand side of the road.
- Always give way to traffic from the right.
- If your car has seat belts you must wear them. The penalty for not doing so it is expensive.
- Beware of hidden perils, horse-drawn carts, farm animals, etc.
- Drive with extra care through villages.
- Police are strict with traffic offenders and fines can be demanded on the spot.
- Always carry your driving licence and car hire contract.

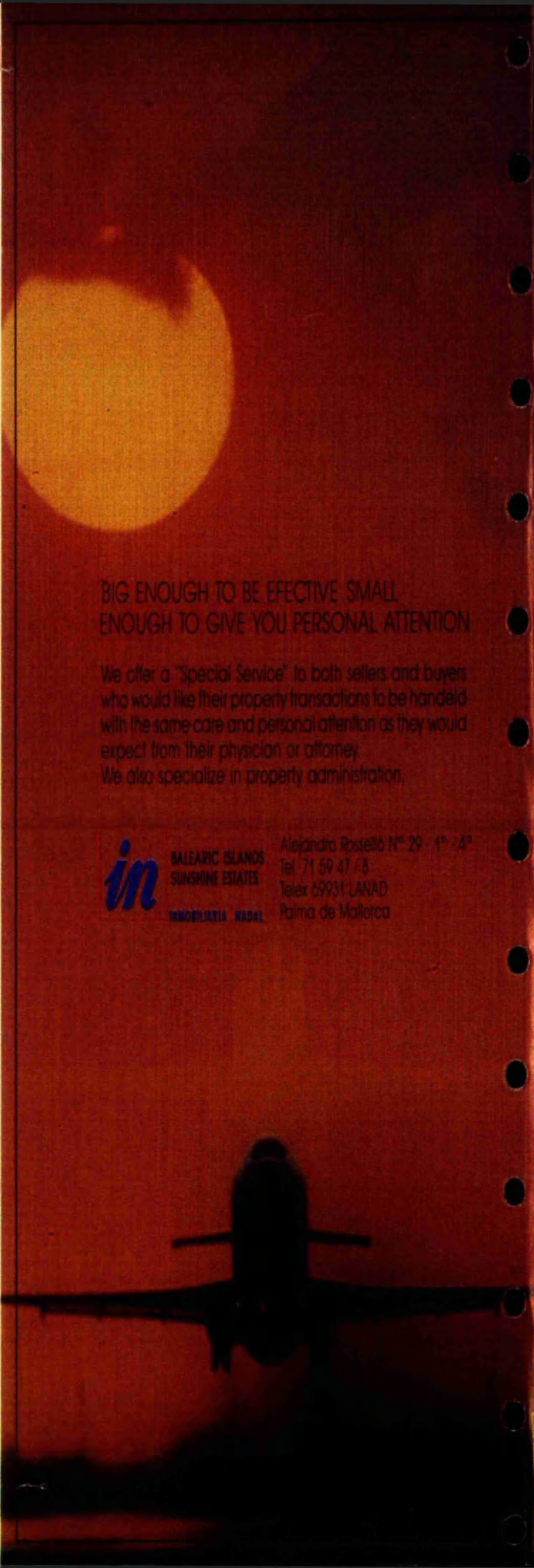
Filling stations tend to be merely filling stations rather than garages and are usually closed on Sundays. The easiest way to buy petrol is to show the attendant how much you want to spend.

In the event of an accident please ALWAYS ENDEAVOUR to take full name and address of parties involved. Please do not admit any liability nor part with any money or your passport and do co-operate fully with the Police if they are called. Contact your Representative as soon as possible. Your car hire company should be informed of all accidents, no matter how minor.

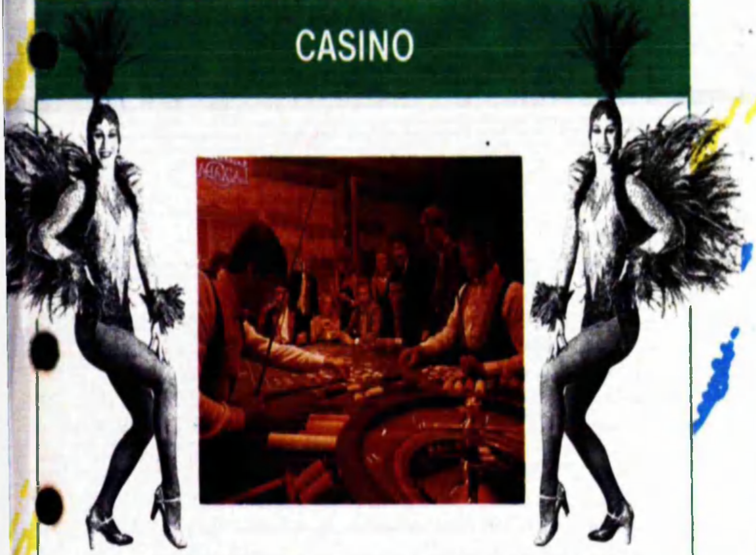
CLIMATE



Due to its privileged position in the Mediterranean, these islands enjoy an incomparable temporate climate. Their maximum temperatures are not excesive, even in the height of summer, and they maintain relatively uniform during the whole year. At the same time, the benevolent maritime dry winters also stand out, since temperatures below freezing point are practically unknown. The humidity is characterized by its slight oscillation, it remains at about 70%



CASINO



The Mallorcans are very proud of their Casino, and rightly so, for it is one of the most elegant buildings on the island. This is the place to dress up. In their newly renovated nightclub you will be served dinner, which you can chose from the three menus provided.
Then the show begins. The first half is taken up with a colourful display of traditional spanish dances. During the break you can either dance to the resident band, or even try your hand at a little gambling in the gaming rooms next door. The second half; and the international cabaret begins, with spectacular acts from all over the world. Don't forget to ask your Representative who is the world famous group playing that night. Have a really special night and - Good Lucki.

BARBECUE

What can be said about the Barbecue that has not been said beforel. A succulent dinner of all the chicken and roast suckling pig you can cat, accompanied with all the etceteras such as salad and potatoes. And the wash it all down wine, wine, wine - or soft drinks should you prefer. a dessert, champagne and that flaming rum punch will really put you in the mood for dancing the night away. And it you've done it all before - well, do it again. You know you'll enjoy it!

Please be very careful about this and leave what you can in the hotel safe.

SUMBATHING

Please for your own confort and enjoyment, take it very easy for the first few days. The sun is very strong and can damage your skin, so do not spoil your holiday by overdoing it.
Your tan will last much longer if you increase the number of hours spent in the sun GRADUALLY.

WATER

Although tap water is perfectly safe to drink, the mineral content is different to what you are used to, and some people may find that it upsets their stomach to drink too much, so just limit the amount you drink, or buy the bottled variety.

BANKS

Banks and exchange offices (cambio) will cash travellers cheques and sterling cheques accompanied by an Eurocheque card.
Exchange offices generaly offer the same exchange rate as banks do, but tend to open outside banks hours. Please always remember that you will need your passport.

CHURCHES

Religion plays an important roll in the Spanish way of life, so please remember to show the proper respect if going into a church.

CREDIT CARDS

Widely accepted by hotels, shops, restaurants, etc. American Express, VISA, and Diner's Club are probably the best known, but just look for the appropriate sign in the window.

PHONING HOME

Most telephones here in Spain have automatic dialling facilities and can be used for international calls.
To phone UK, public telephones take 5, 25, 50, 100 peseta coins which line up in a slot on top of the dialling box which is a push-buttom type. Dial steadily and without long pauses between digits; dial 07, wait for a second dialling tone then dial 44 and the UK code omitting the first «0», and finally the telephone number.
e.g.: to ring Bristol (STD : 272) 12345, dial 07-44 272 12345.
Wait for a connection that can take up to a minute and be prepared for some unfamiliar noises before getting the ringing (or engaged) tone.

POSTAGE

Stamps can be bought in tobacconists as well as in the Post Office, and from your hotel Reception Desk.

LOCAL MARKETS

Markets are normally open from around 9:30 am to 2:00 pm. Best buys at markets are hangbags, souvenirs, slippers, wallets, tablecloths, casual wear, vegetables, food, etc.

DRIVING

Hiring a car is a great way to discover the area you are visiting and your Representative has full details of the most competitive rates. If you decide to hire a car, these few hints may help to keep asking if you want to order from the meal of the day (menú del día). This is usually a three course meal for a set price, but it can sometimes work out more expensive than ordering courses separately, so do check first.

If you want to read the menu, just ask the waiter for «la carta por favor». Here's a list of the sort of things you are likely to find on the menu.

SNACKS

One of the spanish eating traditions is «tapas» which are little savoury snacks of meat, poultry, fish or vegetables, often in a sauce and eaten off small dishes.

SOUPS

Gazpacho	Chilled soup tomatoes, peppers, cucumbers.
Guisado	Rich fish and meat soup
Sopa de Pescado	Fish Soup
Sopa de marinera	Seafood soup

FISH

calamares	squid
gambas	shrimps
langostinos	crawfish
lenguado	sole
mero	rock bass
salmonete	red mullet
merluza	hake

MALLORCAN SPECIALITES

lechona	roast suckling pig
sopa mallorquina	soup-cum stew of vegetables
frito mallorquín	fried liver, kidney, green pepper, potato, leeks
tumbet	fried amber-gine, pepper, potato, tomato
sobrasada	pork liver sausage
pa-amb-oli	open sandwich
caracoles	snails in garlic mayonnaise sauce

DRINKS

wines	Majorcan wines are not great in variety but the quality is good. In Binissalem, Felanitx, Santa María and Inca. There are some excellent mainland wines to try too.
liqueurs	local liqueurs include hierbas secas, hierbas dulces or palo.
sherry	Comes from Jerez region of Spain.
Brandy	Spanish brandy has a distinctive flavour, but do go for the better quality once.
Sangría	Delicious mixture of red wine, brandy, mineral water, lemonade, ice and slices of fruit.

LOSSES AND THEFTS

These must be reported within 24 hours, to the Police in the town where they took place. First inform your Representative who may need to accompany you to the Police Station and please remember that a certificate of declaration must be obtained for your insurance claim when you get home.

It is not ADVISABLE TO CARRY A LOT OF MONEY / valuables around with you.

A FEW WORDS OF SPANISH

You Shouldn't have any difficulty getting by in spain without a wordol Spanish But, just in case you'd like to leam the odd word, we've listed below what we hope will be useful words and phrases.

Yes Si **NO** No		**Breakfast**	Desayuno
Good morning	Buenos días	**Lunch**	Almuerzo
Good afternoon	Buenas tardes	**Dinner**	Cena
Good night	Buenas noces	**Thank you**	Gracias
You're welcome	De nada	**Days of the Week**	
Please	Por favor	**Monday**	Lunes
Goodbye	Adiós	**Tuesday**	Martes
See you later	Hasta luego	**Wednesday**	Miercoles
Haw are you?	Como estás	**Thursday**	Jueves
Very well	Muy bien	**Friday**	Viernes
Excuse me	Perdone	**Saturday**	Sabado
What time is it?	Que hora es	**How much?**	Cuanto vale
Hot	Caliente	**Cold**	Frio
Where is	Donde está	**Numbers**	
Police Station	Comisaria	**One**	Uno
Toilets	Servicios	**Two**	Dos
Chemist	Farmacia	**Three**	Tres
Bank	Banco	**Four**	Cuatro
Beach	Playa	**Five**	Cinco
Friend	amigo	**Six**	Seis
Car	Coche	**Seven**	Siete
Bicycle	Bicicleta	**Eight**	Ocho
Big	Grande	**Nine**	Nueve
Small	Pequeño	**Ten**	Diez
In the Bar		**In the Restaurant**	
Tea	Te	**Table**	Mesa
Coffee (white)	Café con leche	**Knife**	Cuchillo
Coffee (black)	Café solo	**Fork**	Tenedor
Milk	Leche	**Spoon**	Cuchara
Water	Agua	**Plate**	Plato
Mineral water	Agua mineral	**Glass**	Vaso
(fizzy)	con gas	**The Bill**	La Cuenta
(still)	sin gas		
Beer	Cerveza		
Wine	Vino		
Brandy	Coñac		

WATH YOU NEED TO KNOW

SHOPPING

Shopping in the island is one of the principal attractions, and something you are likely to do. Palma is a marvellous place to shop, but even in smaller towns there is a good variety of shops. Best buys in Mallorca include leather and suede, cultured pearls, ornamental glassware, pottery, wrought ironware, jewellery, embroidery and weaving, drinks, tobacco, ceramics, olivewood, carvings and many others things you will find out during your stay on the Isle.

LANGUAGE

Castillian, the official language of Spain, is understood everywhere but most of the islanders speak Majorcan amongst themselves, which is the local language.

FOOD AND DRINK

In Spain there's a grading system for restaurants and cafés signified by a fork symbol (one fork is a lower grade café, four forks indicates better ones). The symbols don't necessarily guarantee the quality of the cooking but do indicate the sort of price you will pay.

If the waiter ask you «menu», he's

GUIDE TO CLOTHING SIZES

1 Men's Wear-Suits, Jumpers

British:	37-38	39-40	41-42	43-44
Continental:	94-97	99-102	104-107	109-112

2 Men's Wear-Shirts, (collar sizes)

British:	14	14½	15	15½	16	16½	17	17½
Continental:	36	37	38	39	40	41	42	43

3 Men's Wear-Shoes

British:	7	8	9	10	11	12	13
Continental:	41	42	43	44	45	46	47

4 Ladies Wear-Suits, Dresses, Knitwear

British:	10	12	14	16	18	20	22
Continental:	42	44	46	48	50	52	54

5 Ladies Wear-Shoes

British:	3	4	5	6	7	8	9
Continental:	36	37	38	39	40	41	42

YOUR DUTY FREE ALLOWANCE BACK INTO THE UK

The following are the duty free allowances HM Customs allow each person to bring back into Great Britain.

E.E.C. COUNTRIES (i.e. Italy, Greece, Portugal and Spain)		NON E.E.C. COUNTRIES
Goods bought in the resort	**Goods bought in a duty free shop (i.e. at the airport) or on the aircraft**	**(i.e. Austria, Malta, Morocco, Yugoslavia The Canaries.**
TOBACCO 300 cigarettes or 150 cigarrillos or 75 cigars or 400 gms. tobacco	**TOBACCO** 200 cigarettes or 100 cigarrillos or 50 cigars or 250 gms. tobacco	**TOBACCO** 200 cigarettes or 100 cigarillos or 50 cigars or 250 gms. tobacco
ALCOHOL 1,5 litres strong spirits (e.g.gin,rum,whisky,etc.) or 3 litres fortified/sparkling wine and 5 litres still table wine	**ALCOHOL** 1 litre strong spirits (e.g.gin,rum,whisky,etc.) or 2 litres fortified/sparkling wine and 2 litres still table wine	**ALCOHOL** 1 litre strong spirits (e.g.gin,rum,whisky,etc.) or 2 litres fortified/sparkling wine and 2 litres still table wine
PERFUME 75 gms. and 375 cc. toilet water	**PERFUME** 50 gms. perfume and 250 cc. toilet water	**PERFUME** 50 gms. perfume and 250 cc. tolet water
OTHER GOODS e.g. watches, travel clocks jewellery to the value of 207 per person	**OTHER GOODS** e.g. watches, travel clocks jewellery to the value of 28 per person	**OTHER GOODS** e.g. watches, travel clocks jewellery to the value of 28 per person

N.B. THERE ARE NO TOBACCO OR ALCOHOL ALLOWANCES FOR PEOPLE UNDER 17 YEARS

MAKE UP YOUR OWN PROGRAMME

PAG.	EXCURSION	DATE	DEPART. TIME	AMOUNT PTAS.
1.	ORANGE GROVES AND TRAIN			
2.	MALLORCA EAST			
3.	MALLORCA NORTH + INCA MARKET			
[illegible]	PALMA SHOPPING - AQUA CITY			
5.	AQUA HIGH JINKS - ALCUDIA MARKET			
[illegible]	DRACH - SAFARI			
7.	MARINELAND			
8.	PUEBLORAMA			
9.	BOAT TRIP			
10.	HORIZON SUMMER NIGHTS			
11.	MALLORCA PALACE			
12.	BARBECUE			
[illegible]	B.B.Q. SON AMAR			
14.	PIRATES ADVENTURES			
1[illegible]	COMPTE MAL			
16.	CASINO			
17.	ES FOGUERO			
18.				
19.				
20.				

NOTE ....

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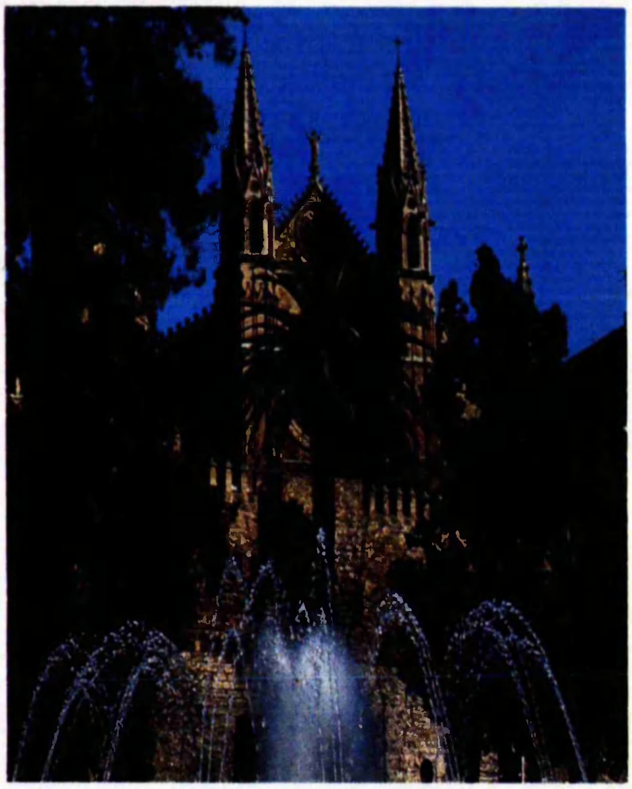
DO YOU KNOW MALLORCA



Mallorca, is the largest of the Balearic Islands, which consist of Mallorca, Menorca, Ibiza and Formentera; it is located opposite the coasts of the peninsular Levante region, in the warm waters of the Mediterranean. It has more than 250 miles of coastline, 3640 sq kms and an estimated population of 470.000 inhabitants.

This small «pearl» in the Mediterranean has been successively conquered over the centuries by Carthaginians, also by the Romans in the year 123 AD and together with the neighbouring Island made it into a Roman colony.

In the Vth century, Mallorca was invaded by the Vandals and in the VIth century was incorporated into the Bizantine Empire of Constantinople. In the VIII century Mallorca fell into the hands of the Arabs. Finally in 1229 the Isle was conquered by King Jaime I and bound the Islands to the Aragón Kingdom, and Mallorca was granted independence until the XIV century. Later on the Island was made part of the Spanish Kingdom when Fernando II of Aragón married Donna Isabel of Castilla, founders of the united nation.

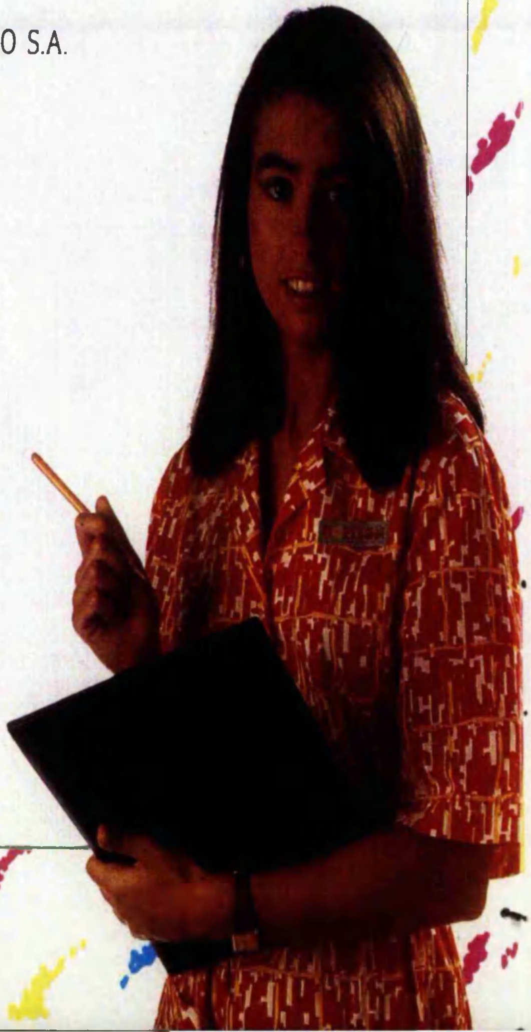
Today, however the Islands are beseiged by invaders of a different sort, tourists. Armed with bottles of suntan lotion, these legions come on the Islands' sandy beaches nearly all year. As a result, the Baleares boast of cosmopolitan resorts offering lively nightlife and diversions for the sportsminded.

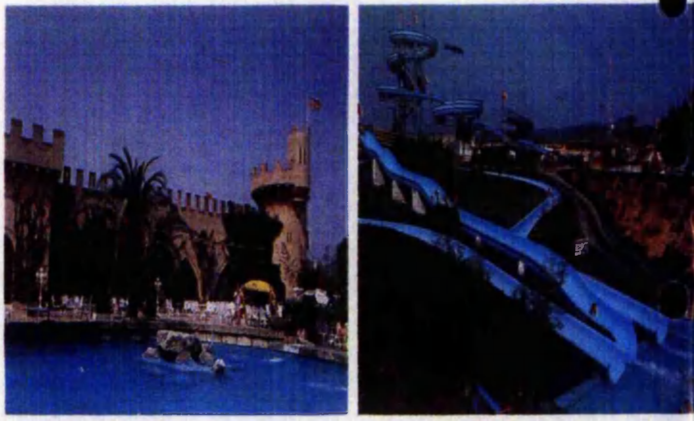
TO ALL OUR GUESTS

May we take this opportunity to wish you the warmest of welcomes, on behalf of all of us who work for Viajes Indalo, and indeed, from all the people of Mallorca. It is not without reason, that we who live and work here, love this island. We hope that you will give us the chance to show you just why! The picturesque towns and villages, the enchanting beaches, the lively, bustling resorts make Mallorca the best holiday paradise in the Mediterranean - and all set against a glorious backdrop of rugged and awesome mountains.

We know we offer the best ways and means of discovering Mallorca - "Our excursion programme". Take advantage of this booklet and together we can make this the best holiday you have ever had. Have a happy holiday and we'll be seeing you around.

VIAJES INDALO S.A.





SALUS

RECOMMENDED MEDICAL CENTRES

CALA MAYOR	Cno. Calamayor, s/n.	68 05 86
MAGALLUF	Frente H. Magalluf Park	68 05 83
SANTA PONSA	Junto Restaurante Las Velas	68 05 8
PAGUERA	Playa, s/n.	68 05 86
PUERTO DE SOLLER	Antonio Montis, 3	63 18 61
CALA S. VICENTE	Cala Molins	53 43 30
PUERTO DE POLLENSA	Economo Torres, 2	54 67 58
PLAYA DE ALCUDIA	Junto H. Alcudia Garden	54 67 5
PLAYA DE MURO	Las Gaviotas	54 52 08
C'AN PICAFORT	Vía Francia, 8	52 77 32
CALA RATJADA	Castellet, s/n.	56 44 11
CALA MILLOR	Avda. Colón, 4	58 53 51
S'ILLOT	Gregal, 3 (Junto Farmacia)	58 53 5
PORTO CRISTO	Edificio Rivet, s/n.	57 03 75
CALAS DE MALLORCA	Romaguera, s/n.	57 32 21
PORTO COLOM	Urb. S. Rocio, 13	57 58 52
CALA D'OR	Avda. Cala Llonga	65 74 59
PLAYA DE PALMA	Junto H. NeptuNO	26 53 2
C'AN PASTILLA	Cicerón, 2 (frente H. Oasis)	26 53 21

OFICINA CENTRAL, CLINICA FEMENIA
CAMILO JOSE CELA Nº 20 - PALMA - TEL. 45 23 23 - TELEX 69110

TARRAGONA
MENORCA
MALLORCA
IBIZA
ALICANTE
ALMERIA
MALAGA
ARCHIPIELAGO CANARIO
LANZAROTE
TENERIFE
GRAN CANARIA
FUERTEVENTURA

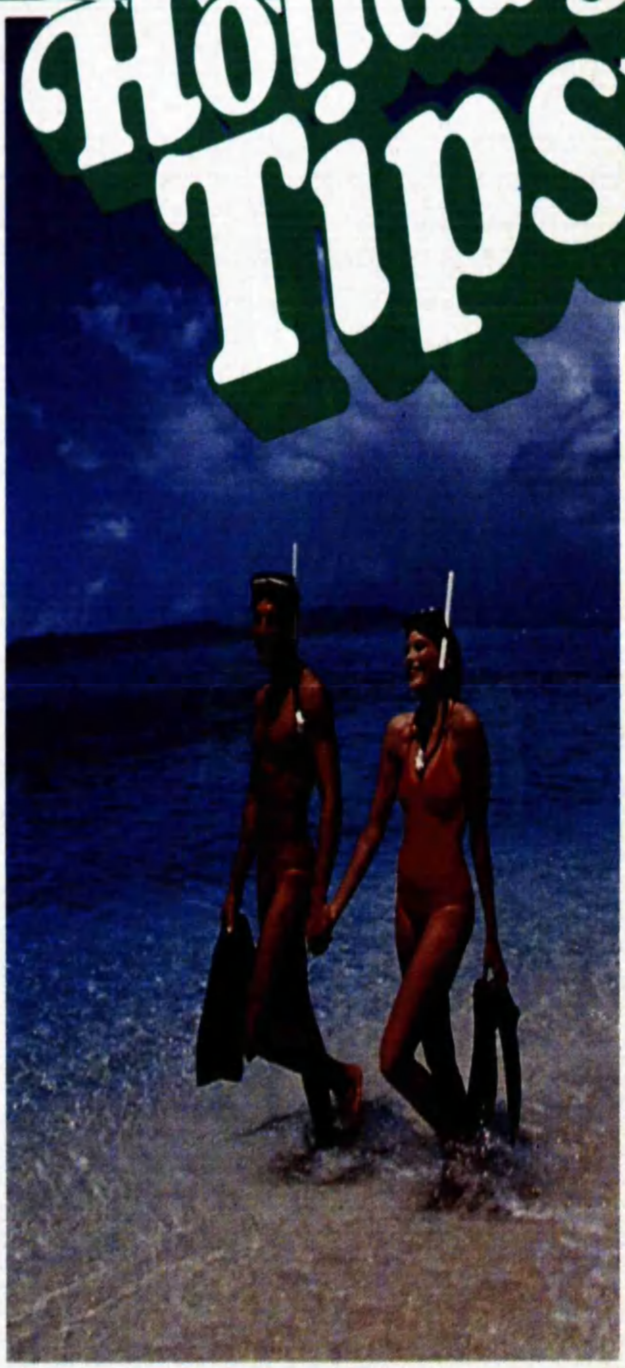
Viajes Indalo s.a.

HEAD OFFICE: GRAN VIA ASIMA 26
Tel (971) 20 85 10 & 75 73 40 Telex 69419 IDLO Telefax 20 85 10
PALMA DE MALLORCA - SPAIN

Viajes Indalo s.a.

G.A.T. 669

Holiday Tips



HORIZON GROUP

MALLORCA

AQUA HIGHJINKS AND MARKET

The biggest and the best in warterchutes!
The ultimate in fun and games - Wet ones!
Where the number of times you go up them depends on how quickly you go down them!
And afterwads:
Most of the villages on the island have a weekly market and this excursion includes a visit to one of them. Typical Mallorquin markets where the locals go to shop, where you'll find the unusual in souvenirs and the best prices.

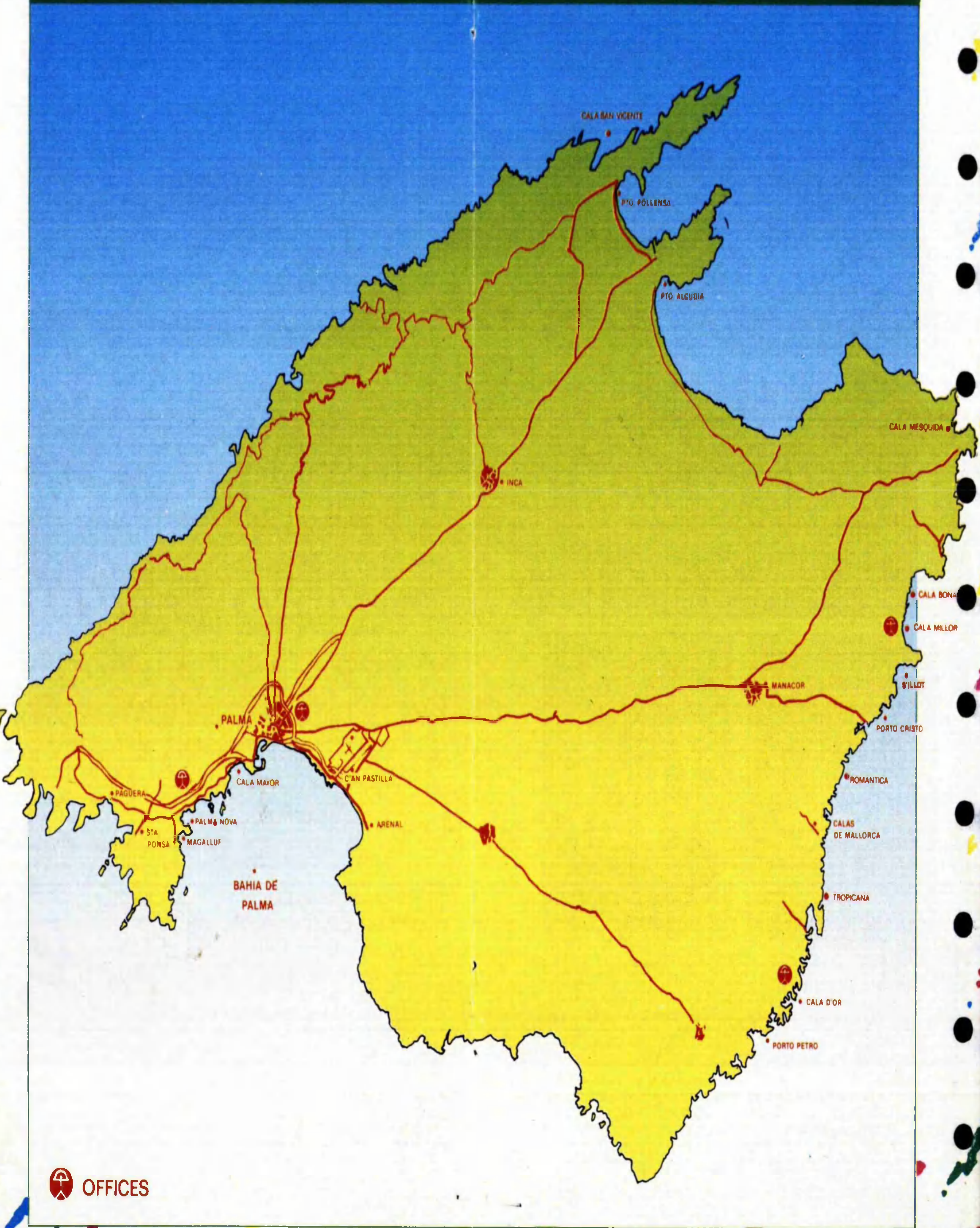
DRAC - SAFARI

Take the high road to the town of Manacor, the centre of Mallorca's most important industry - the artificial pearls. Visit the internationally famous pearl factory, Majorica, and their showrooms before going to the ceramic and olive wood shop for more browsing for the unusual. Then off for some free liqueur tasting. Just make sure you remember the coach number!
From there on to the quaint fishing village of Porto Cristo, where Mallorca's famous attraction is located the Caves of Drach. To top it all off we go on to visit the local Safari Park. The east and the beast are the ones for you.

BOAT TRIP

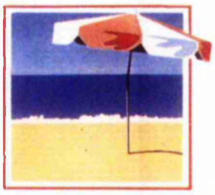
If you like messing about in boats and getting a tan without trying - this is the trip for you!
From our point of embarcation, we take you for a pleasant cruise along Mallorca's beautiful coastline, before stopping at one of the island's secluded and unspoilt coves. Freshly cooked fish and some of our pirates special punch (a very potent one at that) will help refresh you. The rest of the time is spent promoting that tan on the sandy beach.
The ideal excursion for all the family.

MALLORCA


CALA SAN VICENTE
PTO POLLENSA
PTO ALCUDIA
CALA MESQUIDA
INCA
CALA BONA
CALA MILLOR
MANACOR
S'ILLOT
PORTO CRISTO
PALMA
CALA MAYOR
C'AN PASTILLA
PAGUERA
PALMA NOVA
STA PONSA
MAGALLUF
ARENAL
ROMANTICA
CALAS DE MALLORCA
BAHIA DE PALMA
TROPICANA
CALA D'OR
PORTO PETRO
OFFICES

HORIZON

YOUR RESORT



GENERAL INFORMATION

COT SAFETY

If you're renting a cot from your hotel, please do check that it satisfies safety requirements. Here are a few points to look out for.

1 If the cot has either a variable base or adjustable side rail, check that:
   (a) the gap between the base and side rail is appropriate to the size of the child.
   (b) the side rail is at the correct height for the size of the child.
   (c) the means of adjusting the cot is out of reach of the child.

2 Check that there are no projections or sharp edges on which the child's clothing could become snagged or trapped.

3 Check that the cot is sturdy and firm – make sure that all screws are firmly in position.

If you are in any doubt at all about the safety of the cot, please don't hesitate to contact your Representative.

LIFT SAFETY

If your hotel has a lift without an inner safety door (i.e. no protection between yourselves and the lift shaft wall), please ensure that:

- Children are not allowed to use the lifts unsupervised.
- Whenever using the lifts, stand well back from the lift exit.

GUIDE TO CLOTHING SIZES

1 Men's Wear—Suits, Jumpers

British:	37-38	39-40	41-42	43-44
Continental:	94-97	99-102	104-107	109-112

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British:	14	14½	15	15½	16	16½	17	17½
Continental:	36	37	38	39	40	41	42	43

3 Men's Wear—Shoes

British:	7	8	9	10	11	12	13
Continental:	41	42	43	44	45	46	47

4 Ladies Wear—Suits, Dresses, Knitwear

British:	10	12	14	16	18	20	22
Continental:	42	44	46	48	50	52	54

5 Ladies Wear—Shoes

British:	3	4	5	6	7	8	9
Continental:	36	37	38	39	40	41	42

LOSSES & THEFTS

These must be reported, within 24 hours, to the Police in the town where they took place. First inform your Representative who may need to accompany you to the Police Station, and please remember that a certificate of declaration must be obtained for your insurance claim when you get home.

It's not a good idea to carry a lot of money/valuables around with you. Please be very careful about this and leave what you can in the hotel safe.

All information is correct at time of going to press

continued overleaf

TIPPING

Is customary. About 10% is normal in restaurants and for taxi drivers and a few coins in bars—depending on how much you've spent! At your hotel, gratuities are not obligatory but it is well appreciated if you reward staff who you feel have been especially good to you.

WATER

Except in Morocco tap water is perfectly safe to drink, though the mineral content is different to what you are used to and some people may find that it upsets their stomach to drink. So, it is advisable to buy the bottled variety.

YOUR DUTY FREE ALLOWANCE BACK INTO THE UK

The following are the duty free allowances HM Customs allow each person to bring back into Great Britain.

E.E.C. COUNTRIES (i.e. Italy, Greece, Portugal and Spain)		**NON E.E.C. COUNTRIES (i.e. Austria, Malta, Morocco, Yugoslavia, The Canaries.**
Goods bought in the resort	**Goods bought in a duty free shop (i.e. at the airport) or on the aircraft**	
TOBACCO 300 cigarettes or 150 cigarillos or 75 cigars or 400 gms tobacco	**TOBACCO** 200 cigarettes or 100 cigarillos or 50 cigars or 250 gms tobacco	**TOBACCO** 200 cigarettes or 100 cigarillos or 50 cigars or 250 gms tobacco
ALCOHOL 1.5 litres strong spirits (e.g. gin, rum, whisky, etc.) or 3 litres fortified/sparkling wine and 5 litres still table wine	**ALCOHOL** 1 litre strong spirits (e.g. gin, rum, whisky, etc.) or 2 litres fortified/sparkling wine and 2 litres still table wine	**ALCOHOL** 1 litre strong spirits (e.g. gin, rum, whisky, etc.) or 2 litres fortified/sparkling wine and 2 litres still table wine
PERFUME 75 gms and 375cc toilet water	**PERFUME** 50 gms perfume and 250cc toilet water	**PERFUME** 50 gms perfume and 250cc toilet water
OTHER GOODS e.g. watches, travel clocks, jewellery: to the value of £207 per person	**OTHER GOODS** e.g. watches, travel clocks, jewellery: to the value of £28 per person	**OTHER GOODS** e.g. watches, travel clocks, jewellery: to the value of £28 per person

N.B. THERE ARE NO TOBACCO OR ALCOHOL ALLOWANCES FOR PEOPLE UNDER 17 YEARS

All information is correct at time of going to press

FOOD AND DRINK

If the waiter asks you 'menu,' he's asking if you want to order from the meal of the day (menu del dia). This is usually a three course meal for a set price, but it can sometimes work out more expensive than ordering courses separately—so do check first.

If you want to read the menu, just ask the waiter for 'la carta por favor.'

Here's a list of the sort of things you're likely to find on the menu.

SNACKS

One of the Spanish eating traditions is 'tapas,' which are little savoury snacks of meat, poultry, fish or vegetables, often in a sauce and eaten off small dishes.

SOUPS

Gazpacho	chilled soup—tomatoes, peppers, cucumbers
Gulsado	more like a stew of fish and meat
Sopa de pescado	fish soup
Sopa de marinera	seafood soup

FISH		**MEAT**	
Calamares	squid	**Jamon**	ham
Gambas	shrimps	**Pollo**	chicken
Langostinos	crayfish	**Cerdo**	pork
Lenguado	sole	**Cordero**	lamb
Mero	rock bass	**Chuletas**	chops
Salmonete	red mullet	**Ternera**	beef
Merluza	hake	**Higado**	liver

MISCELLANEOUS

Pan	bread	**Mantequilla**	butter
Huevos	eggs	**Ensalada**	salad
Queso	cheese	**Fruta**	fruit

MALLORQUIN SPECIALITIES

Lechona	roast suckling pig
Sopa Mallorquina	soup-stew or vegetables
Frito Mallorquin	fried liver, kidney, green pepper, potato, leeks
Tumbet	fried aubergine, pepper, potato, tomato
Sobrasada	pork liver sausage
Pa-amb oil	open sandwich
Carcaloes	snails in garlic mayonnaise sauce

DRINKS

Wines	Mallorcan wines are not great in variety but the quality is good; try Binissalem, Felanitx, Inca and Santa Maria. There are some excellent mainland wines to try too.
Liqueurs	Local liqueurs include hierbas seca, hierbas dulce and palo.
Sherry	Comes from the Jerez region of Spain.
Brandy	Spanish brandy has a distinctive flavour—but do go for the better quality ones.
Sangria	Delicious mixture of red wine, brandy, mineral water, lemonade, ice and slices of fruit.

PUBLIC TRANSPORT

Alcudia

Buses four times a day to Palma.

Arenal

Buses every 10 minutes to Palma.

Cala D'Or

There are a few buses per day to Palma passing through Santanyi and Campos.

Cala Mayor

Cala Mayor is well served with buses. There is a service every 10 minutes into Palma, every 30 minutes to Paguera and an hourly service to Andraitx.

Cala Millor

A bus runs three times daily into Palma and Manacor and four times daily into S'illot and Porto Cristo.

Cala San Vicente

A bus runs a few times daily into Pollensa.

Calas de Mallorca

There is a twice daily service to Palma, Manacor and Porto Cristo.

Ca'n Pastilla

Buses run every 15 minutes to Palma and Arenal.

Magaluf

Bus services run every 30 minutes from Magaluf to Palma.

Paguera

There are buses from Paguera to Andraitx and Palma running every 30 minutes in summer and every 45 minutes in winter.

Palma Nova

Regular services run from Palma Nova to Palma, approximately every fifteen minutes.

Porto Cristo

Four buses run daily to Palma, eight daily to Manacor and two daily to Cala Millor and S'illot.

Puerto Pollensa

There are regular services to Pollensa and Alcudia running every 30 minutes and a few buses per day to Cala San Vicente, Inca and Palma.

S'illot

There are several buses daily to Porto Cristo, Cala Millor, Manacor and Palma.

Santa Ponsa

Buses approximately every half an hour into Magaluf and Palma.

FOOD AND DRINK

In Spain, there's a grading system for restaurants and cafés, signified by a fork symbol (one fork is a lower grade café, four forks indicates better ones). The symbols don't necessarily guarantee the quality of the cooking, but do indicate the sort of price you'll pay.

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NIGHTLIFE AND ENTERTAINMENTS

PUERTO POLLENSA

In Puerto Pollensa the nightlife is centred around the row of lively bars and friendly cafés along the seafront promenade—from here you can watch the world go by whilst sampling the local drinks. These bars are a popular meeting place for friends old and new before going on to eat at one of several good restaurants in the village. And later on the fun continues in a couple of discos until the early hours.

Recommended Bars

Pascalinos
El Leon Dorados
Verde Limon
Tamarells
Tolo's
Yum Yum

Recommended Restaurants

La Lonja
Bec Fi
C Vostra
Can Paciencia
Stay
El Pozo

Recommended Discos

Pollensa Park
Chivas
Macha Fresca

Recommended Nightclubs

Cueva Quintana
(in Alcudia)

SANTA PONSA

A relaxed and less hurried atmosphere. The resort offers a good selection of bars and restaurants plust two or three discos.

S'ILLOT

S'Illot is a quiet and peaceful spot well suited for relaxation. In the evening the centre of activity is the lively bars and cafés where locals and holiday-makers meet and chat. There are also a couple of good restaurants and one disco. But if you're looking for the bright lights the discos and restaurants of Cala Millor are only 20 minutes walk away.

Recommended Restaurants

Ole
Margarita
Uncle Willie

Recommended Discos

La Cueva

Recommended Bars

Ole
Toni's
Lung Fung
El Lago
Keller
Olimpic

SHOPPING

Palma is a marvellous place to shop, but even in the smaller towns there is a good variety of shops. Best buys in Mallorca include:

Leather and Suede	Items can be made to measure
Cultured pearls	
Ornamental glassware	Thought to equal Venetian glassware—Arab influence.
Pottery	Mainly unglazed
Wrought Ironware	Anything from gates to ashtrays.
Jewellery	
Embroidery and Weaving	
Drinks and Tobacco	Excellent value compared to UK prices.

Shop Opening Hours: Please check with your Horizon Representative.

NIGHTLIFE AND ENTERTAINMENTS

PAGUERA

Paguera is a small but nonetheless lively resort with numerous bars, a few good restaurants and a barbecue for tasty alfresco meals. If you're looking for bright lights and music there are a few popular discos on hand and nightclubs with cabaret or live bands to entertain you.

Recommended Bars

International
Mimo's
Charlaton
Golden Beach
Spotted Dog

Recommended Restaurants

La Pampa
El Cordobes
Continental
Ambassador

Recommended Discos

Alexandra's 3
Rambazamba

PALMA NOVA

One of the many attractions of this busy resort is its diversity. A wide variety of bars and restaurants offer you the opportunity to meet the locals in a typical Mallorcan setting or to mix with other holidaymakers in the plush modern eating houses; to sample traditional Mallorcan dishes or to have a taste of home in the English style pubs and international restaurants. The discotheques are just as varied, catering for every mood and inclination, and if you're looking for live entertainment this is available in some of the hotels.

Recommended Bars

Tropico
Mecca
Lady Di's
Monro's
Puka Puka
Orion

Recommended Discos

Mr. Moustache King's Club

Recommended Restaurants

Tabu
Ciro's

PORTO CRISTO

Porto Cristo is a small fishing village ideal for a relaxing holiday. There are several bars and cafés around the bay with a cosy and friendly atmosphere where you can talk to the villagers and sample the characteristic liquers and wines of the area, or, if you prefer, there is a home from home British Pub. There is only one disco in the resort but a couple of bars have live music in high season and a barbecue is held just half a mile from the village with good food and music to follow.

Recommended Bars

Yours & Mine
Toni
Lobento
Felip

Recommended Discos

Saboga
Camel Music Bar
Banana's Music Bar

Recommended Nightclubs

Sol Naixent
Socavon de Hams

Recommended Restaurants

Sa Carrotja
Ses Comes
Patro Pelat
Perello
La Pizzeria
Da Gamra
Sirocco
El Patio
La Lonja
Los Dragones
Club Nautico

continued overleaf

NIGHTLIFE AND ENTERTAINMENTS

Recommended Discos

Farah's
Alfa's

CALA FORNELLS

Recommended Restaurants

Gran Tortuga
Aldea 1
La Grita

CALA MAYOR

There are many lively bars and friendly cafés as well as several good restaurants here in Cala Mayor. For further entertainment there are a few discos and of course, the bright lights of the capital city, Palma are only three miles away.

Recommended Bars

Pepe's Bar
Freddie's Bar
Long Play Bar
Bull's Head
Zumolandia

Recommended Discos

La Sirena
Pepe's
Sirocco Music Bar
Liberty
Prisma's
Disco Golf
Stickers

Recommended Restaurants

El Padrino
Eros
Canton
La Trattoria
White Horse
Papa's

CALA MILLOR

This popular resort is well blessed with bars and cafés offering a choice of ambience and atmosphere. Several restaurants provide delicious, local seafood specialities. For the young and young at heart the fun continues late into the night at five exciting discos where a band plays for your entertainment.

Recommended Bars

Cala Nou
Manchester Arms
Manhattan
Hippocampo
Picnic
Satumo
Bon Sol
Sol y Aire
Bar Pedro
Acapulco
Toni's Bar

Recommended Restaurants

Leo's
Pizzeria Venezia
Piz-Paz
Gormets
Chez Mateo
Ses Palmeras
Los Toros

Recommended Discos

Cosmos
Magic
Lipstick
Odyssey

CALA SAN VICENTE

The night life in Cala San Vicente is centred around a handful of bars and cafés where you can chat with the locals or meet fellow holidaymakers. And later on why not try the disco situated under the Hotel Don Pedro.

Recommended Bars

Tolo's Bar
Marina's Bar
Pepe's Bar
Bar La Tasca
Bar Mallorca

Recommended Restaurants

Cal Patro
Modesto
Voramar
Mar y Pi

CALAS DE MALLORCA

Evenings in Calas offer you a choice. Relax in the friendly atmosphere of the village bars and restaurants where you can sample the Mallorcan cuisine and be entertained by local musicians or join in the lively hotel entertainments

continued overleaf

NIGHTLIFE AND ENTERTAINMENTS

programme which include barbecues, parties, competitions and dancing to bands or records (often in the open air).

Recommended Bars

Casa Pilar
Mr Dandy
Virginia's

Recommended Discos

Casa Pilar
Samoa
Carmen

Recommended Restaurants

Cafeteria Mallorca
La Careta

CA'N PASTILLA

Ca'n Pastilla is a lively resort with entertainments to suit every taste—just takle your pick from the hundreds of bars and cafés ready to welcome you for a quiet drink and chat or music played by local guitarists. For the energetic there are numerous discos with diverse decor and atmosphere to match your mood, or for a special night out there are two sophisticated night clubs presenting a live band or cabaret. If that's not enough Palma is only a short bus ride away where you will find a cinema showing English films.

Recommended Bars

International Piano Bar
Piccadilly
Sorrento
Andres
Valentino Guitar
Talk of the Town
The Buttery
Anfora Pub

Recommended Restaurants

Pizzeria Bella Italia
Cala Estancia
Oscanteiros
Martin Fierro
Sorrento

Recommemded Discos

Kiss
Gatsby
Playtime
Tokyo Joe's

MAGALUF

This busy resort is bustling with life and has entertainments for everyone. Innumerable bars and open air cafés extend a friendly welcome right through the day and into the small hours of the morning and several good restaurants offer a tempting alternative to your hotel fayre. For those looking for live entertainment there are regular folklore and flamenco evenings in some hotels along with party evenings and competitions, and if you want to dance the night away several discos await you with music provided by bands or records. For further entertainment how about a trip to Palma, a day in Marineland, or a flutter in the casino.

Recommended Restaurants

Ses Palmeres
Los Caracoles
Amador

Recommended Discos

Alexandra's
Banana's
Atlantis
OK Disco Pub
Sir Lawrence
Barrabas
Scamps
Tokyo Joe's

Recommended Bars

London Pub
Prince William
Red Lion
Victoria
Pickwick
Scot Corner
Britannia
Rose & Crown

Recommended Piano Bars

Saxo
Stadium

continued overleaf

HEALTH

Should you find it necessary to call a doctor please contact your Representative at the office in Palma during office hours (telephone: 20 84 30 or 20 84 10). Outside office hours please advise Reception who will arrange for a doctor to visit or contact the doctor or local Centre Medico 'Salus' on the following telephone numbers:

Palma	28 00 62 or 23 10 45
Cala Mayor	40 03 62
Magaluf/Palma Nova	68 05 83
Paguera	68 62 34
Cala d'Or	65 31 21 or 65 72 90
Calas de Mallorca	57 31 81
S'Iliot	57 31 81
Cala Millor	56 79 21 or 56 78 20

If you have taken advantage of the Horizon holiday insurance you will be entitled to use the scheme for the local settlement of **major** medical bills - your Representative has full details. You will have to produce your holiday confirmation as evidence of having bought this insurance. For small bills please keep all receipts and claim on your return to the UK.

LANGUAGE

Castillian (the official language of Spain) is understood everywhere, but there is also a Mallorquin dialect.

NIGHTLIFE AND ENTERTAINMENTS

ALCUDIA

A resort full of character, where the pace of life is unhurried. Plenty of bars, and discos.

ARENAL

A resort full of nightlife. The brightlights and sounds of music fill the air, announcing that a veritable galaxy of bars, bierkellers and discos are waiting to offer you an action-packed evening of non stop entertainment.

CALA MARSAL/PORTO COLOM

A village full of character, where you will find plenty of local bars. The Hotel Las Palomas has dancing most nights.

CALA D'OR

The many bars scattered around this resort provide the right atmosphere to suit everyone's mood and if you are looking for an alternative to your hotel dining room there are several restaurants serving a selection of local and international dishes. For those who want to dance the night away there are a few lively discos and two nightclubs, one with cabaret to entertain you. An added attraction during the day is the local safari park.

Recommended Bars

Fernado's
Los Arcos

Recommended Restaurants

Yate d'Or
Ibiza
La Cala
Coupe d'Or
Sulinar
La Traverna

All information is correct at time of going to press

continued overleaf

YOUR PERSONAL HOLIDAY GUIDE TO

MALLORCA

GEOGRAPHY

Mallorca is the largest of the Balearic Islands, which consist of Mallorca, Menorca, Ibiza and Formentera. It is about 60 miles across and covers an area of some 1,405 square miles.

A wide mountain chain (Sa Muntanya) stretches from the south west up to the north of the island and its highest peak is Puig Mayor at 4,900ft. above sea level. There are hills to the east of the island and fertile plains in between growing many types of fruit and vegetables, plus olives and almonds. Windmills bring water to the surface to irrigate the soil, making it lush and fertile. The beautiful coastline stretches for 250 miles contrasting between huge impressive cliffs, pretty coves and long, sandy beaches.

Capital: Palma de Mallorca
Population: 600,000
Airport: Son San Juan, Palma
Surrounding Sea: Mediterranean

INDUSTRY/AGRICULTURE

Tourism is obviously the island's biggest industry but other flourishing trades include the manufacture of:

Cultured pearls made in Manacor
Leather goods
Glassware
Wines and spirits
Furniture
Textiles
Wrought Iron
Embroidery

Agriculture is also an important industry and the main products are grapes, citrus fruits, olives and almonds.

FESTIVALS/FIESTAS

5th January	Procession of the Magos. Children receive their Christmas presents. The Three Kings cross Palma Bay and parade through the capital. Fireworks, etc.
Easter	Great spectacle in Palma.
May	Moors and Christians (battle re-enactment) in Soller.
August	Moors and Christians (battle re-enactment) in Pollensa.
October	Wine Festival in Binissalem.
November	'Dijous Bo' (Good Thursday)—agricultural fair in Inca.

FOLKLORE

Flamenco is the thing that immediately springs to mind about Spain; it really belongs to Andalucia but shows can be seen here.

Folk dances unique to Mallorca are:
Els Cosslers is the island's oldest dance and is often seen at local fiestas.
Parado can be seen particularly in Valldemosa.
Tal de Vermadores is native to Binissalem and is the story of women defending against invaders.

All information is correct at time of going to press

YOUR PERSONAL HOLIDAY GUIDE TO

SPAIN

BANKS

Banks and Exchange Offices (Cambio) will cash traveller's cheques and sterling cheques accompanied by a Eurocheque card. Exchange offices tend to open outside bank hours. Please always remember that you will need your passport.

Current rate of exchange will be available from the Hotel Reception.

CHURCHES

Spain is Catholic, but services are held in English for various other faiths too.

Religion plays an important part in the Spanish way of life so please remember to show the proper respect if going into a church. Please ask the Horizon Representative for times of services.

CREDIT CARDS

Are widely accepted by hotels, shops, restaurants, etc. American Express and Diner's Club are probably the most popular, but just look for the appropriate sign in the window.

CURRENCY

The Spanish peseta is divided into 10 centimos, although centimos are too small to be used these days.

DRIVING

Hiring a car is a great way to discover the area you are visiting and your Representative has full details of the most competitive rates. If you do decide to hire a car, these few hints may help to keep you out of trouble!

- Don't forget to drive on the right-hand side of the road!
- **Always** give way to traffic from the right.
- If your car has seat belts you **must** wear them. The penalty for not doing so is expensive.
- Beware of hidden perils—horsedrawn carts, farm animals, etc.
- Drive with extra care through villages.
- Police are strict with traffic offenders, and fines can be demanded on the spot.
- Always carry your driving licence and car hire contract.

Filling stations tend to be merely filling stations rather than garages and are usually closed on Sundays. The easiest way to buy petrol is to show the attendant how much you want to spend.

In the event of an accident, please always endeavour to take the full name and address of all parties involved. Please do not admit any liability nor part with any money or your passport—and do co-operate fully with the Police if they are called. Contact your Representative as soon as possible. Your car hire company should be informed of all accidents, no matter how minor.

PHONING HOME

Most hotels will connect you with the number you require, but should you be using a public box, the procedure is as follows.

Remember that the dialling tone is probably different to that in the UK; insert 50 peseta coins in sloping groove before lifting the receiver; dial steadily and without long pauses between digits; dial 07, wait for a second dialling tone; dial 44 and then the UK STD code omitting the first '0', and finally the telephone number. e.g. to ring Bristol (STD 0272) 12345, dial 07 44 272 12345.

Wait for a connection which can take up to a minute and be prepared for some unfamiliar noises before getting the ringing (or engaged) tone.

POSTAGE

Stamps can be bought in tobacconists as well as in the Post Office, and from your Hotel Reception Desk.

continued overleaf

PUBLIC HOLIDAYS

1 January	New Year's Day	**25 July**	St. James' Day
6 January	Epiphany (3 King's Day)	**15 August**	Assumption
19 March	San José (St. Joseph)	**12 October**	Columbus Day
March/April	Easter	**1 November**	All Saints' Day
1 May	Labour Day	**8 December**	Immaculate Conception
		25 December	Christmas Day

Banks and shops are normally closed on these days.

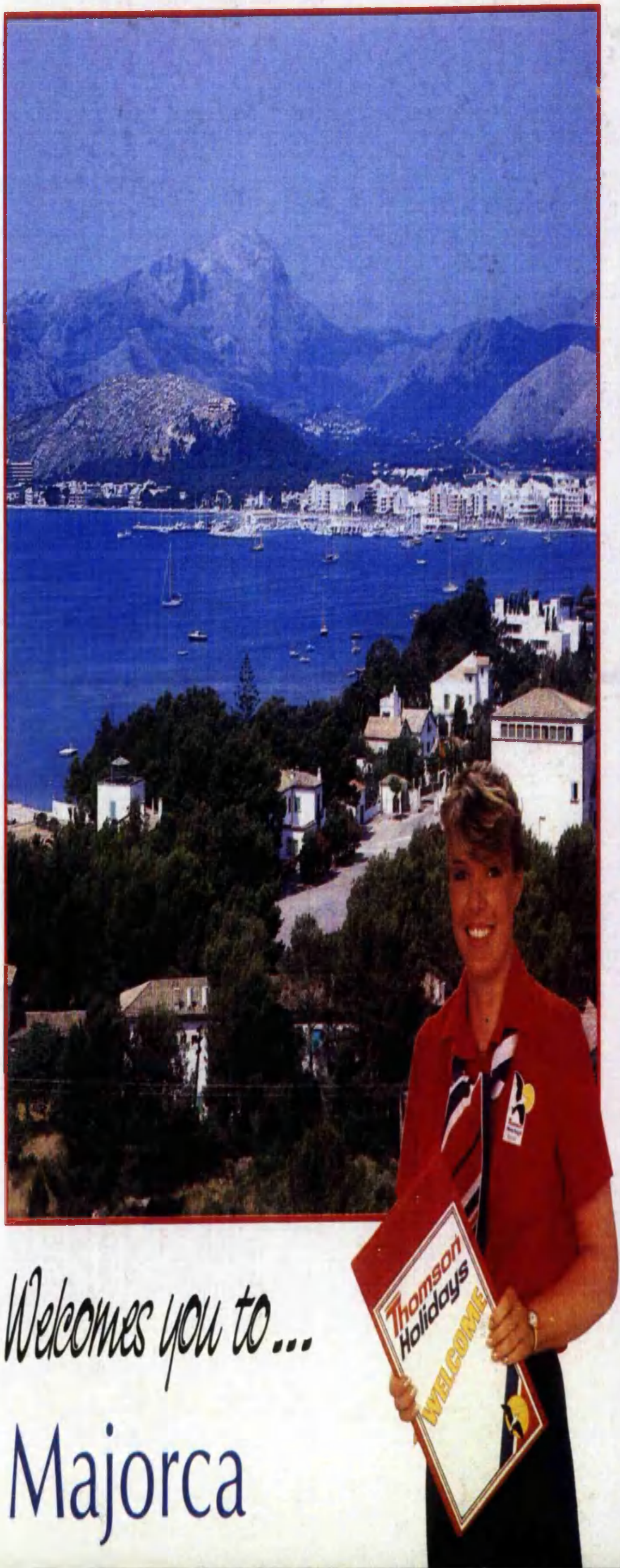
A FEW WORDS OF SPANISH

You shouldn't have any difficulty getting by in Spain without a word of Spanish. But, just in case you'd like to learn the odd word, we've listed below what we hope will be useful words and phrases.

Yes *Si* **No** *No*	
Good morning	*Buenos dias*
Good afternoon	*Buenas tardes*
Good night	*Buenos noches*
You're welcome	*De nada*
Please	*Por favor*
Goodbye	*Adios*
See you later	*Hasta luego*
How are you?	*Como estas*
Very well	*Muy bien*
Excuse me	*Perdone*
What time is it?	*Que hora es*
Hot	*Caliente*
Where is	*Donde esta*
Police Station	*Comisaria*
Toilets	*Servicios*
Chemist	*Farmacia*
Bank	*Banco*
Beach	*Playa*
Friend	*Amigo*
Car	*Coche*
Bicycle	*Bicicleta*
Big	*Grande*
Small	*Pequeño*
In the Bar:	
Tea	*Te*
Coffee (white)	*Café con leche*
Coffee (black)	*Café solo*
Milk	*Leche*
Water	*Agua*
Mineral water	*Agua mineral*
(fizzy)	*– con gas*
(still)	*– sin gas*
Beer	*Cerveza*
Wine	*Vino*
Brandy	*Coñac*

Breakfast	*Desayuno*
Lunch	*Almuerzo*
Dinner	*Cena*
Thank you	*Gracias*
Days of the Week	
Monday	*Lunes*
Tuesday	*Martes*
Wednesday	*Miercoles*
Thursday	*Jueves*
Friday	*Viernes*
Saturday	*Sabado*
How much?	*Cuanto vale*
Cold	*Frio*
Numbers	
One	*Uno*
Two	*Dos*
Three	*Tres*
Four	*Cuatro*
Five	*Cinco*
Six	*Seis*
Seven	*Siete*
Eight	*Ocho*
Nine	*Nueve*
Ten	*Diez*
In the Restaurant	
Table	*Mesa*
Knife	*Cuchillo*
Fork	*Tenedor*
Spoon	*Cuchara*
Plate	*Plato*
Glass	*Vaso*
The Bill	*La Cuenta*

Thomson



Welcomes you to...

Majorca

WIMPY

BCM
DISCO – EMPIRE

Useful information

Clothing sizes

Suits, overcoats and sweaters

British	37-38	39-40	41-42	43-44
Spanish	94-97	99-102	104-107	109-112

Suits, dresses and knitwear

British	10	12	14	16	18	20	22
Spanish	38	40	42	44	46	48	50

Shirts (collar sizes)

British	14	$14^{1/2}$	15	$15^{1/2}$	16	$16^{1/2}$	17	$17^{1/2}$
Spanish	36	37	38	39-40	41	42	43	44

Shoes

British	3	4	5	6	7	8	9	10	11	12	13
Spanish	35	36	38	39	41	42	43	44	45	47	48

Metric conversions

British	1 mile=1.61Km.	50 miles=80.47Km.	100 miles=160.94Km.
Spanish	1Km.=0.62 miles	50Km.=31.07 miles	100Km.=62.14 miles

Liquids

British	½ pint=0.28 litre	1 pint=0.57 litre	1 gallon–4.55 litres
Spanish	½ litre=0.88 pints	1 litre=1.76 pints	5 litres=1.1 gallons

Weights

British	8 ounces=227 grams	1 lb=454 grams	10 lb=4.54 kilos
Spanish	250 grams=8.04 ozs	500 grams=1 lb. ½ ozs	1 kilo=2 lb 3 ozs

Spanish currency

Coins	1	2	5	10	25	50	100	&	200pts
Notes	100	200	500	1,000	2,000	&	5,000pts		

Temperature conversions

Centigrade	0°	5°	10°	15°	20°	25°	30°	35°
Farenheit	32°	41°	50°	59°	68°	77°	86°	95°
Farenheit	30°	40°	50°	60°	70°	80°	90°	100°
Centigrade	−1°	+4°	10°	16°	21°	26°	32°	38°

Welcome to Majorca. We've prepared this guide in the hope that it will help you to get the maximum enjoyment out of your stay on the island. It contains useful information about the island and some of the things you can see and do during your holiday.

The large modern resorts of the south, with their excellent selection of bars, shops, nightspots and sports facilities are ideal bases for a fun-packed holiday. Further afield is a wealth of contrasting scenery – lovely almond and olive groves, craggy, towering mountains and little fishing villages dotted along the quieter parts of the coast.

The island is well known for the marvellous range of facilities it offers to people of all ages. You'll find a great deal of variety in Majorca all year round – colourful markets, local industry (pearls, leather, liqueurs and much more), the unique Caves of Drach with their weird stalagmites and stalactites, the Safari Park, lively nightclubs . . . it's all here! And the capital, Palma, is well worth a visit for its excellent shops, smart marina and the charm of its narrow streets and ancient buildings, including the marvellous cathedral.

We wish you a really enjoyable holiday in Majorca.

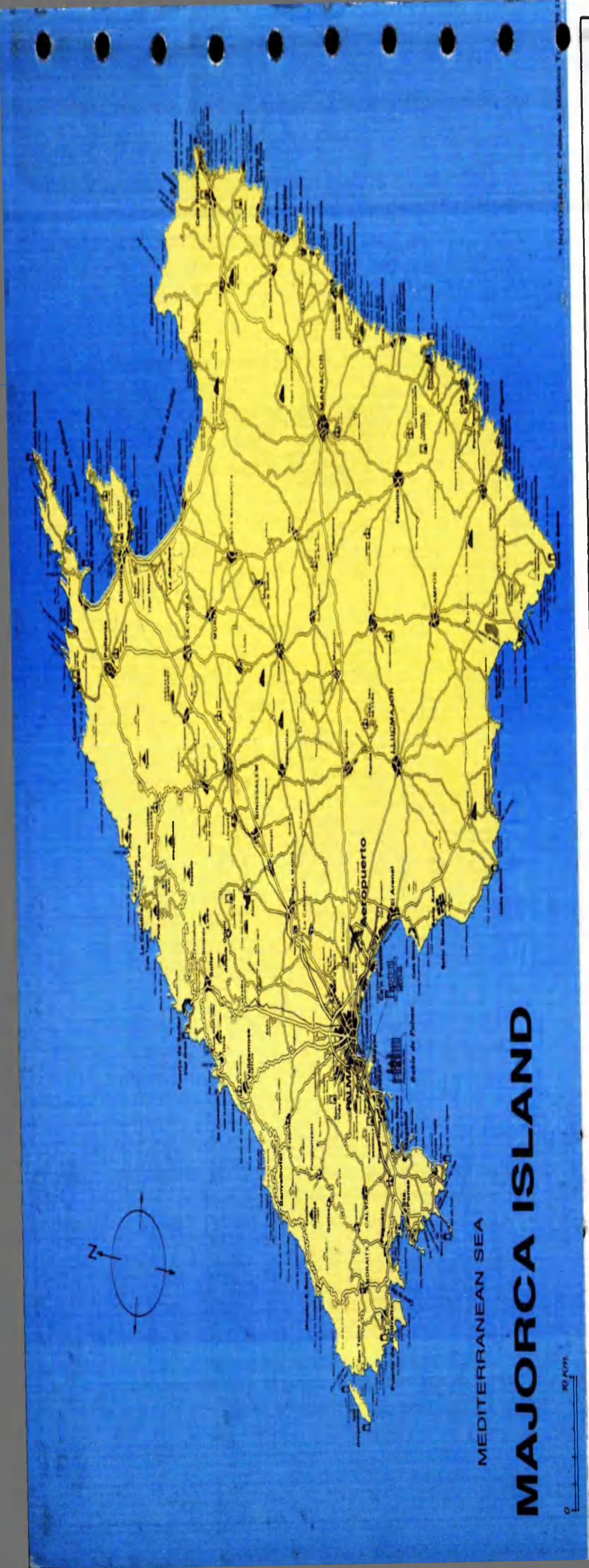
MAJORCA

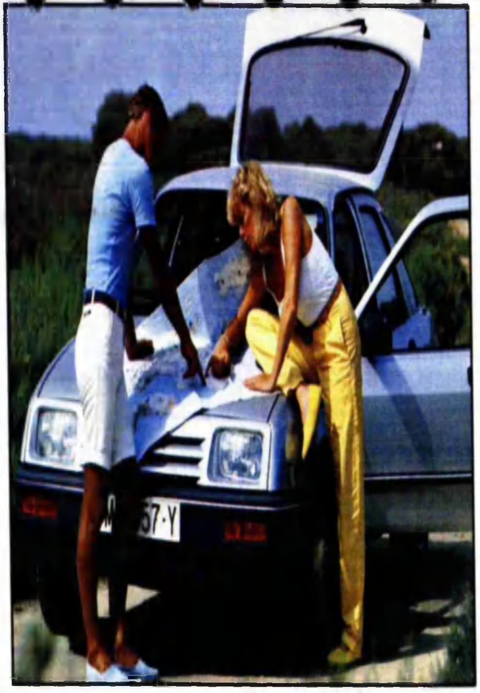
IMPORTANT NOTE *This Guide has been produced by Thomson Holidays Limited as an information service to its clients, and is distributed to all its holidaymakers arriving in Majorca by its local agents, whose staff (your holiday Representatives) wear the famous Thomson uniform for easy identification.*

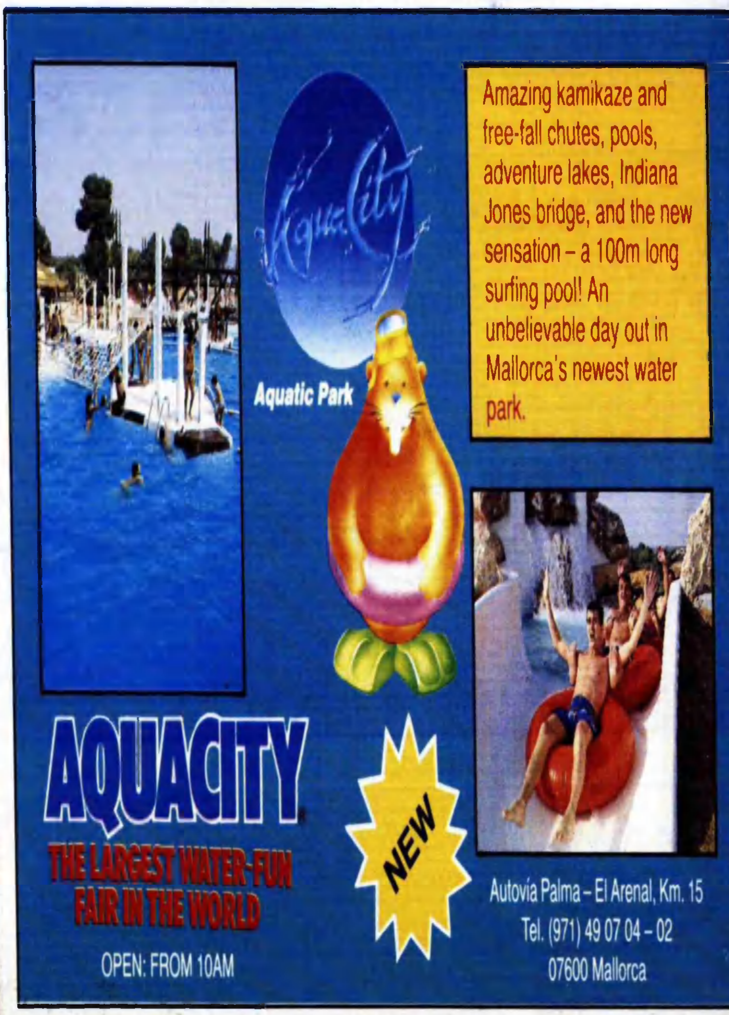
All Trips and Tours are arranged by a local Spanish Agency, and are operated by a local Spanish Excursion Operator subject to local regulations and standards. The Conditions upon which such Trips and Tours are operated will be found on the reverse side of your Ticket, which you can ask to see before booking.

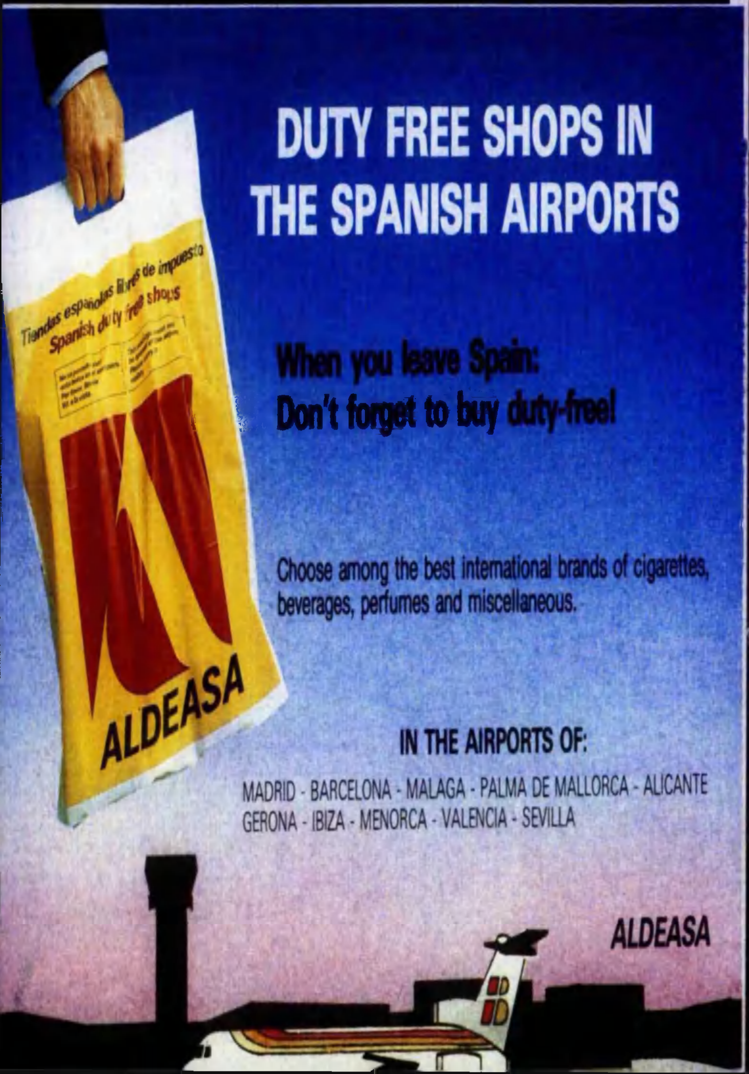
For your convenience, the various Trips and Tours detailed in this Guide may be booked through your holiday Representative who acts as your agent in that respect.

This Guide is valid for the period 1 May 1988 to 30 April 1989. All reasonable care has been taken in its preparation and, at the time of going to press in March 1988, the information in it is believed to be correct. As all the Trips and Tours detailed in this Guide are arranged and operated respectively by independent Spanish agencies and operators over whom Thomson Holidays Limited has no control, changes to the products, facilities, services and activities described may occur after publication (for example, Trips and Tours may be altered or withdrawn by their local operators), and Thomson Holidays Limited does not accept any responsibility for consequent inaccuracies.


MEDITERRANEAN SEA
MAJORCA ISLAND
Aeropuerto
El Arenal
0
10 Km.



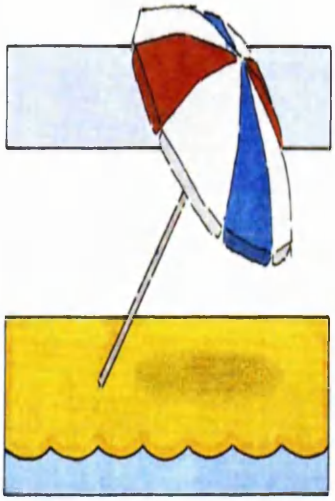

Aqua City
Aquatic Park
AQUACITY
THE LARGEST WATER-FUN FAIR IN THE WORLD
NEW


Tiendas españolas libres de impuesto
Spanish duty free shops
ALDEASA

TIA MARIA GOLD & BROWN. IRRESISTIBLY CARIBBEAN.

"A few helpful tips"

Banks



Banks are open Monday – Friday, 09.00 – 14.00 and Saturday, 09.00 – 13.00 but closed on Sundays and public holidays.

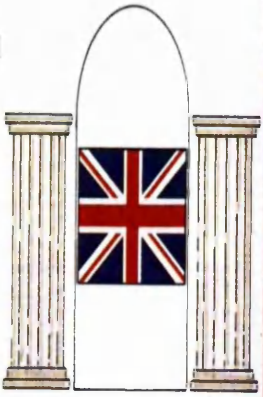
All banks change travellers' cheques and sterling and you can use Visa, Access and Eurocheques and cards to obtain cash at certain banks. The main banks in Palma are:

Banca March, Avenida A. Rosello 8, tel: 460650
Barclays Bank, Avenida A. Rosello 15, tel: 727582

NB. Don't forget to take your passport when changing travellers' cheques.

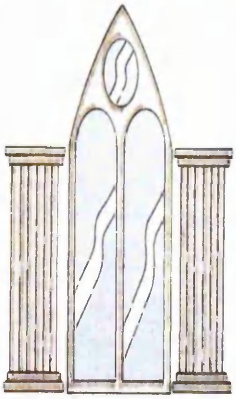
Beaches

Majorca is very proud of its miles of golden beaches. One beautiful three-mile stretch runs from C'an Pastilla through Playa de Palma to Arenal. You'll also find some spectacular, unspoilt and secluded coves on the south east coast. Most resorts have beaches with a wide range of activities and amenities, especially for families. Just outside Magalluf there is a nudist beach at El Mago.



British Consulate

If you need assistance from the consulate you'll find it at: Plaza Mayor 3D, Palma, tel: 71 24 45. It's open as follows: Monday – Friday, 09.00 – 13.00 and 16.00 – 18.00 (July-Sept. inclusive, 09.00 – 14.00 only).



Churches

There's an Anglican church in Palma. Services are held at 08.30 and 11.00 on Sundays. You'll find further details about the services in the Saturday edition of the Majorca Daily Bulletin. The chaplain is the Rev. Frank Millar, tel: 237279.

Credit and charge cards

Most of the major credit and charge cards are accepted in the tourist areas and remember, you can charge all your trips and tours to Access and Visa.

Trips & Tours

Pirates adventure

Enjoy a buccaneering night out on the high seas without ever leaving dry land! The Pirates Adventure is an evening full of surprises set in the swashbuckling days of old. You'll feast in true pirate style and make merry as wine and punch are served by native wenches throughout the evening. There's a unique and colourful show and chance to join in the fun and games – and share the treasure.

A night full of surprises for all age groups.

Party night

The "Summer Night Party" is an evening produced, presented and performed by your own holiday Reps. The venue is the M[illegible]rca Gardens Night Club where sangria and soft drinks flow freely as the band swings into action, setting the scene for the cabaret. Don't expect top professionals but do sit back and enjoy the show as your Reps prove that "We're here to entertain you!" You'll be surprised by their hidden talents.

A late supper is served and there's live music and the latest disco sounds. A great night out for all fun-lovers.

Imagine yourself on a magical Caribbean island, back in those swashbuckling days. Feast in true pirate splendour with scrumptious food and make merry with bountiful wines and buccaneer punches (soft drinks as well!!). Eat as much as you like and drink all night long - it's all included. Experience the excitement of a unique, amusing and colourful, action-packed show - a show full of surprises - it is superb.
*** A treasure you could share in the fun of the game show that follows ***
"There's time for dancing too".
Over 3 hours of fun-packed entertainment. If you are 4 or 84 years old don't miss it.

C/. de la Porrasa, s/n.
Tel. 68 04 11 - 68 26 12
MAGALLUF (Majorca)

MAJORCA

Electricity

In modern buildings the voltage is 220 volts AC but in older buildings 125 volts AC.

Festivals

May	– Re-enactment of the battle between Moors and Christians, at Soller.
August	– Re-enactment of the battle between Moors and Christians, at Pollensa.
September	– Wine festival at Binissalem.
November	– '*Dijous Bo*' agricultural fair at Inca.
5th January	– Procession of the '*Reyes Magos*' (3 kings) when the local children receive their Christmas presents.
Easter	– Religious processions in the area around Palma cathedral over the Easter weekend.

Food and drink

Eating Out

Most resorts boast numerous restaurants offering a wide range of food including Chinese, French, Italian, Spanish and local Majorcan dishes. Whilst on holiday you might like to try some of these popular dishes:

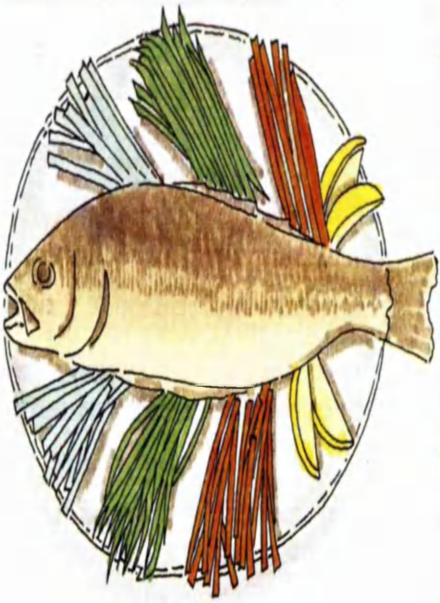
Frito Mallorquin – a delicious mixture of cooked potato, onion, peppers, liver and kidney.

Coca Mallorquin – slices of pizza-style bread base covered with peppers, onions and green vegetables.

Arroz a la Marinera – a rice soup containing a variety of shellfish.

Paella – the famous Spanish yellow rice dish with meat, seafood and vegetables.

"A few helpful tips"



Sobrasada – a red Majorcan sausage, delicious on Spanish bread rolls.

Gazpacho – a popular chilled Spanish soup made from cucumbers, tomatoes and peppers.

All-i-Oli – garlic mayonnaise.

Ensaimada – a pastry whirl, plain or with a variety of fillings, dusted with icing sugar.

Something a little bit different are *tapas* – small dishes of titbits of meat, seafood or vegetable – available in the more traditional Spanish bars.

Drinks

Wine – only a few wines are produced in Majorca, namely *Binissalem* and *Felanitx*, but the famous *Riojas* from northern Spain are readily available. Wines costing over 300 pesetas a bottle are usually good but for an even better quality look out for *Siglo Saco* (red), *Monopol* (white) and *Senoria Sarria* (rose).

Brandy – some of the best known Spanish brandies are *Magno, '103'* and *Carlos III*. One of the best, comparable with a good French cognac, is *Carlos I*.

Liqueurs – there are many inexpensive liqueurs made in Spain. The best known is *Hierbas* (sweet or dry) which is made from aniseed and local herbs fermented in the bottle. A very warming drink!

Sangria – the infamous iced blend of red wine, cognac, liqueurs, fruit juice and sliced fruit, with perhaps a dash of lemonade. Extremely popular for its potency!

Hairdressers

You'll find several English speaking hairdressers in all the major resorts.

I.V.A.

I.V.A. is the Spanish equivalent of V.A.T. introduced at the beginning of 1986 when Spain joined the E.E.C. There are currently three rates of I.V.A.; 6%, 12% and 33%. Please note that I.V.A. is *not* a service charge.

Medical services

Doctors

If you require a doctor at any time, please contact your Rep or hotel or apartment reception. The Medical Centres Salus are open 24 hours a day and have English speaking doctors. Their telephone numbers are as follows:

Cala Mayor: 40 03 62
Magalluf: 68 05 83
Santa Ponsa: 69 13 17
Paguera: 68 62 34
C'an Pastilla: 26 25 24
Playa de Palma: 26 53 21
Soller: 63 18 61

The clinic in Palma is Clinica Femenias, Calle Camile José Cela, 20.
Tel: 45 23 23

MAJORCA

Illuminated gardens and lakes surround the club and compliment the interior decor, setting the mood for a great night out which includes a half bottle of "bubbly".

The Big Band sounds start your feet tapping and a brilliant lazer display announces the show. A superb non-stop medley of traditional and modern Spanish dancing in fabulous costumes against dazzling back drops supports the international line-up of cabaret acts.

A night out at Es Foguero gives you a chance to get into *your* top gear!

Medieval Spectacular

Travel back through time to the days of King Arthur and Sir Lancelot to enjoy a medieval banquet and jousting tournament at the court of the "Wicked Count" of Son Termens Castle.

Trumpet fanfares and superb displays of horsemanship set the scene as you tuck into a medieval-style feast with plenty of drink. When the combats begin sparks fly as your own dashing knight fights with lance and sword for the favour of his fair maiden. You'll want to cheer him on as his horse leaves the battle field and he fights "to the death" with his opponents.

Medieval Night

Later, it's back to the 20th century for disco dancing and some surprise cabaret entertainment. A great night out to remember for all the family.

Casino "Royale"

At Majorca's sophisticated and only casino you can try your luck at the gaming tables or slot machines and dance to the resident band. A Las Vegas type show will entertain you as you enjoy a glittering evening, "James Bond" style, at the island's newest night club. You'll need to take your passport if you fancy a flutter and you can try your luck for as little as £1.

Majorca Palace

The corks pop to keep you bubbling all night long at the Palace, one of the island's newest but longest-established venues. There's a warm welcome, the chance to dance and a great show too! Traditional Spanish dancing and flameco get the evening off to a colourful start and well known artists complete the show in "top-of-the-bill" style.

A cracker of an evening and a great favourite with last year's holidaymakers.

Son Amar fiesta

A superb night out in great company – that's the fabulous fiesta at Son Amar, a vast converted 15th century farmhouse in the heart of the Majorcan countryside. Wine and dine as you enjoy the exciting international show that includes splendid folk dancing in colourful costumes.

The Gibson Brothers and the Drifters Show are scheduled for the Summer 88 Season to make this a tip-top evening which rounds off with dancing and boogying on the moon-lit terrace against the backdrop of magic fountains.

Trips & Tours

Go Cruising

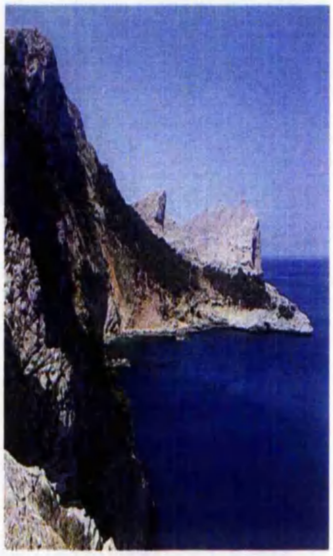
It's sun, sea and sand as you sail along Majorca's south-west coastline passing beaches, cliffs and coves, to a less well known beach for a refreshing dip and sunbathe.

On board you'll enjoy some special Majorcan snacks and white wine and you can dive through the crystal-clear waters in search of bottles of "bubbly" or just lie back and watch the fun and admire the scenery on this suntan special.

Go Cruising

Venture North
To Formentor and Alcudia

For a complete change of scenery, why not take this trip to the attractive north of the island. You'll see the small but exquisite beach at Formentor, well known as a millionaire's paradise, and visit the little market at Alcudia. Once the Roman capital of the area, Alcudia is a fascinating blend of the old and new and as you wander through the narrow backstreets you'll get a taste of the real Majorca – even more so if you try the tasty local cake with a coffee! Weather permitting, there's also a short boat trip past the dramatic cliffs and rocks and the chance to see some of the traditional hand-blown glassware being made. Plenty of variety makes this trip to the north a very interesting day out.



Venture North

Beach party

Sun, sand and sea. Food, fun, frivolity – and music! Mix them together and you have the makings of an unforgettable day out. There's a barbecue lunch then it's off through the countryside to an idyllic beach of the finest white sand for sun, fun and laughter. A day as crazy or laid-back as you want to make it.

Es Foguero night club

Why not treat yourself to a really special night out at Es Foguero, considered by many to be the island's top nightspot.

Es Foguero

MAJORCA

Chemists

Chemists are called *farmacias* and display a green cross outside. Many have staff who speak English.

Post

The main post office, *correos*, is in Plaza la Constitucio, Palma, and it's open daily. There are also local post offices in most resorts.

Stamps are also sold at tobacconists, *estanco*, and at most hotel receptions if you buy postcards at the same time. Post boxes are yellow, not the familiar red and if you're posting mail to anywhere outside Majorca and mainland Spain, use the box marked *extranjero*. Mail can also be posted at your hotel.

Shopping

In general, shops are open from Monday to Saturday, 09.30 – 13.30 and 16.30 – 20.00 but closed in Palma on Saturday afternoons. Shops in the resorts and Palma offer a wide range of souvenirs plus, of course, fashionable clothes and accessories. Popular buys include locally made lace, leather goods, Lladro porcelain, glasswear, pottery and Majorcan simulated pearls.

If you enjoy shopping with the locals, why not visit one of the local markets which take place in the following towns:

Palma	Saturdays
Calvia	Mondays
Andraitx	Wednesdays
Arenal	Thursdays

These markets are normally open from 08.30 – 13.00.

"We care for you"

SALUS

RECOMMENDED MEDICAL SERVICES
CENTROS MEDICOS SALUS

24 hour service

English spoken

CALA MAYOR	Camino Calamayor, s/n.	400362
MAGALLUF	Opposite H. Magalluf Park	680583
SANTA PONSA	Near Restaurante Las Velas	691317
PAGUERA	Calle Playa, s/n.	686234
C'AN PASTILLA	Opposite H. Oasis	262524
PLAYA DE PALMA	Next to H. Neptuno	265321
SOLLER	Antonio Montis, 3	631861

IN CASE OF HOSPITALISATION

CLINICA FEMENIA
C/. Camilo José Cela, 20
Tel. 452323
Palma de Mallorca

If you have not received your medical card please contact your representative.

"A few helpful tips"

MAJORCA

Sports facilities

In most resorts you'll find many sports facilities such as tennis, horseriding, watersports etc. Please check with your Rep for details of venues and costs. On the island there are at present seven golf courses:

Poniente: 18 holes, 7034 yards;
Par 72
Tel: 68 01 48
(less than 2 miles from Palma Nova & Magalluf)

Santa Ponsa: 18 holes, 6727 yards;
Par 72
Tel: 69 02 11

Vall D'Or: 9 holes, 2956 yards;
Par 31
Tel: 57 60 99
(set in Cala D'Or Valley)

Son Vida: (18 holes, 5923 yards;
Par 72
Tel: 23 76 20
(3 miles from Palma)

Son Servera: 9 holes, 2936 yards;
Par 36
Tel: 56 70 96
(about 2 miles from resorts of Cala Millor and Cala Bona)

Bendinat: 9 Holes (brand new)
Tel: 72 16 51
(between Palma and Palma Nova)

Pollensa: 9 holes (to be extended to 18 in 1989), 2925 yards; Par 36.
Tel: 53 32 16
(on the road leaving Pollensa towards Palma)

For further information and details of special discounts, please ask your Rep.

Tap water

The tap water is safe to drink but you may find the taste slightly different to that you are accustomed to. Bottled water is readily available and there are two types: *agua sin gas*, which is still mineral water; and *agua con gas*, which is fizzy.

Telephone

You can make a phone call home via the operator or through a hotel switchboard but there are often extra charges or language difficulties. However, it's now easy to dial your own calls to the UK from public payphones. You can call from any payphone with a sign reading *Telefono Internacional* or from special *Locutorios Telefonicos*. Place one or more 100 peseta coins in the sloping groove at the top of the coinbox. Be careful not to press the button to the left of the dial or you will lose your money – it's for operator calls only. Lift the receiver, check for dial tone, dial "07" and wait for a second tone. Then dial "44" followed by the UK area code (minus the initial "0") and then the number. The coins will drop into the box one by one as they are needed. You can top them up at any time and recover any that are not used after the call. A warning tone will indicate when your money is about to run out. Calls to the UK are cheaper between 20.00 and 08.00 every day.

Tipping

In Majorca tipping is customary and as a general guide, if you've been satisfied with the service, about 10% of the bill in restaurants and 10% of taxi fares is about right. In bars it's common practise to leave a few coins as a tip – it'll always be appreciated but it's not obligatory. And, at the end of your holiday, if you've had good service from the staff in your hotel you may like to tip them too.

Transport

Buses

On the south-east coast of Majorca, the bus services are second to none. Buses run about every 8–10 minutes from all resorts to the Plaza España in the centre of Palma.

Soller it's all aboard (weather permitting) for a cruise along the coast with some superb views of the cliffs and coves, followed by a thrilling drive by coach through some of the island's most dramatic scenery to Valldemosa, an artist's and photographer's paradise!

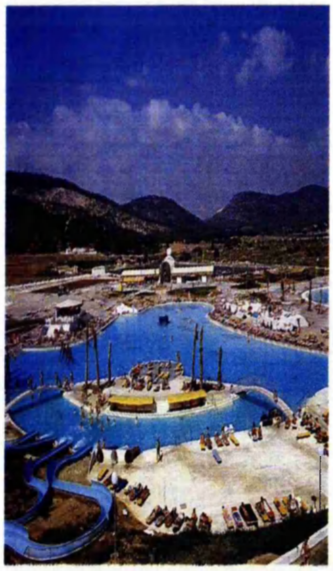
This day out, with its various means of transport and magnificent scenery has something for everyone – don't forget your cameras!

Palma sights and shops

The perfect way to spend a morning shopping and sightseeing in Palma – Majorca's fascinating capital city. After enjoying the panoramic views across the bay and harbour from the Bellver Castle, and admiring the imposing gothic cathedral, you're free to explore the narrow cobbled streets for bargains or to browse around the smart stores and boutiques along the tree-lined avenues. Then sit back to admire your purchases on the drive back to your resort.

Splashdown

The Big Splash! Come along to one of the biggest water parks in the Balearics where cascades, chutes, tubes and pools of cooling water provide lots of fun as the sun tops up your tan.



Waterpark

Majorca's newest and most exciting attraction guarantees that the one wet day of your holiday will be the one that you'll always want to remember! See your Rep for details of the specially reduced prices.

Facilities at the waterpark include: car parks, changing rooms, lockers, sunbeds (for a small extra charge), snack bars, *bodega* and shop. And paddlers will feel just as much at home as swimmers.

Inca market

Thursday, by tradition is market day in Inca, the centre of Majorca's leather industry. People come from miles around and the bustling streets are an ideal hunting ground for bargains at the largest market on the island. Whether you're looking for gifts and souvenirs such as slippers, bags and belts or whether, like the locals, you're shopping for oranges, grapes or juicy melons, you'll find something to barter for on the colourful stalls. And, after a busy morning, you'll appreciate the short stop on the way back to sample some local liqueurs!

Andraitx market

And Port of Andraitx

Nestling below the impressive backdrop of the western mountains, the pretty country town of Andraitx holds its market every Wednesday.

It's a pleasure to shop here and the many stalls offer a wide choice of gifts and souvenirs as well as colourful displays of farm-fresh local produce.

This half day trip includes a stop in the charming Port of Andraitx where you can admire the yachts, motor launches and fishing boats or enjoy a refreshing drink at one of the harbour-side bars and cafés.

Trips & Tours

Caves of Drach

One of the most popular day trips, and no wonder!

The Caves of Drach are some of the largest explored caves in Europe and children and adults alike are enchanted by the mysterious stalagmite and stalactite formations, spectacularly illuminated to create a silent wonderland of colour. As the lights dim by the cool, mirror-like waters of the underground lake, this Aladdin's cave of surprises will amaze you with a fascinating finale . . .

Also included on the trip is some liqueur tasting and a visit to Manacor, centre of the island's pearl industry. And, to complete this wonderful day out, there's a stop at the picturesque fishing village of Porto Cristo.

Caves of Drach and Safari

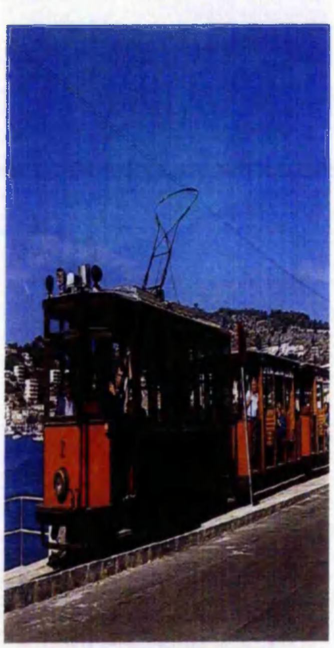
This FAMILY SPECIAL trip has something for everyone. You'll be enchanted by the weird and wonderful underground formations in the caves and the drive through the nearby African-style Safari Park will delight you. A short visit to Porto Cristo and the Manacor pearl factory are also included.

Safari

Marineland

Enjoy a fun-filled day at Marineland in Portal Nous where the famous dolphins and sea-lions perform tricks that defy even the most vivid imagination. When you're not watching the show, you can visit the aquarium, where music from the film "Jaws" plays as you watch the sharks swim around, the reptile house and the aviary or watch the pretty girls as they dive for cultured pearls. And there'll still be time to visit the cafeteria or exotic cocktail bar or even do a spot of sunbathing on Marineland's private beach.

See your Rep for details of special tickets, with or without transport. There's something for everyone!



Scenic West

Scenic West

A fabulous day out with a touch of adventure. Majorca's magnificent scenery unfolds before you as you travel on the quaint Wild West train between Palma and Soller. The range of scenery is stunning, from rugged mountains to gently sloping, fragrant orange and lemon groves. From the hill-backed, horse-shoe harbour of Port de

MAJORCA

From here you can travel to most resorts in Majorca.

Taxis

Taxis are usually black and white or blue and white and if they're free for hire they display a small green light. Some taxis do not have meters but carry price lists which have been approved by the appropriate authorities. Before using a taxi you can ask roughly how much the journey will cost. The minimum cost is between 300–400 pesetas. Prices are per taxi not per person and most are licensed to carry up to four people. Some larger ones carry up to six. Taxis can be called from your hotel or apartment reception.

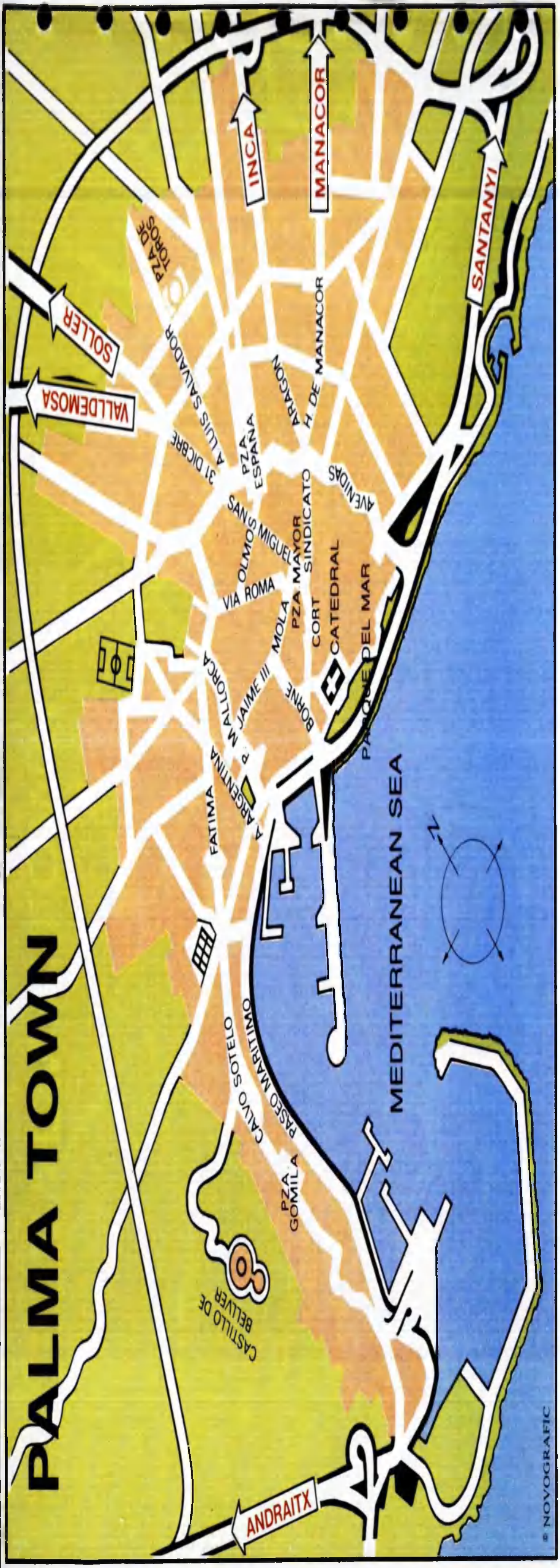
Trains

The main station is situated in the Plaza de España in the centre of Palma. There are two lines: one runs to Inca, the other to Soller. Trains to Inca run roughly every half hour during the day and the last one leaves at 21.00. To Soller the service runs about every 2 hours and the route is very scenic, passing through the mountains. The last train leaves Palma at 18.20.

Car Hire

Hiring a car is a great way to explore the island. Your Rep will have details of the most reliable companies and competitive rates. Your British driving licence will normally be sufficient for hiring a car but the minimum age is 21. When driving please:

1. Carry your driving licence and contract of insurance with you at all times.
2. Wear your seat belt when driving on major roads, ie. motorways and main roads.
3. Give way to traffic coming from the right.
4. Be aware that Police are very strict with traffic offenders and can impose on-the-spot fines.
5. Remember that petrol stations are usually open between 08.00 and 22.00, Monday to Saturday. On Sundays and Public Holidays an emergency station is open and you'll find the address of this displayed at any petrol station.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INCA
MANACOR
SANTANYI
SOLLER
VALLDEMOSA
ANDRAITX
PZA DE TOROS
A. LUIS SALVADOR
31 DICBRE
PZA. ESPAÑA
ARAGON
H. DE MANACOR
AVENIDAS
SAN MIGUEL
OLMOS
VIA ROMA
PZA MAYOR
SINDICATO
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CATEDRAL
PARQUE DEL MAR
MOLA
MALLORCA
JAIME III
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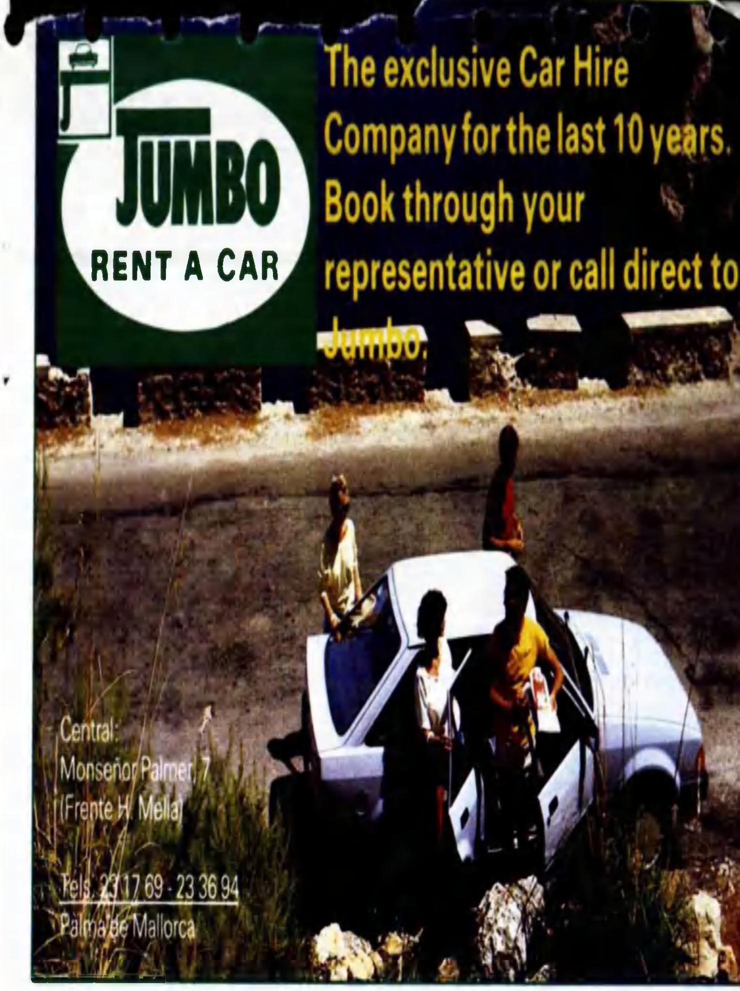

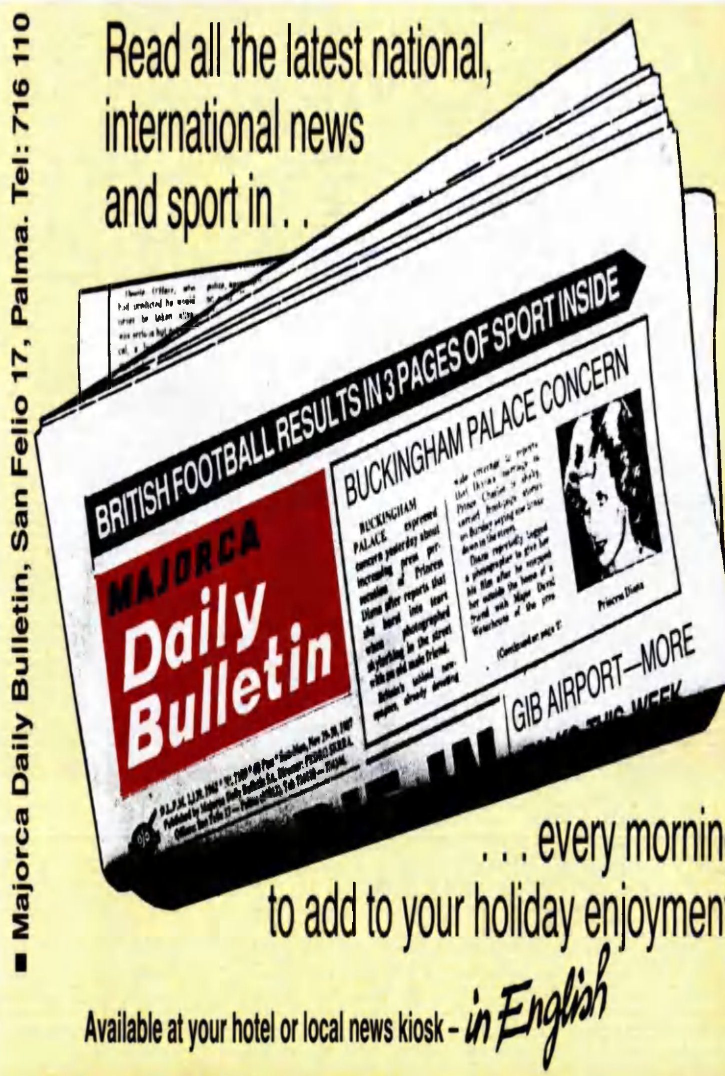
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